

PGDM-3th Semester

S.No	Subject Code	Subject Name	Credit	Evaluation Scheme				
				Sessional Exam			EE	TOTAL
				CT	TA	Total		
1.	CC 17	Strategic Management & Business Policy	3	25	25	50	100	150
2	CC 18	International Trade	3	25	25	50	100	150
3	RPV 01	Summer Internship Project + Viva Voce	1	-	-	40	60	100
4		Major Specialization Group Elective 1	5	30	20	50	70	120
5		Major Specialization Group Elective 2	5	30	20	50	70	120
6		Major Specialization Group Elective 3	5	30	20	50	70	120
7		Minor Specialization Group Elective 1	5	30	20	50	70	120
8		Minor Specialization Group Elective 2	5	30	20	50	70	120
Total			32	210	160	410	590	1000

CT- Class Test

TA- Teachers Assessment

EE- External Examination

Elective Groups for III Semester

For major specialization, student will select all three (03) elective subjects from that group and for minor specialization, student will select any two (02) elective subjects from that group

Specialization Group: Marketing

S. No	Subject Code	Name of the subject
1	MK01	Sales & Retail Management
2	MK02	Consumer Behaviour & Marketing Communication
3	MK03	Strategic Digital Marketing

Specialization Group : Human Resource

S. No	Subject Code	Name of the subject
1	HR01	Talent Management
2	HR02	Performance & Reward Management
3	HR03	Labour Management Relations & Laws

Specialization Group : Finance

S. No	Subject Code	Name of the subject
1	FM01	Investment Analysis & Management
2	FM02	Tax Planning & Financial Reporting
3	FM03	Indian Financial System

Specialization Group : International Business

S. No	Subject Code	Name of the subject
1	IB01	International Marketing Management
2	IB02	Global operations & Logistics Management
3	IB03	Export Import management

Specialization Group : Information Technology

S. No	Subject Code	Name of the subject
1	IT 01	Enterprise Resource Planning

2	IT 02	Web Technology & E- Commerce
3	IT 03	Cloud Computing for Business

CC17 STRATEGIC MANAGEMENT BUSINESS POLICY

Course Credits: 2

Total Hours: 25

Course Objective:

- A clear understanding of the key concepts and principles of strategic management
- A set of useful analytical skills, tools and techniques for analyzing a company strategically
- To provide a basic understanding of the nature and dynamics of the strategy formulation and implementation processes.
- To encourage students to think critically and strategically.
- The ability to identify strategic issues and design appropriate courses of action.

UNIT 1 (6 Hours)

Introduction: meaning nature, scope, and importance of strategy; and strategic management, Introduction to Business policy, Strategic decision-making , Process of strategic management and levels at which strategy operates , strategic intent: Vision, Mission, Business definition, Goals and Objectives

UNIT 2 (8 Hours)

Environmental Scanning : Factors considered, approaches, External environment analysis: PESTEL Analysis, EFE matrix (External Factor Evaluation): Porter's Five Forces Model methods and techniques used , Internal Appraisal – The internal environment, Organizational Capability Factors, organizational appraisal- factors affecting, approaches, methods & techniques Resource Based View (RBW) Analysis, VRIO Framework, Value Chain Analysis, IFE matrix (Internal Factor Evaluation).

UNIT 3 (8 Hours)

Strategy Formulation: Corporate, Business, Functional strategy **Corporate Level Strategies:** -- Stability, Expansion, Retrenchment and Combination strategies. Concentration Strategies, Integration Strategies: Horizontal & Vertical, Diversification: Related & Unrelated, Internationalization , Porters Model of competitive advantage of nations, Cooperative: Mergers & acquisition Strategies, Joint Venture, Strategic Alliance , Digitalization Strategies.

UNIT 4 (8 Hours)

Strategy Analysis : Process, Analysing Strategic alternative, Evaluating and Choosing Among Strategic Alternative, Tools & Techniques of strategic Analysis, Strategic Choice. BCG Matrix, Ansoff Grid, GE Nine Cell Planning Grid, Hofer's Product market evolution. McKinsey's 7'S framework

Strategy implementation: Resource allocation, Projects and Procedural issues. Organization structure and systems in strategy implementation. Leadership and corporate culture, Values, Ethics and Social responsibility. Operational and derived functional plans to implement strategy. Integration of functional plans.

UNIT 5 (6 Hours)

Strategy Evaluation & Control: Nature, Importance, Organizational systems and Techniques of strategic evaluation & control.

Course Outcome:

- Upon completion of this course, students will be able to complete the following key tasks.
Formulate organizational vision, mission, goals, and values.
- Develop strategies and action plans to achieve an organization's vision, mission, and goals
Develop powers of managerial judgment
- How to assess business risk, and improve ability to make sound decisions and achieve effective outcomes.
- Evaluate and revise programs and procedures in order to achieve organizational goals;
Consider the ethical dimensions of the strategic management process.

Suggested Readings:

1. Kazmi, Azhar; Business Policy and Strategic Management; McGraw-Hill Education
2. David, Fred; Strategic Management: Concepts and Cases; PHI Learning
3. Thomson, Arthur A. and Strickland, A. J.; Strategic Management: Concept and Cases; McGrawHill Education
4. Jauch, L.F., and Glueck, W.F.; Business Policy and Strategic Management; McGrawHill Education
5. Wheelen, L. Thomas and Hunger, David J.; Strategic Management and Business Policy, Crafting and Executing Strategy; Pearson Education

CC18 INTERNATIONAL TRADE

Course Credits: 2

Total Hours: 25

Course Objective:

- To give the student an exposure to the dynamic environment of International Business
- To understand the impact of environment on the International Business Operations of the firm
- To explain the functions and form of the global monetary system
- To explain the role of International organizations and Regional Trade

UNIT I

(8 Hours)

Introduction: Meaning, Nature and Scope of International Management, Driving and Restraining Forces, Domestic to Transnational Business, Modes of Entry. Globalization – Forces, Meaning, dimensions and stages in Globalization, Characteristics and role of MNCs. International Business Environment – The economic environment; social and cultural environment, political, legal and regulatory environment, natural environment, technological environment.

UNIT 2

(8 Hours)

International Trade Theories: Mercantilism; Absolute Cost theory, Comparative Cost theory, Factor endowment theory, International Product life Cycles Theory, International Investment Theories: Theory of Capital Movements, Market Imperfections theory; Internationalization Theory; Location Specific Advantage Theory; Eclectic Theory Free Trade: Advantages and Disadvantages, Forms of Protection: Tariffs, Subsidies, Import Quotas, Voluntary Export Restraints, Administrative Policy, Anti-dumping Policy.

