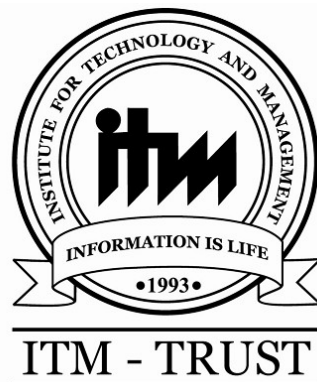


PGDM

iConnect Syllabus

PGDM – International Business (2013 - 2015)



ITM Business School
Institute for Technology & Management

ITM Campus, Plot No.25 & 26, Institutional Area,
Sector – 4, Kharghar (E), Navi Mumbai – 410 201

33835500 | Fax 27740950;
email: kharghar@itm.edu | website: www.itm.edu

PART 1 OF SEMESTER 1

Course Code	:	111
Course Title	:	Managerial Economics
Credit per Course	:	3
Contact Hours	:	30

Objectives :

- To understand the scope and subject matter of managerial economics and its relationships with various quantitative and behavioral sciences.
- To understand various concepts tools and techniques of economics with a view to use them while examining decision-making process of a firm in terms of price and output determination under different market conditions.
- To show how managerial decisions are actually made in the real world.

Contents :

- Analysis of current Economic News.
- The Nature and Scope of Managerial Economics
- Optimization Techniques and New Management Tools
- Demand Concepts, Demand Analysis & Demand Elasticities.
- Demand Estimation and Demand Forecasting, The theory of supply and interaction between demand and supply.
- The theory of Production, Economies of scale and scope.
- Cost Theory & Estimation, cost concepts.
- Pricing and output decision: Perfect competition and Monopoly.
- Pricing and output decision: Monopolistic Competition and oligopoly, Game theory, prisoners dilemma and Nash equilibrium.
- Special pricing practices: Price Discrimination, Cartel formation, Cost plus pricing,, Multi product pricing, Transfer pricing, Mark up pricing, Pricing in life cycle of the product, Competitive bidding pricing, Peak load pricing
- Long Run Investment Decisions: Capital Budgeting

Text Book:

Managerial Economics - D. N. Dwivedi, 6th Ed., Vikas Publishing House Pvt. Ltd, N. Delhi, 2009.

Reference Books :

- 1) Managerial Economics – Dominick Salvatore, Oxford University Press, 2009.
- 2) Economics – Samuelson & Nordhaus, 17th Edition, Tata Mcgraw-Hill Publishing Com. Ltd., New Delhi 2010.
- 3) Modern Economic Theory – K. K. Dewet, S. Chand & Co. Ltd, New Delhi, 1st Edition 2005.
- 4) Managerial Economics – Paul G. Keat & Philip. Young, 6th Edition, Pearson Publication education, New Delhi, 2008.
- 5) Principles of Economics – N. Gregory Mankiw, 2nd Edition, Thomson South-Western College Publishing 2007.

Course Code : 112
Course Title : Introduction to CSR & NGO
No. of Credits : 1
Contact Hours(Field) : 10

Course objectives

- To build an understanding of concept of CSR, underlying theories and its related aspects.
- To enhance the capacity of developing strategies for comprehensive CSR approach
- To develop analytical abilities of concretizing action plans to achieve goals
- The course exposes a broad range of real-world issues and helps to develop the skills needed to assist organizations in creating and implementing socially responsible practices. It will enable participants to lead a global sustainable business. The course would specifically assist in
- Gaining tools to analyze, develop, and recommend strategic CSR policies in organization and industry
- Being well versed in key CSR issues - human rights, environmentalism, sustainable development, consumerism, and the role of corporations in politics
- Understanding a wide range of accountability issues and governance procedures in the context of social contact

Text Book

- 1) Corporate Social Responsibility - Concepts and Cases, the Indian Experience Ed:CV Baxi & Ajit Prasad

Reference Book

- 1) Corporate Social Responsibility in India - Sanjay .K. Aggarwal
- 2) CSR - Madhumita Chatterjee (Oxford University Press- First published in 2011 second impression 2012)
- 3) CSR - Concepts and Cases Ed By CV Baxi and Ajit Prasad, (Excel Books, First Edition in 2005)

Course Code	: 121
Course Title	: Financial Accounting & Analysis
No of Credits	: 3
Contact Hours	: 30

Objectives:

To understand the scope and limitations of Financial Accounting and Financial Analysis. To show how the final accounts are prepared as per GAAP and how the profit/loss and financial position of the firm gets affected by various accounting practices relating to depreciation, various adjustments etc. To understand how to read and interpret information given in the final accounts of the firm. It is also intended to show the inter firm comparison. The Financial Analysis will help the student to measure the performance in various areas like Operating performance, Financial performance, Overall performance etc. It also teaches, how to interpret Off balance sheet items. To understand the significance of Cash flow /Fund Flow Statement from the view point of a Company.

Contents:

- Depreciation and different methods of providing depreciation
- Meaning of Stock and their valuation
- Provisions and Reserves
 - Provision for Depreciation
 - Provision for Taxation
- Financial Statements of Companies as per Revised Schedule VI of the Companies Act, 1956
- Introduction and the Tools & Techniques of Financial Analysis
 - Comparative Statement
 - Common Size Statement
 - Trend Analysis
- Ratio Analysis
- Fund Flow Statement
- Cash Flow Statement

Text Book:

1. Financial Accounting for Management - D.D. Harsolekar, Multitech Publishing, 2nd Edition, 2010

Reference Books:

1. Accounting for Management - S.N.Maheshwari, Vikas Publication, 2011
2. Financial Accounting - Tulsian, TMH, 2008
3. Financial Analysis for Management Decision- M. Sarnagadharan, 2011, PHI
4. Financial Accounting for Management - Paresh Shah, Oxford Publication, 2nd Edition, 2013

Course Code	:	131
Course Title	:	Marketing Management
No of Credits	:	5
Contact Hours	:	50

Objectives:

- Develop an introductory understanding of marketing and its role in modern organizations, the economy, and society at large.
- Introduce the main concepts, principles, and terminology of marketing;
- Study environmental forces influencing marketing decisions, consumer behaviour and familiarize students with the main elements of effective marketing strategy.

Contents:

Introduction to marketing

- Understanding marketing in a new perspective
- A business marketing perspective
- E-marketing in 21st century
- High technology marketing
- Global perspective to marketing

Building customer satisfaction, value & Retention

- Creating, communicating & delivering value
- Managing relationships in Consumer & B2B Marketing

Strategic planning in marketing

- Strategies pertaining to consumer and B2B markets
- Strategies across different geographic boundaries

Marketing Information system

Scanning marketing environment

- Domestic and global

Consumer / Organisational buying behaviour

Competition Analysis

Market segmentation, Targeting & Positioning

Marketing Offering

Introduction to marketing mix

Product/Service strategy in Consumer and B2B market

- Product levels
- Product/service differentiation and positioning

Pricing strategy in Consumer and B2B market

- Importance of pricing
- Factors influencing pricing

- Objectives of pricing
- Pricing process
- Adapting the price and responding to price changes

Designing and managing integrated marketing communications

- Deciding consumer and business marketing communications mix

Reaching out to customer

- Designing and managing value networks and channels
- Role of supply chain in B2B Marketing

Managing a holistic marketing organization

Text Book:

1. Marketing Management Perspective - A_South Asian Philip Kotler, Kevin Keler, Abraham Koshy & Mithileshwar Jha, 12edition, 2007, Pearson Education, New Delhi

Reference Books

1. Marketing Management Global Perspective Indian Context - Ramaswamy, V.S. and Namakumari, S. 4th Edition 2009, Macmillan India, Chennai
2. Principles of Marketing Management - Philip Kotler, Gary Armstrong, Prafulla Agnihotri & Ehsasn Haque, 13th Edition, Pearson Education, New Delhi
3. MKTG - Lamb, Hair, Sharma & McDaniel, Cengage Learning, 2012
4. Fundamentals of Marketing - Stanton, Etzel and Walker, 2006, 13th Edition Tata McGraw Hill, New Delhi
5. Introduction to Marketing Management - Adrian Palmer, 2007, Oxford University Press, New Delhi
6. Marketing Management - Czinkota, Michael. R., Kotabe, Masaaki, 2nd Edition, 2007, Thomson Asia, Singapore
7. Marketing Management - Lal Rajeev & Quelch John A., 4th Edition, 2007, TATA McGraw Hill, New Delhi
8. Marketing Management - Lamb, Hair, Mcdaniel, 7th Edition, 2004, Thomson South Western
9. Marketing Management - Roger Kerin, Steven Hartley, Eric Berkowitz, William Rudelins, 8th Edition, 2007, TATA McGraw Hill, New Delhi
10. Global Marketing - Svend Hollensen, Pearson, 3rd Edition, 2007.
11. Business to Business Marketing - Duffy G Philip, Vision Books, 1994.
12. Marketing - Paul Baines, Chris Fill & Kelly Page, Oxford Publication, 2013

Course Code	: 141
Course Title	: Managing People and Organization - I
No. of Credits	: 5
Contact Hours	: 50

Objective:

To understand management functions and process and further to familiarize themselves with current practices and contemporary developments in general management.

