

Sona College of Technology (Autonomous), Salem – 636 005

Department of Management Studies

Advanced Diploma in Business Management

CURRICULUM & SYLLABI

Academic year – 2021-22

I Year / I Semester

S. No.	Course Code	Course Title	L	T	P	C
Theory						
1.		Accounting & Finance	2	1	0	3
2.		Business Economics	2	0	0	2
3.		Business Statistics	2	1	0	3
4.		Organizational Behavior and Management	2	0	0	2
Total Credits						10

I Year / II Semester

S. No.	Course Code	Course Title	L	T	P	C
Theory						
1.		Business Communication	2	0	0	2
2.		Business law & Intellectual Property Rights	3	0	0	3
3.		Marketing Management	3	0	0	3
4.		Management Information Systems	2	0	0	2
Total Credits						10

II Year / III Semester

S. No.	Course Code	Course Title	L	T	P	C
Theory						
1.		Consumer Research	2	0	0	2
2.		Family Business Management	3	0	0	3
3.		Operations & Logistics Management	3	0	0	3
4.		Strategic Management	2	0	0	2
Laboratory						
Total Credits						10

II Year / IV Semester

S. No.	Course Code	Course Title	L	T	P	C
Theory						
1.		Business Analytics & Data Visualization	3	3	3	3
2.		Digital Marketing	2	0	0	2
3.		Human Resource Management	3	0	0	3
4.		Personal Finance	2	0	0	2
Laboratory						
Total Credits						10

<Subject Code>	ACCOUNTING & FINANCE	2	1	0	3
<p>Course Outcomes: At the end of the course, the students will be able to,</p> <ol style="list-style-type: none"> 1. Explain the various accounting mechanics, process and system. 2. Analyze and interpret the financial statements of business. 3. Understand the cost information in resolving the problems, which they may face as managers 4. Ascertain the sources of funds and feasibility of project using investment appraisal methods 5. Understand the Usage and mix of different sources of funds in business with cost involved. 					
<p>UNIT – I Introduction</p> <p>Introduction to Financial, Cost and Management Accounting – Accounting Cycle- Accounting Equation - Accounting Conventions and Concepts – GAAP - IFRS – Analyzing transaction – Preparing Trail balance - Preparation of Final Accounts of Sole Trader – (Simple Problems)- Introduction to Environmental accounting- Introduction to Human Resource accounting.</p>					9Hrs
<p>UNIT – II Financial Statement Analysis</p> <p>Financial Statement Analysis - Ratio Analysis – interpretation of ratio for financial decisions making - Preparation of Cash Flow Statement and Fund Flow Statement - Simple Problems</p>					9Hrs
<p>UNIT – III Marginal and Standard Costing</p> <p>Basics of Cost Volume Profit (CVP) analysis - BEP analysis - Application of marginal costing in decision making: Acceptance of Special order, Key factor, Make/Buy decision and Sales mix - Basic framework of budgeting - Preparation of flexible and cash budgets – (Simple Problems)</p> <p>Standard costing - Setting standard costs - Analysis of variance : Material variance and Labour variance – (Simple Problems)</p>					9Hrs
<p>UNIT – IV Introduction to Financial Management and Investment Decision</p> <p>Nature, Scope, Functions of Finance Management – Finance manager role - Capital Budgeting –Principles and Techniques – Nature of Capital budgeting - Investment evaluation criteria: NPV, IRR, PI, payback, discounted payback, ARR- Cost of capital, opportunity cost of capital, Cost of Equity, Debt, and WACC.</p>					9Hrs

UNIT – V Long Term Source of Finance**9Hrs**

Indian capital and stock market, New issues market Long term finance: Shares, debentures, Term loans, Lease, Hire purchase, Venture capital, and Private equity.

THEORY: 30 HOURS**TUTORIAL: 15 HOURS****TOTAL: 45 HOURS****Textbook:**

1. N.Maheshwari & S.K.Maheshwari, “A Text Book of Accounting for Management”, Vikas Publication House Pvt Ltd, 4th edition,2014.
2. I. M. Pandey Financial Management, Vikas Publishing House Pvt. Ltd., 14th edition, 2017.

Reference Books:

1. A.Murthy & S.Gurusamy, Management Accounting Theory and Practice, Vijay Nicole Imprints Pvt Ltd, 5th edition 2013.
2. M.Y. Khan and P.K.Jain Financial management, Text, Problems and cases Tata McGraw Hill, 7th edition, 2014.
3. Ronald W.Hilton & David E.Platt, Managerial Accounting Creating Value in a Dynamic Business Environment, Mc Graw Hill Education,10th edition,2014.
4. Aswat Damodaran, Corporate Finance Theory and practice, John Wiley & Sons, 2011.
5. 5. James C. Vanhorne –Fundamentals of Financial Management– PHI Learning, 13th Edition, 2014.

<Subject Code>	Business Economics	L	T	P	C
		2	0	0	2
<p>Course Outcomes: At the end of the course, the students will be able to,</p> <ol style="list-style-type: none"> 1. Apply the concepts of scarcity and efficiency 2. Explain the principles of micro economics relevant to manage an organization 3. Describe the principles of macro economics 4. Appreciate the functioning of both product and input markets as well as the economy. 					
<p>UNIT – I Introduction</p> <p>The themes of economics – scarcity and efficiency – three fundamental economic problems – society’s capability – Production possibility frontiers (PPF) – economic growth & stability – Micro economies and Macro economies – the role of markets and government</p>					6
<p>UNIT – II Consumer and Producer Behaviour</p> <p>Market – Demand and Supply – Determinants – Market equilibrium – elasticity of demand and supply – consumer behaviour – consumer equilibrium –Production – Short-run and long-run Production Function – Returns to scale – economies Vs diseconomies of scale – Analysis of cost – Short-run and long-run cost function – Relation between Production and cost function.</p>					6
<p>UNIT – III Product and Factor Market</p> <p>Product market – perfect and imperfect market – different market structures – Firm’s equilibrium and supply – Market efficiency – Economic costs of imperfect competition – factor market – Land, Labour and capital – Demand and supply – determination of factor price</p>					6
<p>UNIT – IV Performance of An Economy – Macro Economics</p> <p>Macro-economic aggregates – circular flow of macroeconomic activity – National income determination – Aggregate demand and supply – Macroeconomic equilibrium – Components of aggregate demand and national income – multiplier effect – Demand side management – overview of Fiscal policy</p>					6
<p>UNIT – V Aggregate Supply and the Role of Money</p> <p>Short-run and Long-run supply curve – Unemployment and its impact – Inflation and the impact – reasons for inflation – Demand Vs Supply factors – Inflation Vs Unemployment tradeoff –Supply side Policy and management- Money market-Demand and supply of money – overview -the role of monetary policy.</p>					6

