

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY

An Autonomous Institution

(Accredited by NBA, Approved by A.I.C.T.E., New Delhi, Permanently Affiliated to JNTU, Hyderabad)

Aziznagar Gate, C.B. Post, Hyderabad -500 075, Telangana.



(R19)

SYLLABUS

for

MBA PROGRAMME

(Applicable for the batches admitted from 2019-2020 onwards)

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

MANAGEMENT & ORGANIZATIONAL BEHAVIOR

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Course Objective: To understand the Fundamentals of Management and Behavioural aspects of individual and groups in an organization.

UNIT – I:

Introduction to Management: The Management Process, Management Functions, Kinds of Managers, Managerial Roles and Skills.

Evolution of Management - Theories of Management - Classical, Scientific, Administrative, Behavioural, Management Sciences Theories; Systems and Contingency Theory.

UNIT – II:

Planning and Decision Making: Planning and goal setting – Organizational Planning - Vision, Mission and Goals, Types of Plans, steps in Planning Process, Approaches to Planning, Planning in Dynamic Environment.

Decision Making Process, Types of Decisions, Decision Making Styles, Vroom's Participative Decision Making Model.

UNIT – III:

Organizing and Controlling: Organizational Structure, Principles of Organizing, Authority, Power and Influence, Designing Organizational Structure. Mechanistic and Organic Structures, Contemporary Organizational Design and Its Challenges.

Controlling: The Control Process, Controlling for Organizational Performance, Types of Control, Financial Controls, Balanced Scorecard, Bench Marking, Contemporary Issues in Controlling.

UNIT – IV:

Organizational Behavior: Individual and Group Behavior: Importance of Organizational Behavior, Culture and Diversity, Personality Theories, Perception, Formation of Group Behavior, Classification of Groups, Group Properties, Group Cohesiveness.

UNIT – V:

Leadership and Motivation: Leadership Traits, Leadership Styles, Leadership Theories, Power and Politics.

Motivation: Approaches to Motivation, Maslow's Needs Hierarchy Theory, Two Factor Theory of Motivation, McGregor's Theory, ERG Theory, McClelland's Needs Theory, Valance Theory.

Course outcomes: Students will be able to understand

CO1	Understand the basic principles and concepts of management.
CO2	Examine Organizational Planning and Decision Making Process.
CO3	Identify the challenges in organizing and contemporary issues in controlling.
CO4	Analyse individual and group behaviour in an organisation.
CO5	Demonstrate the traits of leaders and explain different approaches to motivation

TEXTBOOKS:

1. Richard L. Daft, New Era of Management, Cengage Learning, 11e,2017.
2. Afsaneh Nahavandi, Robert B.Denhardt, Janet V. Denhardt, Maris P. Aristigueta, Organizational Behaviour, Sage Publications,2015.
3. LaurieJ.Mullins,Management,andOrganizationalBehaviour,PearsonPublications,9e.
4. StephenP.Robbins,TimothyA.Judge,NeharikaVohra, OrganizationalBehaviour,Pearson, 16 e,2017.
5. Ramesh B. Rudani, Management and Organizational Behaviour Tata McGraw hill,2011.

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

BUSINESS ECONOMICS

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Course Objective: To understand the Business, impact of Micro and Macro Economic Environment on business decisions.

UNIT- I:

Introduction to Business Economics: Definition, Nature And Scope, Relationship With Other Disciplines – Business Decision Making Process- The Role Of Managerial Economist- Basic Economic Principles – The Concept Of Opportunity Cost, Marginalism, Equi-Marginalism, Incremental Concept, Time Perspective, Discounting Principle, Risk And Uncertainty.

UNIT- II:

Theory of Demand and Supply: Demand Analysis - Demand Function, Law Of Demand, Determinants Of Demand, Types Of Demand. Elasticity Of Demand, Types, Measurement And Significance Of Elasticity Of Demand. Demand Forecasting, Need For Demand Forecasting, Methods Of Demand Forecasting.

Supply – Supply Function, Determinants Of Supply, Law Of Supply, Elasticity Of Supply.

UNIT- III:

Production Analysis: Production Function, Production Function With One, Two Variables, Cobb-Douglas Production Function, Marginal Rate of Technical Substitution, Isoquants and Isocosts, Returns to Scale, Economies of Scale - Innovations And Global Competitiveness.

UNIT- IV:

Cost Analysis: Cost Concepts, Determinants Of Cost, Cost-Output Relationship In The Short Run And Long Run, Short Run Vs. Long Run Costs, Average Cost Curves. Overall cost leadership, Break even Analysis, Determination of Break Even Point, Key Concepts, Graphical Representation, Margin of Safety-simple Problems.

UNIT- V:

Market Structure and Pricing Practices: Classification of Market Structures - Features – Competitive Situations - Price-Output Determination Under Perfect Competition, Monopoly, Monopolistic Competition And Oligopoly - Both The Long Run And Short Run. Pricing Practices- Price Discrimination- Pricing Strategies- Pricing over Product Life Cycle.

Course Outcome: Students will be able to understand

CO1	Understand the Economic Principles in Business.
CO2	Analyze the Theory of Demand and Supply
CO3	Identify the Production analysis.
CO4	Analyze the cost concepts
CO5	Understand and learn the Market Structures and Pricing Practices

TEXTBOOKS:

1. H L Ahuja, Business Economics, S. Chand & Co, 13e,2016.
2. Chaturvedi, Business Economics, International Book House,2012.
3. Craig H. Petersen, W. Cris Lewis and Sudhir K. Jain, Managerial Economics, Pearson, 14e, 2014.
4. Dominick Salvatore, Managerial Economics, Oxford Publications, 7e,2012.
5. Justin Paul, Business Environment, Tata McGraw Hill,2010.
Francis Cherunilam, Business Environment Text &Cases, Himalaya Publications,2012.

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

FINANCIAL ACCOUNTING AND ANALYSIS

L	T	P	C
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Course Objective: To prepare, analyze, interpret the financial statements for business decision making.

UNIT- I:

Introduction to Accounting: Importance, Objectives and Principles, Accounting Concepts and Conventions, And The Generally Accepted Accounting Principles (GAAP), Their Implications On Accounting System; Double Entry System–Recording Business Transactions–Classification of Accounts–Accounting Cycle.

UNIT- II:

The Accounting Process: Overview, Books of Original Record; Journal, Ledger, Trial Balance, Classification of Capital and Revenue Expenses, Final Accounts with Adjustments. Valuation of Fixed Assets -Tangible Vs. Intangible Assets. Depreciation, Methods of Depreciation–Their Impact On Measurement of Business Accounting.

UNIT- III:

Inventory Valuation: Methods of Inventory Valuation and Valuation of Goodwill, Methods of Valuation of Goodwill. Accounting from Incomplete Records, Advantages and Disadvantages of Single Entry and double entry system and the differences between the two ,preparation of accounts, and ascertainment of Profit from Incomplete Records, Accounting Treatment as Per The Statement of Affairs Method And Calculation Of Missing Figures.

UNIT- IV:

Financial Analysis-I: Statement Of Changes In Working Capital, Funds From Operations, Paid Cost And Unpaid Costs. Distinction Between Cash Profits And Book Profits. Preparation And Analysis Of Cash Flow Statement And Funds Flow Statement.

UNIT- V:

Financial Analysis-II: Analysis And Interpretation Of Financial Statements, Horizontal Analysis And Vertical Analysis Of Company, Financial Statements, Liquidity, Leverage, Solvency And Profitability Ratios – Du Pont Chart –Accounting Standards issued By ICAI- Focus On Importance Of Standards To Give A General View On Financial Accounting Practices, International Financial Reporting Standards (IFRS).

Course Outcome: Students will be able to understand

CO1	Understand the basic principles of accounting
CO2	Understand the accounting process and prepare the financial statements.
CO3	Apply the accounting concepts and principles in the valuation of inventory and goodwill
CO4	Analyze the financial statements.
CO5	Interpret the financial results to interested users for effective decision making

TEXTBOOKS:

1. Dhanesh K.Khatri, Financial Accounting & Analysis, Tata McGraw-Hill Publishing Limited, New Delhi,2015.
2. S.N.Maheswari,S.K.Maheshwari,FinancialAccounting,5e,VikasPublishingHouse,2013.
3. V. Rajasekharan, R. Lalitha , Financial Accounting & Analysis, Pearson Education, New Delhi,2015
4. Paresh Shah, Basic Financial Accounting for Management, Oxford University Press, New Delhi,2014.
5. Seema Srivastava, Financial Accounting, Jawaharlal, S. Chand,2014.

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

STATISTICS FOR MANAGEMENT

L	T	P	C
4	0	0	4

Course Objective: To understand the basic statistical tools for analysis & interpretation of qualitative & quantitative data.

UNIT – I:

Introduction to Statistics – Functions Of Statistics And Managerial Applications Of Statistics, Relationship With Other Subjects. Measures Of Central Tendency- Mean, Median, Mode, Geometric Mean And Harmonic Mean.

UNIT – II:

Measures of Dispersion - Range, Quartile Deviation, Mean Deviation, Standard Deviation And Co- Efficient Of Variation. Skewness : Karl Pearson's Co-Efficient Of Skewness, Bowley's Co-Efficient Of Skewness, Kelleys Co-Efficient Of Skewness, Kurtosis.

UNIT – III:

- a) **Tabulation** Of Univariate, Bivariate And Multivariate Data, Data Classification And Tabulation, Diagrammatic And Graphical Representation Of Data. One Dimensional, Two Dimensional And Three Dimensional Diagrams And Graphs
- b) **Small Sample Tests**- T-Distribution-Properties And Applications, Testing For One And Two Means, Paired T-Test.

UNIT – IV:

- a) **Analysis Of Variance** -One Way And Two Way ANOVA (With And Without Interaction). Chi-Square Distribution: Test For A Specified Population Variance, Test For Goodness Of Fit, Test For Independence Of Attributes.
- b) **Correlation Analysis**-Scatter Diagram, Positive And Negative Correlation, Limits For Coefficient Of Correlation, Karl Pearson's Coefficient Of Correlation, Spearman's Rank Correlation, Concept Of Multiple And Partial Correlation, Regression Analysis-Concept, Least Square Fit Of A Linear Regression, Two Lines Of Regression, Properties Of Regression Coefficients.

UNIT – V:

Time Series Analysis-Components, Models Of Time Series–Additive, Multiplicative And Mixed Models; Trend Analysis-Free Hand Curve, Semi Averages, Moving Averages, Least Square Methods And Index Numbers – Introduction, Characteristics And Uses Of Index Numbers, Types Of Index Numbers, Unweighted Price Indexes, Weighted Price Indexes, Tests Of Adequacy And Consumer Price Indexes.

Course Outcomes: Students will be able to understand

CO1	Understand the nature and functions of business statistics and measures of central tendency.
CO2	Identify the various types of measures of dispersion
CO3	Differentiate the uses of various data presentation techniques as well as small t tests.
CO4	Analyze the variance and correlation among various variables.
CO5	Interpret data through statistical tools.

TEXTBOOKS:

1. P.C. Tulsian, Bharat Jhunjhnuwala, Business Statistics, S. Chand,2016.
2. Levin R.I., Rubin S. David, Statistics for Management, 7e Pearson,2015.
3. Anderson,Sweeney,Williams,Camm,Cochran,StatisticsforBusinessEconomics,Cengage 12e,2014.
4. J. K Sharma, Business Statistics, 4e, Vikas Publishing House,2015.
5. Beri, Business Statistics, 1e, Tata McGraw Hill,2015.
6. Gupta S.C., Fundamentals of Statistics, 6e, Himalaya Publishing House,2015.

Course Objective: To understand the Legal and Regulatory Framework for doing business in India.

UNIT – I:

Companies Act, 2013: Steps And Procedure For Incorporation Of The Company, Appointment Of Directors, Powers, Duties, & Liabilities Of Directors, Company Meetings, Resolutions, Winding-Up Of A Company.

UNIT –II:

Law of Contract: Nature Of Contract and Essential Elements of Valid Contract, Offer and Acceptance, Consideration, Capacity To Contract And Free Consent, Legality Of Object. Unlawful and Illegal Agreements, Contingent Contracts, Performance And Discharge Of Contracts, Remedies For Breach Of Contract. Contracts-II: Indemnity And Guarantee, Contract Of Agency, Sale Of Goods Act -1930: General Principles, Conditions & Warranties, Performance Of Contract Of Sale.

UNIT – III:

Negotiable Instruments Act - 1881: Negotiable Instruments- Promissory Note, Bills Of Exchange, & Cheque, and Their Definitions And Characteristics, Types Of Endorsements, Holder- Holder In Due Course, Discharge Of Parties. Introduction to Goods and Services Tax (GST).

UNIT – IV:

Cyber Crime: The Legal Landscape - Need For Cyber Laws in the Indian Context - The Indian IT Act- Challenges To Indian Law And Cyber Crime Scenario In Indian – Issues And Challenges In Cyber Crime.

UNIT – V: Introduction to Business Environment: Macro Economic Analysis (PESTEL MODEL); Industrial Policy Of 1991 And Recent Developments, Fiscal Policy, Monetary Policy, Foreign Direct Investment In India ,Export - Import Policy, Balance Of Payments, Structure, Components, Equilibrium, Causes Of Dis- Equilibrium, Correction Measures.

Course Outcome: Students will be able to understand

CO1	Understand the Legal and Regulatory Framework for doing business in India
CO2	Apply the legal provisions in business under Indian Contract Act
CO3	Analyze the impact of Negotiable instruments in Business firms
CO4	Analyze the Cyber Crimes Policy Frame work to Strengthen IT Act
CO5	Explore the impact of policy frameworks in Indian Business Environment

TEXTBOOKS:

1. Ravinder Kumar, Legal Aspects of Business, 4e, Cengage Learning, 2016.
2. P.P.S. Gogna, Company Law, S.Chand, 2016.
3. RSN Pillai, Bagavathi, Legal Aspects of Business, S.Chand, 2016.
4. Akhileshwar Pathak, Legal Aspects of Business, Tata McGraw Hill, 3e, 2011.
5. Nina Godbole & Sunit Belapure, Cyber Security, Wiley India, 2012.

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

INDIAN ETHOS AND BUSINESS ETHICS

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Course Objectives:

The course enables the students

To understand the need for business ethics to ensure sustained business stability.

UNIT-I

Introduction to Indian Ethos: History & Relevance, Principles Practiced by Indian Companies, Role of Indian Ethos in Managerial Practices, Management Lessons from Vedas, Mahabharata, Bible and Quran.

UNIT-II Understanding Values in Business: Kautilya's Arthashastra, Indian Heritage in Business, Management-Production and Consumption. Ethics v/s Ethos, Indian v/s Western Management, Work Ethos and Values for Indian Managers- Relevance of Value Based Management in Global Change- Impact of Values on Stakeholders, Trans-Cultural Human Values, Secular v/s Spiritual Values, Value System in Work Culture, Stress Management- Meditation for mental health, Yoga.

UNIT-III

Contemporary Approaches to Indian Ethos: Contemporary Approaches to Leadership- Joint Hindu Family Business- Leadership Qualities of Karta, Indian Systems of Learning - Gurukul System of Learning, Advantages- Disadvantages of Karma, importance of Karma to Managers - Nishkama Karma- Laws of Karma, Law of Creation- Law of Humility- Law of Growth- Law of Responsibility- Law of Connection- Corporate Karma Leadership.

UNIT-IV

Understanding the Ethical Needs: Understanding the need for ethics, Ethical values, myths and ambiguity, ethical codes, Ethical Principles in Business; Theories of Ethics, Absolutism verses Relativism, Teleological approach, the Deontological approach, Kohlberg's six stages of moral development (CMD).

UNIT-V

Ethical Culture in Organization: Ethical Culture in Organization, Developing codes of Ethics and conduct, Ethical and value based leadership. Role of scriptures in understanding ethics, Indian wisdom & Indian approaches towards business ethics.

Outcomes: At the end of this course, students will be able to

CO1	Understand Indian ethos and business ethics from ancient scriptures.
CO2	Differentiate the various Values in Business
CO3	Identify the impact of Contemporary Approaches to Indian Ethos
CO4	Understand and learn the Ethical Needs
CO5	Explore Ethical Culture in Organization

Text Books

1. Chakraborty S.K., “Management Transformation by Values”, New Delhi, Sage Publication, 1990.
2. Chakraborty, S.K., Ethics in Management - Vedantic Approach, New Delhi, Oxford India Ltd. 1995.
3. Fernando A.C., Business Ethics: An Indian Perspective, Pearson, 2009.
4. Kautilya’s Arthasastra, King, Governance, and Law in Ancient India, Oxford University Press, 2016.
5. Murthy, C.S.R. Business Ethics, Himalaya Publishing House, Mumbai, 2009.
6. Narayana G., “The Responsible Leader: A Journey through Gita”, Ahmedabad, AMA 2000.
7. Velasquez, Business Ethics, Concepts & Cases, 6th edition, PHI, 2009.