UNIT 3

(8 Hours)

International Marketing: Nature & significance, International Marketing Orientations, International Segmentation, International Product Life Cycle International HRM: International Staffing Approaches, Expatriate Management, International Labor Relations

UNIT 4

(6 Hours)

Foreign Exchange Determination Systems: Basic Concepts Relating to Foreign Exchange, Various types of Exchange Rate Regimes, Factors Affecting Exchange Rates, Brief History of Indian Rupee

UNIT 5

(6 Hours)

International Institutions: Objectives and Functions of WTO, IMF, IBRD, UNCTAD, Regional Economic Integration: Introduction, Levels of Economic Integration, Objectives and Functions of EU, NAFTA, ASEAN, SAARC, BRICS

Course Outcome:

- Get an overview of the key issues and concepts of International Business
- Understand how and why the world's countries differ.
- Understand the monetary frameworks in which international business transactions are conducted

- Understand the role of International Organizations and Regional Trade blocks
- Implement the decisions for international operations in a superior manner

Suggested Readings:

1. Hill - International Business, McGraw-Hill
2. Cherunilam F- International Business: Text and Cases, PHI
3. Aswathappa- International Business, McGraw-Hill
4. Cherunilam, F - International Trade and Export Management, Himalaya
5. Daniels - International Business (Pearson)
6. Albaum Duerr - International Marketing and Export management (Pearson, 7th Ed.)

MK01 SALES & RETAIL MANAGEMENT

Course Credits: 5

Total Hours: 40

Course Objective:

- To build knowledge, understanding, and skills in Sales and Retail management.
- Enable development and implementation of Sales and Retail management strategies.
- Help analyze decision alternatives and criteria in the context of realistic problem situations in Sales and Retail management.

UNIT 1

(5 Hours)

Introduction to Sales Role of selling in marketing, Personal selling, Salesmanship and sales manager, Types of sales personnel, Characteristics of a successful salesman, Theories of selling, Process of effective selling.

UNIT 2

(5 Hours)

Building Sales Organization Types of sales organizations and their structure, Functions and responsibilities of sales person, filling sales positions, Recruitment, Selection, Training and Development.

UNIT 3

(9 Hours)

Leading Sales Organization Sales force motivation, Sales force compensation, Designing incentives and contests, Sales forecasting, Sales budget, Sales quota, Sales territory, Building sales reporting mechanism and monitoring, Sales force productivity, Sales force appraisal.

UNIT 4

(9 Hours)

Introduction to retailing: Growing importance of retailing, Factors influencing retailing, Strategic retail planning process, Retail organization, Retail models and theory of retail development, Modern retail formats in India, Retailing in rural india.

UNIT 5

(8 Hours)

Retail stores and operations management: Setting up retail organization, Retail location research and techniques, Trading area analysis, store layout, objectives of good store design, Controlling cost and reducing inventories loss, Responsibilities of store manager, store record and accounting system, logistic and information system, Retail sales techniques & promotion, CRM and brand management in retailing.

Course Outcome:

- Students will develop the skills in Sales force management and Retail management.
- Acquainted with better understanding of implementation of Sales and Retail management strategies.
- Develop analytical skills for effective decision alternatives in Sales and Retail management problems.
- To analyze more clearly about the Retail operations.
- Help in defining about the concepts of CRM and brand management in retailing .

Suggested Readings:

1. Spiro, R.L., Stanton, W.J. and Rich, G.A.; *Management of Sales Force*; McGraw-Hill Education
2. Havaladar, K.K., and Cavale, V.M.; *Sales and Distribution Management*; McGraw-Hill Education
3. Still, R.R., Cundiff, E.W. and Govani, N.A.P.; *Sales Management*; Pearson Education
4. Panda, T.K., and Sahdev, S.; *Sales and Distribution Management*; Oxford University Press
5. Berman, Evans, Chatterjee; *Retail Management Strategic Approach*; 13e, Pearson

MK02 CONSUMER BEHAVIOUR & MARKETING COMMUNICATION

Course Credits: 5

Total Hours: 36

Course Objectives:

- To understand consumer behavior and explain the consumer decision making process
- To define external and internal influences on buying behavior
- To provide an understanding of integrated marketing communications (IMC) and its influences on other marketing functions and other promotional activities.
- Help to understand what advertising is and its role in advertising and brand promotion.
- Understand the importance of message design and the creativity involved in message designing

UNIT 1

(4

Hours) Introduction To Consumer Behavior & Consumer Decision Making:

Introduction to Consumer Behavior; Applications of consumer behavior knowledge in marketing. Consumers and Customer, Consumer Behavior in the Contemporary Environment. Introduction, Problem Recognition, Information Search, Evaluation of Alternatives, Post-Purchase Behavior, Attribution theory and Diffusion of Innovation

UNIT 2

(8 Hours)

Consumers As Individuals In The Social Context:

Consumer Perception, Consumer Attitude Formation & Change, Behavioral learning theories and cognitive learning theories to consumer behavior. Reference Groups, Family, Gender & Age Influences, Social Class & Consumer Behavior, Cultural Influences on Consumer Behavior

UNIT 3

(9 Hours)

Marketing Communication: Objectives of Marketing Communication, Functional areas of Marketing communication. Integrated Marketing Communication (IMC): concepts and process, Advertising Management: Meaning, Nature and Scope of Advertising, Classification of advertising, Process of Advertising, Fundamentals of Advertising Campaigns, The Creative Brief, and Advertising Appeal. Advertising Agencies – their role, functions.

UNIT 4

(10 Hours)

Consumer Decision Making:

Ad Budget, Methods of Budgeting .Measuring Effectiveness of Advertisement , Legal and Ethical concepts and issues in Advertising, global vs local advertising, decision areas in international advertising, Media Planning and Strategy - Media Types and their characteristics; Setting Media objectives; Steps involved in media planning, ; Media Strategy, Emerging Concepts and Issues in Marketing Communications.

**Unit 5
Hours)**

(05

Consumer Post-Purchase Behavior:

Trade Promotion, its nature , types and objectives, Consumer Promotion: coupons, premiums, Contests and sweepstakes, Refunds and rebates, Sampling, bonus packs and price offs

Course Outcomes:

- Understand the three major influences on customer choice: the process of human decision making in a marketing context; the individual customers make up; the environment in which the customer is embedded;
- Develop the cognitive skills to enable the application of the above knowledge to marketing decision making and activities
- Apply an IMC approach in the development of an overall advertising and promotional plan
- Able to prepare marketing communication budget.
- Enhance creativity, critical thinking and analytical ability through developing an integrated marketing communication campaign

Suggested Readings:

1. Consumer Behavior, Schiffman, L. G. and Kanuk, L. L., Pearson.
2. Kruti Shah & Alan D' Souza :Advertsing& promotions an IMC perspective- McGraw Hill education
3. George E Belch & Michael A Blelch : Advertising and promotion- An integrated Marketing Communication Perspective-McGraw Hill Education
4. Chunawala&Sethia : Foundations of Advertising Theory & Practice; Himalaya Publishing House
5. Copley Paul : Marketing Communications Management Concepts & theories, Cases and Practices; Butterworth Heinemann Publication
6. Consumer Behavior, Hawkins et al., McGraw Hill.Della, Tata Mc Graw Hill. EMPLOYABLE SKILLS

