

# Academic Session March-2023

## Syllabus- MBA (4<sup>th</sup> Semester)

| Course Code | Course Title  | Credits | Th/ Th-P/P/Pro                    |
|-------------|---|---------|-----------------------------------|
| MBA401      | Entrepreneurship and Small Business Management            | 4       | Theory                            |
| MBA402      | Project 2   | 4       | Project                           |
| MBA403      | Financial Derivatives                                     | 4       | Theory-Specialization (Finance)   |
| MBA404      | Banking Management  | 4       | Theory-Specialization (Finance)   |
| MBA405      | Performance and Compensation Management                   | 4       | Theory-Specialization (HR)        |
| MBA406      | Counseling Skills for Managers                            | 4       | Theory-Specialization (HR)        |
| MBA407      | Digital Marketing   | 4       | Theory-Specialization (Marketing) |
| MBA408      | Customer Relationship Management                          | 4       | Theory-Specialization (Marketing) |
| MBA409      | International Logistic and Global Supply Chain Management | 4       | Theory-Specialization (LSCM)      |
| MBA410      | Sale Distribution Management                              | 4       | Theory-Specialization (LSCM)      |
| MBA411      | Privacy and Regulation in AI                              | 4       | Theory-Specialization (AI)        |
| MBA412      | Data Visualization for Managers                           | 4       | Theory-Specialization (AI)        |

## Entrepreneurship and Small Business Management

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| <b>Course Code: MBA-401</b>  | <b>Course Title: Entrepreneurship and Small Business Management</b> |
| <b>Course Objective: -</b><br>The objective of this course is to introduce students to methods of research and to develop a range of skills to facilitate independent research based learning and the interpretation of research findings. |   |

### Course Contents

| Sr. N | Units   | Unit Objectives  |
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| 1     | Unit1- Introduction to Entrepreneurship:<br>Definition, Role and Expectations;<br>Entrepreneurial style and types;<br>Characteristics of an entrepreneur. | Students will learn about entrepreneurship.  |
| 2     | Unit 2 - Promotion of entrepreneurship:<br>Role of socio-cultural, economic and political environment.  | Students will learn about types of strategy.   |
| 3     | Unit3 – Growth opportunities of entrepreneurship:<br>Growth of entrepreneurship in India  | Students will learn about Growth of entrepreneurship in India.                                 |
| 4     | Unit 4 – Entrepreneurial Culture:<br>Constraints for the promotion of entrepreneurial culture; Entrepreneurial Revolution                                 | Students will learn about Constraints for the promotion of entrepreneurial culture.            |
| 5     | Unit 5 – Business Models, Entrepreneurial leadership characteristics<br>Entrepreneurial Competencies;<br>Developing competencies.                         | Students will learn about Concept of Entrepreneurial Competencies;<br>Developing competencies. |
| 6     | Unit 6- Models:   | Students will learn about models of entrepreneurship..   |

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|    | McClelland 's theory of motivation in entrepreneurship; BRIE Model; Timmons model of entrepreneurial process  |  |
| 7  | Unit 7- Creation and generation of wealth through ideas:<br><br>creativity and innovation, Silicon Valley; creation, concept & model, Start-up India Initiative .                       | Students will learn about Creation and generation of wealth through ideas.                             |
| 8  | Unit 8- Small Business and Corporate Entrepreneurship:<br><br>Micro, Small and Medium Enterprises- Scope & Role in Economic Development   | Students will learn about Micro, Small and Medium Enterprises- Scope & Role in Economic Development.   |
| 9  | Unit 9- The Environment of Small Business:<br><br>Risk & Failure, Resolutions for Success.  | Students will learn about environment of small business.   |
| 10 | Unit 10- Corporate entrepreneurship- Intrapreneurship; Corporate Risk Management, Managing for sustainability.  | Students will learn about corporate entrepreneurship.  |
| 11 | Unit 11 The organizational Life Cycle, Changing Entrepreneurial Roles   | Students will learn about the organisational life cycle .  |
| 12 | Unit 12 –Women and rural entrepreneurship: Policies for women entrepreneurship-<br><br>Growth of women entrepreneurship in India, Business opportunities for women in different sectors | Students will learn about Growth of women entrepreneurship in India, Business opportunities for women. |

