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)
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.

UNIT – II:

UNIT – III:

UNIT – IV:

UNIT – V:
Leadership and Motivation: Leadership Traits, Leadership Styles, Leadership Theories, Power and Politics.
Course outcomes: Students will be able to understand

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

TEXTBOOKS:
3. Laurie J. Mullins, Management, and Organizational Behaviour, Pearson Publications, 9e.
VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

BUSINESS ECONOMICS

L T P C
4 0 0 4

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

UNIT- I:

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.


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:

UNIT- V:
**Course Outcome:** Students will be able to understand

<table>
<thead>
<tr>
<th>CO1</th>
<th>Understand the Economic Principles in Business.</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO2</td>
<td>Analyze the Theory of Demand and Supply</td>
</tr>
<tr>
<td>CO3</td>
<td>Identify the Production analysis.</td>
</tr>
<tr>
<td>CO4</td>
<td>Analyze the cost concepts</td>
</tr>
<tr>
<td>CO5</td>
<td>Understand and learn the Market Structures and Pricing Practices</td>
</tr>
</tbody>
</table>

**TEXTBOOKS:**

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: 

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: 

UNIT- V: 
Course Outcome: Students will be able to understand

<table>
<thead>
<tr>
<th>CO1</th>
<th>Understand the basic principles of accounting</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO2</td>
<td>Understand the accounting process and prepare the financial statements.</td>
</tr>
<tr>
<td>CO3</td>
<td>Apply the accounting concepts and principles in the valuation of inventory and goodwill</td>
</tr>
<tr>
<td>CO4</td>
<td>Analyze the financial statements.</td>
</tr>
<tr>
<td>CO5</td>
<td>Interpret the financial results to interested users for effective decision making</td>
</tr>
</tbody>
</table>

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

UNIT – I:

UNIT – II:

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 AndGraphs
b) Small Sample Tests- T-Distribution-Properties And Applications, Testing For One And Two Means, PairedT-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 OfAttributes.
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 RegressionCoefficients.

UNIT – V:
**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:**

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

UNIT – I:

UNIT –II:

UNIT – III:

UNIT – IV:

**Course Outcome:** Students will be able to understand

<table>
<thead>
<tr>
<th>CO1</th>
<th>Understand the Legal and Regulatory Framework for doing business in India</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO2</td>
<td>Apply the legal provisions in business under Indian Contract Act</td>
</tr>
<tr>
<td>CO3</td>
<td>Analyze the impact of Negotiable instruments in Business firms</td>
</tr>
<tr>
<td>CO4</td>
<td>Analyze the Cyber Crimes Policy Framework to Strengthen IT Act</td>
</tr>
<tr>
<td>CO5</td>
<td>Explore the impact of policy frameworks in Indian Business Environment</td>
</tr>
</tbody>
</table>

**TEXTBOOKS:**

1. Ravinder Kumar, Legal Aspects of Business, 4e, Cengage Learning, 2016.
3. RSN Pillai, Bagavathi, Legal Aspects of Business, S.Chand, 2016.
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-III

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


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

UNIT - I:

UNIT - II:

UNIT - III:

UNIT - IV:

UNIT - V:

Course Outcome: Students will be able to understand

<table>
<thead>
<tr>
<th>CO1</th>
<th>Understand the importance of Communication in Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO2</td>
<td>To develop writing skills and presentation</td>
</tr>
<tr>
<td>CO3</td>
<td>Writing business proposals and letters</td>
</tr>
<tr>
<td>CO4</td>
<td>Application of business communication in the self-development process</td>
</tr>
</tbody>
</table>

TEXTBOOKS:
2. P. Subba Rao, B. Anita Kumar, C. Hima Bindu, Business Communication,


5. Sailesh Sen Gupta, Business and Managerial Communication, PHI, 2011
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
Course Objective: To understand various functions of HRM and able to manage the human resources of any organization effectively.