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

BUSINESS COMMUNICATIONS (LAB)

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Course Objective: To understand the importance of oral and written communication and its applications in Business.

UNIT - I:

Introduction: Introduction to Business Communication, Communication Barriers, Communication Media Choices, Inter cultural and Team Communication, Interpersonal Communication, Non-Verbal Communication, Listening, Communication through Social Media, Business Meetings.

UNIT - II:

Developing Business Writing Skills: Importance of Writing Business Communication, Process of Writing, Process of Revision, Writing positive and Neutral Messages, Persuasive Messages, Bad News Messages, Business Letter Writing, Kinds of Business Letters, Business Memos.

UNIT - III:

Business Reports and Proposals: Writing the report, planning the Report, Steps in writing Business Reports, Parts of a Report, Corporate Report and Business Proposal.

UNIT - IV:

Oral and Employment Communication: The role of Business Presentations, Planning and organizing presentations, Team Presentations, online Presentations. Understanding Yourself, Career, Goal Setting, Preparing Resume, Resume Formats, Writing Covering Letters, and Enquiry mails, preparing for the job interview, Practicing Business etiquettes.

UNIT - V:

Contemporary Aspects in Communication: Mass Media, Public Relations Management, Cross Cultural and Global Communication, Communication in Information Technology, e-Business related operations.

Course Outcome: Students will be able to understand

CO1	Understand the importance of Communication in Business
CO2	To develop writing skills and presentation
CO3	writing business proposals and letters
CO4	Application of business communication in the self-development process

TEXTBOOKS:

1. Ober Newman, Communicating in Business, Cengage Learning, 2015.
2. P. Subba Rao, B. Anita Kumar, C. Hima Bindu, Business Communication,

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- Cengage Learning India. Pvt. Ltd.2012.
3. StephenBailey,Academic Writing for International students of Business,Routledge,2013.
 4. Rajendra Pal, J S Korlahahi, Essentials of Business Communication, Sultan Chand & Sons, New Delhi,2013.
 5. Sailesh Sen Gupta, Business and Managerial Communication, PHI,2011

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)
COMPANY ANALYSIS-SEMINAR

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Course Objectives

Aims to show annual reports of different companies to students so that they use the knowledge gained in financial accounting and analysis and financial management for analysis of performance of the organizations on multiple dimensions.

Course Description

This course is intended to expose students to the financial statements of companies in a number of different industries. Students should be able to apply what they learn about financial statements to analyze the financial statements of companies. The focus is on the basics of reading, analyzing financial statements in order to interpret the accurate financial status of selected company

Course outcomes:-

Upon completion of this course, the student will be able to:

- Locate financial information to analyze companies
- Classify accounts in the income statement, balance sheet and cash flow statement
- Determine profitability, solvency, and liquidity position of firms.
- Understand how managers' decisions affect the financial statements
- Analyze a company's financial health using ratio analysis.

Refer Financial Accounting and Analysis and Financial Management subject text books

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)
SEMESTER II
HUMAN RESOURCE MANAGEMENT

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Course Objective: To understand various functions of HRM and able to manage the human resources of any organization effectively.

UNIT - I:

Introduction of HRM: Introduction to HRM – Line Managers – HR Role and Responsibilities – New Approaches to Organizing HR–Globalization & Competition Trends – Technological Trends – Trends in Nature of Work –Work force and Demographic Trends–Economic Challenges– High Performance Work System’s – Labour Legislation in India – Equal Employment Opportunity – HR Score Card developed. Human Resource InformationSystem.

UNIT - II:

Recruitment and Selection: Basics of Job Analysis and Talent Management process – Methods for Collecting Job Analysis Information – Job Descriptions and Specifications – Job Satisfaction – Job Enlargement, Job Enrichment, Job Rotation,

HR Planning – Recruitment & Selection Process – Planning & Forecasting of Human Resources – Sources of Recruitment – Recruitment on Diverse Work Force – Employee Testing and Selection – Basic types of Interviews – Errors in Interviews

UNIT - III:

Training and Developing and Performance Management – Importance of Training and Development – Training process - Analysing Training needs & Designing the program – Implementation of Training Programmes – Training methods – Management Development Process – Evaluation of Training and Development Programmes.

Performance Management - Concept of Performance management and appraisal, the Performance Appraisal process, Techniques for Performance Appraisal – Career Management.

UNIT - IV:

Compensation and Employee welfare – Basic factors in determining pay rates – Job evaluation methods - Establishing pay rates – Pricing Managerial and Professional Jobs – Performance based pay -Benefits – Insurance – Retirement Benefits – Employee Welfare facilities. Salient features of Workmen Compensation Act & Minimum Wages Act.

UNIT - V:

Employee Relations–LabourMovement –CollectiveBargainingProcess–Grievances–Grievances Handling Procedure – Employee Separation – Employee Safety and Health – Occupational Safety Law – Work Place Health Hazards Problems & Remedies – Salient features of Industrial Disputes Acts 1947 – FactoriesAct.

Course Outcome: Students will be able to understand

CO1	Understand the dynamics of HRM.
CO2	Identify the process of Recruitment and Selection
CO3	Analyze the process of Performance Appraisal to develop employee Skill Set
CO4	Analyze the factors to determine Pay structure
CO5	Explore relations between employee and employer

Text Books:

- Gary Dessler, Biju Varkkey, Human Resource Management, 4e, Pearson 2017.
- Robert L. Mathis, John H. Jackson, Manas Ranjan Tripathy, Human Resource Management, Cengage Learning 2016.
- Uday Kumar Haldar, Juthika Sarkar, Human Resource Management, Oxford University Press 2013.
- K. Aswathappa, Human Resource Management, Text and Cases, TMH, 2011.
- Sharon Pande and Swapnalekha Basak, Human Resource Management, Text and Cases, Vikas Publishing, 2e, 2015.
- Nick Wilton, "An Introduction to Human Resource Management" Sage, 2012

Course Objective: To understand the basic marketing concepts and its applications in markets.

UNIT – I: Introduction to Marketing and Market Research: Importance and scope of Marketing, Core Marketing Concepts, Marketing Philosophies, Marketing Environment, Marketing Strategies & Plans, Changing Marketing landscape, Market Research - Definition of MR, Marketing Research process, Marketing Information systems. Marketing Research & Ethics, International Marketing Research.

UNIT – II: Analyzing Marketing Opportunities, Customer Value and Marketing Mix: Consumer Decision Making, Building Customer Value, Analyzing Consumer Markets – Consumer Behavior – Cultural, Social & Personal Factors, developing products & brands – product levels; classifying products, product range, product line & product mix, Product Life Cycles, new product development., New Service Development, Stages of Product/ Service innovation development, The process of adoption, Branding.

UNIT – III: Designing a Customer Driven Strategy: Market segmentation - STP Process - segmentation of consumer market, business market, requirement for effective segmentation, market targeting – evaluating market segmentation, selecting target market segmentation, positioning – Positioning and repositioning positioning maps, product positioning strategies.

UNIT-IV: Distribution Decisions, Promotion & Communication Strategies: Marketing Channels, Channel intermediates and functions, channel structure, channel for consumer products, business and industrial products, alternative channel, channel strategy decisions. The promotional mix, advertising, public relations, sales promotion, personal selling, Direct and online Marketing. Marketing communication-communication process, communication promotion mix, factors affecting the promotion mix.

UNIT – V: Pricing Decisions & Personal Communication: Importance of price, cost determinant of price, mark-up pricing, profit maximization pricing, break even pricing, pricing strategies, ethics of pricing strategy, product line pricing, WOM, Rural marketing, BOP, relationship Marketing, Digital marketing, Social media marketing,

postmodern marketing, market sustainability and ethics, Global marketing, green marketing.

Course Outcome: Students will be able to understand

CO1	understand the core marketing concepts and process of Marketing Research.
CO2	understand the concept of product and portray how to develop new product.
CO3	analyze the market based on Segmentation, Targeting and Positioning.
CO4	demonstrate the importance of promotion and distribution in marketing.
CO5	identify different strategies of pricing and understand the different contemporary issues in marketing.

Text Books:

- Philip Kotler, Gray Armstrong, Principles of Marketing, 15e, Pearson Education, 2016.
- Lamb, Hair, Sharma, McDaniel, Principles of Marketing, A South Asian Perspective Cengage Learning, 2016.
- Paul Baines, Chris Fill, Kelly Page, Piyush Sinha, Marketing, Asian Edition, Oxford University Press, 2015.
- Arun Kumar & N. Meenakshi, Marketing Management, Vikas, 2012
- Rajan Saxena, Marketing Management, 3e, Tata Mc Graw Hill, 2012.
- Kenneth E Clow, Donald Baack, Cases in Marketing Management, Sage South Asia edition, 2012.

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

CORPORATE FINANCE

L T P C

4 0 0 4

The students need Discounting Table and Annuity tables for the examination.

Course Objective: To understand the basic decisions taken by a finance manager in a Corporate. FM helps in understanding the use of resources efficiently, effectively and economically.

UNIT- I: The Finance Function: Nature and Scope; Evolution of finance function—Its new role in the contemporary scenario –Goals of finance function – maximizing vs. satisfying; Profit vs. Wealth vs. Welfare; the Agency relationship and costs; Risk-Return trade off; Concept of Time Value of Money – Future Value and Present value.

UNIT - II: The Investment Decision: Investment decision process- Project generation, project evaluation, project selection and project Implementation. Developing Cash Flow; Data for New Projects; Capital Budgeting Techniques –Traditional and DCF methods. The NPV vs. IRR Debate; Approaches for reconciliation. Capital budgeting decision under conditions of risk and uncertainty. Cost Of Capital: Concept and measurement of cost of capital, Debt vs. Equity, cost of equity, preference shares, equity capital and retained earnings, weighted average cost of capital and marginal cost of capital. Importance of cost of capital in capital budgeting decisions.

UNIT- III: Capital Structure and Dividend Decisions: Capital structure vs. financial structure - Capitalization, financial leverage, operating leverage and composite leverage. EBIT-EPS Analysis, Indifference Point/Break even analysis of financial leverage, Capital structure Theories –The Modigliani Miller Theory, NI, NOI Theory and Traditional Theory –A critical appraisal.

Dividend Decisions: Dividends and value of the firm - Relevance of dividends, the MM hypothesis, Factors determining Dividend Policy - dividends and valuation of the firm - the basic models – forms of dividend. Declaration and payment of dividends. Bonus shares, Rights issue, share-splits, Major forms of dividends – Cash and Bonus shares. Dividends and valuation; Major theories centered on the works of Gordon, Walter and Lintner. A brief discussion on dividend policies of Indian companies.

UNIT- IV: Working Capital Management and Finance: Working Capital Management: Components of working capital, gross vs. net working capital, determinants of working capital needs, the operating cycle approach. Planning of working capital, Financing of working capital through Bank finance and Trade Credit, regulation of bank finance.

UNIT - V: Management of Current Assets: Management of cash – Basic strategies for cash management, cash planning, cash budget, cash management techniques/processes. Marketable securities: characteristics, selection criterion, Management of receivables- Credit policy, credit evaluation of individual accounts, monitoring receivables, Management of inventory- Inventory management process, Inventory control systems, analysis of investment in inventory.

Course Outcome: Students will be able to understand

CO1	Understand goals of financial function
CO2	Comprehend investment criteria and decision process
CO3	Prioritize capital structure and Dividend Decisions
CO4	Assess the working capital requirements of the firm
CO5	Understand Asset Liability management

Text Books:

- I M Pandey, Financial Management, 11 e, Vikas Publications ,2015.
- M.Y Khan, P K Jain, Financial Management-Text and Problems, TMH,2015.
- James C Van Horne, Sanjay Dhamija, Financial Management and Policy, Pearson Education, NewDelhi.
- Eugene F.Brigham Michael C. Ehrhardt, Financial Management, Cengage Learning, 12e, 2012.
- Arindam Banerjee, Financial Management, Oxford Publications,2016.
- RajeshKothari,FinancialManagementAcontemporaryApproach,Sagepublications,2017.

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

MANAGEMENT INFORMATION SYSTEM & ERP

L T P C

4 0 0 4

Course objective: The aim of this course is to enable students to understand the importance of information systems in the decision making and management of organizations.

Unit-I:Introduction:MIS importance, definition, nature and scope of MIS, Structure and Classification of MIS, Information and Systems Concept, Types of Information, Information systems for competitive advantage.

Unit-II:Business Applications of Information Systems: E-Commerce, ERP Systems, DSS, Business Intelligence and Knowledge Management System.

Unit-III:Management of IS:Information system planning, system acquisition, systems implementation, evaluation & maintenance of IS, IS Security and Control.

Unit-IV:Building of Information Systems:System Development Stages, System Development Approaches, Systems Analysis and Design- Requirement Determination, Strategies for Requirement Determination, Structured Analysis Tools, System Design – Design Objectives, Conceptual Design, Design Methods, Detailed system design.

Unit-V:Introduction to Cyber Crime:Cyber Crime Definition and origin of the word, cybercrime and information security, who are cyber criminals? Classification of cyber Criminals-Legal Perspectives-Indian Perspectives-Cybercrimes and Indian ITA 2000, Global perspective on cybercrime-Cybercrime era. (Refer: Nina Godbole et al).

Course Outcome: After going through the subject and other references, by the end of this course the students will understand

CO1	Understand the MIS concepts
CO2	Understand its applications,
CO3	Evaluation and maintenance of IS
CO4	Analyses different tools
CO5	Classifying cyber crimes

TEXT BOOK

- D P Goyal, Management Information Systems–Managerial Perspective, MacMillan, 3rd Edition,2010.
- Laudon & Laudon, Management Information Systems, Pearson,2015
- Nina Godbole & Sunit Belapure “CyberSecurity” Wiley India2012.
- Jawadekar, MIS Text and Cases, TMH,2012.
- A K Gupta, Sharma “Management of Systems” Macmillan,2012.
- Kelkar, Management Information Systems, PHI,2012.

QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS

L T P C

4 0 0 4

Course Objective: To provide the basic tools of Operations research in solving the management problems using mathematical approach for decision making.

UNIT - I:

Introduction to Operations Research: Nature and scope of Operations research: Origins of OR, Applications of OR in different Managerial areas, Problem solving and decision making, Quantitative and qualitative analysis, Defining a model, types of model, Process for developing an operations research model, Practices, opportunities and short comings of using an OR model.

UNIT - II:

Linear Programming Method: Structure of LPP, Assumptions of LPP, Applications areas of LPP, Guidelines for formulation of LPP, Formulation of LPP for different areas, solving of LPP by Graphical Method: Extreme point method, simplex method, converting primal LPP to dual LPP, Limitations of LPP.

Transportation Problem: Mathematical Model of transportation problem, Methods for finding Initial feasible solution: Northwest corner Method, Least Cost Method, Vogels approximation Method, Test of optimality by Modi Method, unbalanced Supply and demand, Degeneracy and its resolution.

UNIT - III:

Assignment Model: Algorithm for solving assignment model, Hungarians Method for solving assignment problem, variations of assignment problem: Multiple Optimal Solutions, Maximization case in assignment problem, unbalanced assignment problem, travelling salesman problem.

UNIT- IV:

Decision Theory: Introduction, ingredients of decision problems. Decision making – under uncertainty, cost of uncertainty, under risk, under perfect information, decision tree, construction of decision tree.

Network Analysis – Network Diagram, PERT, CPM, Critical Path determination, Project Completion Time, Project Crashing.

UNIT - V:

Queuing Theory: Queuing Structure and basic component of an Queuing Model, Distributions in Queuing Model, Different in Queuing Model with FCFS, Queue Discipline, Single and Multiple service station with finite and infinite population.

Course Outcome: Students will be able to understand

CO1	Understand origin and application of OR
CO2	Analyse various Linear programming problems and transportation problems
CO3	Evaluate assignment situations
CO4	Analyse different decision making situations as well as project management
CO5	Find the best solutions to various queuing theory related problems

Text Books:

- S. D. Sharma, Operations Research, Kedarnath Ramnath and Company,2008.
- R. Pannerselvam, Operations Research, Prentice Hall International , 3e,2012
- J. K. Sharma, Operations Research: Theory and applications, 5e, Macmillian,2013.
- Anderson, Sweeney, Williams, Camm, Martin, Quantitative Methods for Business, 12e, Cengage Learning,2013.
- Hamdy A. Taha, Operations Research: An Introduction, 9 e, Pearson,2013.
- Prem Kumar Gupta, D.S. Hira, Operations Research 5e, S.Chand ,2012.