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| 13 | Unit 13 – Need for Rural Entrepreneurship, Opportunities & Challenges:<br>NGO's & Rural Entrepreneurship, Need for developing Agri-preneurship. | Students will learn about need for rural enterpreneural development, NGO's & Rural Entrepreneurship etc.       |
| 14 | Unit 14- Existing support for entrepreneurs:<br>Agencies for support Institutional Finance to Entrepreneur                                      | Students will learn about Institutional Finance to Entrepreneur , agencies for support                         |
| 15 | Unit 15- Government policy for small scale enterprises  | Students will learn about Government policy for small scale enterprises & about Sickness in small enterprises. |
| 16 | Unit 16 – Sickness in small enterprises   | Students will learn about Sickness in small enterprises.   |

○ **References: -**

- *Entrepreneurship Development-* Dr. S.S.Khanka
- *Entrepreneurship: New Venture Creation* –David H. Holt.
- *Entrepreneurship-* Rajeev Roy
- *Entrepreneurship* –Hirsch Peters
- *The Culture of Entrepreneurship* - Brigitte Berger.
- *Dynamics of Entrepreneurship Development* –Vasant Desai.
- *Business Maharajas* –Gita Piramal
- *Business Legends* –Gita Piramal
- *Connecting the Dots-* Rashmi Bansal

# Financial Derivatives

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| <b>Course Code: MBA-403</b>  | <b>Course Title: Financial Derivatives</b> |
| <b>Course Objective: -</b><br><br>The objective of this course is to explore the use of basic types of derivative instruments in the context of financial risk management by firms and financial institutions. |  |

## Course Contents

| S. No | Units  | Unit Objectives   |
|-------|--|---|
| 1     | <b>Unit1- Overview of Financial Derivatives:</b> Introduction, Definition of Financial Derivative, Features, Types of Derivatives & Basic Financial Derivatives.                 | Students will understand the meaning of derivatives and will get an overview of Financial Derivatives.      |
| 2     | <b>Unit2 - Background of Derivatives:</b> History of Derivatives Market, Use of Derivatives, Critiques of Derivatives.   | Students will be able to learn the history of Derivative market in India.                                   |
| 3     | <b>Unit3 - Traders in Derivative Markets.</b>  | Students will be apprised of the Traders in Derivative Markets.   |
| 4     | <b>Unit4 - Growth &amp; Evolution of Derivative market in India:</b> Factors contributing to the growth of Derivatives, Financial Derivatives Market in India.                   | Students will be acquainted with the factors that have advocated the growth of Derivatives Market in India. |
| 5     | <b>Unit5 - Future Market in India:</b> Introduction, Financial Future contracts, Specifications of a Futures Contract, Advantages and Disadvantages of Future contracts .        | Students will get an overview of Future Market & its subsequent advantages & Disadvantages.                 |
| 6     | <b>Unit6 –Contracting:</b> Types of Financial Future Contracts, Evolution of Futures Market in India, Operators/Traders in Future Market, Functions and growth in Future Market. | Students will be apprised of the types of future contracts, their evolution and growth.                     |

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| 7  | <b>Unit7 – Future Market trading Mechanism &amp; The role of Clearing House.</b>  | Students will acquire knowledge about the trading mechanism in Future Market.                       |
| 8  | <b>Unit8 - Pricing in Future Market:</b> Theories of Future prices, Hedging Concepts – Long, Short, Cross.                        | Students will understand the concept behind future pricing theories & their implications.           |
| 9  | <b>Unit9 - Forward Market:</b> Introduction, Forward contract, Features of Forward contract.                                      | Students will get an overview of Forward Market in India.   |
| 10 | <b>Unit10 - Types of Forward Contract:</b> Classification of Forward Contracts, Advantages and disadvantages of Forward Contract. | Students will learn the types of Forward contracts & their subsequent advantages and disadvantages. |
| 11 | <b>Unit11 – Forward Contract Trading Mechanism:</b> Payoff from Forward Contract, Trading Mechanism of Forward Contracts,         | Students will be able to comprehend the trading mechanism of Forward contracts.                     |
| 12 | <b>Unit12 - Forward Contracts vs. Future Contracts.</b>   | Students will be able to compare and contrast the differences between futures and forwards.         |
| 13 | <b>Unit13- Swaps:</b> Introduction, Concept & Nature of SWAPS.  | Students will understand the concept and characteristics of SWAPS.                                  |
| 14 | <b>Unit14 - History of Swaps in India &amp; its classification:</b> Evolution and Functions of SWAPS, Major Types of Swaps.       | Students will be able to understand the how SWAPS have evolved in India & its major functions.      |

