Sona College of Technology, Salem  
(An Autonomous Institution)

Courses of study for MBA IV Trimester under Regulations 2017

Branch: Master of Business Administration

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Course Code</th>
<th>THEORY</th>
<th>Session</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>P17MBA401</td>
<td>Corporate Social Responsibility</td>
<td>20</td>
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<tr>
<td></td>
<td></td>
<td>and Ethics</td>
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<tr>
<td>2</td>
<td>P17MBAXXX</td>
<td>Elective 1</td>
<td>20</td>
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<td>3</td>
<td>P17MBAXXX</td>
<td>Elective 2</td>
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<td>P17MBAXXX</td>
<td>Elective 3</td>
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<td>5</td>
<td>P17MBAXXX</td>
<td>Elective 4</td>
<td>20</td>
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<tr>
<td>6</td>
<td>P17MBA402</td>
<td>Summer Internship</td>
<td>4 weeks</td>
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<td>7</td>
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<td>Open Elective I</td>
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<td><strong>Total</strong></td>
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</tbody>
</table>

Approved by

Chairperson, MBA BOS  
Dr. Swarup K Mohanty

Member Secretary,  
Academic Council  
Dr. R. Shivakumar

Chairperson,  
Academic Council & Principal  
Dr. S. R. R. Senthil Kumar

Copy to:  
Director - MBA, IV Trimester MBA Students and Staff, COE

05/07/2019  
Regulations – 2017  
11th BOS
## Courses of study for MBA IV Trimester under Regulations 2017

Branch: Master of Business Administration

### MARKETING MANAGEMENT ELECTIVES

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Courses</th>
<th>Credits</th>
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<tbody>
<tr>
<td>P17MBA701</td>
<td>SERVICES MARKETING</td>
<td>3</td>
</tr>
<tr>
<td>P17MBA702</td>
<td>CONSUMER BEHAVIOUR¹</td>
<td>3</td>
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<tr>
<td>P17MBA703</td>
<td>INTEGRATED MARKETING COMMUNICATION</td>
<td>3</td>
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<tr>
<td>P17MBA704</td>
<td>MARKETING RESEARCH</td>
<td>3</td>
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<tr>
<td>P17MBA705</td>
<td>DIGITAL MARKETING</td>
<td>3</td>
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<tr>
<td>P17MBA706</td>
<td>CUSTOMER RELATIONSHIP MANAGEMENT</td>
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### FINANCE MANAGEMENT ELECTIVES

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<tr>
<th>Course Code</th>
<th>Courses</th>
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</thead>
<tbody>
<tr>
<td>P17MBA707</td>
<td>MERGERS AND ACQUISITIONS²</td>
<td>3</td>
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<tr>
<td>P17MBA708</td>
<td>CORPORATE FINANCE</td>
<td>3</td>
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<tr>
<td>P17MBA709</td>
<td>MERCHANT BANKING AND FINANCIAL SERVICES</td>
<td>3</td>
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<tr>
<td>P17MBA710</td>
<td>DERIVATIVES MANAGEMENT</td>
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<tr>
<td>P17MBA711</td>
<td>ENTREPRENUERIAL FINANCE AND VENTURE CAPITAL</td>
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<tr>
<td>P17MBA712</td>
<td>MICROFINANCE</td>
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### ORGANISATIONAL BEHAVIOUR AND HUMAN RESOURCE MANAGEMENT ELECTIVES

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Courses</th>
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<tbody>
<tr>
<td>P17MBA713</td>
<td>COMPETENCY MAPPING</td>
<td>3</td>
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<tr>
<td>P17MBA714</td>
<td>PERFORMANCE MANAGEMENT</td>
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<tr>
<td>P17MBA715</td>
<td>LEADERSHIP FOR CORPORATE EXCELLENCE³</td>
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<tr>
<td>P17MBA716</td>
<td>INDUSTRIAL RELATIONS AND LABOUR WELFARE</td>
<td>3</td>
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<tr>
<td>P17MBA717</td>
<td>INTERNATIONAL HUMAN RESOURCES MANAGEMENT</td>
<td>3</td>
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<tr>
<td>P17MBA718</td>
<td>HUMAN RESOURCE DEVELOPMENT</td>
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### OPERATIONS MANAGEMENT ELECTIVES

#### TRIMESTER IV

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>P17MBA719</td>
<td>SERVICE OPERATIONS MANAGEMENT</td>
<td>3</td>
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<tr>
<td>P17MBA720</td>
<td>TOTAL QUALITY MANAGEMENT</td>
<td>3</td>
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<tr>
<td>P17MBA721</td>
<td>PRODUCTION PLANNING AND CONTROL</td>
<td>3</td>
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<tr>
<td>P17MBA722</td>
<td>PROJECT MANAGEMENT</td>
<td>3</td>
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<tr>
<td>P17MBA723</td>
<td>MATERIALS MANAGEMENT</td>
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<tr>
<td>P17MBA724</td>
<td>LOGISTICS AND SUPPLY CHAIN MANAGEMENT³</td>
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</table>

### FAMILY BUSINESS MANAGEMENT ELECTIVES

#### TRIMESTER IV

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>P17MBA725</td>
<td>FAMILY BUSINESS MANAGEMENT</td>
<td>3</td>
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<tr>
<td>P17MBA707</td>
<td>MERGERS AND ACQUISITIONS²</td>
<td>3</td>
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<tr>
<td>P17MBA702</td>
<td>CONSUMER BEHAVIOUR¹</td>
<td>3</td>
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<tr>
<td>P17MBA715</td>
<td>LEADERSHIP FOR CORPORATE EXCELLENCE³</td>
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<tr>
<td>P17MBA724</td>
<td>LOGISTICS AND SUPPLY CHAIN MANAGEMENT³</td>
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### OPEN ELECTIVE (Open Electives to be offered in the 4th & 5th Trimester)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>P17MBA801</td>
<td>YOGA AND WELLNESS MANAGEMENT - I *</td>
<td>OE 1</td>
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<tr>
<td>P17MBA802</td>
<td>INNOVATOR’S METHOD</td>
<td>OE 1</td>
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<tr>
<td>P17MBA803</td>
<td>ARABIC – I *</td>
<td>OE 1</td>
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<tr>
<td>P17MBA804</td>
<td>FRENCH – I *</td>
<td>OE 1</td>
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<tr>
<td>P17MBA805</td>
<td>JAPANESE – I *</td>
<td>OE 1</td>
</tr>
<tr>
<td>P17MBA806</td>
<td>HINDI – I *</td>
<td>OE 1</td>
</tr>
</tbody>
</table>

* Level-1 to be offered in 4th Trimester and Level-2 to be offered in 5th Trimester. Each level is a 1 credit course.