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

ENTREPRENEURSHIP

L T P C

4 0 0 4

Course Objective: To make students understand the Entrepreneurial process and also inspire them to be Entrepreneurs.

UNIT - I: Understanding Entrepreneurial Mind-set- The revolution impact of entrepreneurship- The evolution of entrepreneurship - Functions of Entrepreneurs – types of entrepreneurs -Approaches to entrepreneurship- Process approach- Role of entrepreneurship in economic development- Twenty first century trends in entrepreneurship.

UNIT - II: The individual entrepreneurial mind-set and Personality- The entrepreneurial journey- Stress and the entrepreneur - the entrepreneurial ego - Entrepreneurial motivations- Motivational cycle – Entrepreneurial motivational behavior – Entrepreneurial competencies.

Corporate Entrepreneurial Mind-set, the nature of corporate entrepreneur-conceptualization of corporate entrepreneurship Strategy-sustaining corporate entrepreneurship.

UNIT - III: Launching Entrepreneurial Ventures - opportunities identification- Finding gaps in the marketplace–techniquesfor generating ideas- entrepreneurial Imagination and Creativity- the nature of the creativity process - Innovation and entrepreneurship. Methods to initiate Ventures- Creating new ventures- Acquiring an Established entrepreneurial venture- Franchising- advantage and disadvantages of Franchising.

UNIT - IV: Legal challenges of Entrepreneurship - Intellectual property protection - Patents, Copyrights - Trademarks and Trade secrets - Avoiding trademark pitfalls. Feasibility Analysis - Industry and competitor analysis - Formulation of the entrepreneurial Plan- The challenges of new venture start-ups, developing an effective business model – Sources of finance - Critical factors for new venture development - The Evaluation process.

UNIT - V: Strategic perspectives in entrepreneurship - Strategic planning - Strategic actions- strategic positioning- Business stabilization - Building the adaptive firms - Understanding the growth stage – Internal growth strategies and external growth strategies, Unique managerial concern of growing ventures.

Initiatives by the Government of India to promote entrepreneurship, Social and women entrepreneurship.

Course Outcomes: Students will be able to understand

CO1	Understand the mindset of the entrepreneurs and strategic perspectives in entrepreneurship.
CO2	Differentiate individual, corporate entrepreneurial mind set and Personality.
CO3	Identify the ventures for launching
CO4	Understand and develop an idea on the legal framework and venture development
CO5	Apply strategic perspectives in entrepreneurship.

Text Books:

- D F Kuratko and T V Rao, Entrepreneurship- A South-Asian Perspective, Cengage Learning, 2012.
- Bruce R. Barringer/R. Duane Ireland, Entrepreneurship Successfully launching new ventures, 4e, Pearson, 2015.
- S.S. Khanka, Entrepreneurship Development, S. Chand Publications, 2015.
- Stuart Read, Effectual Entrepreneurship, Routledge, 2013.
- Rajeev Roy, Entrepreneurship, 2e, Oxford publications, 2012.
- Nandan .H, Fundamentals of Entrepreneurship, PHI, 2013

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

STATISTICAL DATA ANALYSIS -PRACTICAL (MS-EXCEL LAB)

L T P C

2 0 2 2

Course objective: The course aims is to understand MS Excel for applying statistical tools learnt in RMSA.

Syllabus - PART A

10. About EXCEL

10.1 Introduction, Uses of Excel, New functions and features of excel 2007.

10.2 Getting started with excel: Opening a blank or new workbook, general organization.

10.3 Highlights and main functions: Home, Insert, page layout, formulas.

10.4 Highlights and main functions: Data, review, view, add-ins.

10.5 Using the Excel help function.

11 General EXCEL Lessons

11.1 Customizing the Quick Access Toolbar.

11.2 Creating and Using Templates.

11.3 Working with Data: Entering, Editing, Copy, Cut, Paste, Paste Special.

11.4 Formatting Data and Using the Right Mouse Click.

11.5 Saving, Page Setup, and Printing.

11.6 Using Headers and Footers.

11.7 Manipulating Data, using Data Names and Ranges, Filters and Sort and Validation Lists.

11.8 Data from External Sources.

11.9 Using and Formatting Tables.

11.10 Basic Formulas and Use of Functions.

11.10 Data Analysis Using Charts and Graphs.

11.11 Managing, Inserting, and Copying Worksheets.

11.12 Securing the Excel Document (Protect Cells and Workbook).

7. ADVANCED EXCEL LESSONS

Advanced Formulas and Functions.

Advanced Worksheet Features.

Advanced Data Analysis using PivotTables and Pivot Charts.

PART B – STATISTICAL TOOLS FOR EXECUTION USING EXCEL

IV Tabulation, bar diagram, Multiple Bar diagram, Pie diagram, Measure of central tendency: mean, median, mode, Measure of dispersion: variance, standard deviation, Coefficient of variation. Correlation, regression lines.

V t- test, F-test, ANOVA one-way classification, chi square test, independence of attributes.

VI Time series: forecasting Method of least squares, moving average method. Inference and discussion of results.

Course Outcome: The learning outcome is that the students should be able to:

Analyse the data to draw inference for decision making.
Understand application of statistical measures of central tendency. Understand application of ANOVA.
Analyse trends
Test hypotheses

Text books & REFERENCES

1. Glyn Davis & Branko Pecar “Business Statistics Using Excel” Oxford University Press, 2012.
2. D P Apte : Statistical Tools for Managers USING MS EXCEL, Excel, 2012.
3. David M Levine, David. F. Stephan & Kathryn A. Szabat, Statistics for Managers – Using MS Excel, PHI, 2015.
4. Bruce Bowerman, Business Statistics in Practice, TMH, 5/e 2012.
5. Shelly, MS Office, 2007, Cengage, 2009.
6. Ajai.S.Gaur, Sanjaya S.Gaur, Statistical Methods For Practice and Research, Response, 2009.

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)
INDUSTRY ANALYSIS-SEMINAR

L T P C
0 0 2 1

Course Objectives

Aims to study the growth and development carried out in different industries using the knowledge gained by the student in Business Environment and Entrepreneurship for the analysis of performance of the various industries in multiple dimensions.

Course Description

This course is intended to expose students to the Industry growth and performance of different industries. Students should be able to apply what they learn about Industrial analysis to examine the performance of selected companies under one industry.

(Student can choose any One Selected Industry from the Following)

Agriculture and allied fields like horticulture, food processing, animal husbandry, fishing, contract farming etc.

Industry sectors:

Textiles, chemicals, sugar, paper, machine tools, auto components, Engineering Products, pharmaceutical, biotechnology, semiconductor, hardware products, coal, Mining, consumer durables, FMCG etc.

Service sectors :

Information technology, hospitality, tourism, health care, banking, financial services, insurance, tourism, retail etc.

Course outcomes:-

Upon Completion of this course, the student will be able to study:-

- Pillars of Economic Development,
- Agriculture, Industry and Services; Performance, recent trends & future scenario of these sectors in Indian Economy
- Functions and processes, Internal and external influences
- Linkage with Manufacturing & Agriculture
- Michel.E.Porter Analysis (Five Force Model)
- LPG era,
- Economic reforms since 1991,
- Present status and performance

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

SEMESTER III PRODUCTION AND OPERATIONS MANAGEMENT

L	T	P	C
4	0	0	4

Course Objective: To understand the concepts of production and operations management in an organization and analytical methods.

UNIT - I: Introduction to Operations Management: Functional Subsystems of Organization, Definition, Systems Concept of Production, Types of Production Systems – Flow, Job Shop, Batch Manufacturing and Project, Strategic Operations Management – Corporate Strategic, Generic competitive Strategies, Functional Strategies, Productivity, World Class Manufacturing.

UNIT - II: Product Design and Analysis: New product development -its concepts, Steps of Product Design, Process Planning and Design- Selection of Process, Responsibilities of Process Planning Engineer, Steps in Process Planning. Process Design - Process Research, Pilot Plant Development, Capacity Planning, Enhanced Capacity using Optimization. Value Analysis/Value Engineering–Value Analysis application, Value Engineering Procedure, Advantages and Application Areas. Ergonomic considerations in Product Design. Standardization: Standardization Procedure, Advantages of Standardization, Application of Standardization.

UNIT- III: Plant Location & Plant Layout: Factors Influencing Plant Location, Break-even Analysis. Single Facility Location Problem, Multi facility Location Problems

Plant Layout - Plant layout introduction, Classification of Layout, Advantages and limitations of Product Layout, Advantages, and limitations of Group Technology Layout, Layout Design Procedures.

UNIT - IV: Scheduling: Introduction, Johnson's Algorithm, Extension of Johnson's rule. Job Shop Scheduling: Introduction, Types of Schedules, Schedule Generation, Heuristic Procedures, Priority Dispatching Rules. Two Jobs And M Machines Scheduling. Quality Control Concepts

UNIT - V: Materials Management: Integrated Materials Management, Components of Integrated Materials Management- Materials Planning, Inventory Control, Purchase Management, Stores Management, EOQ, Models of Inventory, Operation of Inventory Systems, Quantity Discount, Implementation of Purchase Inventory Model– Incoming Materials Control, Obsolete Surplus and Scrap Management, ABC Analysis, XYZ Analysis, VED Analysis, FSN Analysis, SDE Analysis.

Course Outcome: Students will be able to understand

C01	Understand the Concepts of Operations management.
C02	Identify Product & Process design in Production Management
C03	Analyse the best Plant location and layouts
C04	Exercise the best Scheduling Sequences in Production Process.
C05	Explore the role of Material Management in Operations.

Text Books:

- Panneerselvam, Production and Operations Management, PHI,2012.
- K. Ashwathappa, Sridhar Bhatt, Production and Operations Management, Himalaya Publishing House,2012
- Jay Heizer, Barry Render, Operations Management, 11e,2016.
- K. Boyer, Rohit Verma, Operations Management: Cengage Learning,2011
- Ajay K. Garg, Production and Operations Management, TMH,2012
- B. Mahadevan, Operations Management: Theory and Practice, Second Edition, Pearson, 2010.
- Danny Samson “Operations Management: Integrated Approach” Cambridge,2012.

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

BUSINESS RESEARCH METHODOLOGY

L	T	P	C
4	0	0	4

Course objective: To understand the research methodology and basic statistical tools for analysis and interpretation of quantitative and qualitative data.

Unit-I:

Research Methodology: Overview of Research Methodology-Research problems, Types of Research, Research Process-Ethics in business research-limitations of social science research. observation studies and research.

Unit-II:

Design of Business research- Research design an overview: Qualitative research Vs Quantitative Research, Types of research design, Validity of research design, Types of designs

Unit-III:

Data Collection Methods & Tools

Primary Data, Secondary Data, designing questionnaire and Schedule of questions, Relevant cases and exercises Sampling methods: Random, Non-Random Techniques, Tabulation, interpretation and analysis of data

Unit-IV:

Measurement of scaling Techniques- Introduction Objectives Qualitative Research Vs Quantitative measures, classification /types of measures characteristics/goodness of instruments/measurement of scales. Errors in measurement. Types of scales /Techniques Comparative And Non-Comparative Scaling Techniques guidelines for deciding scales.

Unit-V:

Report writing & Bibliography:

Introduction, Objectives, Format Of A Report, Classification Of The Sectors Of The Report, PowerPoint Presentations Of The Reports, Synopsis Vs Main Report, Footnotes, Importance Of Hypotheses And Objectives In Report Writing, Types Of Reports, Report Format, Cover Page, Preliminary Pages, Main Body, Appendices And Bibliography, Importance Of Excel And SPSS In Report Writing.

Course Outcome: Students will be able to

C01	Understand the process of Research.
C02	Apply the research design for Research Problem
C03	Analyze the Data Collection Tools & Techniques
C04	Analyze the Measurement of scaling Techniques
C05	Explore the techniques for research report writing

Text Books:

- KrishnaSwamy,Sivakumar,Mathirajan-ManagementesearchMethdology,Pearson,2014
- R.Pannerselvam -Research Methdology-, PHI,2014
- T N Srivatsava, shailaja rego -Business researchMethods-TMH,2014
- Business research Methods -Donald R cooper, Pamela SSchindler
- William .G. Zikmund- Business ResearchMethods_Thomson
- Business Research Methods-SL Gupta , HiteshGupta

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

SEMESTER III SUMMER INTERNSHIP

L	T	P	C
0	0	2	2

Course Objective: To acquire practical knowledge by working in any organization. Students should learn application of conceptual learning to practical business problems and also develop interpersonal relations, working in teams and understanding Organizational dynamics.

Approach to Summer Internship:

Students should take covering letter/s from the college, addressed to the organization/professional institutions during the beginning of the second semester coursework. The students in consultation with supervisor / mentor and head of the department should choose any area / topic of Business Management as per the Syllabus prescribed by the University.

The students can approach any business organizations / corporate of both public and private sectors, Government departments, Research organizations etc. for the summer internship. The students should do the internship during the summer break.

Summer internship Report has to be submitted to the department after approval by the concerned supervisor/mentor and the Head of the department for the Power point (PPT) presentation for evaluation along with Semester end examinations. Summer internship Report is evaluated for 100 marks. The report has to be evaluated by the Head, Supervisor/ mentor and the senior faculty of the department.

Course Outcomes: Students will be able to understand a) Management functions and Organizational structure b) organizational dynamics in terms of organizational behaviour, culture, climate c) Functional domain knowledge d) Processes and systems d) External and internal environment impact on the organization.

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

**IV SEMESTER
STRATEGIC MANAGEMENT**

L	T	P	C
4	0	0	4

Course Objective: To provide a strategic orientation in conduct of the business.

UNIT – I: Introduction - Concepts in Strategic Management, Strategic Management Process, Developing a strategic vision, Mission, Objectives, Policies – Factors that shape a company's strategy, Environmental Scanning: Industry and Competitive Analysis – Methods. Evaluating company resources and competitive capabilities – SWOT Analysis – Value Chain Analysis and Competitive advantage.

UNIT – II: Tools and Techniques for Strategic Analysis - Porter's Five Force Model, BCG Matrix, GE Model, TOWS Matrix, IE Matrix, The Grand Strategy Matrix. Market Life Cycle Model - and Organizational Learning, Impact Matrix and the Experience Curve, Generic Strategies- Strategy Formulation - Types of Strategies – offensive strategy, defensive strategy, Exit and entry barriers - Tailoring strategy to fit specific industry and company situations.

UNIT – III: Strategy Implementation: Strategy and Structure, Strategy and Leadership, Strategy and culture connection - Operationalising and institutionalizing strategy - Strategies for competing in Globalising markets and internet economy - Organizational Values and Their Impact on Strategy – Resource Allocation as a vital part of strategy – Planning systems for implementation.

UNIT – IV: Turnaround and Diversification Strategies: Turnaround strategy - Management of Strategic Change, strategies for Mergers, Acquisitions, Takeovers and Joint Ventures - Diversification Strategy: Why firms diversify, different types of diversification strategies, the concept of core competence, strategies and competitive advantage in diversified companies and its evaluation.

UNIT – V: Strategy Evaluation and control – Establishing strategic controls for Measuring performance – appropriate measures- Role of the strategist – using qualitative and quantitative benchmarking to evaluate performance - strategic information systems – problems in measuring performance – Guidelines for proper control- Strategic surveillance -strategic audit - Strategy and Corporate Evaluation and feedback in the Indian and international context.

Course Outcome: Students will be able to understand

CO1	To Understand the Strategic management concepts
CO2	To apply the Tools and Techniques for Strategic analysis
CO3	To analyze the Strategies for competing in globalised markets
CO4	To evaluate the Turn Around Strategies
CO5	To evaluate Strategy Evaluation and Control.

Text books:

- ☐ Hitt & Ireland et al., Strategic Management: A South Asian Perspective, Cengage Learning, 9e, 2013.
- ☐ Gregory Dess and G.T. Lumpkin: Strategic Management – Creating Competitive Advantage, TMH, 2009.
- ☐ V.S.P. Rao, V. Hari Krishna; Strategic Management, 1e, Excel Books, 2012
- ☐ Adrian & Alison, Strategic Management: Theory & Applications, Oxford University Press, 2010.
- ☐ S K Sarangi, Modern Strategic Management, Everest Publishing, 2012.
- ☐ Thompson & Strickland: Strategic Management, Concepts and Cases. TMH, 2009.

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

LOGISTICS & SUPPLY CHAIN MANAGEMENT

L	T	P	C
4	0	0	4

Course Objective: To understand the importance of Supply chain management in present Business context.