To develop an understanding of individual behaviour in the organizations as a whole, and to provide an insight into the Interpersonal and Group behaviour at work place for effective people management and organisational effectiveness

Content:

- Introduction to Management, Manager's Challenge, Four Management functions
- Managerial Skills and Roles and its impact on employee involvement and organisational effectiveness
- Organizations in the New Economy, Managers in the New Workplace
- Planning Function: Managerial Planning & Goal setting, Concept of Vision, Mission and Strategy and their role in effective goal setting, Managerial Planning Process, Strategy Formulation and Implementation, Managerial Decision making
- External & Internal Environment, Strategic Planning & Management
- Organising Function: Factors affecting and shaping Organisation structure, Elements of Organising/ Organisation Structure, Types of Organisation Structure
- Leading for High Performance: Nature and Scope of Leadership, Leadership versus Management
- Managerial Control: Overview of Managerial Control process, Organisational control focus and effectiveness, Changing Philosophy of control, Managerial Control process, Types of managerial Control,
- Ethics & CSR: Concept of Business Ethics and Corporate Social Responsibility and its relevance in today's time.
- Issues and Challenges of Women in Management
- TQM: Introduction to Total Quality management, Recent trends in TQM
- Innovation & Technology Management: Relationship between Technology and Innovative business practices
- Introduction to Organisational Behaviour, OB Model, Challenges and Opportunities of OB
- Learning: Introduction to Learning, Basic Theories of Learning, Concept of Adult Learning
- Perception and Decision Making: Concept of perception, Perceptual Process, Perception and Individual/ Managerial Decision Making, Application of Perception

in management

- Personality: Introduction to Personality, Personality Traits, Determinants of Personality, Theories of Personality, Personality attributes influencing OB
- Motivation: An Overview of Motivation, Types of Motivations, Basic Theories of Motivation,
- Transactional Analysis : Introduction to Transactional Analysis, Understanding Transaction, Strokes, Ego states, Application of Transactional Analysis
- Group and Team Dynamics: Group- Introduction, Groups in Organisation, Stages of group formation and development, Types of teams
- Power and Politics: Concept of Power, Bases of Power, Organisation Politics and Power, Factors Contributing to Political behaviour
- Conflict Management: Understanding Conflict, Views on Conflict, Types of Conflict, Conflict Resolution Techniques
- Organisational Culture: Definition, Creating Organisational Culture, Organisation culture and its relation with organisational effectiveness
- Change Management: Meaning & Types of Organisational Change, Resistance to Change, Lewin's three step Model for Change Management, Field Force Analysis

Text Book:

- Management & Organisational Behaviour - P. Subba Rao, Himalaya Publishing House, 2nd Edition, 2012

Reference Books:

1. Management & Organisational Behaviour - Ramesh B Rudani, Tata Mac Graw Hill, 1st Edition, 2011
- Management - Karminder Ghuman, K Aswathappa, Mc Graw Hill, 1st Edition, 2010
 - Management - Stephen P. Robbins, Mary Coulter, Pearson, 9th Edition, 2008
 - Management Principles, Processes, and Practices - Anil Bhat, Arya Kumar, Oxford, 1st Edition 2008
 - Management - John R. Schermerhorn, Wiley India, 8th Edition 2006
 - Contemporary Management - Gareth R. Jones, Jennifer M. George, Tata McGraw Hill, 1st Edition, 2009
 - Organisational Behaviour - M. Parekh, R Gupta, McGraw Hill, New Delhi, 1st Edition, 2010
 - Organisational Behavior - S P Robbins, T A Judge, N Vohra, PHI, 14th Edition, 2012, New Delhi
 - Management and OB - L Mullins, Pearson, 7th Edition, 2011, New Delhi

•**Business Organisation and
Management**

- **V.K. Kaul, Pearson,
1st Edition, New Delhi, 2012**

Course Code : 151
Course Title : MIS & Business Intelligence
No. of Credits : 5
Contact Hours : 50

Objectives :

- To learn how to use and manage a variety of information systems to revitalize business process, improve managerial decision making.
- To learn how information technology can give a business a strategic technology platform and to learn the importance of business intelligence.

Contents :

- Information systems in global business today
- E – Business: How Businesses use Information Systems
- Ethical and Social issues in Information systems
- IT Infrastructure and Emerging Technologies
- Foundations of business Intelligence: Databases and Information Management
- Telecommunications, the Internet, and Wireless Technology
- Securing Information Systems
- E – Commerce: Digital Markets, Digital Goods

Text Book:

- 1) Management Information Systems – Managing the digital firm-Kenneth C. Laudon & Jane P. Laudon - 11th edition, Pearson

Reference Books :

1. Management Information Systems: - James A O'Brien, George M Marakas & Ramesh Behl, 12th Edition, Tata McGraw-Hill.
2. Decision Support & Business Intelligence Systems - Eighth Edition, Pearson
Efraim Turbon, Jay E. Aronson,
Teng-peng Liang & Ramesh Sharda
3. Management Information - James A O'Brien, 5th Edition, Tata McGraw- Hill
4. System: - Managing Information Printed in USA, 2002.
Technology in the E- Business Enterprise
5. Management Information Systems - Davis and Olson, 2nd Edition, McGraw-Hill, India, 1985.
6. Management Information Systems: - Effy oz - 6th edition – Cengage Learning
7. Enterprise Resource Planning - Alexis Leon – Second Edition – Tata McGraw Hill Demystified
8. Data warehousing, Data Mining - Alex Berson, Stephen J. Smith & OLAP
9. How to do everything with - Hart-Davis _ Tata McGraw Hill
Microsoft Excel 2007

Course Code	:	161
Course Title	:	DECISION SCIENCES - I
No. of Credits	:	3
Contact Hours	:	30

Course Objective:

This course is designed to enable to students to study and apply various techniques of Statistics for Business. Particular Emphasis is given so that the student can model business situations into Mathematical forms and solve the same. *The techniques and mathematical tools they will learn from the course will help them become successful managers.*

Students need to be shown the relevance of Statistics, the frame of reference for business Statistics should be the functional areas of business- that is accounting, economics and finance, information systems, management and marketing. The focus in teaching each topic should be on its application in Business, the interpretation of results, the presentation of assumptions, the evaluation of the assumptions. Make the students familiar with the software used in the Business world.

The course has been designed to enable the student to study and apply various techniques of operations research in business world.

Emphasis have been given to conceptual understanding of the topic so that the students can model business situations into mathematical models and reach to a decision.

This course will highlight the benefits of quantitative approach to decision making or how to reach to an optimal decision in the light of uncertain or risky environments.

Analysis, Interpretation and Conclusion Drawing.

COURSE CONTENTS

1. Introduction to Statistics: Descriptive and Inferential Statistics
2. Measures of Central Tendency
3. Measures of Dispersion
4. *Measures of Association*
5. Theory of Probability : Probability Distributions
6. Fitting of Distribution and Testing of Hypothesis
7. Optimization Techniques : Use of Maxima and Minima in taking business level decisions.
8. Forecasting Techniques : Quantitative Methods of Forecasting, Time Series Analysis.
9. Determinant and Matrices
10. Excel applications using solver

Text Book:

Statistics for Business & Economics - Anderson Sweeney & Williams, Cengage Learning 11th Edition

Reference Books:

2. Operation Research - Hamdy A. Taha, 8th Edition, 2008, Pearson Education.
3. Quantitative Analysis for Management - Barry Render, Ralph M. Stair, Jr., Michael E. Hanna, T N Badri, 10th Edition, 2009, Pearson, Education.
4. Quantitative Methods for Business - Anderson, Sweeney & Williams, Cengage Learning, 9th Edition, 2008.
5. Essentials of Operations Research & Quantitative Techniques - K Shridhara Bhat, 1st Edition, 2007, Himalaya Publishing House.
6. Operations Research- Algorithms and Applications - Rathindra P Sen, 1st Edition, 2010, PHI Learnings.
7. Quantitative Techniques for Managerial Decisions - R B Khanna, 1st Edition, 2007, PHI
8. Operations Research - S D Sharma, 15th Edition, 2007, Kedar Nath Ram Nath, Meerut.
9. Applied statistics - Gupta and Kapoor, 2011, Sultan Chand and co, New Delhi
10. Applied Statistics in Business and Economics - Doane. Tata MacGraw.
11. Statistics for Management - Levin and Rubin, Pearson

Course Code	:	171
Course Title	:	Business Communication
No. Of Credits	:	3
Sessions	:	30 hrs

Objectives:

- Identify the importance and need of communication in business.
- Forms of business communication.
- Describe role of business communication in organizations.
- Channels of communication network in organizations.
- Process of communication.
- Communication challenges of the workplace.
- Dimensions of business communication skills.
- Communication barriers and steps to overcome these barriers.

Contents:

- Communication In Business - Importance & process
- Non Verbal Communication – verbal & Non Verbal
- Team Communication
- Listening Skills – Effective listening.
- Business Oral Interactions
- Business Meetings and Discussions
- Etiquette Advantage in Business Communication
- Job Interviews
- Business Presentations
- Writing for Impact
- Writing Routine Business Messages
- Writing Negative Business Messages
- Writing Business Reports
- Writing Business Proposals
- Writing Job Applications And Resumes

Text Books:

1. BCOM WHAT'S INSIDE - Lehman, Dufrene, Sinha, Cenage learning. 2Nd Edition. 2012.

Reference Books:

1. Business Communication, connecting At work. - Hory Sankar Mukerjee. Oxford University Press, 1st Edition.
2. Communication Skills - Leena Sen (Second Edition) [Prentice-Hall of India Private Limited, New Delhi
3. Business Communication Strategies - Matthukutty M. Monippally [Tata McGraw-Hill, New Delhi]
4. Basic Business Communication - Lesikar & Flatley (Tenth Edition) [Tata McGraw-Hill, New Delhi
5. The essence of effective communication- Fon Ludlow & Fergus Panton Prentice-Hall of India Private Limited, New Delhi
6. Technical Communication - Meenakshi Raman & Sangeeta Sharma (2nd Edition). Oxford University Press.
7. Communication Skills - Sanjay Kumar & Pushp Lata. Oxford University Press

Course Code	:	172
Course Title	:	Insight Sessions I
No. of Credits	:	3
Contact Hours	:	30

Objectives:

- To Groom One's Overall Personality.
- To understand the importance of Positive Personality because Personality is a signal others read.
- To understand “HOW” to bring transformation in my personality.
- To understand the RIGHT personality for the corporate JOB.
- The importance of Personality Traits and soft skills in the early stages and future career advancement.
- To know, understand and incorporate the characteristics of different personality attributes.
- To figure of “What's My Personality” through Personality Tests.
- Harmonious Development of the Five Dimensions of Human Personality – Physical Self, Spiritual Self, Intellectual Self, Emotional Self and Social Self.
- To understand why soft skills are emerging as a key differentiator today and how it complements hard skills.
- Understanding Leadership through the POWER of DOING
- Developing effective communications skills – The Power of Expressions.
- Increase Creativity, Innovativeness and Personal Effectiveness & Productivity.
- Understanding the Value of Values and Personal Ethics, Inter personal Relations and to discover the Hero Within.