UNIT - I:

UNIT - II:


UNIT - III:

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

UNIT - IV:

UNIT - V:
**Course Outcome:** Students will be able to understand

<table>
<thead>
<tr>
<th>CO1</th>
<th>Understand the dynamics of HRM.</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO2</td>
<td>Identify the process of Recruitment and Selection</td>
</tr>
<tr>
<td>CO3</td>
<td>Analyze the process of Performance Appraisal to develop employee Skill Set</td>
</tr>
<tr>
<td>CO4</td>
<td>Analyze the factors to determine Pay structure</td>
</tr>
<tr>
<td>CO5</td>
<td>Explore relations between employee and employer</td>
</tr>
</tbody>
</table>

**Text Books:**
VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

MARKETING MANAGEMENT

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<td>4</td>
</tr>
</tbody>
</table>

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


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

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

**Text Books:**

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.


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.


Course Outcome: Students will be able to understand

<table>
<thead>
<tr>
<th>CO1</th>
<th>Understand goals of financial function</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO2</td>
<td>Comprehend investment criteria and decision process</td>
</tr>
<tr>
<td>CO3</td>
<td>Prioritize capital structure and Dividend Decisions</td>
</tr>
<tr>
<td>CO4</td>
<td>Assess the working capital requirements of the firm</td>
</tr>
<tr>
<td>CO5</td>
<td>Understand Asset Liability management</td>
</tr>
</tbody>
</table>

Text Books:
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-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

<table>
<thead>
<tr>
<th>CO1</th>
<th>Understand the MIS concepts</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO2</td>
<td>Understand its applications,</td>
</tr>
<tr>
<td>CO3</td>
<td>Evaluation and maintenance of IS</td>
</tr>
<tr>
<td>CO4</td>
<td>Analyses different tools</td>
</tr>
<tr>
<td>CO5</td>
<td>Classifying cyber crimes</td>
</tr>
</tbody>
</table>
TEXT BOOK

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.


UNIT - III:

UNIT - IV:

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

<table>
<thead>
<tr>
<th>CO1</th>
<th>Understand origin and application of OR</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO2</td>
<td>Analyse various Linear programming problems and transportation problems</td>
</tr>
<tr>
<td>CO3</td>
<td>Evaluate assignment situations</td>
</tr>
<tr>
<td>CO4</td>
<td>Analyse different decision making situations as well as project management</td>
</tr>
<tr>
<td>CO5</td>
<td>Find the best solutions to various queuing theory related problems</td>
</tr>
</tbody>
</table>

**Text Books:**
- Anderson, Sweeney, Williams, Camm, Martin, Quantitative Methods for Business, 12e, Cengage Learning, 2013.
Course Objective: To make students understand the Entrepreneurial process and also inspire them to be Entrepreneurs.


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


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

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

Text Books:

- Bruce R. Barringer/R. Duane Ireland, Entrepreneurship Successfully launching new ventures, 4e, Pearson, 2015.
Course objective: The course aims is to understand MS Excel for applying statistical tools learnt in RMSA.

Syllabus - PART A

10. About EXCEL
   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.
   11.11 Data Analysis Using Charts and Graphs.
   11.12 Managing, Inserting, and Copying Worksheets.
   11.13 Securing the Excel Document (Protect Cells and Workbook).

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


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


Course Outcome: Students will be able to understand
<table>
<thead>
<tr>
<th>CO1</th>
<th>Understand the Concepts of Operations management.</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO2</td>
<td>Identify Product &amp; Process design in Production Management</td>
</tr>
<tr>
<td>CO3</td>
<td>Analyse the best Plant location and layouts</td>
</tr>
<tr>
<td>CO4</td>
<td>Exercise the best Scheduling Sequences in Production Process.</td>
</tr>
<tr>
<td>CO5</td>
<td>Explore the role of Material Management in Operations.</td>
</tr>
</tbody>
</table>

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

Unit-I:

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:
Course Outcome: Students will be able to

