

Learning Objectives of the Course:

1. To provide a basis of understanding to the students with reference to working of business organization through the process of management.
2. To acquaint with management process, functions and principles.
3. Student will also get the ideas about new developments in management.

MODULE – I: Management: Meaning, nature, definition, scope and importance-management asartand science of profession, contributions of F.W.Taylor, Henry Fayol– functions and principles of management. (10)

MODULE – II: Planning: meaning and purpose – steps and techniques – types of plans – decision making - objectives, policy, procedure and methods. (10)

MODULE – III: Organizing: meaning and importance, Elements of organizing & processes- organizational structure - types of organizations- delegation and decentralization of authority- span of management - line and staff. (12)

MODULE – IV: Staffing and directing: meaning and importance- nature and purpose - leadership styles - communication -motivation - importance - Maslow's need hierarchy theory, Herzberg's two factor theory-controlling process , methods of controlling - characteristics of effective control (12)

MODULE – V : Controlling - Need, Nature, importance, Process &Techniques; Coordination - Need – Importance ; Management of Change:Models for Change, Force for Change, Need for Change, Alternative Change Techniques, New Trends in Organization Change, Stress Management (12)

SUGGESTED BOOKS:

1. Francis Cherunilam, Business Environment and Policy – A book on Strategic Management/ Corporate Planning, Himalaya Publishing House 2001 Edition
2. Horold Koontz and IteinzWeibrichEssential of Management — McGraw-Hill's International
3. J.S. Chandan, Management: Concept and Strategies, Vikas Publishing
4. K.Asathapa ,Essential of Business Administration, Himalaya Publishing House
5. Dr. L.M.Prasad, Principles & practice of management – Dr. L.M.Prasad,, Sultan Chand & Sons, New Delhi

Learning Objectives of the Course:

1. make the students understand the concepts of business environment along with social responsibility.
2. To learn organizational ethic theories and sources.
3. To understand the fiscal policy and legal environment of business.
4. To understand global management issues.

MODULE – I : Business environment: The concept and significance of Business and Business Environment - constituents of business environment – Types of Environment - Internal External Micro and Macro -Significance and impact of Environment on Business decision-making. (10)

MODULE – II: Economic Environment: Nature and structure of the Indian Economy, Economic planning in India- industrial policy- Fiscal Policy –monetary policy- Economic reforms and impact of government policies on Business- Liberalization, Privatization and Globalization - Role of foreign Investments (10)

MODULE – III: Political and Legal environment of business: Role of Government, Political Stability and its impact on Business- Legal framework governing business. Monopolies Restrictive Trade Practices Act. Foreign Exchange Management Act 1 - Securities and Exchange Board of India Act -Consumer Protection Act, Patent's Act- Competition Law. (15)

MODULE – IV: Technological Environment: Concept and significance of technological environment - regulation of foreign investment and collaboration - transfer of technology – time lags in technology introduction - Status of technology in India- Management of technology - Features and Impact of technology - Impact of technology on globalization. (10)

MODULE – V: Business and society: Business & ethics -Nature and impact of culture on business, culture and globalization, social responsibilities of business – Corporate Culture and Ethical Climate. Code of Ethics - Business and culture –Corporate responsibility towards natural environment - Corporate Governance (10)

Suggested Books:

1. Adhikari M - Economic Environment of management
2. Francis Cherunilam - Business Environment
3. K Aswathappa, Essentials of Business Environment, Himalaya Publishing House Pvt. Ltd.
4. Pruti S. - Economic & Managerial Environment in India
5. Shaikh Saleem – Business Environment, Pearson Education, 2006

Learning Objectives of the Course : The students should be able to:

1. To understand the Banking and services related to Banking.
2. To develop a conceptual framework of financial function
3. To acquaint the participants with the tools, types, instruments of financial system in the realm of Indian Financial Market.