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| 15 | <b>Unit15 - Interest Rate SWAPS:</b> Concept, features and types.   | Students will be able to interpret the concept of Interest Rate SWAPS.                                       |
| 16 | <b>Unit16 - SWAPs Valuation:</b> Valuation of Interest Rate SWAPs, currency SWAPs, Debt- Equity SWAPs.  | Students will acquire knowledge about computing SWAP valuation.  |
| 17 | <b>Unit17 - Options:</b> Introduction, concept and Types of option contracts.   | Students will get an overview of Option Contracts & its types.   |
| 18 | <b>Unit18 - Distinction between option and futures contracts.</b>   | Students will be able to define how options contracts are different from futures contract.                   |
| 19 | <b>Unit19 - Option valuation:</b> Determinants of option pricing, Black–Scholes option pricing model, Binomial Option pricing model, Trading with option. | Students will acquire knowledge about computing option valuation & the determinants that influence the same. |
| 20 | <b>Unit20 - Spread:</b> Types of Spread, Straddle, Strangles, Hedging with option,  | Students will understand the concept and types of Spread.  |

**References: -**

- Vohra, N. D. & Bagri, B. R. Futures and Options, TMH
- David A. Dufresne & Thomas, W. Miller J. R. Derivatives: Valuation and Risk Management, Oxford.
- Kumar. Financial Derivatives, PHI.

## Banking Management

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|---|---|
| <b>Course Code: MBA-404</b>   | <b>Course Title: Banking Management</b> |
| <b>Course Objective: -</b><br><p>To prepare students to explore the opportunities being created in the field of banking post Globalization, Privatization and Liberalization, through adequate understanding about the Banking, and other related financial services.</p> |   |

### Course Contents

| S. No | Chapters  | Unit Objectives   |
|-------|---|---|
| 1     | Unit 1 - Banking system, Types of banks:<br>Brief Introduction, Central bank, Commercial banks, Cooperative banks, Regional, Rural Bank, Local Area Banks | Students will learn about Basic concepts of banking system and various types                              |
| 2     | Unit 2 – Role of banking system in the economic growth and development.   | Students will learn Role of banking system in the economic growth and development.                        |
| 3     | Unit 3– Kinds of deposits, Types of accounts:<br>Demand Deposits, Term Deposits Hybrid Deposits / Flexi Deposits, Non-Resident Accounts, Joint Accounts   | Students will learn about types of deposits and get an overview of Non-Resident Accounts, Joint Accounts. |
| 4     | Unit 4 – Nomination, Closure of Deposit Accounts  | Students will be able to learn about Nomination, Closure of Deposit Accounts.                             |
| 5     | Unit 5 – Deposit Insurance, Fund-based Services: (For Business, For Individuals) Non-Fund- based Services (For Business, For individuals)                 | Students will acquire knowledge about Non-Fund based Services (For Business, For individuals)             |
| 6     | Unit 6- Money Remittance Services:<br>(Demand Draft / Banker’s Cheque / Pay Order NEFT, RTGS, SWIFT Banking Channels                                      | Students will understand the Money Remittance Services.   |
| 7     | Unit 7 – Non-Performing Assets and its classification, NPA Provisioning Norms   | Students will get an overview of Non-Performing Assets and its classification                             |