MK03 STRATEGIC DIGITAL MARKETING

Course Credit: 5

Total Hours: 40

Course Objective:

- To help students understand digital marketing practices, inclination of digital consumers and role of content marketing.
- To provide understanding of the concept of E-commerce and developing marketing strategies in the virtual world.
- To impart learning on various digital channels and to acquire and engage consumers online.
- To provide insights on building organizational competency by way of digital marketing practices and cost considerations.
- To develop understanding of the latest digital practices for marketing and promotion

UNIT 1

Digital Marketing Fundamentals: (7 Hours)

Introduction to Digital Marketing, New digital world - trends that are driving shifts from traditional marketing practices to digital marketing practices, modern digital consumer and new consumer's digital journey, Latest Practices in Digital Marketing. Website Planning and Structure

UNIT 2

E-Commerce and Internet Marketing: (8 Hours)

Introduction to E-marketing, online marketing-mix, online consumer, customer relationship management in the virtual world, online branding, traffic building and E-commerce, Google Adwords and PPC Advertising, Creating and Managing content in the digital age – content planning and writing, Consumer buying behavior in the digital world, and factors influencing consumer behavior.

UNIT 3

Acquiring & Engaging Users Digitally: (8 Hours)

Understanding the relationship between content and branding, Lead Generation & Marketing Automation, Search marketing, Mobile marketing, Video marketing, LinkedIn marketing, Twitter Marketing and social-media marketing. Online campaign management; using marketing analytic tools to segment, target and position; search engine optimization (SEO).

UNIT 4

Designing Organization for Digital Success: (6 Hours)

Digital transformation, Digital leadership principles, Online Public Relations and Reputation Management, Return-On-Investment of digital strategies, how digital marketing is adding value to new businesses, and evaluating cost effectiveness of digital strategies.

UNIT 5

Digital Innovation and Latest Trends: (7 Hours)

The contemporary digital revolution, digital transformation framework; security and privatization issues with digital marketing, Understanding trends in digital marketing – Indian and global context, online communities and co-creation, future of Gamification and apps.

Course Outcome:

- It will develop proficiency in interpreting marketing strategies in the digital age and provide fundamental knowledge for working in an online team.
- It will enable students to develop various online marketing strategies for various marketing-mix measures.
- It will guide them to use various digital marketing channels for consumer acquisition and engagement.
- It will help in evaluating the productivity of digital marketing channels for business success.
- It will prepare candidates for global exposure of digital marketing practices to make them employable in a high growth industry.

Suggested Readings:

1. Vandana, Ahuja; Digital Marketing, Oxford University Press India (November, 2015).
2. Eric Greenberg, and Kates, Alexander; Strategic Digital Marketing: Top Digital Experts
3. Share the Formula for Tangible Returns on Your Marketing Investment; McGraw-Hill Professional (October, 2013).
4. David Whiteley; E-Commerce: Strategy, Technologies and Applications, McGraw Hill Education.
5. Menon, Arpita; Media Planning and Buying; McGraw Hill (1st Edition, 2010)
6. Arnold, George; Media Writer's Handbook: A Guide to Common Writing and Editing Problems; McGraw-Hill Education; (5th edition, 2008)
7. Ryan, Damian; Understanding Digital Marketing: marketing strategies for engaging the digital generation; Kogan Page (3rd Edition, 2014).

HR01 TALENT MANAGEMENT

Course Credit: 5

Total Hours: 40

Course Objective:

- This course focuses on the attraction, acquisition, and retention of talent in organizations.
- The module will focus on the alignment of the talent management process with business strategy, culture, and people.
- Aim of the course is to discuss the issues from two perspectives: managing talent in organizations as well as managing one's own talents as an individual.
- In addition, the course will cover the negotiation problems that managers may face in decision-making processes; for example, the hiring negotiation, the promotion negotiation, the firing decision, and HR-relevant cross-cultural negotiation issues.

UNIT 1

Introduction to Talent Management:

(7 Hours)

Introduction, Meaning & Objectives, Role of Talent Management, Key Processes of Talent Management, Recruitment, Selection, Human Resource Planning, Retention, Talent vs. knowledge, Source of Talent Management, Consequences of Failure in Managing Talent, Tools for Managing Talent.

UNIT 2

Talent Acquisition and Accretion:

(8 Hours)

Job analysis: Method of collecting information, developing questionnaires, interviews, developing job description & job specification, Developing HR planning process (using MS-Excel and quantitative tools), Evaluation of factors affecting HRP, Strategic view of recruitment & selection, Talent Acquisition, Recruitment Process, Strategic Trends in Talent Acquisition, Talent acquisition management solutions.

UNIT 3

Employee Engagement:

(8 Hours)

Preparing recruitment plans, E-recruitment (using various online job portals), searching & downloading applicant profile by using job portals, selecting recruitment sources, preparing recruitment budget, employer branding, formulating a recruitment strategy (specifically for Managerial & Executive jobs), Selection process, Use of assessment centers in selection, selection errors & minimizing selection errors, Reliability & Validity tests, Choosing the types of interviews.

UNIT 4

Employee Retention:

(6 Hours)

Comprehensive approach to retaining employees in an organization, Managing Voluntary Turnover, Job Withdrawal, Strategic Compensation plan for Talent Engagement, Defining the Elements of Total Rewards, Integrated Rewards Philosophy, Designing Integrated Rewards, Sustainable Talent Management and Reward Model.

UNIT 5

Emerging Trends in Talent Management:

(7 Hours)

Human Resource Auditing, Human Resource Information Systems (HRIS), Human Resource Accounting(HRA), Contemporary and Cultural development in HR, Business Process Re-engineering, Contemporary Talent Management Issues and Challenges.

Course Outcome:

- Laying foundation of critical thinking in HR.
- Developing students to strategically formulate talent management tools.
- Developing analysis of multiple perspectives of Talent Management
- Developing an understanding to manage other people (i.e. their subordinates or peers) and themselves with regard to career-related issues.
- Develop a thorough understanding of the latest practices undertaken in Talent Management.

Suggested Readings:

1. Dessler Gary, A Framework for Human Resource Management, Pearson Publication, 7th Edition.
2. Dessler Gary, Varkkey Biju, Fundamentals of Human Resource Management, Pearson Publication, 14th Edition
3. Rao VSP, Human Resource Management, Vikas Publishing, New Delhi
4. K.Aswathappa – Human Resources and Personnel Management, Tata McGraw Hill
5. Robbins SP, Timothy A, Judge & Sanghi Seema, Organizational Behavior, Pearson Education, New Delhi, 13th edition.
6. Lance A Berger, Dorothy R Berger, Talent Management Hand Book, McGraw Hill
7. Hasan, M., Singh, A. K., Dhamija, S. (eds.), Talent management in India: Challenges and opportunities, Atlantic Publication

HR02 PERFORMANCE & REWARD MANAGEMENT

Course Credits: 3

Total Hours: 36

Course Objective:

- To comprehend the benefits of using a performance development plan and the consequences of not having one in place.
- To familiarize the students with the concept of competency mapping and understanding its role in career development.
- To familiarize students with various aspects of compensation system in India and make them understand various issues linked with the process of fixing salary dearness allowance, bonus, incentive scheme and benefits.