THEORY: 30 HOURS	TUTORIAL: 0 HOURS	TOTAL: 30 HOURS
<p>Textbook:</p> <ol style="list-style-type: none"> 1. Paul A. Samuelson, William D. Nordhaus, Sudip Chaudhuri and Anindya Sen, Economics, 19th edition, Tata McGraw Hill, New Delhi, 2019 2. William F. Samuelson and Stephen G Managerial Economics, 8th Edition , Wiley 2014 		
<p>Reference Books:</p> <ol style="list-style-type: none"> 1. William Boyes and Michael Melvin, Textbook of economics, South-Western College Publishing, 2015. 2. N. Gregory Mankiw, Principles of Economics, 3rd edition, Thomson learning, New Delhi 3. Richard Lipsey and Alec Charystal, Economics, 12th edition, Oxford, University Press, New Delhi, 2011. 4. Michael R. Baye , Managerial Economics & Business Strategy , McGraw-Hill Education , 7th edition 5. Hemalatha Manglani , Managerial Economics, Neelkanth Publishers, 2019 edition 		

Subject Code	Business Statistics			2	1	0	3
<p>Course Outcomes: At the end of the course, the students will be able to,</p> <ol style="list-style-type: none"> 1. To understand the application of Statistics in Business, to construct diagrams, charts and graphs based on the dataset. 2. To describe the nature of the variable using descriptive statistics 3. To understand and differentiate the concepts of Population and Sample with its applications 4. Identify the correlation and regression between the variables and interpret. 5. To use Time series and Index numbers for data analysis in business decision making. 							
<p>UNIT – I: Introduction & Measures of Central Tendency</p> <p>Introduction – meaning and definition of statistics – collection and tabulation of statistical data – presentation of statistical data – graphs and diagram – measures of central tendency – Arithmetic mean, median, mode, harmonic mean and geometric mean.</p>							9 Hrs
<p>UNIT – II: Measures of Dispersion, Correlation and Regression</p> <p>Measures of variation – standard deviation, mean deviation – Quartile deviation – skewness and kurtosis – Lorenz curve. Simple correlation – scatter diagram – Karl pearson’s correlation – Rank correlations – regressions.</p>							12 Hrs
<p>UNIT – III: Time Series</p> <p>Analysis of Time series – methods of measuring trend and seasonal variations.</p>							6 Hrs
<p>UNIT – IV: Index Numbers & SQC</p> <p>Index number s- consumer’s price index and cost of living indices – statistical quality control.</p>							6Hrs
<p>UNIT – V: Sampling Theory</p> <p>Sampling procedures – simple, stratified and systematic. Hypothesis testing – Fundamental ideas – Large sample Test – small sample test –t, F, Chi – square (without proof) – simple applications.</p>							12 Hrs
THEORY: 30 HOURS		TUTORIAL: 15 HOURS			TOTAL: 45 HOURS		
<p>Textbook:</p> <ol style="list-style-type: none"> 1. S. C.Gupta – Fundamentals of Statistics, Himalaya Publishing 							
<p>Reference Books:</p> <ol style="list-style-type: none"> 1. G C Beri – Business Statistics, 3rd edition, TATA McGraw-Hill. 2. Chandrasekaran & Uma Parvathi-Statistics for Managers, 1st edition, PHI Learning 3. Roger E. Kirk Statistics: An Introduction, Fifth Edition, Thomson-Wadsworth Publication 4. Mc Clave, Benson and Sincich, Statistics for Business and Economics, Eleventh Edition, 							

Prentice Hall Publication.

5. Jack Levin, James Alan Fox , Elementary Statistics in Social Research, Pearson Education

<Subject Code>	Organizational Behavior and Management	L 2	T 0	P 0	C 2
<p>Course Outcomes: At the end of the course, the students will be able to,</p> <ol style="list-style-type: none"> 1. Understand the nature and purpose of Management. 2. Examine the managerial functions of Planning, organizing, staffing, leading and controlling. 3. Interpret the concept of organizational behavior and its scope 4. Assess the individual level variables and its applications in organizations 5. Appreciate group processes for increased effectiveness within and outside organizations. 					
<p>UNIT – I Introduction to Management</p> <p>Introduction to Management- Nature- Purpose-Functions-Science or Art- Levels - Managerial Roles-Skills-Evolution of Management thought-Scientific Management-Fayol’s principles-Systems approach-Current trends in Management.</p>					5
<p>UNIT – II Functions of Management</p> <p>Planning-Types-process-steps-MBO- Strategies-SWOT-Decision Making-Organizing-Staffing-Organization Structure-Directing-Controlling-process-Organizational effectiveness</p>					6
<p>UNIT – III Introduction to Organizational Behavior</p> <p>Introduction to OB-Nature and Scope-Disciplines contributing to OB-Challenges and Opportunities-OB Model.</p>					5
<p>UNIT – IV Individual level Behavior</p> <p>Attitude-Components-Personality-Determinants-Perception-Short Cuts-Motivation-Theories-Learning</p>					8
<p>UNIT – V Group Behavior</p> <p>Group-Types-Formation of groups-Group decision making-Leader Vs Manager- Power and Politics-Organizational culture and change.</p>					6
THEORY: 30 HOURS		TUTORIAL: 0 HOURS		TOTAL: 30 HOURS	
<p>Textbook:</p> <ol style="list-style-type: none"> 1. Stephen P. Robins, Organizational Behavior, PHI Learning/Pearson Education, 16th edition, 2014 2. Charles W L Hill, Steven L McShane, 'Principles of Management', McGraw Hill Education, Special Indian Edition, 2007 					