Contents:

- Researching Your Audience
- Detecting Bias
- Analyzing Audience personalities and thinking processes
- Planning presentation content
- Setting SMART Objectives and using them to filter agenda
- Selecting right communication channel
- Identifying Potential Audience Questions
- Script editing for presentations
- Making presentation content memorable
- Facing a Hostile Audience 15
- Developing SCRIPT for the strategic presentation.
- Adapting information for slide shows

Text Book:

Study material given by the resource person.

Reference Books:

- 1) Presentation Skills for Managers - Jennifer Rotondo Mike Rotondo, McGraw-Hill
- 2) Presentations in Action: 80 Memorable Presentation Lessons from the Masters - Jerry Weissman, Pearson
- 3) Presentation Zen - Garr Reynolds, New Ryders
- 4) The power presenter - JERRY WEISSMAN, John Wiley&Sons, Inc.
- 5) Presentation secrets of Steve Jobs - Carmine Gallow, McGraw-Hill
- 6) slidelology THE ART AND SCIENCE OF CREATING GREAT PRESENTATIONS - NANCY DUARTE, O'Reilly

PART 2 OF SEMESTER 1

Course Code	: 113
Course Title	: Macro Economics and Legal Aspects of Business
No. of Credits	: 3
Contact hours	: 30

Objectives :

- To understand the process of growth and development in Economics.
- To understand and analyse the components of Business Environment.
- To understand policy-led development in the Indian Economy and the process of economic reforms and globalization.
- To understand legal environment of Business.

Contents :

Nature and Scope of Macro Economics.

National Income concepts Measurement and significance.

Keynes Theory of Income and employment.

Economic Environment.

Policy Environment: Fiscal policy, Union Budget and Monetary policy.

Economic Reforms: Industrial policy reforms, Banking and financial Sector reforms.

Anatomy of inflation.

Importance of Mercantile law.

Indian Contract Act, 1872: Introduction, Explanation of certain Terms, essentials of Valid contract. Capacity to contract, consideration and free consent, void and voidable contracts Performance of contracts. Right and Liabilities Breach of contract, penalties and damages

Quasi contracts, contingent contracts

Sale of Goods Act, 1930 Overview -meaning of sale - transfer of ownership

Conditions and warranties Rights of unpaid vendor

Negotiable Instruments Act, 1881 Difference between negotiation, transferability and assignment Negotiable Instruments

Payment in due course, Holder, Holder in due course, Protection to Bankers S.85, 124, 125 and 131.

Section.138 or Negotiable Instrument Act for cheques returned unpaid

Text Book:

Economic Environment of Business - Macro Economics Theory and Policy. 3rd edition, Tata McGraw Hill, 2008.

Reference Books:

- 1) Modern Economic Theory – K.K. Dewett, S. Chand and Company Ltd., New Delhi, 21st Edition, 2005.
- 2) Business Environment – Francis Cherunilam, Himalaya Publishing House, Mumbai, 14th edition, 2008.
- 3) Essentials of Business Environment - K. Aswathappa, Himalayan Publication, Mumbai, 10th Edition, 2009.
- 4) Economics – Lipsey & Chrystal, Indian edition (11th), Oxford University Press.
- 5) Economic Environment of Business – S. K. Misra and V.K. Puri, Himalaya Publication House, 6th revised & enlarged edition, 2010.

Subject :Legal Aspects of Business

Sr No of Session.	Topics.	Pedagogy
1	Introduction to the subject	Delivering Lectures
2	Feature of the Indian Contract Act , 1877,Imp Definitions	Delivering Lectures & Discussion
3	Nature of Void Agreements & Void Contracts	Explaining their Nature
4	Performance /Termination of a contract & its Breach & Remedies	Explaining the circumstances for terminations
5	Introduction to the sale of Goods Act , 1930	Delivering Talks
6	Features of the sale documents considered as goods	Discussion on the subject
7	Introduction to the companies Act , 1956	Brief talk on the historical back ground of the Act
8	Comparing the companies Act with the partnership Act	Discussion on the Topic

Course Code : 114
Course Title : Foreign Policy
Credits : 3
Contact Hours : 30

Objectives:

To analyze leading puzzles on foreign policy.

To learn about the substance of foreign policies of major countries in the present time period and recent past.

To sharpen analytical skills to use when confronting new foreign policy issues.

Discussing efforts to construct "rules of the game" for the global economy. In particular we will examine contemporary debates and controversies surrounding the different policies

Textbook:

- Photocopy material of class notes

Reference

1. How the world works/ Understanding Power- N.Chomsky
2. Confessions of an economic hit man – Don perkins
3. Zero sum world – Gideon Racham
4. The price of civilization – Jeffrey Sacchs
5. The man without a face – Masha Gessn

Weightage

End Term : 50%

Debates : 10%

Presentations: 10%

Analysis: 15%

Group activity: 15%

Sessi on	Topics	Reading
1	Introduction to Foreign Policy- Why, What & How	<p>Notes by Amir Rezwan: An Introduction to Foreign Policy: Definition, Nature and Determinants</p> <p>Group Activity: Choose a country from the list & study their FP in detail</p>
2 , 3,4, 5 & 6	US Foreign Policy	<p>Common terms & Models used.</p> <p>Notes: American Foreign policy – an introduction. Pdf</p> <p>Book Reviews: How the world works/ Understanding Power- N.Chomsky Confessions of an economic hit man – Don perkins Zero sum world – Gideon Racham</p> <p>Debate: Does US still follow Isolationism as their strategy How does US FP influence the other powers and Global Trade</p>
7 & 8	UK: An ally of US?	<p>Historical Legacy</p> <p>Thatcher Revolution Iraq war</p> <p>Book Review: The price of civilization – Jeffrey Sacchs</p>
9, 10 & 11	European Foreign Policy – A look into Germany, France & Turkey	<p>Institutional mechanism</p> <p>Common security & Foreign Policy</p>
12 & 13	China: Neutral??	Class Notes
14 & 15	Russian FP: Vanquished giant or undefeated hero	<p>Post cold war and the changes</p> <p>Book Review:The man without a face – Masha Gessn</p>
16, 17	India: Do we have a foreign	Book Review: Economics & Polity

	policy?	
18	Other nations	Israel, Japan, Middle- east
19 & 20	Debate session	
21, 22 & 23	Foreign Policy & Economic Policy	Class Notes
24 & 25	Movies depicting Foreign policies	Spy game, Collateral, Enemy of the state
26, 27 & 28	Presentations & VIVA	

Course Code	:	115
Course Title	:	International Trade
No. of Credits	:	3.5
Contact hours	:	35

Objectives:

- This course will introduce key features about international trade and the underlying trade concepts. The course will be divided into following 3 modules, each featuring these key elements
- International trade – characteristics, exports and imports, theories of international trade, factors affecting flow of international trade, effects of international trade on nation's economy, and governments' role in international trade decision-making
- Development Strategy within context of International Trade – export, import, concepts of export promotion, policies and regulations related to import and export, role of agencies and organizations to facilitate export promotion and regulate import through substitution and differentiation
- Components of business environment – economic, political, social, legal; process of growth and development with special reference to developing and emerging economies; and economic reforms and policy led development within the context of globalization

Contents:

- International Trade
- Globalization and International Trade – An Overview
- International Trade – Exports, Imports, Characteristics, Flow of International Trade, Actors and Agents in International Trade
- Theories of International Trade
 - International Rules Governing Trade and Investment
 - Effects of International Trade on National and International Economies
 - Role of Multi-national Corporations vis-à-vis Governments within the Global Trade Arena
- Global Organizations and Collaborations facilitating International Trade FTAs, Trade Blocs, and Economic Blocs
- Trade and Foreign Exchange Reforms
- India's Planned Development Strategy
- Export and Import Regulation – within India, and its relevance to International Trade
- Export – Documentation and registration, shipment procedure, logistics, methods of payment, export promotion schemes and councils, INCO terms, risk and insurance
- Import Management and Regulation – customs tariffs, clemence of import goods

- Components of Business Environment and Growth
- Economics of Development and Growth
- Economic fluctuations and business environment
- Role of Government in Business through Policies – Industrial, Monetary, Fiscal, Exchange Rate and Trade
- Role of Government through Reforms – fiscal, taxation, monetary, banking, trade and foreign exchange
- Competitive Strategies for Businesses

Text Books:

1. International Business - Rakesh Mohan Joshi, Oxford University Press, 2009.
2. Export and Import Management - Aseem Kumar, Excel Books, 2007.

Reference Books:

1. International Trade - Rakesh Mohan Joshi, Oxford University Press, New Delhi, 2012.
2. Managerial Economics in a Global Economy - Dominic Salvatore, 6th edition, Oxford Publishing, 2009.
3. Business Environment - Francis Cherunilam, 14th edition, Himalaya Publishing House, Mumbai, 2008.
4. Economic Environment of Business - S. K Misra & V. K. Puri , 7th revised and enlarged edition, Himalaya Publication House, Mumbai, 2012.
5. International Business – A Strategic Management Approach - Alan Rugman & Richard Hodgetts, 3rd edition. Financial Times/Prentice Hall- Pearson, 2002.
6. International Business - Charles H. Hill, with Global Resource CD, Powerweb and World Map. McGraw Hill, 2012.
7. Modern Economic Theory - K.K. Dewett, S. Chand and Company Ltd., New Delhi, 2012.