<table>
<thead>
<tr>
<th>CO1</th>
<th>Understand the process of Research.</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO2</td>
<td>Apply the research design for Research Problem</td>
</tr>
<tr>
<td>CO3</td>
<td>Analyze the Data Collection Tools &amp; Techniques</td>
</tr>
<tr>
<td>CO4</td>
<td>Analyze the Measurement of scaling Techniques</td>
</tr>
<tr>
<td>CO5</td>
<td>Explore the techniques for research report writing</td>
</tr>
</tbody>
</table>

Text Books:
- KrishnaSwamy, SIvakumar, Mathirajan - Management research Methodology, Pearson, 2014
- R. Pannerselvam - Research Methodology, PHI, 2014
- T N Srivatsava, Shailaja rego - Business research Methods, TMH, 2014
- Business research Methods - Donald R cooper, Pamela S Schindler
- William G. Zikmund - Business Research Methods, Thomson
- Business Research Methods - SL Gupta, Hitesh Gupta
VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

SEMESTER III
SUMMER INTERNSHIP

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


**Course Outcome:** Students will be able to understand

<table>
<thead>
<tr>
<th>CO1</th>
<th>To Understand the Strategic management concepts</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO2</td>
<td>To apply the Tools and Techniques for Strategic analysis</td>
</tr>
<tr>
<td>CO3</td>
<td>To analyze the Strategies for competing in globalised markets</td>
</tr>
<tr>
<td>CO4</td>
<td>To evaluate the Turn Around Strategies</td>
</tr>
<tr>
<td>CO5</td>
<td>To evaluate Strategy Evaluation and Control.</td>
</tr>
</tbody>
</table>

**Text books:**
VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

LOGISTICS & SUPPLY CHAIN MANAGEMENT

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

UNIT – I:

UNIT – II:

UNIT – III:

UNIT – IV:

UNIT – V:
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:
- Manish Bansal, Babita Singla: “Retail and Supply Chain Management”, Kalyani Publishers, New Delhi,
VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

CONSUMER BEHAVIOR (Marketing Elective)

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

UNIT - I:

UNIT - II:

UNIT - III:

UNIT - IV:

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

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

Text books:
- David L. Loudon and Albert J. Della Bitta, 4e, TMH, 2011.
- Leon G. Schiffman, Leslie lazer Kanuk, S. Ramesh Kumar, 10e, Pearson, 2011.
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:

UNIT- III:

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
<table>
<thead>
<tr>
<th>CO1</th>
<th>Understand the Concept of Services Marketing.</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO2</td>
<td>Analyze consumer behavior in services.</td>
</tr>
<tr>
<td>CO3</td>
<td>Analyze Service Innovation and Quality standards.</td>
</tr>
<tr>
<td>CO4</td>
<td>Evaluate Employees, customers roles in service delivery.</td>
</tr>
<tr>
<td>CO5</td>
<td>Evaluate the promotion Strategies for Services marketing</td>
</tr>
</tbody>
</table>

Text books:
- Valarie A. Zeithaml & Mary Jo- Bitner: Services Marketing—Integrating customer focus across the firm, TMH, 6e, 2013.
Course Objective: To understand Advertising, Sales Management and Sales Personnel, the role of Distribution Channels and enabling them to manage Channel Institutions.

UNIT – I:

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:

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

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

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

UNIT – I:

UNIT – II:

UNIT – III:

UNIT – IV:

UNIT – V:

Course Objective: Students will be to get deeper insight into
<table>
<thead>
<tr>
<th>CO1</th>
<th>Understand the International Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO2</td>
<td>Learn the Environment of global markets</td>
</tr>
<tr>
<td>CO3</td>
<td>Identifying the Drivers of Global consumers and International Marketing research.</td>
</tr>
<tr>
<td>CO4</td>
<td>Analyze the Global Marketing Programme</td>
</tr>
<tr>
<td>CO5</td>
<td>Understand the Global marketing strategies</td>
</tr>
</tbody>
</table>

**Text books:**
- Michael R. Czinkota, Ilkka A. Ronkainen, International Marketing, 10e, Cengage, 2017
Course Objective: The objective of this course is to understand the importance of digital marketing and its applications.


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 - 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.