**Note:**

1, 2, 3 and 4 in Family Business Management Electives are the elective courses offered in Marketing Management, Finance Management, Human Resource Management and Production Management electives.

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Chairperson, MBA BOS  
Dr. Swarup K Mohanty
**P17MBA401 - CORPORATE SOCIAL RESPONSIBILITY AND BUSINESS ETHICS**  
(3 Credits)  
20 Sessions (90 Minutes / Session)

**Course Outcomes : The Student will be able to**
1. Give a rational thinking on moral problems in today’s business scenario.
2. Understand business implications and opportunities arising from social and environmental issues.
3. Formulate strategic corporate measures by incorporating social and environmental issues to business management.
4. Apply ethical principles to cases or practices in business.
5. Make ethical decisions based on decision making processes using decision frameworks.

**Topics**

1. **Introduction**
   - Concept of corporate citizenship and corporate responsibility
   - Relevance in today’s business

2. **Corporate Social responsibility and stakeholders**
   - Internal and external stakeholders
   - Responsibilities to various stakeholders
   - Formulating and implementing a policy for corporate social responsibility

3. **Issues and Opportunities in the society**
   - Social and environmental problems
   - Equator Principles and Socially Responsible Investing
   - Bottom of the Pyramid opportunities

4. **Sustainable Development**
   - Brundtland commission
   - Triple bottom line approach
   - Business models for sustainable development

5. **Ethical Value System**
   - Universalism and Utilitarianism
   - Distributive Justice
   - Social Contracts
   - Professional Code
   - Sources of Value systems
   - Values across cultures

6. **Indian Values and Ethics**
   - Hierarchy of status
   - Non-violence
   - Rights and duties
• Ethics in work life
• Holistic relationship between Man and Nature
• Attitude and Beliefs

7. Ethics and Corporate Excellence
• Code of Ethics in Business Houses
• Organizational culture building
• Total Quality
• Customer care
• Employees care

8. Business Disciplines
• Ethics in Marketing and advertising
• Ethics in Finance and Accounting
• Ethics in Information and Communication Technology
• Ethics in Human Resource Management
• Ethics in Production related issues

Text Books

Reference Books
## Course Outcomes: The Student will be able to

1. Evaluate the role of extended marketing mix and customer satisfaction in services marketing.
2. Apply appropriate concepts and frameworks in giving solutions for various services marketing problems.
3. Develop Service Blue print for various sectors with customer focus for effective service delivery.

## Topics

1. Introduction to Services Marketing
   - Product to Services—The Challenges
   - The Gaps Model
   - The Services Marketing Mix

2. Understanding Customer requirements in Services
   - Customer Expectations
   - Customer Perception
   - Building customer relationships
   - Service recovery

3. Service Design and standards
   - Service blueprinting
   - Service standards

4. Delivering and Performing Service
   - Role of Servicescape, Employees and Customers in delivering service
   - Managing Demand and Capacity

5. Service Pricing
   - Approaches to pricing services
   - Pricing strategies

## Text Book

Reference Books

Course Outcomes: The Student will be able to

1. Understand concepts, models and applications of consumer behaviour.
2. Describe consumer perception, its elements and study about learning theories, attitudes and motivation.
3. Illustrate the influence of culture, subculture and cross culture on consumer behaviour.
4. Understand the dynamics of reference group, opinion leadership, and family influences in purchase behaviour.
5. Discuss behaviour of consumers towards online and new products.

Topics

1. Introduction to Consumer Behaviour
   - Concepts, challenges and need for consumer behaviour
   - Models of consumer behaviour
   - Applications of consumer behaviour in marketing

2. Consumer Research
   - Consumer research process
   - Quantitative and qualitative methods of research
   - Ethics in consumer research

3. Consumer Perception
   - Elements and dynamics of perception
   - Consumer imagery
   - Risk perception

4. Consumer Learning
   - Behavioural theory of learning
   - Cognitive theory of learning

5. Consumer Personality
   - Nature of personality
   - Theories of personality
   - Brand personality
   - Self and self-image

6. Consumer Motivation
   - Motivation as psychological force
- Types and systems of needs

7. Consumer Attitude
- Structural models of attitude
- Cognitive dissonance and attribution theory

8. Consumer as Group and Individual
- Reference groups
- Family influences
- Opinion leadership
- Social class

9. Cultural influences on Consumer Behaviour
- Culture and subculture
- Cross culture

10. New Products and Online Consumer Behaviour
- Diffusion and adoption process
- Online consumer behaviour

**Text Book**

**Reference Books**
9. Henry Assael, Consumer behavior strategic approach Biztantra, New Delhi, 2005
P17MBA703 - INTEGRATED MARKETING COMMUNICATION
(3 Credits)
20 Sessions (90 Minutes / Session)

Course Outcomes: The Student will be able to
1. Understand the elements of integrated marketing communication and the process of budgeting.
2. Examine the process of media development and implementation strategies.
3. Apply creativity tactics and appeals in advertising.
4. Recognize and examine the promotional mix.
5. Evaluate the methods used in measuring the effectiveness of promotional programs.

Topics
1. Introduction to Integrated Marketing Communication
   • Promotion mix
   • IMC planning process
2. Role of Marketing Communication Organizations
   • Advertising Agencies
   • Promotion Agencies
3. Objectives and Budgeting for Integrated Marketing Communication
   • Types of Objectives
   • Establishing and allocating the budget
   • Budgeting approaches
4. Ethical Issues in Advertising
   • Advertising and promotion ethics
   • Social and ethical criticism of advertising
5. Media Planning and Strategy
   • Media Plan
   • Media mix
   • Reach and frequency of advertisements
   • Media strategy and scheduling.
6. Creativity and Advertising
   • Creative process
   • Appeals
   • Creative tactics for Print and Television Advertisements
   • Types of Advertisements
   • Advertising Campaign
7. Sales Promotion
- Scope and role of sales promotion
- Trade oriented and Customer oriented sales promotion