Course code	:	122
Course Title	:	Cost & Management Accounting
Credits	:	5
Class contact hours	:	50

Objectives:

To apprise the students with cost and management accounting techniques, methods & processes. To acquaint the students with the fundamental concepts and notions which have an implicit bearing on managerial decision making. To prove how accounting systems and accounting information are structured for managerial planning, decision-making and performance evaluation. To understand importance of and techniques of costing

Contents :

- Introduction to Cost Accounting
- Classification of Costs and Cost Sheet
- Material Management and Accounting for materials
 - Managing Purchase Functions, Cost of Material, Storing of materials
 - Issue control
 - Material control
- Material losses
- Accounting for Labour
 - Types of Labour Costs,
 - Methods of Remuneration,
 - Treatment of overtime, fringe benefits, idle time etc
- Labour Turnover
- Accounting for Overheads
- Activity based Costing
- Cost Control and Cost Reduction
 - Budgets and Budgetary Control
 - Standard Costing
- Decision Making
 - Marginal Costing and CVP Analysis
 - Relevant Cost Analysis
- Emerging Concepts in Cost Accounting

Text Books:

1. Cost accounting- Theory & Practice - Bhabatosh Banerjee, PHI publishers, 12th edition, 2008
- 2.

Reference Books:

1. Management Accounting
2. Cost Accounting

- Suhinder Bhat, Excel Books, 2009
- Jain & Narang, Kalyani Publishers, 2009

Course Code	:	142
Course Title	:	Managing People & Organisation II
No. of Credits	:	1
Contact Hours	:	10

Objective:

- To equip Students in the area of Employee Counselling and Guidance
- To understand the issues and challenges of HR from Service Sector Perspective.
- To understand the implications of Global Business practices with special references to HRM perspective on Outsourcing, Diversity Management, Green HR etc.

Content:

- Employee Counselling- An Overview
- Self development Of Managers as Counsellors, Development of Counselling Skill
- Counselling Interactions in Organizations, Type of Counselling & Counsellor Attitudes
- Managing Diverse workforce with Special reference to Gender
- HR in Service Sector- An Overview, Issues and Challenges, Employee Retention Strategies and HR in service quality
- HR Outsourcing: Overview of HRO in today's climate / links to HR strategy and Transformation, Reasons for outsourcing Make or Buy?, Scope of outsourcing HRO, Success criteria/ Vital Aspects of HR Outsourcing, Outsourcing for the HR Professional, Consulting Approach to the HR Function
- Green HRM: Introduction to Green HRM, Employee involvement in the development of the Green Practice Changing mindsets and Getting the message across, Employee contribution to green office culture, Appreciation and Rewarding good environmental practices

Text Book:

- 1) Human Resource Management - K. Aswathapa, 6th Edition, 2010, Tata Mc GrawHill.

Reference Books:

1. HR in Service Sector - G. Jegadeesan, ICFAI University Press, Indian Perspectives 1st Edition, 2008.
2. Cases in Call Centre Management - R. Feinberg, Ko De Ruyter, Great Ideas at work Lynne Bennington, 2nd Edition, 2007.
3. Service Management and operations - Hakserver, Render, Russel &

urdick,pearson, 2nd edition, 2005

4. TQM in Services - R P Mohanty, 1st edition, 2008 Jaico Publications 2008
5. Mastering of Business ASIA HRM - Hugh Bucknall & ReijiOhtake, Wiley India Ltd, 2nd Edition, 2006
6. Guidance and Counselling - Asha K. Kinra, Pearson. 1st Edition, 2008
7. Performance Appraisal and Counseling - Pantulu, Reddy & Ramana, Himalaya Publishing House
8. Services Management: - Vasanti Venugopal, Raghu V.N 1st Edition, 2007, Himalaya Publication
9. Counselling Skills for Managers - Kavita Singh, Prentice Hall of India Pvt Ltd , 1st Edition,2007

Course Code	:	152
Course Title	:	Advance EXCEL & VBA
No. of Credits	:	1
Contact Hours	:	10

Learning Objective :

The course has been designed to enable a participant to solve business problems using various advanced tools in Microsoft Excel®.

Description

In this workshop the participant will explore the advanced excel functions that are frequently used to address financial and business problems. A Module on VBA macros will be covered that will equip the participant with skills to build customised functions to solve problems with minimal programming knowledge. The course is divided into four Modules each. Each Module will focus on answering :how to” rather than “what to”. The approach will be case study based interactive learning. Exercises will be given to participants to carry out self-based learning.

Contents:

1. Advanced Excel functions
2. Advanced Excel Features
3. Macros, User defined function and VBA Programming
4. Integrated Case studies and financial applications of the tools and advanced excel features

Text Book:

- 1) How to do everything with Microsoft Excel 2007 - Hart-Davis_Tata McGraw Hill

Reference Books:

1. Microsoft Office Excel Data Analysis & Business Modeling - WayneL Winston, Prentice Hall of India, 2010
2. Building Financial Models with Microsoft Excel - K. Scott Proctor, Wiley India, 2nd Edition
3. Step by Step Microsoft Office Excel 2007 - Curtis D. Frye, Prentice Hall of India
4. Microsoft Office Excel 2007 - Kathy Jacobs, Wiley India, 2008
5. Microsoft Excel & VBA Programming for Absolute Beginners Duane Brinbaum, PHI, 2002
6. Microsoft Excel 2010 Power Programming with VBA - John Walkenbach, Wiley India, 2010
7. Microsoft Excel 2007 in Simple Steps- Greg Holden, 2009
8. Microsoft Office Excel 2007 for Dummies - Greg Harvey, John Wiley & Sons, 2006
9. Mastering VBA for Microsoft Office 2007 - Richard Mansfield, Wiley India 2010
10. VBA for Modelers: Developing Decision Support System with - Christian Albright, 3rd Edition, Cengage

Microsoft Excel 2007

Learning Pvt Ltd.

Course Code : 162
Course Title : Decision Science II
No. of Credits : 3
Contact Hours : 30

Objective:

- The course has been designed to enable the student to study and apply various techniques of operations research in business world.
- Emphasis have been given to conceptual understanding of the topic so that the students can model business situations into mathematical models and reach to a decision.
- This course will highlight the benefits of quantitative approach to decision making or how to reach to an optimal decision in the light of uncertain or risky environments.
- Analysis, Interpretation and Conclusion Drawing.

Content:

- Introduction – Role of Quantitative Analysis in Decision Making and Operations Research Techniques their Nature and Characteristics feature.
- Theory Of Games
- Linear Programming
- Transportation Models
- Assignment Models
- Simulation
- Decision Theory / Queuing Theory
- Index numbers / Excel applications using solver

Text Book:

Quantitative Techniques in Management - N D Vohra

Reference Books:

1. Operation Research - Hamdy A. Taha, 8th Edition, 2008, Pearson Education.
2. Quantitative Analysis for Management - Barry Render, Ralph M. Stair,Jr., Michael E. Hanna, T N Badri, 10th Edition, 2009, Pearson, Education.
3. Quantitative Methods for Business - Anderson, Sweeney & Williams, Cengage Learning, 9th Edition, 2008.
4. Essentials of Operations Research & Quantitative Techniques – K Shridhara Bhat, 1st Edition, 2007, Himalaya Publishing House.
5. Operations Research- Algorithms and Applications – Rathindra P Sen, 1st Edition, 2010, PHI Learnings.
6. Quantitative Techniques for Managerial Decisions – R B Khanna, 1st Edition, 2007, PHI Learnings.
7. Operations Research - S D Sharma, 15th Edition, 2007, Kedar Nath Ram Nath, Meerut.

Course Code : 163
Course Title : Operations Management
No. of Credits : 1.5
Contact Hours : 15

Objective:

To enhance the awareness about the Nature and scope of Operations Management, Supporting Functions of Manufacturing in industry and Recent Advances in Operations Mgmt. Role of Operations Management in over-all performance of an organisation.

After completing the course, students should be able to:

- Understand the importance of basic operations and manufacturing in industry,
- Know the approaches for Decision making for new plant location, technology selection,
- Be aware of the role of Operations management,
- Strategy for using operations as a competitive weapon.

Text Book:

1. "Operations Management", Theory and Practice - B Mahadevan , 2nd edition, Pearson Publication, 2010

References Books :

1. Production & Operation Management - Heizer , Pearson , 8th Edition , 2007.
2. Operations Management - Stevenson , TMH , 8th Edition , 2005
3. Operations Management for Competitive Advantage - Jacobs & Chase, TMH, 10th Edition , 2004
4. Operations Management - Gaither, Thomson Learning, 9th Edition, 2002
5. Operations Management - S. Anil Kumar , N. Suresh , New Age International (P) Limited, Publishers .

The student can refer to study material through the link as mentioned below.

http://www.ebook3000.com/Kumar-S--Anil--Suresh-N----Operations-Management_85181.html

Course Code	:	173
Course Title	:	Insight Session II
No. of Credits	:	3
Contact Hours	:	30

Objectives :

- Hone skills in English communicating effectively in corporate situations especial through group discussion.
- Enhance English oral and presentation skills by personal interview.
- Develop skills and resources that can be utilised in managing their own careers, in general, and preparing them for the job search process, in particular.
- Enhance the over all employability by personal grooming.

Content:

- Talking about people and things
- Talking about what is happening now
- The Background action
- Talking about what happens every day, every time
- Telling what happened
- What is the news
- Talking about the duration of a present activity
- Talking about the present result of a past action
- Talking about the duration of a present activity
- Talking about the present result of a past action
- Talking about the duration of a present Situation
- Explaining a Past Action
- Saying how long some action was going on in the past
- Expressing your attitude
- Talking about what is likely to happen
- Talking about a planned action or an event
- Talking about the chances or possibility of something happening
- Talking doubtfully about future
- Seeking Permission
- Giving Advice
- Telling what is somebody's Duty
- Talking about ability
- Saying something is compulsory

- Talking about something that did not happen
- Saying something has happened
- Saying that something is done
- Giving Messages
- Talking about the purpose of an action
- Showing special relationship-time
- Showing special relationship-Space
- Clarifying your statement
- Using words with multiple meanings

Text Book:

Study material given by the resource person.

Reference Books:

- | | |
|--|--|
| 1) Basic Business Communication | - Lesikar & Flatley (Tenth Edition) [Tata McGraw-Hill, New Delhi] |
| 2) The essence of effective communication- | - Fon Ludlow & Fergus Panton [Prentice Hall of India Private Limited, New Delhi] |
| 3) Technical Communication | - Meenakshi Raman & Sangeeta Sharma (Second Edition). Oxford University Press. |
| 4) Communication Skills. | - Sanjay Kumar & Pushp Lata. Oxford University Press. |

Course Code	:	181
Course Title	:	NGO Internship
No. of Credits	:	2
Contact Hours	:	20

Objective:

This is a novel initiative by ITM in which the students have to undertake a one month project with a NGO or CSR department of an organisation. In addition, the students will also be engaged in various UTKARSH committees (Unleashing The Knowledge and Reaching to Starry Heights) and special addresses given by top class motivational and spiritual leaders.

