

JERUSALEM COLLEGE OF ENGINEERING
(AN AUTONOMOUS INSTITUTION AFFILIATED TO
ANNA UNIVERSITY, CHENNAI)
MASTER OF BUSINESS ADMINISTRATION (GENERAL)
REGULATION 2019
CHOICE BASED CREDIT SYSTEM

I TO IV SEMESTERS CURRICULUM AND SYLLABUS
CURRICULUM I – IV
SEM SUMMARY

S.NO	CATEGORY	1	2	3	4	Total Credit
1	PC	22	22	3	6	53
2	PE	-	-	18	-	18
3	EEC	3	4	-	-	7
4	PROJECT WORK	-	-	12	12	24
TOTAL						102

SEMESTER I

S. NO	CODE NO.	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
THEORY								
1	JBA1101	Managerial Principles	PC	3	3	0	0	3
2	JBA1102	Statistics for Management	PC	4	2	2	0	3
3	JBA1103	Organisational Behaviour	PC	3	3	0	0	3
4	JBA1104	Accounting Practices for Managers	PC	5	3	2	0	4
5	JBA1105	Fundamentals of Quality Management	PC	3	3	0	0	3
6	JBA1106	Economic Analysis for Business	PC	3	3	0	0	3
7	JBA1107	Legal Aspects of Business	PC	3	3	0	0	3
PRACTICALS								
8	JBA1111	Data Analysis Lab -I	EEC	4	0	0	4	2
9	JBA1112	Managerial Communications Lab- I	EEC	2	0	0	2	1
Total				30	20	4	6	25

SEMESTER - II

S.NO.	CODE NO.	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
THEORY								
1	JBA1201	Marketing Management	PC	4	4	0	0	4
2	JBA1202	Applied Operations Research	PC	4	2	2	0	3
3	JBA1203	Operations Management	PC	3	3	0	0	3
4	JBA1204	Business Research Methods	PC	3	3	0	0	3
5	JBA1205	Management Information System	PC	3	3	0	0	3
6	JBA1206	Financial Management	PC	3	3	0	0	3
7	JBA1207	Human Resource Management	PC	3	3	0	0	3
PRACTICALS								
8	JBA1211	Data Analysis Lab - II	EEC	4	0	0	4	2
9	JBA1212	Managerial communications Lab - II	EEC	4	0	0	4	2
Total				31	21	2	8	26

SEMESTER – III

S.NO	CODE NO.	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
THEORY								
1	JBA1301	Strategic Management	PC	3	3	0	0	3
2		Professional Elective I*	PE	3	3	0	0	3
3		Professional Elective II*	PE	3	3	0	0	3
4		Professional Elective III*	PE	3	3	0	0	3
5		Professional Elective IV*	PE	3	3	0	0	3
6		Professional Elective V*	PE	3	3	0	0	3
7		Professional Elective VI*	PE	3	3	0	0	3

PRACTICAL								
8	JBA1341	Summer Project Work	EEC	24	0	0	24	12
Total				48	24	0	24	33

* Chosen Professional Electives should be from two streams of management of three electives each.

SEMESTER – IV

S.N O.	CODE NO.	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
THEORY								
1	JBA1401	International Business Management	PC	3	3	0	0	3
2	JBA1402	Entrepreneurship Development	PC	3	3	0	0	3
PRACTICAL								
3	JBA1441	Final Project Work	EEC	24	0	0	24	12
Total				30	6	0	24	18

LIST OF PROFESSIONAL ELECTIVES (PE) OFFERED BY THE DEPARTMENT OF MANAGEMENT STUDIES FOR MBA STUDENTS IN SEMESTER III (AUG – DEC 2020) UNDER R2019

S.N O.	CODE NO.	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
MARKETING MANAGEMENT								
1	JBA1001	Retail Marketing	PE	3	3	0	0	3
2	JBA1002	Brand Management	PE	3	3	0	0	3
3	JBA1003	Consumer Behaviour	PE	3	3	0	0	3
4	JBA1004	Digital Marketing	PE	3	3	0	0	3
5	JBA1005	Customer Relationship Management	PE	3	3	0	0	3
6	JBA1006	Services Marketing	PE	3	3	0	0	3
7	JBA1007	Integrated Marketing Communication	PE	3	3	0	0	3

FINANCIAL MANAGEMENT

8	JBA1008	Corporate Finance	PE	3	3	0	0	3
9	JBA1009	Security Analysis and Portfolio Management	PE	3	3	0	0	3
10	JBA1010	Strategic Investment and Financial Decisions	PE	3	3	0	0	3
11	JBA1011	Derivatives Management	PE	3	3	0	0	3
12	JBA1012	Banking Financial Services Management	PE	3	3	0	0	3
13	JBA1013	Merchant Banking and Financial Services	PE	3	3	0	0	3

HUMAN RESOURCE MANAGEMENT

14	JBA1014	Strategic Human Resource Management	PE	3	3	0	0	3
15	JBA1015	Organisational Culture and Development	PE	3	3	0	0	3
16	JBA1016	Training and Development	PE	3	3	0	0	3
17	JBA1017	Performance Management	PE	3	3	0	0	3
18	JBA1018	Managerial Behaviour and Effectiveness	PE	3	3	0	0	3
19	JBA1019	Industrial Relations and Labour Welfare	PE	3	3	0	0	3

OPERATIONS MANAGEMENT

20	JBA1020	Fundamentals of Six Sigma	PE	3	3	0	0	3
21	JBA1021	Lean Manufacturing	PE	3	3	0	0	3
22	JBA1022	Service Operations Management	PE	3	3	0	0	3
23	JBA1023	Product Design	PE	3	3	0	0	3
24	JBA1024	Project Management	PE	3	3	0	0	3
25	JBA1025	Materials Management	PE	3	3	0	0	3

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

26	JBA1026	Fundamentals of Shipping	PE	3	3	0	0	3
27	JBA1027	Logistics Management	PE	3	3	0	0	3
28	JBA1028	Port Terminal and Cargo Logistics	PE	3	3	0	0	3
29	JBA1029	Warehousing Management	PE	3	3	0	0	3
30	JBA1030	Supply Chain Management	PE	3	3	0	0	3
31	JBA1031	Port Agencies	PE	3	3	0	0	3

SYSTEMS MANAGEMENT

32	JBA1032	Block chain and New Business Model	PE	3	3	0	0	3
33	JBA1033	Software Project and Quality Management	PE	3	3	0	0	3
34	JBA1034	Introduction to Business Analytics Using R	PE	3	3	0	0	3
35	JBA1035	E- Business Management	PE	3	3	0	0	3
36	JBA1036	Enterprise Resource planning	PE	3	3	0	0	3
37	JBA1037	Advance Database Management System	PE	3	3	0	0	3

SEMESTER IV

S. NO	CODE NO.	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
1	JBA9001	Managerial Principles	OE	3	3	0	0	3
2	JBA9002	Fundamentals of Accounting	OE	3	3	0	0	3

SEMESTER –V

3	JBA9003	Economic Analysis And Financial Planning For Engineers	OE	3	3	0	0	3
4	JBA9004	Organizational Behaviour	OE	3	3	0	0	3

SEMESTER –VI

5	JBA9005	Entrepreneurship Development	OE	3	3	0	0	3
6	JBA9006	Human Resource Management	OE	3	3	0	0	3

S.NO	SUBJECT CODE	COURSE TITLE	CATEGORY	CONTACT PERIOD	L	T	P	C
1	JBA1038	Principles of Management	OE	3	3	0	0	3
2	JBA1039	Total Quality Management	OE	3	3	0	0	3
3	JCE1001	Professional Ethics For Engineering	OE	3	3	0	0	3
4	JGE1003	Human Rights	OE	3	3	0	0	3
5	JGE1004	Intellectual Property Rights	OE	3	3	0	0	3

SEMESTER I

JBA1101	MANAGERIAL PRINCIPLES	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To enable the students to study the basics of Management.
- To study the importance of planning and decision making.
- To educate the students about organizational structure and hiring.
- To inculcate knowledge in relation to the directing function of management.
- To gain knowledge on various techniques of controlling using computers.

UNIT I INTRODUCTION TO MANAGEMENT AND ORGANIZATIONS 9

Definition of Management – Science or Art – Manager Vs Entrepreneur - types of managers - managerial roles and skills – Evolution of Management – Scientific, human relations , system and contingency approaches – Types of Business organization - Sole proprietorship, partnership, company- public and private sector enterprises - Organization culture and Environment – Current trends and issues in Management.

UNIT II PLANNING 9

Nature and purpose of planning – planning process – types of planning – objectives – setting objectives – Policies – Planning premises – Strategic Management – Planning Tools and Techniques – Decision making steps and process.

UNIT III ORGANISING 9

Nature and purpose – Formal and informal organization – organization chart – organization structure – types – Line and staff authority – departmentalization – delegation of authority –centralization and decentralization – Job Design - Human Resource Management – HR Planning, global Recruitment and selection, Training and Development, Performance Management , Career planning and management.

UNIT IV LEADING 9

Foundations of individual and group behaviour – motivation – motivation theories – motivational techniques – job satisfaction – job enrichment – leadership – types and theories of leadership – communication – process of communication – barrier in communication – effective communication – communication and IT.

UNIT V CONTROLLING 9

System and process of controlling – budgetary and non-budgetary control techniques – use of Computers and IT in Management control – Productivity problems and management – control and performance – direct and preventive control – reporting.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

At the end of the course, students will be able to,

- Have clear understanding of managerial functions.
- Take decisions on uncertainty situations.
- Know about Recruitment and selection process.
- Acquire leadership quality and effective communication skill
- Able to estimate productivity

TEXT BOOKS:

1. Stephen A. Robbins & David A. Decenzo & Mary Coulter, “Fundamentals of Management” 7th Edition, Pearson Education, 2011.
2. Harold Koontz & Heinz Weihrich “Essentials of management” Tata McGraw Hill, 1998.

REFERENCES:

1. Robert Kreitner & Mamata Mohapatra, “Management”, Biztantra, 2008.
2. JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6th Edition, Pearson Education, 2004.
3. Tripathy PC & Reddy PN, “Principles of Management”, Tata McGraw Hill, 1999.

MAPPING OF CO's - PO's

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2	2	1	2	3	2	1	2	1
CO2	3	3	2	2	3	3	3	3	1
CO3	3	3	2	1	1	2	3	2	2
CO4	3	3	3	2	3	3	3	2	3
CO5	1	2	2	1	1	1	2	1	1

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	3	2
CO2	3	3
CO3	1	3
CO4	3	3
CO5	1	2

JBA1102	STATISTICS FOR MANAGEMENT	L	T	P	C
		2	2	0	3

COURSE OBJECTIVE:

- To learn the applications of statistics in business decision making.

UNIT I PROBABILITY DISTRIBUTIONS 12

Statistics – Definition– Organising data – Descriptive Measures–Basic definitions and rules for probability - Conditional probability - Independence of events - Bayes’ theorem- Random variables - Probability distributions: Binomial, Poisson, Uniform and Normal distributions.

UNIT II SAMPLING DISTRIBUTION AND ESTIMATION 12

Introduction to sampling distributions - Sampling distribution of mean and proportion – Application of central limit theorem - Sampling techniques - Estimation: Point and Interval estimates for population parameters of large sample and small samples, determining the sample size.

UNIT III TESTING OF HYPOTHESIS – PARAMETRIC TESTS 12

Hypothesis testing: one sample and two sample tests for means and proportions of large samples (z- test) - one sample and two sample tests for means of small samples (t-test) - F-test for two sample standard deviations - ANOVA one and two way.

UNIT IV NON-PARAMETRIC TESTS 12

Chi-square test for single sample standard deviation - Chi-square tests for independence of attributes and goodness of fit - Sign test for paired data - Rank sum test - Kolmogorov-Smirnov test for goodness of fit, comparing two populations - Mann – Whitney U test - Kruskal Wallis test - One sample run test.

UNIT V CORRELATION AND REGRESSION 12

Correlation – Coefficient of Determination – Rank Correlation – Regression – Estimation of Regression line – Method of Least Squares – Standard Error of estimate.

TOTAL: 60 PERIODS

COURSEOUTCOMES:

At the end of the course, students will be able

- To understand random variables and use standard distributions in solving real time problems.
- To be able to use concepts of sampling techniques and estimation theory in problem solving.
- To apply hypothesis testing for making statistical inferences in large and small sample real life problems.
- To be able to solve nonparametric tests of hypothesis used for statistical inference.
- To understand correlation and regression analysis in real time problems.

TEXT BOOKS:

1. Richard I. Levin, David S. Rubin, Sanjay Rastogi Masood Husain Siddiqui, Statistics for Management, Pearson Education, 7th Edition, 2016.

2. Prem.S.Mann, Introductory Statistics, 7th Edition, Wiley India, 2016.

REFERENCES:

1. Gareth James, Daniela Witten, Trevor Hastie, Robert Tibshirani, An Introduction to Statistical Learning with Applications in R, Springer, 2016.
2. Aczel A.D. and Sounder pandian J., “Complete Business Statistics”, 6th edition, Tata McGraw Hill Publishing Company Ltd., New Delhi, 2012.
3. Anderson D.R., Sweeney D.J. and Williams T.A., Statistics for business and economics, 11th edition, Thomson (South – Western) Asia, Singapore, 2012.
4. N. D. Vohra, Business Statistics, Tata McGraw Hill, 2012.
5. Ken Black, Applied Business Statistics, 7th Edition, Wiley India Edition, 2012.

JBA1103	ORGANIZATIONAL BEHAVIOUR	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To understand the concepts and need of Organizational behavior in present environment.
- To provide an overview of theories and practices in organizational behavior at individual level.
- To educate the students on importance of team building with related theories.
- To gain knowledge on various styles of leadership.
- To impart knowledge on individual behavior with changing environment.

UNIT I INTRODUCTION 6

Definition, need and importance of organizational behaviour – Nature and scope – Frame work – Organizational behaviour models.

UNIT II INDIVIDUAL BEHAVIOUR 9

Personality – types – Factors influencing personality – Theories – Learning – Types of learners – The learning process – Learning theories – Organizational behaviour modification.

Emotions - Emotional Labour – Emotional Intelligence – Theories. Attitudes – Characteristics – Components – Formation – Measurement-Values. Perceptions – Importance – Factors influencing perception – Interpersonal perception-Impression Management. Motivation – Importance – Types – Effects on work behaviour.

UNIT III GROUP BEHAVIOUR 10

Organization structure – Formation – Groups in organizations – Influence – Group dynamics – Emergence of informal leaders and working norms – Group decision making techniques – Team Building - Interpersonal relations – Communication

UNIT IV LEADERSHIP AND POWER 8

Meaning – Importance – Leadership styles – Theories – Leaders Vs Managers – Sources of power – Power centers – Power and Politics.

UNIT V DYNAMICS OF ORGANIZATIONAL BEHAVIOUR 12

Organizational culture and climate – Factors affecting organizational climate – Job satisfaction –

Determinants – Measurements – Influence on behavior. Organizational change – Importance – Stability Vs Change – Proactive Vs Reaction change – the change process – Resistance to change – Managing change. Stress – Work Stressors – Prevention and Management of stress – Balancing work and Life. Organizational development – Characteristics – objectives – Organizational effectiveness Developing Gender sensitive workplace.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

At the end of the course, students will be able to,

- Have a better understanding of human behavior in organization. They will know the framework for managing individual and group performance.
- Gain knowledge on how individual differs and its impact on organization.
- Knowledge on process and norms of team.
- Have better understanding about a leader and the manager.
- Aware on organizational culture, climate and job satisfaction.

TEXT BOOKS:

1. Stephen P. Robins, Organisational Behavior, PHI Learning / Pearson Education, Edition 17, 2016 (Global edition).
2. Fred Luthans, Organisational Behavior, McGraw Hill, 12th Edition.

REFERENCES:

1. Mc Shane & Von Glinov, Organisational Behaviour, 4th Edition, Tata McGraw Hill, 2007.
2. Nelson, Quick, Khandelwal. ORGB – An innovative approach to learning and teaching. Cengage, 2nd edition. 2012.
3. Ivancevich, Konopaske & Maheson, Organisational Behaviour & Management, 7th edition, Tata McGraw Hill, 2008.
4. Udai Pareek, Understanding Organisational Behaviour, 3rd Edition, Oxford Higher Education, 2011.

MAPPING OF CO's - PO's

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	1	2	2	1	1	1	2	1	1
CO2	2	3	3	1	1	1	3	1	1
CO3	2	3	3	1	1	1	3	1	1
CO4	1	2	2	1	1	1	2	1	1
CO5	1	2	2	1	1	1	2	1	1

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	1	2
CO2	2	3
CO3	2	3
CO4	3	2
CO5	1	2

JBA1104	ACCOUNTING PRACTICES FOR MANAGERS	L	T	P	C
		3	2	0	4

COURSE OBJECTIVES:

- To acquire a reasonable knowledge in financial accounting.
- To understand the interpretation of financial statements by using various financial tools.
- To understand the concept in cost accounting
- To acquire knowledge in financial planning and control
- To understand the basic concept in company accounts

UNIT I FUNDAMENTAL PRINCIPLES OF ACCOUNTING 10

Meaning and definition – Types of Accounting –Generally Accepted Accounting Principles – Concepts and Conventions – Double Entry System – Journal – Ledger – Trial Balance – Final Accounts – Trading and Profit and Loss Account – Balance Sheet – Closing & Adjustments entries

UNIT II FINANCIAL PERFORMANCE ANALYSIS 13

Meaning, Definition Importance, scope and limitations of financial statement analysis – Ratio Analysis – meaning and definitions – objectives – Merits and Demerits – Classification of Ratios. Fund flow - Meaning and definition – Objectives – Advantages – Limitations – Statement of changes in Working Capital – Funds from operation- Procedure for preparing Fund Flow Statement. Cash flow - Meaning and definition, Objectives – Advantages – Limitations – Cash from Operation, Investment and Financing Activities – Procedure for preparing Cash Flow statement (AS-3).

UNIT III COST AND MANAGEMENT ACCOUNTING 12

Definitions – Objectives – Advantages and Limitations of Cost Accounting – Classification of Costs; Cost Unit, Cost Centres – Cost Sheet Preparation –Methods of Costing - Job Costing – preparing Job costing. Process Costing – Meaning and Definitions – difference between process costing and job costing – preparing process costing – Treatment of Normal Loss, Abnormal Loss and Abnormal Gain – Introduction to Activity Based costing ,Marginal costing - Meaning and Definitions – Characteristics – Advantages – Limitations – BEP Analysis – BEP Charts – CVP Application in decision making .

UNIT IV FINANCIAL PLANNING AND CONTROL 13

Meaning of Budget – Characteristics – Advantages and Limitations – Classification of Budgets – Budget Preparation Process – Forecasting Methods - Performance Budget -Zero Based budgets -Budgetary Controls. Standard Costing and Variance analysis – Meaning and definition - Standard costing and budgetary –Margin variances-Application of Variance Analysis in Excel.

UNIT V ACCOUNTING IN COMPUTERISED ENVIRONMENT 12

Significance of Computerised Accounting System- Codification and Grouping of Accounts-Maintaining the hierarchy of ledgers- Pre-packaged Accounting software.–Introduction to Tally.

TOTAL: 60 PERIODS

COURSE OUTCOMES:

At the end of the course, students will be able to,

- Posses a reasonable knowledge and skills in maintaining financial records.
- Have clear knowledge about concepts in company accounts.
- Apply the financial tools in real time.
- Posses clear idea about cost base system.
- Prepare various types of budget.

TEXT BOOKS:

1. T.S.Reddy&Y.Hariprasad Reddy, Financial & Management Accounting,4th Edition, Margham Publications, 2008.
2. M.Y.Khan&P.K.Jain, Management Accounting, Tata McGraw Hill, 2011.

REFERENCE BOOKS:

1. Ashish K. Bhattacharya,Financial Accounting for Business Managers, 5th Edition, Prentice-Hall of India Pvt. Ltd., 2006
2. R. Narayanaswamy, Financial Accounting- A Managerial Perspective, PHI Learning, New Delhi, 2011.
3. Jan Williams, Financial and Managerial Accounting – Thebasis for business decisions,15th edition Tata McGraw Hill Publishers, 2010.
4. Horngren, Sundem, Stratton, Burgstahler,Schatzberg, Introduction to Management Accounting, PHI Learning ,2011.

MAPPING OF CO's - PO's

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	1	2	2	1	1	1	2	1	1
CO2	1	2	2	1	1	1	2	1	1
CO3	1	2	2	1	1	1	2	1	1
CO4	1	2	2	1	1	1	2	1	1
CO5	1	2	2	1	1	1	2	1	1

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	1	2
CO2	1	2
CO3	1	2
CO4	1	2
CO5	1	2

JBA1105	FUNDAMENTALS OF QUALITY MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To understand the core values of TQM.
- To learn the quality philosophies in managerial perspective.
- To understand the statistical process control and Reengineering.
- To determine the voice of customer and impact of quality on economic performance.
- To evaluate the best practices for attainment of quality.

UNIT I INTRODUCTION

9

Quality – vision, mission and policy statements. Customer Focus – customer perception of quality, Translating needs into requirements, customer retention. Dimensions of product and service quality. Cost of quality. TQM framework, benefits, awareness and obstacles.

UNIT II PRINCIPLES AND PHILOSOPHIES OF QUALITY MANAGEMENT

9

Overview of the contributions of Deming, Juran Crosby, Masaaki Imai, Feigenbaum, Ishikawa, Taguchi techniques – introduction, loss function, parameter and tolerance design, signal to noise ratio. Concepts of Quality circle, Lean Manufacturing –Concepts and Tools, Japanese 5S principles and 8D methodology.

UNIT III STATISTICAL PROCESS CONTROL

9

Meaning and significance of statistical process control (SPC) – construction of control charts for variables and attributed. Process capability – meaning, significance and measurement – Six sigma - concepts of process capability. Reliability concepts – definitions, reliability in series and parallel, Product life characteristics curve. Total productive maintenance (TPM), Tero technology. Business process Improvement (BPI) – principles, applications, reengineering process, benefits and limitations.

UNIT IV TOOLS AND TECHNIQUES FOR QUALITY MANAGEMENT

9

Quality functions development (QFD) – Benefits, Voice of customer, information organization, House of quality (HOQ), building a HOQ, QFD process. Failure mode effect analysis (FMEA) – requirements of reliability, failure rate, FMEA stages, design, process and documentation. Seven Tools (old & new). Bench marking and POKA YOKE.

UNIT V QUALITY SYSTEMS ORGANIZING AND IMPLEMENTATION

9

Introduction to IS/ISO 9004:2000 – quality management systems – guidelines for performance improvements. Quality Audits. TQM culture, Leadership – quality council, Malcolm Baldrige National Quality Award - Baldrige criteria.

TOTAL: 45 PERIODS

COURSEOUTCOMES:

At the end of the course, students will be able,

- To select and apply appropriate techniques in identifying customer needs
- To apply quality philosophies for continuous improvement and ensure customer delight.
- To measure the process effectiveness and identify the areas for improvement
- To understand the proven methodologies such as benchmarking and BPR
- To evaluate the performance excellence of an organization

TEXT BOOKS:

1. Dale H.Besterfield, Carol Besterfield – Michna, Glen H. Besterfield, Mary Besterfield – Sacre, Hermant – Urdhwareshe, RashmiUrdhwareshe, Total Quality Management, Revised Third edition, Pearson Education, 2011.
2. ShridharaBhat K, Total Quality Management – Text and Cases, Himalaya Publishing House, II Edition 2010.

REFERENCES:

1. Panneerselvam, R. and Sivasankaran, P., Quality Management, PHI Learning, New Delhi, 2014.
2. Douglas C. Montgomery, Introduction to Statistical Quality Control, Wiley Student Edition, 4th Edition, Wiley India Pvt Limited, 2008.
3. James R. Evans and William M. Lindsay, The Management and Control of Quality, Sixth Edition, Thomson, 2005.
4. PoornimaM.Charantimath, Total Quality Management, Pearson Education, Second Edition , 2011.

MAPPING OF CO's - PO's

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	1	2	2	1	1	1	2	1	1
CO2	2	3	3	1	1	1	3	1	1
CO3	1	2	2	1	1	1	2	1	1
CO4	3	3	3	2	3	3	3	2	3
CO5	3	3	3	2	3	3	3	2	3

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	1	2
CO2	2	3
CO3	1	2
CO4	3	3
CO5	3	3

JBA1106	ECONOMIC ANALYSIS FOR BUSINESS	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To introduce the concepts of scarcity and efficiency.
- To explain principles of micro economics in present scenario.
- To explain the role of market in developing an economy.
- To describe principles of macro economics to have the understanding of economic environment of business.
- To identify the causes of inflation and its role in the economy.

UNIT I INTRODUCTION

8

The themes of economics – scarcity and efficiency in present scenario– three fundamental economic problems – society’s capability – Production possibility frontiers (PPF) – Productive efficiency Vs economic efficiency – economic growth & stability – Micro economies and Macro economies – the role of markets and government – Positive Vs negative externalities.

UNIT II CONSUMER AND PRODUCER BEHAVIOUR

13

Market – Demand and Supply – Determinants – Market equilibrium – elasticity of demand and supply – consumer behavior – consumer equilibrium – Approaches to consumer behaviour – Production – Short-run and long-run Production Function – Returns to scale – economies Vs diseconomies of scale – Analysis of cost – Short-run and long-run cost function – Relation between Production and cost function. Activity-price fluctuation in gold with reference to demand and supply.

UNIT III PRODUCT AND FACTOR MARKET

13

Product market – perfect and imperfect market – different market structures – Firm’s equilibrium and supply – Market efficiency – Economic costs of imperfect competition – factor market – Land, Labour and capital – determination of factor price – Interaction of product and factor market – General equilibrium and efficiency of competitive markets. Activity- Last five years’ data about perfect and imperfect market.

UNIT IV PERFORMANCE OF AN ECONOMY – MACRO ECONOMICS

13

Macro-economic aggregates – circular flow of macroeconomic activity – National income determination – Aggregate demand and supply – Macroeconomic equilibrium – Components of aggregate demand and national income – multiplier effect – Demand side management – Fiscal policy in theory. Activity-Fiscal policy study with reference to current scenario.

UNIT V INFLATION AND UNEMPLOYEMENT

13

Short-run and Long-run supply curve – Unemployment and its impact – Okun’s law – Inflation and the impact – reasons for inflation – Demand Vs Supply factors –Inflation Vs Unemployment tradeoff – Phillips curve –short- run and long-run –Supply side Policy and management. Activity- Students perception to overcome unemployment in today’s environment.

TOTAL: 60 PERIODS

COURSE OUTCOMES:

At the end of the course, students will be able,

- To make the Students to become familiar with principles of micro and macro economics.
- To create an awareness on the consumer and producer behavior in present economy
- To analyze the product and factor market conditions
- To study the role of nation income in building a nations economy.
- To study the effects of unemployment and inflation in Indian economy.

TEXT BOOKS:

1. Paul A. Samuelson, William D. Nordhaus, Sudip Chaudhuri and Anindya Sen, Economics, 19th edition, Tata McGraw Hill, New Delhi, 2010.
2. Dr. Varshney R.L and Dr. Maheshwari K. L, Managerial Economics, 19th Edition, 2014.

REFERENCES:

1. N. Gregory Mankiw, Principles of Economics, 7th edition, Cengage, New Delhi, 2014
2. William Boyes and Michael Melvin, Textbook of economics, Biztantra, 9th Edition , 2012.
3. Richard Lipsey and Alec Charystal, Economics, 12th edition, Oxford, University Press, New Delhi, 2011.
4. Karl E. Case and Ray C. fair, Principles of Economics, 12th edition, Pearson, Education Asia, New Delhi, 2014.

MAPPING OF CO's - PO's

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	1	2	2	1	1	1	2	1	1
CO2	3	3	3	1	3	3	3	1	2
CO3	3	3	3	1	3	3	3	1	2
CO4	1	2	2	1	1	1	2	1	1
CO5	3	3	3	1	3	3	3	1	2

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	1	2
CO2	3	3
CO3	3	3
CO4	1	2
CO5	3	3

JBA1107	LEGAL ASPECTS OF BUSINESS	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To create the knowledge of Legal perspective and its practices to improvise the business.
- To make students understand the various types of contract associated with businesses.

