

JERUSALEM COLLEGE OF ENGINEERING

(An Autonomous Institution, Affiliated to Anna University, Chennai)



DEPARTMENT OF MANAGEMENT STUDIES

CURRICULUM AND SYLLABUS REGULATION 2023

CHOICE BASED CREDIT SYSTEM



VISION OF THE INSTITUTE

Jerusalem College of Engineering is committed in emerging as an international institution of excellence in imparting the finest quality engineering, technology and management education rooted in ethical and societal values through various academic programmes, multi-disciplinary research, consultancy and entrepreneurship activities, and hence in contributing towards social transformation and nation building.

MISSION OF THE INSTITUTE

Generating abundant resources and making conducive policies, the management led by the Chief Executive Officer strives towards promoting globally competitive academic programmes augmented with value added courses, in-plant training, co-curricular activities and ambience that support intellectual growth and skill acquisition.

Promoting collaborative trans-border research programmes, continuing education in synergy with academia, industries and research organisations leading to real time solutions and lifelong learning

Transforming young men and women into competent professionals and entrepreneurs motivated by a passion for professional excellence, driven by human values and proactively engaging in the betterment of the society through innovative practices and academic excellence

Facilitating effective interaction among faculty and students, and fostering network of alumni, industries, institutions and other stakeholders for successful career gain and placement.



DEPARTMENT OF MANAGEMENT STUDIES

Vision of the Department

Department of Management studies strives to develop students as competent professionals and successful entrepreneurs with social concerns and strong ethical values to promote multi-disciplinary research and entrepreneurship for nation building.

Mission of the Department

- To enhance the students as competent professionals through innovative teaching – learning process.
- To equip the students as successful entrepreneurs with leadership qualities.
- To build the ethical values among the students to serve for the betterment of society, Industry and Government.
- To cater to the industrial needs through multi-disciplinary research.

DEPARTMENT OF MANAGEMENT STUDIES

PROGRAM EDUCATIONAL OBJECTIVES (PEOs)

MBA Graduates will be able to:

PEO I: Integrate tools and concepts from multiple functional areas such as finance, human resources, marketing and operations, to solve business problems.

PEO II: Demonstrate a critical awareness of current issues like diversity, social responsibility, sustainability, innovation and knowledge management in business and management.

PEO III: Exhibit value-based leadership and entrepreneurial competence in the global arena.

PEO IV: Evaluate and integrate ethical considerations when making business decisions.

PEO V: Negotiate effectively in order to achieve organizational and individual goals.

PROGRAM OUTCOMES (POs)

PO1: Apply knowledge of management theories and practices to solve business problems

PO2: Foster Analytical and critical thinking abilities for data-based decision making.

PO3: Ability to develop Value based Leadership ability.

PO4: Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.

PO5: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

PO6: Ability to explore and solve managerial challenges through appropriate research design in dynamic business environment.

PO7 : Ability to create entrepreneurial opportunities through their competency.



JERUSALEM COLLEGE OF ENGINEERING

(An Autonomous Institution)

(Approved by AICTE, Affiliated to Anna University, Accredited by NBA and NAAC with 'A' Grade)

Velachery Main Road, Narayanapuram, Pallikaranai, Chennai - 600100

DEPARTMENT OF MANAGEMENT STUDIES

REGULATION 2023

CHOICE BASED CREDIT SYSTEM

I TO IV SEMESTERS CURRICULUM

CREDIT SUMMARY

S.NO	CATEGORY	1	2	3	4	Total Credit
1	PC	24	24	09	24	81
2	PE	-	-	18	-	18
3	EEC	1	2	-	-	03
TOTAL						102

SEMESTER I

S. N O	COD E NO	COURSE TITLE	T/P	CATEGORY	CONTACT PERIODS	L	T	P	C
1	JBA2101	Managerial Principles	T	PC	3	3	0	0	3
2	JBA2102	Legal Aspects Of Business	T	PC	3	3	0	0	3
3	JBA2103	Accounting Practices For Managers	T	PC	4	4	0	0	4
4	JBA2104	Statistics for Management	T	PC	4	3	0	0	3
5	JBA2105	Organizational Behaviour	T	PC	3	3	0	0	3
6	JBA2106	Managerial Economics	T	PC	3	3	0	0	3
7	JBA2107	Entrepreneurship Development	T	PC	3	3	0	0	3
8	JBA2111	Data Analysis Laboratory 1	P	PC	4	0	0	4	2
9	JBA2112	Communication Lab 1	P	EEC	2	0	0	2	1
Total					29	21	2	6	25

SEMESTER - II

S.NO.	CODE NO.	COURSE TITLE	T/P	CATEGORY	CONTACT PERIODS	L	T	P	C
1	JBA2201	Human Resource Management	T	PC	3	3	0	0	3
2	JBA2202	Marketing Management	T	PC	3	3	0	0	3
3	JBA2203	Operations Management	T	PC	3	3	0	0	3
4	JBA2204	Business Research Methods	T	PC	4	4	0	0	4
5	JBA2205	Financial Management	T	PC	3	3	0	0	3
6	JBA2206	Information Systems In Business	T	PC	3	3	0	0	3
7	JBA2207	Applied Operations Research	T	PC	4	3	0	0	3
8	JBA2211	Data Analysis Laboratory 2	P	PC	4	0	0	4	2
9	JBA2212	Communication Laboratory 2	P	EEC	4	0	0	4	2
Total					31	21	2	8	26

SEMESTER – III

S.NO	CODE NO.	COURSE TITLE	T/P	CATEGORY	CONTACT PERIODS	L	T	P	C
1	JBA2301	Strategic Management	T	PC	3	3	0	0	3
2		Professional Elective I*	T	PE	3	3	0	0	3
3		Professional Elective II*	T	PE	3	3	0	0	3
4		Professional Elective III*	T	PE	3	3	0	0	3
5		Professional Elective IV*	T	PE	3	3	0	0	3
6		Professional Elective V*	T	PE	3	3	0	0	3
7		Professional Elective VI*	T	PE	3	3	0	0	3
8	JBA2341	Summer Project Work	P	PC	12	0	0	12	06
Total					33	21	0	12	27

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

SEMESTER – IV

S.N O.	CODE NO.	COURSE TITLE	T/P/I	CATEGORY	CONTACT PERIODS	L	T	P	C
1	JBA240 1	International Business Management	T	PC	3	3	0	0	3
2	JBA240 2	Industrial Psychology	T	PC	3	3	0	0	3
3	JBA2441	Project Work	P	PC	36	0	0	36	18
Total					42	6	0	36	24

LIST OF PROFESSIONAL ELECTIVES

S.N O.	COD E NO.	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
Stream/Specialization: MARKETING MANAGEMENT								
1	JBA2001	Retail Marketing	PE	3	3	0	0	3
2	JBA2002	Brand Management	PE	3	3	0	0	3
3	JBA2003	Consumer Behavior	PE	3	3	0	0	3
4	JBA2004	Digital Marketing	PE	3	3	0	0	3
5	JBA2005	Customer Relationship Management Practices	PE	3	3	0	0	3
6	JBA2006	Services Marketing	PE	3	3	0	0	3
7	JBA2007	Integrated Marketing Communication	PE	3	3	0	0	3
Stream/Specialization: FINANCIAL MANAGEMENT								
8	JBA2008	Corporate Finance	PE	3	3	0	0	3
9	JBA2009	Security Analysis and Portfolio Management	PE	3	3	0	0	3
10	JBA2010	Strategic Investment and Financing Decisions	PE	3	3	0	0	3
11	JBA2011	Derivatives Management	PE	3	3	0	0	3

12	JBA2012	Banking Financial Services Management	PE	3	3	0	0	3
13	JBA2013	Merchant Banking and Financial Services	PE	3	3	0	0	3

**Stream/Specialization: HUMAN RESOURCE
MANAGEMENT**

14	JBA2014	Strategic Human Resource Management	PE	3	3	0	0	3
15	JBA2015	Organizational Culture and Development	PE	3	3	0	0	3
16	JBA2016	Training and Development	PE	3	3	0	0	3
17	JBA2017	Performance Management	PE	3	3	0	0	3
18	JBA2018	Managerial Behavior and Effectiveness	PE	3	3	0	0	3
19	JBA2019	Industrial Relations and Labour Welfare	PE	3	3	0	0	3

Stream/Specialization: OPERATIONS MANAGEMENT

20	JBA2020	Fundamentals of Six Sigma	PE	3	3	0	0	3
21	JBA2021	Lean Manufacturing	PE	3	3	0	0	3
22	JBA2022	Service Operations Management	PE	3	3	0	0	3
23	JBA2023	Product Design	PE	3	3	0	0	3
24	JBA2024	Project Management	PE	3	3	0	0	3
25	JBA2025	Materials Management	PE	3	3	0	0	3

**Stream/Specialization: LOGISTICS AND SUPPLY CHAIN
MANAGEMENT**

26	JBA2026	Fundamentals of Shipping	PE	3	3	0	0	3
27	JBA2027	Logistics Management	PE	3	3	0	0	3
28	JBA2028	Port Terminal and Cargo Logistics	PE	3	3	0	0	3
29	JBA2029	Warehousing Management	PE	3	3	0	0	3
30	JBA2030	Supply Chain Management	PE	3	3	0	0	3
31	JBA2031	Port Agencies	PE	3	3	0	0	3

Stream/Specialization: BUSINESS ANALYTICS

32	JBA2032	Data Mining for Business Intelligence	PE	3	3	0	0	3
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33	JBA2033	Deep Learning and Artificial Intelligence	PE	3	3	0	0	3
34	JBA2034	Social media web Analytics	PE	3	3	0	0	3
35	JBA2035	E-Business Management	PE	3	3	0	0	3
36	JBA2036	Enterprise Resource Planning	PE	3	3	0	0	3

Stream/Specialization: HOSPITAL MANAGEMENT								
38	JBA2037	Hospital Facility Planning	PE	3	3	0	0	3
39	JBA2038	Human Resources in Hospital Administration	PE	3	3	0	0	3
40	JBA2039	Hospital Information System	PE	3	3	0	0	3
41	JBA2040	Financial and Legal Aspects of Hospital Management	PE	3	3	0	0	3
42	JBA2041	Organization and Management of Hospitals	PE	3	3	0	0	3

**LIST OF OPEN ELECTIVES OFFERED BY THE DEPARTMENT OF
MANAGEMENT STUDIES FOR UG PROGRAMMES**

SEMESTER IV

S.NO	CODE NO.	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
1	JBA9201	Principles of Management	OE	3	3	0	0	3
2	JBA9202	Fundamentals of Accounting	OE	3	3	0	0	3

SEMESTER –V

4	JBA9203	Business Economics	OE	3	3	0	0	3
5	JBA9204	Behaviourial Science	OE	3	3	0	0	3

SEMESTER –VI

6	JBA9205	Total Quality Management	OE	3	3	0	0	3
7	JBA9206	Professional Ethics	OE	3	3	0	0	3

SEMESTER –VII

8	JBA9207	Customer Relationship Management	OE	3	3	0	0	3
9	JBA9208	Intellectual Property Rights	OE	3	3	0	0	3

**LIST OF LABORATORY COURSE OFFERED BY DEPARTMENT OF MANAGEMENT
STUDIES TO UG STUDENTS**

S. NO	SUB. CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
1	JBA2711	Entrepreneurship For Engineers	EEC	2	0	0	2	1

SEMESTER I

JBA2101	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.
- To inculcate knowledge in relation to the directing function of management.
- To gain knowledge on various techniques of controlling managerial functions.

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 ORGANIZING (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.

UNIT - IV LEADING(9)

Foundations of individual and group behavior – 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 - current trends in 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,

- To identify the nature, scope and significance of managerial principles.
- To take managerial decisions under uncertain situations.
- To determine the organization structure and the activities of Human Resources.
- To demonstrate leadership quality and effective communication skills.
- To estimate productivity and control management functions accordingly.

TEXT BOOKS:

1. Stephen A. Robbins & David A. Decenzo & Mary Coulter, “Fundamentals of Management” 11th Edition, Pearson Education, 2019.
2. Harold Koontz & Heinz Weihrich “Essentials of management” 11th Tata McGraw Hill, 2020.

REFERENCES:

1. Robert Kreitner & Mamata Mohapatra, “Management”, Biztantra, 2012.
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, 7th Edition, 2021.

MAPPING OF CO's - PO's

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

JBA2102	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 – Types of Contracts – Performance and Discharge of Contract - Breach of contract and its remedies –Quasi contract.

UNIT - II SPECIAL LAW OF CONTRACT(9)

Sale of Goods Act 1930: Essentials of contract of sale – Goods meaning and classification of goods – Condition and warranty: types and differences – Rights of unpaid seller and rights of buyer, Contract of Agency, Authority and liability of agent and Principal, Rights and duties of principal and agents, Formation and Termination of agency.

Negotiable instruments Act 1881 - Nature and requisites of negotiable instruments - Types of negotiable instruments - 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 ACT 1986, INTRODUCTION OF CYBER LAWS AND GST(9)

Consumer Protection Act 1986–Definition of a consumer - Consumer Rights - Consumer Grievances redressal, Types of Consumer Redressal Machineries and IPR- Environmental Protection Act – Introduction to GST and its implication.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

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

- To have Legal insight which will be established in business practices according to the situation of changing environment.
- To gain Knowledge on various business contract and stakeholder management.
- To possess clear view about the company law.
- To know about the various statutory and non statutory benefits from industry.
- To be aware of 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
CO1	3	3	3	2	3	3	3
CO2	1	2	2	1	1	1	2
CO3	1	2	2	1	1	1	2
CO4	1	2	2	1	1	1	2
CO5	1	2	2	1	1	1	2

JBA2103	ACCOUNTING PRACTICES FOR MANAGERS	L	T	P	C
		4	0	0	4

COURSE OBJECTIVES

- To develop a good understanding of knowledge in accounting fundamentals and preparation of financial reports.
- To make the student familiar with the concepts and preparation of funds and cash flow statements
- To empower students with the understanding on cost accounting concepts as applicable for managerial decisions
- To familiarise the student with the key analyses in marginal costing and budgeting analysis.
- To make the student familiar with the computerised accounting system and tally for accounting purpose.

UNIT - I FINANCIAL REPORTING AND ANALYSIS(12)

Meaning and Definition - Generally Accepted Accounting Principles – Accounting Concepts and Conventions - Branches of Accounting - significance and role - Preparation of Final accounts - Classification of assets and liabilities. Financial Statements Analysis: Meaning, importance, scope and limitations – Techniques of Financial Analysis – Ratio Analysis – Objectives - Classifications and computation of ratios – uses and limitations.

UNIT- II FUND AND CASH FLOW ANALYSIS(12)

Funds Flow Analysis – Concept of Funds and Flow – Statement of Changes in Working Capital – Funds from Operations – Funds Flow Statement – Uses and Limitations of Funds Flow Statements. Cash Flow Analysis – Meaning and Significance of Cash Flow Statements. Preparation of Cash Flow Statement - Uses and Limitations of cash flow analysis.

UNIT- III COST ACCOUNTING(12)

Concept of cost – Elements of Cost – Types of Cost – Cost Accounting – Objectives – importance - Comparison of cost accounting with management accounting and financial accounting - Preparation of cost sheet - Cost Unit and Cost Centre – Methods of Costing – Techniques of Costing – Preparation of Process costing – Transport costing.