UNIT 1 (8 Hours)

Introduction to Performance Management System Meaning, Uses and purpose of performance management, how it differs from performance appraisal, Performance management and its challenges in current scenario, Performance management as a system and process, Establishing performance criterion of developing an effective appraisal system, Criteria (KRA, KSA VS KPI), why performance appraisal.

UNIT 2 (6 Hours)

Managing Performance Methods of managing performance of all the levels of management- 360 degree performance appraisal, performance dimensions, MBO and, Performance analysis for Individual and organizational development.

UNIT 3 (8 Hours)

Contemporary Issues Potential appraisal, competency mapping & its linkage with career development and succession planning, Accountability issues arising out of performance measurement systems. Assessment of potential beneficial and adverse consequences of linking reward schemes to performance measurement. Performance management and employee development: Personal Development plans, Performance linked remuneration system, and performance linked career planning and promotion policy..

Modern performance measurement frameworks: Six Sigma; Performance Prism, Forced ranking Balanced Score Card. Studying the impact of change in organization's structure, culture and strategy on the adoption of new performance measurement methods and techniques. Methods of PMS- Appraisal, Communication and Interview, Performance feedback and counseling.

UNIT 4 (6 Hours)

Reward System Compensation- Definition, Function, significance. Job evaluation, methods of job evaluation, inputs to job evaluation, its practical implication for technical/non technical and executive/managerial positions, and significance of wage differentials.

UNIT 5 (6 Hours)

Compensation: Method of pay and Allowances Pay structure: Basic Pay, DA, HRA, Gross Pay, Take home pay etc. Methods of payments- Time and piece rate. Fringe benefits & other allowances- overtime, city compensatory, travelling etc. Overview of minimum wages Act- 1948

and Equal Remuneration Act-1976. Regulatory compliance including wage and pay commissions, incentive scheme-individual, group, profit sharing- co-partnership- stock option: ESOP, welfare Measures- Statutory & non- Statutory, social security schemes- ESIS, PF, Pension, Insurance, Gratuity and Maternity Benefits.

UNIT 6

(6 Hours)

Practical: Preparation of pay roll on excel sheet for executive and managerial position. New practices of compensating employees.

Course Outcome:

- Students will be able to explain the concept of performance management system and its relevance in the organization.
- Acquire the ability to explain the different methods adopted by the organizations and different methods used for different level of employees.
- Student will acquire ability to explain the relevance of competency mapping and understanding its linkage with career development. To familiarize students with various aspects of compensation system in India and make them understand various issues linked with the process of fixing salary dearness allowance, bonus, incentive scheme and benefits.
- A good knowledge of reward system
- Students will understand various aspects of compensation system in India and various issues linked with the process of fixing salary dearness allowance, bonus, incentive scheme and benefits.
- Students will be able to explain how to prepare pay roll on excel and also various aspects of compensation system in India.

Suggested Readings:

1. Herman Aguinis (2007). Performance Management. Pearson Education.
2. Rao T.V. (2007). Appraising and Developing Managerial Performance. Excel Books.
3. Dixit Varsha (2008). Performance Management. Vrinda Publications Ltd.

HR03 LABOR MANAGEMENT RELATIONS AND LAWS

Course Credit: 5

Total Hours: 40

Course Objective:

- To provide a conceptual framework of Industrial Relations
- To make students aware with the Indian Labor legislations
- To make students aware with the basic requirements and mandate of labor legislations

UNIT 1

Introduction to Industrial Relations: (7 Hours)

Introduction, Meaning & Objectives, Role of Talent Management, Key Processes of Talent Management, Recruitment, Selection, Human Resource Planning, Retention, Talent vs. knowledge, Source of Talent Management, Consequences of Failure in Managing Talent, Tools for Managing Talent.

UNIT 2

Collective Bargaining: (8 Hours)

Significance, types & Procedure of collective bargaining Discipline: The Industrial Employment (Standing Orders) Act 1961, Misconduct, Disciplinary Action, Types of punishments, Code of Discipline, Domestic Enquiry, Grievance Function in IR: Grievance Settlement Procedure, Industrial Disputes: Preventive & Settlement Machinery in India.

UNIT 3

Industrial Relation Acts of India- Module I: (8 Hours)

The Factories Act, 1948 and the Shop & Establishment Act, 1948; The Payment of Wages Act, 1936; The Workmen's compensation Act, 1948; The Industrial Disputes Act, 1947.

UNIT 4

Industrial Relation Acts of India- Module II: (6 Hours)

The Payment of Minimum Wages act, 1948; The Contract Labor (Abolition & regulative) act; The Employees' State Insurance Act, 1948; The Trade unions act, 1926.

UNIT 5

Industrial Relation Acts of India- Module III (7 Hours)

The payment of Bonus Act, 1965; The payment of Gratuity Act, 1972; The Maternity Benefit Act, 1961; Employee's Provident fund & Miscellaneous Provisions Act, 1952.

Course Outcome:

- Ability to identify the mandate (dates) of the laws
- Ability to understand the various laws made for the protection of laborers, workers and employees
- Ability to identify the mandate (Forms) of the laws
- Ability to have a safeguard from penalty imposed on employer due to Legislation.
- Laying foundation of critical thinking in IR

Suggested Readings:

1. Mamoria CB, Mamoria, Gankar - Dynamics of Industrial Relations (Himalayan Publications, 15th Ed.)
2. Singh B.D. - Industrial Relations & Labour Laws (Excel, 1st Ed.)
3. Srivastava SC - Industrial Relations and Labour Laws (Vikas, 2000, 4th Ed.)
4. Venkata Ratnam – Industrial Relations (Oxford, 2006, 2nd Ed.)
5. Monappa Arun, Industrial Relations

FM 01 INVESTMENT ANALYSIS & MANAGEMENT

Course Credit: 5

Total Hours- 40

Course Objective:

This course will emphasize an understanding of the economic forces that influence the pricing of financial assets. The objective of this course is to impart knowledge to the participants regarding the theory and practice of Security Analysis and Investment Decision Making Process. The course material will cover formulae that can be applied in different business situations regarding active portfolio management. To expose the students to the concepts, tools and techniques applicable in the field of security analysis and portfolio management.

UNIT 1

Investment: (08Hours)

Overview of Capital Market: Market of securities, Stock Exchange and New Issue Markets - their nature, structure, functioning and limitations; Trading of securities: equity and debentures/ bonds. Securities trading - Types of orders, margin trading, clearing and settlement procedures. Regularity systems for equity markets, Type of investors, Aim & Approaches of Security analysis.

UNIT 2

Portfolio Theory: (08 Hours)

Risk & Return: Concept of Risk, Component & Measurement of risk, covariance, correlation coefficient, Measurement of systematic risk. Fundamental Analysis: Economic, Industry, Company Analysis, Portfolio risk and return, Beta as a measure of risk, calculation of beta, Selection of Portfolio: Markowitz's Theory, Single Index Model, Case Studies.