Reference Book:

1. Fred Luthans, Organizational Behavior, McGraw Hill, 12th edition, 2013.
2. Harold Koontz, Heinz Weihrich, 'Essential of Management', Tata McGraw Hill, 13th edition, 2001
3. Hersey, Paul, Kenneth H. Blanchard and Dewey E. Johnson: Management of Organizational Behaviour: Utilizing Human Resources, Prentice Hall, New Delhi.
4. Govindarajan & Natarajan: Principles of Management, Prentice Hall of India Private Limited, New Delhi.
5. Tripathy & Reddy: Principles of Management, Tata McGraw-Hill Publications, New Delhi.

II – SEMESTER

<Subject Code>	Business Communication	2	0	0	2
<p>Course Outcomes: At the end of the course, the students will be able to,</p> <ol style="list-style-type: none"> 1. Apply the knowledge by speaking confidently and communicating in different business situations. 2. Create and designs different letter formats based on organizational requirements 3. Identify appropriate organizational formats and channels used in business messages. 4. Apply business and social etiquette in future work organizations 5. Deliver an effective oral business presentation. 					
<p>UNIT – I Introduction</p> <p>Communication – Meaning - Importance of communication skills in Business Management- Types of communication - Media and tools of communication. The Communication Process - Barriers and Gateways to communication.</p>					6
<p>UNIT – II Verbal and Non Verbal communication</p> <p>Persona language and body language - Types of managerial speeches - Occasional speech; thematic speech - Group Communication - Group discussions, meetings, seminars, and conferences - Art of facing interviews in- selection or placement, appraisal, disciplinary committees and exit interviews.</p>					6
<p>UNIT – III Written Communication Skills</p> <p>Formats for business letters and memos - Routine type, Sales promotion, Bill collection, Disciplinary action, Persuasive messages, Negative messages ,job applications - Preparing a professional resume and cover letter - Follow-up messages and letters - Internal communication through memos, minutes, notices, circulars - Writing effective Business Reports - Digital Communication - PowerPoint preparation -Using Web as a source of knowledge Sharing.</p>					6
<p>UNIT – IV Recruitment and Employment Correspondence</p> <p>Drafting the Employment Notice- Job Application Letter - Curriculum Vitae/ Resumes- Joining Interview - An offer of employment - Job Description- Letter of Acceptance, Letter of Resignation and Promotion, Testimonials and References.</p>					6
<p>UNIT – V Business and Social Etiquette</p> <p>Professional conduct in a business setting- Workplace hierarchy-The proper way to make introductions - Use of courteous phrases and language in the workplace - Professional Image - Appropriate business attire - Telephone Etiquette - Table etiquette- Language lab for practical business communication.</p>					6

THEORY: 30 HOURS	TUTORIAL: 0 HOURS	TOTAL: 30 HOURS
<p>Textbook:</p> <ol style="list-style-type: none"> <li data-bbox="233 253 1390 322">1. Rajendra Pal, J.S.Korlahalli, Essentials of Business Communication, Sultan Chand & Sons, 13th edition, 2011. 		
<p>Reference Books:</p> <ol style="list-style-type: none"> <li data-bbox="233 398 1410 468">1. Lehman / Dufrene / Sinha “Business Communication”, Cengage Learning, 2 nd edition, 2016 <li data-bbox="233 488 1386 557">2. Sanjay Kumar, Pusp Lata- “Communication Skills”, Oxford University Press, Second impression 2012. <li data-bbox="233 577 1214 647">3. Raymond V.Lesikar, John D. Pettit and Mary E.Flatley – Lesikass Basic Communication, Tata McGraw Will, 8th Edition – 1999. <li data-bbox="233 667 1310 736">4. Stevel. E. Pauley, Daniel G.Riordan, Technical Report Writing Today – AITBS Publishing & Distributors, India 5th edition , 2000. <li data-bbox="233 757 1307 792">5. Nageshwar Rao and Rajendra Das, Business skills, Himalaya Publishing House 		

<Subject Code>	BUSINESS LAW & INTELLECTUAL PROPERTY RIGHTS	3	0	0	3
<p>Course Outcomes: At the end of the course, the students will be able to,</p> <ol style="list-style-type: none"> 1. Analyze role of law in commercial transactions 2. Analyze legal issues in business operations 3. Apply laws to register and control a company 4. Acquire adequate knowledge on patent and copyright for their innovative research works 5. Analyse the significance of Intellectual Property in strategic pursuits of an organisation 					
<p>UNIT – I INDIAN CONTRACT ACT, 1872 & INDIAN PARTNERSHIP ACT,1932</p> <p>Indian Contract Act: Key definitions - Essential elements of Contract- Classification of contract-Formation of Contract-Performance of contract-Discharge of contract-Breach of contract and remedies-Contingent and Quasi Contract.</p> <p>Indian Partnership Act: Definition-Test of partnership-Formation of partnership-Kinds of partners-Registration of firms-Rights, Duties and Liabilities of Partners-Re-constitution of firm-Dissolution of partnership firm</p>					9
<p>UNIT – II SALE OF GOODS ACT, 1930 & NEGOTIABLE INSTRUMENTS ACT, 1881</p> <p>Sale of Goods Act: Definitions-Essential elements of contract of sale- Classification of goods-Doctrine of Caveat Emptor-Rules as to delivery of goods-Rights of buyer and seller-Rights of unpaid seller- Auction sale-Remedies for breach of contract of sale.</p> <p>NI Act: Definition and characteristics of Negotiable Instrument-Parties to negotiable instruments-Presumptions as to Negotiable Instruments-Essential features of Promissory note, Bill of Exchange and Cheque-Holder and Holder in due course-Discharge of Negotiable Instrument-Dishonour of Cheque</p>					9
<p>UNIT – III COMPANY LAW 2013 & CONSUMER PROTECTION ACT,1986</p> <p>Company Law: Nature and types of companies-Formation-Memorandum of Association-Articles of Association-Prospectus-Power, duties and liabilities of Directors- Winding up of Companies. Case study</p> <p>Consumer Protection Act: Definitions of Consumer, Defect, Deficiency, Unfair trade practice, restrictive trade practices-Consumer rights-Procedure for consumer grievances redressal-Consumer dispute redressal machineries and Forums-Remedies</p>					9

available to consumers.