- To understand the role of NGO in social welfare and development.
 - To understand the managerial role in social work.
 - To learn management practices of NGOs.
 - To sensitize the students towards poor and underprivileged.
-
- No specific contents which which will vary from NGO to NGO depending upon the nature and scope of project
 - No specific books. Report writing will follow a specific format to be given to the students at the time of internship.

PART 1 OF SEMESTER 2

Course Code	:	211
Course Title	:	Business Policy and Strategy
No. of Credits	:	3.5
Contact Hours	:	35

Strategic management is an integrative course that challenges students to study and experience multi functional problems that confront top management. The course will allow students to bring together all of their learned functional skills (i.e., accounting, finance, marketing, etc.) and use them to study organizational problems within the context of real-world business.

Objectives

- Understand the strategic management model, its components and processes.
- Understand the relationship between strategic management and business and corporate objectives and strategies.
- Analyze business cases using the strategic management model to apply the theoretical concepts to real business situations.
- Learn how to make business decisions based on strategic management analysis.

Content:

- Strategic Management - An Introduction - Evolution of business policy as a discipline - Concept of strategic management - Characteristics of strategic management - Defining strategy
- Strategy formulation - Stakeholders in business - Vision, mission and purpose - Business definition, objectives and goals - Environmental appraisal - Types of strategies - Guidelines for crafting successful business strategies
- Tailoring strategy to fit specific industry
- Strategic analysis and choice - Environmental Threat and Opportunity Profile (ETOP) - Organizational Capability Profile - Strategic Advantage Profile - Corporate Portfolio Analysis - SWOT Analysis - Synergy - GAP Analysis - Porter's Five Forces Model of competition - Mc Kinsey's 7s Framework - GE 9 Cell Model - Distinctive competitiveness - Selection of matrix

Text Book:

- 1) Strategy and Business Landshape - Pankaj Ghemawat, Pearson Education, 2012
- 2) Strategic Management - Economics of Strategy- Besanko et al. - John Wiley & sons, Singapore, 2004

Reference Books:

1) Business Policy & strategy

- Gerry Johnson, Kevan Scholes, & Richard Whittington, Exploring Corporate Strategy, FT Prentice Hall, 8th edition. 2002, Prentice hall of India, ND

Course Code	:	212
Course Title	:	Country Profiling & Global Competitiveness
No. of Credits	:	3.5
Contact Hours	:	35

Objectives:

- Trace the economic geography of the world and analyze region specific conditions for international business.
- To understand the fundamentals and principles of world competitiveness.
- To learn and discuss the issues relating to globalization.
- To understand the social structure of markets, the complex and shifting governance structures and the power relations among the organizations in the chain.
- To study the organizational dynamics of diverse global industries and focus on the competitive structure of their leading firms.
- To demonstrate how the economic activities that produce competitive societies arise from complex organizational contexts that vary considerably across time, geographical regions and nations.
- Study the role of religion, ethnicity and culture in the development of nations
- Identify the various economic/human development indicators to evaluate the health of a nation.
- Identify sources of information available for entrepreneurs seeking to move Internationally
- Identify areas for a new business venture or international expansion
- Prepare a country analysis with an understanding of the social political and economic aspects of the countries.

Contents :

- Inside Global Business: What does it take to succeed?
 - What is global competition
 - Read & discuss: The globalization of Markets – Theodore Levitt
- Global paradigm shifts
- Lessons from the past – Asian/ American crisis and its impact on Exports
- Latitudes and nations : How geography influences the destinies of nations
 - Evolutionary and non-evolutionary theories of geographical influence
- The competitiveness Debate
 - Competitiveness of Nations -Why do nations compete?
 - Read & discuss: Competitive advantage of nations – M. Porter
 - Historical perspective: Theories
 - Principles of world competitiveness

- World competitiveness year book
- World competitiveness score card
 - Global Industry Analysis
- Kinds of International governments
- Global Industries and competitive advantage
 - Location and competitive advantage
 - Article : Clusters and competitiveness by M.Porter
 - Creating Value : Patterns of Change in Technologies and Markets
 - Capturing Value : Understanding Competition
 - Delivering Value : The Dynamics of Organizational Competence.
 - Technology Strategy in Practice
 - Identifying 10 competitive companies – presentation
 - Global Business practices (Analysis of any 1 global company)
- Socio-Economic indicators as barometers of a nation's economy
- Global supply chains and competitiveness
 - Bullwhip effect – Beer game
 - How technological changes affect global supply chains
 - Discussion: Innovator's dilemma – Christensen
 - Sustaining Vs Disruptive technologies
 - Managing disruptive technological change
 - Hyper competition
- Religious/Cultural identities of nations
 - Major religions
- Cultural dimensions of nations
- India as a case for competition
 - Indian global powerhouses
 - Session on Debt crisis in US, Europe and its impact on competitiveness
- Map sessions
 - Locations of countries and how their measures form observable trends

Text Book:

1. Economics of Strategy - Besanko, Dranove, Shanley, Schaefer

Reference Book :

1. Global Competitiveness, Getting The U.S. Back on Track - W. W. Norton & Co., New York, 1988. (Starr, Martin K., ed.)
2. International Competitiveness - Ballinger Publishing Co, Cambridge, 1988. (Spence, A. Michael and Hazard Heather A., ed.)
3. European Competitiveness - Cambridge University Press, 1993, (Hughes, Kirsty S., ed.)

- 4. Economic Geography
 - Truman A. Hartshorn and John W. Alexander, Prentice –Hall India Private Ltd
- 5. International Economics
 - Robert J. Carbaugh

Course Code	:	221
Course Title	:	Corporate & International Finance
No. of Credits	:	5
Contact hours	:	50

Objectives :

This subject covers finance of day-to-day business operations. The course is divided into two parts:

Part A	:	Corporate Finance	-	25 Hrs
Part B	:	International Finance	-	25 Hrs

The first part discusses what is working capital requirement & sources of finance. It also discusses management of each component of Working Capital. The primary aim of this course is to make students aware about the various functions that a finance manager has to perform. It also enables the students to understand the structured decision making in in finance viz. Investment (long term basis as well as current assets).

The latter part of the course will enable the student to Identify the determinants of currency prices and explain how these prices change in foreign exchange markets and to elucidate on how a country's Balance of payment influences currency prices in Foreign exchange markets. The student will also be able to explain International parity conditions which associate price of goods, interest rates etc. and to understand what is Foreign Exchange risk and how to manage it.

Contents :

Part A

- Introduction, Finance Manager's Role, Working capital, Types of working capital, Assessing working capital requirement
- Dimension of working capital-strategies
- Sources of working capital finance
- Management of components of working capital, Inventory management
- Cash management- short term instruments, strategies during liquidity crisis
- Receivable Management, Inventory Management
- Estimation of Working Capital
- Sources of long term finance
- Time Value of Money
- Capital Budgeting - Introduction, Preliminaries, ARR Method, PBP Method, NPV, Method, NPV and IRR, NPVTV and MIRR

Part B

- Globalization and Multinational Firm
- Balance of Payments- Introduction, Accounting Principles, components and

valuation

- Foreign Exchange Market- Exchange rate Quotations and Arbitrage, Types of transaction and settlement date.
- Global Financial Markets & Interest rates - Domestic, offshore markets, Euro markets, Interest rates in the Global money markets.
- PPP & Exchange Rate Determination & Forecasting
- Interest Parity - Arbitrage with and without transaction cost, FSA, ERA and FXA.
- International Project appraisal- Introduction and APV approach.
- FERM, Hedging Techniques

Text Book:

1. Essentials of Financial Management - I.M. Pandey, Vikas Publication 3rd Edition, 2011
2. International Financial Management - PG Apte, Tata Mcgraw Hill, 2011

Reference Books:

1. Financial Management - I.M. Pandey, Vikas Publications 10th Edition, 2010
2. Financial Management - Khan & Jain, Tata-McGraw, New Delhi, 6th Edition, 2011
3. Financial Management - Theory & Practice - Prasanna Chandra, Tata McGraw-Hill, 7th Edition
4. Financial Management & Policy - Van Horne, Prentice Hall, 12th Edition, 2003
5. Principles of Corporate Finance - Brealey Myers, Allen, C. P. Mohanty, Tata-McGraw, 8th Edition, 2007
6. Financial Management - Keown, Martin, Petty, Scott, PHI, 9th Edition, 2002
7. International Financial Management - Jeff Madura, Cengage Learning, 2008
8. Multinational Finance Management - Alan C. Shapiro, 8th, Edition, Wiley, 2011
9. Multinational Business Finance - Eiteman, Pearson, 12/e 2012
10. Strategic Financial Management - A. N. Sridhar, 10/e 2012, Shroff Publishers & Distributors Pvt. Ltd.

Course Code : 231
Course Title : Global Marketing
No. of Credits : 3.5
Contact Hours : 35

Objectives:

To familiarize the students with the basic concepts and principles of global marketing. The major aims of this course to:

- Understand and practice most of the elements of global strategic marketing planning.
- Acquire a marketing and customer orientation understanding in approaching and dealing with organizational challenges and opportunities in global markets.