UNIT 3

Capital Market & Asset Pricing: (08 Hours)

Technical Analysis: DOW Theory, Support and Resistance level, Type of charts & its interpretations, Trend line, Gap Wave Theory, Relative strength analysis, Technical Versus Fundamental analysis. Nature of Stock Markets: EMH (Efficient Market Hypothesis) and its implications for investment decision. Capital market theorem, CAPM (Capital Asset Pricing Model) and Arbitrage Pricing Theory. Case Studies.

UNIT 4

Bond, Equity and Derivative Analysis: (08 Hours)

Valuation of Equity Discounted Cash-flow techniques: Balance sheet valuation, Dividend discount models, Intrinsic value and market price, earnings multiplier approach, P/E ratio, Price/Book value, Price/sales ratio, Economic value added (EVA). Valuation of Debentures/Bonds : nature of bonds, valuation, Bond theorem, Term structure of interest rates.

UNIT 5

Active Portfolio Management: (08Hours)

Portfolio Management and Performance Evaluation: Performance Evaluation of existing portfolio, Sharpe, Treynor and Jensen measures; Finding alternatives and revision of portfolio; Portfolio Management and Mutual Fund Industry

Course Outcome:

- Understand the overview of capital market & trading of securities.
- Understand and analyse the risk return relationship and Fundamental analysis of capital market.
- Analyse the technical analysis of stock market & asset pricing in the market.
- Describe the valuation of equity, bonds and derivative trading.
- Describe optimum portfolio for investment & its management .

Suggested Readings:

1. Ranganatham - Security Analysis and Portfolio Management (Pearson Education, 2nd Ed.)
2. Bhatt- Security Analysis and Portfolio Management (Wiley ,1st Ed)
3. Pandian P - Security Analysis and Portfolio Management (Vikas, 1st Ed.)
4. Bodie, Kane, Marcus & Mohanti - Investment and Indian Perspective (TMH, 10th Ed)
5. William F. Sharpe, Gordon J.Alexander and Jeffery V.Bailey: Investments, (Prentice Hall, 6th Ed).
6. Donald E. Fischer and Ronald J.Jordan: Security Analysis and Portfolio Management, (Pearson Education, 6th Ed)
7. Edwin J. Elton, Martin J. Gruber: Modern Portfolio Theory and Investment Analysis, 9/e, John Wiley & Sons, 2001.
8. Sidney Cottle, Roger F. Murray, Frank E. Block, Graham and Dodd: Security Analysis, 5/e, Tata McGraw-Hill, New Delhi, 2002.

FM02 TAX PLANNING & FINANCIAL REPORTING

Course Credit: 5

Total Hours: 40

Course Objective:

The aim of this course is to familiarize the student with latest provisions of the Indian Corporate tax laws and related judicial pronouncements having implications for various aspects of corporate planning with a view to derive legitimate tax benefits permissible under the law. The knowledge acquired may find useful application in taking different financial/managerial decisions after taking into consideration the impact of corporate tax laws.

UNIT 1

Introduction: (08 Hours)

Definition: Cannons of Taxation Person, Assesse , Income, Previous Year, Assessment Year, Income Tax Important Dates and Forms. Tax Avoidance, Planning, & Evasion ,Residential Status & Tax Incidence: Individual Income Exempted from Tax , Income Tax Authorities- Their appointment- Jurisdiction-Powers and functions- Provisions relating to collection and recovery of tax- Refund of tax, appeal and revision provisions, offences and penalties.

UNIT 2

Heads of Income: (10 Hours)

Computation of taxable income, Carry-forward and set-off of losses for companies, Heads of Income – Salaries, Income from House Property, Profits & Gains from Business or Profession, Capital Gains, Income from Other sources., Clubbing of incomes, Calculation of Taxable Income ,Tax Calculation including Surcharge and Marginal relief, Deduction, Rebate, Relief, Set Off & Carry Forward of Losses – Principles, Meaning, Inter – sources & Inter – head Set Off. Preparation of return of income manually as well as through software Advance payment of tax, Tax deduction at source, e-TDS return/return of TDS and assessment

UNIT 3

Corporate Tax: (08 Hours)

Computation of taxable income, Carry-forward and set-off of losses for companies, Minimum Alternative Tax (MAT), Set-off and Carry-forward of Amalgamation Losses, Tax Planning for Amalgamation, Merger and Demerger of Companies, Tax Provisions for Venture Capital Funds. International Taxation & International Double taxation.

UNIT 4

Central Excise Act, 1944& Sales Tax: (08 Hours)

Basics of Excise duty : Broker or Commission Agent, Central Excise Officer, Goods & Excisable Goods, Factory, Manufacture, Types of Excise duty, Excise Rates, Conditions for imposing Central Excise, Calculation of Excise duty, Provisions and procedure dealing with registration and clearance of goods- An overview of set-off of duty scheme CENEVAT,MODVAT and VAT, An Introduction to GST.

UNIT 5

Custom Act ,1962 (06 Hours)

Customs Act 1962 and customs Tariff Act 1975, Basics of Custom Duty , Types of Custom Duty, Calculation of Custom Duty, Special Economic Zones, Principles governing levy and exemptions from customs duties – Classification and valuation of goods, provisions governing import and export of goods, Overview of law and procedure - Clearance of goods from the port, including baggage- Goods imported or exported by post, and stores and goods in transit- Duty drawback provisions.

Course Outcome:

- Describe the concept of tax planning, avoidance and its management.
- Describe and analyse the computation of tax liability of an individual, company or HUF under various heads of income.
- Describe the calculation of corporate tax liability, & tax liability in case business restructuring.
- Analyse and describe Central Excise Act, 1944& Sales Tax
- Describe Custom Act , 1962 and understand various tax rates, forms and norms

Suggested Readings:

1. Ahuja, G., & Gupta, R. (2009). Corporate tax planning and management. Delhi: Bharat Law House.
2. Iyengar, A. C. S. (1990). Law of income tax. Allahabad: State Mutual Book & Periodical Service.
3. Kanga, P., & Vyas, D. (2004). The Law and practice of income tax (9th ed.). Lexis Nexis.
4. Mittal, D. P. (2009). Law of transfer pricing (3rd ed.). New Delhi: Taxmann.
5. Musgrave, R., & Musgrave, P. (1989). Public finance in theory and practice (5th ed.). New York: McGraw Hill.
6. Pagare, D. (2009). Direct tax planning and management. New Delhi: Sultan Chand & Sons.
7. Singhanian, V. K., & Singhanian. M. (2009). Direct taxes planning and management. Delhi: Taxmann Publications.
8. Srinivas, E. A. (1989). Handbook on corporate tax planning (2nd ed.). New Delhi: Tata McGraw Hill.