UNIT – I:

Logistics and Competitive strategy: Competitive advantage – Gaining Competitive advantage through logistics-Integrated supply chains– Competitive performance - Models in Logistics Management - Logistics to Supply Chain Management – Focus areas in Supply Chain Management- Customer service and retention- Basic service capability Value added services.

UNIT – II:

Measuring logistics costs and Performance: The concept of Total Cost analysis – Principles of logisticscosting–Logisticsandthebottom-line– ImpactofLogisticsonshareholder value-customer profitabilityanalysis–direct product profitability–costdriversandactivity-basedcosting.

UNIT – III:

Logistics and Supply chain relationships: Benchmarking the logistics process and SCM operations –Mapping the supply chain processes–Supplier and distributor benchmarking– setting benchmarking priorities – identifying logistics performance indicators –Channel structure – Economics of distribution –channel relationships –logistics service alliances.

UNIT – IV:

Sourcing, Transporting and Pricing Products: Sourcing decisions and transportation in supply chain – infrastructure suppliers of transport services – transportation economics and pricing – documentation - pricing and revenue management Lack of coordination and Bullwhip Effect - Impact of lack of coordination. - CRM –Internal supply chain management.

UNIT – V:

Managing global Logistics and global Supply Chains: Logistics in a global economy – views of global logistics- global operating levels – interlinked global economy – The global supply chains - Global supply chain business processes –Global strategy –Global purchasing – Global logistics – Channels in Global logistics –Global alliances –Issues and Challenges in Global supply chain Management

Course Outcome: Students will be able to understand

CO1	To understand the Growing importance of Supply Chain Management
CO2	To apply the Benchmarking in SCM
CO3	To analyze the SCM Costs and Performance
CO4	To evaluate the Sourcing and transportation
CO5	To create Global aspects in SCM

Text books:

- Donald J. Bowersox and David J. Closs: “Logistical Management” The Integrated Supply Chain Process, TMH,2011.
- EdwardJBradi,JohnJ Coyle: “A LogisticsApproachtoSupplyChainManagement,Cengage Learning, New Delhi, 2012.
- Sunil Chopra and Peter Meindl: “Supply chain Management: Strategy, Planning and Operation”, Pearson Education, New Delhi2013
- Rahul V Altekar: Supply Chain Management, PHI Learning Ltd, New Delhi,2009
- DeepakP,MiiindM.Oka:“SupplyChainManagement”EverestPublishingHouse,NewDelhi.
- Manish Bansal, Babita Singla: “Retail and Supply Chain Management “, Kalyani Publishers, New Delhi,

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

CONSUMER BEHAVIOR (Marketing Elective)

L T P C
4 0 0 3

Course Objective: To understand marketing decisions keeping in mind the consumer behaviour.

UNIT - I:

Understanding Consumer Behaviour: Defining consumer behaviour, need for Consumer Behaviour, Understanding Consumer through research process, Consumer behaviour in a world of economic instability, Rural Consumer Behaviour, Consumer Segmentation, Targeting and Positioning, Segmentation & Branding, Rural Markets.

UNIT - II:

Environmental Influences on Consumer behaviour: Influence of Culture, Sub Culture, Social Class, Social Group, Family and Personality, Cross-Cultural Consumer Behaviour.

UNIT - III:

Consumer as an Individual: Personality and Self-concept, Consumer Motivation, Consumer Perception, Consumer Attitudes and Changing Attitudes, Consumer Learning and Information Processing.

UNIT - IV:

Consumer Decision Making Processes: Problem Recognition, Search and Evaluation, Purchasing processes, Post purchase behaviour, Models of Consumer decision making, Consumers and the diffusion of Innovations.

UNIT - V:

Consumerism and Ethics: Roots of Consumerism, Consumer Safety, Consumer Information, Consumer Responsibilities, Marketer responses to consumer issues, Marketing Ethics towards Consumers.

Course outcome: Student should be able to

CO1	Understand the importance of consumer behaviour and demonstrate how it can be applied.
CO2	Identify the factors that influence consumer behavior.
CO3	Analyze how personality, consumer perception and consumer attitudes influences the choices consumer makes.
CO4	Demonstrate the steps involved in consumer decision making process.
CO5	Explore marketing ethics towards consumers

Text books:

- David I. Loudon and Albert J.Della Bitta, 4e, TMH,2011.
- Leon G. Schiffman, Leslie lazer Kanuk, S. Ramesh Kumar, 10e, Pearson,2011.
- Satish Batra, SHH kazmi, Consumer Behaviour-Text and Cases, 2e, Excel Books,2011.
- Kardes,Cline,Cronley,ConsumerBehaviour-ScienceandPractice,CengageLearning,2012.
- S. Ramesh kumar, Consumer Behaviour and Branding, Pearson,2013.
- Dheeraj Sharma, Jagadish Deth, Banwari Mittal, Consumer Behaviour – A managerial Perspective, Cengage Learning,2015.

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

SERVICES MARKETING

L	T	P	C
4	0	0	3

(Marketing Elective)

Course Objective: To facilitate the students about the concepts of Services Marketing through cases.

UNIT- I:

Introduction to Services Marketing: Services – Concepts, Characteristics, Classification of Services, Goods vs. Services, Services Marketing Mix, Service Marketing Triangle, Factors responsible for Growth of Services sector, Challenges faced by the Services Sector, Service and Technology, Impact of Technology on Service Firms, Emerging Service Sectors in India.

UNIT- II:

Focusing on Consumer: Consumer Behaviour in services, Relevance of Consumer Behaviour, Consumer Expectations in service, Consumer Perceptions of service, Customer Satisfaction, Understanding Consumer Requirements-listening to customers through research, building customer relationships, Customer Feedback, Service Failure and Service Recovery – Recovery Strategies.

UNIT- III:

Innovation and Quality: Service Innovation – Design, Challenges, Mapping Patterns of Service Innovation, Types of Service Innovation, stages in service innovation and development, Service Quality, Gaps model of Service Quality-Customer Gap, Provider Gap and Closing Gap, Service Excellence, Service Standards-factors, types, Physical Evidence-managing Physical Evidence and the Service escape – Designing Service escapes

UNIT- IV:

Managing Service Operations: Service Process, Service Blueprinting, Managing Demand and Supply, Participants in Services - Employee's roles in Service Delivery, Customer's roles in Service Delivery, Mass Production and Delivery, Service Guarantee, Ethics in Service Firms.

UNIT- V:

Managing Service Promises: Managing Distribution Channels in Service Industry – Strategies for Distribution, Managing People in Service Industry – Challenges, Pricing Strategies for Services – Methods, Promotion Strategies for Services-Need for Coordination in Marketing Communication, five categories of strategies to match service promises with delivery.

Course Outcome: Students will be to understand

CO1	Understand the Concept of Services Marketing.
CO2	Analyze consumer behavior in services.
CO3	Analyze Service Innovation and Quality standards.
CO4	Evaluate Employees, customers roles in service delivery.
CO5	Evaluate the promotion Strategies for Services marketing

Text books:

- John E. G. Bateson, K. Douglas Hoffman: Services Marketing, Cengage Learning, 4e, 2015.
- Vinnie Jauhari, Kirti Dutta: Services Marketing: Operations and Management, Oxford University Press, 2014.
- Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee, Services Marketing, 7th edition Pearson 2015
- Valarie A. Zeithaml & Mary Jo Bitner: Services Marketing – Integrating customer focus across the firm, TMH, 6e, 2013.
- Nimit Chowdhary, Monika Chowdhary, Textbook of Marketing of Services: The Indian Experience, MACMILLAN, 2013.
- Govind Apte: Services Marketing, Oxford Press, 2011.

Course Objective: To understand Advertising, Sales Management and Sales Personnel, the role of Distribution Channels and enabling them to manage Channel Institutions.

UNIT – I:

Advertising: Concept, Evolution, Promotion Mix, Importance, and Functions of Advertising, Role of Advertising, AIDA model, Types of Advertising, Advertising Plan, DAGMAR Approach, Visualization of Advertising Layout – Functions, Principles, Elements of a layout.

UNIT – II:

Advertising Media: Types of Media – Print, Electronic, Other Media – Merits and Demerits of each media, Media Planning – frequency, reach and outcome, Appeals, Setting Advertising Objectives, Advertising Message, Advertising Budget, Evaluation of Advertising Effectiveness – Methods, and Regulation of Advertising in India – Misleading and deceptive advertising.

UNIT – III:

Sales Management: Importance, types of Selling, difference between Selling and Marketing, Sales Activities, Selling Skills, Selling Strategies, Selling Process, Sales Planning Process, Sales Forecasting Methods, Sales Budgeting Process. Sales Force Management - Recruitment and selection, training, sales force motivation, compensation, sales force control and evaluation.

UNIT – IV:

Sales Promotion: Concepts, need, objectives, Personal Selling vs. Advertising, Types of Sales Promotion, Sales Promotion Strategies - Sales Promotion and Product Life Cycle, Cross Promotion, Surrogate Selling, Bait and Switch advertising, Ethical and legal aspects of sales promotion.

UNIT– V:

Sales Distribution: Distribution Channels, Need for Channels, Channel Intermediaries and Functions, Channel Structure, Channel for consumer products, business and industrial products, alternative channel, Channels for Rural Markets, channel Strategy

Decisions. Designing, Motivating and Evaluating Channel Members, Managing Retailers, Wholesalers, Franchisers, Managing Conflict

- reasons for Channel Conflicts, Managing International Channel of Distribution, Ethical issues in Sales and Distribution Management

Course outcome: Student will be able to understand

CO1	Understand the evolution of advertising and describe the different types of advertising.
CO2	Conduct pre-testing, post-testing of ads to measure its effectiveness and also explain the pros and cons of each media.
CO3	Demonstrate the importance of sales management, sales budgeting and sales forecasting.
CO4	Identify the strategies of sales promotion and apply it.
CO5	Analyze the role played by channel members and the need for distribution channels.

Text books:

- Terence A. Shimp, J. Craig Andrews, Advertising, Promotion, and other aspects of Integrated Marketing Communications, 9e, Cengage, 2016
- Jaishri Jethwaney, Shruti Jain, Advertising Management, Oxford, 2015
- Richard R Still, Edward W Cundiff, Norman A P Govoni, Sales and Distribution Management, 5e, Pearson, 2011
- Ramendra Singh, Sales and Distribution Management: A Practice-Based Approach, 1e, Vikas, 2016
- K. Sridhara Bhat, Sales and Distribution Management, 1e, HPH, 2011.
- S. A. Chunawalla, Sales and Distribution Management, 3e, HPH, 2012

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

INTERNATIONAL MARKETING

L T P C
4 0 0 3

(Marketing Elective)

Course Objective: To understand the Global Markets, formulation of Global Marketing Strategies and its Implementation.

UNIT – I:

Introduction to International Marketing: Environment and Sustainability, Scope, Importance of World Trade, Features, Opportunities and Challenges in International Marketing, Comparison of Domestic with International Marketing, Stages of International Marketing, Motivating Factors of International Marketing, Internationalisation – Reasons and Strategies.

UNIT – II:

Global Environmental Drivers: WTO and Globalization– Issues, Types-Political, Economic, Social, Legal and Technological Environments, EXIM Policy, International Trade and its barriers, trade in Goods & Services, International Trade Agreements.

UNIT – III:

Global Customers: Drivers of Global Consumers, Influences of the Global Consumer - Role of Culture - elements, Social Factors, Situational Factors, Industrial Buyer, Government Buyer, International Marketing Research: Opportunity Analysis, Market Selection, Assessing Market Size and Sales Potential, Government Policies of Target Markets, SWOT Analysis of Target Markets, Global Market Entry Modes – Strategies, Problems and Challenges.

UNIT – IV:

Global Marketing: Globalization Drivers – Market, Cost, Environmental, Competitive Factors, International Marketing Mix, Developing the Global Marketing Program, Segmentation of product & services, Marketing channels and Distribution Promotion Strategies, Pricing strategies – Factors influencing Pricing Decisions, Concept of International Product Life Cycle.

UNIT – V:

Implementing Global marketing strategies: Negotiation with customers and selection method – Cultural and International Negotiations, E-Marketing channels organization & controlling of the global marketing programme, Export Documentation, Export Procedures, Steps in processing an Export Order.

Course Objective: Students will be to get deeper insight into

CO1	Understand the International Marketing
CO2	Learn the Environment of global markets
CO3	Identifying the Drivers of Global consumers and International Marketing research.
CO4	Analyze the Global Marketing Programme
CO5	Understand the Global marketing strategies

Text books:

- Michael R. Czinkota, Ilkka A. Ronkainen, International Marketing, 10e, Cengage, 2017
- Justin Paul, Ramneek Kapoor, International Marketing: Text and Cases, 2e, TMH, 2012
- Philip R. Cateora John L. Graham Prashant Salwan, International Marketing - 13th edition, TMH-2011
- Svend Hollensen, Madhumita Benerjee-Global Marketing-4th Edition-Pearson-2010
- Rajagopal –International Marketing-2nd Edition –Vikas-2011
- P.K. Vasudeva, international Marketing-4th edition-ExcelBooks-2012
- Kiefer Lee, Steve Carter-Global Marketing Management-3rd edition-Oxford-2011

DIGITAL MARKETING

L T P C
4 0 0 3

(Marketing Elective)

Course Objective: The objective of this course is to understand the importance of digital marketing and its applications.

UNIT - I: Understanding Digital Marketing: Concept, Components of Digital Marketing, Need and Scope of Digital Marketing, Benefits of Digital Marketing, Digital Marketing Platforms and Strategies, Comparison of Marketing and Digital Marketing, Digital Marketing Trends.

UNIT - II: Channels of Digital Marketing: Digital Marketing, Website Marketing, Search Engine Marketing, Online Advertising, Email Marketing, Blog Marketing, Social Media Marketing, Audio, Video and Interactive Marketing, Online Public Relations, Mobile Marketing, Migrating from Traditional Channels to Digital Channels.

UNIT - III: Digital Marketing Plan: Need of a Digital Marketing Plan, Elements of a Digital Marketing Plan – Marketing Plan, Executive Summary, Mission, Situational Analysis, Opportunities and Issues, Goals and Objectives, Marketing Strategy, Action Plan, Budget, Writing the Marketing Plan and Implementing the Plan.

UNIT - IV: Search Engine Marketing and Online Advertising: Importance of SEM, understanding Web Search – keywords, HTML tags, Inbound Links, Online Advertising vs. Traditional Advertising, Payment Methods of Online Advertising – CPM (Cost-per-Thousand) and CPC (Cost-per-click), Display Ads - choosing a Display Ad Format, Landing Page and its importance.

UNIT - V: Social Media Marketing: Understanding Social Media, Social Networking with Facebook, LinkedIn, Blogging as a social medium, Microblogging with Twitter, Social Sharing with YouTube, Social Media for Customer Reach, Acquisition and Retention.

Measurement of Digital Media: Analyzing Digital Media Performance, Analyzing Website Performance, Analyzing Advertising Performance.

Course Outcome: Students will be understand

CO1	Understand the applications of digital marketing in globalized market.
CO2	Identify different channels of digital marketing.
CO3	Demonstrate the steps involved in developing a digital marketing plan.
CO4	Demonstrate the importance of search engine marketing.
CO5	Analyze the importance of social media in digitalized world.

Text books:

- ☐ Michael Miller, B2B Digital Marketing, 1e, Pearson,2014.
- ☐ Vandana Ahuja, Digital marketing, Oxford University Press2015
- ☐ Michael R Solomon, Tracy Tuten, Social Media Marketing, Pearson, 1e,2015.
- ☐ Judy Strauss &Raymond Frost, E-Marketing, Pearson,2016
- ☐ RichardGay,AlanCharlesworthandRitaEsen,Onlinemarketing–
Acustomerledapproach Oxford University Press2007.
- ☐ Arup Varma, Pawan S. Budhwar, Angelo S. De Nisi, Digital Marketing,
Wiley,2016.

RETAILING MANAGEMENT

L T P C
4 0 0 3

(Marketing Elective)

Course objective: To facilitate the students about the concepts of Retailing through cases so that interested students can choose retailing as their career.

Unit-I: Introduction to Retail Management- Meaning of Retail & Retailing, History, types, functions, utilities, theories of retailing, e-tailing, structure of Indian retail industry, retailing in Asia, global retailing, retailing in Europe, service retailing, FDI retailing, Rural marketing, ethics in retailing.

Unit-II: Understanding Shoppers & Shopping - Shopping Environment, shopping in a Socio Cultural Contest, shopping process shopping behaviour, demographics of Indian shoppers, psychographic profile of Indian shoppers, lifestyle of Indian shoppers, shopping patterns in India.