8. Direct Marketing
- Direct marketing strategies
- Direct Selling

9. Public Relations and Publicity
- Role of PR- Process of public relation
- PR tools and techniques
- Publicity

10. Personal Selling

11. Measuring Effectiveness of the promotional program

<table>
<thead>
<tr>
<th>Text Book</th>
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<table>
<thead>
<tr>
<th>Reference Books</th>
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<tbody>
<tr>
<td>Course Outcomes: The Student will be able to</td>
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<tr>
<td>---------------------------------------------</td>
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<tr>
<td>1. Convert marketing problem into a feasible research question.</td>
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<tr>
<td>2. Understand the strengths and weaknesses of alternative research designs.</td>
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<tr>
<td>3. Able to design and execute a basic survey research project.</td>
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<tr>
<td>4. Construct a frequency distribution and a cross-tabulation, conduct basic statistical analysis on the data and interpret the results.</td>
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<tr>
<td>5. Identify a range of market research tools and discuss when to apply each considering its strengths and weaknesses.</td>
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<table>
<thead>
<tr>
<th>Topics</th>
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<tbody>
<tr>
<td>1. Introduction to Marketing Research</td>
</tr>
<tr>
<td>• The role of Marketing Research in business decision</td>
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<tr>
<td>• Marketing Decision Support System</td>
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<tr>
<td>• Major companies in Marketing Research</td>
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<td>• Jobs in Marketing Research</td>
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<tr>
<td>2. Marketing Research Process</td>
</tr>
<tr>
<td>• Steps in the process</td>
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<tr>
<td>• Exploratory, Descriptive and Causal Research design</td>
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<tr>
<td>• Survey, Observation and Experimentation</td>
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<tr>
<td>3. Data Collection</td>
</tr>
<tr>
<td>• Scales and Measurement techniques</td>
</tr>
<tr>
<td>• Sources of Marketing data: Primary and Secondary</td>
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<td>• Projective techniques</td>
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<td>• Panel Research</td>
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<td>• Image Research</td>
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<td>• Omnibus surveys</td>
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<tr>
<td>• Current trends in web usage</td>
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<tr>
<td>• The Internet and marketing research</td>
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<td>4. Sampling Methods</td>
</tr>
<tr>
<td>• Basic terminology in sampling</td>
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<td>• Different sampling techniques</td>
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<tr>
<td>• Shopping center sampling: Retail / Shop Research</td>
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<tr>
<td>• Sample size calculation</td>
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<tr>
<td>• Types of errors in marketing research</td>
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<td>5. Data Analysis – I</td>
</tr>
<tr>
<td>• Hypothesis testing</td>
</tr>
<tr>
<td>• Anova and design of experiments</td>
</tr>
<tr>
<td>• Correlation and Regression analysis</td>
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</tbody>
</table>
6. Data Analysis - II
   - Discriminant analysis for classification and prediction
   - Factor Analysis for data reduction
   - Cluster Analysis for market segmentation
   - Multidimensional scaling for brand positioning
   - Conjoint Analysis for Product design

7. Selective Applications of Marketing Research
   - New product development & Product research – Test marketing
   - Price testing
   - Advertising Research – Copy testing – Media selection
   - Assessing Promotion Effectiveness
   - Perceptual Mapping

8. Emerging Applications of Marketing Research
   - Database Marketing
   - E-commerce
   - Mobile marketing
   - Social marketing
   - Experiential marketing
   - Relationship marketing
   - Customer intelligence

**Text Book**

**Reference Books**
P17MBA705 - DIGITAL MARKETING  
(3 Credits)  
20 Sessions (90 Minutes / Session)

Course Outcomes: The Student will be able to
1. Describe the need, scope, efficiency and effectiveness of digital medium for marketing.
2. Develop strategies to market product/services using search engines.
3. Design websites and email that support marketing strategies and enable sales.
4. Create campaigns in social media to build relationship.
5. Use web analytics to capture the insights of online consumer behaviour.

Topics
1. Digital Marketing Landscape
   • History of Digital marketing
   • Offline vs Online
   • Advantages of digital medium
2. Search Engine Marketing
   • 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
3. Email Marketing
   • Email marketing – Introduction
   • GoTo email marketing strategies
   • SPAM
4. Website Development
   • Website development and design
   • Content management
   • Tips for increasing web sales
5. Marketing of Product and Services using Social Medias (like Facebook, Twitter, LinkedIn, YouTube, Blogs)
6. Web Analytics
   • Google analytics
   • Social media analytics
### Text Book

### Reference Books
Course Outcomes: The Student will be able to

1. Acquire conceptual understanding of customer relationship management.
2. Examine and analyze the customer profile and understand the behavioral dimensions of customers.
3. Analyse the strategies of CRM and the need for employees’ customer orientation
4. Gain knowledge on the tools of CRM, process and its implementation issues.

Topics

1. Introduction to Customer Relationship Management
   - Evolution
   - Transactional Vs Relationship Approach
   - CRM as a Strategic Marketing Tool.
2. Customer Analysis
   - Customer Information database
   - Customer Profile Analysis
   - Customer Perception, expectations
   - Individual and group customer behavior
   - Customer Life time value
   - Selection of profitable customer segment.
3. CRM Strategies
   - Elements of CRM
   - CRM process
   - Strategies for customer acquisition
   - Retention and prevention of Defection
   - Employee factor in customer relationship management
   - Models of CRM
4. CRM Planning and Implementation
   - Strategic CRM planning Process
   - Implementation issues
   - CRM Tools
   - Analytical CRM and Operational CRM
- Call center Management
- Role of CRM Managers.

5.E- CRM
- An introduction to CRM softwares and packages.
- e-CRM solutions
- Data Warehousing
- Data mining for CRM

**Text Book**


**Reference Books**

# P17MBA707 - MERGERS AND ACQUISITIONS
## (3 Credits)
## 20 Sessions (90 Minutes / Session)

### Course Outcomes: The Student will be able to
1. Understand the process of merger and acquisition activity.
2. Acquaint knowledge about the various methods of financing mergers.
3. Examine the role that Mergers and Acquisition plays in the contemporary world.
4. Discuss the legal aspects of Mergers and Acquisition.
5. Evaluate the different methods of strategies used in Mergers and Acquisition.

### Topics

1. **Mergers**
   - Types and characteristics of merger
   - Theories of merger
   - Impact of merger and acquisition (M&A) on stakeholders.