FM03 FINANCIAL MARKET AND COMMERCIAL BANKING

Course Credit: 5

Total Hours: 40

Course objective:

The objective of the course is to understand role of Financial Services in Business organizations and to give an insight into the strategic, regulatory, operating and managerial issues concerning select financial services. In addition, the course will examine the present status and developments that are taking place in the financial services sector and developing an integrated knowledge of the functional areas of financial services industry in the real world situation.

UNIT 1

Introduction:

(6 Hours)

Structure of Indian financial system: An overview. Theories of the Impact of financial development and savings; Prior saving theory, Credit creation Theory, Theory of forced savings, Financial regulation theory, Financial liberation Theory.

UNIT 2

Financial Institutions:

(10 Hours)

Reserve Bank of India: organization, management and functions, Recent monetary policy of RBI, Commercial banks: meaning, functions, present structure, types, e-banking and recent developments in commercial banking, NBFC, Sectorial financial institution NABARD, Exim Bank and PFC.

UNIT 3

Financial Markets:

(8 Hours)

Money and capital market, Money market: meaning, constituents, functions of money market, Money market instruments: call loans, treasury bills, certificates of deposits, commercial bills, trade bills, Recent trends in Indian money market, Capital market: primary and secondary markets, their role recent developments, Government securities market, SEBI: objectives and functions.

UNIT 4

Financial Instruments and Foreign Investments:

(8 Hours)

An overview of Shares, Debentures, Bonds, Zero-coupon bonds, Deep-discount bonds, Warrants. Derivatives: futures, and options swaps, ADRs, GDRs, IDRs. Foreign Investments Trends and implications, Regulatory framework for foreign investments in India.

UNIT 5

Banking:

(08 Hours)

Banking role and structure of banking in India, Products and services: Credit card ,Debit card Smart card ,Internet banking , mobile banking, Demand and time deposits, Types of collateral Savings account ,current account(CASA), Third party products :Life Insurance ,Mutual fund, Equity ,General Insurance.

Course Outcome:

- Describe the overview of Indian Financial System with major suggestions for its improvement.

- Describe the functioning of various commercial banks, financial Institutions and importance of E- Banking for an Individual and company.
- Analyse various short term marketable financial assets(money market)and capital market.
- Analyse the valuation of equity m bonds and derivatives. Describe the concept of foreign investment.
- Describe banking system of India and overview of insurance sector.

Suggested Readings:

1. Bhole,L M ; Financial Institutions and Markets; McGraw-Hill Education
2. Pathak, Bharti V.; Indian Financial System; Pearson Education
3. Khan, M.Y.; Indian Financial System; McGraw-Hill Education
4. Varshney ,P.N ; Banking law and practice ; Sultan Chand and Sons
5. Singh, S.P.; Indian Financial System; Wisdom Publication
6. Machiraju, H.R.; Indian Financial System; Vikas Publishing House
7. Desai, Vasant; Fundamental of Indian Financial System; Himalaya Publishing House
8. Varshney, P.N. and Mittal, D.K.; Indian Financial System; S. Chand and Co.

IB01 INTERNATIONAL MARKETING MANAGEMENT

Course Credit: 5

Total Hours: 40

Course Objective:

- Provide understanding of the decision variables a marketing manager may use in an international marketing environment.
- To gain experience in developing international marketing strategies.
- Provide understanding of product and pricing decisions appropriate for international market.
- Develop the basic skills needed to develop an international marketing communications plan and strategy.
- Provide opportunities for practical implementation of the relevant concepts through analyzing a variety of international business scenarios.

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UNIT 1

Overview of international marketing: (6 Hours)

Introduction, Importance and Challenges – Nature, Importance and scope of International Marketing, Domestic marketing vs. International marketing, International marketing management process, EPRG framework an overview: influence of physical, economic, socio-cultural, political and legal environments on International marketing information, scanning and monitoring global marketing environment.

UNIT 2

International Market research and entry modes: (10 Hours)

International Marketing Research Introduction, Concept of Marketing Research, Need for Marketing Research, Approach to Marketing Research, Scope of International Marketing Research, International Marketing Research Process, market surveys, marketing information system International market segmentation, International positioning strategies, International marketing strategies International Market Entry Strategies Introduction, Different Entry Modes and Market Entry Strategies, joint Ventures, Strategic Alliances, Direct Investment, Manufacturing and Franchising.

UNIT 3

International Product Planning: (12 Hours)

International Product Policy and Planning Introduction, Product Planning in International Markets, Packaging and Labeling, International Product Life Cycle, Branding decisions in international markets: standardization vs. Adaptation, Protecting brand names.

UNIT 4

International pricing & Distribution: (10 Hours)

International Pricing Policy: Introduction, Price and Non-Price Factors, Methods of Pricing, International Pricing Strategies, Dumping and Price Distortion, Nature of International Business Disputes and Proposed Action.

Overseas Distribution system, Alternative Middleman choices, (Home country Middlemen, foreign country middlemen, and government-affiliated middlemen). Selection of Agents, Locating, selecting & motivating channel members.

UNIT 5

International promotion:

(12 Hours)

International Promotional Strategies Introduction, Communications Process, principles of communication, Status of Promotion, Promotion Appeals, Media Selection, Personal Selling, Public Relations and Publicity, Sales Promotion, advertising, e-marketing. System of Export Assistance - Price, Marketing and Other Assistance and Incentives. Special Economic Regions Institutional Infrastructure for Exports - Board of Trade, Commodity and Service Organizations.

Course Outcome:

- Identify and analyse opportunities within international marketing environments
- Undertake strategic business analysis in order to develop appropriate international marketing objectives and strategies
- Identify, analyse, and evaluate information, and evidence related to international business opportunities and threats relevant in the current world.
- Develop proper product and pricing decisions in a particular target market
- Understand process of international marketing communication strategies and adapting to specific market needs.

Suggested Readings:

1. Nargundkar- International Marketing (Excel Books)
2. Czinkota - International Marketing (Thompson, 8th Ed.)
3. Kotabe Helson- International Marketing (Wiley, 6th Ed.)
4. Cateora Graham - International Marketing (TMH, 10th Ed.)
5. Siddiqui- International Marketing (Wiley Dreamtech)
6. Cherunilam F - International Trade and Export Management (Himalaya, 2007)
7. Varshney R.L, Bhattacharya B - International Marketing Management (Sultan Chand & Sons, 9th Ed.)
8. Jain S. – International Marketing (Thomson)

IB02 GLOBAL OPERATIONS & LOGISTICS MANAGEMENT

Course Credits: 5

Total Hours: 40

Course Objective:

- To gain a working understanding of logistics principles
- To understand the aspects of shipping industry, freight system and global air transportation
- To understand the role and importance of information and communication technology in logistics management.

UNIT 1 (8 Hours)

Global Logistics Concept, Objectives, Functions and Scope; Relevance of Logistics in International Marketing; International trade logistics chain, Shippers logistics requirement in trade.