- To make the students understand the highlights of company law.
- To make the students understand the highlights of industrial law.
- To help the students to understand the importance of IPR and environmental protection act.

UNIT I GENERAL LAW OF CONTRACTS

9

Introduction – Definition of contract - Formation of contract –Essential elements – offer, acceptance, consideration, capacity, free consent and legality of the object - Void contracts
Performance of contracts – offer to perform –Discharge of Contract - Breach of contract and its remedies –Quasi contract.

UNIT II SPECIAL LAW OF CONTRACTS

9

Sale of Goods Act 1930-Nature of sales contract, Documents of title, risk of loss - Types and formation contract of sale – Guarantees and warranties - transfer of property – performance of sales contracts – rights of an unpaid seller.

Contract of Agency: Nature of Agency, creation and types of agents, Authority and liability of agent and Principal, Rights and duties of principal and agents, Termination of agency.

Negotiable instruments Act 1881 - Nature and requisites of negotiable instruments - Types of negotiable instruments - liability of parties - holder in due course - special rules for cheques and drafts - discharge of negotiable instruments.

UNIT III COMPANY LAW 1956

9

Definition of company- Fundamentals of company Law 1956, Amendment of Company law 2013,Nature and Types of companies, Formation, Memorandum and Articles of Association, Prospectus, Power, Duties and Liabilities of Directors, Winding up of Companies, Corporate governance.

UNIT IV INDUSTRIAL LAW

9

An Overview of Factories Act 1948- Payment of Wages Act 1936 – Payment of Bonus Act 1965- Industrial Disputes Act 1947.

UNIT V CONSUMER PROTECTION ACT1986, INTRODUCTION OF CYBER LAWS AND GST

9

Consumer Protection Act 1986–Definition of a consumer - Consumer Rights - Consumer Grievances redressal, Types of Consumer RedressalMachinaries and forum. Cyber Crimes, IT Act 2000 and 2002, Cyber Laws, Introduction of IPR- Copy rights, Trade Marks, Patent Act, Environmental Protection Act – Introduction to GST and its implication.

TOTAL: 45 PERIODS

COURSEOUTCOMES:

At the end of the course, students will be able to,

- Have Legal insight will be established in the business practices according to the situation of changing environment.
- Gain Knowledge on various business contract and stakeholder management.
- Posses clear view about the company law.
- Know about the various statutory and non statutory benefits from industry.

- Aware about the challenges and rights in Information technology.

TEXT BOOKS:

1. Kapoor,N.D., Elements of Mercantile Law,30th Edition, Sultan Chand & Sons, New Delhi, 2015
2. P.K.Goel, Business Law for Managers, Indian Text Edition, Biztantara Publishers, India, 2008.

REFERENCES:

1. AkhileshwarPathack, Legal Aspects of Business, 4thEdition, TataMcGrawHill,2009.
2. P.P. S. Gogna, Mercantile Law, 11thEdition, S.Chand&Co.Ltd., India, 2015.
3. Maheshwari,S.N. and S.K.Maheshwari ,A Manual of Business Law,6th Edition, Himalaya Publishing House, 2015.

MAPPING OF CO's - PO's

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	3	2	3	3	3	2	3
CO2	1	2	2	1	1	1	2	1	1
CO3	1	2	2	1	1	1	2	1	1
CO4	1	2	2	1	1	1	2	1	1
CO5	1	2	2	1	1	1	2	1	1

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	3	3
CO2	1	2
CO3	1	2
CO4	1	2
CO5	1	2

JBA1111	DATA ANALYSIS LAB– I	L	T	P	C
		0	0	4	2

COURSE OBJECTIVES:

- To impart basic skills in the use of MS Office for creating MIS report and analyzing business data.

S. NO.	DETAILS OF EXPERIMENTS	DURATION
1	Introduction to MS Excel	6
2	Drop Down List	3
3	Conditional Logic – IF, SUMIF, AND, OR, NOT, IFERROR	6
4	Relative and absolute addressing; named cell ranges; referencing by names	5
5	Pivot tables and pivot charts, one-way and two-way data tables	8
6	Goal seek	4
7	Auditing spreadsheets; error trapping; evaluate-formula feature	6
8	Three-dimensional formulae and the table features	6
9	VLookup, HLookup	6
10	Formatting Charts, Adding Graphics to Spread Sheet	5
11	Introduction to MS Power point	3
12	Slide Master	2

TOTAL: 60 PERIODS

COURSEOUTCOMES:

At the end of the course, students will be able to,

- Possess the knowledge of MS Word, Spreadsheets, PowerPoint and Outlook.

REFERENCES:

1. David M. Levine et al, “Statistics for Managers using MS Excel’ (6th Edition) Pearson, 2010.
2. Hansa Lysander Manohar , “ Data Analysis and Business Modelling using MS Excel “, PHI Learning private Ltd, 2017.
3. William J. Stevenson, CeyhunOzgur, ‘Introduction to Management Science with Spreadsheet’, Tata McGraw Hill, 2009.
4. Vikas Gupta, Comdex Business Accounting with Ms Excel, 2010 and Tally ERP 9.0 Course Kit, Wiley India, 2012

MAPPING OF CO's - PO's

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	3	2	3	3	3	2	3

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	3	3

JBA1112	MANAGERIAL COMMUNICATIONS LAB -I	L	T	P	C
		0	0	2	1

COURSE OBJECTIVES:

- To understand the importance of communication in business.
- To familiarize learners with the mechanics of writing in relation to business.

S.NO.	DETAILS OF EXPERIMENTS	DURATION
1	Group Discussion	5
2	Debating	4
3	Role play	4
4	Precise writing	2
5	Resume Writing	2
6	Mock Interview	4
7	Business Promotion SMS	2
8	Case Studies	3
9	Travelogue	2
10	Reviews – Books, New Product, Movies	2

TOTAL: 30 PERIODS

COURSE OUTCOMES:

At the end of the course, students will be able to,

- Have a better knowledge in business communication.

REFERENCES:

1. E.H.McGrath, S.J.2012. Basic Managerial Skills for All. 9thedition,Prentice-Hall of India, New Delhi.
2. Richard Denny,"Communication to Win;Kogan Page India Pvt.Ltd., New Delhi,2008.
3. "Value Education", Vision for Wisdom, Vethathiri Publications,Erode,2009.

MAPPING OF CO's - PO's

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	3	2	3	3	3	2	3
CO2	3	3	3	2	3	3	3	2	3

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	3	3
CO2	3	3

SEMESTER II

JBA1201	MARKETING MANAGEMENT	L	T	P	C
		4	0	0	4

COURSE OBJECTIVES:

- To develop an ideas and nuances of modern marketing.
- To formulate and manage the B2B marketing strategy including all key components.
- To conduct market analysis practices including market segmentation and targeting.
- To compare and contrast different perspectives that characterizes the study of consumer behavior.
- To explain the role of IMC in the overall marketing program.

UNIT I INTRODUCTION

12

Marketing – Definitions - Conceptual frame work – Marketing environment: Internal and External - Marketing interface with other functional areas – Production, Finance, Human Relations Management, Information System. Marketing in global environment – Prospects and Challenges.

UNIT II MARKETING STRATEGY

12

Marketing strategy formulations – Key Drivers of Marketing Strategies - Strategies for Industrial Marketing – Consumer Marketing — Services marketing – Competitor analysis – Market Potential Analysis.

UNIT III MARKETING MIX DECISIONS

12

Product planning and development – Product life cycle – New product Development and Management – Market Segmentation – Targeting and Positioning – Channel Management – Advertising and sales promotions – Measuring impact of Advertisement - Pricing Objectives, Policies and methods.

UNIT IV BUYER BEHAVIOUR

12

Understanding industrial and individual buyer behavior - Influencing factors – Buyer Behaviour Models – Online buyer behaviour - Building and measuring customer satisfaction – Customer relationships management – Customer acquisition, Retaining, Defection.

UNIT V MARKETING RESEARCH & TRENDS IN MARKETING

12

Marketing Research: Meaning and scope of marketing research; Marketing research process – Introduction to Digital marketing, Cause related marketing – Ethics in marketing.

TOTAL: 60 PERIODS

COURSE OUTCOMES:

At the end of the course, students will be able to,

- Aware of marketing management process.
- Justify marketing strategies and advocate a strategically informed position when considering market plan implementation.
- Describe key marketing concepts, theories of consumers for analyzing a variety of market situation.
- Understands the perspectives of the consumer to acquire, satisfy and retain.
- Have knowledge of analytical skills in solving marketing related problems.

TEXT BOOKS:

1. Philip Kotler and Kevin Lane Keller, Marketing Management, PHI 14th Edition, 2012.
2. Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.

REFERENCES:

1. KS Chandrasekar, “Marketing management-Text and Cases”, Tata McGrawHill-Vijaynicole, First edition, 2010
2. McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York.
3. Micheal R. Czinkota & Masaaki Kotabe, Marketing Management, Vikas Thomson Learning, 2000.
4. Duglas, J. Darymple, Marketing Management, John Wiley & Sons, 2008.

MAPPING OF CO's - PO's

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
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CO3	3	3	3	2	3	3	3	2	3
CO4	3	3	3	1	3	3	3	1	2
CO5	3	3	3	1	3	3	3	1	2

MAPPING OF CO WITH PSO

CO/PSO	PSO – 1	PSO - 2
CO1	2	3
CO2	3	3
CO3	3	3
CO4	3	3
CO5	3	3

JBA1202	APPLIED OPERATIONS RESEARCH	L	T	P	C
		2	2	0	3

COURSE OBJECTIVES:

- To learn the concepts of operations research applied in business decision making.

UNIT I INTRODUCTION TO LINEAR PROGRAMMING 12

Linear Programming – Formulation - Solution by graphical and simplex methods (Primal - Penalty, Two Phase) - Special cases - Dual simplex method - Principles of Duality - Sensitivity Analysis.

UNIT II LINEAR PROGRAMMING EXTENSIONS 12

Transportation Models (Minimising and Maximising Problems) – Balanced and unbalanced Problems – Initial Basic feasible solution by N-W Corner Rule, Least cost and Vogel's approximation methods - Check for optimality - Solution by MODI method - Case of Degeneracy.

Assignment Models (Minimising and Maximising Problems) – Balanced and Unbalanced Problems - Solution by Hungarian Algorithms - Travelling Salesman problem - Crew Assignment Models.

UNIT III INTEGER PROGRAMMING AND GAME THEORY 12

Solution to pure and mixed integer programming problem by cutting plane algorithms.

Game Theory – two people Zero sum games-Saddle point–Arithmetic Method - Dominance Rule - Method of matrices - Graphical method - LP solutions.

UNIT IV DECISION THEORY AND SIMULATION 12

Decision Theory Formulation - Solution of Decision models under different situations (complete uncertainty and risk) using various criteria - Construction of Decision trees and solution. Introduction to Simulation Modelling Types - Monte Carlo simulation method.

UNIT V QUEUING THEORY AND REPLACEMENT MODELS 12

Queuing Theory - Single and Multi-channel models – Infinite number of customers - Infinite calling source.

Replacement Models-Individuals replacement Models (With and without time value of money) – Group Replacement Models.

TOTAL: 60 PERIODS

COURSE OUTCOMES:

At the end of the course, students will be able

- To understand linear programming problem using graphical and simplex based algorithms.
- To be able to use extension of linear programming problem in transportation and assignment problems.
- To apply concepts of integer programming and game theory to practical problem solving.
- To be able to solve problems in decision analysis and simulation.
- To understand use of queuing theory and replacement models in problems.

TEXT BOOKS:

1. Paneerselvam R., Operations Research, Prentice Hall of India, Fourth Print, 2008.
2. N. D Vohra, Quantitative Techniques in Management, Tata McGraw Hill, 2010.

REFERENCES:

1. Hamdy A Taha, Introduction to Operations Research, Prentice Hall India, Ninth Edition, 2010.
2. Anderson, Sweeney Williams, An Introduction to Management Science Quantitative Approaches to Decision, Cengage, 12th Edition, 2012.
3. G. Srinivasan, Operations Research – Principles and Applications, II Edition, PHI, 2010.
4. Bernard W. Taylor, Introduction to Management Science, 12th edition, 2012.

JBA1203	OPERATIONS MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To understand the basic view about operation management.
- To gain knowledge of forecasting and its techniques.
- To explain the concept of product development and its related process while developing the product.

- To understand about the material management and its related activities in organization.
- To explain project management and scheduling.

UNIT I INTRODUCTION TO OPERATIONS MANAGEMENT 9

Operations Management – Nature, Importance, functions, challenges, transformation processes, Difference between Service & Goods, Operations Strategy – Strategic fit, framework- recent trends – World Class Manufacturing ,IIoT in Manufacturing, Agile Manufacturing.

UNIT II FORECASTING, CAPACITY AND FACILITY DESIGN 9

Demand Forecasting – Need, Objectives Overview of Qualitative and Quantitative methods. Capacity Planning – Long range, Short range, CRP, Developing capacity alternatives. Overview of MRP, MRP II and ERP. Facility Location –Location Models, Facility Layout – Principles, Types, Planning tools and techniques.

UNIT III DESIGN OF PRODUCT, PROCESS AND WORK SYSTEMS 9

Product Design – Influencing factors, Approaches, Legal, Ethical and Environmental issues. Process – Planning, Selection, Strategy, Major Decisions. Work Study – Objectives, Procedure. Method Study and Motion Study. Work Measurement and Productivity – Measuring Productivity and Methods to improve productivity.

UNIT IV MATERIALS MANAGEMENT 9

Materials Management – Objectives, Planning, Budgeting and Control. Purchasing – Objectives, Functions, Policies, Vendor rating and Value Analysis, E - Procurement. Inventory – Objectives, Costs and control techniques – Selective Inventory Control Techniques. Overview of JIT, Supply Chain Management – functions.

UNIT V SCHEDULING AND PROJECT MANAGEMENT 9

Project Management – Scheduling Techniques, PERT, CPM; Scheduling - Shop floor control; Flow shop scheduling – Johnson’s Algorithm – Gantt charts; personnel scheduling in services.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

At the end of the course, students will be able to,

- Acquire the knowledge of transformation process, strategy, development and trends in operation.
- Aware about forecasting about plant location and layout.
- Possess the knowledge of NDP, MEP, Method study and work measurement in development process.
- Understand the material planning and inventory techniques.
- Acquire knowledge of project management and various scheduling techniques.

TEXT BOOKS:

1. Norman Gaither and Gregory Frazier, Operations Management, South Western Cengage, 2002.
2. Pannerselvam R, Production and Operations Management, Prentice Hall India, Second Edition, 2008.

REFERENCES:

1. Mahadevan B, Operations Management Theory and practice, Pearson Education, 3rd Edition, 2015.
2. William J Stevenson, Operations Management, Tata McGraw Hill, 11th Edition, 2015.
3. Aswathappa K and ShridharaBhat K, Production and Operations Management, Himalaya Publishing House, Revised Second Edition, 2008.

MAPPING OF CO's - PO's

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	1	2	2	1	1	1	2	1	1
CO2	1	2	2	1	1	1	2	1	1
CO3	3	3	3	1	3	3	3	1	2
CO4	1	2	2	1	1	1	2	1	1
CO5	3	3	3	1	3	3	3	1	2

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	1	2
CO2	1	2
CO3	3	3
CO4	1	2
CO5	3	3

JBA1204	BUSINESS RESEARCH METHODS	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To familiarize with various research process.
- To understand the various research design and measurement of its validity.
- To develop the analytical skills of business research in collecting data.
- To explore the interpretation using research tools.
- To understand about writing reports in ethical manner.

UNIT I INTRODUCTION

9

Business Research – Definition and Significance – the research process – Types of Research – Exploratory and causal Research – Theoretical and empirical Research – Cross –Sectional and time – series Research – Research questions / Problems – Research objectives – Research hypotheses – characteristics – Research in an evolutionary perspective – the role of theory in research.

UNIT II RESEARCH DESIGN AND MEASUREMENT

9

Research design – Definition – types of research design – exploratory and causal research design– Descriptive and experimental design – different types of experimental design – Validity of findings – internal and external validity – Variables in Research – Measurement and scaling – Different scales – Construction of instrument – Validity and Reliability of instrument.

UNIT III DATA COLLECTION

9

Types of data – Primary Vs Secondary data – Methods of primary data collection – Survey Vs Observation – Experiments – Construction of questionnaire and instrument – Validation of questionnaire – Sampling plan – Sample size – determinants optimal sample size – sampling techniques – Probability Vs Non–probability sampling methods.

UNIT IV DATA PREPARATION AND ANALYSIS

9

Data Preparation – editing – Coding –Data entry – Validity of data – Qualitative Vs Quantitative data analyses – Bivariate and Multivariate statistical techniques – Factor analysis – Discriminant analysis – cluster analysis – multiple regression and correlation – multidimensional scaling – Conjoint Analysis - Application of statistical software for data analysis.

UNIT V REPORT DESIGN, WRITING AND ETHICS IN BUSINESS RESEARCH

9

Research report – Different types – Contents of report – need of executive summary – chapterization – contents of chapter – report writing – the role of audience – readability – comprehension – tone – final proof – report format – title of the report – ethics in research – ethical behaviour of research – subjectivity and objectivity in research.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

At the end of the course, students will be able,

- To gain knowledge about various research process.
- To know about research design and its measurement techniques.
- To become expertise in collection of research data.
- To know how to interpret data in research.
- To gain knowledge how to prepare the research report.

TEXT BOOK:

1. Donald R. Cooper, Pamela S. Schindler and J K Sharma, Business Research methods, 11th Edition, Tata Mc Graw Hill, New Delhi, 2012.

REFERENCES:

1. Alan Bryman and Emma Bell, Business Research methods, 3rd Edition, Oxford University Press,

New Delhi, 2011.

2. Uma Sekaran and Roger Bougie, Research methods for Business, 5th Edition, Wiley India, New Delhi, 2012.
3. William G Zikmund, Barry J Babin, Jon C.Carr, Atanu Adhikari, Mitch Griffin, Business Research methods, A South Asian Perspective, 8th Edition, Cengage Learning, New Delhi, 2012.

MAPPING OF CO's - PO's

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CO1	3	3	3	1	3	3	3	1	2
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CO4	3	3	3	1	2	2	3	1	1
CO5	1	2	2	1	1	1	2	1	1

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	3	3
CO2	1	2
CO3	3	3
CO4	3	3
CO5	1	2

JBA1205	MANAGEMENT INFORMATION SYSTEM	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To understand the importance of information in business.
- To know the technologies and methods used for effective decision making in an organization.
- To know the various types of DBMS and its functionalities.
- To know the security issues and corresponding control measures.
- To know the new technologies in information system.

UNIT I INTRODUCTION

10

Data, Information, Intelligence, Information Technology, Information System, evolution, types based on functions and hierarchy, System development methodologies, Functional Information Systems, DSS, EIS, KMS, GIS, International Information System.

UNIT II	SYSTEM ANALYSIS AND DESIGN	10
Case tools - System flow chart, Decision table, Data flow Diagram (DFD), Entity Relationship (ER), Object Oriented Analysis and Design (OOAD), UML diagram.		
UNIT III	DATABASE MANAGEMENT SYSTEMS	8
DBMS – HDBMS, NDBMS, RDBMS, OODBMS, Query Processing, SQL, Concurrency Management, Data Mining, Data warehousing and Data Mart		
UNIT IV	SECURITY, CONTROL AND REPORTING	9
Security, Testing, Error detection, Controls, IS Vulnerability, Disaster Management, Computer Crimes, Securing the Web, Intranets and Wireless Networks, Software Audit, Ethics in IT.		
UNIT V	NEW IT INITIATIVES	8
Role of information management in ERP, e-business, e-governance, Business Intelligence, Pervasive Computing, Cloud computing, CMM.		
TOTAL: 45 PERIODS		

COURSE OUTCOMES:

At the end of the course, students will be able to,

- Gain knowledge on effective applications of information systems in business.
- Have knowledge on system development methodologies and development tools.
- Understand the benefits of DBMS variances.
- Aware about different techniques of security and control measures.
- Posses knowledge of new IT initiatives.

TEXT BOOKS:

1. Robert Schultheis and Mary Summer, Management Information Systems – The Managers View, Tata McGraw Hill, 2008.
2. Kenneth C. Laudon and Jane Price Laudon, Management Information Systems – Managing the digital firm, PHI Learning / Pearson Education, PHI, Asia, 2012.

REFERENCES:

1. Rahul de, MIS in Business, Government and Society, Wiley India Pvt Ltd, 2012
2. Gordon Davis, Management Information System: Conceptual Foundations, Structure and Development, Tata McGraw Hill, 21st Reprint 2008.
3. Haag, Cummings and Mc Cubbrey, Management Information Systems for the Information Age, McGraw Hill, 2005. 9th edition, 2013.
4. Turban, McLean and Wetherbe, Information Technology for Management –Transforming Organisations in the Digital Economy, John Wiley, 6th Edition, 2008.
5. Raymond McLeod and Jr. George P. Schell, Management Information Systems, Pearson Education, 2007.

MAPPING OF CO's - PO's

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CO4	1	2	2	1	1	1	2	1	1
CO5	1	2	2	1	1	1	2	1	1

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	1	2
CO2	1	2
CO3	1	2
CO4	1	2
CO5	1	2

JBA1206	FINANCIAL MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To understand the role and functions of finance in organizations and to apply them in the appropriate context.
- To analyze capital investment decisions of projects based on capital budgeting techniques.
- To analyze and determine the optimum cost of capital and Capital Structure.
- To familiarize the concept of Dividend and Dividend decision.
- To assess the working capital needs and effective management of current assets.

UNIT I INTRODUCTION TO FINANCIAL MANAGEMENT

9

Introduction to finance- Financial Management – Nature, scope and functions of Finance, organization of financial functions, objectives of Financial management, Major financial decisions – Time value of money – Time Value of Money, Future Value and Present Value of Money. Financial Market- Indian capital and stock market, New issues market.

UNIT II INVESTMENT DECISIONS:

9

Capital Budgeting: Principles and techniques - Nature of capital budgeting- Identifying relevant cash flows - Evaluation Techniques: Payback, Accounting rate of return.
Net Present Value, Internal Rate of Return, and Profitability Index - Project selection under Capital Rationing.

UNIT III FINANCING DECISION:

9

Concept of Cost of Capital, Measurement of Specific Costs and Overall Cost of Capital, Concept of Capital Structure- Factors Determining Capital Structure, Theories in Capital Structure –NI, NOI,MM . Leverage-Operating and Financial Leverage –EBIT-EPS Analysis-Indifference Point.

UNIT IV DIVIDEND DECISION

9

Dividend decision- Issues in dividend decisions, Importance, Relevance & Irrelevance theories – Walter's – Model, Gordon's model and MM model. – Factors determining dividend policy – Types of dividend policies – forms of dividend- Share Split.

UNIT V WORKING CAPITAL MANAGEMENT

9

Working Capital Policy– Objective of Working Capital Management - - Determinants of working Capital - Characteristics of Current Assets – Level of Current Assets - Factors Affecting Composition of Working Capital – Approaches to working capital and finance - Criteria for Evaluation of Working Capital Management - Financing Current Assets - Sources of Finance – Trade Credit, Short-term bank finance, PDs, CPs and Factoring, Inventories- Receivables – Cash management

TOTAL: 45 PERIODS

COURSE OUTCOMES:

At the end of the course, students will be able to,

- Posses the techniques of managing finance in an organization.
- Acquire the knowledge in evaluating the selection of the project.
- Posses the knowledge in various sources available in the organization.
- Understand the operating cycle for the different types of organization.
- Acquire the knowledge of day to day financial requirement of an organization.

TEXT BOOKS:

1. M.Y. Khan and P.K.Jain Financial management, Text, Problems and cases Tata McGraw Hill, 6th edition, 2011.
2. I.M. Pandey Financial Management, Vikas Publishing House Pvt. Ltd., 10th edition, 2012.

REFERENCES:

1. Aswat Damodaran, Corporate Finance Theory and practice, John Wiley & Sons, 2011.
2. James C. Vanhorne –Fundamentals of Financial Management– PHI Learning, 11th Edition, 2012.
3. Prasanna Chandra, Financial Management, 9th edition, Tata McGraw Hill, 2012.
4. G.Sudersena Reddy, Financial Management- Principles & Practices, Himalaya Publishing House, 2nd Edition, 2010.
5. Srivatsava, Mishra, Financial Management, Oxford University Press, 2011.
6. Parasuraman.N.R, Financial Management, Cengage, 2014.

MAPPING OF CO's - PO's

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MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	1	2
CO2	3	3
CO3	3	3
CO4	3	3
CO5	3	3

JBA1207	HUMAN RESOURCE MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To provide knowledge about evolution and role of HR management.
- To explain the selection and recruitment process.
- To expose the students to the various methods of training and development programs.
- To enrich the students with the concept of career development and motivation techniques.
- To understand various performance appraisal methods.

UNIT I PERCEPTIVE IN HUMAN RESOURCE MANAGEMENT 5

Evolution of human resource management – The importance of the human factor – Objectives of human resource management – Inclusive growth and affirmative action -Role of human resource manager – Human resource policies – Computer applications in human resource management – Human resource accounting and audit.

UNIT II THE CONCEPT OF BEST FIT EMPLOYEE 8

Importance of Human Resource Planning – Forecasting human resource requirement – Internal and External sources. Selection process screening – Tests - Validation – Interview – Medical examination – Recruitment introduction – Importance – Practices – Socialization benefits.

UNIT III TRAINING AND EXECUTIVE DEVELOPMENT 10

Types of training methods purpose benefits resistance. Executive development programmes – Common practices - Benefits – Self development – Knowledge management.

UNIT IV SUSTAINING EMPLOYEE INTEREST 12

Compensation plan – Reward – Motivation – Theories of motivation – Career management – Development of mentor – Protege relationships.

UNIT V PERFORMANCE EVALUATION AND CONTROL PROCESS 10

Method of performance evaluation – Feedback – Industry practices. Promotion, Demotion, Transfer and Separation – Implication of job change. The control process – Importance – Methods – Requirement of effective control systems grievances – Causes – Implications – Redressal methods.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

At the end of the course, students will be able to,

- Equip with functional knowledge of HR.
- Have knowledge of recruitment and selection.
- Understand the different methods of training and development programs.
- Gain knowledge about how to sustain an employee within an organization.
- Understand the different techniques of performance evaluation.

TEXT BOOKS:

1. Decenzo and Robbins, Human Resource Management, Wiley, 11th Edition, 2013.
2. Dessler, Human Resource Management, Pearson Education Limited, 13th edition, 2007

REFERENCES

1. Wayne Cascio, Managing Human Resource, McGraw Hill, 2007.
2. Ivancevich, Human Resource Management, McGraw Hill 2012
3. Uday Kumar Haider, Juthika Sarkar, Human Resource Management. Oxford, 2012

MAPPING OF CO's - PO's

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	1	2	2	1	1	1	2	1	1
CO2	3	3	3	1	3	3	3	1	2
CO3	3	3	3	1	2	2	3	1	1
CO4	3	3	3	1	3	3	3	1	2
CO5	1	2	2	1	1	1	2	1	1

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	1	2
CO2	3	3
CO3	3	3
CO4	3	3
CO5	1	2

JBA1211	DATA ANALYSIS II	L	T	P	C
		0	0	4	2

COURSE OBJECTIVE:

- To have hands-on experience on decision modeling.
[Business models studied in theory to be practiced using Spreadsheet / Analysis Software]

S.No.	Details of experiments	Duration
1	Descriptive Statistics	6
2	Hypothesis - Parametric	8
3	Hypothesis – Non-parametric	8
4	Regression	2
5	Forecasting	3
6	Portfolio Selection	3
7	Cost of Capital	2
8	Revenue Management	3
9	Pricing Analytics	4
10	Transportation & Assignment	3
11	Networking Models	4
12	Inventory Models	5
13	Pay Back Period	3
14	Internal Rate of Return	3
15	Net Present Value	3

TOTAL: 60PERIODS

COURSE OUTCOMES:

At the end of the course, students will be able to,

- Possess the knowledge of Spreadsheets and data analysis for business modeling.