UNIT -IV MARGINAL COSTING AND BUDGETING(12)

Marginal costing – assumptions – Concepts of Contribution and Profit-Volume Ratio. Breakeven Analysis – Cost Volume Profit Analysis – Managerial uses of marginal costing. Budgeting: Meaning - Classification of budgets - Zero based budget – preparation of Cash budget and flexible budget – Responsibility accounting.

UNIT -V ACCOUNTING IN COMPUTERISED ENVIRONMEN(12)

Significance of Computerised Accounting System- Computerized accounting software - 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,

CO1 – Prepare, analyse and interpret the financial statements and ratios.

CO2 - Construct funds and cash flow statements and interpret them.

CO3 - Understand the cost accounting concepts and their application in costing estimates.

CO4 - Evaluate cost volume profit analysis and budgeting for making better managerial decisions.

CO5 – Acquire knowledge in the field of computerized accounting systems and tally ERP for accounting.

TEXT BOOKS

1. M.Y.Khan & P.K.Jain, Management Accounting, Tata McGraw Hill. (2018).
2. R. Narayanaswamy, Financial Accounting – A managerial perspective, PHI Learning, New Delhi. (2015).

REFERENCE BOOKS

1. T.S.Reddy & Y. Hariprasad Reddy, Financial & Management Accounting, 4th Edition, Margham Publications, 2008.
2. Ashish K. Bhattacharya, Financial Accounting for Business Managers, 5th Edition, Prentice-Hall of India Pvt. Ltd., 2006
3. Jan Williams, Financial and Managerial Accounting – The basis for business decisions, 15th edition Tata McGraw Hill Publishers, 2010.
4. Horngren, Sundem, Stratton, Burgstahler, Schatzberg, Introduction to Management Accounting, PHI Learning ,2011.

WEB REFERENCES:

1. <https://archive.nptel.ac.in/courses/110/101/110101131/>
2. <https://nptel.ac.in/courses/110107127>
3. <https://www.aafmindia.co.in/financial-statement-analysis-tools-limitation-uses-process>
4. <https://icmai.in/icmai/>
5. <https://www.journalofaccountancy.com/>

MAPPING OF CO's - PO's

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

JBA2104	STATISTICS FOR MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To provide basic concepts of discrete, continuous random variables and standard distributions.
- To acquaint students with statistical testing of hypothesis of the parametric type.
- To elucidate problem solving in testing of hypothesis of the non parametric type.
- To familiarize students in problems of correlation and regression.
- To introduce Design of Experiments for practical problem solving.

UNIT I RANDOM VARIABLES(9)

Discrete and continuous random variables – Moments – Moment generating functions – Binomial, Poisson and Normal Distributions.

UNIT II TESTING OF HYPOTHESIS – PARAMETRIC TESTS(9)

Tests for means and proportions of large samples (z-test) – Tests for means of small samples (t-test) – F-test for population variances.

UNIT III NON-PARAMETRIC TESTS(9)

Chi-square tests for independence of attributes and goodness of fit – Sign test for paired data – Kolmogorov - Smirnov test for goodness of fit, comparing two populations – Mann-Whitney U test – Kruskal-Wallis test.

UNIT IV STATISTICAL CORRELATION AND REGRESSION(9)

Correlation coefficient – Rank correlation – Correlation for bivariate data – Regression coefficients – Lines of regression.

UNIT V DESIGN OF EXPERIMENTS(9)

ANOVA classification – Completely Randomized Design – Randomized Block Design – Latin Square Design.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

At the end of the course, students will be able

- To solve problems of discrete and continuous type random variables and apply distributions in real time problems.
- To apply hypothesis testing of parametric type as a tool of statistical inference.
- To apply hypothesis testing of nonparametric type as a tool of statistical inference.
- To solve correlation problems and to use regression analysis for predicting values of variables.
- To compare and contrast various design of experiments methods and use them in problems.

REFERENCES:

1. Richard I Levin, David S Rubin, Sanjay Rastogi, Masood Husain Siddiqui, “Statistics for Management”, Pearson Education, 8th Edition, 2017.
2. Prem S Mann, “Introductory Statistics”, Wiley India, 10th Edition, 2020.
3. Gareth James, Daniela Witten, Trevor Hastie, Robert Tibshirani, “An Introduction to Statistical Learning with Applications in R”, Springer, 2nd Edition, 2021.
4. Aczel A D and Sounderpandian J, “Complete Business Statistics”, Tata McGraw Hill Publishing Company Ltd., New Delhi, 7th Edition, 2017.
5. Anderson D R, Sweeney D J and Williams T A, “Statistics for Business and Economics”, Thomson (South – Western) Asia, Singapore, 13th Edition, 2019.

WEB REFERENCES:

1. <https://nptel.ac.in/courses/103106112>
2. <https://nptel.ac.in/courses/102106051>
3. <https://nptel.ac.in/courses/111104098>
4. <https://nptel.ac.in/courses/111104075>
5. <https://nptel.ac.in/courses/111104078>

CO-PO MAPPINGS:

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

JBA2105	ORGANIZATIONAL BEHAVIOUR	L	T	P	C
		3	0	0	3

COURSE OBJECTIVE

- 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 impart knowledge on individual behavior with changing environment.
- To gain insight on emerging aspects of organizational behavior.

UNIT - I INTRODUCTION(9)

Definition, need and importance of organizational behaviour –Scope – Frame work of discipline contributing to OB –Organizational behaviour models, Challenges and Opportunities.

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. Attitudes – Characteristics – Components – Formation-Values. Perceptions–Importance–Factors influencing perception – Interpersonal perception

- Impression Management. Motivation – Importance –Effects on work behaviour.

UNIT – III GROUP BEHAVIOUR(9)

Groups in organizations-Formation— Influence–Group dynamics–Emergence of informal leaders and working norms–Group decision making techniques– Team Building -Interpersonal relations– Communication – Conflict- Interpersonal, inter-group Conflicts & conflict resolution methods.

UNIT - IV DYNAMICS OF ORGANIZATIONAL BEHAVIOR(9)

Organizational culture and climate—Factors affecting organizational climate. Job satisfaction— Determinants – Measurements – Influence on behaviour. Organizational change – Importance – Stability Vs Change – Proactive Vs Reaction change – the change process – Resistance to change – Managing change. Organizational development – Characteristics – objectives —OD intervention techniques.

UNIT - V INTERNATIONAL ORGANIZATIONAL BEHAVIOUR(9)

Trends in International Business – Cultural Differences and Similarities - Managing an International Workforce: Barriers and overcoming barriers to cultural adaptation Women, Men, and Leadership. Sources of power –Power centers – Power and Politics. Stress – Work Stressors – Prevention and Management of stress – Balancing work and Life.

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 group behavior and norms of team.
- Aware of organizational culture, climate and job satisfaction.
- Have better understanding about trends in organizational behavior.

TEXTBOOKS:

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

REFERENCES:

1. John W Newstrom, Organisational Behaviour, 12th 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, Organizational Behaviour & Management, 7th edition, Tata McGraw Hill, 2008.
4. Udai Pareek, Understanding Organisational Behaviour, 3rd Edition, Oxford Higher Education, 2011.

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- <https://commercemates.com/individual-behaviour-in-organization/>
- <https://wandofknowledge.com/group-in-organisational-behaviour-meaning-types-functions/>
- <https://archive.nptel.ac.in/courses/110/106/110106145/>
- <https://edurev.in/t/109914/Recent-Trends-in-World-Trade-International-Business>

MAPPING OF CO's -PO's

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

JBA2106	MANAGERIAL ECONOMICS	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 macroeconomics to have the understanding of economic environment of business.
- To identify the causes of inflation and its role in the economy.

UNIT I INTRODUCTION TO ECONOMICS(8)

Introduction to Economics- Twin Themes of economics– scarcity and efficiency in present scenario– three fundamental economic problems – society’s capability – Production possibility frontiers (PPF) – economic growth & stability – Differences between Micro and Macroeconomic concepts –Roles and Responsibilities of Business Economist.

UNIT IIMICRO ECONOMICS(13)

Market-different market structures-Demand- Law of demand-Determinants, elasticity, law of diminishing marginal equity- Supply– Law of supply-Determinants Elasticity– Market equilibrium – elasticity of demand and supply – consumer equilibrium – consumer behavior and Approaches– Production – Short-run and long-run Production Function – Returns to scale — Analysis of cost – Short-run and long-run cost function – Relation between Production and cost function- economies Vs diseconomies of scale Case study.

UNIT III PRODUCT AND FACTOR MARKET(13)

Product market – perfect and imperfect market – 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.

UNIT IV 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 – Fiscal policy in theory. Activity on Latest Union Budget.

UNIT V INFLATION AND UNEMPLOYMENT(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 – Keynesian Theory- Phillips curve –short- run and long-run –Supply side Policy and management. Activity- Suggestions to overcome unemployment.

TOTAL: 60 PERIODS

COURSE OUTCOMES:

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

- To be familiar with principles of micro and macroeconomics.
- To create an awareness on the consumer and producer behavior in present economy
- To analyze the product and factor market conditions
- To determine the role of national income in building a nations economy.
- To explain the effects of unemployment and inflation in Indian economy.

TEXT BOOKS:

1. Geetika, Piyali Ghosh, Purba Roy Chowdhury, Managerial Economics - 3 edition, McGraw- Hill Education, 2017
2. Deviga Vengedasalam & Karunakaran Madhavan, Principles of Economics, Third Edition, Oxford University Press, New Delhi, 2013.
3. D N Diwedi, Managerial Economics – Vikas Publication, Eighth Edition, 2018.

REFERENCES:

1. Paul A. Samuelson, William D. Nordhaus, Sudip Chaudhuri and Anindya Sen, Economics, 19th edition, Tata McGraw Hill, New Delhi, 2011.
2. N. Gregory Mankiw, Principles of Economics, 7th edition, Cengage, New Delhi, 2015
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.
5. P. Saravanel, G. Kavitha, Economic Analysis for Business, Himalaya Publishing House, 2017.

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- 1 <https://www.rbi.org.in>
- 2 <https://data.oecd.org/economy.html>
- 3 <https://www.focus-economics.com>
- 4 www.mospi.gov.in
- 5 <https://www.ibef.org>

MAPPING OF CO's -PO's

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

JBA2107	ENTREPRENEURSHIP DEVELOPMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To explain the basic entrepreneurial skills 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 learn the role of MSME and requirement for management of small business for entrepreneurs.
- To learn and apply social responsibility of enterprise.

UNIT -I ENTREPRENEURIAL COMPETENCE(8)

Entrepreneurship concept – Entrepreneurship as a Career – Entrepreneurial Personality - Characteristics of Successful Entrepreneur – Knowledge and Skills of Entrepreneur-Reason for Entrepreneurial failure.

UNIT - II ENTREPRENEURIAL 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(10)

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 for business - Operations Planning - Market and Channel Selection - Growth Strategies - Product Launching – Incubation, Venture capital, 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. MSME-Role and significance of MSME- Contribution of MSMEs to Indian Economy- Self Help Group.

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. CSR and consumer protection - Social responsibilities of business – Activity on CSR activities of business.

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
- Determine the significance of MSME
- 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.

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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.
4. Mark.S.Schwartz, Corporate Social Responsibility: An Ethical Approach, Broad view press.

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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/>

MAPPING OF CO's - PO's

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

JBA2111	DATA ANALYSIS LABORATORY 1	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	Creation of Word Document: Format the word, list Table,Header & footer	5
2	Article Creation using MS Word	5
3	Creation of Pay slip Using MS-Excel	4
4	Conditional Logic–IF, SUM IF, AND, OR, NOT, IF ERROR	4
5	One Dimensional Pivot table and pivot charts	4
6	Two-Dimensional Pivot table and pivot charts	4
7	Goal seek, Drop Down List	4
8	Auditing spreadsheets; error trapping; evaluate-formula feature	3
9	V-Lookup, H-Lookup	5
10	Data visualization: Formatting Charts, Adding Graphics to Spread Sheet	3
11	Introduction to MS-Power point	4

TOTAL: 45 PERIODS

COURSE OUTCOMES:

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

- Possess the knowledge of MSWord, 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, Ceyhun Ozgur, ' 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.

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- https://www.academia.edu/42212336/Microsoft_Word_Tutorial
- <https://www.javatpoint.com/excel-tutorial>
- <https://www.vedantu.com/computer-science/powerpoint>

MAPPING OF CO's -PO's

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

JBA2112	COMMUNICATION LAB 1	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	4
2	Debate	4
3	Role play	2
4	Precise writing	2
5	Resume Writing & Mock Interview	2
6	Use of Audio Visual media	3
7	Principles of Effective presentations	2
8	Case Studies	7
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 forWisdom,VethathiriPublications,Erode,2009.

MAPPING OF CO's -PO's

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

SEMESTER II

JBA2201	HUMAN RESOURCE MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To provide knowledge about scope 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)

Nature and Scope, Objectives and Functions of HRM. Role and responsibilities of Human Resource- Manager, Concept of International HRM and Strategic HRM, Trends in HRM, Challenges faced by HRM.

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 – Development of mentor – Protégé relationships-personal empowerment.

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- Quality of life.

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.
- Explain 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, 12th Edition, 2019.
2. Dessler, Human Resource Management, Pearson Education Limited, 16th edition, 2020.

REFERENCES

1. Wayne Cascio, Managing Human Resource, McGraw Hill, 2021
2. Ivancevich, Human Resource Management, McGraw Hill 2017
3. Uday Kumar Haider, Juthika Sarkar, Human Resource Management. Oxford, 2017

MAPPING OF CO's - PO's

CO/P O	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	1	2	2	1	1	1	2
CO2	3	3	3	1	3	3	3
CO3	3	3	3	1	2	2	3
CO4	3	3	3	1	3	3	3
CO5	1	2	2	1	1	1	2

JBA2202	MARKETING MANAGEMENT	L	T	P	C
		3	0	0	3

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 importance of research in the marketing.

UNIT -I INTRODUCTION(9)

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(9)

Marketing strategy formulations – Key Drivers of Marketing Strategies - Corporate Strategic Planning – Stages in Industrial buying process - Consumer Marketing — Services marketing –Characteristics – Service Mix- Service gap– Competitor analysis – Process - Designing Competitive Strategies.

UNIT - III MARKETING MIX DECISIONS(9)

Product planning and development–Product cycle–New product Development and Management –Market Segmentation –Targeting and Positioning– Positioning Strategies - Channel Management– Importance-Channels Design Decision - Levels of Channel – Types of Intermediaries – Factors influencing Channel Decision - Advertising and sales promotions – Steps - Measuring the Effectiveness of Advertising – Pricing Objectives, Policies and methods.

UNIT - IV BUYER BEHAVIOR(9)

Understanding industrial and individual buyer behaviour- Influencing factors –Buyer Behaviour Models – Consumer buying behaviour process – Online buyer behaviour – Building and measuring customer satisfaction – customer relationships management – Customer acquisition, Retaining, Defection.- Measuring Customer Lifetime value

UNIT – V MARKETING RESEARCH & TRENDS IN MARKETING(9)

Marketing Research: Meaning and Importance of marketing research; Marketing research process – Research report-measuring marketing productivity- Introduction to Digital marketing, Cause related marketing – Green Marketing -Ethics in marketing.