UNIT 2 (8 Hours)

Structure of Shipping Industry , Different type of Ships, Shipping Routes, Operating Ships-Linear and Tramp, Organization of a Shipping Company, Shipping Formalities; CONCOR; Conference System, Chartering-Types, principles and practices; Charter party agreement, Transportation: Transport Fundamentals: Importance of effective transportation system; Service choices and their characteristics; inter-modal services; Transport cost characteristics and rate fixation; In-company management vs. out –sourcing.

UNIT 3 (8 Hours)

Warehouse management , Inventory management Ocean freight rates: freight or tariff rates, freight surcharge, freight rebates. Principles of Freight Rates, Linear Freight Structure, Tramp Freight Structure, Shipping intermediaries: customs broker, freight forwarders, shipping agents, stevedores. Multi-Modal Transportation; Packaging and Material Handling .

UNIT 4 (8 Hours)

Ports in India, Ports Infrastructure Development, Shipping Association, Shipment of Govt. Controlled Cargo. Concept of Containerization, benefits of Containerization, I.C.D/CFS. International Air transport: Concept of Air Transport, Advantages of Air Transport, Constraints, Air Cargo, Tariff Structure, I.A.T.A., Indian Shipping Industry: Problems and Prospects.

UNIT 5 (8 Hours)

Information and communication technology in logistics management, Reverse Logistics: Application area and activities involved. Internationalization of SCM. Integrated SCM: Concept, span and process of integrated SCM, Supply Chain performance measurement

Course Outcome:

- To view logistics as more than an operational function that passively executes a plan, but as a strategic function that creates value and competitive advantage
- To understand the structure of shipping industry
- Develop in the right way the process of organizing and conducting the proceedings relating to the transport and shipping .
- Student will be able to carry basic assessment of freight and ports work environment.

- Student will understand the use and impact of e-commerce in logistics

Suggested Readings:

1. Asopa, V.N: Shipping Management: Cases and Concepts, Macmillan, New Delhi.
2. Desai, H.P: Indian Shipping Perspectives, Anupam Publications, Delhi.
3. Khanna, K.K.: Physical Distribution, Himalaya Publishing, Delhi.
4. Bowersox , Donal J and Closs , David J: Logistical Management, Tata McGraw Hill, New Delhi.
5. Shipping Documents and Reports, UNCTAD
6. Chopra, Sunil. Meindl, Peter and Kalra, D V: Supply Chain Management, Pearson, New Delhi
Dr. Sudalaimuthu and S. Anthony Raj, Logistics for International Business: Text and cases, Prentice Hall India, New Delhi.

IB03 EXPORT IMPORT MANAGEMENT

Course Credits: 5

Total Hours: 40

Course Objective:

- The basic objective of this course is to provide to the country a steady stream of competent young men & women with the necessary knowledge, skills and foundations for acquiring a wide range of rewarding careers into the rapidly expanding world of Import & Export Management.
- To promote basic understanding on the concepts of export and import documentations to enable them to realize the impact of documentations.

UNIT 1 (9 Hours)

Structure, role and functions of Department of commerce, Introduction to exports, procedure for setting up an international trading company, Registration process (DGFT, EPC and relevant tax authorities, obtaining export import Licence and Certificate of Origin , Selection of products and market Payment terms, Export costing and pricing , Preliminaries for exports. Categories of Export, Physical – Direct & Indirect, Deemed Exports Merchant & Manufacturer Exports.

UNIT 2 (8 Hours)

Obtaining Export Licence, Packaging and Labeling of goods, inspection certificates and quality control, Shipment procedures, Role of clearing and forwarding agent, Cargo management Containerization, Shipping documents and terms used in shipping, Export Procedures Excise clearance for exports, Marine insurance of Export cargo Shipment goods, EGC Services, GSP rules of origin.

UNIT 3 (9 Hours)

Methods and terms of Payments for exports, Meaning and importance of letter of credit, its types, Documentation papers of L/C EXPORT incentives, risk and insurance, Benefits of Exports, xcise clearance Benefit / Rebate, Income Tax Benefit , (IPRS is discountiued), Shipment & Transport – Sea, Air, Rail, Road, Pipeline, Role of overseas agent & remittance of commission.

UNIT 4 (8 Hours)

The organization of exports –imports firms and business planning, Planning of export/import operations. Import documentation and procedures. Overview of various export promotion schemes Duty Exemption Schemes, Duty Drawback- Advance License, (Replenishment Licenses, Special Interest License is discontinued), Remission Scheme, DEPB Scheme.

UNIT 5 (6 Hours)

Export Promotion Capital Goods Scheme. Diamond & Jewelry, Agricultural & Pharmaceutical product exports promotion, scheme. Export of Principal Commodities in India, SEZ, EHTP, STP & EOU's, Types of Export Houses. (Free trade zones have been changed to SEZ)

Course Outcome:

- Demonstrate an understanding of the forces that shape the export and import
- Understanding of the shipping procedure

- Student will get to know different documents required in export and import
- Understanding the various export promotion schemes and incentives given by the government.
- Understand the business's dependency on the interactions with different capital goods and knowledge of types of export houses.

Suggested Readings:

1. New Import Export Policy - Nabhi Publications
2. EXIM Policy & Handbook of EXIM Procedure – VOL I & II
3. A Guide on Export Policy Procedure & Documentation– Mahajan
4. How to Export – Nabhi Publications
5. Export Management – D.C. Kapoor

IT01 ENTERPRISE RESOURCE PLANNING

Course Credit: 5

Total Hours: 40

Course Objective:

This is intended to impart knowledge about Enterprise Resource Planning (ERP), related technologies and its implementation. It is also aimed to analyze the application of ERP at operational levels and managerial practices.

UNIT 1

Enterprise Overview: (12 Hours)

Overview of Enterprise Resources & Business Functions, Classifications of Business Processes, Business Process Management System; Information: Characteristics and Value of information in enterprise; Information System: Components of an Information System, Characteristics and uses of Decision Support System, Executive Information System & Management Information System; Business Process Modeling: Automation and Structuring of Business Processes, Business Process Reengineering (BPR). Cross Functional and Integrated Enterprise Systems; Case Studies.

UNIT 2

Enterprise Systems and Enterprise Resources Planning (ERP): (8 Hours)

Characteristics of Enterprise Systems, Enterprise Applications and ERP, Evolution of ERP System, Benefits of an ERP System; ERP Related Technologies: Database & Data Warehouse, Data Mining, On-Line Analytical Processing, Workflow Management Systems. Case studies.

UNIT 3

ERP Modules: (10 Hours)

Finance, Production planning, Sales & Distribution, Human resource management (HRM), Inventory Control System, Quality Management, ERP in Supply Chain Management and Customer Relationship Management. ERP Solutions in the markets and ERP Domains: Sector specific ERP Solutions, Introduction and Characteristics of SAP, BAAN and Oracle ERP. Case studies.