UNIT – IV INTRODUCTION TO IPR, PATENTS, COPY RIGHTS & TRADEMARKS

9

Introduction and the need for intellectual property right (IPR) - Kinds of Intellectual Property-IPR in India

Patents: Elements of Patentability: Novelty , Non Obviousness (Inventive Steps), Industrial Application - Non - Patentable Subject Matter - Registration Procedure, Rights and Duties of Patentee

Copyright: Subject matter of copyright- Registration Procedure, Term of protection, Ownership of copyright, Assignment and license of copyright

Concept of Trademarks - Different kinds of marks - Non Registrable Trademarks - Registration of Trademarks - Rights of holder and assignment and licensing of marks.

UNIT – V DESIGN, GI, PLANT VARIETY PROTECTION & LAYOUT DESIGN PROTECTION

9

Design: meaning and concept of novel and original - Procedure for registration, effect of registration

Geographical indication: meaning, and difference between GI and trademarks - Procedure for registration, effect of registration and term of protection

Plant Variety Protection Plant variety protection: meaning and benefit sharing and farmers' rights – Procedure for registration, effect of registration and term of protection

Layout Design Protection: meaning – Procedure for registration, effect of registration and term of protection

THEORY: 45 HOURS

TUTORIAL: 0 HOURS

TOTAL: 45 HOURS

Textbook:

1. Ravinder Kumar, Legal aspects of business, Cengage Learning, 5th edition 2021
2. Nithyananda, K V. (2019). Intellectual Property Rights: Protection and Management. India, IN: Cengage Learning India Private Limited.

Reference Books:

1. Kapoor N.D, Elements of Mercantile Law, Sultan Chand & Sons, 38th edition 2020
2. Ahuja, V K. (2017). Law relating to Intellectual Property Rights. India, IN: Lexis Nexis.
3. Avtar Singh , Business Law, Eastern Bok company, 11th edition 2018

<Subject Code>	Marketing Management	3	0	0	3
Course Outcomes: At the end of the course, the students will be able to,					
<ol style="list-style-type: none"> 1. Understand the facets of marketing. 2. Understand the buying behavior and market segments 3. Identify consumer decision making process and apply the STP (segmentation, targeting, positioning) strategies of marketing to gain competitive advantage. 4. Develop marketing strategies to strengthen future product innovation and extensions. 5. Plan and execute the 4 Ps of Marketing 					
UNIT – I Introduction to Marketing Marketing: Nature and Scope – Functions of Marketing – Types of Markets - Difference between Marketing and Selling -Environmental Factors affecting Marketing- Marketing Mix					9Hrs
UNIT – II Buying Behaviour and Market Segmentation Buyer behavior – Factors influencing buyer behaviour – Stages of buying decision process - Market segmentation –Basis of Segmentation					9Hrs
UNIT – III Product Product –Classification – Consumer Goods – Industrial goods – Product Mix - Developing new Products- Product Life Cycle —Branding – Packaging					9Hrs
UNIT – IV Pricing and Distribution Pricing – Objectives –Factors influencing pricing decisions – Types of Pricing. Physical distribution – Channels of distribution – Types of Channel – Wholesalers, Retailers and Middle men and their					9Hrs
UNIT – V- Promotion Promotion – Advertising – Personal Selling – Sales Promotion – Publicity- Recent Trends in Marketing: E-marketing, Relationship marketing, Mobile marketing. Subject Content					9Hrs
THEORY: 45 HOURS	TUTORIAL: 0 HOURS	TOTAL: 45_ HOURS			
Textbook: <ol style="list-style-type: none"> 1. Philip Kotler &Kevin Lane Keller, (2016), Marketing Management, 15th Edition, Pearson Education India, Noida 					

Reference Books:

1. Gupta C.B. Nair N. Rajan, (2020), Marketing Management - Text & Cases, 19th edition, Sultan Chand & Sons, New Delhi .
2. S.A. Sherlekar & R. Krishnamoorthy (2015), Principles of Marketing, Himalaya Publishing House Pvt. Ltd.,- Mumbai
3. Baines, Fill, Page, Marketing, Oxford University Press, Asian Edition, 2013.
4. Ramasamy and Namakumari, Marketing Management-Indian context and Global perspective, Mc Graw Hill Education, 5th edition
5. Rajan Nair and Varma M M : Marketing Management, Sultan Chand and Sons

<Subject Code>	Management Information Systems	2	0	0	2
<p>Course Outcomes: At the end of the course, the students will be able to,</p> <ol style="list-style-type: none"> 1. Understand the leadership role of Management Information Systems in achieving business competitive advantage through informed decision making. 2. Categorize the relationship between information systems and their impact on decision – making in organizations 3. Evaluate the process of information as a resource in business organizations 4. Comprehend the importance of implementation and control of IPR related issues in IT 5. identify the major management challenges to building and using information systems in organizations. 					
<p>UNIT – I Management Information systems</p> <p>Definition - Evolution - Functions of Management Information Systems - Information Concepts - Establishing Framework - Types of Information Systems</p>					6
<p>UNIT – II System Development: Modern Information Systems</p> <p>System Concepts- System Development Life Cycle- Models Prototyping - Structured Methodologies – Designing Computer Based Methods - Designing Structured Programs - Database Concepts- Information Systems.</p>					6
<p>UNIT – III Notions of Decision Support Systems</p> <p>Decision Support Systems - Enterprise Information Systems - Executive Information Systems - Expert Systems - Knowledge Management Systems - Geographic Information Systems- Managing International Information Systems</p>					6
<p>UNIT – IV Implementation and control</p> <p>Quality Assurance in Information Systems - Cost Benefit Analysis - Assessing Values and Risk of Information Systems - IT Ethics - Intellectual Property, Copyright & Patent.</p>					6
<p>UNIT – V Management Challenges , Computer Crime and System Security</p> <p>Cyber Law and IT Act 2000 - Types of Cybercrimes - Identification of system vulnerability - Security Management of Information Technology - Auditing IT Security</p>					6
THEORY: 30 HOURS		TUTORIAL: 0 HOURS		TOTAL: 30 HOURS	
<p>Textbook:</p> <ol style="list-style-type: none"> 1. James O'Brien, George M Marakas, Ramesh Behl, Management Information systems, Tata McGraw-Hill, 11th edition , 2019 2. Kenneth C Laudon, Jane P Laudon and Sahil Raj , Management Information systems, Pearson education, 16th edition , 2019 					
<p>Reference Books:</p>					