Prescribed Text book

Global Marketing management – Kiefer Lee & Steve Carter

- **Additional Text Book**

Global marketing – Keegan

International Marketing – Cateorah

International marketing strategy – Onkvisit and shaw

Pedagogy

Positioning – Al Ries and Jack Trout

Marketing Warfare – Al Ries and Jack Trout

From Pepsi to Apple – John Scully

22 immutable laws of marketing - Al Ries and Jack Trout

Tipping point – Malcolm Gladwell

Goal – Eliyahu Goldrattt

Journals (source- ebsco)

Journal of international Marketing

Journal of Brand Management

Journal of Consumer behavior

Magazines

Forbes

Harvard Business Review

- **Individual Exercises**

Attendance / Class Participation : 5 %

Case study / Readings : 15%

Assignments / Presentaions : 20%

Surprise tests, quiz, etc : 10%

End term exams : 50%

Session wise break up:

SESSION	TOPIC	READING
1 -2	Understanding The difference between Domestic, International & Global Marketing Introduction to Global Marketing The Global Marketing Environment	<ul style="list-style-type: none"> • Chapter 1 Case – Mc Donalds 2 – Chapter 2
3-4	Understanding global cultures and buyer behavior	1. Chapter 4 <ul style="list-style-type: none"> • Understanding customer’s means – end chains (Market driven thinking by woodside) Case – Coca Cola
5	Understanding global social & ethical issues	1 Chapter 5 Case – Mc Donalds & Pepsi
6-7	Opportunity analysis and selection of markets	<ul style="list-style-type: none"> • Chapter 6 • chapter 5 (Keegan) Case – Research In Motion (BlackBerry)
8-9	Market entry strategies Topics for Group presentations to be given followed by Q&A session	1. Chapter 7 2. chapter 8 (keegan) Case – Nissan Motors (Sunny, Micra, Evalia)
10-11	Product and brand management	Chapter 9 Case – Harley Davidson
12	Global services marketing	Chapter 10
13	Global communication	Chapter 11 Also refer Kotler Case – Coca Cola

14-15	A look at advertising of Organizations across global markets followed by discussion & Quiz	Ads of Global companies in different markets to be shown & discussed highlighting how their communication changes across markets & issues that have happened in the past QUIZ
16-17	1 st round of Group Presentations	1 st round of Group Presentations on the topic given at the end of session 9 Q&A and Feedback
18	Managing supply chain and distribution	Chapter 12
19	Global Pricing and terms of access	Chapter 14 Also refer kotler
20	Sales force management and negotiation	Chapter 15 Also a understanding of sales jobs and skills required for them from a job perspective
21	SPIN/SPANCO SELLING	Stimulation Activity
22	Global distribution channels and partners	Chapters 4, 5 & 6 book – Marketing & strategy by Nirmalaya kumar
23	Organizing and controlling global marketing operations	Chapter 16 Case- Mondelez (Cadbury's)
24 - 26	Final Group Presentations Open House (Doubts, Q & A, etc)	

Text Book:

1. Global Marketing management – Kiefer Lee & Steve Carter

Reference Book:

1. Global marketing – Keegan
2. International Marketing – Cateorah
3. International marketing strategy – Onkvisit and shaw

Course Title : **Supply Chain Management**
No. of Credits : **3.5**
Contact Hours : **35**

Objectives:-

- To understand the Supply Chain and Logistics Management concept.
- To learn the dynamics of SCM & Logistics Management and various ancillary topics such as ethics in SCM and Green SCM
- To develop an insight into information and communication technology in SCM
- To determine Transportation and Freight Management issues in SCM. Level Type
- Moderate – Advanced (This is not a course for beginners, students would do well to refer to more than the principal text, Internet based research is encouraged Basic Level understanding of SCM concepts and conceptual clarity is assumed).

Contents:

- **INTRODUCTION TO SUPPLY CHAIN MANAGEMENT**
Learning Objectives, Supply Chain Concept, Supply, Supply Chain & Supply Chain Management, Supply chain elements and extended supply chain, Supply chain linkages & integration, Supply Chain decisions, Supply Chain Challenges
- **DYNAMICS OF SUPPLY CHAIN MANAGEMENT**
Dynamics of SCM, SC Process Cycles, Order Management Process, Supply Chain integration – push & pull mechanism, Information distortion – Bullwhip effect, Causes of Bullwhip effect, Initiatives to control Bullwhip effect, Framework of Global ECR scorecard, SCM and efficient consumer response in India, Structure of network & flows in an ECR system, Role of Logistics in SCM, What is logistics, Logistics System components, Logistics Chain, Logistics Mix, Logistics Objectives, Logistics Integration, Logistics : Success factors , Customer value delivery chain, Business processes impacted by Logistics.
- **ICT (INFORMATION & COMMUNICATION TECHNOLOGY) IN SCM & PROCUREMENT** Information & communication technology in SCM & procurement, Three Layered Architecture of ERP, Architecture of a typical ERP system, Modules of SSA Global, SSA SCM, Sales & Distribution shared services, Product control diagram in manufacturing & production, Fully integrated purchasing applications in manufacturing / production, Advanced inventory management system, component of manufacturing production financial module, i2 SCM software package

features, Features of my SAP ERP software package, Extension/Explosion of ERP, E-Procurement : process, advantages, challenges, Types of E-procurement models, Reverse auction, Open trading.

- **PROCUREMENT & OUTSOURCING IN SC**

Procurement & Outsourcing Strategies, New paradigms in purchase management, EOQ Inventory model, Just in time practice, vendor managed inventory, Online procurement.

- **SCM & CRM**

SCM & Customer Relationship management, What is CRM?, Interface between CRM & SCM, Integration of CRM with SCM, Decisions related to CRM, Web enabled approach of CRM as compared with conventional approach, IT infrastructure use for SC & CRM, Client server system architecture for SC & CRM, Technology tools for CRM – 3ws, Functional components of a CRM solution, CRM Solution categories, Functional & technical requirements of CRM solutions, Functionality of CRM Products, Major CRM Products, New Product Development, Stages in CRM Business Cycle, Different phases of CRM Business Cycle, Components of a typical IT solution for CRM, Best practices in SCM, Major Operational Strategies for SCM, Basic relationship model for 4PL, 4PL as an industry innovator, Future trends expected in 3PLs, Walmart SC, Modern Strategies, Components of RFID System, Lean Operational Techniques, Features of a single piece flow system.

- **DECISIONS ON TRANSPORTATION (MULTI-MODAL) & FREIGHT MANAGEMENT**

Learning Objectives – Freight management, Factors impacting Freight cost, Transportation Network, Containerization & Ports.

Freight Management Responsibilities, Freight Management Tasks, Factors affecting freight cost, Urban Transportation market in India, Indian Economy, Urban Transport System in India, National Urban Transport Policy (2006), Jawarharlal Nehru National Urban Renewal Mission, Metro System, Bus Rapid Transit System, Buses for City Transport, Container Shipping, Players in the container supply chain, Drivers of container traffic, Exploring Hub & feeder model in India.

- **COLD CHAIN LOGISTICS**

Cold Chain – What is it ?, Drivers to cold chain infrastructure, Cold Supply Chain Models, Cold Supply Chain problems & issues, Quality control measures, how to perform an efficient cold chain compliance & gap analysis (Pharmaceutical Cold Chain), Cold Chain Regulations & Guidelines, Principles, aspects to analyze to ensure the most complete cold chain compliance system, analysis of staff members, analysis of documentation processes, Analysis of SOPs, Topics to be included in SOPs, Analysis of Reception/Storage Area, Analysis of Storage Equipment, Analysis of the monitoring of storage areas, monitoring of

warehouse areas, Global monitoring applications, Monitoring / Data Logging, Analysis of Drug Transportation Processes, Drug Transportation, Drug Product Transportation, Drug product during transportation, Drug Product Transportation (Air), Drug Products through transportation & effective packaging, Follow up, Recommendations & Conclusion.

- **SCM RISK MANAGEMENT & RESILIENCE**

Supply Chain Risk Management & Resilience , Risks in the Supply Chain, Some development & trends in Supply Chain Management, Trends that lead to increased risk in the SC, De constructing the four supply chain constructs, concepts of supply chain risk, analyzing supply chain risk, risk perception, risk sources, supply chain disruptions, the concept of iceberg disruptions, Most frequently occurring disruptions, origin of disruptions, Disruption profiling, Consequences of a disruption, Supply Chain Vulnerability , Drivers of SC vulnerability, Barriers to implementation of SCRM, Risk identification & assessment, FMEA Analysis, Cost benefit analysis of risk management, reconciling supply chain risk with supply chain management, supply chain's today, riskier supply chains, risk exposure – sc network design, research on SC risk, what disruptions in the supply chain would mean, risk mitigation, supply chain risks – realities, supply chain ...ideal world, industry challenges, risks impact – strategy/initiatives, risks managing stakeholders, risks managing realities, exposure - internal & external drivers, risks – external factors, risks internal factors, risk response – contingency, risk exposure in managing , risks managing shareholder value, risks managing competitive pressures, risks managing end to end networks, risks managing SCM performance, Risks managing product/information flow, risks managing SC change initiatives, risks managing inventory, Risk exposure – managing suppliers, supplier risk sources, root cause analysis, risk planning – integration (people, process, systems), risk planning – competency & performance, Risk framework – strategic approach – resilient sc, risk strategy, risk tactical , risk execution, knowledge iteration and improvement, stakeholder change - management, risk – tools, techniques & checklists, cause & effect analysis, risk control matrix....

Text Books:

- Supply Chain Management – Concepts, Practices & Implementation - Sunil Sharma, Faculty of Management Studies (FMS) University of Delhi, Publishers : Oxford University Press, 2010, Printers : Tara Art Publishers
- 2. Supply Chain Management – Text & Cases - Dr (Prof) Vinod Sople, Director ITM Business School, Dombivli campus Publishers : Pearson, Copyright Dorling Kindersley (India) Pvt. Ltd, 2012

Printers : India Binding House

Reference Books:

1. Supply Chain Management :
Concepts & Cases - Rahul V. Altekar, Senior Functional Architect (SCM Solutions) Manugistics (India) Ltd. , Publishers : PHI Learning India Pvt Ltd, 2010. Printers : Mudrak Printers
2. Supply Chain Logistics Management
International Edition 2003, - Donald Bowersox, David J. Closs, & M. Bixby Cooper, Michigan State University. Publishers : McGraw-Hill Publishing, Printed : In Singapore When ordering the title use ISBN 0-07-123207-9
3. Business Logistics Management, - Ronald H. Ballou, Weather head School of Planning, Organizing & Controlling Management , Case Western Reserve University Copyright : Prentice Hall – Inc, Pearson Education Asia Pte Ltd. , Singapore, Fourth International the Supply Chain,

Course title : **Research Application in Global Market**
Credits : **5**
Contact Hours : **50**

Objectives:

An introduction to quantitative and qualitative designs in management research as well as to frequently used applied statistics. Special attention to ethical concerns in research, measurement issues such as reliability and validity, and the critical assessment of research tools such as questionnaires. The intent of the course is to provide an introduction to, and a basic grounding in, fundamental research methods as they relate to the modern practice of management and to academic research. The topics that will be covered, as well as the practices and tools that you will acquire, will assist you in being more effective designers and consumers of applied research related to all of the domains of management practice a cross disciplines.