2. **Merger Process**
   - Dynamics of M & A process
   - Five stage model
   - Due diligence

3. **Strategic Approaches to M & A**
   - Strategic choice framework
   - Strategic alliance
   - Value creation strategy in M & A
   - Growth strategy through new project on M &A

4. **Accounting and Taxation Aspect**
   - Methods of accounting
   - Tax aspects of amalgamation
   - Accounting for M& A in India
   - Accounting for M & A in US

5. **Payment of Mergers**
   - Payment for M & A transactions
   - Methods of payment for acquisition
   - Stock deal or cash deal
   - Factors affecting choice of financing method for M & A
6. Legal Aspect of Merger
   - Income tax act for M & A
   - Procedure aspects under the company rules
   - Procedures to be followed for acquisition without winding up

7. Valuation of Merger
   - Brand valuation
   - Asset based valuation
   - Market based valuation
   - Earnings based valuation
   - Economic Value Added
   - Cash flow approach
   - Firm valuation

8. Regulatory Framework of M & A

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**TextBook**

**Reference Books**
Course Outcomes: The Student will be able to
1. Discuss the various methods of securities valuation.
2. Identify the methods of evaluating risk and return.
3. Evaluate the role of risk and uncertainty in investment decisions.
4. Ascertain the nature of various sources of finance.
5. Understand the importance of corporate governance and ethics.

Topics

1. Overview of value & return
2. Valuation of bonds
3. Valuation of shares
4. Tax
   - Understanding the basic principles of tax
   - Basics of Calculating Taxable Income
   - Effective Tax Planning
5. Risk and uncertainty
   - Elements of risks
   - Causes, types and sources of uncertainty
6. Investment decisions under risk and uncertainty
   - Types of investments decision situation
   - Techniques of investment decisions
     i. Risk adjusted discount rate
     ii. Certainty equivalent
     iii. Statistical methods
7. Calculating Risk and return
8. Long term finance
   - Indian capital and stock markets
   - New issues market
   - Shares, debentures, bonds, long term loans
   - Lease, hire purchase
   - Venture capital and private equity
9. Sources of finance - Short term finance
- Trade credit
- Bank finance
- Commercial paper

10. Corporate governance
- SEBI guidelines
- Corporate disasters and ethics
- Corporate social responsibility

Text Book:

Reference Books:
Course Outcomes: The Student will be able to
1. Understand the functions of merchant banking and pre and post issue activities.
2. Identify the process of the leasing, hire purchase and factoring activities and its uses.
3. Ascertain the concept of mutual funds and credit rating process.
4. Discuss broad picture of venture capitalist activities.
5. Understand the aspects of consumer finance, credit cards and housing finance.

Topics
1. Merchant Banking
   - An overview of Indian Financial System
   - Nature and Functions of Merchant Banking
   - Regulation of Merchant Banking
   - Present State of Merchant Banking in India.
2. Issue Management - Pre & Post issue activities
3. Leasing and Hire Purchasing and Factoring
   - Legal Aspects of Hiring and Leasing
   - Types of Leasing - Rights of Hirer and Hire Vendor
   - Lease Vs. Hire Purchasing Introduction
   - Types of Factoring
   - Forfeiting- Process - Advantages
   - Bills Discounting Vs Factoring Vs Forfeiting
4. Mutual Funds and Credit Rating
   - Types of Mutual Funds
   - Mutual Funds in India- Developing, Launching.
   - Computation and Relevance of NAV
   - Offshore Mutual Funds and Money Market Mutual Funds
   - Regulation of Mutual Funds
   - Credit Rating system, Growth factors, Rating Agencies,
   - Credit rating process
5. Venture Capital
- Definition, Characteristics & Evolution
- Venture capital investment process, Advantages, Forms
- SEBI regulations and Venture capital funds

6. Private Equity


**Text Book**

1. Dr.S.Gurusamy, Merchant Banking and financial services, Tata Mcgraw Hill, 3rd Edition

**Reference Books**

P17MBA710 - DERIVATIVES MANAGEMENT  
(3 Credits)  
20 Sessions (90 Minutes / Session)

Course Outcomes: The Student will be able to
1. Understand the nature of derivative contracts and settlement.
2. Describe the futures contract, its operation and payoff.
3. Acquaint the knowledge of Options, types and valuation.
4. Discuss broad picture of different types of swaps.
5. Equip as young managers with the knowledge of emerging commodities derivatives trading practices in India.

Topics
1. Introduction to Derivatives
   - Difference between Cash and futures market
   - Types of Traders
   - OTC and Exchange Traded Securities
   - Types of Settlement
   - Uses, Advantages and Risks in Derivatives
2. Forwards and Futures Contract
   - Specifications of forwards and Futures Contract
   - Margin Requirements
   - Marking to Market
   - Hedging using Futures
   - Types of Futures Contracts – Securities, Stock Index Futures, Currencies and Commodities
   - Delivery Options
   - Relationship between Future Prices, Forward Prices and Spot Price
3. Options
   - Exchange Traded Options
   - OTC Options
   - Specifications of Options
   - Call and Put Options
   - American and European Options
   - Intrinsic Value and Time Value of Options
   - Option payoff
- Options on Securities, Stock Indices, Currencies and Futures
- Options pricing models
- Differences between future and Option contracts.

4. Swaps
- Interest Rate SWAP
- Currency SWAP
- Role of Financial Intermediary
- Floating Rate Notes
- Credit Risk.

5. Derivatives: Indian Context
- Evolution of Derivatives Market in India
- Regulations – Framework
- Exchange Trading in Derivatives

**Text Book**


**Reference Books**

1. N.R.Parasuraman, Fundamentals of financial derivatives, Wiley India. 3rd Edition
## Course Outcomes: The Student will be able to

1. Understand the difference between the funder’s perspective and those of the company being financed.
2. Evaluate the difference between venture capital, private equity, early stage and traditional financing sources.
3. Discuss the different methods of financing techniques.
4. Value an opportunity.
5. Develop knowledge and understanding of terminology and financial concepts critical to the growth and success of entrepreneurial enterprises.

## Topics

1. **Introduction: Definition and Qualities of an Entrepreneur**
2. **Entrepreneurial Finance**
   - Definition of Entrepreneurial finance
   - Financing choices for starts up
3. **Opportunity Assessment and Creation**
   - Types of investments and funding sources
   - Tools for analysis
   - Sources of funding
4. **Venture capital Funding and Valuation**
   - Pros and Cons of Venture capital
   - Examine Venture capital and How it works
   - Due diligence
   - Funding stages
   - Venture lending
5. **Growth and Exit Strategies**
   - Challenges of managing and funding growth
   - Technology transfer
   - Corporate and strategic venture funds.
6. **Entrepreneurial Financing Sources**
   - Assessing financial needs
     - Structuring finance
- Sources of finance
- Debt-Equity financing alternatives
- How venture capitalists (VCs) evaluate and structure deals
- How to interface VCs

7. Legal and organizational issues

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### Course Outcomes: The Student will be able to

1. Comprehend the importance of Micro Finance and its products and services.
2. Understand the supply and intermediation of Micro Finance.
3. Analyse the risk of Micro Finance institutions.
4. Examine the credit rating and impact assessment of Micro Finance.
5. Encapsulate the importance of Women Entrepreneurship.