**Course Outcome:** Students will be understand

<table>
<thead>
<tr>
<th>CO1</th>
<th>Understand the applications of digital marketing in globalized market.</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO2</td>
<td>Identify different channels of digital marketing.</td>
</tr>
<tr>
<td>CO3</td>
<td>Demonstrate the steps involved in developing a digital marketing plan.</td>
</tr>
<tr>
<td>CO4</td>
<td>Demonstrate the importance of search engine marketing.</td>
</tr>
<tr>
<td>CO5</td>
<td>Analyze the importance of social media in digitalized world.</td>
</tr>
</tbody>
</table>

**Text books:**
- Vandana Ahuja, Digital marketing, Oxford University Press, 2015.
- Michael R Solomon, Tracy Tuten, Social Media Marketing, Pearson, 1e, 2015.
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 though 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-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

<table>
<thead>
<tr>
<th>CO1</th>
<th>Understand the Modern Retailing Concepts</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO2</td>
<td>Evaluate shopping environment, retail formats, functions, retail operation and promotion.</td>
</tr>
<tr>
<td>CO3</td>
<td>Understand different markets and stores formats</td>
</tr>
<tr>
<td>CO4</td>
<td>Determine pricing objectives, policies</td>
</tr>
<tr>
<td>CO5</td>
<td>Managing retail operations.</td>
</tr>
</tbody>
</table>

**TEXT BOOK**
- Suja Nair, Retail Management, Himalaya Publication House,2012.
- Dr. Harjit Singh, Retail Management a global perspective text and cases, S.Chand,2011.
Course Objective: To understand the investment process, investment alternatives, Valuation of debt and equity.

UNIT - I:

UNIT - II:

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:

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

UNIT - V:
a) Derivatives:OverviewofIndianderivativesMarkets,Option, Forward , Future & swaps markets,


Course Outcome: Students will be able to understand
<table>
<thead>
<tr>
<th>CO1</th>
<th>Understand the Indian Investment Environment</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO2</td>
<td>Analyze Risk &amp; Return of Portfolio Analysis</td>
</tr>
<tr>
<td>CO3</td>
<td>Apply Bond valuation and Strategies</td>
</tr>
<tr>
<td>CO4</td>
<td>Apply Equity valuation Techniques &amp; Strategies</td>
</tr>
<tr>
<td>CO5</td>
<td>Evaluate and Revise Portfolios</td>
</tr>
</tbody>
</table>

**TEXT BOOKS:**
- ZVI Bodie, Alex Kane, Alan J Marcus, Investments, TMH,
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:

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:

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

<table>
<thead>
<tr>
<th>CO1</th>
<th>understand the structure of Indian financial system and various reforms after 1991.</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO2</td>
<td>Identify and Gain the knowledge of various banking and non-banking institutions in India.</td>
</tr>
<tr>
<td>CO3</td>
<td>Analyse about various instruments of financial and securities markets</td>
</tr>
<tr>
<td>CO4</td>
<td>Evaluate the concept of asset/fund-based financial Services and their practices</td>
</tr>
<tr>
<td>CO5</td>
<td>Evaluate the concept of fee/advisory based financial Services and their practices.</td>
</tr>
</tbody>
</table>

TEXT BOOKS:

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

UNIT - I

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.

Course Outcome: Students will be able to understand

<table>
<thead>
<tr>
<th>CO1</th>
<th>Understanding the Management and Cost Analysis and Cost control</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO2</td>
<td>Application of costing methods to specific industries</td>
</tr>
<tr>
<td>CO3</td>
<td>Studying the Marginal costing in terms of Cost control and profit planning</td>
</tr>
<tr>
<td>CO4</td>
<td>Assess the Selection of Suitable Product mix and Application of BEP for various business problems.</td>
</tr>
<tr>
<td>CO5</td>
<td>Learning the Budgetary Control and Standard Costing</td>
</tr>
</tbody>
</table>

Text Books:

- Atkinson, Banker, Kaplan and Young, Management Accounting, PHI, 2006.
VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

INTERNATIONAL FINANCIAL MANAGEMENT

(FINANCE ELECTIVE)

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

UNIT - I:

UNIT - II:

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:

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

UNIT - V:

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

<table>
<thead>
<tr>
<th>CO1</th>
<th>Understand the International Financial Markets</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO2</td>
<td>Learn the flow of money in the global markets</td>
</tr>
<tr>
<td>CO3</td>
<td>Understanding Foreign Exchange Market transaction and settlements</td>
</tr>
<tr>
<td>CO4</td>
<td>Analyze the Exchange rates and effects on business</td>
</tr>
<tr>
<td>CO5</td>
<td>Understand the International Capital Budgeting</td>
</tr>
</tbody>
</table>

**TEXT BOOKS:**
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:

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:

UNIT - V:
Course Outcome: Students will be able to understand

<table>
<thead>
<tr>
<th>CO1</th>
<th>Understand the investment decisions under risk and uncertainty.</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO2</td>
<td>Identify the process of investment and disinvestment and their types.</td>
</tr>
<tr>
<td>CO3</td>
<td>Analysis the various Appraisal capital budgeting techniques.</td>
</tr>
<tr>
<td>CO4</td>
<td>Analysis the process of strategic analysis of investment decisions</td>
</tr>
<tr>
<td>CO5</td>
<td>Critically analyse the financial aspects of corporate restructuring.</td>
</tr>
</tbody>
</table>

TEXT BOOKS:
- Prasanna Chandra: Financial Management, 8/e, TMH,2012
Course objective: To give an understanding about the derivatives in stock, commodity and Forex markets.

Unit-I

Unit-II

Unit-III
(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:
- Gupta: Financial Derivatives, PHI 2012
Course Objective: To understand about performance management and reward system and communicating to enhance employee performance.

UNIT - I:

UNIT - II:

UNIT - III:

UNIT - IV:

UNIT - V:

Course Outcome: Students will be able to understand
<table>
<thead>
<tr>
<th>CO1</th>
<th>Understand the Significance of Performance Management and organizational structures</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO2</td>
<td>Analyse the Communications of Performance Expectations</td>
</tr>
<tr>
<td>CO3</td>
<td>Explore the knowledge about how performance management helps in employee development.</td>
</tr>
<tr>
<td>CO4</td>
<td>Analyse various legal issues of rewards management and able to manage the team performance.</td>
</tr>
<tr>
<td>CO5</td>
<td>Explore various Contemporary Concepts of performance management</td>
</tr>
</tbody>
</table>

**Text books:**
- Herman Aguinis, Performance management, 3e, Pearson, 2014.
VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

MANAGEMENT OF INDUSTRIAL RELATIONS

(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–

UNIT – II:

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:

UNIT - V:

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

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

**Text books:**
- Memoria and Gauskar: Dynamics of Industrial Relations, Himalaya, 2009
- Arun Monappa: Industrial Relations, TMH, 2009
- Tapamoy Deb: Managing Human Resources & Industrial Relations, Excel, 2009
VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

LEARNING AND DEVELOPMENT

(HR Elective)

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

UNIT - I:

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:

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
<table>
<thead>
<tr>
<th>CO1</th>
<th>To understand the importance of learning performance</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO2</td>
<td>To understand the Training Strategy &amp; Training Design</td>
</tr>
<tr>
<td>CO3</td>
<td>To apply the Training Methods</td>
</tr>
<tr>
<td>CO4</td>
<td>To analyze the Training &amp; Development</td>
</tr>
<tr>
<td>CO5</td>
<td>To evaluate the Contemporary Issues in Training</td>
</tr>
</tbody>
</table>

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

UNIT - I:

UNIT- II:

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

<table>
<thead>
<tr>
<th>CO1</th>
<th>Understand the Significance of Performance Management and organizational structures</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO2</td>
<td>Analyse the Communications of Performance Expectations</td>
</tr>
<tr>
<td>CO3</td>
<td>Explore the knowledge about how performance management helps in employee development.</td>
</tr>
<tr>
<td>CO4</td>
<td>Analyse various legal issues of rewards management and able to manage the team performance.</td>
</tr>
<tr>
<td>CO5</td>
<td>Explore various Contemporary Concepts of performance management</td>
</tr>
</tbody>
</table>

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

Unit-I:

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 Retirement Benefits.