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| 8  | Unit 8 - SARFAESI Act (Securitization & Reconstruction of financial assets & Enforcement of Security Interest, 2002) | Students will get an overview SARFAESI Act  |
| 9  | Unit 9 – Central Registry, Resolution of Disputes, Debt Recovery Tribunal (DRT), Appellate Tribunal                  | Students will be able to learn about Central Registry, Resolution of Disputes, Debt Recovery Tribunal (DRT), Appellate Tribunal.                          |
| 10 | Unit 10- Bank for International Settlements, Basel Accords, Anti-Money Laundering                                    | Students will be able to learn about bank for international settlements.  |
| 11 | Unit 11- Know Your Customer, Customer Risk Categorization (CRC), Customer Identity and Due Diligence).               | Students will understand the concept of Customer Risk Categorization (CRC) and about Customer Identity and Due Diligence). Banking Ombudsman Scheme, 2006 |
| 12 | Unit 12 - Banking Ombudsman Scheme, 2006<br>Rationale and objectives of reforms in banking sector.                   | Students will be able to learn about Rationale and objectives of reforms in banking sector.   |
| 13 | Unit 13 -Banking beyond banking [Payment Banks, Small Banks, etc]  | Students will learn the use of new banking methods  |
| 14 | Unit 14 - Technology for value creations [Internet Banking, Mobile Banking etc]                                      | Students will learn the use of technology in banking  |
| 15 | Unit 15 -Rural Banking   | Students will learn about the Rural Banking, its objectives and working   |

**References: -**

- IIBF, Principles and Practice of Banking, Macmillan Publication
- H R Machiraju, Modern Commercial Banking, New Age International Publisher
- Gopal VS & Sumathi Gopal, “Principles and Practice of Banking and Insurance”, Himalaya Publications
- Satyadevi, C, Financial Services, Banking and Insurance, S Chand group publishers
- Aggarwal O P, Innovation in Banking and Insurance, Himalaya Publications
- S Guruswamy, Banking Theory Law and Practices, TMH
- Banking sector module, Study Material, NSE

## Performance and Compensation Management

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| <b>Course Code:</b> MBA-405   | <b>Course Title: Performance and Compensation Management</b> |
| <b>Course Objective: -</b><br><br>➤ To familiarize students about concepts of performance and compensation management and how to use them to face the challenges of attracting, retaining and motivating employees to high performance. |  |

### Course Contents

| Sr. No. | Units  | Unit Objectives  |
|---------|--|--|
| 1       | Unit1 - Introduction: Concept, Philosophy, History from performance appraisal to performance development. Objectives of performance management system.                       | Students will understand the concept of performance management.                  |
| 2       | Unit2 - Performance management and performance appraisal   | Students will understand the difference between PM & PA.                         |
| 3       | Unit3 - Performance Management process: Performance planning, Process and Documentation of Performance appraisal, Appraisal Interview, Performance Feedback and Counselling. | Students will able to learn the steps involved in performance management.        |
| 4       | Unit4 - Performance Management: Performance management and reward systems.   | Students will understand the outcome of performance management.                  |
| 5       | Unit5 - Performance ,Coaching ,Mentoring and Counselling, Competency development.  | Students will recognise the significance of Performance Coaching , Mentoring and |

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|    |  | Counselling, Competency development.  |
| 6  | Unit6 - Use of technology and e-PMS, International Aspects of PMS.   | Students will understand the concept of e-PMS & international practices adopted by companies for PMS. |
| 7  | Unit7 - Performance systems trends, Ethical Perspectives in performance appraisal.   | Student will be apprised of the ethical issues appraisal performance appraisal.                       |
| 8  | Unit8 – Job Evaluation: Introduction to Job Evaluation.  | Students will get an overview of the concept of Job evaluation.                                       |
| 9  | Unit9- Methods of Job Evaluation.  | Students will be acquainted with the techniques of Job Evaluation.                                    |
| 10 | Unit10 - Company Wage Policy: Wage Determination, Pay Grades, Wage Surveys, Wage Components.   | Students will understand the provisions and aspects of wage policy.                                   |
| 11 | Unit11 - Modern trends in compensation : From wage and salary to cost to company concept, Comparable worth.  | Student will understand how the concept of compensation has evolved since industrialization.          |
| 12 | Unit12 - Benefit Schemes & Wage Management: Incentives plans for production employees and for other professionals., dearness allowances.                             | Students will learn the various incentive plans available for employees.                              |
| 13 | Unit13 - Developing effective incentive plans: Pay for performance, Supplementary pay benefits, insurance benefits, retirement benefits, employee services benefits. | Students will recognize the types of incentive plans offered modern-day organisations.                |