### Topics

1. **Introduction**
   - Need for microfinance
   - History of microfinance in India
   - Success story of Grameen Bank - Bangladesh

2. **Microfinance Products and Services**
   - Micro credit – saving - insurance
   - Rural financial services
   - Agricultural Microfinance

3. **Supply and Intermediation of Microfinance**
   - Non-institutional source
   - Institutional source – NABARD, RRB, Cooperative Banks
   - Types of microfinance institutions
   - NGO Vs MFI

4. **Microfinance Credit Lending Models**
   - Credit Lending Models
   - Difference between SHG and JLG model
   - Indian SHG: Problems and Issues
   - SHG-Bank Linkages Programmes in India

5. **Risks in Microfinance Institutions**
   - Types of risk
   - Risks in Agricultural Microfinance and feasibility
   - Strategies for Risk Minimization

6. **Credit rating and Impact Assessment**
- Credit rating models- GIRAFE, PEARLS, CAMEL, Microrate, CRISIL
- Components of analyzing Indian SHGs

7. Microfinance and Disaster
- Pre-disaster activities of MFIs for Clients
- During disaster and Post-disaster activities of MFIs for Clients

8. Microfinance and Development
- Microfinance and women empowerment
- Microfinance and Micro entrepreneurship and business development
- Microfinance and Education
- Microfinance and health
- Microfinance and Networking and Linkage building

**Text Book**

**Reference Books**
P17MBA713 - COMPETENCY MAPPING
(3 Credits)
20 Sessions (90 Minutes / Session)

Course Outcomes: The Student will be able to
1. Realize the need for competency.
2. Build effective competency models for positions in organizations.
3. Understand, designand implement an effective assessment Centre.
4. Apply the competenciseffectively in various HR functions.

Topics
1. Introduction to Competency
   - Concept and meaning of competency
   - Five characteristics of competency
   - Need for Competency frame work
   - Types of competency
   - Traditional HRM Vs Competency based HRM
   - Concept of competency dictionary

2. Competency Model
   - Competency cluster
   - Understanding competency Model
   - Process of Building Competency Model
   - Importance of Model
   - Sample Models

3. Assessment Centres
   - History
   - Concept
   - Assessment Centre and development Centre
   - Stages
   - Tools used in assessment Centre
   - Importance

4. Application of Competency in Various HR Functions
   - Competency Based Selection
   - Competency Based training and development
   - Competency Based Performance Management
   - Competency Based succession Planning
   - Competency Based compensation
### Text Book


### Reference Books:

2. The handbook of competency mapping by Seema Shanghi, Response Books (Division of sage publication), New Delhi, 2008.
<table>
<thead>
<tr>
<th>Course Outcomes : The Student will be able to</th>
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</thead>
<tbody>
<tr>
<td>1. Understand the role of performance manager.</td>
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<td>2. Design effective Performance Management System (PMS).</td>
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<td>3. Set performance criteria effectively.</td>
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<td>4. Design effective performance appraisal model.</td>
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<td>5. Effectively implement PMS.</td>
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<tr>
<th>Topics</th>
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<tbody>
<tr>
<td>1. Introduction to Performance Management</td>
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<tr>
<td>- Contribution of Performance Management to the organization success</td>
</tr>
<tr>
<td>- Aim and Role of performance management</td>
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<td>- Characteristics of good performance management system</td>
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<td>2. Performance Management Process</td>
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<td>- Performance Planning</td>
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<td>- Performance Execution</td>
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<td>- Performance Review</td>
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<td>- Performance Renewal and Recontracting</td>
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<tr>
<td>3. Performance Management and Strategic Planning</td>
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<tr>
<td>- Purpose of linking Performance management with Strategic planning</td>
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<tr>
<td>- Process of Linking Performance management with Strategic planning</td>
</tr>
<tr>
<td>4. Measuring Performance</td>
</tr>
<tr>
<td>- Performance dimensions</td>
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<tr>
<td>- Approaches of Measuring Performance</td>
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<tr>
<td>- Measuring Result and Behaviour</td>
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<td>5. Gathering Performance Information</td>
</tr>
<tr>
<td>- Appraisal form</td>
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<tr>
<td>- Characteristics of Appraisal form</td>
</tr>
<tr>
<td>- Determining Overall rating</td>
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<td>- Appraisal period and number of meetings</td>
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<tr>
<td>6. Implementation of a Performance Management System</td>
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</tbody>
</table>
- Preparation
- Communication
- Appeal process
- Training the evaluators
- Pilot testing
- Ongoing monitoring and evaluation
- Bottlenecks

**Text Book**


**Reference Books**

P17MBA715 - LEADERSHIP FOR CORPORATE EXCELLENCE  
(3 Credits)  
20 Sessions (90 Minutes / Session)

Course Outcomes: The Student will be able to
1. Understand and apply various styles of leadership on relevant situations.  
2. Understand and apply transformational leadership.  
3. Effectively act as team leader and lead the team.

Topics

1. Leadership Overview
   - World view
   - Different approaches to Leadership- From trait, Skill and style
   - Situational Leadership
   - Contingency Leadership
   - Transformational Leadership

2. Transformational Leadership
   - Meaning
   - Development
   - Dimensions
   - Psycho dynamic approach
   - Steps
   - Stages
   - The role of vision setting direction & shared mission
   - Values and culture, other new perspectives

3. Motivation, Leadership Persuasion and Transformation
   - Expectancy and Need theory
   - Pygmalion-gala tea and Inspiration

4. GE two decades of Transformation
   - Real -Life -corporate -Case
   - Jack Welch transformation Leadership

5. Level 5 and 5th wave Leadership and Emotional Intelligence Leadership
   - 5 Levels & Humility +will , Stockdale paradox of faith and facts

6. Team Leading and Team leader
7. Team lead during crisis  
8. Servant Leadership  
9. Transforming and Leading with Human Touch  
10. Leadership Challenges Ahead.