REFERENCES

1. David M. Levine et al, “Statistics for Managers using MS Excel’ (6th Edition) Pearson, 2010
2. David R. Anderson, et al, ‘An Introduction to Management Sciences: Quantitative approaches To Decision Making, (13th edition) South-Western College Pub, 2011.
3. Hansa Lysander Manohar , “ Data Analysis and Business Modelling using MS Excel “, PHI Learning private Ltd, 2017.
4. William J. Stevenson, Ceyhun Ozgur, ‘Introduction to Management Science with Spreadsheet’, Tata McGraw Hill, 2009.

MAPPING OF CO's - PO's

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	3	2	3	3	3	2	3

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	3	3

JBA1212	MANAGERIAL COMMUNICATIONS II	L	T	P	C
		0	0	4	2

COURSE OBJECTIVES:

- To understand the importance of communication in business.
- To familiarize learners with the mechanics of writing in relation to business.

S.NO.	DETAILS OF EXPERIMENTS	DURATION
1	Interpersonal Group Communication	8
2	Email	4
3	Writing Business proposals and reports	6
4	Behaviour Change Communication (BCC)	8
5	Minutes of Meeting	4
6	Seminar Presentation	8
7	Negotiation Skill	5
8	Decision Making skill	5

9	Quotations – Inviting & Sending	6
10	Memoir	6

TOTAL: 60 PERIODS

COURSE OUTCOME:

Students will have a better knowledge in business communication.

REFERENCES

1. E.H.McGrath,S.J.2012. Basic Managerial Skills for All. 9thedition, Prentice-Hall of India, New Delhi.
2. Richard Denny,”Communication to Win; Kogan Page India Pvt.Ltd. New Delhi,2008.
3. “Value Education”, Vision for Wisdom, Vethathiri Publications, Erode, 2009.

MAPPING OF CO's - PO's

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	3	2	3	3	3	2	3
CO2	3	3	3	2	3	3	3	2	3

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	3	3
CO2	3	3

SEMESTER 3

JBA1301	STRATEGIC MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To explain the specifics of the organization's mission, vision and objectives, developing policies and plan.
- To discuss the major initiatives taken by a company's top management on behalf of corporate, involving resources and performance in external environments.
- To identify the major strategies taken by a company's top management in different levels of strategies business unit.
- To explain the analysis and implementation of strategic management in strategic business units.
- To discuss on the other strategic issues related to technology, innovation, nonprofit organizations.

UNIT I STRATEGY AND PROCESS 9

Conceptual framework for strategic management, the Concept of Strategy and the Strategy Formation Process – Stakeholders in business – Vision, Mission and Purpose – Business definition, Objectives and Goals - Corporate Governance and Social responsibility–Activity on Business Quality statement

UNIT II COMPETITIVE ADVANTAGE 9

External Environment - Porter's Five Forces Model - National Context and Competitive advantage Resources - Capabilities and competencies–core competencies-Low cost and differentiation Generic Building Blocks of Competitive Advantage- Distinctive Competencies-Resources and Capabilities durability of competitive Advantage - Avoiding failures and sustaining competitive advantage-Activity on Porter's five fore model

UNIT III STRATEGIES 10

The generic strategic alternatives – Stability, Expansion, Retrenchment and Combination strategies - Business level strategy- Strategy in the Global Environment-Corporate Strategy-Vertical Integration-Diversification and Strategic Alliances- Strategic analysis and choice - Environmental Threat and Opportunity Profile (ETOP) - Organizational Capability Profile - Strategic Advantage Profile - Corporate Portfolio Analysis - SWOT Analysis - GAP Analysis - Mc Kinsey's 7s Framework - GE 9 Cell Model - Balance Score Card-Activity on GAP & SWOT Analysis.

UNIT IV STRATEGY IMPLEMENTATION & EVALUATION 9

The implementation process, Resource allocation, Designing Strategic Control Systems- Matching structure and control to strategy-Implementing Strategic change-Politics-Power and Conflict-Techniques of strategic evaluation & control-case study.

UNIT V OTHER STRATEGIC ISSUE 8

Managing Technology and Innovation-Strategic issues for Non Profit organizations. New Business Models and strategies for Internet Economy-case study

TOTAL: 45 PERIODS

COURSE OUTCOMES:

Students will be able:

- To Infer the organization's mission, vision and objectives, developing policies and plan.
- To determine the major initiatives taken by a company's top management in external environments.
- To analyze the major strategies taken by a company's top management in different levels of strategies business unit.
- To analyze and implement the various techniques in strategic management.
- To discuss the strategic issues related to technology, innovation, nonprofit organizations.

TEXTBOOKS:

1. Charles W.L.Hilland Gareth R.Jones.” Strategic Management: An Integrated approach”, Cengage Learning, 10thEdition, 2012.
2. John A. Parnell.” Strategic Management, Theory and practice “, Academic Media Solutions, 5th Edition, 2016.

REFERENCE BOOKS:

1. Azhar Kazmi, “Strategic Management and Business Policy”, Tata McGraw Hill, 4th Edition, 2015.
2. John Pearce, Richard Robinson and Amitha Mittal, “Strategic Management”, McGraw Hill, 12th Edition, 2012.

3. Srinivasan, "Strategic Management The Indian Context", Prentice Hall of India, 5th Edition, 2014
4. Thompson, Strickland, "Strategic Management Concepts and cases", Tata McGraw Hill International edition, 12th edition, 2012.

WEBSITES:

1. <https://www.corporatefinanceinstitute.com/strategic-management/>
2. <https://www.thebalance.com/competitive-advantage/>
3. <https://www.iedunote.com/generic-strategic/>
4. <https://www.brainkart.com/strategy-implementation/>
5. <https://www.nmcstrategymanagementnonprofitorganisation.com/>

MAPPING OF CO's - PO's

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2	1	2	1	2	2	3	1	2
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CO3	3	1	3	2	3	3	3	2	3
CO4	2	1	2	1	2	2	3	1	2
CO5	3	3	3	3	3	3	3	3	3

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	1	2
CO2	2	3
CO3	1	3
CO4	3	1
CO5	1	2

MARKETING ELECTIVE

JBA1001	RETAIL MARKETING	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To apply the concepts of effective retailing.
- To explain the existing retail formats.
- To explain the components involved in retail shop management.
- To analyze the retail shopper behavior.
- To create strategies for retail service quality management

UNIT I INTRODUCTION

9

An overview of Global Retailing – Challenges and opportunities – Retail trends in India – Socio economic and technological Influences on retail management – Government of India policy implications on retails.

UNIT II RETAIL FORMATS

9

Organized and unorganized formats – Different organized retail formats – Characteristics of each format emerging trends in retail formats – MNC's role in organized retail formats.

UNIT III RETAILING DECISIONS

9

Choice of retail locations - internal and external atmospherics – Positioning of retail shops – Building retail store Image - Retail service quality management – Retail Supply Chain Management – Retail Pricing Decisions. Merchandising and category management- Logistic and information system. Presentation on Location decision analysis

UNIT IV RETAIL SHOP MANAGEMENT

9

Visual Merchandise Management – Space Management – Retail Inventory Management – Retail accounting and audits - Retail store brands – Retail advertising and promotions – Retail Management Information Systems - Online retail.

UNIT V RETAIL SHOPPER BEHAVIOUR

9

Understanding of Retail shopper behavior – Shopper Profile Analysis – Shopping Decision Process - Factors influencing retail shopper behavior – Complaints Management - Retail sales force Management – Challenges in Retailing in India.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

Students will be able,

- To interpret the retail chains.
- To classify the different retail formats and its emerging trends.
- To analyze and implement the opted decisions on retail locations.
- To identify the concept of retail shop management.
- To analyze shopper behavior towards retail purchase.

TEXT BOOKS:

1. Michael levy ,BartonWeitz and Ajay Pandit,” Retailing Management”, Tata McGraw Hill, 8th edition, 2017.
2. J K Nayak, Prakash C.Dash, “Retail Management”, Cengage Publication, 2nd edition, 2017.

REFERENCES:

1. Dr.Harjit Singh,” Retail Management: A Global Perspective (Text and Cases)”, S.Chand Publishing,3rd Edition, 2014.
2. Patrick M. Dunne, Robert F Lusch, James R.Carver,” Retailing”, Cengage Publication, 8th edition,2013.
3. Chetan Bajaj, Rajnish Tow and Nidhi V. Srivatsava,” Retail Management”, Oxford University Press,3rd Edition, 2016.
4. Pradhan, Swapna, “Retailing Management- Texts and Cases”. Tata McGraw Hill, 4th Edition, 2013.

5. Ramkrishnan and Y.R.Srinivasan, “Indian Retailing Text and Cases”, Oxford University Press, 2008.

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1. <http://cultbranding.com/ceo/what-is-retail-marketing/>
2. <https://bizfluent.com/list-6679006-types-retail-formats-india.html>
3. <https://www.spectos.com/en/service-quality-management/>
4. <https://blog.bannersnack.com/retail-advertising/>
5. <https://enviroinformaticsresearch.com/capabilities-insights/retail-shopper-behaviour/>

MAPPING OF CO's - PO's

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2	1	2	1	2	2	3	1	2
CO2	3	1	3	2	3	3	3	2	3
CO3	3	1	3	2	3	3	3	2	3
CO4	2	1	2	1	2	2	3	1	2
CO5	3	1	3	2	3	3	3	2	3

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	3	1
CO2	3	3
CO3	1	1
CO4	1	3
CO5	2	2

JBA1002	BRAND MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To explain the basic Principles of branding.
- To evaluate the key issues in crafting and brand strategies.
- To create strategies for delivering persuasive brand presentations.
- To analyze the brand extension and its contribution to parent brand.

- To explain brand equity and a range of performance related outcomes.

UNIT I INTRODUCTION 8

Brands – Definitions - Brand equity– Functions of Brand - Significance of Brands– Different Types of Brands – Co branding – Store brands – Quiz.

UNIT II BRANDSTRATEGIES 10

Strategic Brand Management process – Building a strong brand – Brand positioning – Establishing Brand values – Brand vision – Brand Elements – Branding for Global Markets – Competing with foreign brands. Activity on CBBE Model.

UNIT III BRAND COMMUNICATIONS 8

Brand image Building – Brand Loyalty programmes – Brand Promotion Methods – Role of Brand ambassadors, celebrities – On line Brand Promotions. Activity on Logo creation.

UNIT IV BRAND EXTENSION 9

Brand Adoption Practices – Different type of brand extension – Factors influencing Decision for extension Re-branding and re-launching. Activity on Identification of difference in brand elements due to brand extension.

UNIT V BRAND PERFORMANCE 10

Brand research - Measuring Brand Performance – Brand Equity Management - Global Branding strategies - Brand Audit – Brand Leverage - Role of Brand Managers– Branding challenges & opportunities. Case study on Brand Performance.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

Students will be able,

- To summarize key ‘branding’ concepts & methods.
- To recall the tools used by marketing practitioners.
- To identify and evaluate the communication modes used to promote the brands.
- To create ‘brand building’ projects.
- To analyze the brand performance over a period.

TEXT BOOKS:

1. Kevin Lane Keller, Ambi M.G. Parameswaran and Isaac Jacob,” Strategic Brand Management: Building, Measuring and Managing Brand Equity”, Pearson Education, 4th Edition, 2015.
2. Nitish Rai Gupta, “The 7 Principles of Brand Management”, Tata McGraw-Hill Education Private Limited, 3rd edition, 2011.

REFERENCES:

1. David A. Aaker, Simon and Schuster “Building Strong Brands”, Pearson Education, 6th edition, 2012.
2. Jean –Noel Kapferer, “The New Strategic Brand Management: Advanced Insights and Strategic Thinking” (New Strategic Brand Management: Creating & Sustaining Brand Equity), 5th edition, Kogan Press, 2012.
3. Moorthi YLR, “Brand Management”, Vikas Publishing House, 1st edition 2012.
4. Subroto Sengupta, “Brand Positioning Strategies for competitive Advantage”, Tata McGraw Hill, 2nd edition, 2005.

5. Kirti Dutta, "Brand Management, Principles and Practices ", Oxford Higher Education, 2012.

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1. <https://www.marketing91.com/types-of-brands/>
2. <https://marketingland.com/building-a-brand-strategy-essentials-for-long-term-success-240712>
3. <https://itsaugust.com/effective-brand-communication-strategy/>
4. <https://www.managementstudyguide.com/brand-extension.htm>
5. <https://www.mbaknol.com/marketing-management/brand-equity-management-system/>

MAPPING OF CO's - PO's

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2	1	2	1	2	2	3	1	2
CO2	3	1	3	2	3	3	3	2	3
CO3	3	3	3	3	3	3	3	3	3
CO4	3	1	3	2	3	3	3	2	3
CO5	2	1	2	1	2	2	3	1	2

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	1	2
CO2	3	3
CO3	1	3
CO4	3	3
CO5	1	2

JBA1003	CONSUMER BEHAVIOUR	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To explain the concept of consumer behavior and its application in purchase decisions.
- To analyze the reasons and motives that contributes to consumer buying behavior.
- To analyze the relationship between psychological, social and cultural drivers behind consumer behavior and marketing.
- To identify the dynamics of human behavior and the basic factors that influence the consumers decision process.
- To summarize the process of Purchase decisions.

UNIT I INTRODUCTION TO CONSUMER BEHAVIOUR 9

Concepts – Significance – Customers and consumers – Organization as buyers – Development of consumer behavior in marketing- Trends shaping Indian consumer behavior – Consumer research process.

UNIT II CONSUMER BEHAVIOR MODELS 9

Marketing communication flow - Industrial and individual consumer behavior models - Howard- Sheth, Engel – Kollat, Webster and Wind Consumer Behavior Presentation Models – Implications of the models on marketing decisions. Presentation on Industrial Consumer Behavior model.

UNIT III INTERNAL INFLUENCES 9

Psychological Influences on consumer behavior – motivation – perception – personality Learning and Attitude- Self Image and Life styles – Consumer expectation and satisfaction. Activity on identifying internal influences in Retail Segment.

UNIT IV EXTERNAL INFLUENCES 9

Socio-Cultural, Cross Culture - Family group – Reference group – Influences on Consumer behavior Case study.

UNIT V PURCHASE DECISION PROCESS 9

High and low involvement - Pre-purchase and post-purchase behavior – Online purchase decision process Diffusion of Innovation – Managing Dissonance - Emerging Issues.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

Students will be able to,

- Identify the major individual, social and cultural factors that affect consumers’ decision-making process.
- Interpret consumption-related decisions.
- Assess the relevant implications for marketing practitioners.
- Analyze the external factors, which influence consumer behavior.
- Recall the steps in the purchase Decision Process.

TEXT BOOKS:

1. Leon G.Schiffman, Joseph Wisenblit ,S. RameshKumar , “Consumer Behaviour”, Pearson edition, 12th edition, , 2018.
2. Barry J.Babin, Eric G.Harris, Ashutosh Mohan,” Consumer Behavior: A South Asian Perspective”, Cengage Learning, Indian Edition, 6th Edition, 2016.

REFERENCES:

1. P.C.Jain and Monika Bhatt.,” Consumer Behavior in Indian Context”, S.Chand& Company Private Limited, 2013.
2. Srabanti Mukherjee, “Consumer behavior”, Cengage Learning India, 1st edition,2012.
3. Henry Assael,” Consumer Behavior - A Strategic Approach”, Biztranza New Delhi, 5th edition,2008.
4. Dinesh kumar, “Consumer Behavior: Includes on Line Buying Trends”, Oxford University Press, 1st edition, 2015.

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2. https://www.tutorialspoint.com/consumer_behavior/consumer_behavior_models_types.htm
3. <http://www.opentextbooks.org.hk/ditatopic/40079>
4. <https://www.frontiersin.org/articles/10.3389/fpsyg.2016.01618/full>
5. <https://www.iedunote.com/buyer-decision-process>

MAPPING OF CO's - PO's

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CO1	2	1	2	1	2	2	3	1	2
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CO4	3	2	3	2	3	2	3	2	3
CO5	2	1	2	1	2	2	3	1	2

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	2	1
CO2	3	2
CO3	1	3
CO4	3	3
CO5	2	2

JBA1004	DIGITAL MARKETING	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To recognize the basic concepts of digital marketing, search engine marketing and web analytics.
- To demonstrate online advertising and Email marketing.
- To familiarize the concept of social media marketing, Blog marketing and Multimedia marketing.
- To analyze Mobile Marketing, Affiliate marketing and Video Marketing.

UNIT I INTRODUCTION TO DIGITAL MARKETING 8

Introduction to digital marketing- Search Engine Marketing, Online Advertising, Email Marketing, Blog Marketing, Social Media Marketing, Multimedia Marketing, Mobile Marketing, Affiliate Marketing and Video Marketing, Introduction to web analytics.

UNIT II SEARCH ENGINE MARKETING, ONLINE ADVERTISING AND EMAIL MARKETING 10

Search Engine marketing-Understanding Search Engine Marketing, Essential Search Engine Optimization, Advanced SEO Techniques and Tracking Search Performance. Online advertising- Understanding Online Advertising, Pay-per-Click Advertising, Display Advertising and Tracking Ad Performance. Email marketing- Understanding Email Marketing, Building Email Mailing Lists, Developing an Email Marketing Campaign and Tracking Email Marketing Performance.

UNIT III SOCIAL MEDIA MARKETING, BLOG MARKETING AND MULTIMEDIA MARKETING 9

Social media marketing- Understanding Social Media, Participating in Social Networking, Marketing on Face book, MySpace, and Twitter and Tracking Social Media Marketing Performance. Blog marketing- Understanding Blog Marketing, Creating a Company or Product Blog, Marketing to the Blogosphere and Tracking Blog Marketing Performance. Multimedia marketing- Understanding Multimedia Marketing, Podcast Marketing, Video Marketing and Tracking Multimedia Marketing Performance.

UNIT IV MOBILE MARKETING, AFFILIATE MARKETING AND VIDEO MARKETING 9

Mobile marketing- Understanding Mobile Marketing, Designing a Mobile-Friendly Website, Advertising on Mobile Devices, Marketing via Mobile Apps and Tracking Mobile Marketing Performance. Affiliate marketing- The building blocks of affiliate marketing, Tools of the trade and Setting up a campaign. Video marketing- Video content strategy, Video production step by step, Video promotion and tool used in video marketing.

UNIT V WEB ANALYTICS 9

Introduction to web analytics- Competitive Intelligence and Web 2.0 Analytics, Defining Site Goals, KPIs, and Key Metrics, Click stream Analysis, Measuring Success, Competitive Intelligence Analysis, Emerging Analytics: Social, Mobile, and Video, Optimal Solutions for Hidden Web Analytics Traps, Site Optimization and advance web analytics concepts.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

Students will be able to,

- Interpret the concepts of search engine marketing, online marketing and email marketing.
- Create a blog and its performance over marketing.
- Identify the effective promotions using mobile and videos are known.
- Analyze the impact of various online/digital marketing strategies.

TEXT BOOKS:

1. Bell, David R., “Location Is (Still) Everything: The Surprising Influence of the Real World on How We Search”, Shop, and Sell in the Virtual One, Boston, New Harvest, 1st edition, 2014
2. Kaufman, Ira and Chris Horton,” Digital Marketing: Integrating Strategy and Tactics with Values”, Roulledge, 1st edition, 2014 .

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1. Stokes, Rob and the Minds of Quirk,” e Marketing: The essential guide to marketing in a digital world”, Quirk Education (Pty.) Ltd., 5th edition, 2013.
2. Miller, Michael,” The ultimate web marketing guide”. Pearson Education, 3rd edition, 2010.
3. Kaushik, “A. Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity”. Pearson edition, 1st edition, 2009.
4. Burby, J., & Atchison, S.” Actionable web analytics: using data to make smart business decisions”. John Wiley & Sons, 4th edition, 2007.

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2. <https://www.wordstream.com/search-engine-marketing>
3. <https://firstsiteguide.com/what-is-blog-marketing/>
4. <https://www.ngdata.com/what-is-video-marketing/>
5. https://www.tutorialspoint.com/digital_marketing/

MAPPING OF CO's - PO's

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CO4	3	1	3	2	3	3	3	2	3

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	2	1
CO2	3	2
CO3	3	1
CO4	3	3
CO5	2	2

JBA1005	CUSTOMER RELATIONSHIP MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To explain the basic Concepts of Customer Relationship Management.
- To describe the consumer perception and expectation.
- To identify the process flow of customer relationship management.
- To familiarize with CRM tool.
- To discuss the recent trends in CRM.

UNIT I INTRODUCTION

9

Definitions - Concepts and Context of relationship Management – Evolution - Transactional Vs Relationship Approach – CRM as a strategic marketing tool – CRM significance to the stakeholders.

UNIT II UNDERSTANDING CUSTOMERS

9

Customer information Database – Customer Profile Analysis - Customer perception, Expectations analysis Customer behavior in relationship perspectives; individual and group customer's - Customer lifetime value – Selection of Profitable customer segments.

UNIT III CRM STRUCTURES

9

Elements of CRM – CRM Process – CRM in marketing – Customer retention & behavior prediction – Customer satisfaction measurement. Activity on CRM Best practices followed in other functional departments.

UNIT IV CRM PLANNING AND IMPLEMENTATION

9

Strategic CRM planning process – Implementation issues – CRM Tools- Analytical CRM – Operational CRM Call center management – CRM development team. Activity on Coldcall.

UNIT V TRENDS IN CRM

9

e- CRM Solutions – Data Warehousing – Data mining for CRM – an introduction to CRM software packages. Enterprise resource planning (ERP) – Supply chain management (SCM) – partner relationship management (PRM) – Sales force automation.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

Students will be able to,

- Assess CRM evolution and its significances.
- Classify different types of customers segments known.
- Analyze the behavior pattern of the customers.
- Inspect the strategic customer acquisition and retention techniques in CRM.
- Discuss recent Development of CRM.

TEXT BOOKS:

1. G.Shainesh, Jagdish, N.Sheth, “Customer Relationship Management: A Strategic Perspective”, Macmillan, 4th edition, 2010.
2. Alok Kumar, “Customer Relationship Management: Concepts and applications”, Biztrantra, 3rd edition, 2008.

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1. H.Peeru Mohamed and A.Sahadevan,” Customer Relationship Management: A Step –by-Step Approach”, Vikas Publishing House, 2005.
2. Jim Catheart, “The Eight Competencies of Relationship selling: How to reach the Top 1% in Just 15 Extra Minutes a Day”, Macmillan India, 4th edition, 2015.
3. Henry Assael,” Consumer Behavior: A Strategic Approach”, Cengage publication, 6 Edition, 2011
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5. Francis Buttle,” Customer Relationship Management: Concepts & Technologies”, Elsevier, 2nd Edition, 2015.

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2. <https://sites.google.com/a/siena.edu/customer-relation-management-crm-systems/customer-life-cycle>
3. <https://www.engagebay.com/blog/crm-process/>
4. <https://www.biztechcs.com/blog/crm-implementation-process-typical-steps/>
5. <https://www.sutisoft.com/blog/top-5-crm-trends-for-2019/>

MAPPING OF CO's - PO's

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2	1	2	1	2	2	3	1	2
CO2	2	1	2	1	2	2	3	1	2
CO3	3	1	3	2	3	3	3	2	3
CO4	3	2	3	2	3	2	3	2	3
CO5	3	3	3	3	3	3	3	3	3

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	3	3
CO2	2	1
CO3	1	3
CO4	3	3
CO5	1	1

JBA1006	SERVICES MARKETING	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To determine the role of services and significance of marketing services.
- To understand the unique challenges of marketing and deliver quality services to customers.
- To demonstrate strong customer relationships through quality service.
- To compare the methods of positioning and pricing of services and effective marketing communication.
- To be able to apply the strategies in various service industries.

UNIT I INTRODUCTION

9

Definition – Service Economy – Evolution and growth of service sector – Nature and Scope of Services – Unique characteristics of services - Challenges and issues in Services Marketing

UNIT II SERVICE MARKETING OPPORTUNITIES 9

Assessing service market potential, - Classification of services – Expanded marketing mix – Service marketing – Environment and trends – Service market segmentation, targeting and positioning. case study

UNIT III SERVICE DESIGN AND DEVELOPMENT 9

Service Life Cycle – New service development – Service Blue Printing – GAP model of service quality – Measuring service quality – SERVQUAL – Service Quality function development. Activity in service Blue Printing.

UNIT IV SERVICE DELIVERY AND PROMOTION 9

Positioning of services – Designing service delivery System, Service Channel – Pricing of services, methods – Service marketing triangle - Integrated Service marketing communication. Case study.

UNIT V SERVICE STRATEGIES 9

Service Marketing Strategies for health – Hospitality – Tourism – Financial – Logistics - Educational – Entertainment & public utility Information technique Services.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

Students will be able

- Analyze the challenges faced in the services marketing in traditional commercial marketing and E- marketing.
- Distinguish between marketing physical products and intangible services.
- Identify the challenges faced in service delivery as outlined in the service gap model.
- Develop professional business working skills.
- Develop Marketing strategies based on services.

TEXT BOOKS:

- 1 Christopher H. Lovelock and Jochen Wirtz, Services Marketing, Pearson Education, New Delhi, 7th edition, 2011.
- 2 Valarie Zeithaml, Mary Jo Bitner, Dwayne D. Gremler, Services Marketing, 7th International Edition, Tata McGraw Hill, 2015.

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1. John E.G. Bateson, K. Douglas Hoffman, Marketing of Services, Southern – Western Cengage Learning, 4th Edition, 2011.
2. Kenneth E. Clow, David L. Kurtz et al, Services Marketing: Operation, Management and Strategy, Biztantra, 2nd Edition, New Delhi, 2004.
3. Gronroos, Service Management and Marketing – Wiley India, 3rd Edition, 2009.
4. Jochen Wirtz, Christopher Lovelock, Jayanta Chatterjee, Services Marketing, Pearson Education, 8th Edition, 2016.
5. R. Srinivasan, Service Marketing: The Indian Context, Prentice Hall of India, 4th edition 2010.

WEBSITES:

1. <https://www.joshmeah.com/service-marketing-management-5-challenges-and-5-winning-strategies/>

2. <https://bbamantra.com/types-of-services/>
3. <https://www.lucidchart.com/blog/what-is-a-service-blueprint>
4. <https://www.slideshare.net/radhikavenkat923/integrated-service-marketing-communication- with-example>
5. <https://www.simplilearn.com/introduction-to-service-strategy-tutorial-video>

MAPPING OF CO's - PO's

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	1	3	2	3	3	3	2	3
CO2	3	1	3	2	3	3	3	2	3
CO3	3	2	3	2	3	2	3	2	3
CO4	3	2	3	2	3	2	3	2	3
CO5	3	2	3	2	3	2	3	2	3

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	3	2
CO2	3	3
CO3	2	3
CO4	1	3
CO5	3	2

JBA1007	INTEGRATED MARKTING COMMUNICATION	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To explain the basic concepts of advertising and sales promotion.
- To compare the different advertisement Medias and its impact.
- To discuss the sales promotion techniques.
- To explain the concept of personal selling.
- To assess public relations strategies.

UNIT I INTRODUCTION TO ADVERTISEMENT 9

Concept –definition-scope-Objectives-functions-principles of advertisement – Social, Economic and Legal Implications of advertisements – setting advertisement objectives – Advertisement Agencies – Selection and remuneration – Advertisement campaigns – Activity on Identification of Advertisement agencies in India .

UNIT II ADVERTISEMENT MEDIA 9

Media plan – Type and choice criteria – Reach and frequency of advertisements – Cost of advertisements - related to sales – Media strategy and scheduling. design and execution of advertisements -Message development – Different types of advertisements – Layout – Design appeal – Copy structure – Advertisement production – Print – Radio. T.V. and Web advertisements – Media Research – Testing validity and Reliability of ads – Measuring impact of advertisements.

UNIT III SALES PROMOTION 9

Scope and role of sale promotion – Definition – Objectives of sales promotion - sales promotion techniques – Trade oriented and consumer oriented. Sales promotion – Requirement identificationDesigning of sales promotion campaign – Involvement of salesmen and dealers – Out sourcing sales promotion national and international promotion strategies – Integrated promotion – Coordination within the various promotion techniques – Online sales promotions.

UNIT IV PERSONAL SELLING 9

Introduction – Meaning – Functions- Personal selling process – Evaluation – Compensation – Motivation- Territory Management – Sales Report Preparation and Presentation- Ethical Issues. Activity on product selling.