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

<table>
<thead>
<tr>
<th>CO1</th>
<th>Understand how to evaluate employees work and jobs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO2</td>
<td>Understands how to design the compensation for various levels of jobs in the organization</td>
</tr>
<tr>
<td>CO3</td>
<td>Determining benefits of employees</td>
</tr>
<tr>
<td>CO4</td>
<td>Designing the compensation for special groups</td>
</tr>
<tr>
<td>CO5</td>
<td>Analyze various Government and legal issues in compensation design.</td>
</tr>
</tbody>
</table>

TEXT BOOK:
- B D Singh “Compensation and Reward Management” Excelbooks,2012
Course Objective: To understand the importance of nurturing talent and managing knowledge in the organization.

UNIT – I:

UNIT – II:

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, Alversson 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

<table>
<thead>
<tr>
<th>CO1</th>
<th>To Understand the Talent Management Process</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO2</td>
<td>To apply the Succession and career planning approaches</td>
</tr>
<tr>
<td>CO3</td>
<td>To analyze the Knowledge management aspects</td>
</tr>
<tr>
<td>CO4</td>
<td>To evaluate the Basic Knowledge Management</td>
</tr>
<tr>
<td>CO5</td>
<td>To create the Knowledge management assessment and solutions</td>
</tr>
</tbody>
</table>

**Text books:**
- Hugh Scullion, David G. Collings, Global Talent Management, Routledge, 2011
Course Objective: To understand New venture creation opportunities, its resources, and requirements for Enterprise Startup.

UNIT - I:

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 new ventures.

UNIT - III:
Starting up 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:

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
Understand New venture creation opportunities, its resources, and requirements for Enterprise Startup

Analyze the Startup Capital Requirements and Legal Environment

Analyze the Financial Issues of startups

Apply the Techniques for Startup Survival and Growth

Evaluate the Strategies for Planning for Harvest and Exit

Text books:
- Donald F Kuratko, Jeffrey S. Hornsby, New Venture Management: The Entrepreneur’s Road Map, 2e, Routledge, 2017.
VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

MSME MANAGEMENT

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:

UNIT - V:
**Course Outcomes:** Students will be able to understand

<table>
<thead>
<tr>
<th>CO1</th>
<th>Understand the Issues and Challenges in MSMEs</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO2</td>
<td>Setting up of MSMEs</td>
</tr>
<tr>
<td>CO3</td>
<td>Evaluate the Sources of Financial support</td>
</tr>
<tr>
<td>CO4</td>
<td>Management of MSMEs</td>
</tr>
<tr>
<td>CO5</td>
<td>Evaluate the Institutional and Governmental support.</td>
</tr>
</tbody>
</table>

**Text books:**

- Aneet Monika Agarwal, Small and medium enterprises in transitional economies”, challenges and opportunities, DEEP and DEEPPublications.
Course Objective: To understand the importance of family-owned businesses for achieving Competitive advantage in the market place.


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: The Future 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

<table>
<thead>
<tr>
<th>CO1</th>
<th>understand the Perspectives in Family Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO2</td>
<td>Identify the Ownership Challenge and Family Governance</td>
</tr>
<tr>
<td>CO3</td>
<td>Analyze the Successor Development strategies</td>
</tr>
<tr>
<td>CO4</td>
<td>Apply the Strategic Planning and Trans generational Entrepreneurship</td>
</tr>
<tr>
<td>CO5</td>
<td>Evaluate the Future of Family Business</td>
</tr>
</tbody>
</table>

**Textbooks:**
- Frank Hoy, Pramodita Sharma, *Entrepreneurial Family Firms*, Prentice Hall, 2010
Course Objective: To understand the role of Entrepreneurial Finance, Planning and valuation of an Enterprise.