**Text Book**


**Reference Books**

P17MBA716 - INDUSTRIAL RELATIONS AND LABOUR WELFARE  
(3 Credits)  
20 Sessions (90 Minutes / Session)

**Course Outcomes : The Student will be able to**

1. Understand the various aspects affecting industrial relations in India.
2. Prevent and settle industrial disputes amicably in the business environment.
3. Equip them to handle this delicate subject with maturity, objectivity and understanding.
4. Acquire required skills to maintain harmonious relationships in their organisations.
5. Realize the importance of welfare facilities in industries and comply with the labour legislations and statutory health and safety measures.

**Topics**

1. Industrial Relations
   - Concept of Industrial Relations
   - Factors and Actors in IR
   - Role of Trade Union

2. Settlement Machineries for Industrial Disputes
   - Meaning of dispute, conflict and its causes and impact
   - Strikes, Forms of Strike and its prevention
   - Settlement machineries under ID Act.

3. Collective Bargaining
   - Participants in the Bargaining Process
   - Negotiation Process

4. Labour Problems
   - Discipline and misconduct
   - Grievance handling procedure
   - Labour Turnover
   - Absenteeism
   - WPM

5. Domestic Enquiry
   - Reasons for taking disciplinary action
   - Steps in disciplinary procedure
   - Process of domestic enquiries in industries

6. Work Place Counseling
7. Important Labor Legislations

- Factories Act
- Industrial Dispute Act
- Payment of Wages Act
- Industrial Employment (Standing Orders) Act
- Employee Compensation Act
- ESI Act
- Payment of Gratuity Act
- Employees Provident Fund Act

8. Labour Welfare

- Concept & Objectives
- Classification of Welfare: Statutory and Non-Statutory Welfare Facilities
- Objectives & Sources of Labour Welfare Funds
- Labour Welfare Officer

Text Book


Reference Books

2. C.S. VenkataRatnam, Industrial Relations, Oxford University Press, Latest Edition
Course Outcomes: The Student will be able to

1. Understand what constitutes IHRM and describe how organisations manage across cultures.
2. Identify emerging trends in International staffing and in training to gain competitive advantage.
3. Interpret key activities associated with performance management.
4. Analyse the nuances of compensation administration.
5. Delineate steps in repatriation.

Topics

1. Introduction
   - IHRM compared with Domestic HRM
   - Multiculturalism
   - Cultural Predispositions
   - Denison culture
   - Culture shock
   - Managing Across Culture

2. Staffing, Training and Development
   - Recent trends in International staffing
   - Training strategies
   - Expatriate training
   - Host Country Nationals and Third Country Nationals Training
   - Cross Cultural Training models

3. Performance Management
   - Issues in Managing performance in the global context
   - Assessing Subsidiary Performance

4. International Compensation Management
   - Compensation strategy
   - Components of compensation
   - Variables influencing compensation
   - Compensation Packages
   - Issues in International compensation

5. Repatriation
   - Understanding Repatriation
   - Benefits from Returnees
- Challenges of Re-Entry
- Repatriation Process
- Managing Repatriation
- Tips for Successful Repatriation

**Text Book**


**Reference Books**

P17MBA718 - HUMAN RESOURCE DEVELOPMENT
(3 Credits)
20 sessions (90 Minutes /session )

Course Outcomes: The Student will be able to
1. Explain the concept and overview of Human Resource Development.
2. Design HRD systems and developing HRD Strategies.
3. Apply the methods of training and development and performance appraisal.
4. Examine the process of counseling and mentoring.
5. Link Organization strategy to the HRD Tactics.

Topics
1. Nature and Concept of HRD
   • Improving performance through HRD
   • Recent scenario of HRD in India
2. HRM and HRD
   • Role and Competencies of HRD manager
   • Challenges of HRD
   • HRD Strategy model
   • Future challenges to HRD Strategy
3. Learning Cycle-Learning Process
   • Objectives of training
   • Training need analysis
   • Training methods
   • Evaluation of Training
   • Designing management development Programs
4. Leadership Development
   • Assessment and development center
   • Designing Performance Appraisal System
5. Career Planning Process
   • Coaching
   • Counseling
   • Mentoring
   • Empowerment
6. Need for Quality of Work Life
   • HRD Culture
   • Linkage of Organizational Strategy to HRD Tactics
- HRD and Organizational Change

7. Future of HRD

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Course Outcomes: The Student will be able to

1. Understand the role of service operations in the overall business.
2. Identify and evaluate facility location, process design and process layout and the interdependence of these factors in the design of effective operating system.
3. Solve decision making problems related to Capacity planning, Demand forecasting and performance measurement.
4. Set standards by measuring the service quality.

Topics

1. Introduction to Services
   - Nature of services
   - Role of services in the economy
   - Service operations
   - New service development
   - Service Blueprint
   - Technology in services
   - Process design

2. Location and Layout
   - Location selection for service operations
   - Evaluation of service location
   - Supporting facilities and process flows
   - Layout design of service enterprises

3. Managing Service Operations
   - Managing capacity and demand
   - Front office / Back office Interface
   - Resource scheduling
   - Service supply relationship

4. Quantitative Models
   - Capacity planning
   - Forecasting demand for services
   - Service productivity and Performance measurement
   - Tools for evaluating services

5. Service Standards
   - Service Quality and Strategy
- Revenue Management
- Yield Management
- Managing of service projects

**Text Book**


**Reference Books**

P17MBA720 - TOTAL QUALITY MANAGEMENT
(3 Credits)
20 Sessions (90 Minutes / Session)

Course Outcomes: The Student will be able to
1. Understand the various principles, practices of TQM to achieve quality.
2. Learn various tools on Quality.
3. Evaluate the various techniques of quality.
4. Discuss the importance of ISO Certifications.
5. Recognize knowledge on World Class Manufacturing.

Topics
1. Evolution of Quality
   - Dimensions
   - Difference between products and services
   - Quality Gurus and their contribution
   - Quality statement
2. Quality Analysis
   - Quality costs
   - Quality control
   - Quality Assurance
   - Quality measurement
3. Total Quality Management Introduction
   - Philosophy and pillars of TQM
   - Concepts & Principles
   - Obstacles/barriers of TQM
4. Tools of Quality
   - Seven tools of Quality
   - Seven tools of Management
5. Techniques of Quality
   - Quality Function Deployment (QFD)
   - Failure Modes and Effect Analysis (FMEA)
   - Just In Time
   - KANBAN
   - 5S Principles
   - Poka Yoke
6. ISO Process
   - Documentation
   Philosophy – Elements – Requirements – Benefits – Procedure
   Philosophy – Elements – Requirements – Benefits – Procedure
9. World class manufacturing practices
   - TPM
   - Six Sigma
   - Lean Manufacturing
   - Lean Six Sigma
   - Theory of Constraints
   - Agile Manufacturing

**Text Books**

**Reference Books**
## Course Outcomes: The Student will be able to
1. Understand product planning, process planning and production scheduling.
2. Know the inputs, process and outputs of material requirement planning.
3. Make the scheduling of production and assist the pursuit of business excellence.
4. Recognise the importance of capacity management.
5. Acquaint the students with the steps involved in production planning and controlling.