MODULE – I: Introduction to Financial Services: Meaning of Financial Services: Structure of Indian Financial System, Importance of financial system for the economic development (Financial and Banking system charts). Definition of Bank, Functions of Commercial Banks and Reserve Bank of India. Innovations in Banking – ATMs, E- Banking, Credit cards, Online & Offshore Banking. (10)

MODULE – II: Financial Markets: Indian Money Market- Characteristics, structure, composition (call and notice money market, treasury bills market, CDs, CPs, short term bill market, MMMFs and DFHI) problems and reforms in Indian money markets. (10)

MODULE – III: Indian Capital Market: Composition and growth of primary and secondary market, difference between primary and secondary markets - capital market reforms and NBFC's, Stock market, NSE, OTCEI, role of SEBI (10)

MODULE – IV: Financial Intermediaries and services: Merchant Bankers, Mutual Funds, Leasing companies, Venture Capital funds, Forfeiting, Loan Syndication, Factoring, Depository Services and Depository participants. (10)

MODULE – V: Globalization and Financial Services: Global Economy- characteristics of reregulated and integrated global economy, Global capital market, Financial system in developing countries, impact of globalization on financial services, factors influencing globalization; Forex market, foreign direct investment. (10)

BOOKS SUGGESTED:

1. Aryasri and Murthy, “Banking and Financial System”, Tata McGraw Hill
2. Khan M.Y: Indian Financial System, Tata McGraw Hill
3. Maheswari and Paul R.R, “Banking theory law and practice”
4. Sundaram and Varsheney, “Banking theory law practice”

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Learning Objectives of the Course:

1. Understand the fundamental principles of effective business communication.
2. To balance the delivery of oral and written components of communication skills.
3. Organize and express ideas in writing and speaking to produce messages suitably tailored for the topic.
4. Demonstrate clarity, precision, conciseness and coherence in the use of language.

MODULE – I : Concept of Communication: Meaning and introduction, Process of Communication- Barriers to effective Communication- Overcoming Barriers- Typology of Communication- Oral Communication- Listening process- Element of good oral communication- Relevance of feedback. (10)

Non – Verbal communication- Types and relevance of non-verbal communication- negotiation process- Effective Negotiation Strategy – Negotiation process and phases. (10)

MODULE – II: Business Presentation: Ingredients of effective presentation- Types of presentation- process and structuring presentation- - Non-verbal dimensions in presentation. (8)

MODULE – III: Business Report Writing: Types of Reports- Essentials of good report- Structure and contents of presentation. (5)

MODULE – IV: Business Letters: Need and functions of business letters-Effective Business Letters- Styles and format- features of good business letters. (10)

MODULE – V: Resume – Curriculum vitae: Contents of good resume

Group discussion: Objectives- Approaches for effective group discussion- group discussion techniques- Ingredients of good discussion- evaluation parameter of group discussion.

Interview: Concept - Types of interviews- interview facing techniques- components of effective interview- Do's and Don'ts in a good interview. (10)

SUGGESTED BOOKS:

1. CSG Krishnamacharyalu and L.Ramakrishnan, "Business Communications", 2009 Himalya Publishing House.
2. Pernrose, Rasberry and Myers, "Business Communication for Managers". Cengage Learning.
3. Rajendra Pal and J. S. Korlhalli, "Essentials of Business Communication", Sultan Chand & Sons, New Delhi.
4. U S Rai & S M Rai, "Business Communication", 2009, Himalaya Publishing House.

Learning Objectives of the Course: The students should be able to:

1. Know and understand the concept, function and principles of Human Resource management.
2. Apply critical thinking abilities in analyzing cases in human resource management issues and challenges in firms.

COURSE:

MODULE – I : Introduction : Concept, Definition and Functions of HRM- Principles of HRM- goals and Challenges- Changing Environment of HRM- HR role in strategy formulation & gaining competitive advantage. (10)

MODULE – II: HR Planning: Concept, factors influencing HR Planning- HR Planning Process- Job Analysis- Recruitment and Selection- Tests and Interview Techniques. (10)

MODULE – III: Training and Development: Concept, Needs, Methods of training. Management development: Concept & Methods. Performance management system: concept, uses of performance appraisal, performance management methods, Career planning: career anchors, career life stages. (12)

MODULE – IV: Compensation: Concepts and Principles- Factors influencing compensation- Current trends in compensation- Methods of Payment- Incentives and Rewards. (10)

MODULE – V: Managing Industrial Relations: Introduction – Trade Union – Employee Participation scheme - Collective bargaining- concept, types, process, problems, essentials of effective collective bargaining. (10)

SUGGESTED BOOKS:

1. DeCenzo, D.A. & Robbins: Fundamentals of Human Resource Management, New York: John Wiley & Sons.
2. Dessler, G: Human Resource Management, Pearson.
3. Monappa&Saiyaddin: Personnel Management, Tata McGraw Hill.
4. Rao, V.S.P.: Human Resource Management- Text and Cases, Excel Books.
5. R. Wayne Mondy & Rober M. Noe: Human Resource Management, Pearson.