Contents:

- The Role of Business Research
- Information Systems and Knowledge Management
- Theory Building
- The Business Research Process: An Overview
- The Human Side of Business Research: Organizational and Ethical Issues
- Problem Definition: The Foundation of Business Research
- Qualitative Research Tools / Secondary Data Research in a Digital Age
- Survey Research: An Overview
- Survey Research: Communicating with the Respondents
- Observation Methods / Experimental Research
- Measurement and Scaling Concepts
- Attitude Measurement / Questionnaire Design
- Sampling Design and Procedures
- Determination of Sample Size: A Review of Statistical Theory / Fieldwork
- Editing and Coding: Transforming Raw Data into Information
- Basic Data Analysis: Descriptive Statistics
- Univariate Statistical Analysis
- Bivariate Statistical Analysis: Differences Between Two Variables
- Bivariate Statistical Analysis: Measures of Association
- Multivariate Statistical Analysis
- Communicating the Research Results: Report Generation, Oral Presentation, and Follow-Up

Text Book:

1. Business Research Methods – William Zikmund, Cengage publications Eighth edition.

Reference Books:

1. Business Research Methods - Cooper and Schindler, Tata McGraw-Hill, Ninth edition 2006.
2. Business Research Methodology- J.K. Sachdeva, Himalaya Publishing House, First edition 2009.
3. Human Resource Research Methods - Dipak Kumar Bhattacharyya, Oxford university press,2007.
4. Research Methods - William M.K Trochim
5. Business Research Methods – Alan Bryman,Emma Bell, Dreamtech Press 2011
6. Research Methodology - C.R. Kothari, New Age International publishers, Second edition,2010.
7. Marketing Research - Naresh K Malhotra, Pearson Publishers, Sixth edition.
8. Research Methodology - Dr Deepak Chawla, Vikas Publications,

Course Code : 281
Course Title : **Industry Internship Project**
No. of Credits : 9
Contact Hours : 90

Objectives:

- 1) Application of knowledge and techniques learnt in the first term to test out and enrich one understanding, knowledge and skills further.
- 2) Understanding an organization and its management functions and decision – making process better and thereby enhance one's perspectives.
- 3) Appreciating the inter – linkage among different functions and developing realistic managerial perspectives of organization, their realities, and their function.
- 4) The industry internship placement will be provided by the Placement Department with the help of student placement committee.

Course Code : 282

Course Title : **Europe Internship**
No. of Credits : **3**
Contact Hours : **30**

Objectives:

Students of PGDM IB batch will pursue their IIP in India and shall proceed to pursue their Europe study term at EM Normandie, France and ESSCA, Budapest, Hungary. List of courses/modules include - Doing Business in Eastern and Central Europe, Cross Cultural Management, Business Analytics, An introduction to the European Union + visit to European institutions in Brussels, Doing Business in France., Brand Management, Negotiation skills, Business Projects.(European Marketing, Automobiles, Logistics and Finance). The programme also includes visits to Amsterdam and Paris. Students will be evaluated by the faculty at ESSCA and EM. Those successfully completing the study term will receive course-wise grade/marks sheet along with certificate of completion by ESSCA and EM.

Course Code	:	311
Course Title	:	Entrepreneurship
No. of Credits	:	2
Contact Hours	:	20

Objectives:

A blend of entrepreneurial spirit and a trained managerial mind is a potent combination in any individual. Such individuals stand a much better chance of surviving in the raging waters of entrepreneurship as well as prove to be successful managers in any organized business setup.

This course aims to train students who have already been exposed to the functional areas of business by imparting an understanding of entrepreneurship, the skill required and applying their own managerial knowledge to overcome the challenges entrepreneurs face.

Contents:

- What is entrepreneurship? Entrepreneur - Types of entrepreneurship, Attributes of an Entrepreneur.
- Entrepreneurship skills - Leadership, Motivation, Team Building, Creativity & Innovation
- Entrepreneurial Cycle – Stages in Entrepreneurship
- Types of Entrepreneurs
- Idea Generation
- Idea Evaluation – Mullins 7 Domain Framework
- Developing a B-Model- Osterwald's 9 Block Model
- Developing a B-Plan
- Finance Plan. Financial Tools, Business Plans, Best Practices & Benchmarking Sources of Funds - Self financed, PE, Institutional Funds, Government Agencies
- Marketing Plan- Commercialising your idea, Growing your Business - Scaling up, Expansion, Diversification, Vertical Integration
- HR Plan- Organization Structure & Building
- Why Businesses fail - Adapting to changing environment
- Handing Over the Baton – Succession Planning

Text Book:

1. Entrepreneurship - Rajeev Roy, Oxford University Press, 2008

Recommended Reading:

1. Elena Fawkner, Entrepreneurship: Do You Have What It Takes?

2. David H. Holt, Entrepreneurship - New Venture Creation, Prentice Hall – India, 2002
3. Entrepreneurship Strategies & Resources - Marc J.Dollinger,, Pearson Education, 2004
4. The High Performance Entrepreneur Subroto Bagchi, Penguin Books India, 2006
5. Entrepreneurship - Hisrich Peters, Tata McGraw Hills, 4th Edition
6. Mastering Business in India - Chris Boulton & Patrick Turner,, Wiley India, 1st Ed. 2005
5. What They Don't Teach You at Harvard Business School - McCormack, Mark H., : Notes From a Street-SmartExecutive. Toronto: Bantam Books, 1986'

Course Title : **Cross Cultural Leadership**
No. of Credits : **3**
Contact Hours : **30**

Subjects:

The course seeks to understand how leaders in today's international organizations adjust to different environments quickly and work with partners and employees of other cultures, in the newly globalized market. Students also gain an understanding of how different leadership styles translate across cultures and which are suited to particular cultural scenarios.

Content:

- Culture and Leadership
 - Critical role of culture in international business.
 - Diversity
 - Global teams
 - Management and strategy for cultural diversity
 - Motivation and Leadership models
 - Power of the subconscious
 - Self awareness
 - Soul of leadership
- Business Ethics
 - CSR and Strategy
 - The Global Ethic
 - The Ethics of WalMart
 - Natural Resources and Sustainability

Text book:

- 1) Cross -Cultural Management - Dipak Kumar Bhattacharyya (2010).
Published by Asoke K. Ghosh, PHI
Learning Private Limited, M-97,
Conaught Circus, New Delhi-110001.

Reference Books:

1. Leadership- Research Findings,
Practice, and skills. - Andrew J. DuBrin (2007). Published by
Biztantra, 19-A, Ansari Road, Daryaganj,
New Delhi-110002.

2. Leadership- Research Findings, Practice, and skills. - Andrew J. DuBrin (2008). Published by Biztantra, 19-A, Ansari Road, Daryaganj, New Delhi-110002.
3. Leadership in organizations - Gary Yuki (2007) Published by Dorling Kindersley (India) Pvt Ltd, licensees of Pearson Education in South Asia
4. Managing Cultural Differences - Philip R. Harris & Robert T. Moran(1979). Published by Gulf Publishing Company, Houston , Texas.
5. Leadership- Theory and practice - Peter G. Northouse(2007). Published by Vivek Mehra for sage publications India Pvt Ltd and printed at Chaman Enterprises, New Delhi.
6. Leadership Challenge - Kouzes Posner (2006) Published by Wiley India Pvt Ltd, 4435/7, Ansari Road, Daryaganj, New Delhi-110 002.
7. Managing Cultural Differences - Robert T. Moran, Philip R. Harris & Sarah V. Moran (2011). Published by Elsevier, a division of Reed Elsevier India Private Limited.
8. Inspiring Leadership - John Adair (2008) Published by Vinod Vasishtha for Viva Books Private Limited, 4737/23, Ansari Road, Daryaganj, New Delhi- 110 002.
9. Leadership- Magic, myth or method -J. W. Mc Lean & William Weitzel (1992). Published by Magna Publishing Co Ltd. Magna House, 100/E, Old Prabhadevi Road, Mumbai-400025.
10. Leadership - Sanjay Saxena & Purnima Awasthi (2010). Published by Asoke K. Ghosh, PHI Learning Private Limited, M-97, Connaught Circus, New Delhi- 110001.
11. Understanding and Managing Diversity - Carol P Harvey and M June Allard (2009). Published by Asoke K Ghosh, PHI Learning Private Limited, M-97, Connought Circus, New Delhi- 110001.
12. Indian Entrepreneurial Culture - Ashis Gupta (1994). Published by H. S Poplai for Wishwa Prakashan Limited, Spantech House South Godstone, Surrey, RH9 8HB, U.K. Typeset by Jayanti Graphics, New Delhi.

Course Code	:	321
Course Title	:	Banking and Insurance
No. of Credits	:	2
Contact Hours	:	20

Objectives:

Keeping in view the latest developments in the Banking Sector this module is designed to understand the total learning of Banking world particularly in context to Indian Scenario, the functions, the classifications, the objectives, their role, the primary and secondary responsibilities, their services, the conceptual and regulatory framework, the legal, periodical, operational compliance areas and also covers the latest trends in the Banking Industry.

There are many risk in the business: some are insurable and some are non-insurable the insurance is based on principle of sharing the risk. Insurance companies are the financial intermediaries which specializes in this business.