TOTAL:45 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 research 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 McGraw Hill- 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. Douglas, J. Darymple, Marketing Management, John Wiley & Sons, 2008.

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- <https://archive.nptel.ac.in/courses/110/104/110104068/>
- <https://smallbusiness.chron.com/marketing-strategy-formulation-46179.html>
- <https://coschedule.com/marketing/marketing-mix/marketing-mix-examples>
- https://www.brainkart.com/article/Understanding-Industrial---Individual-Buyer-Behaviour_7213/
- <https://www.hotjar.com/blog/market-research/>

MAPPING OF CO's -PO's

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

JBA2203	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 gain knowledge in quality management and its tools.

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 in operations management-performance measures in operation.

UNIT-II FORECASTING, CAPACITY AND FACILITY DESIGN(9)

Demand Forecasting – Need, Objectives- Qualitative forecasting methods – Quantitative forecasting models - Capacity Planning – Long range, short range, CRP. Material requirement planning -MRP I, MRP II and ERP - Facility Location –Location Models, Facility Layout – Principles, Types, Planning tools and techniques.

UNIT-III DESIGN OF PRODUCT, PROCESS AND WORK SYSTEM(9)

Product Design – Influencing factors, Approaches, Legal, Ethical and Environmental issues. Process –

Planning, Selection, Strategy, Major Decisions. Work Study – objectives, procedures, 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 and policies, Vendor rating and Value Analysis, E – Procurement. Inventory – cost and control techniques – Selective Inventory Control Techniques. Overview of JIT, Supply chain management -functions.

UNIT -V QUALITY MANAGEMENT AND TECHNIQUES(9)

Concept of Quality, Principles and Philosophies, Cost of quality, Quality awards – Statistical process control - TQM tools - Continuous improvement- Lean manufacturing, Six sigma, 5 s, Quality circle, Benchmarking, Poka yoke.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

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

- Build knowledge in transformation process, strategy, developments and trends in operations management.
- Develop strategic resources plans by applying forecasting, capacity planning and facility layout techniques.
- Possess the knowledge of NDP, method study and work measurement in process development.
- Understand the material planning and inventory techniques.
- Associate the importance of quality management and its techniques in managing business operations.

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.
3. ShridharaBhat K, Total Quality Management – Text and Cases, Himalaya Publishing House, II Edition 2010.

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.
4. Dale H.Besterfield, Carol Besterfield – Michna, Glen H. Besterfield, Mary Besterfield – Sacre, Hermant – Urdhwareshe, RashmiUrdhwareshe, Total Quality Management, Revised Third edition, Pearson Education, 2011.
5. Panneerselvam, R. and Sivasankaran, P., Quality Management, PHI Learning, New Delhi, 2014.

MAPPING OF CO's -PO's

CO/ P O	PO1	PO2	PO 3	P O 4	P O 5	PO 6	PO 7
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CO3	3	3	3	1	3	3	3
CO4	1	2	2	1	1	1	2
CO5	3	3	3	1	3	3	3

JBA2204	BUSINESS RESEARCH METHODS	L	T	P	C
		4	0	0	4

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(12)

Business Research – Definition and Significance – the research process – Types of Research – Exploratory and causal Research – Theoretical and empirical Research – Research questions / Problems – Research objectives – Research hypotheses – characteristics – the role of theory in research.

UNIT - II RESEARCH DESIGN AND MEASUREMENT(12)

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 – Validity and Reliability of instrument.

UNIT- III DATA COLLECTION(12)

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(12)

Data Preparation – editing – Coding –Data entry – Validity of data – Qualitative Vs Quantitative data analyses – Bivariate and Multivariate statistical techniques – 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(12)

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: 60 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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CO4	3	3	3	1	2	2	3
CO5	1	2	2	1	1	1	2

JBA2205	FINANCIAL MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To make students familiarize with fundamentals of finance in organization.
- 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- Long term sources of funds.

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, 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 – Walters – Model, Gordons 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 - Factors Affecting Composition of Working Capital – Approaches to working capital and finance - Short term Sources of Finance - Trade Credit, Short-term bank finance, PDs, CPs and Factoring, Inventories- Receivables - Cash management- inventory management.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

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

- Understand the foundations of finance and concept of time value of money.
- Examine various methods of capital budgeting and their appropriateness in decision situations.
- Determine capital structure and evaluate various financing options.
- Measure the impact of dividend policy of a business on its share prices

Estimate working capital needs of a firm and use of various tools of working capital components

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. AswatDamodaran, 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.

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3. www.https://research-methodology.net/
4. www.Classcentral.com

MAPPING OF COS AND POS

CO/P O	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	2	2	1	1	1	2
CO2	3	3	3	1	2	2	3
CO3	3	3	3	1	3	3	3
CO4	3	3	3	1	3	3	3
CO5	3	3	3	1	3	3	3

• .

JBA2206	INFORMATION SYSTEMS IN BUSINESS	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To understand the importance of information in business.
- To know the various types of information systems and technologies and methods used in developing the same.
- To know how to design a system and the various types of DBMS.
- To know the applications and security issues related to information systems.
- To know the new technologies and trends in the information system.

UNIT –I INTRODUCTION(9)

Data, Information, Intelligence, Information Technology, Information System, Evolution of Information systems, Functional Information Systems, Business Process, Digitisation and Digitalisation in organisations.

UNIT -II INFORMATION SYSTEM DEVELOPMENT(8)

Hierarchical information systems, Transaction Processing Systems, Management Information Systems, Decision Support Systems, Executive Information Systems, System Development Life Cycle, System development methodologies, Computer Aided Software Engineering tools.

UNIT- III SYSTEM DESIGN AND DBMS(9)

System flow chart, Decision table, Data flow Diagram (DFD), Entity Relationship (ER), Unified Modeling Language(UML) diagram. DataBase Management Systems – Hierarchical DBMS, Network DBMS, Relational DBMS, Object Oriented DBMS. Structured Query Language.

UNIT- IV KNOWLEDGE MANAGEMENT SYSTEMS AND ISSUES(9)

Knowledge Management Systems, Knowledge Management Value chain, Geographical Information Systems, Disaster Management Systems, Big Data, Data Mining, Data warehousing and Data Mart. Computer Crimes, Information Security, Ethics in IT, IS Controls, IS Vulnerability, Software Audit, CMM.

UNIT-V TRENDS IN MANAGEMENT(10)

Role of information management in ERP, E-Business, E-Governance, Business Intelligence, Data Analytics, Pervasive Computing, Cloud computing, Social Computing, Mobile Computing, IoT, Block Chain Technology.

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.
- Be 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.

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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

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

JBA2207	APPLIED OPERATIONS RESEARCH	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To enable students understand various linear programming techniques to solve constrained problems.
- To familiarize students in linear programming extensions such as transportation and assignment problems.
- To enable students solve problems in project management and replacement models.
- To familiarize students in decision theory and to introduce problem solving in game theory.
- To elucidate problem solving in queueing theory.

UNIT I LINEAR PROGRAMMING(9)

Introduction to Linear Programming Problem – Formulation – Graphical method – Simplex method – Big M method – Two phase method.

UNIT II LINEAR PROGRAMMING EXTENSIONS(9)

Duality in linear programming problems – Dual Simplex method – Transportation and Assignment problems (Balanced, Unbalanced and Maximization models)

UNIT III PROJECT MANAGEMENT AND REPLACEMENT MODELS(9)

Critical Path Method – Project Evaluation and Review Technique – Resource Levelling – Resource Allocation.

Replacement Models – Individual replacement model – Group replacement model.

UNIT IV DECISION AND GAME THEORY(9)

Decision making under risk – Decision trees – Decision making under uncertainty. Game Theory - Two person Zero sum games - Saddle point – Arithmetic Method - Dominance Rule - Method of matrices - Graphical method.

UNIT V QUEUEING MODELS(9)

Markovian queues – Birth and death processes – Single and multiple server, Infinite and finite queueing models – Little's formula.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

At the end of the course, students will be able

- ·To find optimal solution for real life problems involving conditions and resource constraints.
- ·To solve complex linear programming problems, transportation problems and assignment problems.
- · To apply problem solving skills in project management and replacement models.
- · To use decision theory and game theory as tools for practical problem solving.
- · To solve problems in queueing models.

REFERENCES:

1. Paneerselvam R, “Operations Research”, Prentice Hall of India, 3rd Edition, 2023.
2. Vohra N D, “Quantitative Techniques in Management”, Tata McGraw Hill, 5th Edition, 2017.
3. Hamdy A Taha, “Introduction to Operations Research”, Prentice Hall India, 10th Edition, 2019.
4. Anderson, Sweeney Williams, “An Introduction to Management Science – Quantitative Approaches to Decision Making”, Cengage, 14th Edition, 2019.
4. Srinivasan G, “Operations Research – Principles and Applications”, PHI, 3rd Edition, 2017.
5. Bernard W Taylor, “Introduction to Management Science”, 12th Edition, 2014.

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2. <https://nptel.ac.in/courses/105108127>
3. <https://nptel.ac.in/courses/110105082>
4. <https://nptel.ac.in/courses/110101133>
5. <https://nptel.ac.in/courses/110107081>

CO-PO MAPPING:

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	3	-	-	-	-	-
CO2	2	3	-	-	-	-	-
CO3	2	3	-	-	-	-	-
CO4	2	3	-	-	-	-	-
CO5	2	3	-	-	-	-	-
AVG	2	3	-	-	-	-	-

JBA2211	DATA ANALYSIS LABORATORY 2	L	T	P	C
		0	0	4	2

COURSE OBJECTIVE:

- To have hands-on experience on decision modelling.

[Business models studied in theory to be practiced using Spreadsheet / Analysis Software]

S.No.	Details of experiments	Duration
1	Descriptive Statistics	2
2	Hypothesis - Parametric	10
3	Hypothesis – Non-parametric	10
4	Regression	2
5	Multiple Regression	3
6	Forecasting	3
7	Inventory Models	3
8	Present Value	2
9	Future Value	2
10	Methods of Capital Budgeting: Pay Back Period, Net Present Value, Internal Rate of Return	8

TOTAL: 45 PERIODS

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.

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- <https://nptel.ac.in/courses/110107113>
- <https://www.deskera.com/blog/capital-budgeting/>

MAPPING OF CO's - PO's

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

JBA2212	COMMUNICATION LABORATORY 2	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	5
2	Email	4
3	Writing Business proposals and reports	5

4	Behaviour Change Communication (BCC)	5
5	Minutes of Meeting	4
6	Seminar Presentation	6
7	Negotiation Skill	4
8	Decision Making skill	4
9	Quotations – Inviting & Sending	4
10	Memoir	4

**TOTAL: 45
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
CO1	3	3	3	2	3	3	3

SEMESTER III

JBA2301	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.

UNIT II ENVIRONMENT ANALYSIS (9)

External Environment – Porter's Five Forces Model –Industry analysis -PESTEL - Generic Building Blocks of Competitive Advantage- Low, cost and differentiation–Resource based view (RBV) framework- Resource, Capabilities and competencies–core competencies -Distinctive Competencies- competitive Advantage-Profitability - Avoiding failures and sustaining competitive advantage – Activity.

UNIT III STRATEGIES (10)

Generic strategic alternatives – Stability, Expansion, Retrenchment and Combination strategies –Business level strategies -Corporate level Strategy–Integration - Diversification and Strategic Alliances-Strategic analysis and choice – Environmental Threat and Opportunity Profile (ETOP) - Corporate Portfolio Analysis - SWOT Analysis - GAP Analysis - McKinsey's 7s Framework - Balance Score Card - Activity.

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 –Internet Economy- Strategies in Emerging markets- Ethical issues in strategy-case study.

TOTAL:45 PERIODS

COURSE OUTCOMES:

Students will be able to:

- To infer the organization's mission, vision and objectives, develop 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, non-profit organizations.

TEXTBOOKS:

1. Hill, Charles W.L., Melissa A. Schilling, and Gareth R. Jones. Strategic management: an integrated approach: theory and cases. Cengage Learning, 2020.
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. Srinivasan, "Strategic Management The Indian Context", Prentice Hall of India, 5th Edition, 2014.
3. Thompson, Strickland, "Strategic Management Concepts and cases", Tata McGraw Hill International edition, 12th edition, 2012.

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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
CO1	2	1	2	2	3	1	2
CO2	2	3	3	3	2	2	3
CO3	3	3	3	3	2	2	3
CO4	2	2	3	1	1	2	2
CO5	1	1	2	3	1	-	1

MARKETING ELECTIVE

JBA2001	RETAIL MARKETING	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To educate students about current retailing trends and strategies.
 - To explain the existing retail formats.
 - To analyze the approaches to make decisions in retail organization.
 - To identify the nuances of visual merchandising and its element.
 - To emphasis on retailing strategies.

UNIT I INTRODUCTION (9)

Retail Marketing – Introduction – Definition, scope and Significance – Characteristics of retailing/retailers – Difference between Traditional and non-traditional retailing – retailing in Indian. Scenario: Classification – challenges – future prospective – retail management process -Impact of technology on the retail industry-Marketing concepts applied to retailing

UNIT II RETAIL ENVIRONMENT AND RETAIL FORMATS(9)

Micro and macro environment- fundamental approach to retail making- retail consuming process- Retail buying behavior, buying process, buying behavior patterns- Factors influencing retail consumer- Retail formats: classification of retail formats --characteristics of un-organized retail format.

UNIT III RETAILING DECISION (9)

Factors, Choice of retail store location – Types, Macro and Micro factors – positioning of retail shops-building powerful store image- roles and responsibilities of stores manager-retail channels-benefits of multichannel retailing.Retail advertising: types, functions-Information systems in retail sector: objectives, role, characteristics, features and significance,

UNIT IV RETAIL SHOP MANAGEMENT(9)

Visual merchandise management: Objectives-importance-elements-types. Retail space management-Importance, types of merchandise, lay out design for Retail space-guidelines for using storage space-retail inventory management-retail branding strategies, challenges best practices for retail branding.

UNIT V RETAIL STRATEGY(9)

Retail strategy meaning, definition, factors, strategic retail planning process- types of retailing strategies-Financial strategy in retail, key components, process, role and responsibilities of retail finance-Wheel of retailing concept-Retail strategies for global growth-different entry strategies.

TOTAL:45 PERIODS

COURSE OUTCOMES:

Students will be able to,

- Explain current retailing trends and strategies.
- Develop knowledge of retail formats.
- Develop insights towards managing the retail stores and organizations.
- Will know the significance of visual merchandising management.
- Would be able to understand the retailing strategies and the process.

TEXT BOOKS:

1. Levy M and B Wetz, Retailing Management, 11th ed. 2023 New York: McGraw-Hill.
2. Wayne D Hoyer, Deborah J Macinnis (2018), “Retail Behavior” Cengage Learning Publication, 3rded.
3. Retail Marketing, J. Blythman, Routledge Publisher, 1st ed. 2019

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1. Retailing Management, Gibson Vedamani, Pearsons Publications, 3rd ed.2017.
2. Retail Marketing, A. Sivakumar, Excel Books, India, 2017.
3. Dr.Harjit Singh,” Retail Management: A Global Perspective (Text and Cases)”, S.Chand Publishing,3rd Edition, 2014.
4. Patrick M. Dunne, Robert F Lusch, James R.Carver,” Retailing”, Cengage Publication, 8th edition,2013.