UNIT V PUBLICITY AND PUBLIC RELATIONS 9

Introduction – Meaning – Objectives –Scope-Functions-integrating PR in to Promotional Mix-Marketing Public Relation function- Process of Public Relations-advantages and disadvantages of PR-Measuring the Effectiveness of PR- PR tools and techniques. Difference between Marketing, PR and Publicity -- Social publicity – Web Publicity and Social media – Publicity Campaigns

TOTAL: 45 PERIODS

COURSE OUTCOMES:

Students will be able to,

- Infer the importance of advertising and sales promotion campaigns.
- Discuss the Impact of advertisement and its reliability.
- Demonstrate sales promotion strategies.
- Identify the importance of personal selling.
- Discuss the importance of publicity and public relations.

TEXT BOOKS:

1. George E Belch and Michel A Belch, Advertising & Promotion, Tata McGraw Hill, 10th edition, 2014.
2. S. H. H. Kazmi and Satish Kumar Batra, Advertising & Sales Promotion, Excel Books, New Delhi, 3rd revised edition, 2013.

REFERENCES:

1. William D. Wells, Sandra Moriarty & John Burnett, Advertising, Principles & Practice, Pearson Education, 7th Edition, 2009.
2. Kennet Clow , Donald Baack , Integrated Advertisements, Promotion and Marketing communication , Prentice Hall of India , New Delhi, 7th Edition 2016.
3. Terence A. Shimp and J.Craig Andrews, Advertising Promotion and other aspects of Integrated Marketing Communications, Cengage Learning, 9th edition, 2016 .
4. Julian Cummings and Roddy Mullin, Sales Promotion: How to Create, Implement and Integrate Campaigns that Really Work, Kogan Page, London, 5th Edition, 2010.

WEBSITES:

1. <https://economictimes.indiatimes.com/definition/advertising>
2. https://en.ryte.com/wiki/Advertising_Media#:~:text=Definition%5Bedit%5D,connection%20to%20the%20advertising%20medium.
3. <https://www.yourarticlelibrary.com/sales/sales-promotion-meaning-definition-objectives-and-importance-of-sales-promotion/25889>
4. <https://economictimes.indiatimes.com/definition/personal-selling>
5. <https://courses.lumenlearning.com/clinton-marketing/chapter/reading-public-relations/>

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CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
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CO5	3	3	3	3	3	3	3	3	3

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	2	1
CO2	1	3
CO3	2	2
CO4	3	3
CO5	1	1

FINANCE ELECTIVE

JBA1008	CORPORATE FINANCE	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To explain the role of Industrial finance in the present scenario.
- To explain various short term sources of finance.
- To assess the various methods of risk appraisal system in investment decision.
- To apply the concept of financing and dividend decision.
- To discuss the good ethical practices of corporate manager.

UNIT I INDUSTRIAL FINANCE 9

Indian Capital Market – Basic problem of Industrial Finance in India, Recent scenario in Finance Industry. Equity – Debenture financing Guidelines from SEBI - Finance from international sources, financing of exports –role of EXIM bank and commercial banks. Finance for rehabilitation of sick units.

UNIT II SHORT TERM-WORKING CAPITAL FINANCE 9

Estimating working capital requirements – Approach adopted by Commercial banks, Commercial paper- Public deposits and inter corporate investments-Applying business loan through online in India.

UNIT III ADVANCED FINANCIAL MANAGEMENT 9

Appraisal of Risky Investments - certainty equivalent of cash flows and risk adjusted discount rate – risk analysis in the context of DCF methods using Probability information – nature of cash flows - Simulation and investment decision-Performing Sensitivity analysis and Decision tree approaches using Excel .

UNIT IV FINANCING DECISION 9

Simulation and financing decision - cash inadequacy and cash insolvency - determining the probability of cash insolvency- Financing decision in the Context of option pricing model and agency costs- Inter-dependence of investment- financing and Dividend decisions.

UNIT V CORPORATE GOVERNANCE 9

Corporate Governance - SEBI Guidelines- Corporate Disasters and Ethics-Corporate Social Responsibility- Stakeholders and Ethics- Ethics, Managers and Professionalism.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

Students will be able,

- To analyze the role of Industrial Finance.
- To evaluate various methods of short term working capital finance.
- To apply appraisal techniques of various risk investment proposals.
- To recall the concepts of financing and dividend decisions.
- To apply ethics in corporate governance.

TEXTBOOKS:

1. Richard A. Brealey, Stewart C. Myers and Mohanthy, "Principles of Corporate Finance", Tata McGraw Hill, 12th edition, 2018
2. I.M. Pandey, "Financial Management", Vikas Publishing House Pvt., Ltd., 11th edition, 2015

REFERENCES:

1. Brigham and Ehrhardt, "Corporate Finance – A focused Approach", Cengage Learning, 5th edition, 2013.
2. M.Y Khan, "Indian Financial System", Tata McGraw Hill, 8th edition, 2013.
3. Smart, Megginson, and Gitman, "Corporate Finance", Pearson Education, 2nd edition, 2008.
4. Krishnamurthy and Viswanathan, "Advanced Corporate Finance", PHI Learning, 1st edition, 2010.
5. Eugene F. Brigham, Scott Besley, Athenia B. Sibindi, "Corporate Finance", Cengage Learning, 5th edition, 2015.

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1. <https://www.corporatefinanceinstitute.com>
2. <https://www.capitalmarket.com>
3. <https://www.youarticlelibrary.com>
4. <https://www.semantics.org.com>
5. <https://www.sebi.gov.in>

MAPPING OF CO's - PO's

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	1	3	2	3	3	1	2	3
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CO4	2	1	2	1	2	2	2	1	2
CO5	3	1	3	2	3	2	3	2	3

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	2	2
CO2	3	3
CO3	3	3
CO4	3	1
CO5	1	2

JBA1009	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To explain the various investment alternatives.
- To classify the various financial securities and stock exchanges.
- To demonstrate intraday stock trading.
- To apply fundamental analysis and technical analysis to a company.
- To analyze different portfolio based on CAPM.

UNIT I INVESTMENT SETTING 9

Definition of Investment –Characteristics and objectives of Investment –Investment alternatives –Risk and return concepts.

UNIT II SECURITIES MARKETS 9

Financial Market – Types – Participants in financial Market – Primary Market – Methods of floating new issues, Book building –Regulation of primary market, Stock exchanges in India –BSE, OTCEI , NSE, ISE, and Regulations of stock exchanges –Trading system in stock exchanges –Virtual trading Using Moneybhai, Olymptrade mobile app.

UNIT III FUNDAMENTAL ANALYSIS 9

Economic Analysis –Economic forecasting –Industry Analysis –Industry classification, Industry life cycle – Company Analysis – Measuring Earnings – Forecasting Earnings – Graham and Dodd's investor ratios. Ratio analysis using current balance sheet of Companies.

UNIT IV TECHNICAL ANALYSIS 9

Fundamental Analysis Vs Technical Analysis – Charting methods – Market Indicators. Trend – Trend reversals –Patterns –Moving Average –Exponential moving Average –Oscillators –Market Indicators – Efficient Market theory- Capital Asset Pricing Model and Arbitrage pricing theory. Graphs using real time data.

UNIT V PORTFOLIO MANAGEMENT 9

Portfolio analysis – Portfolio Selection –Capital Asset Pricing model – Portfolio Revision Portfolio Evaluation.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

Students will be able to,

- Evaluate investment alternatives based on risk and return concepts.
- Demonstrate Virtual stock trading using mobile application.
- Apply fundamental analysis and Technical analysis of a company and compare with other companies.

- Evaluate a portfolio based on CAPM.

TEXTBOOKS:

1. Prasanna Chandra, “Investment analysis and Portfolio Management”, Tata McGraw Hill, 5th edition 2017.
2. Donald E. Fischer & Ronald J. Jordan, “Security Analysis & Portfolio Management”, PHI Learning, New Delhi, 7th edition, 2018

REFERENCES:

1. Reilly & Brown, “Investment Analysis and Portfolio Management, Cengage”, 10th edition, 2016.
2. S. Kevin, “Securities Analysis and Portfolio Management”, PHI Learning, 4th edition, 2012.
3. Cheng F Lee, Joseph E Finnerty, Alice C. Lee, Donald Wort, John C. Lee” Security Analysis, Portfolio Management, and Financial Derivatives”, Pearson Education, 10th edition, January 2012.

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1. <https://efinancemanagement.com>
2. <https://opentextbc.ca/businessopenstax/securities-markets.com>
3. <https://www.ig.com/en/glossary-trading-terms/fundamentalanalysis.com>
4. <https://corporatefinanceinstitute.com>
5. <https://www.moneyworks4me.com>

MAPPING OF CO's - PO's

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CO4	3	3	3	3	3	3	3	3	3
CO5	3	1	3	2	3	2	3	2	3

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	3	3
CO2	1	2
CO3	1	3
CO4	3	3
CO5	3	3

JBA1010	STRATEGIC INVESTMENT AND FINANCING DECISIONS	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To apply the techniques in project investment proposal.
- To acquire a knowledge in Risk and Return concept.
- To understand the evaluation of investment decision
- To familiarize the concept of Capital structure decision.
- To analyze the causes of prediction models of Financial Distress.

UNIT I INVESTMENT DECISIONS

9

Project Investment Management Vs Project Management – Introduction to profitable projects – evaluation of Investment opportunities – Investment decisions under conditions of uncertainty – Risk analysis in Investment decision –Types of investments and disinvestments. –Mini project.

UNIT II CRITICAL ANALYSIS OF APPRAISAL TECHNIQUE

9

Significance of Information and data bank in project selections – Investment decisions under capital constraints – capital rationing, Portfolio – Risk & Return concept - Portfolio risk and diversified projects Case study on risk & return.

UNIT III STRATEGIC ANALYSIS OF SELECTED INVESTMENT DECISIONS

9

Lease financing – Lease Vs Buy decision – Hire Purchase and installment decision – Hire Purchase Vs Lease Decision –Mergers and acquisition –Cash Vs Equity for mergers. –Mind map.

UNIT IV FINANCING DECISIONS

9

Capital Structure –Capital structure theories –Capital structure Planning in Practice. Identify Proportion of Owned capital & borrowed capital.

UNIT V FINANCIAL DISTRESS

9

Consequences, Issues, Bankruptcy, Settlements, reorganization and Liquidation in bankruptcy.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

Students will be able to,

- Discuss the various techniques involved in appraisal project proposal.
- Compare the concepts of risk and return.
- Demonstrate the techniques for making strategic investment decision.
- Illustrate the concept of financing decision with real time data.
- Develop strategies for tackling financial distress.

TEXT BOOKS:

1. Prasanna Chandra, "Financial Management", Tata McGraw Hill, 10th Edition, 2019.
2. Prasanna Chandra, "Projects: Planning, Analysis, Financing Implementation and Review", TMH, New Delhi, 5th edition, 2011.

REFERENCES:

1. Bodie, Kane, Marcus,” Investment”, Tata McGraw Hill, New Delhi, 6th edition, 2010.
2. Brigham E. F & Houston J.F. “Financial Management”, Thomson Publications, 9th edition, 2010.
3. I.M. Pandey,” Financial Management”, Vikas Publishing House, 10th edition, 2010.
4. M. Y. Khan and P. K. Jain,” Financial Management Text and Problems”, Tata McGraw Hill Publishing Co, 4th edition, 2011.

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1. <https://www.economicdiscussion.net>
2. <https://www.managementstudyguide.com/performance appraisal tools.htm>
3. <https://efinancemanagement.com>
4. <https://www.capitalstructure.net>
5. <https://smallbusiness.chron.com>

MAPPING OF CO's - PO's

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	3	3	3	3	3	3	3
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CO4	2	1	2	1	2	2	3	1	2
CO5	3	3	3	3	3	3	3	3	3

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	2	3
CO2	3	1
CO3	2	3
CO4	1	3
CO5	1	1

JBA1011	DERIVATIVES MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To relate the concepts involved in derivatives.

- To compare futures, forwards and spot prices.
- To acquire knowledge in options valuation.
- To familiarize the concept in relation to SWAPS.
- To explain the basic operational mechanisms in derivatives.

UNIT I INTRODUCTION

9

Derivatives –Definition –Types –Forward Contracts –Futures Contracts –Options –Swaps–Differences between Cash and Future Markets – Types of Traders – OTC and Exchange Traded Securities – Types of Settlement –) Uses and Advantages of Derivatives –Risks in Derivatives-Value at Risk (va R).

UNIT II FUTURES CONTRACT

9

Specifications of Futures Contract - Margin Requirements – Marking to Market – Hedging uses Futures– Types of Futures Contracts – Securities, Stock Index Futures, Currencies and Commodities – Delivery Options – Relationship between Future Prices, Forward Prices and Spot Prices. Online demo of future selling.

UNIT III OPTIONS

9

Definitions –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. Demo using mobile application.

UNIT IV SWAPS

9

Definition of SWAP – Interest Rate SWAP – Currency SWAP – Role of Financial Intermediary – Warehousing – Valuation of Interest rate SWAPs and Currency SWAPs Bonds and FRNs –Credit Risk. Case Study.

UNIT V DERIVATIVES IN INDIA

9

Evolution of Derivatives Market in India – Regulations– Exchange Trading in Derivatives – Commodity Futures – Contract Terminology and Specifications for Stock Options and Index Options in NSE – Contract Terminology and specifications for stock futures and Index futures in NSE – Contract Terminology and Specifications for Interest Rate Derivatives- Weather Derivative.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

Students will be able to,

- Assess the concept of Derivatives.
- Apply good skills in Futures contracts.
- Discuss the concept of options valuation.
- Apply skills in SWAPS.
- Classify the basic operations in derivatives.

TEXT BOOKS

1. John.C.Hull, “Options, Futures and other Derivative Securities”, PHI Learning, 10th Edition, 2018.
2. Keith Redhead, “Financial Derivatives – An Introduction to Futures, Forwards, Options and Swaps “– PHI Learning, 2011.

REFERENCES:

1. Stutz, “Risk Management and Derivatives”, Cengage Learning, 2nd Edition, 2011.
2. Varma, ” Derivatives and Risk Management”, PHI, 2nd Edition, 2011.
3. Lawrence G. Mc Millan , ”Options as a Strategic Investment”, Penguin; 5th edition, 2012.

Websites:

1. <https://www.rmahq.org/therisksinfinancialderivatives.com>
2. <https://www.futurecontracts.com>
3. <https://www.futures-and-options.com>
4. <https://www.types-of-swap-contract.com>
5. <https://www.thebalance.com>

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MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	3	2
CO2	2	3
CO3	3	1
CO4	2	3
CO5	3	1

JBA1012	BANKING FINANCIAL SERVICES MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To explain the overview of Indian Banking System.
- To discuss the concept of banking transactions involved in bank.
- To acquire reasonable knowledge in transformation of Indian Banking system.
- To analyze the process of high tech e-banking system.
- To explain the Current issues in banking technology.

UNIT I OVERVIEW OF INDIAN BANKING SYSTEM 9

Overview of Indian Banking System, Types of banks, Functions of banks, key Acts governing the functioning of Indian banking system – RBI Functions, Negotiable Instruments Act 1881, Banking Regulations Act 1948 – Rights and obligations of a banker – Activity on financial statement analysis of banks.

UNIT II BANKING TRANSACTIONS 9

Types of customers-KYC guidelines – Different Deposit products – Principles of Lending – Various Credit products – Fund Based loans :- Cash Credit, Overdraft, Demand loan, Term Loan – Non Fund Based Loans:- Letter of Credit, Guarantees – Documentation – Different modes of creating charges:- Lien, Pledge, Hypothecation and Mortgage – Types of collaterals – Nonperforming assets- Provision & classification of NPAs – SARFAESI act-Activity on Customer profitability analysis and Activity on Comparative analysis of NPA in private banks & public banks.

UNIT III BANKING TECHNOLOGY 9

Indian banking transformation – Electronic Banking – Core banking – Back office processing – Branch computerization – Online banking – Internet and mobile banking - Electronic Distribution channels – Onsite ATMs, Offsite ATMs, Stand alone ATMs, Networked ATMs - Core banking solutions – POS terminals – Home Banking.

UNIT IV HIGH TECH E-BANKING 9

System Evolution of Payment system in India – IFSC code - Payment Methods - Cheque – MICR – Cheque Truncation – ECS Debit & Credit – RECS – EFT – NEFT – SWIFT – CFMS – RTGS – Electro Magnetic Cards, Crypto currency- Security threats in e-banking and RBI's initiatives. Activity on Crypto currency types & trading.

UNIT V NEW AGE BANKING 9

Financial Inclusion – Cross Selling – Private Banking – Personal Finance – CRM in Banking - Contemporary issues in bank management.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

Students will be able to,

- Infer the basic functions of banking operation and its regulation.
- Discuss various products offered by the bank for its customers.
- Analyze the impact of technology in banking industry.
- Evaluate the bank payment and settlement system.
- Analyze and evaluate the various current issues in banking technology.

TEXTBOOKS

- a. Padmalatha Suresh and Justin Paul, “Management of Banking and Financial Services”, Pearson Education, Delhi, 2012.
- b. Sharma,” Principles Practices of Banking – Indian Institute of Banking & Finance” Macmillan Publishers India Limited, 4th edition, 2012.
- c. Vijayaragavan Iyengar, “Introduction to Banking”, Excel Books 5th edition, 2011.

REFERENCES:

1. Meera Sharma, “Management of Financial Institutions – with emphasis on Bank and Risk Management”, PHI Learning Pvt. Ltd., New Delhi, 6th edition, 2010.
2. Peter S. Rose and Sylvia C. and Hudgins, “Bank Management and Financial Services”, Tata Mc Graw Hill, New Delhi, 7th edition, 2017.
3. Clifford Gomez,” Banking & Finance Theory, Law and Practice” , PHI Learning Private Limited, 4th edition, 2011
4. Arunchaterjee,” Credit Management”, Skylark Publications, 1st edition, 2012.
5. K.P.M. Sundharam&Varshney,” Banking Theory Law & Practice “, Sultan Chand & son’s 20th edition, 2014.

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1. <https://www.banks-meaning-functions-types.com>
2. <https://www.corporatefinanceinstitute.com>
3. <https://www.crisil.com>
4. <https://www.brainkart-merger-diversification.com>
5. <https://www.cointelegraph.com>

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CO5	3	2	3	3	2	3	2	2	3

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	3	2
CO2	3	3
CO3	1	3
CO4	3	3
CO5	1	2

JBA1013	MERCHANT BANKING AND FINANCIAL SERVICES	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To outline the basic aspects on Merchant Banking and Financial Services.
- To State the role of merchant banker in Issuing securities and its procedure.
- To explain the other fee based services provided by the Merchant Banker.
- To apply financial evaluation techniques on leasing and hire purchase.
- To discuss other fund based financial services offered by the Merchant banker.

UNIT I MERCHANT BANKING 9

Introduction – An Over view of Indian Financial System – Merchant Banking in India – Recent Developments and Challenges ahead – merchant banking services offered by banks – NBFC'S offering merchant banking –Legal and Regulatory Framework – Relevant Provisions of Companies Act- SERA- SEBI guidelines- FEMA, etc. Activity –To list down the current Merchant bankers in selective region.

UNIT II ISSUE MANAGEMENT 9

Role of Merchant Banker in Appraisal of Projects, Designing Capital Structure and Instruments – Issue Pricing – Book Building –Preparation of Prospectus Selection of Bankers - Role of Registrars –Bankers to the Issue, Underwriters, and Brokers. – Offer for Sale – Green Shoe Option –E-IPO, Private Placement – Bought out Deals – Placement with FIs, MFs, FIIs, etc. - Off - Shore Issues. – Issue Marketing – Advertising Strategies –NRI Marketing –Post Issue Activities.

UNIT III OTHER FEE BASED SERVICES 9

Mergers and Acquisitions –Portfolio Management Services –Credit Syndication –Credit Rating –Mutual Funds - Business Valuation.

UNIT IV FUND BASED FINANCIAL SERVICES

9

Leasing and Hire Purchasing –Basics of Leasing and Hire purchasing –Financial Evaluation.

UNIT V OTHER FUND BASED FINANCIAL SERVICES

9

Consumer Credit – Credit Cards – Real Estate Financing – Bills Discounting – factoring and Forfeiting – Venture Capital - venture debt funds –start up financing. Activity based on analysis of plastic money.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

Students will be able to,

- Infer the concept of merchant banking activities.
- Analyse the concept towards initial public offerings.
- Discuss the issues around fee-based services.
- Examine the financial techniques on leasing and hire purchasing.
- Identify issues on fund-based services offered by merchant bankers.

TEXT BOOKS:

1. M.Y.Khan, “Financial Services”, Tata McGraw-Hill, 10th edition, 2019.
2. MadhuVij & Swati Dhawan,” Merchant Banking and Financial Services”, Tata McGraw-Hill, 2nd edition, 2017.
3. Nalini, Prava Tripathy,” Financial Services”, PHI Learning, 7th edition, 2011.

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1. Machiraju, “Indian Financial System”, Vikas Publishing House, 5th Edition, 2018.
2. H.R. Machiraju,”Merchant Banking, Principles and Practice “, Vikas Publishing House; 21st edition, 2013.
3. Varshney P.N. & Mittal D.K.,” Indian Financial System”, Sultan Chand & Sons, New Delhi,5th edition,2015.
4. Sasidharan,” Financial Services and System”, Tata McGraw Hill, New Delhi, 2nd Edition, 2011.

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1. <https://corporatefinanceinstitute.com>
2. <https://www.projectmanager.com>
3. <https://www.mutualfundssahihai.com>
4. <https://efinancemanagement.com>
5. <https://www.comcapfactoring.com>

MAPPING OF CO's - PO's

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2	1	2	1	2	2	3	1	2
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CO5	3	1	3	1	3	2	3	1	3

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	3	2
CO2	2	3
CO3	3	3
CO4	3	3
CO5	1	2

HUMAN RESOURCE MANAGEMENT

JBA1014	STRATEGIC HUMAN RESOURCE MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To explain the concept of the transformation in the role of HR functions.
- To discuss HRD needs assessment, e-HRM & strategic HRM.
- To analyze the various roles played by HRD professional.
- To explain the concepts of cross cultural training, mergers & acquisitions and OD process.
- To distinguish between traditional HRM & Strategic HRM.

UNIT I HUMAN RESOURCE DEVELOPMENT

9

Meaning – Strategic framework for HRM and HRD – Vision, Mission and Values – Importance – Challenges to Organizations – HRD Functions - Roles of HRD Professionals - HRD Needs Assessment - HRD practices – Measures of HRD performance – Links to HR, Strategy and Business Goals – HRD Program Implementation and Evaluation – Recent trends – Strategic Capability , Bench Marking and HRD Audit – Activity on Self measurement of KPI.

9

UNIT III CROSS CULTURAL HRM

9

UNIT IV CAREER & COMPETENCY DEVELOPMENT

9

UNIT V EMPLOYEE COACHING & COUNSELING

9

TOTAL: 45 PERIODS

COURSE OUTCOMES:

- Relate the tools and techniques used by organizations to meet current challenges.
- Analyze tools for HRD implementation.
- Design strategies for HR operations.
- Discuss on clarity of needs assessment and coaching methods.
- Compare traditional HRM with Strategic HRM.

TEXT BOOKS:

1. Randy L. Desimone, Jon M. Werner – David M. Mathis,” Human Resource Development”, Cengage Learning, Edition 6, 2012.
2. Paul Boselie. “Strategic Human Resource Management: A Balanced Approach”. McGraw Hill Education. 2nd edition.2012.

REFERENCES:

1. Jeffrey A Mello, “Strategic Human Resource Management”, Cengage Learning, 4th edition, 2019.
2. Robert L. Mathis and John H. Jackson, “Human Resource Management”, Cengage Learning, 2nd edition, 2015.
3. Monir H. Tayeb. “International Human Resource Management: A Multinational Company Perspective”. Oxford Press. 2015.
4. Randall S Schuler and Susan E Jackson. “ Strategic Human Resource Management: Global Perspectives.” John Wiley & Sons, India, 2nd edition, 2016.

5. John McLeod.” The Counselor’s workbook: Developing a Personal Approach”. Tata McGraw Hill 6th edition, 2017.

WEBSITES:

1. <https://hr.toolbox.com>
2. <https://www.iedunote.com/e-hrm>
3. <https://www.shrm.org>.
4. <https://smallbusiness.com>
5. <https://www.thebalancecareers.com>

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CO3	3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3	3
CO5	2	1	2	1	2	2	3	1	2

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	3	1
CO2	3	3
CO3	1	3
CO4	1	2
CO5	3	3

JBA1015	Organizational Culture & Development	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To explain the concept of organization and its environment.
- To discuss about the organizational Design.
- To explain strong and weak organization culture.
- To develop the culture strategy in the organization.

- To recall the concept of organization life cycle.

UNIT I ORGANISATION & ITS ENVIRONMENT 9

Meaning of Organization – Need for existence - Organizational Effectiveness – Creation of Value – Measuring Organizational Effectiveness – External Resources Approach, Internal Systems Approach and Technical approach - HR implications.

UNIT II ORGANIZATIONAL DESIGN 9

Organizational Design – Determinants – Components – Types - Basic Challenges of design – Differentiation, Integration, Centralization, Decentralization, Standardization, Mutual adjustment Mechanistic and Organic Structures- Technological and Environmental Impacts on Design Importance of Design – Success and Failures in design - Implications for Managers- **Case study.**

UNIT III ORGANISATIONAL CULTURE 9

Understanding Culture – Strong and Weak Cultures – Types of Cultures – Importance of Culture - Creating and Sustaining Culture - Culture and Strategy - Implications for practicing Managers. Group discussion on Organization culture in IT sector and Manufacturing sector in India.

UNIT IV ORGANISATIONAL CHANGE 9

Meaning – Forces for Change - Resistance to Change – Types and forms of change – Evolutionary and Revolutionary change – Change process -Organization Development – HR functions and Strategic Change Management - Implications for practicing Managers.

UNIT V ORGANISATION EVOLUTION AND SUSTENANCE 9

Organizational life cycle – Models of transformation – Models of Organizational Decision making – Organizational Learning – Innovation, Intrapreneurship and Creativity-HR implications towards Organizational growth.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

Students will be able to,

- Infer the concept of organization environment.
- Interpret the knowledge on the concept of organizational design.
- Develop strategies with respect to organization culture.
- Discuss the concept of Organizational change and its impact.
- Develop decision making strategies based on Organization lifecycle

TEXTBOOKS:

1. Gareth R.Jones,” Organizational Theory, Design & Change”, Pearson Education, 7th Edition 2015.
2. Richard L. Daft, “Understanding the theory & Design of Organizations”, Cengage Learning Western, 7th Edition, 2007.

REFERENCES

1. Thomson G. Cummings and Christopher G. Worley,” Organizational development and Change”, Cengage Learning, 10th edition, 2014.
2. Robbins,” Organization Theory; Structure Design & Applications”, Prentice Hall of India, 5th edition, 2011.

3. KavitaSingh, "Organization Change and Development" ,Excel Books, 2nd Edition,2012
4. Wendell L.Frency, Cecil Bell,Jr.,Veena Vohra, "Organizational Development: Behavioral Science Interventions for Organizational Improvement", Pearson Education, 6th Edition, 2017

WEBSITES:

1. <https://www.iedunote.com>
2. <https://www.organisationaldesign.net>
3. <https://www.organisationalchange.com>
4. <https://intellivene.com>
5. <https://www.shrm.org>.

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CO5	3	2	3	2	3	2	3	2	3

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	3	2
CO2	3	3
CO3	2	2
CO4	3	3
CO5	1	2

JBA1016	TRAINING AND DEVELOPMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To explain the concept of job analysis and performance appraisal.
- To describe the methods and techniques in Learning.
- To assess training needs and design training programs.
- To discuss the levels, tools and techniques involved in evaluation of training effectiveness.

- To evaluate job using various methods and techniques.

UNIT I INTRODUCTION

9

Job analysis– manpower planning – at the start of the business and as ongoing process–performance appraisal–standards, methods, errors – Activity on real time performance appraisal.