Contents:

- Overview of Banking system and its classification.
- The structure of Commercial Banks.
- Primary Banking Services .
- Secondary Banking Services
- Collection services
- Loans and Advances.
- Securities for Bank advances.
- Revenue generating products .
- Teller services.
- Treasury Operations in Domestic markets, Forex market.
- Analysis of Balance Sheet
- Regulatory Environment
- Monetary policy
- Trends and Challenges in Banks .
- Introduction to Risk Management
- Risk and Insurance
- Risk Management Process
- The Principles of Insurance
- The Insurance Contract
- Legal Liability
- Identification of Risk Exposures
- Personal Property and Liability Insurance Products in General Insurance

- Estimating Life Insurance Needs
- Life Insurance Policy Analysis
- Life Insurance Policy Selection
- Annuities
- Health Insurance and Products
- Insurance of Business Risk and Available Products in India
- Implementing and Reviewing Client's Insurance
- Government Regulations of Insurance
- Pricing of Insurance
- Insurance Companies

Text Books:

1. Banking Principles & Operations – M.N.Gopinath -Snow White publications ,2010.
2. Risk Management Insurance Planning (Module2) - IMS Proschool
3. Insurance & Risk management2010 - Gupta P.K, Published by- Himalaya, Mumbai.
4. Insurance Products, Including Pension products- In 2010 - Taxmann, IBF Published

Reference Books:

1. Banking Products & Services – Taxmann, 2010 – Indian Institute of Banking & Finance.
2. Banking Theory – Law & Practice – Peter .S. Rose, Hudgins -TMH, 2009 .
3. Principles of risk management and Insurance - Rejda, George E, Pearson Education, Delhi, in 2008
4. Insurance principles & practice – Mishra M.N, S. Chand & Company New delhi In 2009

Course Code : 331
Course Title : Sales Management
No of Credits : 3.5
Contact Hours : 35

Objectives:

- Outline the functions under the sales management such as sales force administration & control, territory design, sales target fixing, sales force motivation
- Provide an opportunity to begin developing the analytical and implementation skills needed for effective decision making in sales

Contents:

- Overview of the Sales Management Process
- The Process of Buying and Selling
- Demand Estimation and Sales Quotas
- Sales Territories
- Selection and Recruitment of sales personnel
- Training and Development of sales personnel
- Sales Performance: Motivating the Sales Force
- Supervision of sales personnel
- Management of sales personnel
- Compensation and Incentive schemes
- Organization of sales staff
- Channel policy & management
- Channel structure, motivation & conflicts

Text Book:

1. Sales Management - Stanton, Spiro and Rich, Tata McGraw-Hill, New Delhi.
2. Sales & Distribution - Tapan Panda & Sunil Sahdev Oxford, 2009

Reference Books:

1. Management of a Sales Force - Stanton, Spiro and Rich, TMH
2. Sales & Distribution Management- Panda, Oxford, 2009
3. Sales Management - Charles M Futrell & Thompson Publication, 2001.
4. Sales Management - Robert J. Calvin & Tata Mc.Graw Hill, 2002.

5. Sales & Distribution Management- Tapan K. Panda & Sunil Sahadev "C
Oxford University Press, 2006

6. Sales & Sales Management - Ralph W. Jackson & Robert D. Hisrich
Prentice-Hall, 1996.
7. Sales Management - Douglas J. Dalrymple, William Crow and
Thomas Decorlo "C Wiley Publication,
2003

8. Sales Management : Theory &
Practice - Bill Donaldson, Palgrave, 2007.
9. Sales Management in the Indian
Prespective - Gupta V. D. - Eastern Economy Edition,
2000.
10. Sales Management - Still, Cundiff & Govoni, Eastern Economy
Edition, 2006

Course Code : 361
Course Title : Global Sourcing and Operations
No of Credits : 3.5
Contact Hours : 35

Objectives:

- To understand the strategic view of the operations and Sourcing in a global market place.
- Introduce the general framework for understanding issues related to global operations
- Understand competitive priorities and implications of their linkage with the current market.
- Analyze issues of capacity expansion & new product development in global operation.
- After completion of the course Students will get an overview of operations as a competitive process for global trade and commerce. The course will also provide insights into various operational issues such as strategic sourcing, capacity planning, competing factors for plant location and layout

Text Books:

1. Global Operations and Logistics - Philippe- Pierre Dornier, Ricardo Ernst, Michel Fender, Panos Kouvelis .

Reference Books:

1. Operations Management - Theory and Practices - B Mahadevan.
2. The World is Flat - Thomas L.Friedman.
3. Service Operations management - Metters. King Metters. Pullman. Walton.
4. Global Risk / Global Opportunity - DVR Seshadri.

Course Code : **362**
Course Title : **Operations Research**
No of Credits : **3.5**
Contact Hours : **35**

Objectives :

The course has been designed to enable the student to study and apply various techniques of operations research in business world.

Emphasis have been given to conceptual understanding of the topic so that the students can model business situations into mathematical models and reach to a decision.

This course will highlight the benefits of quantitative approach to decision making or how to reach to an optimal decision in the light of uncertain or risky environments.

COURSE CONTENTS

- Introduction – Role of Quantitative Analysis in Decision Making and Operations Research Techniques their Nature and Characteristics feature. Different types of OR problems.

Determinants & matrices.

2. Theory Of Games – Game Models, Two-person Zero Sum Game, Solution of $2 \times n$ and $n \times 2$. games, Games of Pure and Mixed Strategy, Principle of Dominance.

3. Linear Programming – Formulation of LPP, Graphical Solutions, Simplex Methods, Post Optimality Analysis, Duality

4. Transportation Models – Methods of Feasible Solution : NW Corner Method, LCM, VAM, Row / Column Minima Methods, Optimal Solutions, Balanced and Unbalanced Types, Maximization and Minimization Types.

5. Assignment Models – Maximization and Minimization Types, HAM, Traveling Salesman Problems

6. Queuing Theory – General Structure of Queuing Models, Operations Characteristics of Queuing Models. Examples and their solutions.

6) Reference Books:

- Quantitative Techniques in Management – N D Vohra.
-
2. Quantitative Analysis for management-----, Ralph M. Stair, Jr., Michael E. Hanna, T N Badri, 10th Edition, 2009, Pearson, Education.
) Quantitative Methods for Business - Anderson, Sweeney & Williams, Cengage Learning, 9th Edition, 2008.
 - 4) Essentials of Operations Research & Quantitative Techniques – K Shridhara Bhat, 1st Edition, 2007, Himalaya Publishing House.
 - 5) Operations Research- Algorithms and Applications – Rathindra P Sen, 1st Edition, 2010, PHI Learnings.
 - 6) Quantitative Techniques for Managerial Decisions – R B Khanna, 1st Edition, 2007, PHI Learnings.
 - 7) Operations Research - S D Sharma, 15th Edition, 2007, Kedar Nath Ram Nath, Meerut.

Course Code	:	371
Course Title	:	Career Management & Training
No of Credits	:	6
Contact Hours	:	60

Objectives:

- Take control of one's personal development – as employers take less responsibility, employees need to take control of their own development in order to maintain and enhance their employability which to be built during the student career.
- Making career choices and decisions – the traditional focus of careers interventions. The changed nature of work means that individuals may now have to revisit this process more frequently now and in the future, more than in the past.
- Managing the organizational career – concerns the career management tasks of individuals within the organisation such as decision-making, life-stage transitions, dealing with stress.
- Managing 'boundary-less' careers – refers to skills needed by employees whose employment is beyond the boundaries of a single organisation, a work-style that is common.
- Raise the students awareness about the dynamics of English communication in a business environment
- Develop team work skills in conceptualizing, implementing, and completing a project.
- Gain awareness and insights about strengths and growth areas and develop practical strategies how this information can be applied in managing their own career development by developing resume which is more professional.
- Determine a career path that best suits your values, interests, personality, and skills.
- Develop the over all employability by personal grooming.

Contents:

- Group Discussion
 - Pre Assessment Group Discussion – Mock Group Discussion
 - Content, Flow Structure, Initiative,
 - Innovative Thinking, Problem Solving, Team work
 - De Briefing and improvement Plan of Action
 - Implementing the feedback
 - Confidence building
 - Clarity of Thought in expression

- Mock Personal Interviews
 - Personal Interview theory with example
- Post Assessment Discussion
- Growing and Etiquette
 - Eye contact, Growing, Managing confidence
 - Body language
 - Post Assessment
- Resume writing

Text Book:

1. A to Z of Interview – Prof (Dr. K.C.Padhy and Madhuchhanda) 1st edition, 2008

Reference Books:

- 1) Personal Development for Life and work – Masters Wallace, 10th edition, Cengage Learning Baruch, Y. 2004.
- 2) Managing careers: Theory and practice. - England: Pearson Education.
- 3) Managing careers in organizations Feldman, D. 1988.. Glenview, Scott, Foresman.
- 4) Giving voice to values: How to Speak Your Mind When You Know it's Right. - Gentile, M. C. 2010. Yale University Press.
- 5) Behavior in organizations: Understanding and managing the human side of work. - Greenberg, J. 1995. Englewood Cliffs, N.J.: Prentice Hall.
- 6) Career management and work-life integration: Using self-assessment to navigate contemporary careers. - Harrington, B. & Hall, D. 2007. Los Angeles: Sage publications.
- 7) Organizational behavior: Understanding life at work. - Johns, G. 1988. Glenview: Scott, Foresman.
- 8) 8 to Be Great: The 8-Traits That Lead to Great Success - St John, R. 2007.. Train of Thought Arts Publishing.
- 9) The Time Paradox: The New Psychology of Time That Will Change Your Life. - Zimbardo, P. and Boyd, J. 2008. Free Press, NY

SEMESTER 4

Course Code	:	481
Course Title	:	CAPSTONE PROJECT
No. of Credits	:	6
Contact Hours	:	60

Objective :

- To providing opportunity to the students to identify their research ideas and pursue the same through the capstone project .
- To apply the basic concepts, tools, techniques learnt in the first year with the specialised domain knowledge to have a holistic view of the research problem.

Content

- Buying behavior of on-line customers-A study of detremnants influencing the purchase decisions among the youth
- Efficacy of private label brands in a departmental store
- On-line Customer Satisfaction Experience
- Third Party stocks Reconciliation of The Sub-Contracted Parts
- Consumer Co-cration – Assessing the possibilities of a customer led loyalty program for a CDIT format
- Customer Loyalty – Deciding attributes for department store format
- Future of on-line Retail
- Sales & Distribution channel management and effect of Segmentation and their implentation
- Private labeling in a convenient store
- On-line Customer Satisfaction Experience