Learning Objectives of the Course: The students should be able to:

1. To expose the students to industry and business environments with practical exposures in areas related to their area of specialization.
2. To enhance the students' understanding on application of the theoretical knowledge in their area of specialization.
3. To enhance interpersonal, critical thinking, decision making and communication skills of the students.

Intended Learning Outcomes

After Completing the internship, the students should be able to:

1. Develop competencies in the areas of presentation skills, critical thinking skills and problems solving skills.
2. Apply theoretical concepts and models in to a practical environment
3. Formulate viable solutions to practical organizational problems through the internship project.

LEARNING OBJECTIVES: The students should be able to:

1. Demonstrate and understand the nature and importance of marketing
2. Analyze markets and identify appropriate segmentation criteria to discover promising market niches.
2. Develop an effective marketing strategy, including a marketing mix, for a product / service.
3. Demonstrate an awareness of the opportunities and challenges of marketing in global environment.

MODULE – I : History and Origins of Marketing : Meaning of Marketing & Marketing Management, Core Marketing concepts, Scope of Marketing, Importance/Role of Marketing, management philosophies, Marketing Mix, limitations of Marketing. (15)

MODULE – II : Product- Life Cycle' & New Product Development: Meaning of Product Life Cycle (PLC), Stages of P.L.C. and marketing strategies, Meaning of new product. (10)

MODULE – III: Marketing Environment : Marketing environment, Marketing planning and control, Segmenting (Demographic and Psychographic) targeting, Positioning (STP),Marketing Research and forecasting marketing information system value proposition. (10)

MODULE – IV: Promotion Strategy: Channels of Distribution, Promotion Mix – Advertising, Sales promotion, Public Relations, Personal Selling, and Direct marketing. (8)

MODULE – V : Latest trends in Marketing: Special topics in Marketing: Green marketing, Relationship marketing, Societal marketing, Guerrilla marketing, Viral marketing, Online marketing, Mega marketing. (5)

Suggested Books:

1. Kotler Philip, Gary Armtrong, Prafullay, Agnihotri, EU Haque, "- Principles of Marketing", 2010, 13th Ed, Pearson Education Prentice Hall of Indi.
2. Panda,TapanK"MarketingManagement"2010,1stEd.Excel'books.
3. RamaswamyV.S.NamakumariS,"MarketingManagement",2009, The Global perspective-Indian Context Macmillari India Ltd.

Learning Objectives of the Course: The students should be able to:

1. Know and understand the concept, function and principles of Human Resource management.
2. Apply critical thinking abilities in analyzing cases in human resource management issues and challenges in firms.

COURSE:

MODULE – I : Introduction : Concept, Definition and Functions of HRM- Principles of HRM- goals and Challenges- Changing Environment of HRM- HR role in strategy formulation & gaining competitive advantage. (10)

MODULE – II: HR Planning: Concept, factors influencing HR Planning- HR Planning Process- Job Analysis- Recruitment and Selection- Tests and Interview Techniques. (10)

MODULE – III: Training and Development: Concept, Needs, Methods of training. Management development: Concept & Methods. Performance management system: concept, uses of performance appraisal, performance management methods, Career planning: career anchors, career life stages. (12)

MODULE – IV: Compensation: Concepts and Principles- Factors influencing compensation- Current trends in compensation- Methods of Payment- Incentives and Rewards. (10)

MODULE – V: Managing Industrial Relations: Introduction – Trade Union – Employee Participation scheme - Collective bargaining- concept, types, process, problems, essentials of effective collective bargaining. (10)

SUGGESTED BOOKS:

1. DeCenzo, D.A. & Robbins: Fundamentals of Human Resource Management, New York: John Wiley & Sons.
2. Dessler, G: Human Resource Management, Pearson.
3. Monappa&Saiyaddin: Personnel Management, Tata McGraw Hill.
4. Rao, V.S.P.: Human Resource Management- Text and Cases, Excel Books.
5. R. Wayne Mondy & Rober M. Noe: Human Resource Management, Pearson.

Learning Objectives: The students will be able to

1. Know and understand the nature, functions, kinds and theories of advertising
2. Discuss the strategic considerations involved in advertising and marketing.
3. Analyze the major issues that have affected Indian and Global advertising and the future outlook on advertising.
4. Learn the making of a creative brief and an advertisement.
5. Realize and explore the various career options in Advertising Management.