UNIT II METHODS OF LEARNING

9

Learning Objectives–domains of learning–methods of learning–importance of teaching techniques–instruction technology–instructor behavior–attention versus involvement – Activity on Virtual instructor

UNIT III TRAINING

9

Need for Training and Development–Role of Development officers–administrators, consultants, designers and instructors –determining training needs–potential macro needs–usefulness of training–development of competency-based training programs–Evaluation of training programs.

UNIT IV METHODS OF TRAINING

9

Methods of training – on the job training – off the job training– choosing optimum method – the lecture – field trips – panel discussion – behavior – modeling interactive demonstrations–brainstorming– case studies – action mazes, incident process, in-baskets, team tasks, buzz-groups and syndicates, agenda setting, role play - reverse role plays, rotational role plays finding metaphors ,groups, data gathering ,grouping methods, transactional analysis, exception analysis

UNIT V DEVELOPMENT

9

Need for development – differences between training and development– management development program–career development program–counseling evaluation of programs– job evaluation– methods and techniques.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

Students will be able to,

- Infer the concept of Job analysis and Performance evaluation.
- Discuss the methods and techniques of learning.
- Analyze the importance of training.
- Demonstrate different methods of training.
- Assess different methods and techniques of training program.

TEXTBOOKS:

1. Dr.R.K. Sahu, “Training and development, Excel book’s publication, second edition, New Delhi, 2009.
2. Bhupen Srivastava, “Organizational Design and Development: Concepts and applications”, Dream tech press, 3rd edition, 2007.

REFERENCES:

1. Robert A Paton, James Mc Calman, Sabina Siebert,” Change Management, A guide to effective implementation”, Sage Publication, 2nd edition, 2015.
2. Adrian Thorn Hill, Philip Lewis, Mike Mill more and Mark Saunders, Trevor Morrow, “Strategic Human Resource Management: Contemporary Issues”, Prentice Hall, 1st edition, 2007.

3. Dr.B. Janakiram,"Training And Development: Indian Text ,"1st edition Paperback –2008.
4. Dipak Kumar Bhattacharyya, "Training and Development: Theories and Applications, Sage Publication, 7th edition, 2016.
5. Steven A.Beebe, Timothy P.Mottet and K.David Roach," Training and Development: Enhancing communication and Leadership Skills",4th edition,2012.

WEBSITES:

1. <https://www.toppr.com>
2. <https://www.efrontlearning.com>
3. <https://www.training.com>
4. <https://www.triningindustry.com>
5. <https://www.thebalancecareers.com>

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CO5	3	1	3	2	3	3	3	2	3

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	3	2
CO2	3	2
CO3	3	1
CO4	3	3
CO5	1	2

JBA1017	PERFORMANCE MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To explain the concept of performance evaluation.
- To summarize the various theories of performance management.

- To discuss the concept of performance management.
- To analyze the strategies of planning in performance management.

UNIT I INTRODUCTION OF PERFORMANCE MANAGEMENT 9

Definition of Performance Evaluation, Evolution of Performance Management, Definitions and Differentiation of Terms Related to Performance Management. Importance of Performance Management, Linkage of Performance Management to Other HR Processes.

UNIT II THEORETICAL FRAMEWORK OF PERFORMANCE MANAGEMENT 9

Goal Theory and its Application in Performance Management, Control Theory and its Application in Performance Management, Social Cognitive Theory and its Application in Performance Management, Organizational Justice Theory and its Application in Performance Management – case study on each theory.

UNIT III AN OVERVIEW OF PERFORMANCE MANAGEMENT 9

Aims of Performance Management, Purpose of Performance Management, Employee Engagement and Performance Management, Principles of Performance Management, Overview of Performance Management as a System, Dimensions of Performance Management.

UNIT IV PROCESS OF PERFORMANCE MANAGEMENT 9

Overview of Performance Management Process, Performance Management Process, Performance Management Planning Process, Mid-cycle Review Process, End-cycle Review Process, Performance Management Cycle at a Glance.

UNIT V PLANNING OF PERFORMANCE MANAGEMENT 9

Introduction, Performance Management Planning, the Planning Process, Performance Agreement, Drawing up the Plan, Evaluating the Performance Planning Process- Ethics in Performance Appraisal. (Bamboo HR , HR One , Workday software, Zoho People)

TOTAL: 45 PERIODS

COURSE OUTCOMES:

Students will be able to,

- Interpret the different terms involved in performance management.
- Discuss the various theories in performance management.
- Identify the various dimension of performance management.
- Recall the concept of performance management.
- Build a plan for performance planning process.

TEXTBOOKS:

1. Prem Chadha, "Performance Management", Macmillan India, New Delhi, 5th edition, 2011.
2. Michael Armstrong & Angela Baron, "Performance Management: The New Realities", Jaico Publishing House, New Delhi, 6th edition, 2015.

REFERENCES:

1. T.V.Rao," Appraising and Developing Managerial Performance", Excel Books, 2nd edition, 2008.
2. David Wade and Ronad Recardo, "Corporate Performance Management", Butter Heinemann, New Delhi, 5th edition, 2002.
3. Henderson," Compensation Management in Knowledge Based World, Pearson Education, 9th edition, 2012.
4. DewakarGoel,"Performance Appraisal and Compensation Management", PHI Learning, New Delhi, 4th edition, 2014.
5. A.M.Sarma," Performance Management Systems", Himalaya Publishing House, NewDelhi,6th edition,2012.

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1. <https://www.hrci.org>
2. <https://www.thoughtco.com>
3. <https://www.custominsight.com>
4. <https://hr.toolbox.com>
5. <https://www.mindtools.com>

MAPPING OF CO's - PO's

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CO4	1	1	1	1	1	1	2	1	1
CO5	3	2	3	2	3	2	3	2	3

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	1	2
CO2	3	3
CO3	2	3
CO4	3	3
CO5	1	1

JBA1018	MANAGERIAL BEHAVIOUR AND EFFECTIVENESS	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To discuss the dimensions of managerial job.
- To explain the concepts of different models of getting managerial effectiveness.
- To discuss the concepts of designing a managerial job.

- To discuss on the environmental issues in managerial job.
- To explain the competitive spirit and negotiation concepts.

UNIT I DEFINING THE MANAGERIAL JOB 9

Descriptive Dimensions of Managerial Jobs – Methods – Model – Time Dimensions in Managerial Jobs – Effective and Ineffective Job behavior –Functional and level differences in Managerial Job behavior.

UNIT II DESIGNING THE MANAGERIAL JOB 9

Identifying Managerial Talent – Selection and Recruitment – Managerial Skills Development – Pay and Rewards – Managerial Motivation – Effective Management Criteria – Performance Appraisal Measures – Balanced Scorecard - Feedback – Career Management – Activity on Current Practices.

UNIT III THE CONCEPT OF MANAGERIAL EFFECTIVENESS 9

Definition – The person, process, product approaches – Bridging the Gap – Measuring Managerial Effectiveness – Current Industrial and Government practices in the Management of Managerial Effectiveness- the Effective Manager as an Optimizer.

UNIT IV	ENVIRONMENTAL ISSUES IN MANAGERIAL EFFECTIVENESS	9
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Organizational Processes – Organizational Climate – Leader – Group Influences – Job Challenge–
Competition – Managerial Styles–Role-play on different managerial styles.

UNIT V DEVELOPING THE WINNING EDGE 9

Organizational and Managerial Efforts – Self Development – Negotiation Skills – Development of the Competitive Spirit – Knowledge Management – Fostering Creativity and innovation.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

Students will be able to,

- Interpret the various dimensions of managerial job.
- Design a managerial job.
- Identify the different models of achieving managerial effectiveness.
- Infer the environmental issues in a managerial job.
- Influence the knowledge on competitive spirit and negotiation.

TEXTBOOKS:

1. Peter F. Drucker, “the Practice of Management: The dean of this country’s business and management philosophers”, Harper Collins, 4th edition, 2010.
2. Jerry M. Newman and Barry Gerhart and George T. Milkovich,” Compensation “McGraw- Hill International, 12th Edition, 2017.

REFERENCES:

1. P.NickBlanchard and James W. Thacker, “Effective Training Systems, Strategies and Practices Boston”, Pearson Education, 5th edition, 2013.

2. Andrew J.Dubrin, "Leadership: Research Findings, Practices & Skills", Cengage Learning, 9th edition, 2019.
3. Joe Tidd, John R.Bessant, Keith Pavitt," Managing Innovation: Integrating Technological Market and Organizational change", John Wiley & Sons, 6th edition, 2018.
4. T.V.Rao," Appraising and Developing Managerial Performance", Excel Books, 2nd edition, 2008.

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1. <https://www.coursehero.com>
2. <https://corporatefinanceinstitute.com>
3. <https://bizfluent.com>
4. <https://www.ilearnlot.com>
5. www.knowledgemanagementtools.net

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MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	3	2
CO2	1	1
CO3	2	3
CO4	1	2
CO5	1	2

JBA1019	INDUSTRIAL RELATIONS AND LABOUR WELFARE		L	T	P	C
			3	0	0	3

COURSE OBJECTIVES:

- To explain the contemporary knowledge in industrial relation.
- To gain a conceptual recall of industrial conflicts.
- To discuss the policies and measures in Labor welfare.
- To list the provisions with respect to Industrial safety.
- To discuss the concept of welfare of special categories of labor.

UNIT I INDUSTRIAL RELATION

9

Concepts – Importance – Industrial Relations problems in the Public Sector – Growth of Trade Unions – Codes of conduct.

UNIT II INDUSTRIAL CONFLICTS

9

Disputes – Impact – Causes – Strikes – Prevention – Industrial Peace – Government Machinery – Conciliation – Arbitration – Adjudication. Case study in Industrial Disputes.

UNIT III LABOUR WELFARE

9

Concept – Objectives – Scope – Need – Voluntary Welfare Measures – Welfare Measures statutory – Labor – Welfare Funds – Education and Training Schemes. Activity on submission Welfare Forms.

UNIT IV INDUSTRIAL SAFETY

9

Causes of Accidents – Prevention – Safety Provisions – Industrial Health and Hygiene – Importance – Problems – Occupational Hazards – Diseases – Psychological problems – Counseling – Statutory Provisions.

UNIT V WELFARE OF SPECIAL CATEGORIES OF LABOUR

9

Child Labor – Female Labor – Contract Labor – Construction Labor – Agricultural Labor – Differently able Labor – BPO & KPO Labor - Social Assistance – Social Security – Implications. Group discussion on labor welfare.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

Students will be able to,

- Infer the concept of Industrial relation.
- Create strategies to manage Industrial conflict.
- Inspect the welfare of industrial labor.
- Discuss the norms of Industrial safety.
- Recall the provisions of welfare of special categories of labour.

TEXTBOOKS:

1. Mamoria C.B., Sathish Mamoria, P. Subba Rao,” Dynamics of Industrial Relations”, Himalaya Publishing House, New Delhi, 16th edition, 2020.
2. Arun Monappa, Ranjeet Nambudiri, Patturaja Selvaraj.” Industrial relations & Labor Laws”. Tata McGraw Hill. 6th edition, 2014.

REFERENCES:

1. Ratna Sen, “Industrial Relations in India, Shifting Paradigms”, Macmillan India Ltd., New Delhi, 3rd edition, 2007.
2. C.S. Venkata Ratnam, “Globalization and Labor Management Relations”, Response Books, 2nd edition, 2007.
3. Sharma R.C ,”Industrial Relations and Labour Legislation”, PHI, 5th edition, 2016
4. Pradip Kumar Das ,”Industrial Relations: An Indian Perspective”, Kunal Books, 5th edition, 2011
5. Trevor Colling and Michael Terry,”Industrial Relations: Theory and Practice”, John Wiley & Sons 1st edition, 2010.

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2. <https://theinvestorbook.com>
3. <https://www.businessmanagementideas.com>
4. <https://www.convergencetraining.com>
5. <https://www.coursehero.com>

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CO5	1	1	1	1	1	1	2	1	1

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	1	1
CO2	2	3
CO3	1	3
CO4	3	3
CO5	2	2

OPERATION ELECTIVE

JBA1020	FUNDAMENTALS OF SIX SIGMA	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To explain the scope and breadth of six sigma.
- To apply the tools and techniques of six sigma to increase productivity.
- To examine the process using various statistical and lean tools for improvement.
- To identify the Voice of the Customer and translate into Critical to Quality parameters.
- To appraise the design reliability with respect to change and implementation.

UNIT-I	Fundamentals and Principles of Six Sigma	9
<p>The fundamentals of six sigma-principles of quality management- Business performance Improvement and six sigma-the evolution of six sigma-Qualities as a Business Performance Metric-Quality Principles and Six Sigma- six sigma and Competitive Advantage.</p> <p>Principles of Six Sigma-concept of Process Capability-meaning, significance and measurement - Six Sigma Body of Knowledge-Metrics and Measurement-Six Sigma Problem Solving-Six Sigma in Service Organization.</p>		
UNIT-II	Project organization and Process Measurement	9
<p>Project Organization, Selection, and Definition- Organizing for Six Sigma Projects- People skills- Six sigma Project Selection- Project Definition-Project Review.</p> <p>Process Measurement- Process Metrics- Data Collection-Data Summarization– Measurement System Evaluation and Verification- Process Capability Evaluation-Benchmarking. Activity on bench marking.</p>		
UNIT-III	Process Analysis and Process Improvement	9
<p>Process Analysis – Statistical Methods in Six Sigma- Probability Distribution- Basic Statistical Methods- Tools for Process Analysis. Process Improvement- Principles of Process Improvement- Tools for Process Improvement- Six Sigma and Lean Production- Implementation Planning.</p>		
UNIT-IV	Process Control and Concept Development	9
<p>Process Control- Control Systems-Statistical Process Control- Constructing and Using Control Charts. Design for Six Sigma-Concept and Design Development- Overview of DFSS- Concept Development- Concept Engineering- Design Development- Quality Function Deployment- Detailed Design and Analysis- Design Failure Mode and Effect Analysis- Reliability Prediction in DFSS. Activity on QFD</p>		
UNIT- V	Evaluation and Control	9
<p>Design for Six Sigma-Optimization and Verification-Design of Experiments- Taguchi Methods for Robust Design- Design for Reliability- Reliability Evaluation- Simulation in DFSS-Design Verification. Six Sigma Implementation- Principles for Six Sigma Implementation-Project Management- Organizational Culture and Change Management- Enterprise Leadership- Knowledge Management. Activity on estimating project duration using project management</p>		
		TOTAL: 45 PERIODS

COURSE OUTCOMES:

The students will be able:

- To infer the concept of six sigma and the underlying principles.
- To apply statistical tools and techniques in six sigma.
- To analyse the voice of the customer while implementing six sigma.
- To evaluate design experiments with effects on reliability.

TEXTBOOKS:

1. James R.Evans and William M.Lindsay, “An Introduction to Six sigma & Process Improvement “, Cengage Learning, 2nd Edition, 2015.
2. Thomas Pyzdek and Paul Keller, “The Six Sigma Handbook”, McGraw-Hill Professional, 5th Edition, 2018.

REFERENCES:

1. M.Gopala Krishnan, "Simplified Six sigma Methodology, Tools and Implementation", PHI Learning, New Delhi, 3rd edition, 2012.
2. Jiju Antony; Ashok Kumar; Ricardo Banuelas, "World class applications of Six Sigma", Oxford: Butterworth-Heinemann, 4th edition, 2006.
3. Georgette Belair and John O' Neill, "Implementing Design for Six Sigma: A leader's guide", Pearson Education, 6th edition, 2007.

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1. <https://www.greycampussixsigma.com>
2. <https://www.businessmappingprocessmeasurement.com>
3. <https://www.omteam.it/en/processanalysis.in>
4. <https://www.simulationbasedleansixsigma.in>
5. <https://www.processindustryinformer.com>

MAPPING OF CO's - PO's

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2	1	2	1	2	2	3	1	2
CO2	3	2	3	2	3	2	3	2	3
CO3	3	1	3	2	3	3	3	2	3
CO4	3	2	2	3	2	3	3	3	3
CO5	3	2	3	2	3	2	3	2	3

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	3	1
CO2	3	1
CO3	2	3
CO4	3	3
CO5	3	2

JBA1021	LEAN MANUFACTURING	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To describe the basic concepts of lean production system.
- To illustrate the various systems for standardizing the lean work.
- To interpret the usage of JIT in Pull system by applying Kanban and Value stream mapping.
- To summarize the concepts of JIDOKA.

- To implement lean manufacturing culture in the factories.

UNIT I INTRODUCTION

9

The mass production system – Origin of lean production system – Necessity – Lean revolution in Toyota – Systems and systems thinking – Basic image of lean production – Customer focus – Muda (waste). Activity on TIMWOODS wastage in service industry.

UNIT II STABILITY OF LEANSYSTEM

9

Standards in the lean system – 5S system – Total Productive Maintenance – standardized work – Elements of standardized work – Charts to define standardized work – Man power reduction – Overall efficiency - standardized work and Kaizen – Common layouts, Activity on 5S implementation in classroom.

UNIT III JUST IN TIME

9

Principles of JIT – JIT system – Kanban – Kanban rules – Expanded role of conveyance – Production leveling – Pull systems – Value stream mapping.

UNIT IV JIDOKA (AUTOMATION WITH A HUMAN TOUCH)

9

Jidoka concept – Poka-Yoke (mistake proofing) systems – Inspection systems and zone control – Types and use of Poka-Yoke systems – Implementation of Jidoka.

UNIT V WORKER INVOLVEMENT AND SYSTEMATIC PLANNING METHODOLOGY

9

Involvement – Activities to support involvement – Quality circle activity – Kaizen training – Suggestion Programmes – Hoshin Planning System (systematic planning methodology) – Phases of Hoshin Planning – Lean culture, Classroom Exercise on Lean culture Implementation.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

The students will be able:

- To apply the various concepts of lean production system.
- To infer the systems for standardizing the lean work.
- To demonstrate Jidoka to reduce mistakes.
- To plan worker involvement and systematic planning methodology.

TEXTBOOKS:

1. Dennis P.,” Lean Production Simplified: A Plain-Language Guide to the World's Most Powerful Production System”, Productivity Press, 3rd edition, New York, 2017.
2. Jeffrey K. Liker and Karyn Ross, “The Toyota Way to Service Excellence: Lean Transformation in Service Organizations: Lean Transformation in Service Organizations”, McGraw Hill Professional, 2nd edition, 2016.

REFERENCES

1. Frank Voehl; H. James Harrington; Chuck Mignosa and Rich Charron,” the Lean Six Sigma Black Belt Handbook: Tools and Methods for Process Acceleration”, CRC Press, 5th edition, 2016.
2. Ohno. T.,” Toyota Production System: Beyond Large-Scale Production”, CRC Press. Taylor & Francis, 2019.
3. Rother. M., and Shook. J, “Learning to See: Value Stream Mapping to Add Value and Eliminate MUDA”, Lean Enterprise Institute, 2nd edition, 2007.

WEBSITES:

1. <https://www.leansixsigmadefinition.com>
2. <https://www.5stoday.com>
3. <https://www.justintime.in>
4. <https://www.kanbanizejidoka.com>
5. <https://www.leanproduction.com>

MAPPING OF CO's - PO's

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	2	3	2	3	2	3	2	3
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CO3	3	2	3	2	3	2	3	2	3
CO4	3	2	2	3	2	3	3	3	3
CO5	1	3	3	3	3	2	1	3	3

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	3	2
CO2	3	3
CO3	1	3
CO4	3	3
CO5	1	2

JBA1022	SERVICES OPERATIONS MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To analyse the role of service in production management.
- To classify the dimensions in developing the service design.
- To measure the service reach ability to consumers.
- To identify the facility layout and location using various techniques.
- To analyse the demand and capacity match to the service organization.

UNIT I INTRODUCTION

9

Services – Importance, role in economy, service sector – growth; Nature of services -Service classification , Service Package, distinctive characteristics , open-systems view; Service Strategy – Strategic service vision, competitive environment, generic strategies, winning customers; Role of information technology; stages in service firm competitiveness; Internet strategies - Environmental strategies.

UNIT II SERVICE DESIGN

9

New Service Development – Design elements – Service Blue-printing - process structure – generic approaches –Value to customer; Retail design strategies – store size – Network configuration; Managing Service Experience –experience economy, key dimensions; Vehicle Routing and Scheduling. Activity on Service blueprint

UNIT III SERVICE QUALITY

9

Service Quality- Dimensions, Service Quality Gap Model; Measuring Service Quality –SERVQUAL - Walk- through Audit; Quality service by design - Service Recovery - Service Guarantees; Service Encounter – triad, creating service orientation, service profit chain; Front-office Back-office Interface– service decoupling. Activity on gap model

UNIT IV SERVICE FACILITY

9

Services capes – behaviour - environmental dimensions – framework; Facility design – nature, objectives, process analysis – process flow diagram, process steps, simulation; Service facility layout; Service Facility Location – considerations, facility location techniques – metropolitan metric, Euclidean, centre of gravity, retail outlet location , location set covering problem, Activity on service facility layout

UNIT V MANAGING CAPACITY AND DEMAND

9

Managing Demand – strategies; Managing capacity – basic strategies, supply management tactics, operations planning and control; Yield management; Inventory Management in Services– Retail Discounting Model, Newsvendor Model; Managing for growth- expansion strategies, franchising , globalization.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

The student will be able:

- To design SERVQUAL instrument to measure service quality.
- To infer the concepts, tools and techniques of service operations management.
- To interpret the dimensions of service design.
- To design strategies for Inventory management in service.

TEXT BOOKS:

1. James A. Fitzsimmons,” Service Management – Operations, Strategy, Information Technology”,Tata McGraw-Hill, 9th Edition 2018.
2. Richard Metters, Kathryn King-Metters, Madeleine Pullman, Steve Walton ,”Successful Service Operations Management, South-Western”, Cengage Learning, 2nd Edition ,2012

REFERENCES:

1. CengizHaksever, Barry Render, Roberta S. Russell, Rebert G. Murdick, “Service Management and Operations”, , Pearson Education, 3rd edition, 2018.
2. Robert Johnston, Graham Clark,” Service Operations Management”, Pearson Education, 4nd Edition, 2012.
3. J.Nevan Wright and Peter Race, “The management of service operations”, Cengage, 2nd Edition, 2004.
4. Bill Hollins and Sadie Shinkins,” Managing Service Operations”, Sage, 2nd edition, 2006.

WEBSITES:

1. <https://www.iedunotegenericstrategies.com>
2. <https://www.servicedesign.com>
3. <https://www.businessmanagementideasservicequality.com>
4. <https://www.ceriss.eu.servicefacility.com>
5. <https://www.saviom.capacitymanagement.com>

MAPPING OF CO's - PO's

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CO4	3	3	3	3	3	3	3	3	3
CO5	2	1	2	3	3	2	3	1	2

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	3	2
CO2	3	3
CO3	1	3
CO4	3	3
CO5	1	2

JBA1023	PRODUCT DESIGN	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To describe the generic outlook in developing the product.
- To identify the need recognition and problem identification.
- To develop the product concepts with alternative solutions.
- To relate the usage of various tools in designing the product.
- To prepare the patent formalities before commercializing product.

UNIT I INTRODUCTION 9

Defining Product, Types of products. Product development – characteristics, duration and cost, challenges. Development Process: Generic Process-Adapting to product types. Evaluation – decay curve – cost expenditure curve. Activity on idea generation for new product.

UNIT II PRODUCT PLANNING 9

Product Planning Process – Steps. Opportunity identification – breakdown structure- product development charter. Product Life Cycle. Technology Life Cycle - Understanding Customer Needs - Disruptive Technologies- Product Specification - Concept Generation – Activity-Steps-Techniques.

UNIT III PRODUCT PROCESS CONCEPT 9

Concept Selection – Importance, Methodology, concept Screening, Concept Scoring. Concept Testing. Product Architecture- Definition, Modularity, implication, Establishment, Delayed Differentiation, Platform Planning.

UNIT IV INDUSTRIAL DESIGN AND DESIGN TOOLS 9

Industrial Design, Design for Manufacturing-Value Engineering-Ergonomics-Prototyping-Robust Design- Design for X-failure rate curve-product use testing-Collaborative Product development-Product development economics-scoring model- financial analysis. Activity on identifying ergonomic application in consumer product

UNIT V PATENTS 9

Defining Intellectual Property and Patents, Patent Searches and Application, Patent Ownership and Transfer, Patent Infringement, New Developments and International Patent Law. Activity on new product development

TOTAL: 45 PERIODS

COURSE OUTCOMES:

The student will be able:

- To describe the generic process adapting to product types.
- To analyze the factors responsible for product patents.

- To analyse the financial aspects of industrial design.
- To develop a product with alternative solutions.

TEXTBOOKS:

1. Karl T. Ulrich, Steven D. Eppinger, Anita Goyal, “Product Design and Development”, Tata McGraw Hill, 5th Edition, 2012.
2. Kenneth B. Kahn, “New Product Essentials”, Sage, 2nd Edition 2014.

REFERENCES:

1. A.K. Chitale and R.C. Gupta, “Product Design and Manufacturing”, PHI, 6th Edition, 2013.
2. Deborah E. Bouchoux, Delmar, “Intellectual Property Rights”, Cengage Learning, 4th Edition, 2016.
3. Anil Mital, Anoop Desai, Anand Subramanian, Aashi Mital, “Product Development – a Structural Approach to Consumer Product Development, Design, Manufacture”, Elsevier, 4th edition, 2011.
4. Michael Grieves, “Product Life Cycle Management”, Tata McGraw Hill, 6th Edition, 2006.
5. Kerber, Ronald L, Laseter, Timothy M., “Strategic Product Creation”, Tata-McGraw Hill, 4th Edition, 2007.

WEBSITES:

1. <https://www.productplan.com>
2. <https://www.productplanningmanagement.com>
3. <https://www.businessmanagementideas.productconcept.com>
4. <https://www.idsa.industrialdesign.org/organisation>
5. <https://www.smallbusiness.findlaw.patent.com>

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CO5	2	1	2	1	2	2	3	1	2

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	3	2
CO2	3	3
CO3	1	3
CO4	3	3
CO5	1	2

JBA1024	PROJECT MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To explain the concepts of managing projects.
- To analyse fund allocation, risk identification and cost uncertainty
- To apply process allocation and scheduling techniques
- To identify the various evaluation and control mechanisms
- To create strategies to manage and resolve the conflicts in an organization

UNIT I INTRODUCTION TO PROJECT MANAGEMENT 9

Project Management – Definition –Goal - Lifecycles. Project Selection Methods. Project Portfolio Process – Project Formulation. Project Manager – Roles- Responsibilities and Selection – Project Teams.

UNIT II PLANNING AND BUDGETING 9

The Planning Process – Work Break down Structure – Role of Multidisciplinary teams. Budget the Project – Methods. Cost Estimating and Improvement. Budget uncertainty and risk management.

UNIT III SCHEDULING & RESOURCE ALLOCATION 9

PERT & CPM Networks - Crashing – Project Uncertainty and Risk Management – Simulation – Gantt Charts – Expediting a project – Resource loading and leveling. Allocating scarce resources – Goldratt's Critical Chain.

UNIT IV CONTROL AND COMPLETION 9

The Plan-Monitor-Control cycle – Data Collecting and reporting – Project Control – Designing the control system. Project Evaluation, Auditing and Termination.

UNIT V PROJECT ORGANISATION & CONFLICT MANAGEMENT 9

Formal Organization Structure – Organization Design – Types of project organizations. Conflict – Origin & Consequences. Managing conflict – Team methods for resolving conflict.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

The student will be able:

- To apply project management principles in business situations to optimize resource utilization.
- To apply PERT & CPM for scheduling and resource allocation.
- To analyse the financial attributes of planning process.
- To demonstrate various methods for resolving conflict.

TEXTBOOKS:

1. Clifford Gray and Erik Larson, "Project Management", Tata McGraw Hill, 6 Edition, 2014.

- John M. Nicholas, "Project Management for Business and Technology - Principles and Practice", , Pearson Education, 5th Edition ,2016

REFERENCES:

- Gido and Clements, "Successful Project Management", Cengage, sixth Edition, 2015.
- Harvey Maylor, "Project Management", Pearson Education, Fourth Edition, 2010.