1. Effy Oz, Management Information Systems, Cengage learning, 6th Edition , 2013
2. Waman S Javadekar, Management Information Systems – Texts and cases – A global Digital Enterprise Perspective - Tata McGraw – Hill, 5th Edition ,2003
3. Indrajit Chatterji, Management Information Systems, Prentice Hall of India, 2nd Edition,2010
4. Rahul De , MIS: Managing Information Systems in Business, Government and Society, Wiley India, 2nd Edition, 2018
5. [Keri E. Pearson](#), [Carol S. Saunders](#) , [Dennis F. Galletta](#) , Managing and Using Information Systems: A Strategic Approach 7th Edition,2019

III – SEMESTER

<Subject Code>	Consumer Research	L 2	T 0	P 0	C 2
<p>Course Outcomes: At the end of the course, the students will be able to,</p> <ol style="list-style-type: none"> 1. Understand concepts, models and applications of consumer behaviour. 2. Identify and apply consumer research design tools for data collection, and analysis 3. Explore various consumer research instruments and techniques for validating and decision making. 4. Assess the individual consumer orientation , dynamics of reference group, opinion leadership, family influences in purchase behaviour and online behaviour 					
<p>UNIT – I Introduction to Consumer Behaviour</p> <p>Introduction to Consumer Behaviour , Concepts, challenges and need for consumer behavior - Models of consumer behavior Applications of consumer behavior in marketing</p>					5
<p>UNIT – II Consumer Research</p> <p>Consumer research process – overview - Quantitative and qualitative methods - research – Experiments – Observation studies - surveys- Ethics in consumer research</p>					6
<p>UNIT – III Sources and Collection of Data</p> <p>Scaling techniques – Questionnaire – Design and construction – validity and reliability of instruments – Data editing , coding and Data entry –Data Analysis – overview – Univariate – Bivariate-Multivariate techniques – online consumer research surveys</p>					6
<p>UNIT – IV Consumer insights</p> <p>Consumer Perception -Elements and dynamics of perception - Risk perception- Consumer Learning -Behavioural theory of learning -Cognitive theory of learning - Consumer Personality -Brand personality- Consumer motivation and attitude</p>					8
<p>UNIT – V Cultural influences on Consumer research</p> <p>Reference group - Family influences- Opinion leadership Culture and subculture -Cross culture - New Products and Online Consumer Behaviour</p>					5
THEORY: 30 HOURS		TUTORIAL: 0 HOURS		TOTAL: 30 HOURS	
<p>Textbook:</p> <ol style="list-style-type: none"> 1. Donald R Cooper , Pamela S.Schindler and J.K.Sharma, Business research methods , Tata McGraw Hill , 11th Edition , 2016 2. Leon G. Schiffman, Joseph Wisenblit and S. Ramesh Kumar. Consumer behavior, Pearson Education India, 11th Edition, 2015 					

Reference Books:

1. Roger D. Blackwell , Paul W. Miniard , James F. Engel , Zillur Rahman, Consumer Behavior, Cengage Learning ,10th edition , 2018
2. David Loudon, Albert J Della Bitta, Consumer Behavior , McGraw Hill, New Delhi , 2015
3. Assael, Consumer Behavior, Cengage Learning , 2016
4. Sheth Mittal, Consumer Behavior A Managerial Perspective, Thomson Asia (P) Ltd., Singapore, 2016
5. Henry Assael, Consumer behavior strategic approach Biztantra, New Delhi,2016

Websites / Links :

1. <https://www.brandpoint.com/blog/using-big-data-to-predict-consumer-behavior-and-improve-roi/>
2. <https://www.quirks.com/>
3. <https://customerinsights.com/>

Subject Code	Family Business Management	3	0	0	3
Course Outcomes: At the end of the course, the students will be able to:					
<ol style="list-style-type: none"> 1. Increase the overall understanding on family business management. 2. Demonstrate the effective governance of family business. 3. Illustrate a mapping on growth strategy of family business besides assessing importance of long-term succession planning. 4. Scan and combine best practices and explore the emerging trends in family business management. 					
UNIT – I Family Business Uniqueness Family Business Dynamics: People, System and Growing Complexity - The Family’s Relationship with Business: Developing a Strategic Vision and Building Teamwork - Articulating values and shared vision - Family emotional intelligence - Use of facilitators and advisors - Unifying plans, processes, and structures.					9 Hrs
UNIT – II Gen-Nxt The Next Generation: Human Resource Management - Importance of family constitution - Professionalizing the boardroom: the role of balanced board of directors - Family business governance - Advisory boards - Board Composition - Effective working boards.					9 Hrs
UNIT – III Governance Cousin Companies: Family Governance in multigenerational family firms - Family Business Cycle and Models - Establish a foundation for long-term business success - Build-on the business strengths and minimize vulnerabilities -					9 Hrs
UNIT – IV Succession Plan Managing Succession: the leadership challenge - Resistance to succession planning - Planning early - Written plan - Retirement plan - Selecting the right successor - Crafting the next-generation career plan - Create a strong board of directors.					9 Hrs
UNIT – V Managing the Differences Address the complex dynamics of a family business - Establish a family office separate from the operating business - Managing the expectations for the family’s involvement with the business - Find better ways to reach common goals and address conflicts - Structure ownership and distribution of family wealth. Change and Adaption.					9 Hrs