5. 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.

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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://environicsresearch.com/capabilities-insights/retail-shopper-behaviour/>

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

JBA2002	BRAND MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To introduce different approaches to measuring brand equity
- To develop effective brand management strategies to attain competitive advantage .
- To analyze the effectiveness of brand promotional techniques
- To analyze brand performance through quantitative and qualitative techniques.

To develop global marketing strategy and program and sustain brand equity

UNIT I INTRODUCTION (9)

Basic understanding of Brand -Functions of Brand -Types of Brand – Branding Challenges and opportunities – Brand equity concepts and model.

UNIT II DEVELOPING BRAND STRATEGY(9)

Strategic brand management process-Building a strong Brand- Brand positioning- Brand extension - Factors influencing Re branding and Re launching-**Case Study**

UNIT III BRAND COMMUNICATIONS(9)

Brand image building - Brand loyalty program – Brand promotion method – Role of brand Ambassador, Celebrities -Digitalized and Social media brand promotion **Activity on Logo creation.**

UNIT IV BRAND PERFORMANCE (9)

Measuring sources of brand equity – Qualitative and Quantitative research technique –

Comprehensive models of Consumer based brand equity – Role of brand manager.-Case Study

UNIT V GROWING AND SUSTAINING BRAND EQUITY(9)

Developing a brand architecture strategy – Evaluating brand extension opportunity – Global marketing programs – **Global brand strategy.**

TOTAL: 45 PERIODS

COURSE OUTCOMES:

Students will be able,

- To summarize key ‘branding’ concepts & methods.
- To develop brand strategy for any product.
- To identify and evaluate the communication modes used to promote the brands.
- To identify performances of brands.
- To analyze the brand growth and sustainability.

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.
6. Lan Batey, Asian Branding – A Great way to fly, PHI, Singapore, 2002.
7. Paul Tmepoal, Branding in Asia, John Willy, 2015.

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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
CO1	2	1	2	1	2	2	3
CO2	3	1	3	2	3	3	3
CO3	3	3	3	3	3	3	3
CO4	3	1	3	2	3	3	3
CO5	2	1	2	1	2	2	3

JBA2003	CONSUMER BEHAVIOUR	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To explain the importance, factors and dimensions of consumer
- To explore and compare the models of consumer behaviour.
- To explain the influence of motivation, perception, personality, attitude, learning and self image and Life styles.
- To identify the knowledge implications of a consumer
- To compare the pre and post purchase behaviour.

UNIT I INTRODUCTION (9)

Consumer vs customer- Consumer-Concepts – Significance – Dimensions of consumer behaviour – **Application of consumer behaviour in marketing decisions-** Consumer research process.

UNIT II CONSUMER BEHAVIOR MODELS(9)

Industrial and individual consumer behaviour models - Howard- Sheth, Engel – Kollat, Webster and Wind Consumer Behaviour Models – Implications of the models on marketing decisions.

UNIT III INTERNAL AND EXTERNAL INFLUENCES OF CONSUMER BEHAVIOUR(9)

Internal: Psychological Influences on consumer behavior – Motivation – Perception –Personality Learning and Attitude- Self Image and Life styles External: Socio-Cultural, Cross Culture - Family group – Reference group – Communication.

UNIT IV CONSUMER SATISFACTION(9)

Concept - Consumer Delight – Consumer Surprise – Consumer & After Sales Services – Consumer Buying Motives - **Marketing Ethics and Consumer Behaviour.**

UNIT V PURCHASE DECISION PROCESS(9)

Pre-purchase and post-purchase behavior decision process – Online purchase decision process – Diffusion of Innovation - consumer protection and regulations of markets in India – Emerging issues of purchase decision process - **Implications of modern marketing purchase decisions.**

TOTAL: 45 PERIODS

COURSE OUTCOMES:

Students will be able to,

- Identify and analyze the various factors and dimensions influencing consumer behavior.
- Compare and contrast different models of consumer behavior, including economic, psychological, and sociological perspectives.
- how motivation, perception, personality, attitude, learning, self-image, and lifestyle impact consumer decision-making processes.
- Evaluate the ethical implications of marketing practices on consumer behavior and society.
- Compare and contrast pre-purchase and post-purchase consumer behavior, including the evaluation of product alternatives, purchase decisions, and post-purchase satisfaction or dissatisfaction.

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.
3. Michael Solomon 'Consumer Behaviour', 9th Edition, PHI Learning Private Ltd.

REFERENCES:

1. P.C.Jain and Monika Bhatt.,” Consumer Behavior in Indian Context”, S.Chand& Company Private Limited, 2013.
2. 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

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

JBA2004	DIGITAL MARKETING	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To explain the importance of digital marketing.
- To acquire knowledge on social media marketing
- To Elucidate the promotional strategies for social media marketing.
- To understand the technological importance of SEO and SEM.
- To Understand the basic concept of web analytics.

UNIT I INTRODUCTION TO DIGITAL MARKETING(9)

Introduction to digital marketing, advantages of digital medium over other media, Impact of internet on consumer buying behaviour. **Domain names; Website hosting; Lead generation;** Ethical and Legal Issues in the field of digital marketing.

UNIT II SOCIAL MEDIA MARKETING(9)

Meaning; approach to social media; types of social media websites; blogging; social media engagement; social media ROI; using social media for branding and promotion. Marketing on Facebook, LinkedIn, Youtube, Instagram, Pinterest Suggested Readings- **Activity to develop content for digital media on any social media platform.**

UNIT III PROMOTIONAL STRATEGY(9)

Types of Media Channels, **Choosing Media Vehicles, Timings** and Factors Influencing media strategies; Plan Evaluation and Monitoring: Outcome measures, Process Measures; Establishing Budgets and finding Funding Sources.

UNIT IV SEO and SEM(9)

Introduction to SEO; understanding search engines; basics of keyword research; On-page and off-page Search Engine Optimisation. Introduction to SEM; Google Adwords; keywords; bidding and budget; quality score; creating and optimising campaign. Google Analytics; **Content marketing; Affiliate marketing; Email marketing; Mobile 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 digital marketing .
- Create a blog and its performance on social media .
- Identify the effective promotions using mobile and videos.
- Analyze the impact of SEO and SEM.
- Comprehend the fundamental principles of web analytics

TEXT BOOKS:

1. Philip Kotler, Ned Roberto, Nancy Lee, Social Marketing: Improving the quality of life, Sage Publication, 2nd edition
2. 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
3. Kaufman, Ira and Chris Horton,” Digital Marketing: Integrating Strategy and Tactics with Values”, Routledge, 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

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

JBA2005	CUSTOMER RELATIONSHIP MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To understand concepts and principles of CRM
- To describe the consumer perception and expectation.
- To identify the various ccm structures.
- To familiarize with CRM tool.
- To discuss the recent trends in CRM.

UNIT I INTRODUCTION(9)

Definitions – Evolution -Need for CRM – Transactional Vs Relationship Approach – CRM as a strategic marketing tool – Significance and importance of CRM.

UNIT II UNDERSTANDING CUSTOMERS(9)

CRM in Marketing – One to one Relationship Marketing – Cross Selling & Up Selling. Customer Retention, Behaviour Prediction – Customer Profitability & **Value modeling** – Channel Optimization, CRM for - Event based marketing, Call center. Customer Satisfaction Measurement.

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 TOOLS (9)

Sales Force Automation – Sales Process, Activity, Contact-Lead and Knowledge Management, Field Force Automation. Journey Orchestration, Omni Channel, Team Collaboration, CRM Implementation - Defining success factors - **Preparing a business plan requirements**, justification and processes. - Choosing CRM tools

UNIT V TRENDS IN CRM(9)

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 structures of CRM
- 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.

REFERENCES:

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
4. V.Kumar, Werner Reinartz “Customer Relationship Management - Concept, Strategy and Tools”, 2nd Edition, Wiley India, 2012.
5. Francis Buttle,” Customer Relationship Management: Concepts & Technologies”, Elsevier, 2nd Edition, 2015.

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1. <https://www.salesforce.com/in/crm/what-is-crm/>
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
CO1	2	1	2	1	2	2	3
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CO5	3	3	3	3	3	3	3

JBA2006	SERVICES MARKETING				L	T	P	C
					3	0	0	3

COURSE OBJECTIVES:

- To Demonstrate the unique characteristics of services and services marketing mix strategies.
- To Focus the customer expectations and customer perception
- To Choose the effective services of marketing research and apply in recovery strategies.
- To Describe the stages of service innovation, service blue printing and Product Life Cycle (PLC).
- To be able to apply the strategies in various service industries.

UNIT I INTRODUCTION(9)

Definition –Differences between products and services- 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)

Customer Expectations and Perceptions of Services – Service Quality –Gaps Model of Service Quality - Service Encounters –**Building Blocks for Customer Perceptions** - Service marketing triangle – Classifications of Services.

UNIT III CUSTOMER REQUIREMENTS(9)

Service Life cycle- Customer Research on Customer Perceptions – Elements of Effective Service
MarketingResearch Programme – Building Customer Relationship – Service Recovery Strategies -
Integrated Service marketing communication

UNIT IV SERVICE DELIVERY AND PROMOTION(9)

Service Innovation and Design – Types of Service Innovation – Stages in Service Innovation and
Development – Service Blue printing – Service Standards – Service Life Cycle – New service
Development

UNIT V SERVICE STRATEGIES(9)

Role of Employees in Service Delivery – Role of Customers in Service Delivery — Managing
Service Promises – Pricing of Services - Service Marketing Strategies for Health – Hospitality –
Tourism – Financial – Logistics - Educational – Entertainment Services.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

Students will be able

- To understand and identify the the challenges faced in the services marketing
- Identify the various service marketing opportunities.
- Identify the challenges faced in service delivery.
- Develop professional business working skills.
- Develop Marketing strategies based on services for various sectors.

EXT BOOKS:

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

REFERENCES:

1. John E.G. Bateson, K.Douglas Hoffman, Marketing of Services, Southern –Western Cengage
2. Learning, 4th Edition, 2011.
3. Kenneth E Clow, DavidL.kurtz et al, Services Marketing: Operation, management and Strategy, Biztantra, 2nd Edition, New Delhi, 2004.
4. Gronroos, Service Management and Marketing –Wiley India, 3rd Edition, 2009.

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>

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JBA2007	INTEGRATED MARKETING 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 AND MARCOM(9)

Scope and role of sale promotion – Definition – Objectives of sales promotion - sales promotion techniques – Trade oriented and consumer oriented. Sales promotion – Requirement identification Designing 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

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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FINANCE ELECTIVE

JBA2008		L	T	P	C
	CORPORATE FINANCE	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

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, StewartC.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.
- WEBSITES:**

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>

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JBA2009	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 – Types of Risk.

UNIT II SECURITIES MARKETS (9)

Financial Market – Types – Participants in financial Market – Primary Market – Methods of floating new issues, 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. 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.,
3. 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.

WEBSITES:

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.moneywoks4me.com>

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JBA2010	<u>FINANCIAL BEHAVIOUR</u> AND INVESTMENT DECISION	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To describe the new field of behavioural finance, psychology and strategies.
- To explore the building blocks of behavioural finance
- To apply the techniques in project investment proposal.
- To understand the evaluation of investment decision
- To analyze the causes of prediction models of Financial Distress.

UNIT I BASICS OF BEHAVIOURAL FINANCE (9)

Introduction to Behavioral finance – Nature, scope, objectives; Cognitive Biases, Mental Accounting. The Influence of Psychology. Challenges in Building a Psychologically Smart Organization

UNIT II INVESTOR BEHAVIOUR(9)

Internal and External Factors affecting Investor Behavior: Heuristics, Self-Deception, Emotional Factors and Social Forces - Types and dimensions of emotions – Emotional Style, Neuroscience, Social Influence on Investment and Consumption. Value Investing- Central Tenets or Ideas, Evidence and prospects of value investing, Strategies of some well-known value investors

UNIT III 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.

UNIT IV STRATEGIC ANALYSIS ON 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.

UNIT V FINANCIAL DISTRESS (9)

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

TOTAL: 45 PERIODS

COURSE OUTCOMES:

Students will be able to,

- Apply the concepts of psychology and behavioural finance.
- Demonstrate a basic understanding of the building blocks of behavioural finance.
- Discuss the various techniques involved in appraisal project proposal.
- Demonstrate the techniques for making strategic investment decision.
- Develop strategies for tackling financial distress.

TEXT BOOKS:

1. Chandra, P. (2017), Behavioural Finance, Tata Mc Graw Hill Education,
2. Chennai (India). Behavioral Finance Paperback – 1 Jul 2017 by Chandra published by McGraw–Hill Education.

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>

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JBA2011	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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JBA2012	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

1. Padmalatha Suresh and Justin Paul, "Management of Banking and Financial Services", Pearson Education, Delhi, 2012.
2. Sharma," Principles Practices of Banking – Indian Institute of Banking & Finance" Macmillan Publishers India Limited, 4th edition, 2012.
3. 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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JBA2013	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)

Pre-Issue Activities: 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. Issue Marketing – Methods, Steps, Responsibilities of Lead Manager – Green Shoe Option –E-IPO, NRI Marketing – Post Issue Activities.

UNIT III OTHER FEE BASED SERVICES(9)

Mergers and Acquisitions: Types of Merger, Role of merchant banker in mergers and takeovers –Portfolio Management Services: Objectives, Functions, Strategies, Process –Credit Syndication –Credit Rating: Bases of Credit rating, Process –Mutual Funds: Objectives, Types of Mutual funds - Business Valuation.

UNIT IV FUND BASED FINANCIAL SERVICES (9)

Leasing and Hire Purchasing: Definition of Leasing and Hire purchasing, Features, Types of Leasing, tax aspects of Leasing. Hire purchase: Process, Rights of Hire purchase, Rate of Interest – Difference

between Lease and Hire purchase.

UNIT V OTHER FUND BASED FINANCIAL SERVICES (9)

Consumer Credit – Credit Cards – Real Estate Financing – Bills Discounting – Factoring and Forfeiting: Mechanism, Types of factoring, Advantages and Disadvantages - Venture Capital: Definition, Stages.

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

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

CO5	3	1	3	1	3	2	3
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HUMANRESOURCEMANAGEMENT

JBA2014	STRATEGIC HUMAN RESOURCEMANAGEMENT	L	T	P	C
		3	0	0	3

COURSEOBJECTIVES:

- 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 professionals.
- To explain the concepts of cross-cultural training, mergers & acquisitions and process.
- To distinguish between traditional HRM & Strategic HRM.

UNIT I HUMANRESOURCEDEVELOPMENT(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 – HRDProgram Implementation and Evaluation – Recent trends – Strategic Capability, Bench Marking andHRDAudit– Activity on Self Measurement of KPI.

UNIT II E-HRM(9)

Employee profile– e- selection and recruitment - Virtual learning and Orientation– e-training and development – e-Performance management and Compensation design– development and Implementation of HRIS – Designing HR portals – Activity on Employee surveys online.

UNIT III CROSS CULTURAL HRM (9)

Domestic Vs International HRM – Cultural Dynamics – Culture Assessment-Cross Cultural Education and Training Programs – Leadership and Strategic HR Issues in International Assignments-Cross border Mergers and Acquisitions – Repatriation etc– Building Multicultural Organization-International Compensation –Corporate Ethics and Values in SHRM.