WEBSITES:

- <https://www.projectmanager-projectmanagement.com>
- <https://www.workbreakdownstructure.com>
- <https://www.interventions.pertcpm.org>
- <https://pmdocumentprojectmonitoringandcontrol.com>
- <https://www.businessmanagementideasformalmanagement.com>

MAPPING OF CO's - PO's

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CO4	3	2	2	3	2	3	3	3	3
CO5	2	1	3	3	2	2	3	2	2

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	3	2
CO2	3	3
CO3	1	3
CO4	3	3
CO5	1	2

JBA1025	MATERIALS MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To describe the need for material management towards profitability.
- To explain the various planning processes in material management.
- To relate inventory handling with cost efficiency.
- To analyse the concepts of various purchasing activities in purchasing department.

- To relate material handling with warehousing and stores.

UNIT I INTRODUCTION 9

Operating environment-aggregate planning-role, need, strategies, costs techniques, approaches- master scheduling-manufacturing planning and control system-manufacturing resource planning- enterprise resource planning-making the production plan.

UNIT II MATERIALS PLANNING 9

Materials requirements planning-bill of materials-resource requirement planning-manufacturing resource planning-capacity management-scheduling orders-production activity control-codification – case study

UNIT III INVENTORY MANAGEMENT 9

Policy Decisions-objectives-control -Retail Discounting Model, Newsvendor Model; EOQ and EBQ models for uniform and variable demand with and without shortages -Quantity discount models. Probabilistic inventory models - Activity on Inventory Management using software (inflow inventory)

UNIT IV PURCHASING MANAGEMENT 9

Establishing specifications-selecting suppliers-price determination-forward buying-mixed buying strategy-price forecasting-buying seasonal commodities purchasing under uncertainty-demand management-price forecasting-purchasing under uncertainty-purchasing of capital equipment-international purchasing– Simulation activity on Purchase management specific to an industry.

UNIT V WAREHOUSE MANAGEMENT 9

Warehousing functions – types - Stores management-stores systems and procedures-incoming materials control-stores accounting and stock verification-Obsolete, surplus and scrap-value analysis- material handling-transportation and traffic management -operational efficiency-productivity-cost effectiveness-performance measurement

TOTAL: 45 PERIODS

COURSE OUTCOMES:

The student will be able:

- To develop strategies for effective utilization of materials in manufacturing and service organization.
- To relate material handling with cost efficiency.
- To analyse purchase management strategies.
- To evaluate the planning processes in material management.

TEXTBOOKS:

1. J.R.Tony Arnold, Stephen N. Chapman, Lloyd M. Clive,” Materials Management”, Pearson, 6th Edition 2012.
2. P. Gopalakrishnan,” Purchasing and Materials Management”, Tata McGraw Hill, 3rd edition, 2015.
3. A.K.Chitale and R.C.Gupta,” Materials Management, Text and Cases”, PHI Learning, 3rd Edition, 2014

REFERENCES:

1. Ajay K Garg, “Production and Operations Management”, Tata McGraw Hill , 2nd edition,2012

2. Ronald H. Ballou and Samir K. Srivastava, "Business Logistics and Supply Chain Management", Pearson education, Fifth Edition, 2011
3. S. N. Chary, "Production and Operations Management", Tata McGraw Hill, Fifth Edition, 2015

WEBSITES:

1. <https://www.thebalancesmb.com>
2. <https://www.exertissupplychain.com>
3. <https://www.warehouseanywhere.com>
4. <https://www.purchasecontrol.com>
5. <https://www.tradegecko.com>

MAPPING OF CO's - PO's

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CO4	3	2	2	3	2	3	3	3	3
CO5	2	2	2	3	2	2	3	1	2

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	3	2
CO2	3	3
CO3	1	3
CO4	3	3
CO5	1	2

LOGISTICS ELECTIVE

JBA1026	FUNDAMENTALS OF SHIPPING	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To discuss on the scope and opportunities of shipping Industry.

- To explain the various means of Transportation and Maritime history.
- To explain Maritime Geography.
- To explain the origin and types of ships.
- To analyze the logistics in shipping.

UNIT I SHIPPING INDUSTRY 9

Introduction to Shipping & Logistics - Shipping and Logistics in India - India's Role in world Shipping Market – Global Shipping market – Scope & Opportunities of Shipping industry – Various facets of Shipping industry – Role of shipping for economic growth – Future trend of Shipping – Professionalism in shipping – Relevance of Training

UNIT II MARITIME HISTORY 9

Reminiscence of Maritime History - Citations from Vedas & Genesis – Time Line of Transportation and various means of transportation - Explorers of the sea - Ships in warfare - Indian Maritime History - Indian Emperors and Ocean expeditions - Trading from India - History of Shipping - Shipping Phonetics

UNIT III MARITIME GEOGRAPHY 9

Maps and Atlas - Grids and its uses - Transport Geography - Economical Geography - Tides, Current, Climate and weather - Oceans and Seas - Importance of Ocean Transport System - Canals and Rivers for Transportation – Top 10 navigable canals in the world.

UNIT IV SHIPS 9

Logs to modern Ship - Authentication – Evolution and types of Ships – origin of Documents – Ships & its positions – World's top Ship owners - Ports in India – World's top Ports – Governmental bodies connected to Shipping – Piracy in the world - Myths and wonders in the shipping world.

UNIT V LOGISTICS IN SHIPPING 9

Role of Logistics in Shipping – Negligence and Omissions resulting in failure of Logistics - View on Supply Chain management – Introduction to Cold Chain and Retail Marketing – FDI's – India's role in the world trade - International Governing bodies connected to shipping and their importance– Governmental bodies connected to Shipping in India and its importance – World tonnages - General view on the legalities of shipping – Cabot-age law –Embargo and its repercussions

TOTAL: 45 PERIODS

COURSE OUTCOMES:

Students will be able to,

- Infer the basics of shipping industry.
- Analyse the concept of Maritime history.
- Discuss the importance of Maritime geography.
- Identify top ship owners of the world
- Interpret the relevance of logistics in shipping.

TEXT BOOKS:

1. I.D. Visvikis, P.M. Panayides, “Shipping Operations Management”, Springer International Publishing AG, 6th edition, 2017.

2. Rose George ,”Ninety Percent of Everything: Inside Shipping, the Invisible Industry That Puts Clothes on Your Back, Gas in Your Car, and Food on Your Plate”2nd edition,2014.
3. Bigger Marc Levinson, ”The Box: How the Shipping Container Made the World Smaller and the World Economy”2nd edition, 2008.

REFERENCES:

1. Dava Sobel, “Longitude: The True Story of a Lone Genius Who Solved the Greatest Scientific Problem of His Time”, Reprint, 2010.
2. Jean-Paul Rodriguez, Claude Comtois, Brian Slack, “The Geography of Transport Systems”, Routledge, 3rd Edition, 2013.
3. The Spanish Armada by Robert Appleton.
4. Oxford Encyclopedia of Maritime History - War at Sea 1) Naval Warfare 2) Indian Maritime History 3) Vedas Small.

WEBSITES:

1. <https://www.allthingssupplychain.com/future-trends-in-commercial-shipping/>
2. <https://www.marineinsight.com/maritime-history/the-history-of-shipbuilding-in-india/>
3. https://transportgeography.org/?page_id=2067
4. <https://www.marineinsight.com/guidelines/a-guide-to-types-of-ships/>
5. <https://www.cdlogistics.ca/freight-news/understanding-differences-shipping-logistics/>

MAPPING OF CO's - PO's

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MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	3	2
CO2	3	3
CO3	1	3
CO4	3	3
CO5	1	2

JBA1027	LOGISTICS MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To explain the basics of logistics.
- To explain the structure of various distribution channels
- To analyze various transportation and packing strategies
- To explain the concepts of various logistics costs
- To discuss the current trends in logistics.

UNIT I INTRODUCTION 9

Definition and Scope of Logistics – Functions & Objectives – Customer Value Chain – Service Phases and attributes – Value added logistics services – Role of logistics in Competitive strategy – Customer Service.

UNIT II DISTRIBUTION CHANNELS AND OUTSOURCING LOGISTICS 9

Distribution channel structure - channel members, channel strategy, role of logistics and support in distribution channels. Logistics requirements of channel members. Logistics outsourcing – catalysts, benefits, value proposition. Third and fourth party logistics. Selection of service provider.

UNIT III TRANSPORTATION AND PACKAGING 9

Transportation System – Evolution, Infrastructure and Networks. Freight Management – Vehicle Routing -Containerization. Modal Characteristics, Inter-modal Operators and Transport Economies.- Packaging- Design considerations, Material and Cost. Packaging as Unitization.-Consumer and Industrial Packaging.

UNIT IV PERFORMANCE MEASUREMENT AND COSTS 9

Performance Measurement – Need, System, Levels and Dimensions. Internal and External Performance Measurement. Logistics Audit. Total Logistics Cost – Concept, Accounting Methods. Cost – Identification, Time Frame and Formatting.

UNIT V CURRENT TRENDS 9

Logistics Information Systems – Need, Characteristics and Design. E-Logistics – Structure and Operation. Logistics Resource Management eLRM. Automatic Identification Technologies. Reverse Logistics – Scope, design and as a competitive tool. Global Logistics – Operational and Strategic Issues, ocean and air transportation, Strategic logistics planning, Green Logistics.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

Students will be able to,

- Infer the basics of Logistics.
- Compare distribution channels and arrive at the efficient one.

- Identify the various methods of transportation and packing strategies.
- Examine the Logistics costs.
- Discuss on the current trends in logistics – e logistics, global logistics, and green logistics.

TEXT BOOKS:

1. Bowersox Donald J,” Logistics Management – The Integrated Supply Chain Process”, Tata McGraw Hill, 4th edition, 2018.
2. Sople Vinod V, “Logistics Management – The Supply Chain Imperative”, Pearson Education, 3rd edition 2012.

REFERENCES:

1. Coyle, Bardi and Langley,”The Management of Business Logistics- A Supply Chain Perspective”, Cengage Learning, 7th edition, 2004.
2. Sathish C, Ailawadi and Rakesh Singh P, Logistics Management, PHI, 2nd edition, 2013.
3. Ronald H. Ballou, “Business Logistics and Supply Chain Management”, Pearson Education, The edition, 2007.

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1. <https://www.expeditors.com/services/warehousing-distribution/value-added-services>
2. <https://uaeblog.dtdc.com/2016/12/01/what-is-logistics-outsourcing/>
3. <https://www.thebrimichgroup.com/whats-the-difference-between-consumer-and-industrial-packaging/>
4. <https://mosimtec.com/types-of-logistic-costs/>
5. <https://transmetrics.eu/blog/supply-chain-logistics-technology-trends/>

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MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	3	2
CO2	3	3
CO3	1	3
CO4	3	3
CO5	1	2

JBA1028	PORT, TERMINALS AND CARGO LOGISTICS	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To explain the functions of ports and the different departments in a port.
- To recognize the functions of different port terminals
- To explain the duties of Stevedore
- To recall the techniques of loading and unloading the ship with caution and safety.
- To analyze the damage and claim settled by the Stevedore.

UNIT I PORTS AND ITS FUNCTIONS 9

Major and Minor Ports – Ports in India - Ports of the World – Top 10 Ports that handles the maximum volume of bulk cargo and containerized cargo –Artificial and Natural Harbors - Role of Port with regard to cargo - Transit sheds – Tank Farms – Various berths in a Port – Facilities in a berth - Hierarchy in a Port Different Departments - Functions and Responsibilities - Port equipment's and damage - Extra services- Pilots and their duties - Tugs and its usage - Night navigations - Light Dues - Tariff Authorities of Major Port - Port Trustees - Safety Procedures .

UNIT II TERMINALS AND ITS FUNCTIONS 9

Container Terminals - Privatizations of Terminals - Reason for Privatizations - Major Terminal Operators in India - Terminal Operators of the world – privatization the need of an hour - Agreement between and existing Port Terminal and new operator - Import Cycle - Export Cycle - Positions and Places in a Terminal - Facilities in a Terminal - Container Monitoring and stacking - CFS inside a Terminal - Reasons for Congestion of a terminal - de-congesting the terminal.

UNIT III STEVEDORE AND HIS DUTIES 9

Importance of a Stevedore - A good Stevedore - Knowledge of a Stevedore - Danger of employing a wrong stevedore - Co-ordination with Port - Co-ordination with Ships officers - - Emphasizing the quick turn round of the ship - Stevedore license and work force - Deployment of the right men and machinery- Using Ships equipment- Using Port equipment - Direct shore side delivery - Arranging trucks for Direct Delivery - Interaction with Cargo officer for Discharged or Loaded quantity.

UNIT IV CARGO HANDLING TECHNIQUES 9

Grain and Bale Capacity - Stowage Factor - Cargo by Measurement and Weight - Proper and Improper Stowage - Broken space and its disadvantages - Maintaining Trim and balance of Vessel Planning and coordination - Working in Twin Decks - Working Bulk Ships - Working General Cargo ships - Working Project cargo ships - Working Container ships - high stacking and feeding - Daily Loaded or Discharged quantity log - types of grabs - buckets - conveyors - double banking discharge - evacuators for Grain discharge.

UNIT V DAMAGE AND CLAIM SETTLEMENT BY STEVEDORES 9

Liabilities of Stevedore - Limitation of Damage liabilities - Settlement of Damages on ship during Cargo work - Dock Safety regulations and Cargo Gear Certificate - Annual validation of Cargo gear Certificate Obligation of stevedore to his principals i.e. agents and owners. – P&I intervention in case of a damage- Danger Goods Handling, Stacking And Loading Procedures – Reefer Cargo Loading Procedures – Liquid Cargo.

TOTAL: 45 PERIODS.

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	3	2
CO2	3	3
CO3	1	3
CO4	3	3
CO5	1	2

JBA1029	WARE HOUSING MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To explain the basics of warehousing and the sequence of warehouse decisions
- To discuss the concept of Cold Supply Chain.
- To identify the specific procedures to handle export and imports.
- To analyze the techniques of Inventory management.
- To discuss on the process of Warehouse Management System.

UNIT I INTRODUCTION TO WAREHOUSE CONCEPTS 9

Decisions and Operations: Introduction-Definition of Warehouse-Need for Warehousing-Selection of Warehouse-Sequence of Warehousing Decisions-Types of Warehouses -Factors determining location of warehouse-Characteristics of Ideal Warehouse. Factors affecting number of warehouses- Functions of Warehouse-Warehouse Operations - Centralized and Decentralized-Storage Systems- Palletized Storage Systems

UNIT II COLD SUPPLY CHAIN 9

Cold Supply Chain - Definition - Current scenario - Objectives - Segments of Cold Supply Chain - Storage Surface - Refrigerated transportation - Key activities, Procurement & transportation - Industries using Cold supply chain and nature of cargo - Cold Supply Chain Logistic Process - Work Process flow - Pre- cooling, Cold storage, Refrigerated carriers, Packaging, Warehousing - Warehousing - Usage of IT - Most common temp standards, Product wise - Major Cold chain technologies - phases of cold chain shipments - challenges for the industry

UNIT III CARGO AND SPECIFIC PROCEDURES TO HANDLE EXPORT AND IMPORT 9

Handling Reefer Cargoes for Export and Imports in Containers - Types of cargoes - Respiration levels for various commodities - Pre-shipment handling - product compatibility- Product Handling - Planning - Booking – In shipment Components of Reefer refrigeration system - Temp digital display - atmosphere management - Humidity management & control - De-humidification & cold treatment - Loading check list - Size of global trade & geographical spread - International quality standards and various agencies

UNIT IV INTRODUCTION TO INVENTORY MANAGEMENT 9

Role in Supply Chain-Role in Competitive Strategy-Role of Inventory Control-Functions of Inventory-Types of Inventory-Inventory Cost-Need to hold Inventory-Mechanics of Inventory Control-Selective Inventory Control-Economic Order Quantity-Just In Time System-Warehouse Management System.

UNIT V NEED OF WAREHOUSE MANAGEMENT SYSTEM 9

Master Production Scheduling Material Requirement Planning - Distribution Requirement Planning-Comparison between independent and Dependent Demand Systems- Fundamentals of various types of material handling Equipment -Types of Conveyors-Bar Code-Benefits of Bar Coding-Tracking.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

Students will be able to,

- Infer the basics concept of warehousing.
- Discuss issues in cold storage.
- Identify the provisions in handling import export procedures.
- Determine the process of inventory management.
- Apply information system in warehouse management.

TEXTBOOKS:

1. Gwynne Richa,” Warehouse Management: A Complete Guide to Improving Efficiency and Minimizing Costs in the Modern Warehouse”, 3rd Edition, 2017
2. Mukesh Shukla, “SAP WM: Fundamentals of Warehouse Management : SAP Warehouse Management”, 3rd edition, 2018

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1. Michael Ten Hompel, Thorsten Schmidt,” Warehouse Management: Automation and Organization of Warehouse and Order Picking Systems”, Springer- Verlag, 1st edition, 2006.
2. JP Saxena, “Warehouse Management and Inventory Control”, Vikas Publication House Pvt. Ltd, 1st edition, 2003.
3. Drewry, McIncy, Rajesh Rayapl’s, “Supply Chain Management for Retailing”- handling reefer cargoes internationally, Reports fm Intl Consultants. 1st edition 2015.

WEBSITES:

1. <https://www.selecthub.com/category/warehouse-management/>
2. <https://scm.ncsu.edu/scm-articles/article/managing-the-cold-chain>
3. <https://www.portofantwerp.com/en/types-goods/>
4. <https://www.myob.com/nz/blog/5-tools-for-inventory-management/>
5. <https://barcode-labels.com/getting-started/barcodes/types/>

MAPPING OF CO's - PO's

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2	1	2	1	2	2	3	1	2
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CO3	3	1	3	2	3	2	3	2	3
CO4	3	2	3	3	3	3	3	3	3
CO5	3	1	3	2	3	2	3	2	3

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	2	2
CO2	3	3
CO3	3	2
CO4	3	3
CO5	1	2

JBA1030	SUPPLY CHAIN MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To outline the fundamentals of supply chain management.
- To integrate sourcing strategy with effective management.
- To develop feasible supply chain design.
- To analyze demand and supply and its uncertainties.
- To discuss the current trends of supply chain management.

UNIT I INTRODUCTION 9

Supply Chain – Fundamentals –Evolution- Role in Economy - Importance - Decision Phases - Supplier-Manufacturer-Customer chain. Enablers/ Drivers of Supply Chain Performance. Supply chain strategy - Supply Chain Performance Measures.

UNIT II STRATEGIC SOURCING 9

Outsourcing – Make Vs buy - Identifying core processes - Market Vs Hierarchy - Make Vs buy continuum-Sourcing strategy - Supplier Selection and Contract Negotiation. Creating a world-class supply base- Supplier Development - World Wide Sourcing.

UNIT III SUPPLY CHAIN NETWORK 9

Distribution Network Design – Role - Factors Influencing Options, Value Addition – Distribution Strategies - Models for Facility Location and Capacity allocation. Impact of uncertainty on Network Design - Network Design decisions using Decision trees.

UNIT IV PLANNING DEMAND, INVENTORY AND SUPPLY 9

Managing supply chain cycle inventory. Uncertainty in the supply chain – Analyzing impact of supply chain redesign on the inventory - Risk Pooling - Managing inventory for short life - cycle products multiple item -multiple location inventory management. Pricing and Revenue Management

UNIT V DIGITIZATION & CURRENT TRENDS IN SUPPLY CHAIN 9

Introduction -Digitization – Industry 4.0 – Effect on Supply Chains- sourcing, Manufacturing, logistics – Enabling Technologies - BIRD Technology– Block Chain, IIoT, Robotic Process Automation, Data Science. Supply Chain Integration - Building partnership and trust in SC Value of Information: Bullwhip Effect - Effective forecasting - Coordinating the supply chain. SC Restructuring - SC Mapping -SC process restructuring, Postpone the point of differentiation, Agile Supply Chains - Reverse Supply chain. Agro Supply Chains.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

Students will be able to,

- Infer the basics of supply chain management and the designs associated with.
- Build and manage a competitive supply chain using corresponding strategies.
- Determine opted supply chain networks.
- Analyse the demand and required supply.
- Discuss the digitization & current trends on supply chain.

TEXT BOOKS:

1. Janat Shah, “Supply Chain Management – Text and Cases”, Pearson Education, Second Edition, 2016.
2. Sunil Chopra and Peter Meindl, “Supply Chain Management-Strategy Planning and Operation”, PHI Learning / Pearson Education, Sixth edition, 2016.

REFERENCES:

1. David Simchi-Levi, Philip Kaminsky, Edith Simchi-Levi, “Designing and Managing the Supply Chain: Concepts, Strategies, and Cases”, Tata McGraw-Hill, 3rd Edition, 2019.
2. Joel D. Wisner, G. Keong Leong, Keah-Choon Tan,” Principles of Supply Chain Management- A Balanced Approach, South-Western”, Cengage, 3rd Edition. 2012.
3. Ballou Ronald H,” Business Logistics and Supply Chain Management”, Pearson Education, 5th Edition, 2007.

WEBSITES:

1. <https://searcherp.techtarget.com/definition/supply-chain-management-SCM>
2. <https://www.purchasing-procurement-center.com/what-is-global-sourcing.html>
3. <https://aims.education/supply-chain-network-design/>
4. https://www.tutorialspoint.com/supply_chain_management/supply_chain_management_pricing_and_revenue.htm
5. <https://www.riverlogic.com/blog/top-supply-chain-trends-you-need-to-know-in-2020>

MAPPING OF CO's - PO's

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
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CO3	3	2	3	3	3	3	3	3	3
CO4	3	1	3	2	3	3	3	2	3
CO5	3	3	3	3	3	3	3	3	3

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	3	2
CO2	3	1
CO3	2	2
CO4	3	3
CO5	1	2

JBA1031	PORT AGENCIES	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To define the role and duties of agency.
- To categorize the bulk and break agency.
- To explain the importance of dispatch and demurrage the vessels.
- To summarize the operations of liner vessels.
- To manage the document process involved therein.

Role of Agency - Definition and Duties - Governmental bodies connected with Shipping - Rules of port related to Agency - Importance of an Agent -Interaction with Principals - Agent as a Mirror reflection - Agents care to Ship and its officers - Difference between Liner and Tramp Agency.

Tramp Agency - Notice of Readiness – Performa and Final disbursement – Steps From Start To End (Boarding formalities - Commencement of Operation - Completion of Operation - Port Clearance) - Statement of Fact - Coordination with Owners - Coordination with Master and Chief officer - and crew members on ship - Charterer's Agent - Owners Agent - Husbanding Agent.

Out line on Types of Charter - Charter parties - Types of Ships - Importance on knowledge on Ports, Berth, and facilities - Appointment of Contractors - Finalization of Statement of Facts - Lay time Statement - Time Sheet - Demurrage and Dispatch - Types of Freight and their definition.

History of Liners – Cargo Stowage and Handling equipment - Liner Agency - Liner service - Liner Routes and Service – Container LINER SERVICE Liner Conferences – Closed and Open Conferences – ANERA and TWARA –Freight – Broken space and Dead Freight/CAF/BAF/CSS/GRI - Freight Rate Book - Non Containerized and Containerized cargo – Types of Liner Services - NVOC and NVOCC – Intermodal and Multimodal Transport system – Land Bridges – Rebates and Contracts – Killed Slots – Important Department in a Liner Agency.

Cargo Documents – Mates Receipt – Bills of Lading – MTD - Delivery Order – Letter of Indemnity – Freight Collection – INCO TERMS – Top 10 Ports – Top 10 countries owning merchant fleets – Top 10 shipping Lines – dangerous goods – lashing and dunnage - tramp alert cycle - liner alert cycle.

- Identify the role of agents and agencies.
- Analyze the formalities in break and bulk agencies.
- Discuss the consequences of dispatch and demurrages.
- Evaluate various liner vessel operations.
- Discuss the various documentation processes related to agency

1. Rick Steves, “Mediterranean cruise ports”, 4th Edition, 2016.
2. Jonathon P. Vesky,” Port and Maritime Security”, Nova Science Publisher, 3rd edition, 2008.
3. Mr. Burke & Russell John, “International Logistics and Freight Forwarding”, 6th Edition, 2002.

REFERENCES:

1. Victor Dover Shipping Industry, "Constitution & Practice", Victor Dover, (Mac Donald & Evans), 8th Edition, 2008.
2. Frank Worsford, "Freight Transport & Environment", Frank Worsford, (Psychology Press), 9th Edition, 2008.

WEBSITES:

1. <https://www.fonasba.com/wp-content/uploads/2012/10/Role-of-Agent-Final1.pdf>
2. <https://www.shippingandfreightresource.com/difference-between-bulk-and-break-bulk/>
3. <https://www.mach1global.com/four-major-types-of-freight-transportation/>
4. <https://www.marineinsight.com/types-of-ships/what-are-container-ships/>
5. <https://www.shippingsolutions.com/blog/documents-required-for-international-shipping>

MAPPING OF CO's - PO's

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
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CO4	3	2	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	1	2
CO2	3	3
CO3	3	1
CO4	3	3
CO5	1	3

SYSTEM ELECTIVE

JBA1032	Block chain and New Business Model	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To explain Block chain's fundamental components, and examine decentralization using block chain.
- To explain how crypto currency works, from when a transaction is created to when it is considered part of the block chain.
- To explain the components of Ethereum and Programming Languages for Ethereum.
- To evaluate the basics of Hyper ledger and Web3.
- To discuss alternative Block chains and Block chain projects in different domains.

UNIT I INTRODUCTION TO BLOCK CHAIN 9

History of Block chain – Types of Block chain – Consensus – Decentralization using Block chain – Block chain and Full Ecosystem Decentralization – Platforms for Decentralization.

UNIT II INTRODUCTION TO CRYPTO CURRENCY 9

Bit coin – Digital Keys and Addresses – Transactions – Mining – Bit coin Networks and Payments – Wallets – Alternative Coins – Theoretical Limitations – Bit coin limitations – Name coin – Prime coin – Z cash – Smart Contracts – Ricardian Contracts.

UNIT III ETHEREUM 9

The Ethereum Network – Components of Ethereum Ecosystem – Ethereum Programming Languages: Runtime Byte Code, Blocks and Block chain, Fee Schedule – Supporting Protocols – Solidity Language.

UNIT IV WEB3 AND HYPER LEDGER 9

Introduction to Web3 – Contract Deployment – POST Requests – Development Frameworks– Hyper ledger as a Protocol – The Reference Architecture – Hyper ledger Fabric – Distributed Ledger – Corda.

UNIT V ALTERNATIVE BLOCK CHAINS AND NEXT EMERGING TRENDS 9

Kadena – Ripple – Rootstock – Quorum – Tender mint – Scalability – Privacy – Other Challenges – Block chain Research – Notable Projects – Miscellaneous Tools.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

The Students able to:

- Identify different approaches to developing decentralized applications.
- Evaluate the performance of Bit coin and its limitations by comparing with other alternative coins.

- Devise solutions using the Ethereum model.
- Use hyper ledger and its development framework.
- Identify alternative Block chains and emerging trends in Block chain.

TEXTBOOKS:

- 1.Imran Bashir, “Mastering Block chain: Distributed Ledger Technology, Decentralization and Smart Contracts Explained”, Packt Publishing, 2nd edition, 2018.
- 2.Arshdeep Bahga, Vijay Madiseti, “Block chain Applications: A Hands-on Approach”, VPT, 1ST edition, 2017.

REFERENCES:

1. Andreas Antonopoulos, Satoshi Nakamoto, “Mastering Bit coin”, O’Reilly, PHI, 1st edition, 2014.
2. Roger Wattenhofer, “The Science of the Block chain” Create Space Independent Publishing, 5th edition, 2016.
3. Narayanan, J. Bonneau, E. Felten, A. Miller, S. Goldfeder, “Bit coin and Crypto currency Technologies: A Comprehensive Introduction”, Princeton University Press, 2nd edition. 2016
4. GerardusBlokdy k, “Block Chain Business Models: A Complete guide “,amazon,2020
5. Jai singh, Jerry Cuomo, Nitin Gaur,”Blockchain for Business”, Pearson Education,1st edition 2019

WEBSITES:

1. <https://builtin.com/blockchain>
2. <https://cointelegraph.com/bitcoin-for-beginners/what-are-cryptocurrencies>
3. <https://blockgeeks.com/guides/ethereum/>
4. <https://web3js.readthedocs.io/>
5. <https://www2.deloitte.com/us/en/pages/consulting/articles/future-of-blockchain.html>

MAPPING OF CO's - PO's

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CO3	3	1	3	2	3	3	3	2	3
CO4	3	3	3	3	3	3	3	3	3
CO5	3	2	3	2	3	2	3	2	3

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	2	1
CO2	3	3
CO3	2	3
CO4	3	3
CO5	1	2

JBA1033	SOFTWARE PROJECT AND QUALITY MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To analyze the project management Initiation phases.
- To estimate the project in planning phases.
- To compare the various methodologies used in project management tracking phases.
- To analyze the various process models in software development.
- To perform project management with scrum.