THEORY: 45 HOURS	TUTORIAL: ____ HOURS	TOTAL: 45 HOURS
<p>Textbook:</p> <ol style="list-style-type: none"> <li data-bbox="284 241 1370 309">1. ErenestoJ.Poza, Mary S Daugherly, Family business, Cengage Learning, 4th Edition 2014. 		
<p>Reference Books:</p> <ol style="list-style-type: none"> <li data-bbox="284 405 1370 488">1. Peter leach, Tatwamasi Dixit, Indian Family Business Mantras, Rupa Publishing Private Ltd., 2015. <li data-bbox="284 510 1370 600">2. Carlock, R., Ward, J., When Family Businesses are best, The parallel planning process for family harmony and business success, Palgrave Macmillan, 2010. <li data-bbox="284 636 1370 712">3. Kavil Ramachandran, The 10 Commandments for Family Business, SAGE Publications Private Ltd., 2015. <li data-bbox="284 725 1370 815">4. John l. Ward, Perpetuating the Family Business: 50 Lessons learned from long-lasting successful families in Business, Palgrave Macmillan, 2004. <li data-bbox="284 837 1370 981">5. Stewart, A., &Hitt, M. A. 2012. Why can't a family business be more like a nonfamily business? Modes of professionalization in family firms. Family Business Review, 25(1), 58-86. 		

Subject Code	Operations & Logistics Management	3	0	0	3
<p>Course Outcomes: At the end of the course, the students will be able to,</p> <ol style="list-style-type: none"> 1. Understand the fundamentals of different types of production and operations decisions. 2. Analyze different process design for new product or improved products and services 3. Understand the concepts and importance of logistics 4. Evaluate the characteristics and different modes of transportation 					
<p>UNIT – I Introduction to Operations Management and Production system</p>					9Hrs
<p>Operations Management – Nature, Importance, historical development, transformation processes, differences between services and goods, a system perspective, functions, challenges, current priorities, recent trends; Production system – Concept, Types; Life cycle, Productivity, Operation strategy – Concepts, different types of production and operation decisions.</p>					
<p>UNIT – II Operation strategy , Forecasting , Developing Product and Service</p>					9Hrs
<p>Operation strategy – Concepts, different types of production and operation decisions. Forecasting, Developing New Product, Improving Design of Existing Product – Designing and Developing of New Services.</p>					
<p>UNIT – III Process Design Decision Analysis, Facility Location and Layout</p>					9Hrs
<p>Process Selection, Types of process design - Factors affecting Process Design Decisions. Location selection, Layout – Concept, Types, factors affecting layout and location decisions.</p>					
<p>UNIT – IV Overview of Logistics</p>					9Hrs
<p>Nature- Concept- Evolution- Components of Logistics Management- Logistics in India- Functions. Concept of 3PLs- 4PLs- Green Logistics- Reverse Logistics- Contemporary trends in International Logistics.</p>					
<p>UNIT – V Transportation and Modes</p>					9Hrs
<p>Customer Service and Logistics Management -A Perspective. Role of transportation in logistics-Transportation selection decision-Rail, Road, Water, Air, Pipeline- Characteristics of different modes- Inter modal operations.</p>					
THEORY: 45 HOURS		TUTORIAL: 0 HOURS		TOTAL: 45 HOURS	
<p>Textbook:</p> <ol style="list-style-type: none"> 1. Richard B. Chase, Ravi Shankar, F. Robert Jacobs, Nicholas J. Aquilano, Operations and Supply Management, Tata McGraw Hill, Recent Edition. 					

Reference Books:

1. Norman Gaither and Gregory Frazier, Operations Management, Cengage Learning ,Recent Edition
2. Ballou Ronald H, Business Logistics and Supply Chain Management, Pearson Education, Recent edition
3. William J Stevenson, Operations Management, Tata McGraw Hill, 9th Edition, 2009.
4. Russell and Taylor, Operations Management, Wiley, Fifth Edition, 2006.
5. Aswathappa K and Shridhara Bhat K, Production and Operations Management, Himalaya Publishing House, Revised Second Edition, 2008.

<Subject Code>	Strategic Management	L	T	P	C
		2	0	0	2
<p>Course Outcomes: At the end of the course, the students will be able to,</p> <ol style="list-style-type: none"> 1. Understand how the strategy works in an organisation and the role of stakeholders in strategy formulation 2. Identify the competitive advantage of firms by doing environment analysis. 3. Analyze the available strategic alternatives across the levels of an organisation. 4. Assess the mapping of strategy with organizational structure and control systems. 5. Acquire knowledge on the current trends and new business models in the strategic environment. 					
<p>UNIT – I - Strategy and Process</p> <p>Strategy - Strategic management - Concept & Process -Vision, Mission, Business definition, Objectives and Goals - Stakeholders in business - Corporate Governance – Corporate Social responsibility- Business Ethics.</p>					6
<p>UNIT – II - Competitive Advantage</p> <p>Internal Environment – SWOT analysis - Resources- Capabilities – Core competencies- External Environment - Porter’s Five Forces Model- PEST analysis - Strategic Groups - National Context and Competitive advantage - Building Blocks of Competitive Advantage- Durability of competitive Advantage- Avoiding failures and sustaining competitive advantage- ETOP Profile</p>					6
<p>UNIT III - Strategies</p> <p>Functional level – Business Level – Global level – Corporate level - Business Portfolio analysis – GE 9 Cell Model - Building and Restructuring the corporation- Strategic analysis and choice</p>					6
<p>UNIT VI - Strategy Implementation & Process</p> <p>Strategic implementation - Process- Resource allocation- Barriers - Designing organizational structure-Designing Strategic Control Systems- Matching structure and control to strategy-Implementing Strategic change-Strategic evaluation - Mc Kinsey's 7s Framework - Balance Score Card</p>					6
<p>UNIT V - Other Strategic Issues</p> <p>Managing Technology and Innovation- New Business Models – E Commerce Strategies – Not Profit organization strategies- Blue and red Ocean strategy</p>					6