UNIT IV CAREER&COMPETENCYDEVELOPMENT(9)

Career Concepts – Roles – Career stages – Career planning and Process – Career development Models–Career Motivation and Enrichment–Managing Career plateaus – Competencies and Career Management – Competency Mapping Models –Equity and Competency based Compensation–Group discussion on ways to overcome career plateau.

UNIT V EMPLOYEECOACHING&COUNSELING(9)

Need for Coaching – Role of HR in coaching – Coaching and Performance – Skills for Effective Coaching – Coaching Effectiveness– Need for Counseling – Role of HR in Counseling - Components of Counseling Programs – Counseling Effectiveness – Employee Health and Welfare Programs – Work Stress – Sources -Consequences – Stress Management Techniques. Self Management and Emotional Intelligence.

TOTAL:45 PERIODS

COURSE OUTCOMES:

Students will be able to,

- 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>

MAPPING OF CO’s -PO’s

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CO5	2	1	2	1	2	2	3

JBA2015	ORGANIZATIONAL CULTURE & DEVELOPMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To explain the concept of organization and its environment.
- To discuss 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",
2. Cengage Learning, 10th edition, 2014.
3. Robbins, "Organization Theory; Structure Design & Applications", Prentice Hall of India, 5th edition, 2011.
4. Kavita Singh, "Organization Change and Development", Excel Books, 2nd Edition, 2012

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

JBA2016	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", Dreamtech 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.trainingindustry.com>
5. <https://www.thebalancecareers.com>

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JBA2017	PERFORMANCEMANAGEMENT	L	T	P	C
		3	0	0	3

COURSEOBJECTIVES:

- 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 IINTRODUCTION 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, 5thedition, 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>

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CO5	3	2	3	2	3	2	3

JBA2018	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)

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. Nick Blanchard and James W. Thacker, “Effective Training Systems, Strategies and Practices Boston”, Pearson Education, 5th edition, 2013.
3. Andrew J. Dubrin, “Leadership: Research Findings, Practices & Skills”, Cengage Learning, 9th edition, 2019.
4. Joe Tidd, John R. Bessant, Keith Pavitt, ” Managing Innovation: Integrating Technological Market and Organizational change”, John Wiley & Sons, 6th edition, 2018.
5. 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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CO5	3	2	2	3	2	3	3

JBA2019	INDUSTRIAL RELATIONS AND LABOUR WELFARE	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To explain the contemporary knowledge in industrial relations.
- 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

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. ArunMonappa, RanjeetNambudiri, PatturajaSelvaraj.” Industrial relations & Labor Laws”. Tata McGraw Hill. 6th edition, 2014.

REFERENCES:

1. RatnaSen, “Industrial Relations in India, Shifting Paradigms”, Macmillan India Ltd., New Delhi, 3rd edition, 2007.
2. C.S.VenkataRatnam, “Globalization and Labor Management Relations”, Response Books, 2ndedition, 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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1. <https://www.talentiyaft.com>
2. <https://theinvestorbook.com>
3. <https://www.businessmanagementideas.com>
4. <https://www.convergencetraining.com>
5. <https://www.coursehero.com>

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

OPERATIONS MANAGEMENT

JBA2020	FUNDAMENTALS OF SIX SIGMA	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To define the scope and breadth of six sigma.
- To outline the tools and techniques of six sigma to increase productivity.
- To describe the process using various statistical and lean tools for improvement.
- To distinguish the control and development techniques using six sigma.
- To define the design reliability with respect to change and implementation.

UNIT-I FUNDAMENTALS AND PRINCIPLES OF SIX SIGMA (9)

The fundamentals of six sigma- the evolution of six sigma - Business performance Improvement and six sigma- -Qualities as a Business Performance Metric-Quality Principles and Six Sigma- six sigma and Competitive Advantage.

Principles of Six Sigma- - Six Sigma Body of Knowledge-Metrics and Measurement-Six Sigma Problem Solving-Six Sigma in Service Organization.

UNIT-II PROJECT ORGANIZATION AND PROCESS MEASUREMENT (9)

Project Organization, Six sigma Project Selection and Definition- Organizing for Six Sigma Projects- People skills- -Project Review.

concept of Process Capability-meaning, significance and measurement - Process Metrics- Data Collection-Data Summarization- Measurement System - Evaluation and Verification- Process Capability Evaluation-Benchmarking. Activity on benchmarking.

UNIT-III PROCESS ANALYSIS AND IMPROVEMENT(9)

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.

UNIT-IV PROCESS CONTROL AND DEVELOPMENT(9)

Process Control- Control Systems-Statistical Process Control- Constructing and Using Control Charts. Design for Six Sigma-Concept and Design Development- Concept Engineering- Design Development- Quality Function Deployment- Detailed Design and Analysis- Failure Mode and Effect Analysis- Reliability Prediction in DFSS. Activity on QFD

UNIT- V EVALUATION AND CONTROL

9

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.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

The students will be able:

- To label the concept of six sigma and the underlying principles.
- To record the tools of productivity
- To identify statistical tools and techniques in six sigma.
- To discuss the implementation requirements of 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>

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

JBA2021	LEAN MANUFACTURING	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To defining the basic concepts of lean production system.
- To describe the various systems for standardizing the lean work.
- To state the usage of JIT in Pull system by applying Kanban and Value stream mapping.
- To state the concepts of JIDOKA.
- To outline the implementation lean manufacturing culture in the factories.

UNIT I INTRODUCTION(9)

The mass production system – Origin of lean production system – Necessity – Lean revolution in Toyota – Lean principles – Basic image of lean production – Customer focus – Muda (waste), Muri, Mura - Lean tools - Activity on TIMWOODS wastage in service industry.

UNIT II STABILITY OF LEAN SYSTEM(9)

5S system – Total Productive Maintenance – Standards in the lean system – stability - standardized work –SOP- Elements of standardized work – Charts to define standardized work – standardized work and Kaizen –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 LEAN IMPLEMENTATION AND INTEGRATION (9)

Lean six sigma – lean agile manufacturing – lean sustainability- project selection for lean implementation – levels – training.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

The students will be able:

- To explain the various concepts of lean production system.
- To use the systems for standardizing the lean work.
- To apply JIT tools in systems of operations.
- To identify the need for Jidoka to reduce mistakes.
- To discuss and 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.

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.

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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

COs\POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	1	1	1	1	1	1
CO2	2	2	2	1	1	2	1
CO3	2	1	2	1	2	2	1
CO4	2	1	1	2	2	1	1
CO5	2	1	2	2	2	2	1

JBA2022	SERVICE OPERATIONS MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To state the role of service in production management.
- To classify the dimensions in developing the service design.
- To define the service reach ability to consumers.
- To describe the facility layout and location using various techniques.
- To explain 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 I 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 . Technology in services – self service, automation, e-commerce, e-business, technology innovations. 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 Scapes – 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, ;Vehicle Routing and Scheduling 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 state the significance of service operations management,
- To explain the concepts, tools and techniques of service operations management.
- To use SERVQUAL instrument to measure service quality
- To discuss the dimensions of service design.
- To state the strategies for Inventory management in service.

TEXTBOOKS:

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.

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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	2	2	1	2	2	2	1
CO5	2	2	1	2	2	2	1

JBA2023	PRODUCT DESIGN	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To describe the generic outlook in developing the product.
- To list the need recognition and problem identification.
- To state the product concepts with alternative solutions.
- To explain the usage of various tools in designing the product.
- To state 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. Technology Life Cycle 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. - Understanding Customer Needs -Disruptive Technologies- Product Specification - Concept Generation – Activity-Steps-Techniques. Activity on new product development

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)

Product data and workflow- Industrial Design, Design for Manufacturing-Value Engineering-Ergonomics-Prototyping-Robust Design- Design for excellence -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.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

The student will be able:

- To explain the generic process adapting to product types.
- To identify the process of product design.
- To explain the core concepts underlying product design.
- To develop a product with alternative solutions.
- To label the factors responsible for product patents

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, AashiMital,” 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.

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

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CO5	2	2	1	1	2	2	1

JBA2024	PROJECT MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To describe the concepts of managing projects.
- To define fund allocation, risk identification and cost uncertainty
- To state process allocation and scheduling techniques
- To outline the various evaluation and control mechanisms
- To define 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 Identification and Selection of Project– 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. Progress and Performance measurement - 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.- –Trends in Project management

TOTAL: 45 PERIODS

COURSE OUTCOMES:

The student will be able:

- To apply project management principles in business situations to optimize resource utilization.
- To use tools for scheduling and budgeting project management events.
- To apply PERT & CPM for scheduling and resource allocation.
- To identify the financial attributes of planning process.
- To record various methods for resolving conflict.

TEXTBOOKS:

1. Clifford Gray and Erik Larson, "Project Management", Tata McGraw Hill, 6 Edition, 2014.
2. John M. Nicholas, "Project Management for Business and Technology - Principles and Practice", Pearson Education, 5th Edition, 2016

REFERENCES:

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

WEBSITES:

1. <https://www.projectmanager-projectmanagement.com>
2. <https://www.workbreakdownstructure.com>

3. <https://www.interventions.pertcpm.org>
4. <https://pmdocumentprojectmonitoringandcontrol.com>
5. <https://www.businessmanagementideasformalmanagement.com>

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

JBA2025	MATERIALS MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To list the need for material management towards profitability.
- To define the various planning processes in material management.
- To outline inventory handling with cost efficiency.
- To describe the concepts of various purchasing activities in purchasing department.
- To define material handling with warehousing and stores.

UNIT I INTRODUCTION (9)

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

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 – theory of constraints-case study

UNIT III INVENTORY MANAGEMENT (9)

Inventory Policy Decisions-objectives-control -Retail Discounting Model, Newsvendor Model; Probabilistic inventory models. EOQ and EBQ models for uniform and variable demand with and without shortages -Quantity discount 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 explain strategies for effective utilization of materials in manufacturing and service organization.
- To discuss material handling with cost efficiency.
- To discuss the inventory control tools and techniques.
- To explain purchase management strategies.
- To state 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.

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

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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>

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CO5	2	2	1	1	2	2	1

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

JBA2026	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

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1. <https://www.allthingsupplychain.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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CO3	3	3	3	3	3	3	3
CO4	3	1	3	2	3	2	3
CO5	2	1	2	1	2	2	3

JBA2027	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.

NIT 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.

TEXTBOOKS:

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

JBA2028	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 - Extraservices- 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-Privatization of Terminals-Reason for Privatization-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 Discharge or Loaded quantity.

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.

COURSE OUTCOMES:

Students will be able to,

- Identify the major & minor ports and their functions.
- Infer the terminal facilities and its functions.
- Examine the duties of stevedore.
- Analyze the different cargo handling techniques.
- Discuss the settlements during cargo handlings.

TEXTBOOKS:

1. Dong-Wook Song and Photis M. Panayides, "Maritime Logistics: A Guide to Contemporary Shipping and Port Management", Kogan Page Limited, Second Edition, 2015.
2. Patrick Alderton, Giuseppe Saieva, "Port Management and Operations", Informa, 3rd Edition, 2013.

REFERENCES:

1. Alan E. Branch, "Elements of Shipping", Springer US, Seventh Edition, 2013.
2. Port and Terminal Management, Institute of Chartered Shipbrokers, Institute of Chartered Shipbrokers Staff, Seamanship International, 2011
3. Kap Hwan Kim, Hans-Otto Gunther, "Container Terminals and Cargo Systems: Design, Operations Management", 5th edition, 2007
4. , David J House Cargo Work By Kemp And Young , "Guide to Port Entry P&O Terminal Standard Operation Procedures Cargo Work, PHI, 2nd edition 20

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1. <https://www.marineinsight.com/ports/what-are-the-various-types-of-ports/>
 2. <https://www.hellenicshippingnews.com/ports-terminals-in-india/>
 3. <https://www.marineinsight.com/wp-content/uploads/2011/06/Stevedore-Damage-Report.pdf>
 4. <https://magazines.marinelink.com/tags/technology/cargo-handling-technology>
- <https://imunotes.in/dock-safety-regulation/> **MAPPING OF CO's - PO's**

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

JBA2029	WAREHOUSINGMANAGEMENT	L	T	PC
		3	0	03

COURSEOBJECTIVES:

- 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.

UNITI INTRODUCTION TOWAREHOUSECONCEPTS

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

UNITII COLDSUPPLYCHAIN

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.

UNITIII 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

UNITIV 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.

UNITV 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

COURSEOUTCOMES:

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

REFERENCES:

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/>

JBA2030	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

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CO1	2	1	2	1	2	2	3
CO2	3	1	3	2	3	2	3
CO3	3	2	3	3	3	3	3
CO4	3	1	3	2	3	3	3
CO5	3	3	3	3	3	3	3

JBA2031	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.

UNIT I AGENTS AND HIS ROLES 9

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.

UNIT II BULK AND BREAK BULK AGENCY 9

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.

UNIT III DESPATCH AND DEMURRAGE IN CHARTERED VESSELS 9

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.

UNIT IV LINER VESSEL OPERATIONS 9

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.

UNIT V AGENCY RELATED DOCUMENT PROCESS 9

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.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

Students will be able to,

- 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

TEXTBOOKS:

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:

4. Victor Dover Shipping Industry, “Constitution & Practice”, Victor Dover, (Mac Donald &Evans), 8th Edition, 2008.
5. 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>

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CO5	3	3	3	3	3	3	3

BUSINESS ANALYTICS

JBA2032	DATA MININGFORBUSINESSINTELLIGENCE	L	T	PC
		3	0	03

COURSEOBJECTIVES:

- To know how to derive meaning form huge volume of data and information
- To understand how knowledge discovering process is used in business decision making.
- To get to know and exercise the various predictive techniques with different forms of data sets.
- To gain knowledge about various clustering and classification techniques.
- To discuss the various techniques in machine learning and AI for design and manufacturing.

UNIT I INTRODUCTION 9

Data mining, Text mining, Web mining, Spatial mining, Process mining, Data ware house and datamarts.

UNIT II DATA MINING PROCESS 9

Data mining process – KDD, CRISP-DM, SEMMA and Domain-Specific, Classification and Prediction performance measures -RSME, MAD, MAP, MAPE, Confusion matrix, Receiver Operating Characteristic curve & AUC; Validation Techniques - hold-out, k-fold cross-validation, LOOCV, random subsampling, and bootstrapping.

UNIT III PREDICTION TECHNIQUES 9

Data visualization, Time series – ARIMA, Winter Holts, Vector Autoregressive analysis, Multivariate regression analysis.

UNIT IV CLASSIFICATION AND CLUSTERING TECHNIQUES**9**

Classification- Decision trees, k nearest neighbour, Logistic regression, Discriminant analysis; Clustering; Market basket analysis;

UNIT V MACHINE LEARNING AND AI**9**

Genetic algorithms, Neural network, Fuzzy logic, Support Vector Machine, Optimization techniques – Ant Colony, Particle Swarm, DEA

TOTAL: 45 PERIODS**COURSE OUTCOMES:**

Students will be able:

- Learn to apply various data mining techniques into various areas of different domains.
- Be able to interact competently on the topic of data mining for business intelligence.
 - Know the basics of data mining processes, algorithms, & systems well enough to interact with CTOs, expert data miners, consultants, etc.
 - Apply various prediction techniques.
 - Learn about supervised and unsupervised learning technique.