UNIT I PROJECT MANAGEMENT OVERVIEW 8

What is Project and Project Management, Various phases of Project Management, Project Stakeholders, Project Management Organization (PMO); Roles and Responsibilities of Project Manager- Brief introduction to various process models - Waterfall, RAD, V, Spiral, Incremental, Prototyping, Agile–SCRUM, Extreme Programming (XP) and Kanban Project Initiation - Project Charter; Statement of Work (SoW).

UNIT II PROJECT PLANNING 10

Project Planning Activities- Project Scope, Work Breakdown Structures (WBS), Software estimation methodologies - COCOMO Model and Function Point Project Scheduling Techniques – Program Evaluation and Review Technique (PERT), Gantt Chart and Critical Path Method (CPM).

UNIT III PROJECT TRACKING 9

Monitoring and Control, Project Status Reporting; Project Metrics; Earned Value Analysis (EVA); Project Communication Plan & Techniques; Steps for Process Improvement.

Risk Management: Concepts of Risks and Risk Management; Risk Management Activities; Effective Risk Management; Risk Categories; Aids for Risk Identification; Potential Risk Treatments; Risk Components and Drivers; Risk Prioritization.

UNIT IV PROJECT CLOSURE 9

Project Closure Analysis, Lesson Learnt Software Quality Assurance-Software Quality Assurance activities; Software Qualities; Software Quality Standards – ISO Standards for Software Organization, Capability Maturity Model (CMM), Comparison between ISO 9001 & SEI CMM, Other Standards.

UNIT V AGILE PROJECT MANAGEMENT WITH SCRUM 9

Agile Manifesto and Agile Principles Agile Scrum - Purpose, Values, Scrum Framework, Scrum Roles– Product Owner, Scrum Master & Team, Scrum Events – Sprint Planning, Daily Scrum/Stand-up Meeting, Sprint Review, Sprint Retrospective, Scrum Artefacts – Product Backlog, Sprint Backlog, Increment and Definition of Done (DoD), Agile estimation – Story Point.

TOTAL: 45 PERIODS

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	3	2
CO2	3	3
CO3	1	3
CO4	3	3
CO5	1	2

JBA1034	INTRODUCTION TO BUSINESS ANALYTICS USING R	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To interpret the concept of data visualization.
- To explain the different method of Business forecasting.
- To appraise data science using R
- To apply the concept of data mining.
- To infer the tools in Marketing Analytics.

UNIT I DATA VISUALIZATION FOR MANAGERS

9

Visualization Imperative-Message to Charts-Visual Perception - Grammar of Graphics (using R)- Component level design of tables and graphs-Storytelling using visualization.

UNIT II BUSINESS FORECASTING

9

Overview of Forecasting Process-Exploratory Data Analysis-Regression Analysis - Logistic Regression- Time Series Forecasting-Lifetime Value Models-Credit Scoring Models-Loss Forecasting Models.

UNIT III DATA SCIENCE USING R

9

Exploratory Data Analysis-data munging/ scraping/ sampling/ cleaning- handling big data-automation of data analytics solutions.

UNIT IV BUSINESS DATA MINING

9

Best practices in data analytics and business intelligence-Clustering-Decision trees-Neural networks- Associations/Market Basket analysis-Text Mining.

9

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9

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9

- 9

9

9

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	3	2
CO2	3	3
CO3	1	3
CO4	3	3
CO5	1	2

JBA1035	E- Business Management	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES

- 1 To explain the basics to start an online business.
- 2 To deploy technology in business management.
- 3 To discuss the concepts of e- applications in the business.
- 4 To analyze the different Payment systems.
- 5 To list the legal and privacy issues related to e-business.

UNIT I INTRODUCTION TO E-BUSINESS 8

E-business, e-commerce, Economic forces–advantages–myths–e-business models, design, develop and manage-business, Web2.0andSocialNetworking, Mobile Commerce, S-commerce.

UNIT II TECHNOLOGY INFRASTRUCTURE 10

Internet and World Wide Web, internet protocols- FTP, intranet and extranet, Cloud Service Models – SAAS, PAAS, IAAS, Cloud Deployment Models – Public Cloud, Private Cloud, Hybrid Cloud, Auto-Scaling in the Cloud, Internet information publishing technology- basics of web server hardware and software

UNIT III BUSINESS APPLICATIONS 10

Consumer oriented e-business–e-tailing and models Marketing on web–advertising, e-mail marketing, affiliated programs - e-CRM; online services, Business oriented e-business, e-governance, EDI on the internet, Delivery management system, Web Auctions, Virtual communities and Web portals–social media marketing

UNIT IV E-BUSINESS PAYMENTS AND SECURITY 9

E-payments -Characteristics of payment of systems, protocols, e-cash, e-cheque, e-Wallets and Micro payment systems- internet security–cryptography –security protocols–network security.

UNIT V LEGAL AND PRIVACY ISSUES 8

Legal, Ethics and privacy issues – Protection needs and methodology – consumer protection, cyber laws, contracts and warranties, Taxation and encryption policies.

TOTAL:45 PERIODS

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	3	2
CO2	3	3
CO3	1	3
CO4	3	3
CO5	1	2

JBA1036	ENTERPRISE RESOURCE PLANNING	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To explain the business process of an enterprise.
- To illustrate the concepts of different functional modules.
- To recall the activities of ERP project management cycle.
- To analyze the impact of post implementation process.
- To discuss the emerging trends in ERP.

UNIT I INTRODUCTION 8

Overview of enterprise systems – Evolution - Risks and benefits - Fundamental technology - Issues to be consider in planning design and implementation of cross-functional integrated ERP systems.

UNIT II ERP SOLUTIONS AND FUNCTIONAL MODULES 10

Overview of ERP software solutions- Small, medium and large enterprise vendor solutions, BPR, and best business practices - Business process Management, Functional modules.

UNIT III ERP IMPLEMENTATION 10

Planning Evaluation and selection of ERP systems - Implementation life cycle - ERP implementation, Methodology and Frame work- Training – Data Migration. People Organization in implementation- Consultants, Vendors and Employees.

UNIT IV POST IMPLEMENTATION 8

Maintenance of ERP- Organizational and Industrial impact; Success and Failure factors of ERP Implementation.

UNIT V EMERGING TRENDS ON ERP

9

Extended ERP systems and ERP add-ons -CRM, SCM, Business analytics- Future trends in ERP systems- web enabled, Wireless technologies, cloud computing.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

The Student able to:

- Infer the fundamentals of ERP.
- Discuss the core and extended modules of ERP.
- Outline the ERP implementation cycle.
- Analyze the impact of Post ERP implementation in the organization and Industry.
- Discuss on the emerging trends in ERP system.

TEXTBOOKS:

1. Alexis Leon, Demystified, “Enterprise Resource Planning” ,Tata McGraw-Hill Education, 2nd edition, 2014.
2. Simha P. Magal and Jeffery Word, “Essentials of Business Process and Information System”, Wiley India,5th edition, 2012.

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1. Jagan Nathan Vaman,” Enterprise Resource Planning in Practice”, Tata McGraw-Hill, 2nd edition 2008
2. Alexis Leon,” Enterprise Resource Planning”, Tata McGraw-Hill, 3rd edition, , 2014.
3. Mahadeo Jaiswal and Ganesh Vanapalli,” Enterprise Resource Planning” Macmillan India, 1st edition, 2013.
4. Vinod Kumar Grag and N.K. Venkitakrishnan, Enterprise Resource Planning - Concepts and Practice, Prentice Hall of India, 2nd edition, 2009.

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1. http://www.brainkart.com/article/Overview-of-enterprise-systems_7315
2. <https://www.softwaresuggest.com/blog/erp-system-modules/>
3. <https://www.erpfocus.com/erp-implementation-plan.html>
4. <http://samehara.com/en/planning/Success-and-Failure-Reasons-in-ERP-Implementation/39/view/>
5. <https://www.fdm4.com/erp-trends/>

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CO5	3	3	3	3	3	3	3	3	3

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	3	2
CO2	3	3
CO3	1	3
CO4	3	3
CO5	1	2

JBA1037	ADVANCE DATABASE MANAGEMENT SYSTEM	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To classify the different types of databases.
- To discuss on active database.
- To explain temporal and objective database.
- To analyze the various query languages.
- To explain the indexing techniques.

UNIT I PARALLEL AND DISTRIBUTED DATABASES

9

Inter and Intra Query Parallelism – Architecture – Query evaluation – Optimization – Distributed Architecture – Storage – Catalog Management – Query Processing - Transactions – Recovery - Large-scale Data Analytics in the Internet Context – Map Reduce Paradigm - run-time system for supporting scalable and fault-tolerant execution - paradigms: Pig Latin and Hive and parallel databases versus Map Reduce

UNIT II ACTIVE DATABASES

9

Syntax and Semantics (Starburst, Oracle, DB2) – Taxonomy – Applications – Integrity Management – Workflow Management – Business Rules – Design Principles – Properties – Rule Modularization – Rule Debugging–IDEA methodology–Open Problems.

UNIT III TEMPORAL AND OBJECT DATABASES

9

Overview – Data types – Associating Facts – Temporal Query Language – TSQL2 – Time Ontology – Language Constructs – Architecture – Temporal Support – Object Database and Change Management – Change of Schema – Implementing Database Updates in O2 – Benchmark Database Updates – Performance Evaluation.

UNIT IV COMPLEX QUERIES AND REASONING

9

Logic of Query Languages – Relational Calculi – Recursive rules – Syntax and semantics of Data log – Fix point semantics – Implementation Rules and Recursion – Rule rewriting methods – Compilation and Optimization – Recursive Queries in SQL – Open issues.

UNIT V SPATIAL, TEXT AND MULTIMEDIA DATABASES

9

Traditional Indexing Methods (Secondary Keys, Spatial Access Methods) – Text Retrieval – Multimedia Indexing – 1D Time Series – 2d Color images – Sub pattern Matching – Open Issues – Uncertainties.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

The Students able to:

- Design different types of databases.
- Interpret the concept of active database.
- Discuss temporal and object database.
- Apply query languages.
- Apply indexing techniques.

TEXTBOOKS:

1. Raghu Ramakrishna, Gehrke “Database Management Systems”, McGraw Hill Publications, 3rd edition, 2006.
2. Carlo Zaniolo, Stefano Ceri, Christos Faloutsos, Richard T.Snodgrass, V.S.Subrahmanian, Roberto Zicari “Advanced Database Systems”, Morgan Kauffmann Publishers, 5th edition,2007.

REFERENCES:

1. G. K. Gupta “Database Management System”, McGraw Hill Publications, 6th edition, 2011.
2. Abraham Silberschatz, Henry F. Korth and S.Sudarshan, “Database System Concepts”, Tata McGraw Hill, 6th edition, 2011.
3. Panneerselvam, R, “Database Management Systems” ,PHI Learning Pvt. Ltd,3rd edition,2018.
4. AtulKahate, “Introduction to Database Management Systems”, Pearson education,1st edition,2016.

WEBSITES:

1. https://medium.com/@surajbisht_79163/understanding-parallel-and-distributed-databases-the-easy-way-917b8ee0d29d
2. <https://www.techopedia.com/definition/17438/active-database-management-system-adbms>
3. <http://www.timeconsult.com/TemporalData/TemporalDB.html>
4. <https://www.dbta.com/Columns/DBA-Corner/An-Introduction-to-Recursive-SQL-96878.aspx>
5. <https://www.geeksforgeeks.org/multimedia-database/>

MAPPING OF CO's - PO's

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	3	3	3	3	3	3	3
CO2	2	1	2	1	2	2	3	1	2
CO3	3	3	3	3	3	3	3	3	3
CO4	3	2	3	2	3	2	3	2	3
CO5	3	2	3	2	3	2	3	2	3

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	3	2
CO2	3	3
CO3	1	3
CO4	3	3
CO5	1	2

SEMESTER IV

JBA1401	INTERNATIONAL BUSINESS MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To explain the basics of International Business.
- To discuss the agreements and apply the theories for International Trade and Investment.
- To discuss strategies for strategic management for Global Business.
- To explain the role of production, marketing, financial and human resource management in global business.
- To discuss about the conflict management& ethics in international business.

UNIT I INTRODUCTION 6

International Business –Definition – Internationalizing business-Advantages – factors causing globalization of business- international business environment – country attractiveness – Political, economic and cultural environment – Protection Vs liberalization of global business environment.

UNIT II INTERNATIONAL TRADE AND INVESTMENT 11

Promotion of global business – the role of GATT/WTO – multilateral trade negotiation and agreements
Challenges for global business – global trade and investment – theories of international trade and theories of international investment – Need for global competitiveness – Regional trade block – Types– Advantages and disadvantages – RTBs across the globe. Presentation on Trade promotion programmes and schemes in India.

UNIT III INTERNATIONAL STRATEGIC MANAGEMENT 11

Standardization Vs Differentiation – Strategic options –Strategic Alliances- Global portfolio management- global entry strategy – different forms of international business – advantages - organizational issues of international business – organizational structures – controlling of international business – approaches to control – performance of global business- performance evaluation system.

UNIT IV PRODUCTION, MARKETING, FINANCIAL AND HUMAN RESOURCE MANAGEMENT OF GLOBAL BUSINESS 11

Global production –Location –scale of operations- cost of production – Make or Buy decisions – global supply chain issues –Globalization of markets, marketing strategy – Challenges in product development, pricing, production and channel management- Investment decisions – economic- Political risk – sources of fund- exchange –rate risk and management – strategic orientation – selection of expatriate managers- Training and development – compensation. Case study.

UNIT V CONFLICT MANAGEMENT & ETHICS IN INTERNATIONAL BUSINESS MANAGEMENT 6

Disadvantages of international business – Conflict in international business- Sources and types of conflict – Conflict resolutions – Negotiation – the role of international agencies –Ethical issues in international business – Ethical decision-making. Role Play in Conflict Management.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

Students will be able to

- Infer the knowledge on basic concepts of Global Business.
- Discuss the mechanism of International Trade and Investment.
- Relate the effects of strategic management for Global Business.
- Outline the role of production, marketing, financial and human resource management in global business.
- Extend the knowledge on conflict management and ethics in international business management.

TEXT BOOKS:

1. Charles W.I. Hill and Arun Kumar Jain, "International Business", Tata McGraw Hill, New Delhi, 10th edition, 2014.
2. K. Aswathappa, "International Business", Tata Mc Graw Hill, New Delhi, 6th Edition, 2015.

REFERENCES:

1. Michael R. Czinkota, Ilkka A. Ronkainen and Michael H. Moffet, "International Business", Cengage Learning, New Delhi, 7th Edition, 2010.
2. Rakesh Mohan Joshi, "International Business", Oxford University Press, New Delhi, 2009.
3. Vyuptakesh Sharan, "International Business", Pearson Education in South Asia, New Delhi, 3rd Edition, 2011.
4. Charles W.I. Hill and Arun Kumar Jain, "International Business", McGraw Hill, 10th Edition, 2014.

WEBSITES:

1. http://www.brainkart.com/article/Factors-causing-Globalization-of-Business_7350/
2. <https://www.wto.org/>
3. <http://www.intracen.org/itc/trade-strategy/>
4. <https://www.worldsupporter.org/en/chapter/39667-summary-international-business-strategic-management-approach>
5. <https://dieinnovationbooster.de/event/conflict-resolution-in-international-business-environment/>

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MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	3	2
CO2	3	3
CO3	1	3
CO4	3	3
CO5	1	2

JBA1402	ENTREPRENEURSHIP DEVELOPMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To explain MSME and the basic entrepreneurial skills this is required to run a business efficiently and effectively.
- To analyze the business environmental factors.
- To prepare business plan after thorough analysis of various factors.
- To apply the needed social responsibility or discipline in all the ventures.

UNIT I MSME & ENTREPRENEURAL COMPETENCE 9

MSME-Role and significance of MSME- Contribution of MSMEs to Indian Economy- Self Help Group- Entrepreneurship concept – Entrepreneurship as a Career – Entrepreneurial Personality - Characteristics of Successful, Entrepreneur – Knowledge and Skills of Entrepreneur- Reason for Entrepreneurial failure.

UNIT II ENTREPRENEURAL ENVIRONMENT 9

Business Environment - Role of Family and Society - Entrepreneurship Development Training and Other Support Organizational Services - Central and State Government Industrial Policies and Regulations - International Business.

UNIT III BUSINESS PLAN PREPARATION AND LAUNCHING OF SMALL BUSINESS 9

Sources of Product for Business -Prefeasibility Study -Criteria for Selection of Product -Ownership - Capital -Budgeting Project Profile Preparation -Matching Entrepreneur with the Project -Feasibility Report Preparation and Evaluation Criteria-Finance and Human Resource Mobilization - Operations Planning - Market and Channel Selection - Growth Strategies - Product Launching – Incubation, Venture capital, IT startups.

UNIT IV MANAGEMENT OF SMALL BUSINESS

9

Monitoring and Evaluation of Business - Preventing Sickness and Rehabilitation of Business Units- Effective Management of small Business.

UNIT V SOCIAL ENTREPRENEURSHIP DEVELOPMENT

9

Concept of Social Entrepreneurship – Difference between Social Enterprise and Business enterprise – Social value, Social change and Role of Social Entrepreneurs.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

Students will be able to,

- Develop entrepreneurial quality and motivation
- Create their own business plan
- Analyze the unforeseen risks associated with business
- Infer the roles of social entrepreneurs.

TEXT BOOKS:

1. Khanka S.S, “Entrepreneurial Development”, S.Chand& company Ltd. Ram Nagar. New Delhi, 4th edition, 2013.
2. Gupta, G.P. and Srinivasan, N.P.,” Entrepreneurial Development”, Sultan Chand & Co., New Delhi,9th edition, 2016.
3. Sundar K.S., “Elements of Entrepreneurship”, Vijay Nichole Imprints Pvt. Ltd., Chennai, 6th edition, 2018.

REFERENCES:

1. Hisrich,” Entrepreneurship”, Tata McGraw Hill, New Delhi,, 9th Edition, 2014.
2. Mathew Manimala, “Entrepreneurship Theory at the Crossroads, Paradigms & Praxis”, Biztrantra, 2nd Edition, 2005.
3. Prasanna Chandra, “Projects – Planning, Analysis, Selection, Implementation and Reviews”, Tata McGraw-Hill, 5th edition, 2015.

Websites:

1. <https://archive.india.gov.in/business/default.php>
2. https://ssir.org/articles/entry/social_entrepreneurship_the_case_for_definition
3. <https://www.imd.org/research-knowledge/for-educators/case-collections/entrepreneurship/>
4. <https://www.planningcommission.nic.in/>

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CO1	3	2
CO2	3	3
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CO5	1	2

SEMESTER -IV

JBA9001	MANAGERIAL PRINCIPLES	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To enable the students to study the basics of Management.
- To learn the importance of planning and decision making.
- To educate the students about organizational structure and hiring.
- To inculcate knowledge in relation to the directing function of management.
- To gain knowledge on various techniques of controlling using computers.

UNIT I INTRODUCTION

9

Definition of Management – Science or Art – Manager Vs Entrepreneur - types of managers - Managerial roles and skills – Evolution of Management – Scientific, human relations , system and contingency approaches – Types of Business organization - Sole proprietorship, partnership, company-public and private sector enterprises - Organization culture and Environment – Current trends and issues in Management.

UNIT II PLANNING

9

Nature and purpose of planning – planning process – types of planning – objectives – setting objectives – policies – Planning premises – Strategic Management – Planning Tools and Techniques – Decision making steps and process.

UNIT III ORGANISING

9

Nature and purpose – Formal and informal organization – organization chart – organization Structure – types – Line and staff authority – departmentalization – delegation of authority – centralization and decentralization – Job Design - Human Resource Management – HR Planning, global Recruitment and selection, Training and Development, Performance Management , Career planning and management.

UNIT IV LEADING

9

Foundations of individual and group behaviour – motivation – motivation theories – motivational techniques – job satisfaction – job enrichment – leadership – types and theories of leadership – communication – process of communication – barrier in communication – effective communication – communication and IT.

UNIT V CONTROLLING

9

System and process of controlling – budgetary and non-budgetary control techniques – use of Computers and IT in Management control – Productivity problems and management – control and performance – direct and preventive control – reporting.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

At the end of the course, students will be able to,

- Discuss the concept of managerial functions.
- Apply decision making strategies for uncertainty situations.
- Explain about Recruitment and selection process.
- Demonstrate leadership quality and effective communication skill
- Apply the skills to estimate productivity.

TEXT BOOKS:

1. Stephen A. Robbins & David A. Decenzo & Mary Coulter, “Fundamentals of Management 9th Edition, Pearson Education, 2013.
2. Harold Koontz & Heinz Weihrich “Essentials of management” Tata McGraw Hill Education, 10th edition, 2015.

REFERENCES:

1. Robert Kreitner & Mamata Mohapatra, “Management”, Biztantra, 2008.
2. JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6th Edition, Pearson Education, 2004.
3. Tripathi PC & Reddy PN, “Principles of Management”, Tata McGraw Hill, 5th edition, 2012.
4. P.C. Tulsian, Business Management, Pearson India, 2013.
5. C.B. Gupta, Management Concepts Practices, Sultan Chand, 2016.

WEBSITES:

1. [https:// study.com/academy/lesson/types-of-business](https://study.com/academy/lesson/types-of-business)
2. <https://www.businessmanagementideas.com/planning/steps-involved-in-planning-process>
3. <https://www.ciesin.com.columbia.edu/decentralisation/different-forms.html>
4. <https://www.toppr.com/communication/barriers-in-communication>
5. <https://www.businessmanagementideas.com/management/controlling-process>

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MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	3	2
CO2	3	3
CO3	1	3
CO4	3	3
CO5	1	2

JBA9002	Fundamentals of Accounting	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To explain the basic concepts in Accounting.
- To acquire a reasonable knowledge in financial accounting.
- To apply the interpretation of financial statements by using various financial tools.
- To acquire knowledge in financial planning and control.
- To explain the basic concept in Cost Accounting.

UNIT I INTRODUCTION

9

Meaning and Definition of Accounting - Accounting Principles – Concepts and Conventions of Accounting – Types of Accounting – Importance of Accounting -Accounting Cycle – Journal Entries – Preparation of Ledger Accounts – Trial Balance and its importance.

UNIT II FINANCIAL ACCOUNTING

9

Preparation of Trading Account, Profit and Loss Account and Balance Sheet with adjustments.

UNIT III ANALYSIS OF FINANCIAL STATEMENT

9

Meaning and Definition - Objectives - Techniques of Financial Statement Analysis –Comparative statement, Trend analysis, common size balance sheet and Ratio analysis (Basic Problems)(Activity in Company Balance sheet)

UNIT-IV FINANCIAL PLANNING

9

Capital Budgeting: Principles and techniques - Nature of capital budgeting- Identifying relevant cash flows - Evaluation Techniques: Payback, Accounting rate of return.

Net Present Value, Internal Rate of Return, Profitability Index - Project selection under Capital Rationing.

UNIT V COST ANALYSIS

9

Cost Accounting : Meaning – Elements of cost –Marginal Costing (Simple Problems)-Standard Costing and Variance Analysis- Material Variance, Labour Variance ,Overhead Variance and Sales variance.

TOTAL: 45 PERIODS

COURSEOUTCOMES:

At the end of the course, students will be able to,

- Summarize the concepts in Accounting.
- Demonstrate the knowledge and skills in maintaining financial records.
- Apply the financial tools in reading financial statements.
- Discuss more about financial Planning.
- Explain the concepts in Cost accounting and its use in organization.

TEXT BOOKS:

1. T.S.Reddy&Y.Hariprasad Reddy, Financial & Management Accounting,4th Edition, Margham Publications, 2008.
2. M.Y.Khan&P.K.Jain, Management Accounting, Tata McGraw Hill, 2011.

REFERENCE BOOKS:

1. Ashish K. Bhattacharya,Financial Accounting for Business Managers, 5th Edition, Prentice-Hall of India Pvt. Ltd., 2006.
2. R. Narayanaswamy, Financial Accounting- A Managerial Perspective, PHI Learning, New Delhi, 2011.
3. Jan Williams, Financial and Managerial Accounting – Thebasis for business decisions,15th edition Tata McGraw Hill Publishers, 2010.
4. Horngren, Sundem, Stratton, Burgstahler,Schatzberg, Introduction to Management Accounting, PHI Learning ,2011.

WEBSITES:

1. <https://cleartax.in/s/financial-accounting>
2. <https://www.accountingcapital.com/final-accounts>
3. <https://corporatefinanceinstitute.com/analysis-of-financial-statement>

4. <https://www.accountingtools.com/capital-budgeting>

5. <https://bizfluent.com/computerized-accounting>

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CO5	2	1	2	1	2	2	3	1	2

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	3	2
CO2	3	3
CO3	1	3
CO4	3	3
CO5	1	2

SEMESTER –V

JBA9003	ECONOMIC ANALYSIS AND FINANCIAL PLANNING FOR ENGINEERS	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To introduce the concepts of scarcity and efficiency.
- To explain the role of market in developing an economy
- To discuss the concepts of National income, Banking functions and economic environment of business.
- To discuss the basic concepts of financial management and appraisal of Project Proposal.
- To identify the causes of inflation and its role in the economy.

UNIT I BASIC CONCEPTS IN ECONOMICS 9

The themes of economics – scarcity and efficiency in present scenario – three fundamental economic problems – society's capability – Production possibility frontiers (PPF) – Productive efficiency Vs economic efficiency – economic growth & stability – Micro economies and Macro economies.

UNIT II CONCEPTS ON FIRMS AND MANUFACTURING PRACTICES 9

Firm – Industry – Market – Market structure – Diversification – Vertical integration – Merger – Horizontal integration.

UNIT III NATIONAL INCOME, MONEY AND BANKING, ECONOMIC ENVIRONMENT 9

National income concepts – GNP – NNP – Methods of measuring national income – Inflation – Deflation – Kinds of money – Value of money – Functions of bank – Types of bank – Bankruptcy -Economic liberalization – Privatization – Globalization.

UNIT IV CONCEPTS OF FINANCIAL MANAGEMENT 9 Financial management – Scope – Objectives – Time value of money – Methods of appraising project profitability – Sources of finance – Working capital management - Activity – Analyzing Working capital with the current Balance sheet of a company.

UNIT V INFLATION AND UNEMPLOYMENT 9

Unemployment and its impact – Okun's law – Inflation and the impact – reasons for inflation- inflation Vs Unemployment tradeoff – Phillips curve, Activity- Students perception to overcome unemployment in today's environment.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

Students will be able to,

- Infer the knowledge on the basic concepts of micro and macroeconomics.
- Discuss about the Market Structure and Manufacturing practices.
- Outline the role of nation income in building a nations economy.
- Discuss the basic concepts in financial management and appraisal of Project proposal.
- Extend the knowledge on the effects of unemployment and inflation in Indian economy.

TEXT BOOKS:

1. Paul A. Samuelson and William D. Nordhaus, Economics, 18th edition, Tata McGraw Hill, 19th edition 2009.
2. William Boyes and Michael Melvin, Textbook of economics, Biztrantra, 10th edition 2015.

REFERENCES:

1. Richard Lipsey and Alee Chrystal, Economics, Oxford University Press, New Delhi, 11th edition, 2008.

2. Karl E. Case and Ray C. fair, Principles of Economics, Pearson Education Asia, New Delhi, 12th edition ,2017.
3. N. Gregory Mankiw, Principles of Economics, Thomson learning, New Delhi, 5th edition 2009.
4. McEachern and Kaur, Principles of Micro Economics, Cengage Learning's, 5th edition, 2016
5. McConnell, Blue, Flynn, Micro Economics, McGraw Hill Education 20th Edition, 2017.