THEORY: 30 HOURS	TUTORIAL: 0 HOURS	TOTAL: 30 HOURS
<p>Textbook:</p> <ol style="list-style-type: none"> 1. Azhar Kazmi, Strategic Management & Business Policy, Tata McGraw Hill, Fourth Edition, 2015 2. Charles W.L.Hill & Gareth R.Jones, Strategic Management Theory, An Integrated approach, Biztantra, Wiley India, 2012 		
<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Thomas L.Wheelen, J.David Hunger & Krish Rangarajan , Strategic Management and Business Policy, Pearson Education, 2006 2. Henry Mintzberg, Joseph Lampel, Bruce Ahlstrand , Strategy safari –Your complete Guide Through the Wilds of Strategic Management – Prentice Hall, 2nd edition, 2009 Hitt, Ireland, Hoskisson, Manikutty, Strategic Management A South Asian Perspective ,Cengage Learning -9th edition, 2016. 3. Thompson, Strickland, Gamble and Gain, Crafting and Executing Strategy The Quest for Competitive advantage, Tata McGraw Hill, 17th edition, 2012. 4. Lawrence G. Hrebiniak, Making strategy work, Pearson, 2005. 5. Gupta, Gollakota and Srinivasan, Business Policy and Strategic Management Concepts and Application, Prentice Hall of India, 2005. 		

IV – SEMESTER

Subject Code	Business Analytics & Data Visualization	3	0	0	3
<p>Course Outcomes: At the end of the course, the students will be able to,</p> <ol style="list-style-type: none"> 1. Understand the basics of business analysis and Data Science 2. Understand data management and handling and Data Science Project Life Cycle 3. Understand the data mining concept and its techniques 4. Understand the application of business analysis in different domain 5. Visualize the data to make informed decisions 					
<p>UNIT – I</p> <p>Introduction: What is business analytics? Historical Overview of data analysis, Data Scientist vs. Data Engineer vs. Business Analyst, Career in Business Analytics, What is data science, Why Data Science, Applications for data science, Data Scientists Roles and Responsibility</p>					9Hrs
<p>UNIT – II</p> <p>Data: Data Collection, Data Management, Big Data Management, Organization/sources of data, Importance of data quality, Dealing with missing or incomplete data, Data Visualization, Data Classification</p>					9Hrs
<p>UNIT – III</p> <p>Data Science Project Life Cycle:</p> <p>Data Science Project Life Cycle: Business Requirement, Data Acquisition, Data Preparation, Hypothesis and Modeling, Evaluation and Interpretation, Deployment, Operations, Optimization. Introduction to Data Mining, The origins of Data Mining, Data Mining Tasks, OLAP and Multidimensional data analysis</p>					9Hrs
<p>UNIT – IV</p> <p>Fundamentals of Data Visualization - Overview of Tableau Basics Tableau Public & Online - Transformation and Blending -Fundamentals of Visualization -Table Calculations Descriptive Statistics</p>					9Hrs
<p>UNIT – V</p> <p>Application of Business Analysis: Retail Analytics, Marketing Analytics, Financial Analytics, Healthcare Analytics, Supply Chain Analytics.</p>					9Hrs
THEORY: 45 HOURS		TUTORIAL: 0 HOURS		TOTAL: 45 HOURS	

Textbook:

1. Essentials of Business Analytics: An Introduction to the methodology and its application, Bhimasankaram Pochiraju, SridharSeshadri, Springer

Reference Books:

1. Introduction to Data Mining, Pang-Ning Tan, Michael Steinbach, Vipin Kumar, Pearson Education India
2. An Introduction to Business Analytics, Ger Koole, Lulu.com, 2019
3. Dinesh K., Business Analytics: The Science of Data - Driven Decision Making. Wiley
4. Yau, N., Visualize This: The Flowing Data Guide to Design, Visualization, and Statistics. John Wiley & Sons
5. Robert Tibshirani, Trevor Hastie, Jerome Friedman , The Elements of Statistical Learning Data Mining Inference, and Prediction, Springer, 2nd Edition

<Subject Code>	Digital Marketing	L 2	T 0	P 0	C 2
<p>Course Outcomes: At the end of the course, the students will be able to,</p> <ol style="list-style-type: none"> 1. Develop strategies to market product/services using search engines. 2. Design websites and email that support marketing strategies and enable sales. 3. Create campaigns in social media to build relationship. 4. Use web analytics to capture the insights of online consumer behavior 					
<p>UNIT – I Digital Marketing Landscape</p> <p>History of Digital marketing- Need - Offline vs Online -Advantages of digital medium - Digital Marketing strategy, plan- Display advertising- Types-Buying models-Analytics tools</p>					5
<p>UNIT – II Search Engine Marketing</p> <p>Understanding Search Engine Advertising, placement, ranks & campaigns-Search engine – An overview-Paid vs Organic search-Search engine optimization techniques-Do’s and don’ts of SEO-Google AdWords-On-page and off-page optimization</p>					6
<p>UNIT – III Email Marketing</p> <p>Email marketing – Introduction, software-Email marketing strategies – building list – crafting email to reduce SPAM-Analyzing and Tracking</p>					6
<p>UNIT – IV Website Development and Social Media marketing</p> <p>Website development and design -Content management – web traffic -Tips for increasing web sales- Marketing of Product and Services using Social Media like Facebook, Twitter, LinkedIn, YouTube and Blogs</p>					7
<p>UNIT – V Web Analytics</p> <p>Key Metrics -Tracking codes -Google analytics -Social media analytics and Mobile analytics</p>					6
THEORY: 30 HOURS	TUTORIAL: 0 HOURS	TOTAL: 30 HOURS			
<p>Textbook:</p> <ol style="list-style-type: none"> 1. Seema Gupta, Digital Marketing, McGraw Hill Education (India) Pvt. Ltd., 2018. 2. Punit Singh Bhatia, Fundamentals of Digital Marketing, Pearson ,2019 					
<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Ian Dodson, The art of Digital Marketing, Wiley, 2018 2. Richard Gay, Alan Charlesworth and Rita Esen – Online Marketing - A consumer led approach – Indian Edition, Oxford Publications, 2012 					