REFERENCES:

1. Jaiwei Ham and Micheline Kamber, Data Mining concepts and techniques, Kauffmann Publishers 2006
2. Efraim Turban, Ramesh Sharda, Jay E. Aronson and David King, Business Intelligence, Prentice Hall, 2008.
3. W.H.Inmon, Building the Data Warehouse, fourth edition Wiley India pvt. Ltd. 2005.
4. Michel Berry and Gordon Linoff, Mastering Data mining, John Wiley and Sons Inc, 2nd Edition, 2011

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

JBA2033	DEEP LEARNING AND ARTIFICIAL INTELLIGENCE	L	T	PC
		3	0	03

COURSE OBJECTIVES:

- To expose various algorithms related to Deep Learning and Artificial Intelligence.
- To prepare students to apply suitable algorithm for the specified applications.
- To explain the intelligent systems and Heuristic Search Techniques in solving problems.
- To know about the Knowledge Representation, Semantic Networks and Frames
- To get informed about the various applications of Knowledge of Expert systems, applications and Machine learning.

UNIT I DEEP NETWORKS 9

Deep Networks: Modern Practices: Deep Forward Networks: Example: Learning XOR - Gradient-Based Learning - Hidden Units - Architecture Design - Regularization for Deep Learning.

UNIT II MODELS 9

Optimization for Training Deep Models: How Learning Differs from Pure Optimization - Challenges in Neural Network Optimization - Basic Algorithms - Parameter Initialization Strategies - Algorithms with Adaptive Learning Rates - Approximate Second-Order Methods - Optimization Strategies and Meta-Algorithms.

UNIT III INTELLIGENT SYSTEMS 9

Introduction to Artificial Intelligence: Intelligent Systems - Foundations of AI - Applications - Tic-Tac-Toe Game Playing - Problem Solving: State-Space Search and Control Strategies: Introduction - General Problem Solving - Exhaustive Searches - Heuristic Search Techniques.

UNIT IV KNOWLEDGE REPRESENTATION 9

Advanced Problem-Solving Paradigm: Planning: Introduction - Types of Planning Systems - Knowledge Representation: Introduction - Approaches to Knowledge Representation - Knowledge Representation using Semantic Network - Knowledge Representation using Frames.

UNIT V APPLICATIONS 9

Expert Systems and Applications: Blackboard Systems - Truth Maintenance Systems - Applications of Expert Systems - Machine-Learning Paradigms: Machine-Learning Systems - Supervised and Unsupervised Learnings.

TOTAL : 45 PERIODS

COURSE OUTCOMES:

Students will be able to :

- Get Knowledge of Algorithms of Deep Learning & Artificial Intelligence.
- Get Knowledge of applying Algorithm to specified applications.
- Understand intelligent systems and Heuristic Search Techniques
- Understand the Knowledge Representation, Semantic Networks and Frames
- Experiment the application of Expert systems and Machine learning.

REFERENCES:

1. Ian Goodfellow, YoshuaBengio, Aaron Courville, "Deep Learning", MIT Press, 2016.
2. Li Deng and Dong Yu, "Deep Learning Methods and Applications", Foundations and Trends in Signal Processing.
3. YoshuaBengio, "Learning Deep Architectures for AI", Foundations and Trends in Machine Learning.
4. SarojKaushik, "Artificial Intelligence", Cengage Learning India Pvt. Ltd.

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

JBA2034	SOCIAL MEDIA WEB ANALYTICS	L	T	PC
		3	0	03

COURSE OBJECTIVE:

- Knowledge of decision support systems.
- Apply natural language processing concepts to text analytics.
- Understand sentiment analysis.
- Knowledge of search engine optimization and web analytics.
- Exposure to various web and social media analytic techniques.

UNIT – I INTRODUCTION**9**

An Overview of Business Intelligence, Analytics, and Decision Support: Analytics to Manage a Vaccine Supply Chain Effectively and Safely, Changing Business Environments and Computerized Decision Support, Information Systems Support for Decision Making, The Concept of Decision Support Systems (DSS), Business Analytics Overview, Brief Introduction to Big Data Analytics.

UNIT – II TEXT ANALYTICS AND NATURAL LANGUAGE PROCESSING**9**

Text Analytics and Text Mining: Machine Versus Men on Jeopardy!: The Story of Watson, Text Analytics and Text Mining Concepts and Definitions, Natural Language Processing, Text Mining Applications, Text Mining Process, Text Mining Tools.

UNIT – III SENTIMENT AND SPEECH ANALYTICS**9**

Sentiment Analysis: Sentiment Analysis Overview, Sentiment Analysis Applications, Sentiment Analysis Process, Sentiment Analysis and Speech Analytics.

UNIT – IV WEB ANALYTICS AND WEB MINING TECHNIQUES**9**

Web Analytics, Web Mining: Security First Insurance Deepens Connection with Policyholders, Web

Mining Overview, Web Content and Web Structure Mining, Search Engines, Search Engine Optimization, Web Usage Mining (Web Analytics), Web Analytics Maturity Model and Web Analytics Tools.

UNIT – V SOCIAL MEDIA AND PRESCRIPTIVE ANALYTICS

9

Social Analytics and Social Network Analysis: Social Analytics and Social Network Analysis, Social Media Definitions and Concepts, Social Media Analytics.

Prescriptive Analytics - Optimization and Multi-Criteria Systems: Multiple Goals, Sensitivity Analysis, What-If Analysis, and Goal Seeking.

TOTAL : 45 PERIODS

COURSE OUTCOMES:

The students able to:

- Create some knowledge on Business intelligence.
- Construct the technology with web mining.
- Analyze the sentiment process.
- overview on search engine.
- Prescriptive on social media.

TEXTBOOK:

1. Ramesh Sharda, Dursun Delen, Efraim Turban, BUSINESS INTELLIGENCE AND ANALYTICS: SYSTEMS FOR DECISION SUPPORT, Pearson Education.

REFERENCE BOOKS:

1. Rajiv Sabherwal, Irma Becerra-Fernandez,” Business Intelligence – Practice, Technologies and Management”, John Wiley 2011.
2. Lariss T. Moss, ShakuAtre, “Business Intelligence Roadmap”, Addison-Wesley It Service.
3. Yuli Vasiliev, “Oracle Business Intelligence: The Condensed Guide to Analysis and Reporting”, SPD Shroff, 2012.

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CO5	3	3	3	3	3	3	3

JBA2035	E-BUSINESSMANAGEMENT	L	T	PC
		3	0	03

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, Web 2.0 and Social Networking, 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 BUSINESS PAYMENTS AND SECURITY

9

E-payments -Characteristics of payment of systems, protocols, e-cash, e-cheque, e-Wallets and Micropayment 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

COURSE OUTCOMES:

The Students able to:

- Create an e-business on their own.
- Construct the technology infrastructure for e – business.
- Analyze the e-business application tools.
- Apply security in the e-payment system.
- Discuss the legal and privacy issues in e-business

TEXTBOOKS:

1. Harvey M. Deitel, Paul J. Deitel, Kate Steinbuhler, "e-business and e-commerce for managers", Pearson, 4th edition, 2011.
2. Efraim Turban, Jae K. Lee, David King, Ting Peng Liang, Deborrah Turban, "Electronic Commerce—A managerial perspective", Pearson Education Asia, 2nd edition, 2010.

REFERENCES:

1. ParagKulkarni, SunitaJohirabadkar, PradipChande, “e-business”, OxfordUniversityPress, 5th edition, 2013.
2. HentryChan, Raymondlee, TharamDillon, ElizabethChang, “E-Commerce–fundamentalsand Applications”, JohnWileyIndiaPvtLtd, 6th edition, 2007.
3. GaryP. Schneider, “ElectroniccommerceThomsoncoursetechnology”, 9th edition, 2010.
4. KellyGoetsch “eCommerceintheCloud”, OReillyMedia, 1st edition, 2014.

WEBSITES:

1. <https://searchcio.techtarget.com/definition/e-business>
2. <https://www.grin.com/document/280494>
3. <https://www.boddunan.com/articles/computers-technology/37-new-technologies/14798-fundamentals-of-consumer-oriented-e-commerce.html>
4. <https://services.amazon.in/resources/seller-blog/different-types-of-e-commerce-payment-systems.html>
5. <https://theintactone.com/2018/04/11/eb-u4-topic-5-legal-and-ethical-issues-of-e-commerce/>

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

JBA2036	ENTERPRISERESOURCEPLANNING	L	T	P	C	COU RSE
		3	0	0	3	

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, 2ndedition, 2014.
2. SimhaP.Magal and Jeffery Word, “Essentials of Business Process and Information System”, Wiley India, 5th edition, 2012.

REFERENCES:

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

HOSPITAL MANAGEMENT

JBA2037	HOSPITAL FACILITY PLANNING	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To introduce the basics of hospital planning
- To develop a platform for effective utilization of hospitals
- To analyse the effectiveness of hospital planning
- To analyse the hospital standards.
- To develop the inventory management techniques

UNIT I BASICS OF HOSPITAL PLANNING AND DESIGNING

9

Introduction to Hospital – meaning – definition – concept – types nature – scope - Classification – Changing role of hospitals role of hospital administration – hospital as a system – hospital and community Planning: Principles of planning – regionalization – Hospital planning team – Planning process Size of the hospital – Site selection – tactic – strategic – problems – accommodations

UNIT II FACTORS OF HOSPITAL UTILIZATION

9

Hospital architect – Architect report – Equipping a hospital – Interiors and Graphics – Construction and Commissioning. Technical Analysis: Assessment the extent need for the hospital services – Demand and need Factors influencing hospital utilization – Bed planning –Land requirements – Project cost Space requirements – Hospital drawings and documents – layout – designing – budget estimate – approval.

UNIT III FACILITIES PLANNING

9

Hospital Design: Building requirement – Entrance and ambulatory zone – Diagnostic zone – Intermediate zone Critical zone – Service zone – Administrative zone. Facilities Planning : Transport – Communication –Food services

UNIT IV STANDARDS IN HOSPITAL

9

Mortuary - Information system – Minor facilities – others. Standard in Hospital : Voluntary and mandatory standards – General standards –Mechanical standards Electrical standards – Standard for centralised medical gas system – Standards Biomedical waste.

UNIT V INVENTORY MANAGEMENT

9

Stores Management: Objectives – meaning – concept – nature – scope - Functions – features,Stores location – Store accounting and records – Stock verification – layout – types- protection – insurance

,Inventory Management: Concept – meaning - Importance – Techniques –ABC analysis–EOQ

TOTAL: 45 PERIODS

COURSE OUTCOMES:

Students will be able,

- To summarize the basics of hospital planning
- To develop platform for effective utilization of hospitals
- To identify and evaluate the effectiveness of hospital planning
- To analyze the hospital standards.

TEXT BOOKS:

1. Sharma Sangeet, ISBN 9788180619267
2. Seth, M.L. MACROECONOMICS, Lakshminarayana Agrawal, Edu, Pub. Agra. 1996
3. Peter, Z & Fredrick, B. HEALTH ECONOMICS, Oxford Pub., New York, 1997
4. shanmugansundaram, Y., HEALTH ECONOMICS, Oxford Pub. New York, 1997

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- 1) G.D. Kunders, Designing for Total Quality in Health Care. Ervin Putseps, Modern Hospital Macaulary HMC and Liewelyn – Davis, Hospital Planning and Administration Dr. Ashok Sahni – Hospital Planning.
- 2) Frank E-Fischer – How to Achieve Effective Communication BM Sakharkar – Principles of Hospital Administration and Planning

WEBSITES:

1. <https://hospaccxconsulting.com/the-handbook-for-hospital-planning-and-designing-india/>
2. <https://indianinstituteofarchitects.com/wp-content/uploads/2020/08/healthcare-IIA-website-document-26.8.2020.pdf>
3. <https://www.routledge.com/Planning-and-Designing-Healthcare-Facilities-A-Lean-Innovative-and-Evidence-Based-Approach/Singh-Lillrank/p/book/9781138032262>

MAPPING OF CO's -PO's

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

JBA2038	HUMAN RESOURCES IN HOSPITAL	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 BASICS OF HRM AND SOURCING

9

Introduction and Relationship between HRM and HRD, Objectives of HRM, HR Planning: Short term and Long term, Productivity Analysis in Healthcare, HR Policy and Procedure, Recruitment, Selection, Placement, Induction / Orientation

UNIT II TRAINING AND DEVELOPMENT

9

Staff Training and Development -Trends -Structural Issues of Delivery of Training - Assessing Training Needs - Evaluating Training Program - Career Growth and Development - Management Development - Organizational Development

UNIT III COMPENSATION MANAGEMENT

9

Pay and Incentive System -Rationale Wage and Salary Policy -Wages and Salary Administration

UNIT IV PERFORMANCES MANAGEMENT AND HUMAN RESOURCES INFORMATION

9

Conceptual Model of Performances Management and Application of Basic Modes- Process, Need, Purpose and Content -Performance Indicators: Individual and Organization - 360 Degree Feedback - Information and Records - Periodic Reports on Manpower, Turnover and Compensation -Information on Planned Changes, Performance, Turnover, Absenteeism and Labour Market

UNIT V EMERGING CONCEPTS IN HRM

9

Leadership and Learning Organization - Organization Culture and Change -Code of Conduct - Relationship - Values and Work Ethics - Staff Communication -Succession Planning - Health Issues and Repatriation - Occupational Hazards: Health and Safety - Welfare Programmes and Counselling

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

WEBSITE:

1. <https://human-resources-health.biomedcentral.com/>
2. <https://sites.google.com/view/hospital-hr/human-resources/hr-manager>
3. <https://nhsrindia.org/practice-areas/hr-health>

MAPPING OF CO's -PO's

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CO1	2	1	2	1	1	1	2
CO2	1	2	1	1	2	1	2
CO3	1	2	2	1	1	1	2
CO4	1	2	2	1	1	2	2
CO5	1	2	2	1	2	2	2

JBA2039	HOSPITAL INFORMATION SYSTEM	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

The course will help students to

- Identify and appreciate areas of Computer and IT Applications in Hospitals and Healthcare Programs
- To understand the system management used in hospitals
- Understand Hospital / Health Information System – HIS
- Perform System Study from analysis phase to implementation phase of software development
- Get an overview of the software for hospitals and practice basic skills of using computers in Health Care

UNIT I BASICS OF COMPUTERS AND MANAGEMENT INFORMATION SYSTEM 9

Organizational Change - Software and Hardware Selection: Factors to be Considered, Methods of Selecting and Optimize the Selection Procedures Networking : Importance, Types, Methods of Networking, Network Planning and Management LAN Security : Protecting Health Care Information, Internal Vs External Threats. Data Processing (DP): Importance, Data Flow; DP Requirements and File Concepts: How to Process Data, Suitable Methods of Processing.