WEBSITES:

1. <http://www.investopedia.com>
2. <https://www.economicshelp.org>
3. <http://www.economicsonline.co.uk>
4. <https://www.econlib.org>
5. <https://www.thebalancesmb>.

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MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	1	2
CO2	2	3
CO3	2	3
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JBA9004	ORGANIZATIONAL BEHAVIOUR	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To explain the concepts and need of Organizational behavior in present environment.

- To classify the theories and practices in organizational behavior at individual level.
- To illustrate the importance of team building with related theories.
- To develop the knowledge on various styles of leadership.
- To show the culture of organization on human behavior with changing environment.

UNIT I BASIC CONCEPTS IN ORGANISATIONAL BEHAVIOUR 9

Definition, need and importance of organizational behaviour – Nature and scope – Framework – Organizational behaviour models-Case Study Analysis

UNIT II INDIVIDUAL BEHAVIOUR 9

Personality – types – Factors influencing personality – Theories – Learning – Types of learners – The learning process – Learning theories-Perceptions – Importance – Factors influencing perception – Motivation – Importance – Types-Herzberg's Two Factor theory, Maslow's Need Hierarchy theory, Alderfer's ERG theory – Case Study Analysis

UNIT III GROUP BEHAVIOUR 9

Groups in organizations – Influence – Group dynamics – Group decision making techniques – Team Building– Communication– Case Study Analysis

UNIT IV LEADERSHIP AND POWER 9

Meaning – Importance – Leadership styles – Theories – Leaders Vs Managers – Sources of power – Power and Politics – Case Study Analysis

UNIT V ORGANISATION CULTURE AND DEVELOPMENT 9

Organizational culture and climate – Factors affecting organizational climate –Organizational change – Importance – Stability Vs Change – Proactive Vs Reaction change – the change process – Resistance to change – Managing change. Organizational development – Characteristics – objectives– Case Study Analysis

TOTAL: 45 PERIODS

COURSE OUTCOMES:

Students will be able to,

- Illustrate the concepts of human behavior in organization.
- Build the knowledge on how individual differs and its impact on organization.
- Apply the Knowledge on process and norms of team.
- Relate the concepts about a leader and the manager.
- Explain the concept on organizational culture, climate and job satisfaction.

TEXT BOOKS:

1. Stephen P. Robins, Timothy A. Judge, Neharika Vohra, "Organisational Behavior", Pearson Education India, 18th Edition, 2018
2. Fred Luthans, Brett C. Luthans, Kyle W. Luthans, "Organisational Behavior: An Evidence based

REFERENCES:

1. Steven Mc Shane & Mary Ann Von Glinow, Organizational Behaviour, 2nd Edition McGraw Hill, Education, 2013.
2. Debra L. Nelson, James Cambell Quick, “Organizational Behaviour, The real World and you”, Cengage Learning, 2nd edition. 2012.
3. Ivancevich, Konopaske & Maheson, “Organizational Behaviour & Management”, McGraw Hill Education, 2018.
4. Udai Pareek, “Understanding Organizational Behaviour”, 4th Edition, Oxford Higher Education, 2016.

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MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	1	2
CO2	1	2
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CO4	1	2
CO5	1	2

SEMESTER –VI

JBA9005	ENTREPRENEURSHIP DEVELOPMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To explain the skills required to be an entrepreneur

- To identify the right sources of fund for starting a new business
- To investigate, comprehend and internalize the process of setting up
- To prepare a business plan.
- To identify a business which contributes to the society at large

UNIT I OVERVIEW, IDEA GENERATION/EVALUATION 9

Entrepreneurship - Types & stages of start-up - Idea generation strategies- Entrepreneurial skills and traits - Target size of market/business - Family business – Self analysis

UNIT II FINANCE TO ENTREPRENEURS 9

Need for financial planning – Sources of finance –Overview of Venture capital and Angel Investment - Institutional finance to entrepreneurs (IDBI, IFCI, SIDC, etc.) – Taxation benefit to Entrepreneurs (GST, Tax holidays, Tax concession for small scale industry) -

UNIT III IMPACT OF SOCIAL ENTREPRENEURSHIP ON SOCIETY 9

Social entrepreneurship: definition, types, and Issues – Static Impact of Social Entrepreneurship – Impact of For-Profit Companies Vs Social Enterprises – Case studies on social entrepreneurs

UNIT IV FUNDAMENTALS OF MANAGEMENT 9

Marketing Essentials - Human resources, finance and Operation requirements for new venture - Overview of project management. The role and Functions of Business Incubators.

UNIT V BUSINESS PLAN PREPARATION 9

Understanding the value of a business plan – Components of a business plan -Developing an investor presentation – Preliminary project report – Students’ business plan presentation.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

Students will be able,

- To demonstrate the ability to provide a self-analysis in the context of an entrepreneurial career.
- To identify the appropriate source of fund for starting a business.
- To compare the various processes in setting up a firm.
- To develop a well-presented business plan.
- To create socially relevant new venture ideas.

TEXT BOOKS:

1. Hisrich, Robert D., Michael Peters and Dean Shepherd, Entrepreneurship, Tata McGraw Hill, 2014.
2. S.S. Khanka, Entrepreneurial Development, Third Edition, S.Chand & company, New Delhi 2001.

REFERENCES:

1. Charantimath, Poornima, Entrepreneurship Development and Small Business Enterprises, Pearson Education, New Delhi. 2005
2. Jeffry A. Timmons and Stephen Spinelli, —New venture creation, seventh Edition, Tata- McGraw-Hill education private limited, New Delhi 2009.

3. Srinivasan, Case Studies in marketing Indian context, sixth edition PHI learning private Limited 2014.
4. Lall, Madhurima, and ShikhaSahai, Entrepreneurship, Excel Book, New Delhi.2008.
5. The Process of social value creation : A multiple case study on Social Entrepreneurship in India , Archana Singh Springer 2016
6. Social Entrepreneurship: New models of sustainable social changell. Alex Nicholls, Oxford University Press 2006

WEBSITES:

- <https://ideadrop.co/innovation-management/top-five-favourite-idea-generation-techniques/>
- <https://www.bajajfinserv.in/what-are-the-sources-of-finance-for-entrepreneurs>
- <https://www.babson.edu/academics/undergraduate-school/core-experiences/foundations-of-management-and-entrepreneurship/>
- <https://www.businessgig.com/business-plan-preparation>
- <https://www.financierworldwide.com/the-impact-of-social-entrepreneurship-on-economic-growth>

MAPPING OF CO's - PO's

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2	1	2	1	2	2	3	1	2
CO2	3	2	3	2	3	2	3	2	3
CO3	3	1	3	2	3	3	3	2	3
CO4	3	2	2	3	2	3	3	3	3
CO5	3	2	3	2	3	2	3	2	3

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	3	1
CO2	3	1
CO3	2	3
CO4	3	3
CO5	3	2

JBA9006	HUMAN RESOURCE MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To infer knowledge about evolution and role of HR management.
- To build the concept with respect to Job description and specification.
- To explain the selection and recruitment process.
- To discuss the various methods of training and development programs.
- To explain the various methods of performance appraisal.

UNIT I PERCEPTIVE IN HUMAN RESOURCE MANAGEMENT 9

Introduction to Human Resource Management - Functions and Objectives- Evolution of Human Resource Management - Difference between PM and HRM -Computer applications in human resource management

UNIT II JOB ANALYSIS 9

Basic Concept- Methods of collecting job related data- Design of Job description and specification- Job Design and its approaches.

UNIT III THE CONCEPT OF BEST FIT EMPLOYEE 9

Human Resource Planning- Nature and Purpose – Sources of Recruitment- Factors influencing Recruitment - Nature and Process of Selection-screening – Tests - Validation – Interview – Medical examination - Induction.

UNIT IV TRAINING AND EXECUTIVE DEVELOPMENT 9

Needs of Training Assessment - Designing of a training program- Methods of Training and Development- Self-development – Knowledge management.- Basic in HR Analytics

UNIT V PERFORMANCE APPRAISAL AND COMPENSATION 9

Methods of Performance appraisal - Components of Indian pay structure- Incentives and Fringe Benefits - Current trends and Future of HRM.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

Students will be able to,

- Infer with functional knowledge of HR.
- Construct with respect to Job description and specification.
- Develop knowledge in recruitment and selection process.
- Infer the different methods of training and development programs.
- Perceive the different techniques of performance evaluation.

TEXT BOOKS:

1. Decenzo and Robbins, “Human Resource Management”, Wiley, 11th Edition, 2013.
2. Gary Dessler, “Human Resource Management”, Pearson Education, 15th Edition, 2017

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1. Wayne Cascio, “Managing Human Resource”, McGraw Hill, 10th edition, 2014.

2. Ivancevich, "Human Resource Management", McGraw Hill, 12th edition, 2016.
3. Uday Kumar Haider, JuthikaSarkar, "Human Resource Management", Oxford publication, 1st edition, 2013.
4. David A.Decenzo, Stephen P.Robbins, "Fundamentals of Human Resource Management", Wiley Publication, 11th Edition, 2012.

WEBSITES:

1. <https://www.managementstudyguide.com/perception-management-in-human-resource-development.htm>
2. <https://myventurepad.com/internal-external-sources-recruitment/>
3. <https://www.economicsdiscussion.net/human-resource-management/executive-development/31796>
4. <http://www.analytictech.com/mb021/motivation.htm>
5. <https://kissflow.com/hr/performance-management/employee-performance-appraisal-method>

MAPPING OF CO's - PO's

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	2	3	2	3	2	3	2	3
CO2	2	1	2	1	2	2	3	1	2
CO3	3	2	3	2	3	2	3	2	3
CO4	3	2	2	3	2	3	3	3	3
CO5	1	3	3	3	3	2	1	3	3

MAPPING OF CO WITH PSO

CO/PSO	PSO-1	PSO-2
CO1	3	2
CO2	3	3
CO3	1	3
CO4	3	3
CO5	1	2

JBA1038	PRINCIPLES OF MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To infer the basic concepts of Management.
- To explain the importance of planning and decision-making.

- To assess organizational structure and human resource planning.
- To discuss the various component of leading function
- To explain the various techniques of controlling using computers.

UNIT I CONCEPT AND APPROACHES IN MANAGEMENT

9

Definition of Management – Science or Art – Manager Vs Entrepreneur - types of managers -Managerial roles and skills – Evolution of Management – Scientific, human relations, system and contingency approaches-Current trends and issues in Management.

UNIT II PLANNING

9

Nature and purpose of planning – planning process – types of planning – objectives – setting objectives – policies – Planning premises – Strategic Management – Planning Tools and Techniques – Decision making steps and process.

UNIT III ORGANISING

9

Nature and purpose – Formal and informal organization – organization chart – organization Structure – types – Line and staff authority – departmentalization – delegation of authority –centralization and decentralization – Job Design - Human Resource Management – HR Planning, global Recruitment and selection, Training and Development, Performance Management , Career planning and management.

UNIT IV LEADING

9

Foundations of individual and group behaviour – motivation – motivation theories – motivational techniques – job satisfaction – job enrichment – leadership – types and theories of leadership – communication – process of communication – barrier in communication – effective communication –communication and IT.

UNIT V CONTROLLING

9

System and process of controlling – budgetary and non-budgetary control techniques – use of Computers and IT in Management control – Productivity problems and management – control and performance – direct and preventive control.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

Students will be able to,

- Discuss the concept of managerial functions.
- Apply decision-making strategies for uncertainty situations.
- Infer about Recruitment and selection process.
- Demonstrate leadership quality and effective communication skill
- Apply the skills to estimate productivity.

TEXT BOOKS:

1. Stephen A. Robbins & David A. Decenzo& Mary Coulter, “Fundamentals of Management “Pearson Education, 9thEdition, , 2013.
2. Harold Koontz & Heinz Weihrich “Essentials of management” Tata McGraw Hill Education, 10th edition, 2015.

REFERENCES:

1. Robert Kreitner & Mamata Mohapatra, "Management", Biztratra, 2008.
2. JAF Stoner, Freeman R.E and Daniel R Gilbert "Management", Pearson Education, 6th Edition, 2004.
3. Tripathi PC & Reddy PN, "Principles of Management", Tata McGraw Hill, 5th edition, 2012.
4. P.C. Tulsian, "Business Management", Pearson India, 4th edition, 2013.
5. C.B. Gupta, "Management Concepts Practices", Sultan Chand, 9th edition, 2016.

WEBSITES:

1. <https://study.com/academy/lesson/types-of-business>
2. <https://www.businessmanagementideas.com/planning/steps-involved-in-planning-process>
3. <https://www.ciesin.com.columbia.edu/decentralisation/different-forms.html>
4. <https://www.toppr.com/communication/barriers-in-communication>
5. <https://www.businessmanagementideas.com/management/controlling-process>

Mapping of CO's -PO's

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	-	-	2	2	-	-	1	-	-	-
CO2	-	-	-	-	2	2	-	-	1	-	-	-
CO3	-	-	-	-	2	2	-	-	1	-	-	-
CO4	-	-	-	-	2	2	-	-	1	-	-	-
CO5	-	-	-	-	2	2	-	-	1	-	-	-

Mapping of CO's -PSO's

CO\PSO	PSO1	PSO2	PSO3
CO1	2	3	2
CO2	3	2	3
CO3	1	2	3
CO4	3	1	2
CO5	1	2	3

JBA1039	TOTAL QUALITY MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To infer the core values of Total Quality Management
- To assess the quality philosophies in managerial perspective.
- To determine the quality management tools and techniques
- To explain the process control methodology.
- To evaluate the best practices for attainment of quality.

Introduction- Need for Quality - Definition of Quality - Quality statements – vision, mission and policy statements. Customer Focus – customer perception of quality, Translating needs into requirements, customer retention. Dimensions of product and service quality - Cost of quality - TQM framework, benefits, awareness and obstacles – overview of Lean Manufacturing

Overview of the contributions of Deming, Juran Crosby, Masaaki Imai, Feigenbaum, Ishikawa, Taguchi techniques – introduction, loss function, parameter and tolerance design, signal to noise ratio - Concepts of Quality circle- Japanese 5S principles and 8D methodology.

The Seven Traditional tools of Quality – New Seven Management tools of Quality –Failure mode effect analysis (FMEA)-Bench marking- Process and reasons for Benchmarking- POKA YOKE –Quality Function Deployment (QFD)

Control Charts- Process Capability - Six Sigma- Concepts, Methodology, Applications to Manufacturing, Service sector including IT -Total productive maintenance (TPM) - Business process Improvement (BPI)

Introduction - quality management systems – Process of obtaining ISO certification - Quality Auditing -ISO 9001: 2015 certification. Malcolm Baldrige National Quality Award-TQM Implementation in manufacturing and service sectors - TOM culture - Quality council.

- Apply appropriate techniques in identifying customer needs
- Apply quality philosophies for continuous improvement and ensure customer delight.
- Apply the various tools in quality management.
- Measure the process effectiveness and identify the areas for improvement
- Evaluate the performance excellence of an organization

1. Dale H.Besterfield, Carol Besterfield – Michna, Glen H. Besterfield, Mary Besterfield – Sacre, Hermant – Urdhwareshe, RashmiUrdhwareshe, Total Quality Management, , Pearson Education, 4th Edition ,2015.
2. ShridharaBhat K, Total Quality Management – Text and Cases, Himalaya Publishing House, 2ndEdition 2010.

REFERENCES:

1. Panneerselvam, R. and Sivasankaran, P., Quality Management, PHI Learning, New Delhi, 1st edition, 2014.
2. Douglas C. Montgomery, Introduction to Statistical Quality Control, 4th Edition, Wiley India Pvt Limited, 2020.
3. James R. Evans and William M. Lindsay, Managing for Quality and Performance Excellence, 9th Edition, Cengage Learning, 2012.
4. Poornima M. Charantimath, "Total Quality Management", Pearson Education, 2nd Edition, 2011.

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1. <https://asq.org/quality-resources/total-quality-management/tqm-history>
2. <https://www.economicsdiscussion.net/quality-management/total-quality-management-principles/31865>
3. <https://quality-one.com/fmea/>
4. <https://leanfactories.com/tpm-and-six-sigma-basics/>; <https://quality-one.com/qfd/>
5. <https://www.iso.org/standard/28692>; <https://qualitymanagementsystem.com/what-is-iso/>

Mapping of CO's -PO's

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	-	-	2	2	-	-	1	-	-	-
CO2	-	-	-	-	2	2	-	-	1	-	-	-
CO3	-	-	-	-	2	2	-	-	1	-	-	-
CO4	-	-	-	-	2	2	-	-	1	-	-	-
CO5	-	-	-	-	2	2	-	-	1	-	-	-

Mapping of CO's -PSO's

CO\PSO	PS01	PS02	PS03
CO1	2	1	2
CO2	3	2	3
CO3	-	1	3
CO4	3	2	2
CO5	2	2	-

JCE1001	PROFESSION ALETHICS IN ENGINEERING	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To create an awareness on Human Values in Engineering Ethics.
- To enable the students to create an awareness on Engineering Ethics
- To in still the Engineering as Experimentation process.
- To impart knowledge on safety, responsibilities and rights of Engineers.
- To impart knowledge on global issues.

UNIT I HUMAN VALUES

10

Morals, values and Ethics – Integrity – Work ethic – Service learning – Civic virtue – Respect for others – Living peacefully – Caring – Sharing – Honesty – Courage – Valuing time – Cooperation – Commitment – Empathy – Self confidence – Character – Spirituality – Introduction to Yoga and meditation for professional excellence and stress management.

UNIT II ENGINEERING ETHICS

9

Senses of ‘Engineering Ethics’ – Variety of moral issues – Types of inquiry – Moral dilemmas – Moral Autonomy – Kohlberg’s theory – Gilligan’s theory – Consensus and Controversy – Models of professional roles - Theories about right action – Self-interest – Customs and Religion – Uses of Ethical Theories.

UNIT III ENGINEERING AS SOCIAL EXPERIMENTATION

9

Engineering as Experimentation – Engineers as responsible Experimenters – Codes of Ethics – A Balanced Outlook on Law.

UNIT IV SAFETY , RESPONSIBILITIES AND RIGHTS

9

Safety and Risk – Assessment of Safety and Risk – Risk Benefit Analysis and Reducing Risk - Respect for Authority – Collective Bargaining – Confidentiality – Conflicts of Interest – Occupational Crime – Professional Rights – Employee Rights – Intellectual Property Rights (IPR) – Discrimination.

UNIT V GLOBAL ISSUES

8

Multinational Corporations – Environmental Ethics – Computer Ethics – Weapons Development – Engineers as Managers – Consulting Engineers – Engineers as Expert Witnesses and Advisors – Moral Leadership – Code of Conduct – Corporate Social Responsibility.

TOTAL:45 PERIODS

COURSE OUTCOMES:

Students will be able,

- Understand the concept of Human Values
- Understand about the Engineering Ethics concepts.
- Understand the concept of Moral and Social Values
- Gain knowledge on safety, responsibilities and rights of Engineers.
- Understand the concept of global issues.

TEXT BOOKS:

1. Mike W. Martin and Roland Schinzinger, “Ethics in Engineering”, Tata McGraw Hill, New Delhi, 2003.
2. Govindarajan M, Natarajan S, Senthil Kumar V. S, “Engineering Ethics”, Prentice Hall of India, New Delhi, 2004.
3. Charles E. Harris, Michael S. Pritchard and Michael J. Rabins, “Engineering Ethics – Concepts and Cases”, Cengage Learning, 2009.

REFERENCES:

1. Charles B. Fleddermann, "Engineering Ethics", Pearson Prentice Hall, New Jersey, 2004.
2. John R Boat right, "Ethics and the Conduct of Business", Pearson Education, New Delhi, 2003
3. Edmund G Seebauer and Robert L Barry, "Fundamentals of Ethics for Scientists and Engineers", Oxford University Press, Oxford, 2001.
4. Laura P. Hartman and Joe Desjardins, "Business Ethics: Decision Making for Personal Integrity and Social Responsibility" McGraw Hill education, India Pvt.Ltd., New Delhi, 2013.

WEBSITES:

- www.nptel.ac.in
- <https://www.nspe.org/resources/ethics>
- <https://www.slideshare.net/>
https://www.tutorialspoint.com/engineering_ethics/engineering_ethics
- <https://sites.tufts.edu/>

Mapping of CO's -PO's

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	2	-	1	-	-	1	-	-	-	1	1
CO2	1	2	-	1	-	-	1	-	-	-	1	1
CO3	1	2	-	1	-	-	1	-	-	-	1	1
CO4	1	2	-	1	-	-	1	-	-	-	1	1
CO5	1	2	-	1	-	-	1	-	-	-	1	1

Mapping of CO's -PSO's

CO\PSO	PSO1	PSO2	PSO3
CO1	1	3	2
CO2	2	3	2
CO3	3	1	1
CO4	1	2	2
CO5	3	-	3

JGE1003	HUMAN RIGHTS	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To infer about Human Rights and its classification
- To assess knowledge on the evolution of Human Rights
- To explain the theories of United Nation(UN) laws
- To discuss about Human Rights in India
- To explain about the Human Rights of disadvantaged people

UNIT I	BASIC CONCEPTS IN HUMAN RIGHTS	9
Human Rights – Meaning, origin and Development. Notion and classification of Rights – Natural, Moral and Legal Rights.-Human Rights and Morality- Civil and Political Rights, Economic, Social and Cultural Rights; collective / Solidarity Rights.		
UNIT II	EVOLUTION OF HUMAN RIGHTS	9
Evolution of the concept of Human Rights Magna carta – Geneva convention of 1864. Universal Declaration of Human Rights, 1948. Theories of Human Rights		
UNIT III	THEORIES OF UN-LAWS	9
Theories and perspectives of UN Laws – UN Agencies to monitor and compliance. -The Universal Declaration of Human Rights (UDHR)- Implementation Mechanisms: Charter and Treaty Bodies		
UNIT IV	HUMAN RIGHTS IN INDIA	9
Human Rights in India – Constitutional Provisions / Guarantees		
UNIT V	HUMAN RIGHTS OF DISADVANTAGED PEOPLE	9
Human Rights of Disadvantaged People – Women, Children, Displaced persons and Disable persons, including Aged and HIV Infected People. Implementation of Human Rights – National and State Human Rights Commission – Judiciary – Role of NGO's, Media, Educational Institutions, Social Movements		

TOTAL : 45 PERIODS

COURSE OUTCOMES:

Student will be able

- To develop about Human Rights and its classification
- To analyse the evolution of Human Rights
- To examine theories of United Nation Laws
- To build knowledge on Human Rights of India
- To appraise Human Rights of disadvantaged people

TEXT BOOKS:

1. Kapoor S.K., “Human Rights under International law and Indian Laws”, Central Law Agency, Allahabad, 2014.
2. Chandra U., “Human Rights”, Allahabad Law Agency, Allahabad, 2014.
3. UpendraBaxi, The Future of Human Rights, Oxford University Press, New Delhi, 2012.
4. ManishaPriyam, Krishna Menon and Madhulika Banerjee, “Human Rights, Gender And The Environment”, Pearson,2009..
5. Baradat Sergio and SwaronjaliGhosh, “Teaching of Human rights”, Dominant Publishers and distributors, New Delhi, 2009

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1. DebaratiHalder and Shruti S. Brahmbhatt, “Advancement of Human Rights in India Contemporary and Emerging Challenges”, Sage, 2021.
2. Roy.A.N, “Human Rights Achievements and Challenges”, Vista Publishing house, Delhi,

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3. Velan.G, “Human Rights and Development Issues”, The Associated publishers, AmbalaCantt. 2008.
4. Meena.P.K.”Human Rights Theory and practice”, MuraliLal and sons, New Delhi,2008
5. 10.Ansari.M.R, “Protecting Human Rights: Max Ford Books, New Delhi, 2006

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1. <https://youtube.com/playlist?list=PL-6EeT9nVgOnUD6ldE16SwXMRWPgmsOWv>
2. https://youtube.com/playlist?list=PLIZH_uaa-RjiJdLNivPhlzFJZTOKMmOU_
3. https://youtu.be/M_HsXzPpYCg
4. <https://youtu.be/PJsrNS-Q4M4>
5. <https://youtube.com/playlist?list=PLh5Hcgb8LbU4EUBZhYcUHRlpfIoUs6JDH>

Mapping of CO's -PO's

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	-	-	2	2	-	-	1	-	-	-
CO2	-	-	-	-	2	2	-	-	1	-	-	-
CO3	-	-	-	-	2	2	-	-	1	-	-	-
CO4	-	-	-	-	2	2	-	-	1	-	-	-
CO5	-	-	-	-	2	2	-	-	1	-	-	-

Mapping of CO's -PSO's

CO\PSO	PSO1	PSO2	PSO3
CO1	2	1	-
CO2	3	2	3
CO3	1	1	3
CO4	3	2	2
CO5	-	2	3

JGE1004	INTELLECTUAL PROPERTY RIGHTS	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To infer an idea about IPR.
- To build the knowledge on registration and its enforcement.
- To discuss various agreements and legislations with respect to IPR
- To appraise digital products and law
- To infer an idea about enforcement of IPRS

UNIT I BASIC CONCEPTS IN IPR

9

Introduction to IPRs, Basic concepts and need for Intellectual Property - Patents, Copyrights, Geographical Indications, IPR in India and Abroad – Genesis and Development – the way from WTO to WIPO –TRIPS, Nature of Intellectual Property, Industrial Property, technological

Research, Inventions and Innovations – Important examples of IPR.

UNIT II REGISTRATION OF IPRs **9**

Meaning and practical aspects of registration of Copy Rights, Trademarks, Patents, Geographical Indications, Trade Secrets and Industrial Design registration in India and Abroad 95

UNIT III AGREEMENTS AND LEGISLATIONS **9**

International Treaties and Conventions on IPRs, TRIPS Agreement, PCT Agreement, Patent Act of India, Patent Amendment Act, Design Act, Trademark Act, Geographical Indication Act.

UNIT IV DIGITAL PRODUCTS AND LAW **9**

Digital Innovations and Developments as Knowledge Assets – IP Laws, Cyber Law and Digital Content Protection – Unfair Competition – Meaning and Relationship between Unfair Competition and IP Laws – Case Studies.

UNIT V ENFORCEMENT OF IPRs **9**

Infringement of IPRs, Enforcement Measures, Emerging issues – Case Studies.

TOTAL : 45 PERIODS

COURSE OUTCOMES:

Student will be able

- To build an idea about IPR.
- To evaluate the concept of registration and its enforcement.
- To analyse various agreements and legislations.
- To measure the concept of digital products and law.
- To develop Intellectual Property portfolio to enhance the value of the firm.

TEXT BOOKS:

1. V. ScopleVinod, Managing Intellectual Property, Prentice Hall of India privateLtd, 2012
2. S. V. Satakar, “Intellectual Property Rights and Copy Rights, EssEss Publications, New Delhi, 2002

REFERENCES:

1. Deborah E. Bouchoux, “Intellectual Property: The Law of Trademarks, Copyrights, Patents and Trade Secrets”, Cengage Learning, Third Edition, 2012.
2. PrabuddhaGanguli,”Intellectual Property Rights: Unleashing the Knowledge Economy”, McGraw Hill Education, 2011.
3. Derek Bosworth and Elizabeth Webster, “The Management of Intellectual Property”,Edward Elgar Publishing Ltd., 2013.
4. Nithyananda, K V. Intellectual Property Rights: Protection and Management. India, IN: Cengage Learning India Private Limited,2019.
5. Neeraj, P., &Khusdeep, D. “Intellectual Property Rights. India”, IN: PHI learning Private Limited,2014.

WEBSITES:

1. www.nptel.ac.in
2. www.slideshare.net
3. <http://cipam.gov.in/>
4. <https://www.wipo.int/about-ip/en/>
5. <http://www.ipindia.nic.in/>

Mapping of CO's -PO's

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	-	-	-	-	-	1	-	1	-	1
CO2	-	-	-	-	-	-	-	1	-	1	-	1
CO3	-	-	-	-	-	-	-	1	-	1	-	1
CO4	-	-	-	-	-	-	-	1	-	1	-	1
CO5	-	-	-	-	-	-	-	1	-	1	-	1

Mapping of CO's -PSO's

CO\PSO	PS01	PS02	PS03
CO1	2	1	2
CO2	3	2	3
CO3	3	1	3
CO4	3	2	2
CO5	3	2	3