3. Lorrie Thomas, McGraw-Hill 36-hour Course: Online Marketing, Tata McGraw Hill, 2014
4. Seth Godin, Permission Marketing: The Marketing Classic for the Internet Age, Pocket books, 2016
5. Philip Kotler , Marketing 4.0: Moving from Traditional to Digital by, Wiley , 2017

Websites / Links :

1. <https://blog.hootsuite.com/social-media-metrics/>
2. <https://sproutsocial.com/insights/social-media-metrics/>
3. <https://www.socialmediaexaminer.com>

<Subject Code>	Human Resource Management	3	0	0	3
<p>Course Outcomes: At the end of the course, the students will be able to,</p> <ol style="list-style-type: none"> 1. Understand and meet the challenges for Human Resource department. 2. Recruit and select the effective candidates as per the organizational need. 3. Design and develop effective training and development program. 4. Implement an effective appraisal process for any organization. 5. Plan and implement effecting pay structure. 					
<p>UNIT – I Introduction to Human Resource Management</p> <p>Meaning, History, Importance, Line and staff aspect, HR Department, and its functions. Current Trends and Challenges, HR Skills and Certification, Talent Management Process, Job analysis, conducting job analysis, Methods of Collecting job related data, Preparation of job description and Specification, Workforce planning and forecasting. Case Study</p>					9
<p>UNIT – II Recruitment and Selection</p> <p>Importance, Recruitment Yield, Internal and external method and sources of Recruitment, Recruitment Process Outsourcing (RPO), Importance of Selection, Types of selection test and interviews, Conducting effective interview, Biases and errors in the selection, Case Study</p>					9
<p>UNIT – III Training and Development</p> <p>Orienting and on-boarding new employees, Various type and methods of Training, Designing and implementing training programs, Evaluation of Training programs, E-Training , Case Study.</p>					9
<p>UNIT – IV Performance Appraisal</p> <p>Basics, Importance, Performance Management Vs Performance Appraisal , Traditional and Modern methods of appraisal , Implementation of Appraisal process , Conducting appraisal interview ,Errors in appraisal , Case Study.</p>					9
<p>UNIT – V Compensation Management</p> <p>Job Evaluation, Introduction and Objectives of Compensation management, factors affecting pay level, Components of pay structure in India, Types of Incentives and fringe benefits. Case Study</p>					9
THEORY: _45_ HOURS	TUTORIAL: _0_ HOURS	TOTAL: _45_ HOURS			

Textbook:

1. **Gary Dessler and Biju Varkkey**, Human Resource Management, Pearson Publication., Fifteenth Edition.

Reference Books:

1. **VSP Rao** ,Human Resource Management, VSP Rao, Excel Book publication , ,Fifth Edition
2. **Aswathappa** , Human Resource Management , McGraw Hill Education , Seventh Edition
3. **Bohlander Snell** , Principles of Human Resource Management , Cengage Learning, Sixteenth Edition.

<Subject Code>	Personal Finance	2	0	0	2
<p>Course Outcomes: At the end of the course, the students will be able to,</p> <ol style="list-style-type: none"> 1. Recognize the opportunities inherent with good personal financial planning 2. Identify how personal risk is managed with the purchase of various types of insurance. 3. Identify the retirement goals and start investing 4. Evaluate different avenues of investment available in the market 5. Describe the impact of taxes on personal financial planning 					
<p>UNIT – I Fundamentals of Financial Planning The process financial planning - Client interactions - Time value of money applications - Personal financial statements - Cash flow and debt management - Finance education</p>					6Hrs
<p>UNIT – II Risk Analysis & Insurance Planning Risk management and insurance decision in personal financial planning - Various Insurance Policies and Strategies for General Insurance, Life Insurance, Motor Insurance, and Medical Insurance.</p>					6Hrs
<p>UNIT – III - Retirement Planning & Employees Benefits Retirement need analysis techniques - Development of retirement plan - Various retirement schemes such as Employees Provident Fund (EPF), Public Provident Fund (PPF), Superannuation Fund, Gratuity, Other Pension Plan and Post- retirement counseling, Child Plans.</p>					6Hrs
<p>UNIT – IV – Investment Planning Risk Return Analysis - Mutual Fund – Derivatives - Asset Allocation - Investment strategies and Portfolio construction and management.</p>					6Hrs
<p>UNIT – V – Tax Planning Income-tax, computation for Individuals, Companies, Trusts and other bodies - Statutory provisions pertaining to Capital Gains and indexation - House Property, Deduction and Allowances - Non Resident Indian tax laws and Tax Management Techniques.</p>					6Hrs
THEORY: 30 HOURS	TUTORIAL: HOURS	TOTAL: 30 HOURS			
<p>Textbook:</p> <ol style="list-style-type: none"> 1. E. Thomas Gorman and Raymond E. Forgue, Personal Finance, publisher: Southwest-Western Cengage Learning, 13th edition 2011. 					
<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Gitman, Joehnk& Billingsley, Personal Financial Planning, CENGAGE Learning, 14th edition 2011. 2. Jack R Kapoor, Les R Dlabay, Robert J Hughes, Personal Finance – Mc Graw Hill Education, 12th Edition, 2017. 					

3. Amar Pandit, The Only Financial Planning Book that You will Ever Need-Network 18 Publications Ltd (CNBC TV 18) (13 April 2014)
4. Manish Chauhan, How to be Your Own Financial Planner in 10 Steps - Network18 Publications Pvt. Ltd in hardcover in 2013.
5. 5. National Insurance Academy, Basics of Personal Financial Planning - Cengage Learning.