### Topics

1. **Master Production Scheduling (MPS)**
   - Need, objectives and functions of MPS
   - Role of MPS in management
2. **Material Requirement Planning (MRP-I)**
   - Bill of Materials (BOM)
   - Master Production schedule
   - Lot sizing
3. **Capacity Management**
   - Capacity Measurement
   - Capacity Requirement Planning
   - Capacity Levelling
4. **Demand Management**
   - Functions in Demand management
   - Customer requirement
5. **Manufacturing Resource Planning (MRP-II)**
   - Roles and Functions of MRP-II
   - Information flow in MRP-II
6. **Scheduling**
   - Job shop scheduling
   - Backward and Forward scheduling
   - Gantt charts
   - Make or buy decisions
   - Just In Time (JIT)
7. **Production Control systems**
   - Kanban dispatching
- Manufacturing lead time
- Progress reporting and expediting

**Text Book**
1. Paneerselvam - Production and Operations Management – PHI, 3rd edition,

**Reference Books**
1. Chase, Aquilano, Jacobs - Production And Operations Management - TMH, 10/e, 2004
2. James Dilworth - Production And Operations Management - Mcgraw Hill International
3. Seetharama, Dennis, Peter – Production Planning and Inventory Control, PHI – 2007 Edition
4. Rogerto Russel, Taylor - Production And Operations Management - Prentice Hall, 4/e
5. Roger Schmenner - Production And Operations Management - Prentice Hall
6. Steven Nahmias - Production And Operations Analysis - Mcgraw Hill, 5/e, 2005
Course Outcomes: The Student will be able to
1. Understand the purpose and importance of project management and to prepare a project proposal for a given project.
2. Schedule a plan for a given project and estimate the cost of it.
3. Identify different documents maintained in a project and understand different roles and responsibilities of a manager and his team.
4. Recognise different risks in a project.
5. Assess the environmental impact for a given project.

Topics
1. Project Management Introduction
   - Concepts
   - Project Management Knowledge Areas and Processes
   - The Project Life cycle
2. Project Identification and Selection
   - Project Identification Process
   - Project Feasibility, Market and demand analysis
   - Project cost
   - Break-even point
   - Selection
3. Project Planning
   - Need of Project Planning
   - Roles, Responsibility and Team Work
   - Project planning process
4. Human factors in Project management
   - Organizing Human resources
   - Project manager and the team
   - Leadership Styles for Project Managers
   - Project communication and documentation
   - Managing conflict in Project management
5. Project Risk Management
   - Managing Risk in Projects
   - Risk Identification, Risk Analysis, Reducing Risks
   - Environmental impact assessment
6. Project audit and Implementation
   - Project Execution
   - Project Control process

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Course Outcomes: The Student will be able to

1. Demonstrate the understanding of fundamental concepts and ideas of materials management.
2. Identify techniques in areas such as purchasing, storage systems, inventory control, logistics, warehousing and human resources.
3. Understand the importance of quality control and relevant software packages.
4. Manage Inventory with effective cost control adhering to quality standards.

Topics

1. Introduction
   - Introduction
   - Systems approach to Materials Management
   - Forecasting
   - Objectives and the Materials Organization
   - Materials Planning.

2. Purchasing
   - Purchasing
   - Purchasing in Materials Management
   - System Concept
   - Purchasing and Procurement activities under Materials management
   - Purchasing and Quality Assurance.

3. Quality Control
   - Incoming Material Quality Control
   - Statistical Quality Control
   - Purchasing capital equipment
   - plant and machinery
   - International Buying and Import purchasing.

4. Inventory Management and Costs
   - Inventory Management and Control Systems
   - Stores Management and Operation
   - Material Accounting
   - Inventory Valuation
   - Physical Verification
   - Security and Materials Audit.
5. Logistics
- Materials Handling and Storage Systems
- Physical Distribution Logistics
- Transportation
- Traffic and Claims Management

Text Book

Reference Books
# P17MBA724 - LOGISTICS AND SUPPLY CHAIN MANAGEMENT

(3 Credits)

20 Sessions (90 Minutes / Session)

## Course Outcomes: The Student will be able to

1. Understand the concepts and importance of logistics and supply chain.
2. Evaluate the characteristics and different modes of transportation.
3. Learn types of purchasing strategies and process in supplier evaluation.
4. Plan for operational decisions in supply chains.
5. Know current trends in supply chain management.

## Topics

1. **Introduction to Logistics**
   - Customer Service and Logistics Management - A Perspective
   - Concepts in Logistics and Physical Distribution

2. **Transportation**
   - Role of transportation in logistics
   - Transportation selection decision

3. **Modes of transportation**
   - Rail, Road, Water, Air, Pipeline
   - Characteristics of different modes
   - Inter modal operations

4. **Supply Chain Introduction**
   - Supply Chain – Fundamentals, Importance
   - Decision Phases
   - Types of supply chains
   - Process view
   - Supply chain models
   - Structuring supply chain Drivers

5. **Strategic Sourcing**
   - In-sourcing and Out-sourcing
   - Types of Purchasing Strategies
   - Hub and Spoke supply chain
   - e-marketplaces, e-procurement, e-logistics
   - Supplier evaluation and selection

6. **Current Trends**
   - E-Business – Framework
   - Role of Supply Chain in b2b practices
   - Supply chain IT in practice
### TextBooks


### Reference Books

P17MBA725 - FAMILY BUSINESS MANAGEMENT  
(3 Credits)  
20 Sessions (90 Minutes / Session)  

Course Outcomes: The Student will be able to  
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.  
4. Assess the importance of the long-term succession planning.  
5. Scan and combine best practices and explore the emerging trends in family business management.  