Unit-III: Delivering Value through Retail Functions - Classification of formats, ownership-based, store based, non-store based, other retail formats, Value Based Model of store format choice, attribute based model of store format choice, the competitive market place, Marketing Structure, the demand side of retailing, non price decisions, types of competition, evolution of retail competition, future changes in retail competition.

Unit-IV: Pricing & Supply Chain Management - Pricing Objectives & Policies, Interactive Pricing Decisions, different Pricing Strategies, Price Adjustment Strategies. SCM- introduction, drivers of SCM, SCM & competitive advantages, types of supply chain-supply chain length, width, control of supply chain, framework of Supply Chain Management-SCM network structure, Supply Chain Business Process, SCM components, Retail Inventory Management, Retail Logistics Management, EDI in SCM.

Unit-V: Retail Buying & Managing Retail Operations-objectives of buying, organization buying, retailing buying behaviour, models of buying behaviour, buyer-responsibilities, merchandising & assortment plans- merchandise plan, merchandise plan for basic stocks retail buying groups, negotiations in retail, contract in retail, store layout & design, merchandise display-fixtures, positioning of merchandise, materials & finishes – floors, interior walls, ceilings, lightings, music, graphics-exterior signage, interior signage, layouts fore-tailers.

Course outcome: The students will learn

CO1	Understand the Modern Retailing Concepts
CO2	Evaluate shopping environment, retail formats, functions, retail operation and promotion.
CO3	Understand different markets and stores formats
CO4	Determine pricing objectives, policies
CO5	Managing retail operations.

TEXT BOOK

- Piyush Kumar Sinha, Dwarika Prasad Uniyal, Managing Retailing, 2nd Edition, Oxford,2012.
- Lusch, Dunne, Carver, Introduction to Retailing, 7th Edition, Cengage Learning,2015.
- **Suja Nair**, Retail Management, Himalaya Publication House,2012.
- **Aditya Prakash** Tripathi, Noopur Agrawal, Fundamentals of Retailing (text and cases), Himalaya Publication House, First Edition,2009.
- Swapna Pradhan, Retail Management-Text & Cases, TMH,2015.
- Dr. Harjit Singh, Retail Management a global perspective text and cases, S.Chand,2011.

JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

L T P C

4 0 0 3

(FINANCE ELECTIVE)

Course Objective: To understand the investment process, investment alternatives, Valuation of debt and equity.

UNIT - I:

Introduction to Investment - Investment, Speculation and Gambling, Features of Investment, Investment Avenues, Investment Process. The Investment Environment – Securities Market of India,– Securities Trading, and Settlement – Types of Orders - Margin Trading.

UNIT - II:

Portfolio Analysis: Risk and return Analysis - Markowitz Portfolio Theory, Mean-variance approach, portfolio selection - efficient portfolios, Single Index model - Capital Asset pricing model, Arbitrage Pricing Theory.

UNIT - III:

Bond Valuation: Classification of Fixed income securities, Types of bonds, Interest rates, Term Structure of interest rates, measuring bond yields, Yield to Maturity, Yield to Call, Yield to Maturity, Holding Period Return, Bond pricing theorems, bond duration, Active and Passive bond management Strategies, bond immunization, bond volatility, bondconvexity.

UNIT - IV:

Equity Valuation: a) Equity Analysis & Valuation, Equity Valuation Models, Relative Valuation techniques–Earnings Multiplier Approach, Valuation using P/E ratio, Price to Book Value, Price/sales ratio, Economic value added approach.

b) Fundamental Analysis, Technical Analysis, Efficient Market Hypothesis.

UNIT - V:

a) Derivatives: Overview of Indian derivatives Markets, Option, Forward, Future & swaps markets,

b) Performance Evaluation: Mutual Funds, Types of Mutual Funds Schemes, Structure, Trends in Indian Mutual Funds, Net Asset Value, Risk and Return, Performance Evaluation Models- Sharpe Model, Treynor Model, Jensen Model, Fama's Decomposition. Techniques of Portfolio revision – Formula Plans, Constant Rupee Value Plan – Constant Ratio Plan, Variable Ratio Plan

Course Outcome: Students will be able to understand

C01	Understand the Indian Investment Environment
C02	Analyze Risk & Return of Portfolio Analysis
C03	Apply Bond valuation and Strategies
C04	Apply Equity valuation Techniques & Strategies
C05	Evaluate and Revise Portfolios

TEXT BOOKS:

- William. F. Sharpe, Gordon J Alexander & Jeffery V Bailey: Fundamentals of Investments, Prentice Hall, 2012.
- ZVI Bodie, Alex Kane, Alan J Marcus, Investments, TMH,
- Donald E Fischer, Ronald J Jordan: Security Analysis and Portfolio Management, 6th Edition, Pearson,
- Charles P. Jones, Investments Analysis and Management, 9e, Wiley, 2004.
- Shalini Talwar, Security Analysis and Portfolio Management, Cengage Learning, 2016.
- Prasanna Chandra: Investment analysis and Portfolio Management” 4th Edition, TMH, 2013.

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)
FINANCIAL INSTITUTIONS, MARKETS, AND SERVICES

L T P C
4 0 0 3

(FINANCE ELECTIVE)

Course Objective: To give an understanding about Indian Financial system with respect to Markets, Institutions, and Services.

UNIT – I:

Introduction: The structure of Indian financial system; Equilibrium in financial markets; Indicators of Financial Development, Structure of Financial Institutions, Financial system and economic development ; Financial Sector reforms after 1991 – Recent Developments of Indian Financial System.

Regulatory and Promotional Institutions: Function and Role of RBI, Monetary Policy and techniques of monetary control of RBI, Major Changes in Monetary Policy. The role and functions of SEBI. An update on the performance on Non-statutory Financial organization like IFCI, IRBI, IDFC, NABARD, SIDBI, and SFCs .

UNIT - II:

Banking and Non Banking Institutions: Commercial banks – Growth and structure of commercial Banks- competition, interest rates, spreads, and NPAs. Bank capital – adequacy norms and capital market support. Banking Innovations- e-banking- Risk Management in Banking. Co-operative banks- Features, Structure and Growth, Government initiatives to strengthen the co-operative banks.

Non-banking financial Institutions: Structure and functioning of Unit Trust of India and Mutual Funds. Growth of Indian Mutual funds and its Regulation. The Role of AMFI. Insurance Companies – Structure and Investment Pattern of Public and Private Sector insurance companies, Competition, innovation, Role of IRDA, Challenges of Insurance Sector in India.

UNIT - III:

Financial and Securities Markets: Structure and functions of Call Money Market, Government Securities Market – T-bills market, Commercial Bills market, Commercial paper and certificate of deposits- Securities markets – Organization and structure, Listing trading and settlement. SEBI and Regulation of Primary and Secondary Markets. Role and functions of Clearing Corporation of India Ltd.

UNIT - IV: Asset /Fund Based Financial Services – Lease Finance- Conceptual and Regulatory Framework, Classification and Financial leasing, Hire Purchase and Consumer Credit , Factoring and Forfeiting , Housing finance, Venture capital financing.

UNIT - V:

Fee-based / Advisory services: Investment Banking – Introduction, Functions and activities of Merchant bankers, Lead Managers, underwriting, bankers to an issue, debenture trustees, portfolio managers. Challenges faced by investment bankers. Stock broking, Custodial Services, Depository system, Credit rating – Role of agencies, Process, regulations. CIBIL

Course Outcome: Students will be able to understand

C01	understand the structure of Indian financial system and various reforms after 1991.
C02	Identify and Gain the knowledge of various banking and non-banking institutions in India.
C03	Analyse about various instruments of financial and securities markets
C04	Evaluate the concept of asset/fund-based financial Services and their practices
C05	Evaluate the concept of fee/advisory based financial Services and their practices.

TEXT BOOKS:

- L. M. Bhole: Financial Institutions and Markets, TMH,2012.
- M. Y. Khan: Financial Services, TMH, 2012.
- S. Gurusamy: Financial Services and System, Cengage,2012
- Justin Paul and Padmalatha Suresh: Management of Banking and Financial Services, Pearson,2012.
- Frank. J. Fabozzi & Franco Modigliani: Foundations of Financial Markets and Institutions, Pearson,2012

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

STRATEGIC MANAGEMENT ACCOUNTING

L T P C

4 0 0 3

Course Objective: To understand the components of product cost, their calculation methods, and their control.

UNIT - I

Introduction to Management Accounting, Cost analysis and Control: Management accounting Vs. Cost accounting vs. financial accounting, Role of accounting information in planning and control, Cost concepts and Managerial use of classification of costs.

Cost analysis and control: Direct and Indirect expenses, allocation and apportionment of overheads, calculation of machine hour rate. Activity based costing.

UNIT - II:

Costing for Specific Industries: Unit costing, Job Costing, Cost Sheet and tender and process costing and their variants, treatment of normal losses and abnormal losses, inter-process profits, costing for by-products and equivalent production.

UNIT - III:

Marginal Costing I: Introduction, Application of Marginal costing in terms of cost control, profit planning, closing down a plant, dropping a product line, charging general and specific fixed costs, fixation of selling price. Make or buy decisions, key or limiting factor.

UNIT - IV:

Marginal Costing II: Selection of suitable product mix, desired level of profits, diversification of products, closing down or suspending activities, level of activity planning. Break-even analysis: application of BEP for various business problems. Inter-firm comparison: need for inter-firm comparison, types of comparisons, advantages.

UNIT - V:

Budgetary Control: Budget, budgetary control, steps in budgetary control, Flexible budget, different types of budgets: sales budget, Cash budget, Production budget, Performance budgets, Zero Based Budgeting; An introduction to cost audit and management audit.

Standard Costing: Standard Cost and Standard Costing, Standard costing Vs Budgetary control, Standard costing Vs estimated cost, Standard costing and Marginal costing, analysis of variance, Material variance, Labor variance and Sales variance.

Course Outcome: Students will be able to understand

C01	Understanding the Management and Cost Analysis and Cost control
C02	Application of costing methods to specific industries
C03	Studying the Marginal costing in terms of Cost control and profit planning
C04	Assess the Selection of Suitable Product mix and Application of BEP for various business problems.
C05	Learning the Budgetary Control and Standard Costing

TEXT BOOKS:

- HansenMowen, CostandManagementAccounting&Control, ThompsonPublications2012
- S. P. Jain and K. L. Narang, Cost and Management Accounting, Kalyani Publishers, New Delhi, 2006.
- M. Y. Khan, P. K. Jain, Management Accounting: Theory and Problems, TMH, New Delhi, 4/e, 2007.
- JamesJiambalvo, ManagerialAccounting, JohnWiley&Sons, Inc. NewDelhi, 2007.
- Atkinson, Banker, Kaplan and Young, Management Accounting, PHI, 2006.
- Manash Gupta, Cost Accounting Principles and Practice, Pearson Education, 2006

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

INTERNATIONAL FINANCIAL MANAGEMENT

L T P C

4 0 0 3

(FINANCE ELECTIVE)

Course Objective: To give an understanding about MNC Financial Management, Balance of Payments and Forex markets.

UNIT - I:

Introduction: An overview, Importance, nature and scope of International Financial Management, Domestic FM Vs. IFM, International Business Methods, Recent changes and challenges in International Financial Management.

UNIT - II:

International Flow of Funds: Balance of Payments (BOP), Fundamentals of BOP, Accounting components of BOP, Factors affecting International Trade flows, Agencies that facilitate International flows. Indian BOP Trends.

International Monetary System: Evolution, Gold Standard, Bretton Woods's system, the flexible exchange rate regime, evaluation of floating rates, the current exchange rate arrangements, the Economic and Monetary Union (EMU).

UNIT - III:

Foreign Exchange Market: Function and Structure of the Forex markets, major participants, types of transactions and settlements dates, Foreign exchange quotations. Process of arbitrage, speculation in the forward market. Currency Futures and Options Markets, Overview of the other markets – Euro currency market, Euro credit market, Euro bond market, International Stockmarket.

UNIT - IV:

(a) Exchange Rates: Measuring exchange rate movements, Factors influencing exchange rates. Government influence on exchange rates – exchange rate systems. Managing Foreign exchange Risk. International arbitrage and interest rate parity.

(b) Relationship between inflation, interest rates and exchange rates – Purchasing Power Parity – International Fisher Effect – Fisher Effect- Interest Rate parity, Expectationstheory

UNIT - V:

Asset-liability Management: Foreign Direct Investment, International Capital Budgeting, International Capital structure and cost of capital. International Portfolio Management.

International Financing: Equity, Bond financing, parallel loans - International Cash management, accounts receivable management, inventory management. Payment methods of international trade, trade finance methods, Export – Import bank of India, recent amendments in EXIM policy, regulations and guidelines.

Course Outcome: Students will be able to understand

CO1	Understand the International Financial Markets
CO2	Learn the flow of money in the global markets
CO3	Understanding Foreign Exchange Market transaction and settlements
CO4	Analyze the Exchange rates and effects on business
CO5	Understand the International Capital Budgeting

TEXT BOOKS:

- Jeff Madura, International Corporate Management, Cengage,2012.
- Alan C. Shapiro, Multinational Financial Management, John Wiley,2012
- S. Eun Choel and Risnick Bruce: International Financial Management, TMH,2012
- Sharan. V, International Financial Management 5e, PHI,2012
- P. G. Apte, International Financial Management, TMH2012.
- Madhu Vij: International Financial Management, Excel,2012.

STRATEGIC INVESTMENT AND FINANCING DECISIONS

L T P C

4 0 0 3

(FINANCE ELECTIVE)

Course Objective: To develop an understanding of the role of financial strategy, in the investing, financing and resource allocation decisions within an organization.

UNIT - I:

Investment decisions under conditions of Risk and uncertainty: Concepts of risk and uncertainty. Risk Analysis in Investment Decisions. Risk adjusted rate of return, certainty equivalents, Probability distribution of cash flows, decision trees, sensitivity analysis and Monte Carlo Approach to Simulation. Investment Decisions under capital constraints: Capital Rationing vs. Portfolio. Portfolio Risk and diversified projects.

UNIT - II:

Types of Investments and disinvestments: Project abandonment decisions, Evidence of IRR. Multiple IRR, Modified IRR, Pure, simple and mixed investments. Lorie Savage Paradox. Adjusted NPV and impact of inflation on capital budgeting decisions.

UNIT - III:

Critical analysis of appraisal techniques: Discounted pay back, post pay back, surplus life and surplus pay back, Bail-out pay back, Return on Investment, Equivalent Annual Cost, Terminal Value, single period constraints, multi-period capital constraint and an unresolved problem, NPV mean variance analysis, Hertz Simulation and Hillier approaches. Significance of information and data bank in project selections.

UNIT - IV:

Strategic Analysis of selected investment decisions: Lease Financing, Operating Risk, borrowing vs. procuring. Hire purchase and Installment decisions. Lease Risk Management, Leasing as a Financing Decision, Advantages of Leasing, and Leasing Decision in practice.

UNIT - V:

Financing Decisions: Mergers and Acquisitions - need, Strategy, Diversification and Mergers and Acquisitions, Theories of Mergers, Types of Mergers, Cost of Mergers , Government guidelines for Takeover, Problems on Mergers & Acquisitions and cases

Course Outcome: Students will be able to understand

CO1	Understand the investment decisions under risk and uncertainty.
CO2	Identify the process of investment and disinvestment and their types.
CO3	Analysis the various Appraisal capital budgeting techniques.
CO4	Analysis the process of strategic analysis of investment decisions
CO5	critically analyse the financial aspects of corporate restructuring.

TEXT BOOKS:

- Ravi M Kishore “Strategic Financial Management, Taxman2012.
- Prasanna Chandra: Financial Management, 8/e, TMH,2012
- Prasanna Chandra: Projects: Planning, Analysis, Financing Implementation and Review, 6/e, TMH,2012
- I. M. Pandey: Financial Management, Vikas2012.
- Brigham & Ehrhardt: Financial Management, Text and Cases, Cengage,2012.
- MY Khan and PK Jain: Financial Management: Text, Problems &Cases, TMH,2012.

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)
FINANCIAL DERIVATIVES

L T P C
4 0 0 3

(Finance Elective)

Course objective: To give an understanding about the derivatives in stock, commodity and Forex markets.

Unit-I

Introduction to Derivatives – Development and Growth of Derivative Markets, Types of Derivatives, Uses of Derivatives, Fundamental linkages between spot & Derivative Markets, The Role of Derivatives Market, Uses & Misuses of derivatives.