UNIT II SYSTEMS MANAGEMENT**9**

Software Applications and Developmental Process System – SSAD Approach : Meaning, System Analysis, Design, Development, Testing, Implementation, Maintenance; Difference in Managing System Personnel; Types; Users, Data Operators, Programmers / Software Engineers, Hardware Engineers, Maintenance Team, Incharge / Department Head, External Consultants; Orientation, Training, Retaining Need Analysis

UNIT III HEALTH INFORMATION SYSTEM

9

HIS Objectives, Characteristics, Elements, Categories -HIS for Various Levels of Management (Top / Middle / Operational) Integrated HIS (IHMS) Comprehensive Single Hospital MIS (CSHS), Comprehensive Multi-hospitals MIS (CMHS), Business Office Multihospital MIS (BMHS) and Special Purpose Single Hospital MIS (SSHS)

UNIT IV APPLICATION OF COMPUTERS IN HOSPITALS AND HEALTH PROGRAMS

9

Need and Importance of IT in Health Care Centralized Vs Decentralized Integrated Online HIS Computerizing Medical Records, OPD, Ward, Admission and Discharge, OT, Clinical Laboratory, Blood Bank, Eye Bank, Clinical Quality Assurance, Pharmacy Community Outreach, Reception / Front Office, Materials Management, Financial Accounting, HRM, Training and Development, Medical Research, Library and Literature Search, Housekeeping Implementing wireless computerized patient records Complexity in computerizing Hospitals

UNIT V LATEST ADVANCEMENT IN TECHNOLOGY

9

Geographical Information System (GIS): Digitizing Map, Software and Hardware Required for GIS Clinical Practices through Internet and Telehealth, Electronic Medical Documentation and Smart Cards Useful Websites in Health Care Future Trends in Health Care Information Systems.

TOTAL:45 PERIODS

COURSE OUTCOMES:

After the completion of the course, students will demonstrate the ability to:

- Describe the role of information technology and information systems in business
- Basic knowledge of concepts and terminology related to information technology
- Interpret how to use information technology to solve business problems
- Articulate the fundamental principles of information systems, analysis and design
- Identify various applications of Hospital Information System (HIS) and their functionality

TEXTBOOKS

1. Karen a.Wager,FrancisW.Lee,JohnP.Glaser,'Health care Information System-A practical approach for Health Care Management,4th edition,Wiley,2017
2. Mary Jo Browie and Michelle A. Green, 'Essentials of Health Information Management: Principles and Practices,Paperback,2015.

REFERENCES:

1. Informatics and Telematics in Health – Present and Potential Use (WHO, Geneva) Marlene Maheu, Pamela Whitten & Ace Allen, E-Health,
2. Managing Computers in Health Care – A Guide for Professionals (Health Administration Press Perspectives, Michigan) WHO
3. Toni Hebda & et al, Handbook of Informatics for Nurses and Health Care Professional (Prentice Hall, New Jersey) 2010

WEBSITE:

- <https://www.karexpert.com/saas/hospital-information-management-system/>
- <https://www.digitalguardian.com/blog/what-health-information-system>
- <https://www.iqvia.com/locations/india/product/iqvia-hospital-information-system>

MAPPING OF CO's -PO's

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

JBA2040	FINANCIAL AND LEGAL ASPECTS OF HOSPITAL MANAGEMENT	L	TP	C
		3	00	3

COURSEOBJECTIVES:

- To explain the concepts in accounts.
- To evaluate the statements using financial analysis techniques.
- To instruct a code of ethics for physicians.
- To outline a medico-legal aspects in healthcare.
- To discuss the legal framework surrounding patients' rights and providers' responsibilities.

UNITI INTRODUCTION:**9**

Financial reporting – meaning – methods – principles – reporting practices- financial statements- income statements- balance sheets and cash flow statements – accounting concepts and conventions – accounting standards and GAAP.

UNITII FINANCIAL ANALYSIS**9**

Tools for analysis and interpretation of financial statements – vertical and horizontal analysis – trend analysis – common sized statements and ratio analysis – uses and limitations.

UNITIII CODE OF MEDICAL ETHICS**9**

Code - Duties of Physician to their patients - Duties of Physician to the profession at large - duties of Physician to the profession in consultation - Duties of Physician to the profession to the public - Disciplinary action.

UNIT IV MEDICO LEGAL ASPECTS

Impotence - Sterility - Sterilization & Artificial Insemination - Medico Legal aspects of Psychiatric and mental health - toxicology - Laws Relating to toxicology - Organ Transplantation At Tamil Nadu clinics Act.

TOTAL:45 PERIODS**COURSE OUTCOMES:**

Students will be able,

- To Practice the accounting methods and principles.
- To Utilize tools such as vertical and horizontal analysis, trend analysis.
- To Recognize the implications of disciplinary actions in medical practice.
- To Interpret laws and regulations in Healthcare.
- To apply the Legal Framework in Healthcare.

TEXTBOOKS:

1. Forensic Medicine & Toxicology, PARAS MEDICAL PUBLISHER, 20th, 2023
2. Ambrish Gupta, FINANCIAL ACCOUNTING FOR MANAGEMENT, Pearson, Delhi, 2004

REFERENCES:

1. BM Sakharkar, Principles of Hospital Administration And Planning – Jaypee Brothers Publications, 2009, 2nd Edition.
2. The Doctor and Law 3rd edition By S K Singhal, The national books, 2013.
3. Narayanaswamy R, FINANCIAL ACCOUNTING , PHI, Delhi, 2011

WEBSITES:

1. <https://www.mbacrystalball.com/blog/accounting/>
2. <https://typeset.io/questions/what-are-the-tools-used-in-financial-statement-analysis>
3. <https://healthipe.utexas.edu/physician-role>
4. <https://www.wondrx.com/read?title=what-makes-medico-legal-aspects-of-a-doctor-patient--relationship-so-important>
5. <https://www.nashunchealthcare.org/patients-visitors/patient-rights-and-responsibilities>.

MAPPING OF CO's - PO's

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

JBA2041	ORGANIZATION AND MANAGEMENT OF HOSPITALS	L	T	P	C
		3	0	0	3

COURSEOBJECTIVES:

- To state the Organisational structure and types of hospitals.
- To familiarize the functions of different departments of a hospital.
- To describe the administration of various clinical services .
- To develop skills in planning, building and managing hospitals support services.
- To classify the different utility services in health care units.

UNITI INTRODUCTION 9
 Concept of Hospitals - Planning and Design of a Hospital (Building & Physical Layout) - space Required for Separate Functions - Different types of Hospitals - Problems and constraints in different type of Hospitals - History of Hospital Development - Departmentation and organization structure of different types of hospitals.

UNITII DEPARTMENTATION IN HOSPITAL 9
 Organization - Structure - Vertical & Horizontal - Clinical & Non - clinical - supportive & Ancillary Service Departments

UNITIII CLINICAL SERVICES 9
 Organization and Administration of various clinical services - Outpatient service - Inpatient Services - Emergency Services - Operation Theater - ICUs - super Specialty Service including their utilization study - Nursing Care and Ward Management.

UNITIV PLANNING OF SUPPORT SERVICES 9
 Imaging - CSSD - Laboratory - Blood Bank - diet - Medical Records - Mortuary - Pharmacy - Admission and Discharge Procedure - Billing Procedure - Bio Medical Equipments Planning.

UNITV MANAGEMENT OF UTILITY SERVICES 9
 Organizing and Managing Facility Support Services - Laundry - Housekeeping - Pest control managing the Estate (Hospital Security) - Recent trends in disaster Management - Hospital Engineering Services (Plumbing, electricity, Civil, A/c, Lifts)- Ambulance Service.

TOTAL:45 PERIODS

COURSEOUTCOMES:

Studentswillbeable to,

- To Apply principles of hospital planning and design to create effective physical layouts.
- To distinguish different service departments in hospitals.
- To evaluate the utilization of clinical services and identify areas for improvement.
- To integrate clinical and support services to ensure seamless patient care deliver.
- To organize and manage facility support services including laundry, housekeeping, pest control, hospital security and ambulance services.

TEXTBOOKS:

1. Laurie Mullins, Management And Organisational Behaviour, Pearson, New Delhi, 2007.
2. Stephen Robbins, Organisational Behaviour, Pearson, New Delhi.

REFERENCES:

1. Tripathi & Reddy, Principles Of Management, Tata McGraw-Hill, New Delhi, 2008.
2. Meenakshi Gupta, Principles Of Management, PHI Learning, New Delhi, 2009.
3. Fred Luthans, Organisational Behaviour, Tata McGraw-Hill, New Delhi.
4. Ricky Griffin, Management: Principles & Applications, Cengage, New Delhi, 2008.

WEBSITES:

1. <https://indianinstituteofarchitects.com/wp-content/uploads/2020/08/healthcare-IIA-website-document>
2. <https://www.canestar.com/list-of-departments-in-hospital-and-its-functions.html>
3. <https://www.who.int/teams/integrated-health-services/clinical-services-and-systems>
4. <https://www.accruent.com/resources/blog-posts/whats-possible-support-services-hospital-management>
5. <https://www.gp-radar.com/article/the-importance-of-utility-mapping-for-healthcare-facilities>

MAPPING OF CO's -PO's

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

JBA2341	SUMMER PROJECT WORK				L	T	P	C
					0	0	12	6

COURSE OBJECTIVES:

- To enhance their skills and office etiquettes required to sustain in industry environment
- To make them aware about industry best practices, processes and regulations.
- To participate in teamwork and preferably as part of a multi-disciplinary team.
- To understand the professional and ethical responsibilities.

INSTRUCTION METHOD AND PEDAGOGY

1. Summer project shall be at least 30-45 days during the summer vacation only.
2. Each student must be assigned a faculty as a mentor (Supervisor) from the college and an Industry expert as co-mentor.

3. The student must fill up and get a “Summer Project Acceptance Letter” from the company and provide it to their Supervisor within the specified deadline.
4. During the entire period of project, the student shall obey the rules and regulations of the company/industry/organization and also those of the College.
5. The students should attend all Reviews before appearing for the Model exam.
6. Due to inevitable reasons, if the student will not able to attend the project for few days with the permission of the supervisor should be informed via e-mail and these days may be compensated later.
7. The Student should produce successful “Completion Certificate” it to their Supervisor.
8. Upon the completion of summer project, two hard copies of “Summer Project Report” must be submitted to the Coordinator.
9. The report must in accordance with the required content and the format provided.
10. During End semester, the evaluation of the work done by students will be done by the External examiner and Internal examiner.

COURSEOUTCOMES:

Studentswillbeable,

- To apply theoretical concepts and frameworks learned in the classroom to real-world scenarios.
- To enhance interpersonal communication, teamwork, and collaboration skills by engaging with diverse stakeholders.
- To build professional networks within the industry to create opportunities for future career growth.
- To use experience related to professional and ethical issues in the work environment.

MAPPING OF CO's - PO's

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

SEMESTER – IV

JBA2401	INTERNATIONAL BUSINESS MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To describe the basics of International Business.
- To outline the theories for International Trade and Investment.
- To categorise the different strategies and organisational in global Business.
- To explain the role of production, marketing, financial and human resource management in global business.
- To summarise about the conflict management & ethics in international business.

UNIT I INTRODUCTION

9

International Business –Definition –Importance, nature and scope of International business-International Business Vs. Domestic Business; -Advantages of international business – factors causing globalization of business- Trends in Globalization- Effect and Benefit of Globalization- country attractiveness - international business environment - Protection Vs liberalization of global business environment.

UNIT II THEORIES OF INTERNATIONAL BUSINESS AND INSTITUTES

9

Theories of International Trade: Mercantilism, Absolute Advantage Theory, Comparative Cost Theory, Hecksher-Ohlin Theory.Theories of Foreign Direct Investment : Product Life Cycle, Eclectic, Market Power, Internationalisation. The role of GATT/WTO – UNCTAD Basic Principles and Major Achievements, Role of IMF, Features of IBRD,

UNIT III INTERNATIONAL STRATEGIC MANAGEMENT

9

Instruments of Trade Policy : Voluntary Export Restraints, Administrative Policy, Anti-dumping Policy, Balance of Payment. RTBs across the globe.Different forms of international business - global entry strategy -Strategic options –Strategic Alliances- Global portfolio management.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

9

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.

UNIT V CONFLICT MANAGEMENT ETHICS IN INTERNATIONAL BUSINESS MANAGEMENT

9

Selection of expatriate managers- Managing across cultures -Training and development-Compensation.Disadvantages of international business 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.

TOTAL:45 PERIODS

COURSE OUTCOMES:

Students will be able

- To explain the basic concepts of Global Business.
- To identify the applications of international trade and investment theories.
- To record the entry strategies followed by the global business leaders.
- To explain the role of production, marketing, and financial management in global entry.
- To identify the need for negotiation and ethical implications in international business.

TEXT BOOKS:

1. [Charles W.I. Hill and Arun Kumar Jain, "International Business", Tata McGraw Hill, New Delhi, 10 th 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, 10 th 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/>

MAPPING OF CO'S -PO'S

COs\POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	1	1	2	1	1	1
CO2	1	1	2	2	1	1	1
CO3	2	1	2	2	2	1	1
CO4	2	1	2	2	1	1	1
CO5	2	1	2	2	1	2	1

JBA 2402	INDUSTRIAL PSYCHOLOGY	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To state the importance of psychology in industrial approaches
- To demonstrate the needs of psychological approach in industrial dynamics.
- To outline the human factors and work environment
- To describe the employee welfare perspectives.
- To record the need the psychological applications in assessing consumer behavior.

UNIT I INTRODUCTION

9

Definition, scope, goals, fundamental concepts of psychology, nature of people and nature of organization; Historical development of industrial and organizational psychology, challenges and opportunities for industrial psychologist.

UNIT II WORK ENVIRONMENT AND PSYCHOLOGY

9

Social environment: Group dynamics in Industry Personal psychology, study of behaviour in work situations. Applications of Psychological principles to problems of selection, Placement, Counselling and training, Human engineering and physical environment techniques of job analysis

UNIT III WORK AND EQUIPMENT DESIGN

10

Criteria in evaluation of job-related factor, job design, human factors, Engineering information, input processes, mediation processes, action processes, methods design, work space and its arrangement, human factors in job design. Accident and Safety: The human and economic costs of accidents, accident record and statistics, the causes of accidents situational and individual factors related to accident reduction.

UNIT IV EMPLOYEE WELFARE AND PSYCHOLOGY

9

The psychological approach to job design - Employee Welfare: Employee health, safety, and well-being - Safety at work - Health at work - Stress at work - The quality of work life and employee well-being - Concluding remarks on employee health and safety.

UNIT V UNDERSTANDING CONSUMER BEHAVIOR

8

Consumer behaviour, study of consumer preference, effects of advertising, Industrial morale: The nature and scope of engineering psychology, its application to industry

TOTAL:45 PERIODS

COURSE OUTCOMES:

At the end of the course, students will be able

- To identify the key concepts, theoretical perspectives, and trends in industrial psychology.
- To label the problems thorough and systematic competency model.
- To discuss the problems present in environment and design a job analysis method.
- To apply psychological aspects in creating a better work environment for better performance.
- To discuss consumer preference and behavior.

TEXT BOOKS:

1. Myers, C. S. (2013). Industrial Psychology. United Kingdom: Read Books Limited.
2. De Leon, E. B. (1993). Industrial Psychology. Philippines: Rex Book Store.