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| 14 | Unit14 - Benefits & Incentive practices in Indian industry.   | Students will be apprised of the benefits & incentives offered by Indian companies.   |
| 15 | Unit15 - Wages in India: Minimum wage, fair wage and, living wage. Methods of state regulation of wages. Wage differentials & national wage policy Regulating payment of wages, wage boards, Pay commissions. | Students will be acquainted with the concepts of Minimum wage, fair wage ,and living wage, & respective regulations for the same. |

**References: -**

1. **Herman Aguinis:** *Performance Management, Prentice Hall.*
2. **Armstrong, M. & Baron, A:** Performance management and development, Jaico Publishing House.
3. **Armstrong, M.,** *Performance management: Key strategies and practical guidelines, Kogan Page, London.*
4. **Bagchi, S. N.:** *Performance management, Cengage Learning India.*
5. **Bhattacharyya, D.K.:** *Performance management systems and strategies, Pearson Education.*

# Counselling Skills for Managers

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| <b>Course Code: MBA-406</b>   | <b>Course Title: Counselling Skills for Managers</b> |
| <b>Course Objective: -</b><br>To make students understand the history of leadership and current leadership styles and tactics. In addition, students will understand how leadership models are put into practice personally, locally, and globally. |  |

## Course Contents

| Unit | Units   | Unit Objectives   |
|------|---|---|
| 1    | <b>Unit1-</b> introduction:<br>Introduction to Counselling, Meaning, Functions and Type of Counselling.                               | Students will learn about the concept of counselling                          |
| 2    | <b>Unit2-</b> Goals and approaches:<br>,Goals of Counselling Emergence and Growth of Counselling Services; Approaches to counselling. | Students will be able to learn about Goals and approaches of counselling.     |
| 3    | <b>Unit3-</b> Counselling Skills:<br>Counselling Skills, Verbal & Non- Verbal communication, Listening Barriers;                      | Students will be able to learn about the Skills required for counselling.     |
| 4    | <b>Unit4-</b> Counselling Process:<br>Beginning, Developing and terminating a counselling relationship and follow up.                 | Students will be able to learn about the process of counselling.              |
| 5    | <b>Unit5-</b> Counselling Procedures,<br>Step of Counselling Procedures, The Counselling Environment                                  | Students will be able to learn about different procedures of counselling      |
| 6    | <b>Unit6 –</b> Guidelines for effective counselling:<br>Guidelines for effective counselling, Intake, Referral procedures.            | Students will be able to understand the Guidelines for effective counselling. |

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| 7  | <b>Unit7</b> – Skills of Counselling:<br>Counsellor’s Attitudes and Skills of Counselling,<br>Understanding client’s behaviour.   | Students will be able to understand the client behaviour and skills of counselling        |
| 8  | <b>Unit8-</b> Role conflicts in counselling:<br>Role conflicts in counselling- dilemmas of a manager counsellor.  | Students will be able to understand the Role conflicts in counselling.                    |
| 9  | <b>Unit9-</b> Counselling Therapies-<br>Counselling Therapies-Insight Oriented Therapy,<br>Behaviour Therapy.   | Student will be able to learn about the Counselling Therapies                             |
| 10 | <b>Unit 10</b> – Application of Counselling Skills<br>Changing behaviour through counselling- using rewards,<br>providing model, role playing, relaxation activities          | Students will be able to learn about the Application of Counselling Skills                |
| 11 | <b>Unit11</b> – Organizational application:<br>Organizational application of counselling skills- changes<br>management, downsizing, managing diversity, crisis,<br>mentoring. | Students will be able to learn about the Organizational application of counselling skills |
| 12 | <b>Unit12</b> - Ethical Issues –<br>Ethical Issues in Counselling   | Students will be able to understand Ethical Issues in counselling.                        |
| 13 | <b>Unit13</b> – Need of Counselling Cell in the Organization.   | Students will learn about Need of Counselling Cell in the Organization.                   |
| 14 | <b>Unit14</b> - Performance Counselling:<br>Performance Counselling   | Students will be able to understand the Conditions required for effective counselling.    |
| 15 | <b>Unit15-</b> Conditions required for effective counselling.<br>.  | Students will learn about Conditions required for effective counselling.                  |