Unit-II

Future and Forward Market structure of forward and Future Markets, Mechanics of future markets, Hedging Strategies, Using futures, Determination of forward and future prices, Interest rate futures, Currency futures and Forwards.

Unit-III

(a) Options – Distinguish between Options and Futures, Structure of Options Market, Principles of Option Pricing, Option Pricing Models: The Binomial Model, The Black – Scholes Merton Model.

(b) Basic Option Strategies, Advanced Option Strategies, Trading with Options, Hedging with Options, Currency Options

Unit-IV

Commodity Market Derivatives- Introduction, Types, Commodity Futures and Options, Swaps. Commodity Exchanges- MCX, NCDEX- Role, Functions & Trading. (Refer : M.Ranganatham & R.Madhumathi)

Unit-V

Swaps – Concept and Nature, Evolution of Swap Market, Features of Swaps, Major types of Swaps, Interest Rate Swaps, Currency Swaps, Commodity Swaps, Equity Index Swaps, Credit Risk in Swaps, Credit Swaps, using Swaps to Manage Risk, Pricing and Valuing Swaps.

Course Outcome: The objective of this course is to make

CO1	Understand the conceptual framework of derivatives markets in India
CO2	Analyze the structure of forwards and futures markets
CO3	Apply options pricing models and formulate options strategies
CO4	Understand the role and functions of commodities exchanges
CO5	Examine the nature of swaps, their pricing and valuation.

Text books:

- **John C Hull: Options, Futures and other derivatives, Pearson,2012.**
- Robert A Strong: Derivatives – An Introduction, Thomson,2012
- Gupta: Financial Derivatives, PHI2012
- Dubofsky, Miller: Derivatives Valuations and Risk Management, Oxford.2012
- Don M. Chance, Robert Brooks: Derivatives and Risk Management Basic, Cengage.2012.
- Sundaram Das, Derivatives – Principles and Practice, McGraw Hill,2012.

PERFORMANCE MANAGEMENT

L	T	P	C
4	0	0	3

(HR Elective)

Course Objective: To understand about performance management and reward system and communicating to enhance employee performance.

UNIT - I:

Performance Management: Scope and Significance - Advantages of Performance Management - Organizational Structure - Impact of Organizational structure and Operational Problems Performance management process - Performance Planning - Performance Appraisal - Performance Mentoring - Performance Management Strategic Planning.

UNIT - II:

Communication of Performance Expectations: Job Description - Defining Performance and Choosing a measurement approach measuring results and Behaviors. Gathering performance Information – Presentation, Information and Taking Corrective action – Metrics- Types of Metrics - Critical Success Factors Indicators– managing Metrics- Ownership and Responsibility.

UNIT - III:

Performance Management and Employee Development: Performance Management Skills, performance Management Framework, Employee Assessment system, Role of HR Professionals in Performance management.

UNIT - IV:

Reward Systems and Legal Issues: Reasons for introducing contingent Pay Plan, Problems associated with contingent pay plans- Selecting a contingent pay plan- Pay Structures- Job Evaluation- Broad Banding- Legal Principles affecting Performance Management.

UNIT - V:

Relevant Performance related concepts: Bench marking, Six Sigma, Competency Mapping, Balance Score card, Coaching and Mentoring Pygmalion effect, Job Analysis, High Performance Work Teams, Steps for Building High Performance Work Teams, Reward Practices in World- Class Organizations.

Course Outcome: Students will be able to understand

C01	Understand the Significance of Performance Management and organizational structures
C02	Analyse the Communications of Performance Expectations
C03	Explore the knowledge about how performance management helps in employee development.
C04	Analyse various legal issues of rewards management and able to manage the team performance.
C05	Explore various Contemporary Concepts of performance management

Text books:

- Soumendra Narian Bagchi, Performance Management, 2e, Cengage Learning 2013.
- Herman Aguinis, Performance management, 3e, Pearson, 2014.
- A S Kohli, T. Deb, Performance Management, Oxford Higher Education, 2012.
- Prem Chadha, Performance Management, Macmillan, 2012.
- Anjali Ghanekar, Essentials of Performance Management, Everest Publishing House, 2010.
- Arup Varma, Pawan S. Budhwar, Angelo S. DeNisi, Performance Management Systems: A Global Perspective, Routledge, 2008.

MANAGEMENT OF INDUSTRIAL RELATIONS

L T P C

4 0 0 3

(HR Elective)

Course objective: To understand of dynamics of Industrial Relations against the backdrop of monitoring and regulatory environment in India.

UNIT -I:

Industrial Relations: Economy and the Labour Force in India –

Approaches to Industrial Relations – Industrial Relations in Comparative Framework – Management and Employer organizations – Introduction – origin and growth. Trade Unions- Introduction-Definition and objectives-growth and structure of Trade Unions in India-Trade Unions Act, 1926 and Legal Framework-Union recognition- Union Problems- Non-Union firms –Management of Trade Unions in India.

UNIT – II:

Collective Bargaining: Nature and legal framework of collective bargaining – Levels of Bargaining and Agreements- Change in the Labour - management relations in the post-liberalised India- Changes in the legal framework of collective bargaining, negotiated flexibility, productivity bargaining, improved work relations, public sector bargaining and social security – Negotiating techniques and skills –drafting of an agreement.

UNIT - III:

Tripartism and Social Dialogue: Types and levels of Tripartism – social dialogue and the Reform Process – Strengthening tripartite social dialogue – Role of government in industrial relations.

UNIT - IV:

Labour Legislation-I–Factories Act, 1948, Workmen’s Compensation Act, 1923, ESI Act, 1948-The Payment of Wages Act, 1936, Minimum Wages Act, 1948, The Payment of Bonus Act, 1965, National wage policy – Contemporary issues in Wage systems.

UNIT -V:

Labour Legislation II: Industrial Disputes Act, 1948 - Grievance Handling Employee Grievances – Causes of Grievances–Conciliation, Arbitration and Adjudication procedural aspects for Settlement of Grievances –Standing Orders- Code Discipline. Industrial Disputes: Meaning, nature and scope of industrial disputes - Cases and Consequences of Industrial Disputes –Prevention and Settlement of industrial disputes in India- Employee Participation - Quality of Work Life- Managing good industrial relations.

Course Outcomes: Students will be able to understand

CO1	Understand role played by trade unions.
CO2	understand the mechanism of collective bargaining.
CO3	Demonstrate the role played by the government in industrial relations.
CO4	Identify different labor legislative aspects and also explain different contemporary issues in wage system.
CO5	Demonstrate the mechanism for the settlement of industrial disputes..

Text books:

- CS Venkataratnam: Management of Industrial Relations, Oxford University Press, 2009.
- Memoria and Gauskar: Dynamics of Industrial Relations, Himalaya, 2009
- Arun Monappa: Industrial Relations, TMH, 2009
- Tapamoy Deb: Managing Human Resources & Industrial Relations, Excel, 2009
- B D Singh: Industrial Relations & Labour Laws, Excel, 2009.
- Sinha: Industrial Relations, Trade Unions and Labour Legislation, Pearson, 2009.
- P.K. Padhi: Labour and Industrial Laws, PHI, 2009.

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

LEARNING AND DEVELOPMENT

L T P C

4 0 0 3

(HR Elective)

Course Objective: To understand the concept of Learning with emphasis on training and Development and its role in organizational Development.

UNIT - I:

Introduction to Learning: Concepts of Learning, Phases in Learning, Learning theories - Reinforcement theory, Social learning Theory, Goal theories, need theories, expectancy theory, Adult Learning Theory Information Processing Theory, The Learning Process, The Learning Cycle, Instructional emphasis for learning outcomes.

UNIT – II:

Training Strategy and Designing Training: The evolution of Training's Role, Strategic Training and development Process, Training needs in different strategies, Models of Training Department. Training needs Assessment, Reasons for planned training. Designing the training program, developing the group and the climate, Trainers and training styles, Evaluating training and Follow-on support.

UNIT- III:

Training methods - Traditional methods- Presentation methods, Hands-on methods, Group Building Methods, e-learning and use of technology in training- Technology influence on training and learning, Technology and multimedia, computer- based training, developing effective online learning, blended learning, mobile technology and training methods, technologies for training Administration.

UNIT – IV:

Development: Employee development, Essential ingredients of Management Development, Strategy and Development, Approaches to Employee Development – Formal education, Assessment, Job experiences, Interpersonal Relationships, the development Planning Process, company's strategies for providing development, e-learning and employee development. Electronic MDPs.

UNIT - V:

Contemporary issues in Training and Development: Orientation training, diversity training, sexual harassment training, team-training, cross functional teams, cross cultural training, training for talent management and competency mapping. Career Management, career management systems, Career paths, Career Plateauing, Coping with career breaks, Training for virtual work arrangements.

Course Outcome: Students will be able to understand

CO1	To understand the importance of learning performance
CO2	To understand the Training Strategy & Training Design
CO3	To apply the Training Methods
CO4	To analyze the Training & Development
CO5	To evaluate the Contemporary Issues in Training

Text books:

- Raymond A Noe, Amitabh Deo Kodwani, Employee Training and Development, McGraw Hill, 2012.
- Rolf Lynton, Uday Pareek, Training for Development, Sage, 2012.
- P. Nick Blanchard, James W. Thacker, A. Anand Ram, Effective Training, 4e, Pearson, 2012.
- Jean Barbazette - Training Needs Assessment: Methods, Tools, and Techniques- Wiley, 2014
- G. Pandu Naik, Training and Development, Excel Books, 2011.
- Steve W. J. Kozlowski, Eduardo Salas, Learning, Training, and Development in Organizations, Routledge, 2010.

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

INTERNATIONAL HUMAN RESOURCE MANAGEMENT

L T P C
4 0 0 3

(HR Elective)

Course Objective: To understand the growing significance of international Human Relations management in the context of Global workforce.

UNIT - I:

Introduction and Overview- Global Market Context-Key Perspective in Global Workforce Management - **Cultural Foundations of International Human resource Management-** Understanding culture-Major models of National Culture- final Caveats on Culture and Global Workforce Management- **Changes and challenges in the Global Labor Market-** Globalization- Technological Advancement- change in labour force Demographics and Migration-Emerging on the contingent workforce- Offshore sourcing-global workforce Management challenges

UNIT- II:

The key role on International HRM in Successful MNC Strategy-Knowledge Transfer-Global Leadership training and Development-Strategic Control Needs-Competitive strategy of Multinational Corporations-Structuring for Optimal Global Performances- Linking Human Resource management practices to Competitive Strategy and Organization Structure-Paradigm Shift of international Human Resource Management form contingency model to Process Development.

UNIT- III:

Global Human Resource Planning – From strategy to Decision about work Demand and labour supply External Environment Scanning- Job Design for Meeting Global Strategy work demand HR planning for the Long Term-**Global Staffing:** General Actors Affecting Global Staffing-Global Recruitment of Human Resources-Global selection of Human Resources.

UNIT - IV:

Global Workforce Training and Development: Strategic role of Training and Development in the global Market Place- Fundamental concepts and principles for Guiding Global Training and Development- Training imperative for the global workforce- **Managing International Assignments-** Expatriate Preparation, Foreign Assignment an Repatriation-International Assignments considerations for Special Expatriates-New and Flexible International Assignments.

UNIT - V:

Global workforce performance Management: Performing Management Process- Important consideration for Global Performance Management-Planning and Implementing Global Performance Appraisal- **Compensation for a Global workforce-** Managing Compensation on a global Scale: Fundamental Practices-Key compensation for Expatriates, HCN's and TNC's – **Global Employee Relations-** current ER Issues- Influence of MNC's and Union on Global ER.

Course Outcomes: Students will be to understand

C01	Understand the Significance of Performance Management and organizational structures
C02	Analyse the Communications of Performance Expectations
C03	Explore the knowledge about how performance management helps in employee development.
C04	Analyse various legal issues of rewards management and able to manage the team performance.
C05	Explore various Contemporary Concepts of performance management

Text books:

- Charles M Vance and Yongsunpaik, Managing Global Work force, PHI,2009.
- Mark E.Mendenhall, Gary R.Oddou, Gunter K.Stahl, Reading and Cases in International Human Resource Management, Routledge, Fourth Edition,2007.
- TonyEdwardsandChrisRees:InternationalHumanResourceManagement,Pearson,2009.
- Nilanjan Sengupta, Mousumi S. Bhattacharya, Excel Books,2007.
- Peter Dowling, International Human Resource Management: Managing People in a Multinational Context, 5e, Thomson,2008.
- K. Ashwathappa, Sadhna Dash, International Human Resource Management, Tata Mc Graw Hill,2008.
- S.K. Bhatia,InternationalHumanResourceManagement,Deep&DeepPublications,2005

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)
COMPENSATION & REWARD MANAGEMENT

L T P C

4 0 0 3

Course objective: It enables the student understand the concepts issues and challenges of compensation and reward management.

Unit-I:

The Pay Model Strategy: The Totality of Decisions, Defining Internal Alignment, Job Analysis, Evaluating Work, Job Evaluation, person-based Structures.

Unit-II:

Defining Competitiveness, Designing pay levels, Mix and pay structures, pay for performance. The Evidence pay for performance plans.

Unit-III:

Performance Appraisals, Benefits Determination Process, statutory Benefits including Health care, Employee welfare and RetirementBenefits.

Unit-IV:

Compensation of Special Groups, Union role in wage and Salary administration. International pay systems.

Unit-V:

Government and legal issues in compensation Public sector pay Management: Making it work.

Course Outcome: The student understands

CO1	Understand how to evaluate employees work and jobs .
CO2	Understands how to design the compensation for various levels of jobs in the organization
CO3	Determining benefits of employees
CO4	Designing the compensation for special groups
CO5	Analyze various Government and legal issues in compensation design.

TEXT BOOK:

- **George T Milkovich, Jerry M Newman, C S Venkata Ratnam”TMH,2015.**
- B D Singh “Compensation and Reward Management” Excelbooks,2012
- Joseph J.Martocchio “Strategic Compensation” Pearson,2012.
- Kanchan Bhatia “Compensation Management” Himalaya,2012.
- Henderson “Compensation Management in a Knowledge Based World” 3e, Pearson,2012.
- Michale Armstrong” Employee Reward” University Press,2012.

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

TALENT AND KNOWLEDGE MANAGEMENT

L T P C

4 0 0 3

(HR Elective)

Course Objective: To understand the importance of nurturing talent and managing knowledge in the organization.

UNIT – I:

Talent Management: Meaning, importance, Evolution, Talent Management System, Talent Reservoir-Components, Talent Management Grid, Talent Management Assessment Tools, Process of Talent Management, Competence –Core Competency, Competency Assessment, Competency Modeling – Steps in developing a valid competency model, PotentialForecast.

UNIT – II:

Succession and Career Planning: Succession Planning – Traditional Approaches, Contemporary Approaches, Talent Acquisition - Talent Identification & Business Alignment, Recruiting & Assessment, Talent Development – Training & Coaching – Action-Oriented Coaching, Remedial Coaching, Attitude Based Coaching; Performance Based Coaching, Executive Coaching, Talent Management Strategies.

UNIT – III:

Knowledge Management: Concept, Forces Driving Knowledge Management, Knowledge Management Systems, Issues in Knowledge Management, Knowledge Management Strategies, Technologies for Knowledge Management, Factors influencing Knowledge Management.

UNIT – IV:

Nature of Knowledge: Data, Information, Knowledge, Wisdom, Views of Knowledge – Subjective and Objective, Types of Knowledge – Location of Knowledge – Knowledge in People, Knowledge in Artifacts, Knowledge in Organizational Entities, Knowledge Management Assessment – Types of Assessment, Importance of KM Assessment.

UNIT – V:

Knowledge Management Solutions: Knowledge Management Processes – Discovery, Capture, Sharing, Mechanisms, Technologies, Knowledge Management Approaches – Hansen-Earl's Seven Schools of Knowledge Management, Alverson and Karreman's knowledge management, Knowledge Management Infrastructure, Organizational

Impacts of Knowledge Management – on People, on Processes, on Products, on Organizational Performance.

Course Outcomes: Students will be able to understand

CO1	To Understand the Talent Management Process
CO2	To apply the Succession and career planning approaches
CO3	To analyze the Knowledge management aspects
CO4	To evaluate the Basic Knowledge Management
CO5	To create the Knowledge management assessment and solutions

Text books:

- Lance A Berger, DorothyR Berger, The Talent Management Handbook, 2e, TMH, 2008
- Irma Becerra-Fernandez, Avelino Gonzalez, Rajiv Sabherwal, Knowledge Management: Challenges, Solutions, and Technologies, Pearson,2009
- Sudhir Warier, Knowledge Management, Vikas,2004.
- Ravinder Shukla, Talent Management: Process of Developing and Integrating Skilled Workers, Global India Publications,2009.
- Marshall Goldsmith, Louis Carter, Best Practices in Talent Management: How the World's Leading Corporations, Wiley,2010.
- Hugh Scullion, David G. Collings, Global Talent Management, Routledge,2011

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

ELECTIVESUBJECTSFORENTREPRENEURSHIP

STARTUP MANAGEMENT

L T P C
4 0 0 3

Course Objective: To understand New venture creation opportunities, its resources, and requirements for Enterprise Startup.