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
<table>
<thead>
<tr>
<th>CO1</th>
<th>Financing through venture life cycle</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO2</td>
<td>Organizing and operating the enterprise</td>
</tr>
<tr>
<td>CO3</td>
<td>Financial Planning of an enterprise</td>
</tr>
<tr>
<td>CO4</td>
<td>Valuation of an enterprise</td>
</tr>
<tr>
<td>CO5</td>
<td>Financing for growing enterprises</td>
</tr>
</tbody>
</table>

Text books:

- Leach/ Melicher, Entrepreneurial Finance, 5e, 2015.
- Philip J. Adelman, Alan M. Marks, Entrepreneurial Finance, 5e, Pearson, 2011.
**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:**

**Course Outcomes:** Students will be able to understand
<table>
<thead>
<tr>
<th>CO1</th>
<th>Understand the Marketing mix of an enterprise</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO2</td>
<td>analysis of entrepreneurial finance</td>
</tr>
<tr>
<td>CO3</td>
<td>Growth and marketing strategies</td>
</tr>
<tr>
<td>CO4</td>
<td>Market Development strategies</td>
</tr>
<tr>
<td>CO5</td>
<td>Contemporary issues in Entrepreneurial marketing.</td>
</tr>
</tbody>
</table>

**Text books:**
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:

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:
Course Outcome: Students will be able to understand

<table>
<thead>
<tr>
<th>CO1</th>
<th>Understand the basics of Creativity</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO2</td>
<td>Creative Problem solving</td>
</tr>
<tr>
<td>CO3</td>
<td>Creative Intelligence</td>
</tr>
<tr>
<td>CO4</td>
<td>concept of innovation</td>
</tr>
<tr>
<td>CO5</td>
<td>Perspectives of Innovation</td>
</tr>
</tbody>
</table>

Text books:
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.
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
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:

UNIT - II:

UNIT - III:

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:


ELECTIVE - I: TECHNOLOGY MANAGEMENT

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

UNIT – I:

UNIT – II:

UNIT – III:

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:

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 - 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 – 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

<table>
<thead>
<tr>
<th>CO1</th>
<th>Understand the need for Corporate Governance in India</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO2</td>
<td>Apply the Codes and Committees in Corporate Governance</td>
</tr>
<tr>
<td>CO3</td>
<td>Analyze the Role of Board in Corporate Governance</td>
</tr>
<tr>
<td>CO4</td>
<td>Analyze the Models of Corporate Governance in India and Abroad.</td>
</tr>
<tr>
<td>CO5</td>
<td>Explore the Role of Whistle Blower policy &amp; CSR in Indian Business Environment</td>
</tr>
</tbody>
</table>

**Text books:**
- Sateesh Kumar, Corporate Governance, Oxford University Press, 2015.
- N. Balasubramanian, Corporate Governance and Stewardship, TMH, 2012.
- Sharma, J.P., Corporate Governance and Social Responsibility of Business, Ane Books Pvt. Ltd, New Delhi
Course Objective: To facilitate students understand the quality concepts and tools and techniques relating to total quality management.

UNIT - I:

UNIT - II:

UNIT - III:

UNIT - IV:

UNIT - V:
**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:**
- Poornima M Charantimath Total Quality Management, Pearson Education, 2015
- Dr. S. Kumar, Total Quality Management, University Science Press, 2015
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):

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:

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:

<table>
<thead>
<tr>
<th>CO1</th>
<th>Understand the importance if IPR in present context.</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO2</td>
<td>Examine the trade marks registration process.</td>
</tr>
<tr>
<td>CO3</td>
<td>Evaluate the copy rights and patents related issues</td>
</tr>
<tr>
<td>CO4</td>
<td>Determine the trade secrets status in India.</td>
</tr>
</tbody>
</table>
CO5 Analyze the situation of IPR in the Indian context with that of global perspective.

TEXT BOOKS & REFERENCES:
1. Deborah, E. Bo Choux, Intellectual Property Right, Cengage Learning
**Course Objective:** To understand the International Business theories and methods, Economic Environment, Strategic, and Operational issues of 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:
- Rakesh Mohanh Joshi, International Business, Oxford University Press, 2009