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| 16 | <p><b>Unit16 -</b></p> <p>Tips for effective counselling:</p> <p>Tips for effective counselling, Ethics in counselling.</p> | <p>Students will be able to learn the<br/>Tips for effective counselling</p> |
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**References: -**

1. Kavita Singh (2007). Counselling Skills for Managers. PHI Learning.
2. Premvir Kapoor (2011). Counselling and Negotiation Skills for Managers. Wiley publications
3. S. Narayana Rao (2013). Counselling & Guidance. McGraw Hill
4. Jeffrey A Kotter, Counselling theories and practices, Cengage Publishing, New Delhi.

# Digital Marketing

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| <b>Course Code: MBA-407</b>  | <b>Course Title: Digital Marketing</b> |
| <b>Course Objective: -</b>   |  |
| To familiarize students with the fundamentals of digital marketing including understanding social media, mobile marketing & ethical issues in digital marketing. |  |

## Course Contents

| Unit | Units   | Unit Objectives   |
|------|---|---|
| 1    | Unit1- INTRODUCTION TO SOCIAL MEDIA MARKETING:<br><br>Introduction to Digital Marketing, Social media marketing, Online PR & Reputation Management, Case study, Viral Marketing.  | Students will learn about the basic Knowledge and concept of digital marketing.                 |
| 2    | Unit2- Social Media Marketing Measurement Introduction; Major Social Media Platforms for Marketing; Developing Data-driven Audience & Campaign Insights; Social Media for Business; Creation & Optimization of Social Media Campaigns, etc. | Students will be able to learn about the process of social media marketing and its environment. |
| 3    | Unit3- Use of tools:<br><br>Use of Blogs, Podcast, Microblogging, RSS, Wikis, Social Media Dashboards for IM.   | Students will be able to learn the tools and different media of marketing.                      |
| 4    | Unit4- Building brands:<br><br>How to build a brand with Facebook, How to build a brand with Twitter, How to build a brand with LinkedIn.   | Students will be able to learn the techniques of building brands using social media.            |
| 5    | Unit5- Digital Marketing:<br><br>Principles of Digital Marketing; Digital Marketing Channels; Tools to Create Buyer Persona; Competitor Research, etc.  | Students will be able to understand the relevance of Digital Marketing.                         |



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| 6  | <p>Unit6 – Building an effective website:</p> <p>Building an effective website for DM; Importance of Meta Description; Log Files, Page tagging and hosted solutions.</p>  | Students will be able to understand the relevance of building effective website.               |
| 7  | <p>Unit7 – Search Engine Optimization:</p> <p>Search Engine Optimization Fundamentals; Keywords and SEO Content Plan; SEO &amp; Business Objectives; Writing SEO Content; On-site &amp; off-site SEO; Optimize Organic Search Ranking, etc.</p> | Students will be able to the fundamentals of search engine optimization.                       |
| 8  | <p>Unit8- Working Mechanism of Search Engines:</p> <p>Google, MSN, Yahoo, Bing; IM through Search Marketing, Display Advertisements (PPC), Google AdWords, AdSense, Search Engine Optimization (SEO).</p>                                       | Students will be able to understand different search engines and how to use them in marketing. |
| 9  | <p>Unit9- Video Advertising:</p> <p>Basics of Video Advertising; Creating Video Campaigns; Measurement &amp; Optimization; Creating &amp; Managing a YouTube Channel; Targeting Video Campaigns, etc.</p>                                       | Student will understand about video advertising and its roles.                                 |
| 10 | <p>Unit10 – Web Analytics:</p> <p>Google Analytics and tools, Search Engine Result Page (SERP); External vs Internal Search, IM Intelligence.</p>   | Students will understand about web and google analytics.                                       |
| 11 | <p>Unit11 – E-Mail Marketing &amp; Mobile Marketing:</p> <p>Using E-Mail as an effective tool of IM, Legal implications of E-Mail Marketing.</p>  | Students will be able to learn about the email marketing and tools of mobile marketing.        |
| 12 | <p>Unit12 - The new mobile landscape–</p> <p>Mobile advertising using WAP and APP, Mobile Ad networks and their usage, QR Codes, Integrated Marketing Campaign Planning – traditional, internet, mobile.</p>                                    | Students will be able to understand the functions of new mobile landscape.                     |