REFERENCES:

1. Tiffin, J and McCormic E.J., Industrial Psychology, Prentice Hall, 6th Edn., 1975.
2. McCormic E.J., Human Factors Engineering and Design, McGraw Hill, 4th Edn., 1976.
3. Mair, N.R.F., Principles of Human relations Gilmer, Industrial Psychology

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

JBA2441	PROJECT WORK	L	T	P	C
		0	0	36	18

COURSEOBJECTIVES:

- To enhance their skills and office etiquettes required to sustain in industry environment
- To make them aware about industry best practices, processes and regulations.
- To participate in teamwork and preferably as part of a multi-disciplinary team.
- To understand the professional and ethical responsibilities.

INSTRUCTION METHOD AND PEDAGOGY

1. Project shall be at least 3 Months during their fourth semester.
2. Each student must be assigned a faculty as a mentor (Supervisor) from the college and an Industry expert as co-mentor.
3. The student must fill up and get a "Project Acceptance Letter" from the company and provide it to their Supervisor within the specified deadline.
4. During the entire period of project, the student shall obey the rules and regulations of the company/industry/organization and also those of the College.
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6. Due to inevitable reasons, if the student will not able to attend the project for few days with the permission of the supervisor should be informed via e-mail and these days may be compensated later.

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8. Upon the completion of project, two hard copies of “Project Report” must be submitted to the Coordinator.
9. The report must in accordance with the required content and the format provided.
10. During End semester, the evaluation of the work done by students will be done by the External examiner and Internal examiner.

COURSEOUTCOMES:

Studentswillbeable,

- To apply theoretical concepts and frameworks learned in the classroom to real-world scenarios.
- To enhance interpersonal communication, teamwork, and collaboration skills by engaging with diverse stakeholders.
- To build professional networks within the industry to create opportunities for future career growth.
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CO3	-	1	3	1	3	3	2
CO4	2	1	3	1	2	3	2

**LIST OF OPEN ELECTIVES OFFERED BY THE DEPARTMENT OF MANAGEMENT
STUDIES FOR UG PROGRAMMES
SEMESTER-IV**

JBA9201	PRINCIPLES OF MANAGEMENT	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

COURSEOUTCOMES:

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*, 10th Edition, Tata McGraw Hill Education, 2015.

REFERENCES:

1. Robert Kreitner & Mamata Mohapatra, *Management*, Biztantra, 2008.
2. J.A.F. Stoner, Freeman R.E., and Daniel R. Gilbert, *Management*, 6th Edition, Pearson Education, 2004.
3. Tripathi P.C. & Reddy P.N., *Principles of Management*, 5th Edition, Tata McGraw Hill, 2012.
4. P.C. Tulsian, *Business Management*, Pearson India, 2013.
5. C.B. Gupta, *Management Concepts and Practices*, Sultan Chand, 201

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/differentforms.html>
4. <https://www.toppr.com/communicatio/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
CO1	3	3	3	3	3	3	3
CO2	3	2	3	2	3	2	3
CO3	2	1	2	1	2	2	3
CO4	3	2	2	3	2	3	3
CO5	3	2	3	2	3	2	3

JBA9202	FUNDAMENTALSOFACTOUNTING	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 FINANCIALACCOUNTING 9

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

UNIT III ANALYSISOFFINANCIALSTATEMENT 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

CostAccounting:Meaning–Elementsofcost–MarginalCosting(SimpleProblems)-StandardCosting and Variance Analysis- Material Variance, Labour Variance ,Overhead Variance and Sales variance.

TOTAL:45PERIODS

COURSE OUTCOMES:

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 organizations

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.

REFERENCEBOOKS:

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 – The Basis for Business Decisions*, 15th Edition, Tata McGraw Hill Publishers, 2010.
4. Horngren, Sundem, Stratton, Burgstahler, Schatzberg, *Introduction to Management Accounting*, PHI Learning, 2011.

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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>

MAPPING OF CO's-PO's

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

SEMESTER-V

JBA9203	BUSINESS ECONOMICS				L	T	P	C
					3	0	0	3

COURSEOBJECTIVES:

1. To introduce the concepts of scarcity and efficiency.
2. To explain the role of the market in developing an economy.

3. To discuss the concepts of national income, banking functions, and the economic environment of business.
4. To discuss the basic concepts of macro economics and fiscal policy.
5. 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 MACRO ECONOMICS 9

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 – Fiscal policy in theory. Activity on Latest Union Budget.

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 national income in building a nation's economy.
- Discuss the basic concepts in macro economics.
- Extend the knowledge on the effects of unemployment and inflation in the Indian economy.

TEXT BOOKS:

1. Paul A. Samuelson and William D. Nordhaus, *Economics*, 18th Edition, Tata McGraw Hill, 2009.
2. William Boyes and Michael Melvin, *Textbook of Economics*, Biztantra, 10th Edition, 2015.

REFERENCES:

1. Richard Lipsey and Alec Chrystal, *Economics*, 11th Edition, Oxford University Press, New Delhi, 2008.
2. Karl E. Case and Ray C. Fair, *Principles of Economics*, 12th Edition, Pearson Education Asia, New Delhi, 2017.
3. N. Gregory Mankiw, *Principles of Economics*, 5th Edition, Thomson Learning, New Delhi, 2009.
4. McEachern and Kaur, *Principles of Microeconomics*, 5th Edition, Cengage Learning, 2016.
5. McConnell, Brue, Flynn, *Microeconomics*, 20th Edition, McGraw Hill Education, 2017

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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>.

MAPPING OF CO's-PO's

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CO1	1	2	2	1	1	1	2
CO2	2	3	3	1	1	1	3
CO3	2	3	3	1	1	1	3
CO4	1	2	2	1	1	1	2
CO5	1	2	2	1	1	1	2

JBA9204	BEHAVIOURIAL SCIENCE	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To explain the concepts and need for Organizational Behavior in the present environment.
- To classify the theories and practices in Organizational Behavior at the individual level.
- To illustrate the importance of team building with related theories.

- To develop the knowledge on various styles of leadership.
- To show the impact of organizational culture on human behavior in a 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 organizations.
- Build the knowledge on how individuals differ and their impact on the organization.
- Apply the knowledge on team processes and norms.
- Relate the concepts of a leader and a manager.
- Explain the concepts of organizational culture, climate, and job satisfaction.

TEXTBOOKS:

1. Stephen P. Robbins, 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 approach”, Information Age Publishing, Inc. 14th Edition, 2021

REFERENCES:

1. Steven McShane & Mary Ann Von Glinow, *Organizational Behaviour*, 2nd Edition, McGraw Hill Education, 2013.
2. Debra L. Nelson & James Campbell Quick, *Organizational Behaviour: The Real World and You*, 2nd Edition, Cengage Learning, 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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CO2	1	2	2	1	1	1	2
CO3	1	2	2	1	1	1	2
CO4	1	2	2	1	1	1	2
CO5	1	2	2	1	1	1	2

SEMESTER-VI

JBA9205	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 from a managerial perspective.
- To determine the quality management tools and techniques.
- To explain the process control methodology.
- To evaluate the best practices for the attainment of quality.

UNITI BASIC CONCEPTS OF QUALITY MANAGEMENT

9

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.

UNITII TOM PRINCIPLES AND PHILOSOPHIES 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- Japanese 5S principles and 8D methodology.

UNITIII TOM TOOLS AND TECHNIQUES 9

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).

UNITIV TOM PROCESS CONTROL METHODOLOGIES 9

Control Charts- Process Capability - Six Sigma- Concepts, Methodology, Applications to Manufacturing, Service sector including IT -Total productive maintenance (TPM) - Business process Improvement (BPI).

UNITV QUALITY SYSTEMS 9

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 - TQM culture - Quality council.

TOTAL:45 PERIODS

COURSE OUTCOMES:

Students will be able to:

- Apply appropriate techniques in identifying customer needs.
- Apply quality philosophies for continuous improvement and ensure customer delight.
- Apply various tools in quality management.
- Measure process effectiveness and identify areas for improvement.
- Evaluate the performance excellence of an organization.

TEXT BOOKS:

1. Dale H. Besterfield, Carol Besterfield-Michna, Glen H. Besterfield, Mary Besterfield-Sacre, Hermant Urdhwareshe & Rashmi Urdhwareshe, *Total Quality Management*, 4th Edition, Pearson Education, 2015.
2. Shridhara Bhat K., *Total Quality Management – Text and Cases*, 2nd Edition, Himalaya Publishing House, 2010.

REFERENCES:

1. Panneerselvam, R. & Sivasankaran, P., *Quality Management*, 1st Edition, PHI Learning, New Delhi, 2014.
2. Douglas C. Montgomery, *Introduction to Statistical Quality Control*, 4th Edition, Wiley India Pvt. Ltd., 2020.
3. James R. Evans & William M. Lindsay, *Managing for Quality and Performance Excellence*, 9th Edition, Cengage Learning, 2012.
4. Poornima M. Charantimath, *Total Quality Management*, 2nd Edition, Pearson Education, 2011.

WEBSITES:

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

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CO1	-	-	-	-	2	2	-
CO2	-	-	-	-	2	2	-
CO3	-	-	-	-	2	2	-
CO4	-	-	-	-	2	2	-
CO5	-	-	-	-	2	2	-

JBA9206	PROFESSIONAL ETHICS	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 understand and practice Engineering Ethics.
- To instill knowledge about Engineering as Experimentation.
- To impart knowledge on safety, responsibilities, and rights of engineers.
- To impart knowledge on global issues related to engineering ethics.

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–Model 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 to:

- Understand the concept of Human Values.
- Understand the concepts of Engineering Ethics.
- 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. Boatright, *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

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

SEMESTER –VII

JBA9207	CUSTOMER RELATIONSHIP MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To enumerate the needs of CRM and its importance in an organization.
- To know the various concepts that drive CRM.
- To gain knowledge on the fundamentals of CRM planning.
- To categorize the place of CRM in an efficient market.
- To know the implementation aspects of CRM in an organization.

UNIT I EVOLUTION OF CUSTOMER RELATIONSHIP**9**

Customer Relationship Management (CRM) - Definition - Emergence of CRM Practice - Factors responsible for CRM growth - CRM process - framework of CRM - Benefits of CRM - Types of CRM - Scope of CRM - Features and Trends in CRM- CRM and Cost Benefit Analysis - CRM and Relationship Marketing.

UNIT II CRM CONCEPTS**9**

Customer Value - Customer Expectation - Customer Satisfaction - Customer Centricity - Customer Acquisition - Customer Retention - Customer Loyalty - Customer Lifetime Value - Customer Experience Management - Customer Profitability - Enterprise Marketing Management - Customer Satisfaction Measurements - Web based Customer Support

UNIT III PLANNING FOR CRM**9**

Steps in Planning - Building Customer Centricity - Setting CRM Objectives - Defining Data Requirements - Planning Desired Outputs - Relevant issues while planning the Outputs - Elements of CRM plan - CRM Strategy: The Strategy Development Process - Customer Strategy Grid.

UNIT IV CRM AND MARKETING STRATEGY**9**

CRM Marketing Initiatives - Sales Force Automation - Campaign Management- Call Centers - Practice of CRM: CRM in Consumer Markets - CRM in Services Sector - CRM in Mass Markets - CRM in Manufacturing Sector.

UNIT V CRM PLANNING AND IMPLEMENTATION**9**

Issues and Problems in implementing CRM - Information Technology tools in CRM - Challenges of CRM Implementation - CRM Implementation Roadmap - Road Map (RM) Performance: Measuring CRM performance - CRM Metrics.

TOTAL: 45 PERIODS**COURSE OUTCOMES:****Students will be able to:**

- Evaluate the importance of CRM and the benefits it provides an organization.
- Interpret the values of basic CRM concepts and their impact on management.
- Strategize the planning factors focusing on customer retention.
- Analyze the market practices in establishing CRM.
- Discuss the execution possibilities by inspecting the challenges of CRM.

TEXTBOOKS:

- Kincaid, J., *Customer Relationship Management: Getting It Right*, Pearson, 2019.
- Kumar, V. & Reinartz, W.J., *Customer Relationship Management: A Databased Approach*, Wiley India Pvt. Ltd., 2022.

REFERENCES:

- Makkar, U. & Makkar, H.K., *Customer Relationship Management*, Tata McGraw-Hill Education, 2021.
- Peelen, E., *Customer Relationship Management*, Pearson, 2021.
- Peppers, D. & Rogers, M., *Managing Customer Relationships*, 2nd Edition, John Wiley and Sons, 2020.
- Shanmugasundaram, S., *Customer Relationship Management: Modern Trends and Perspectives*, PHI Learning Pvt. Ltd., 2020.

WEBSITES:

1. <https://www.theblueflamelabs.com/evolution-crm/>
2. <https://www.archie.nl/en/crm-the-concept-and-the-various-definitions/>
3. https://www.brainkart.com/article/CRM-Planning-and-Implementation_6050/
4. <https://www.reallysimplsystems.com/blog/crm-marketing-strategy/>
5. <https://www.scnsoft.com/blog/crm-implementation-plan>

MAPPING OF CO's-PO's

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

JBA9208	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 related laws.
- 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:

Students will be able to:

- Build an idea about IPR.
- Evaluate the concept of registration and its enforcement.
- Analyze various agreements and legislations.
- Measure the concept of digital products and law.
- Develop an Intellectual Property portfolio to enhance the value of the firm.

TEXT BOOKS:

1. V. Scople Vinod, *Managing Intellectual Property*, Prentice Hall of India Pvt. Ltd., 2012.
2. S.V. Satakar, *Intellectual Property Rights and Copyrights*, Ess Ess Publications, New Delhi, 2002.

REFERENCES:

1. Deborah E. Bouchoux, *Intellectual Property: The Law of Trademarks, Copyrights, Patents and Trade Secrets*, 3rd Edition, Cengage Learning, 2012.
2. Prabuddha Ganguli, *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.

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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/>

**LIST OF LABORATORY COURSE OFFERED BY
DEPARTMENT OF MANAGEMENT STUDIES TO UG STUDENTS**

JBA2711	ENTREPRENEURSHIP FOR ENGINEERS	L	T	P	C
		0	0	2	1

COURSE OBJECTIVES:

- To provide insight into the concept of entrepreneurship.
- To investigate the feasibility study for the new venture.
- To identify the right process for successful business plan

Sl.No	LIST OF ACTIVITIES	No.of Periods
1	Insight of Entrepreneurship	3
2	Business Idea	3
3	Business sources	2
4	Business Plan	3
5	Financial Plan	3
6	Market Survey	4
7	Feasibility report	3
8	Case study	4
9	Entrepreneurship Cue Card	2
10	Prevention of Sickness & Measures	3

TOTAL: 30 PERIODS

COURSE OUTCOMES:

Students will be able,

- To procure knowledge on setting up a new venture.
- To draft and approval of financial plan and appraisal of new project
- To impart the knowledge of effectiveness of innovation in entrepreneurship

REFERENCES

1. Hisrich, Robert D., Michael Peters and Dean Shepherd, Entrepreneurship, Tata McGraw Hill, 2014.
2. S.S. Khanna, Entrepreneurial Development, Third Edition, S. Chand & company, New Delhi 2001.
3. Srinivasan, Case Studies in marketing Indian context, sixth edition PHI learning private Limited 2014.

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- <https://ideadrop.co/innovation-management/top-five-favourite-idea-generationtechniques/>
- <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>.