Topics  
1. Family Business Uniqueness  
2. Family Business Dynamics: People, System and Growing Complexity:  
3. 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  
5. Importance of family constitution  
6. Professionalizing the boardroom: the role of balanced board of directors:  
   • Family business governance  
   • Advisory boards  
   • Board Composition  
   • Effective working boards  
7. Cousin Companies: Family Governance in multigenerational family firms:  
9. 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  
10. Change and Adaption.
**Text Books**


**Reference Books**


# Course Outcomes:
The students will be able to:

1. Improve the cognitive function
2. Develop skills for maintaining lifelong health and fitness
3. Experience the relationship of the mind, body and soul
4. Apply the principles and techniques of yogic conditioning
5. Integrate knowledge and skills in their programme of study

##TOPICS

1. **Yoga**
   - Definition and origin
   - Yogic concept of Health and Disease
   - Composition of the human body
   - According to Modern medicine
   - According to Yoga

2. **Ashtanga Yoga**
   - Yama, Niyama, Asana, Pranayama, Prathyahara, Dharana, Dhyana, Samadhi and their Therapeutic impact on our common health problems.
   - **Streams of Yoga** : Jnana yoga, Karma yoga, Raja yoga and Bhakti yoga, Naad yoga, Hatha yoga, Laya yoga

3. **Asanas**
   - Importance in maintenance of positive health, methods, rules and regulations and limitations of each Asanas.
   - **Pranayama and Kriyas** : Importance in maintenance of positive health, methods, rules and regulations and limitations.

4. **Yogic Diet and Nutrition**
   - Role of Mudras
   - Role of Asanas in various diseases
   - Role of Pranayama in various diseases

5. **Yoga and mental Health**
   - Yoga relaxation techniques
   - Yoga relaxation techniques
   - Meditation and its application of psychosomatic disorders

##Learning Resources

###Text Books:

1. Yoga, B.K.S. Iyengar
2. Asanas, Pranayama – By Swamy Kuvalayananda

###Reference Books:

1. Astanga Yoga – O.P. Tiwari
2. Yoga and Medicine by Dr. Brena
3. Psychosomatic yoga by Mumfurd
4. Art of living by Goenkaji, Published by Vipassana meditation centre
5. Patanjali yoga sutras, commentaries written by Taimini, Ernest wood, Kambelkar
6. Principles and methods of yogic therapy by S.L. Vinekar and swami kuvalayananda
7. Various articles from yoga mimamsa
8. Publications by Vivekananda Kendra, Bangalore
9. Shat Darshans
10. Yoga physiology by Dr. M.V. Bhole
### Course Outcomes:
This course will enable the students to develop required skills for managing innovation processes at large. Student will develop on ability to design innovation strategies and take advantage of innovation opportunities.

### TOPICS

1. **Introduction to method: an overview**
   - Dimensions of Innovation
   - Stages of Innovator methods (IM)
   - Sources of Innovator Methods
   - Tools of innovation management

2. **Innovation-process, prototype and solution**
   - Process of validating innovating ideas
   - Innovation Premium (IP)
   - Why idea innovators? – Need and importance
   - Case study “INTUIT” company
   - Uncertainty & innovation nexus
   - Problem, Uncertainty and innovations
   - Prototypic solutions and innovations
   - Types of prototypes
   - Testing prototypes
   - Solution and innovations

3. **Business models in Innovation**
   - Business model validation

4. **Strategic Leadership in innovation**
   - S-Curve
   - Styles of innovative management
   - Leading with innovation

### Text Book:
P17MBA803 – ARABIC - I
(Level 1)
(1Credit)
7 Sessions (90 Minutes / Session)

Course Outcomes:
The students will be able to
1. Identify the Alphabets and pronounce them.
2. Frame simple sentences
3. Speak some common words at home, interview and office.

TOPICS
1. Basic introduction & Alphabets
2. Written alphabets & pronunciation
3. Basic grammar (Simple sentence forming)
4. Basic grammar (Genders, Plurals)
5. Basic grammar (Tenses)
6. Forming simple sentences
7. Greetings
8. At home
9. In an interview
10. At the office

Note: Basic grammar is taught to handle the common mistakes, and the other session are interactive and practical conversations.
# P17MBA804 – FRENCH - I
## (Level 1)
## (1 Credit)
## 7 Sessions (90 Minutes / Session)

## Course Outcomes: The Student will be able to
1. Read French phrases, Spell French phonitics, practice French accents, differentiate French and English sounds
2. Introduce oneself, talk about someone, ask others personal information, identify an object, ask and respond politely in a conversation

## Topics
1. *Mes cinq sens en action*
   - Alphabets, Basic wishes,
   - Self introduction, basic verbs: avoir and être
   - Nationalities and countries
   - colors, days & months

2. *S’ouvrir aux autres*
   - Definite articles
   - numbers 0-20
   - write about one’s identification
   - Professions, conjugation: 1st group verbs, indefinite articles
   - Preposition of place, identity card, negative sentence

Note: The course faculty will provide relevant audios, videos, handouts and notes

## Text Book:
1. Saison (Méthode de français, cachier d’activités)

## Reference Books:
1. Reference books : La conjugaison, Dondon, Echo
# P17MBA805 - JAPANESE - I

**Japanese Language Elementary Course I**

(1 Credits)

## Course objectives:

1. They can speak basic Japanese words and phrases and set expressions.
2. They can listen basic Japanese words and phrases and set expressions.
3. They can read short sentences.
4. They will also become able to write Hiragana 104 letters and Katakana 104 letters.

## Unit I

1-3 Greetings and how to write Hiragana.
4-6 Self-introduction and how to write katakana.
7-9 What is this?

## Unit II

10-12 Asking the place. / Shopping
13-15 Time words and Verb Conjugations.
16-18 Where are you going?

## Unit III

19-21 Expressions to use verbs from morning to night.
22-24 Verbs for giving things.
25-27 Adjectives

## Unit IV

28-30 Do you like Japanese language?
31-33 Describing where things are.
34-36 Counting

## Unit V

37-39 Comparison
40-42 I want go to Japan.
43-45 Verb Te-form

**Total: 30 hours**
### Course Outcomes: The Student will be able to

1. Spell and read hindi phrases.
2. Introduce oneself, talk about someone, ask others personal information, identify an object, ask and respond politely in a conversation.

### Topics

1. Alphabets
2. Basic wishes
3. Self introduction
4. Tenses and verbs
5. Gender
6. Nationalities and countries
7. Colors, days & months
8. Definite articles
9. Numbers 0-20
10. Indefinite articles
11. Preposition
12. Everyday conversation

**Note:** The course faculty will provide relevant audios, videos, handouts and notes.