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| 13 | Unit13 - E-COMMERCE –<br>Internet Retailing, Consumer channels and B2B e-Commerce; Application of CRM in IM; Application of Big Data in Internet Marketing                  | Students will be able to understand the concept of E-commerce.                  |
| 14 | Unit14 - Digital Marketing Budgeting:<br><br>Digital Marketing Budget & Plan; Resource Planning; Cost Estimating; Cost Budgeting; Cost Control.                             | Students will be able to understand the budgeting of digital marketing.         |
| 15 | Unit15 - Global Case Studies and Ethical Issues:<br><br>Traditional Offline Businesses in the Online World – Cases: Netflix, Amazon, Gramophone Company of India, Expedia.. | Students will be able to understand the Ethics of marketing using case studies. |
| 16 | Unit16 - Common Shares:<br><br>Common Shares in Online Marketing; Ethical and Legal Issues; Internet of the future: —Customization.   | Students will be able to understand the common shares in online marketing.      |

**References: -**

a) Social Media Marketing, The next generation of business engagement by David

Evans

b) Social Media Marketing, Strategies for engaging in Facebook, Twitter and other

social media by Liana —Li|| Evans

c) Ryan, Damian & Jones, Calvin , Understanding Digital Marketing (2012) , Publisher:

Kogan Page, Edition: 1st, ISBN: 978-0-7494-6427-1

d) Curious Digital Marketer 2.0 published by AgencyFaqs

# Customer Relationship Management

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| Course Code: MBA- 408  | Course Title: Customer Relationship Management (Credit 4) |
| <p><b>Course Objective:</b> To familiarize students with the fundamentals of Customer Relationship Marketing, dimensions of Technology in CRM and their application in Marketing</p> <p><b>Learning outcomes:</b></p> <ol style="list-style-type: none"> <li>i. Demonstrate the basic knowledge of CRM practices in business</li> <li>ii. Analyze different customer relationships and the CRM of a company</li> <li>iii. Write and plan customer loyalty programs in real business situations</li> <li>iv. Awareness of key CRM software and database packages</li> </ol> |   |

## Course Content

| Sl.No. | CONTENT   |
|--------|---|
| 1      | <p>INTRODUCTION</p> <p>CRM – Definition, Evolution and scope; Transactional Marketing vs. Relationship Marketing; Emerging trends in Marketing; Enablers for Growth of CRM; Types of CRM: Operational, Collaborative and Analytical CRM; Types of Customers &amp; relationship styles; Customer Lifecycle Management; Integrating CRM into strategic business planning; Customer-centricity vs. product centricity</p>  |
| 2      | <p>TYPES OF CUSTOMERS AND CUSTOMER VALUE</p> <p>Customer Segmentation &amp; Selection of Profitable customer segments; Customer Satisfaction and Customer perception &amp; expectation of Quality; Customer value: Concept &amp; Characteristics, Types of Customer Value: Economic, Functional &amp; Psychological Value; Meaning &amp; Dimensions of Customer Lifetime Value; Challenges faced by managers in measuring customer value; Traditional marketing metrics and Primary customer-based metrics</p>  |
| 3      | <p>NEEDS-BASED DIFFERENTIATION &amp; CUSTOMER LOYALTY</p> <p>‘Needs-based segmentation’ vs. ‘traditional benefits-based segmentation’, Role of ‘needs differentiation’ to build customer value, Strategic Implications of needs-based differentiation: Issues faced by firms in executing CRM across customers of different social strata, Customer Equity and its key drivers; Customer Loyalty - Customer Acquisition, Retention and Loyalty, types of loyalty programs; Causes of failure of some loyalty programs, Designing effective loyalty programs</p> |
| 4      | <p>TECHNOLOGY DIMENSIONS IN CRM</p> <p>E-CRM in Business - Features, Advantages, Technologies, Functional Components; Database Management - Database Construction, Data Warehousing, Architecture; Data Mining - Characteristics, Meaning, Significance, Advantages, Tools and techniques; Call Center, Multimedia Contact Center, Important CRM software</p>   |
| 5      | <p>ORGANIZING FOR CRM IMPLEMENTATION</p>  |