UNIT - I:

Startup opportunities: The New Industrial Revolution – The Big Idea- Generate Ideas with Brainstorming- Business Startup - Ideation- Venture Choices - The Rise of The start up Economy – The Six Forces of Change – The Start up Equation-The Entrepreneurial Ecosystem–Entrepreneurship in India. GovernmentInitiatives.

UNIT - II:

Startup Capital Requirements and Legal Environment: Identifying Start up capital Resource requirements – estimating Start up cash requirements- Develop financial assumptions-Constructing a Process Map - Positioning the venture in the value chain - Launch strategy to reduce risks- Startup financing metrics - The Legal Environment- Approval for New Ventures- Taxes or duties payable for newventures.

UNIT - III:

Startup Financial Issues: Feasibility Analysis - The cost and process of raising capital - Unique funding issues of a high-tech ventures - Funding with Equity – Financing with Debt- Funding startups with bootstrapping- crowd funding- strategic alliances.

UNIT - IV:

Startup Survival and Growth: Stages of growth in a new venture- Growing with the market – Growing with in the industry-Venture life patterns-Reasons for new venture failures- Scaling Ventures –preparing for change-Leadership succession. Support for growth and sustainability of the venture.

UNIT - V:

Planning for Harvest and Exit: Dealing with Failure: Bankruptcy, Exit Strategies- Selling the business - Cashing out but staying in-being acquired- Going Public (IPO) – Liquidation.

Course Outcomes: Students will be able to understand

CO1	Understand New venture creation opportunities, its resources, and requirements for Enterprise Startup
CO2	Analyze the Startup Capital Requirements and Legal Environment
CO3	Analyze the Financial Issues of startups
CO4	Apply the Techniques for Startup Survival and Growth
CO5	Evaluate the Strategies for Planning for Harvest and Exit

Text books:

- Kathleen R Allen, Launching New Ventures, An Entrepreneurial Approach, Cengage Learning, 2016.
- Anjan Raichaudhuri, Managing New Ventures Concepts and Cases, Prentice Hall International, 2010.
- S. R. Bhowmik & M. Bhowmik, Entrepreneurship, New Age International, 2007.
- Steven Fisher, Ja-nae' Duane, The Startup Equation -A Visual Guidebook for Building Your Startup, Indian Edition, Mc Graw Hill Education India Pvt. Ltd, 2016.
- Donald F Kuratko, Jeffrey S. Hornsby, New Venture Management: The Entrepreneur's Road Map, 2e, Routledge, 2017.
- Vijay Sathe, Corporate Entrepreneurship, 1e, Cambridge, 2009.

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

MSME MANAGEMENT

L T P C

4 0 0 3

Course Objective: To understand the setting up and management of MSMEs and initiatives of Government and other institutions support for growth and development of MSMEs.

UNIT - I:

Introduction for Small and Medium Entrepreneurship (SME): Concept & Definition, Role of Business in the modern Indian Economy SMEs in India, Employment and export opportunities in MSMEs. Issues and challenges of MSMEs

UNIT - II:

Setting of SMEs': Identifying the Business opportunity, Business opportunities in various sectors, formalities for setting up an enterprise - Location of Enterprise – steps in setting up an enterprise – Environmental aspects in setting up, Incentives and subsidies, Rural entrepreneurship – Women entrepreneurship.

UNIT - III:

Institutions supporting MSMEs: –Forms of Financial support, Long term and Short term financial support, Sources of Financial support, Development Financial Institutions, Investment Institutions, Central level institutions, State level institutions, Other agencies, Commercial Bank – Appraisal of Bank for loans. Institutional aids for entrepreneurship development – Role of DST, SIDCO, NSIC, IRCI, NIDC, SIDBI, SISI, SIPCOT, Entrepreneurial guidance bureaus.

UNIT - IV:

Management of MSME: Management of Product Line; Communication with clients - Credit Monitoring System - Management of NPAs - Restructuring, Revival and Rehabilitation of MSME, Problems of entrepreneurs – sickness in SMI – Reasons and remedies — Evaluating entrepreneurial performance

UNIT - V:

Role of Government in promoting Entrepreneurship: MSME policy in India, Agencies for Policy Formulation and Implementation: District Industries Centers (DIC), Small Industries Service Institute (SISI), Entrepreneurship Development Institute of India (EDII), National Institute of Entrepreneurship & Small Business Development (NIESBUD), National Entrepreneurship Development Board (NEDB).

Course Outcomes: Students will be able to understand

CO1	Understand the Issues and Challenges in MSMEs
CO2	Setting up of MSMEs
CO3	Evaluate the Sources of Financial support
CO4	Management of MSMEs
CO5	Evaluate the Institutional and Governmental support.

Text books:

- Vasant Desai, Small Scale Industries and Entrepreneurship, Himalaya Publishing House, 2003.
- Poornima M Charanthimath, Entrepreneurship Development Small Business Enterprises, Pearson, 2006.
- Paul Burns & Jim Dew Hunt, Small Business Entrepreneurship, Palgrave Macmillan publishers, 2010.
- Suman Kalyan Chaudhury, Micro Small and Medium Enterprises in India Hardcover, Raj Publications, 2013.
- Aneet Monika Agarwal, Small and medium enterprises in transitional economies”, challenges and opportunities, DEEP and DEEPPublications.

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

FAMILY BUSINESS MANAGEMENT

L T P C

4 0 0 3

Course Objective: To understand the importance of family-owned businesses for achieving Competitive advantage in the market place.

UNIT-I:Introduction to Family Business: Family Business as a unique synthesis- Succession and Continuity: The three generation rule- Building Family business that last- The systems theory model of Family Business - Agency Theory of Family business - The stewardship perspective of family business - Competitive Challenges and Competitive advantages of family businesses- The role of Genograms and family messages to understand the family system. Family emotional intelligence - The ECI-UModel.

UNIT - II: Ownership Challenges and Family Governance: Shareholder Priorities – Managers vs Owners- Responsibilities of shareholders to the company-Effective Governance of the shareholder- firm relationship – Family Governance: Structure, Challenges to family governance, Managing the challenges of succession. Enterprise Sustainability: Twelve elements of strategic –fit and its implications on familyfirms.

UNIT - III: Successor Development: Characteristics of next-generation leaders - Next-generation attributes interests and abilities for responsible leadership- Next-generation personalities-managing interdependence- CEO as an architect of succession and continuity - Types of CEO Spouse and the transfer of power.

UNIT - IV: Strategic Planning and Transgenerational Entrepreneurship: Life cycle stages influencing family business strategy - Turning core competencies into competitive advantage - The unique vision of family-controlled businesses - Strategic regeneration- The Business Rejuvenation matrix - Intrapreneurship.

UNIT-V:TheFuture of Family Business: New Leaders of the Evolution-Three states of evolution- Continuity and culture - changing the culture - The change formula - Organization Development approaches to change - Commitment planning - Organic competencies and business's future - Thriving through competition - Institutionalizing the change.

Course Outcomes: Students will be able to understand

CO1	understand the Perspectives in Family Business
CO2	Identify the Ownership Challenge and Family Governance
CO3	Analyze the Successor Development strategies
CO4	Apply the Strategic Planning and Trans generational Entrepreneurship
CO5	Evaluate the Future of Family Business

Text books:

- Ernesto J.Poza, Mary S. Daughterty, Family Business, 4e, Cengage Learning,2015.
- Frank Hoy, Pramodita Sharma, Entrepreneurial Family Firms, Prentice Hall,2010
- Sudipt Dutta, Family Business in India, Sage Publications,1997.
- Laura Hougaz, Entrepreneurs in Family Business Dynasties: Stories of Italian-Australian Family Businesses over 100 years, Springer,2015.
- John L. Ward, Keeping the Family Business Healthy: How to Plan for Continuing Growth, Profitability and Family Leadership, Palgrave Macmillan,2011.
- M. Nordqvist, T. Zellweger, Transgenerational Entrepreneurship: Exploring Growth and Performance in Family Firms across Generations, Edward and Elgar Publishing Limited, 2010.

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

ENTREPRENEURIAL FINANCE

L T P C

4 0 0 3

Course Objective: To understand the role of Entrepreneurial Finance, Planning and valuation of an Enterprise.

UNIT - I: Finance for Entrepreneurs: Principles of Entrepreneurial Finance- Role of Entrepreneurial Finance- The successful venture life cycle- Financing through venture lifecycle- Life Cycle approach for teaching-Entrepreneurial finance. Developing Business Idea, Business Model. Screening venture opportunities: Pricing / Profitability considerations, Financial, / harvest Considerations. Financial Plans and Projections.

UNIT- II: Organizing and Operating the Venture: Financing a New venture, Seed, Startup and First Round Financing Sources- Financial Boot Strapping, Business Angel Funding, First Round Financing Opportunities. Preparing and Using Financial Statements: Obtaining and Recording the resources to start and Build a new venture, Asset and Liabilities and Owners Equity in Business, Sale expenses and profits Internal Operating Schedules, Statement of cash flows, Operating Break Even Analysis. Evaluating operating and financial performance using ratio analysis.

UNIT - III: Financial Planning: Financial Planning throughout the Venture's life cycle, Short Term cash planning tools, projected monthly financial statements. Types and costs of Financial Capital: Implicit and Explicit financial capital costs, Financial Markets, Determining the cost of Debt Capital, Investment Risk, Estimating the cost of Equity Capital, Weighted average cost of capital.

UNIT - IV: Venture Valuation: Valuing Early Stage Ventures, Venture Worth, Basic Mechanics of valuation, developing the projected financial statements for a discounted Cash Flow Valuation, Accounting Vs Equity Valuation Cash Flow. Venture Capital Valuation Methods: Basic Venture Capital Valuation Method, Earnings Multiplier, and Discounted Dividends.

UNIT - V: Financing for the Growing Venture: Professional Venture Capital, Venture Investing Cycle, Determining the fund objectives and policies, Organizing the new fund, soliciting investments in the new fund, Capital Call, Conducting due diligence and actively investing, arranging harvest or liquidation, Other financing alternatives: Facilitators, Consultants and Intermediaries, Banking and Financial Institutions, Foreign Investors, State and Central Government Financing Programmes. Receivables Lending and Factoring, Mortgage Lending, Venture Leasing.

Course Outcomes: Students will be able to understand

CO1	Financing through venture life cycle
CO2	Organizing and operating the enterprise
CO3	Financial Planning of an enterprise
CO4	Valuation of an enterprise
CO5	Financing for growing enterprises

Text books:

- Leach/ Melicher, Entrepreneurial Finance, 5e,2015.
- Steven Rogers, Entrepreneurial Finance: Finance and Business Strategies for the Serious Entrepreneur 3e, Tata Mc Graw Hill,2014.
- Douglas Cumming, Entrepreneurial Finance, Oxford University Press,2012.
- M J Alhabeeb, Entrepreneurial Finance: Fundamentals of Financial Planning and Management for Small Business, Wiley,2015.
- Philip J. Adelman, Alan M. Marks, Entrepreneurial Finance, 5e, Pearson,2011.

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

ENTREPRENEURIAL MARKETING

L	T	P	C
4	0	0	3

Course Objective: To understand the marketing challenges and to apply marketing tools and models for entrepreneurial marketing.

UNIT – I:

Introduction to Entrepreneurial Marketing – Meaning, Characteristics, Functions, Marketing Challenges, Marketing Mix (6P's). Identifying entrepreneurial marketing opportunities, market research, demand forecasting.

UNIT – II:

Enterprise Growth: Concept of Enterprise Growth, forms, types, structures of organizational growth, Gazelles and Mice, Growth Objectives – operative and strategic targets, Growth Analysis – Portfolio analysis, ERRC Grid, SWOT-analysis, and raising entrepreneurial finance.

UNIT – III:

Growth Strategies and Models: Growth Strategies – concept and forms, Internal, External, and Co- operative growth strategies. Growth models - Life-cycle and Phase model, integrated life-cycle model (evolutionary), Greiner's growth model (revolutionary), and Complexity management (process) model.

UNIT– IV:

Entrepreneurial Market Development Strategies: Positioning, Segmentation, targeting, entrepreneurial communication strategy, entrepreneurial pricing strategy, entrepreneurial distribution strategy, building customer relationships, marketing plans.

UNIT – V:

Entrepreneurial Marketing Tools: Concept, Guerrilla Marketing, Ambush / Free ride Marketing. Tools of entrepreneurial marketing – Buzz, Social Media, Viral Marketing.

Course Outcomes: Students will be able to understand

CO1	Understand the Marketing mix of an enterprise
CO2	analysis of entrepreneurial finance
CO3	Growth and marketing strategies
CO4	Market Development strategies
CO5	Contemporary issues in Entrepreneurial marketing.

Text books:

- Edwin J. Nijssen, Entrepreneurial Marketing: An Effectual Approach 2e, Routledge, 2017.
- Leonard Lodish, Howard Lee Morgan, Amy Kallianpur, Entrepreneurial Marketing, Wiley Publishers, 2001.
- Zubin Sethna, Paul Harrigan, Rosalind Jones, Entrepreneurial Marketing: Global Perspectives, Emerald Group Publishing, 2013.
- Bruce D. Buskirk, Molly Lavik, Entrepreneurial Marketing: Real Stories and Survival Strategies, Thomson, 2004.
- Ian Chaston, Entrepreneurial Marketing: Sustaining Growth in All Organisations, Palgrave Macmillan, 2016.
- Marc Longman, Entrepreneurial Marketing: A Guide for Startups & Companies With Growth Ambitions, Garant Publishers, 2011.

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

CREATIVITY, INNOVATION AND ENTREPRENEURSHIP

L T P C

4 0 0 3

Course Objective: To understand the creativity and innovations management aspects in an enterprise.

UNIT - I:

The Creativity Phenomenon: Creative Cerebration- Creative Personality and Motivation –Creative Environment- Creative Technology- Creativity Training- Puzzles of Creativity- Spiritual and social roots of creativity- Essence, Elaborative and Expressive Creativities- Quality of Creativity- Existential, Entrepreneurial and Empowerment Creativities – Criteria for evaluating Creativity- Credible Evaluation- Improving the quality of our creativity.

UNIT - II:

Mastering Creative Problem Solving: Structuring of ill-defined problems- Creative Problemsolving- Models of Creative problem solving- Mechanisms of Divergent thinking- Useful mechanisms of convergent thinking- Techniques of Creativity Problemsolving-

UNIT - III:

Creative Intelligence: Creative Intelligence abilities - A model of Creative Intelligence - Convergent thinking ability – Traits Congenial to creativity-Creative Personality and forms of creativity-Motivation and Creativity- Blocks to creativity- fears and Disabilities- Strategies for Unblocking- Energy for your creativity- Designing Creative Genic Environment.

UNIT - IV:

Innovation Management: Concept of Innovation- Levels of Innovation- Incremental Vs Radical Innovation-Inbound and Outbound Ideation- Open and Other Innovative Ideation Methods- Theories of outsourcing New Product Development: Transaction Cost, Resource Based, Resource Dependence, Knowledge Based Theories.

UNIT - V:

Micro and Macro Perspectives of Innovation: Systems Approach to Innovation- Innovation in the context of Emerging Economies- Organizational factors affecting innovation at the firm level- Leadership and Innovations- Open Innovation- Innovation Framework- Innovations developed by Open Technology Communities.

Course Outcome: Students will be able to understand

CO1	Understand the basics of Creativity
CO2	Creative Problem solving
CO3	Creative Intelligence
CO4	concept of innovation
CO5	Perspectives of Innovation

Text books:

- PradipNKhandwalla,LifelongCreativity,AnUnendingQuest, Tata McGrawHill,2004.
- VinnieJauhari,SudanshuBhushan,InnovationManagement,OxfordHigherEducation,2014.
- InnovationManagement,C.S.G.Krishnamacharyulu,R.Lalitha,HimalayaPublishing House, 2010.
- A.Dale Timpe, Creativity, Jaico Publishing House, 2003.
- Brian Clegg, Paul Birch, Creativity, Kogan Page,2009.
- P. N. Rastogi, Managing Creativity for Corporate Excellence, Macmillan2009.