Learning outcomes: Upon completion of the Course the students should be able to

- appreciate the ways that communication through advertising influences and persuades consumers;
- discuss the role of the advertising agency and its client relationships;
- identify advertising's place in the communications mix;
- research and prepare a profile of media habits for a given target market;
- set promotional objectives and identify their relationship with the strategic plan;
- explain and illustrate Integrated Marketing Communication decision making and planning

MODULE – I: Introduction to Advertising Management: Defining Advertising, Marketing and Sales Promotion – Functions of Advertising and Theories of Advertising – History, Evolution of Advertising and Themes – Types of Advertising – Personal Advertising, Consumer / Product Advertising, Trade Advertising, Industrial Advertising, Institutional Advertising, Service Advertising, Public Service Advertising, Financial Advertising, Advocacy Advertising, Political Advertising – Advertising laws and ethics Cases in India Advertising – Presentations.

MODULE – II: Brand building and Advertising – What is a brand and Evolution of Brand Management – Brand positioning and the role of advertising – Brand equity and brand image – Power brands, Corporate brands and Super brands – Brand – Consumer Relationship – Case Studies – Indian and Global

MODULE – III: Advertising Agency – Structure and Relationships – Advertising Agency, Structure and its functions – Advertising Agencies in India – The process of creating or pitching for an Account – How Agencies are paid for their work – How to select an Ad Agency – Visit to an Ad Agency – Group Presentation

MODULE – IV: Campaign Planning and Creative strategy – Creativity and Advertising Elements – The creative process – Idea generation – Creativity in Indian Advertising – Types of Advertising appeals – Advertising Media – Print , Television and Radio – Components and Layouts of an ad – visual, Headline, Copy, Styles, Slogan, Logo creative Exercises in Designing Advertisements.

MODULE–V: Advertising and Integrated Marketing Communications – Elements of Integrated Marketing Communication – Direct Marketing – Sales Promotion – Public Relations – publicity – Personal Selling

Recommended References:

1. Batra R., J.G. Myers and Aaker A. Davic Advertising Management, V Edition. ,Pearson Education, 2006.
2. Chunawalla, S.A., and Sethia, K.C., Foundations of Advertising: Theory and Practice, III Edition, Himalaya Publishing House, Delhi, 2008.
3. Jethwaney, Jaishri and Jain, Shruti., Advertising Management, V Impression, Oxford University Press, 2008

4. Parameswaran, M.G., Brand Building Advertising : Concept and Cases, Tata McGraw Hill, New Delhi, 2001.
5. Murthy, S.N., and Bhojana, U Advertising – and IMC perspective, Excel Books, New Delhi, 2007,

Learning Objectives of the Course: The students should be able to:

1. Understand the fundamental principles of Organisational Behavior;
2. Analyze the critical and creative thinking abilities necessary for understanding why individuals and organizations behave in a particular manner.
3. Apply the principles absorbed to Case studies in organizational behavior

COURSE:

MODULE – I: Organizational behavior meaning - importance - historical development of organizational behavior - factors influencing organizational behavior - major personality attributes influencing organizational behavior - perception. (10)

MODULE – II: Meaning of group and group dynamics- stages in formation of groups - characteristics of groups – theories of group dynamics - types of groups in organization -teams vs groups. (10)

MODULE – III: Leadership concept - characteristics - leadership theories - leadership styles - managerial grid - Motivation - concept and importance - motivators - financial and Non - financial. (10)

MODULE - IV: Management of change: meaning - importance - resistance to change - causes - factors contributing to organizational change - introducing change in large organizations - change agents. (10)

MODULE -V: Organizational culture, and effectiveness: organizational culture - concept - distinction between organisational culture and organizational climate - factors influencing organizational culture - morale. (10)

BOOKS SUGGESTED:

1. Prasad, LM- Organizational Theory & Behavior -. Sultan Chand & Sons, New Delhi, 1988.
2. Rao, VSP and Narayana, P.S. - Organization Theory & Behavior - Konark Publishers Pvt. Ltd., Delhi, 1987.
3. Robbins, P. Stephen - Organizational Behavior - concepts, controversies & Applications - Prentice Hall of India Ltd., New Delhi, 1988.
4. Sekaran, Uma - Organizational Behavior - Text & cases -Tata McGraw Hill Pub Ltd., New Delhi, 1989.