UNIT 4

ERP Implementation & ERP Project Team: (14 Hours)

Composition of ERP project team, Organization and Working of ERP Implementation Team, ERP Implementation: Evaluation and Selection of ERP Package, Project Planning, Testing & End User's Training, Post Evaluation and Maintenance, Issues and Challenges in ERP Implementation, Latest ERP Implementation Methodologies; Success and Failure Factors in ERP Project. Post ERP Implementation: Organizational Change Management, Post Implementation Review, Post Implementation Support, ERP Security. Case Studies.

UNIT 5

ERP and Value Chain: (6 Hours)

Impacts of ERP on Value Chain (Porter's Value Chain Model), Competitive Advantages of ERP; Future Directions in ERP: New Trends in ERP, ERP to ERP II, ERP and e-business, SOA Factors in ERP.

Course Outcome:

- Students will gain Knowledge of ERP Technology and its importance.
- Students will be able to analyze the organizational readiness for ERP.
- Students will be able to implement ERP in functional area of businesses and management.
- Students will learn to interpret the impacts of ERP on business processes
- Students will be able to understand the Market Trends in ERP applications

Suggested Readings:

1. ERP Demystified: Leon, Alexis (McGraw-Hill Education)
2. Concepts in Enterprise Resource Planning: Joseph, A. Brady, Ellen, F. Monk and Wangner, Bret J. (Thomson Learning)
3. Enterprise Resource Planning: Concepts and Planning; Garg, V.K. and Venkitakrishnan, N.K.(PHI Learning)
4. Enterprise Resource Planning – A Managerial Perspective: DP Goyal (TMH)

IT02 WEB TECHNOLOGY & E- COMMERCE

Course Credit: 5

Total Hours: 50

Course Objective:

This course is intended to impart knowledge about basic concepts, significance, categories and implementation of e-business. It will help the students, as future managers, to critically assess the impact of web-based information systems on the business.

UNIT 1

Growth and potential of Internet: (12 Hours)

History of Web and Internet, Milestones and Latest Trends, Values of Internet for Business; Website Planning: Strategies and Approaches, Adding Website profiles, Demographics, Visitors, Traffic sources, Content, Setting goals and Custom, Sitemap, Diagnostics for errors; Web Protocols & Technologies: WWW, FTP, HTTP, Search Engine, Social Networking and Analytics. Case Studies

UNIT 2

Web Page Designing: (10 Hours)

Introduction to HTML & CSS, Software for Webpage Development, Technologies for using Image, Audio and Videos in Webpage, Implementing Table, Frames and Form Elements; Website Publishing: Domain Registration, Hosting a website, Maintenance & Updating.

UNIT 3

Online Payment System: (8 Hours)

Online Banking, Advantages and Limitations, Mobile Banking, Concept of Digital cash (e-cash& e-wallets) and Plastic money, Debit and Credit cards; Security Aspects of Electronic Payment Systems: Security Threats in Online Environment, Elements of good E-commerce Security, Ecommerce Security Plan; Case Studies.

UNIT 4

Web Commerce: (8 Hours)

Definitions, Scope and Significance of Web Commerce, Emerging trends in Web Commerce; Web Commerce Business Models: Business to Consumer (B2C), Business to Business (B2B), Consumer to Consumer (C2C), Peer to Peer business model, m-Commerce business model, E – Governance (G2C, G2B, G2G); Case Studies

UNIT 5

E – Marketing and Trade: (12Hours)

Understanding Internet Audience and Online consumer behavior, Internet Marketing Technologies, e – retailing, Online Market Research, Online Marketing Communications, Social Media Marketing, Online Advertising, Online Branding Strategies, Online Pricing Strategies; e - Customer Relationship Management: Characteristics, Strategies and Technologies; Case Studies

Course Outcome:

- Students will learn to understand the nature of Web Technology.

- Students will learn to explore the business potential of Web Technology.
- Students will gain knowledge to Plan and execute the web-based business application.
- Students will gain knowledge about the Information and Web Security.
- Students will gain knowledge about the functioning of online payment systems.

Suggested Readings:

1. .Laudon, Kenneth C, and Traver Carol G; E-Commerce – Business. Techn
2. Turban, Efrain, Lee Jae, King David and Chung Michael; “Electronic Commerce – A Managerial Perspective”, AddisonWesley
3. Kalakota R; “Electronic Commerce – Frontiers of E – Commerce”, Pearson Education.
4. HTML - Beginner’s Guide - Willart Course Outcomes & Bloom’s Taxonomy

IT03 CLOUD COMPUTING FOR BUSINESS

Course Credit: 5

Total Hours: 40

Course Objective:

To impart knowledge about cloud computing and its application in business and understanding the importance of information management for a business organization.

UNIT 1

Cloud computing: (8 Hours)

Introduction to cloud computing, Evolution and Cloud Market; Technological Influences for Cloud Computing: Universal Connectivity, Excess Capacity, Open Source Software. Technology & Service Models for cloud computing: IaAS, PaAS&SaAS.

UNIT 2

Cloud Deployment Models: (12 Hours)

Public, Community, Private & Hybrid Models, Approaches for Migrating to Cloud. Information Assurance and Data Protection: Phases in Information Lifecycle and Key Challenges in Data Lifecycle Security. Data centre: Concept its Operations, Data centre Security Recommendations. Case Studies.

UNIT 3

Cloud Computing for Business: (10 Hours)

Organizational Readiness for Cloud, Business Advantages of Cloud Computing, Traditional Vs Cloud Based Business Solutions, Designing Cloud Based Business Solutions, Business Models for Engaging Cloud Vendors, Issues and Challenges in Cloud based Business Models. Case Studies.

UNIT 4

Security Issues in cloud computing: (12 Hours)

Cyber Threats in Cloud Computing, Application Security Web Application, Attack methods, Web Application Security, Application Security Layer, Security Solutions, Virtualization: Hardware virtualization, Software virtualization, Memory virtualization, Storage virtualization, Data virtualization, Network virtualization, Virtualization security recommendations.

UNIT 5

Enterprise Risk Management: (8 Hours)

Information security governance processes, Enterprise risk management in cloud computing, Enterprise risk management recommendations. Case Studies

Course Outcome:

- Students will gain Understanding about the Technologies in Cloud Computing.
- Students will gain knowledge about the services of Cloud Computing.
- Students will be able to Interpret the business values of Cloud Computing.
- Students will gain knowledge about the Security in Cloud Computing.
- Students will gain knowledge of Virtualization.

Suggested Readings:

1. Mulholland, Andy, Pyke, Jon, and Finger, Peter; Enterprise Cloud Computing: a strategy guide for business and technology leaders; Meghan Kiffer Press
2. Linthicum, David S.; Cloud Computing and SOA Convergence in your Enterprise: A StepbyStep Guide; Addison Wesley Information Technology Series
3. Rhoton, John; Cloud Computing Explained: Implementation Handbook for Enterprises; Kindle Edition
4. Reese, George; Cloud Application Architectures: Building Applications and Infrastructure in the Cloud; O'reilly publication
4. Cloud Computing: Principles and Paradigm-RajkumarBuyya, James Broberg, AndrzejGoscinski (Wiley)