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

PRE SUBMISSION OF PROJECT - SEMINAR

Objective: The final project work of MBA consists of three stages as clearly described in the guideline for project work. The progress on the first stage of formulating research methodology and the second stage of data analysis is indeed crucial before one can take up the final stage of writing the project report. The seminar on pre submission of project report is aimed at providing an opportunity to present the work on the first two stages of project work before an enlightened audience and have a critical assessment of the work carried out so far. The process would give the student sufficient feedback to be incorporated at the time of writing the project report.

Outcome of the process:

The process of pre- submission seminar would enable the student to put across his work on the project for critical assessment and provide an opportunity to make any online corrections or incorporate suggestion for better and improved work.

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

COMPREHENSIVE VIVA:

L	T	P	C
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Objective: Aim of the viva is to make student to go through the conceptual frame work of all that has been learnt in the course of the first two years of MBA programme and answer clearly, concisely and cogently to questions posed enabling the student to prepare for proper articulation in the domain of management studies. The preparation for comprehensive viva *inter alia* will enable student to face any job interview and tests on selection for admission into research programmes in management and science with adequate confidence. The successful completion of Comprehensive Viva should signal firm grasp of all the subjects learnt in the entire programme of MBA.

Expected outcome: - The following outcomes are expected after the student successfully completes the process of Comprehensive Viva.

1. Firm grounding of fundamentals of core subjects of management.
2. The ability to put across the concepts with ease and good clarity.
3. The ability to use the theoretical framework to solve specific management problems.
4. Demonstrating one's competency in management subjects.

The student is expected to face questions on any core subjects of management as well as all the subjects of his/her specific stream of elective and provide answer convincingly.

PART-C

ELECTIVES

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

ELECTIVE I: PROJECT MANAGEMENT

L	T	P	C
4	0	0	4

Course Objective: The objective of this course is to lay an important foundation to students in managing projects with a special focus on every phase such as project planning, execution, monitoring and evaluation.

UNIT - I:

Introduction: Introduction to Project management –Project Characteristics- Project Life cycle – Project Identification, Formulation and Implementation- Project management in different sectors: Construction, Services Sector, Public sector and Government Projects. Systems approach to project management.

UNIT - II:

Project Planning and Appraisal: Project Planning – Project Appraisal- Feasibility study- Technical, Commercial, Economic, Financial, Management, Social Cost Benefit Analysis-Project Risk Analysis.

UNIT - III:

Project Finance :Project Cost Estimation, Project Financing- Investment Criteria, Project Evaluation Techniques- Pay Back Period, Accounting rate of return, Net present value, Internal Rate of return, Profitability Index, Cash Flows Estimation for new and replacement projects- Cost of Capital, Risk Analysis.

UNIT - IV:

Project Planning and Control: Planning Steps- Scheduling- Network Diagrams, Network Analysis, Critical Path, Quality Management, Project Execution, Monitoring and control, Agile project Management, Scrum, Lean Production and project management.

UNIT - V:

Organizational Behaviour and Project Management: Organizational Structure and Integration, Role of project manager, Roles in the project team, Project stakeholder engagement, Leadership in project management, participative management, team building approach, Conflict Management in Projects, Stress Management.

Course Outcome: Students will be able to understand

- a) Importance of Project Management
- b) Project Planning, Execution and implementation
- c) Significance of teams in projects
- d) Project evaluation techniques.

TEXTBOOKS:

1. John M, Nicholas and Herman Steyn, Project Management for Engineering, Business, and Technology, 5e, Routledge, 2017.
2. Prasanna Chandra, Projects, Planning, Analysis, Selection, Financing, Implementation, and review, 6e, Tata McGraw Hill 2008.
3. K. Nagrajan, Project Management, New Age International Publishers, 7e 2015.
4. Jack Gido, Jim Clements Rose Baker, Successful Project Management, Cengage Learning, 7e 2015.
5. R. Paneerselvam, P. Senthil Kumar, Project Management, PHI, 2009.

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

ELECTIVE - I: TECHNOLOGY MANAGEMENT

L T P C

4 0 0 4

Course Objective: To Understand the importance of technology in conduct of business.

UNIT – I:

The Process of Technological Innovation: The Need for a Conceptual Approach, Technological Innovation as a Conversion Process, Factors Contributing to Successful Technological Innovation. Strategies For Research and Development: R&D as A Business, Resource Allocation to R&D, R&D Strategy In the Decision Making Process, Selection and Implementation of R&D Strategy, R and D and Competitive Advantage, New Product Development- Techniques For Creative Problem Solving.

UNIT – II:

Financial Evaluation of Research and Development Projects: The Need For Cost Effectiveness, R&D Financial Forecasts, Risk as a Factor In Financial Analysis, Project Selection Formulae, Allocation of Resources, DCF and Other Techniques of evaluating R&D ventures.

UNIT – III:

Research and Development: Programme Planning and Control, Portfolio Planning, Project Planning and Control, Project Termination, Resource Allocation and Management- New Product Development: New Product Development as a Competitive Strategy, Market Research For Developing New Products, Commercialization of Research Outcomes, Industrial Design, Product Architecture and Design For Manufacture, Developing Indigenous Substitute For Raw Materials.

UNIT – IV:

Technological Forecasting For Decision Making: The Definition of Technological Forecasting, Forecasting System Inputs and Outputs, Classification of Forecasting Techniques, Organization For Technological Forecasting, Current Status.

UNIT – V:

Transfer of Technology: Modes of technology transfer, Price of technology transfer, Negotiation for price of MOT.

Course Outcome: Student will be able to understand:

- a) Importance of Technological Innovation
- b) Importance of Research and development in technology management
- c) Forecasting of Technology

TEXTBOOKS:

1. Tarek Khalil, Management of Technology—The Key to Competitiveness and Wealth, Tata McGraw Hill, Boston,2015.
2. V.K.Narayanan, Managing Technology and Innovation for Competitive Advantage, Pearson Education,2015.
3. Norma Harison and Samson, Technology management – Text and cases, TMH,2015
4. Shane: Technology Strategy for Managers and Entrepreneurs, Pearson,2015.
5. Khandwala: Corporate Creativity, TMH,2015.
6. Lucy C. Morse, Daniel L. Babcock: Managing Engineering and Technology (6th Edition), Pearson.

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

CORPORATE GOVERNANCE (ELECTIVE - I)

L T P C
4 0 0 4

Course Objective: To understand the growing importance of Corporate Governance in Indian and Global Context.

UNIT - I: Corporate Governance: Introduction to Corporate Governance - Major Corporate Governance Failures- Need for Corporate Governance - Corporate Governance in India, Theories of Corporate Governance - Agency Theory, Stewardship Theory, and Stakeholder Theory – Convergence- Problems of Governance in Companies.

UNIT - II: Corporate Governance codes and committees – Global reporting initiative – OECD Principles - Cadbury Committee Report - Kumara Mangalam Birla Committee Report - Naresh Chandra Committee Report - Narayana Murthy Committee Report - SEBI Clause 49 Guidelines- Corporate Governance Committees - Role of capital Markets, Regulator, Government in Corporate Governance.

UNIT - III: Board and Leadership- The board of Directors, Structure of the Board, role of the board, Role, duties and responsibilities of Directors, Types of Directors, Board as a learning organization, Leveraging Good Governance for Competitive Advantage.

Conflicts of Interest, Remedial Actions. Governance Ratings- Merits and Demerits.

UNIT - IV: Models of Corporate Governance- Affect of Context and culture on corporate governance-Anglo Saxon Model- The UK Common wealth principles based Model- The German Model - The Japanese Business Network Model- Indian Model of corporate governance- forces for convergence and differentiation in corporate governance.

UNIT – V: Whistle-blowing and CSR in Corporate Governance: The Concept of whistle-blowing; types of whistle-blowers; whistle-blower policy; the whistle-blower legislation across countries; developments in India. Corporate Social Responsibility

(CSR): Corporate philanthropy; CSR-an overlapping concept; corporate sustainability reporting; CSR through triple bottom line; relation between CSR and corporate governance; environmental aspect of CSR; CSR initiatives in India.

Course Outcome: Students will be able to understand

C01	Understand the need for Corporate Governance in India
C02	Apply the Codes and Committees in Corporate Governance
C03	Analyze the Role of Board in Corporate Governance
C04	Analyze the Models of Corporate Governance in India and Abroad.
C05	Explore the Role of Whistle Blower policy & CSR in Indian Business Environment

Text books:

- Sateesh Kumar, Corporate Governance, Oxford University Press,2015.
- Christine A. Mallin, Corporate Governance, Oxford University Press, 4e, South Asia Edition, 2016.
- Bob Tricker, Corporate Governance Principles, Policies, and Practices, Oxford University Press,2015.
- N. Balasubramanian, Corporate Governance and Stewardship, TMH,2012.
- A. C. Fernando, Corporate Governance, Principles, Policies and Practices, Pearson,2012.
- Sharma, J.P., Corporate Governance and Social Responsibility of Business, Ane Books Pvt. Ltd, NewDelhi

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)
TOTAL QUALITY MANAGEMENT (ELECTIVE - II)

L	T	P	C
4	0	0	4

Course Objective: To facilitate students understand the quality concepts and tools and techniques relating to total quality management.

UNIT - I:

Principles and Practices - I: Introduction - Quality Gurus - Benefits of TQM – Quality Dimensions- Products and Services, Leadership and TQM, characteristics of Quality leaders. The Deming Philosophy - Quality councils - Strategic Planning - Customer Satisfaction-Customer perception of Quality - service Quality - Customer Retention - Employee Involvement - Employee survey – Empowerment -Gain sharing - Performance Appraisal.

UNIT - II:

Principles and Practices - II: Continuous process Improvement - the Juran trilogy, - The PDCA Cycle – Kaizen - Reengineering. Supplier Partnership – Partnering – Sourcing -Supplier Selection - Supplier rating- Performance Measures - Basic concept – Strategy - Quality cost - Bench marking - reasons for bench marking – Process - Understanding current performance - Pitfalls and criticism of benchmarking.

UNIT - III:

Tools and Techniques - I: Information Technology-Computers and the quality functions-Information quality Issues-Quality management System-Benefits of ISO registration-ISO 9000 series Standards- Internal Audits. Environmental Management System-ISO 14000 series-Benefits of EMS- Relation to Healthy and safety-Quality Function Deployment-The voice of the Customer- Building a House of Quality-QFD Process, Six Sigma.

UNIT - IV:

Tools and Techniques - II: Quality by Design- Benefits-Communication Model-Failure Mode and Effective Analysis-Failure Rate, FMEA Documentation-The process of FMEA Documentation-Product liability-Proof and Expert Witness. Total Productive Maintenance- promoting the Philosophy and Training-Improvements and needs-Autonomous Workgroups.

UNIT - V:

Management Tools: Management Tools – Introduction - Forced field Analysis - Tree diagram - Process decision Program Chart - Statistical Process Control - Cause and Effect diagram - Histogram-state of control-Process Capability-Experimental Design-Hypothesis-Orthogonal Design-Two factors and Full factors-Quality Strategy for Indian Industries - Quality Management in India.

Course outcomes: Students will be able to understand a) importance of Quality b) Principles and Practices of TQM c) tools and techniques in Quality management.

Text books:

- Joel E Ross : Total Quality Management, 3e, CRC press,2015
- DaleH.Besterfeild,CarltonBesterfeild:TotalQualityManagement,PearsonEducation,2015
- Sridhara bhat: Total Quality Management Texts and Cases, Himalaya,2015.
- Poornima M Charantimath Total Quality Management, Pearson Education,2015
- Kanishka Bedi: Quality Management, Oxford,2015.
- Dr. S. Kumar , Total Quality Management, University Science Press,2015

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)
INTELLECTUAL PROPERTY RIGHTS (ELECTIVE - II)

L T P C
4 0 0 4

Course Objectives:

1. To make students familiar with Intellectual Property Rights.
2. To understand innovations in engineering and other domains.
3. To be familiar with patents, copyrights and various acts related to innovations.

UNIT - I:

Introduction to Intellectual property Rights (IPR):

Introduction, Types of Intellectual Property Rights , International Organizations, Agencies and Treaties, Importance of Intellectual Property Rights.

UNIT - II:

Trade Marks:

Purpose and Function of Trademarks, Acquisition of Trade Mark Rights, Protectable Matter, Selecting and Evaluating Trade Mark, Trade Mark Registration Processes.

UNIT - III:

Copy rights Law :

Fundamental of Copy Right Law, Originality of Material, Rights of Reproduction, Rights to Perform the Work Publicly, Copy Right Ownership Issues, Copy Right Registration, Notice of Copy Right, International Copy Right Law.

Patents Law:

Foundation of Patent Law, Patent Searching Process, Ownership Rights and Transfer

UNIT - IV:

Trade Secrets:

Trade Secrete Law, Determination of Trade Secrets Status, Liability for Misappropriations of Trade Secrets, Protection for Submission, Trade Secret Litigation.

Unfair competition: Misappropriation Right of Publicity, False Advertising.

UNIT - V:

Cyber Law:

Cyber Crime, Information Security, Cyber Criminals, Classification .Legal Perspectives- Indian Perspectives- Cyber Crimes and Indian ITA 2000, Global Perspective on Cyber Crime- Cyber Crime Era.

Course Outcomes:

Upon completion of the course, the students are expected to:

CO1	Understand the importance if IPR in present context.
CO2	Examine the trade marks registration process.
CO3	Evaluate the copy rights and patents related issues
CO4	Determine the trade secrets status in India.

CO5	Analyze the situation of IPR in the Indian context with that of global perspective.
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TEXT BOOKS & REFERENCES:

1. Deborah, E. Bo Choux, Intellectual Property Right, Cengage Learning
2. Prabuddha Ganguli, Intellectual Property Right - Unleashing The Knowledge Economy, Tata Mc Graw Hill Publishing Company Ltd.
3. Nina Godbole And Sunitha Belapure, "Cyber Security" Wiley India 2012.

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)
INTERNATIONAL BUSINESS (ELECTIVE - II)

L T P C
4 0 0 4

Course Objective: To understand the International Business theories and methods, Economic Environment, Strategic, and Operational issues of International Business.

UNIT - I: Introduction to International Business- Need for International Business- Drivers of Globalization- Distinction between Domestic and International Business- International Business Approaches – Modes of International Business- Impediments in international Business- Opportunities and Challenges of International Business - Multi National Corporation (MNCs) - International Business Environment- Cultural, Political and Technological Environment.

UNIT - II: International Trade Theories: Mercantilism- Absolute Advantage Theory- Comparative Advantage Theory- Product Life cycle theory- New Trade Cycle theory- National Competitive advantage- India's Foreign Trade- Foreign Direct Investment in India- Balance of Payments.

UNIT - III: International Business and Economic Integration: Levels of Economic Integration- Benefits and Challenges of Economic Integration- Free Trade Agreement (FTA)- The Customs Union, The Common market, The Economic Union. Arguments surrounding Economic Integration, Regional Economic Groups, European Union, NAFTA, ASEAN, SAARC. Multilateral Trade agreements- GAAT, WTO, TRIPS and TRIMS, UNCTAD. International Trade Policy of India.

UNIT - IV: Strategy and Structure of International Business: Environmental Analysis, Value Chain Analysis, Types of Strategies, Strategy Implementation Process, Control and Evaluation, Strategic Alliances- Nature, Benefits, Pitfalls of Strategic Alliances, Scope of Strategic Alliance, Alliance development process, Economic Considerations for Strategic alliances. Organizational Design- Factors influencing organizational Structure – organizational Structures- Choosing a structure, issues in Global Organizational Design.

UNIT - V: International Business Operations: Issues involving International Production- Sourcing and vertical Integration, - Major activities in International Marketing- Brand Decisions- Issues of International Financial management- Forex market, International Monetary System, International Financial Markets- Export Financing- Managing International HR Activities- HR Planning, Recruitment and selection, Expatriate Selection. Cross Cultural Issues in International Business.

Course Outcome: Students will be able to understand a) Importance of International Business b) International Trade theories c) International Economic environment d) Strategic and operational issues of IB.

Text books:

- Michael R. Czinkota, Iika A. Ronkainen, Michael H. Moffett, International Business, 7e, Cengage Learning,2008.
- K Ashwatappa, International Business, 3e, Tata McGraw Hill,2008.
- Sanjay Misra, P. K. Yadav, International Business, PHI,2009.
- A Ehud Menipaz, Amit Menipaz, Shiv S Tripathi, International Business Theory and Practice, Sage publications,2017
- Rakesh Mohanh Joshi, International Business, Oxford University Press,2009
- Subba Rao, International Business, Himalaya Publications,2007