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| CRM readiness & maturity assessment - CRM vision, senior CRM sponsorship, Employee engagement, training and development, budgeting; Issues to be considered in implementing CRM globally |
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References:

- a) Peelen, Ed (2006). *Customer Relationship Management*. Pearson
- b) Zikmund, William G. et al. (2008). *Customer Relationship Management: Integrating Marketing Strategy and Information Technology*, John Wiley.
- c) Sheth, Jagadish N. et al.(2007). *Customer Relationship Management: Emerging Concepts, Tools & Applications*. Tata McGraw Hill.
- d) Zikmund WG and Michael D'Amico (2001). *Marketing—Creating and Keeping Customers in an e- Commerce world, 7/e*. South–Western / Thomson Learning.

# International Logistic and Global Supply Chain Management

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| <b>Course Code: MBA-409</b>   | <b>Course Title: International Logistic and Global Supply Chain Management</b> |
| <p><b>Course Objective: -</b></p> <ol style="list-style-type: none"> <li>1. The course explores the main issues in international logistics (IL) and supply chain management (SCM) to underline their strategic importance to firms.</li> </ol> <p><b>Learning Outcomes:</b></p> <ol style="list-style-type: none"> <li>2. Define, explain and illustrate the key operational issues involved in international logistics;</li> <li>3. Explain and illustrate the significance of logistics and supply chain management in international business;</li> <li>4. Apply this knowledge of managing logistics in international trade operations in analysis, discussion and argument;</li> <li>5. examine the levels of risk, efficiency, and sustainability of a supply chain; and,</li> <li>6. Communicate effectively in oral and written forms about international supply chain management using appropriate concepts, logic and rhetorical conventions.</li> </ol> |  |

| <b>CONTENTS</b> |  |                        |
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| <b>Unit No.</b> | <b>Content</b>   | <b>Unit Objectives</b> |
| <b>1</b>        | Unit: 01 Introduction and Factors and Challenges Driving Logistics and Supply Chain Management [10 Hours]<br>Role of the Supply Chain, Managing the Supply Pipeline for Global Trade Flows, The Global Logistics Operator, Comparison between National (Domestic) and International Logistics, International Transport, International Trade Law, Employment Law, Factors Driving Global Supply Chain Management, Customs and Global Supply Chain Management, Management of the Inventory in the Supply Chain Analysis Including, Vendor Management, Factors Contributing to the Development of Logistics, Asset Management in the Supply Chain, Lean Supply Chain Management, Lean Supply Workforce  |                        |
| <b>2</b>        | Unit: 02 Constituents of the Export Sales Contract, International Purchasing/Procurement System [10 Hours]<br>Market Environment, Market Entry Strategy, Constituents of the Export Sales Contract, Evolution and Revolution of Logistics and Supply Chain Management, Modern Logistics Concepts, Logistics Department, Logistics Providers Are Taking on More Responsibilities as the Industry goes global<br>Contract of Affreightment: Terms of Delivery – Incoterms 2010, Factors Determining Choice of Incoterms 2010, Trade Finance, Currency, Credit Terms, UCP 600 – Documentary Credits and Allied Documents, Market Development Strategy with Global Logistics Focus, Business to Business (B2B) and Business to Consumer (B2C) – Value-Added Benefit, |                        |

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|          | International Purchasing Systems Constituents/Strategy and its Interface with the Management of the Global Supply Chain, Negotiating the Contract, Financing Global Supply Chains  |  |
| <b>3</b> | <p>Unit: 03 International Logistic Transport [10 Hours]</p> <p>Criteria of Selecting the Third-Party Logistics Operator, The Key Factors in the Development of a Successful 3PL, Contract Logistics, International Organization for Standardization – ISO Supply Chain</p> <p>Management Selection , Six Core Products – Supply Chain Management – Warehousing – Customs</p> <p>Clearance – Air Freight – Consolidation – Project Cargo, Trade-Offs Inherent in International Logistics – Multi-Modalism, Key Factors in a Transport Mode(s) Trade-Off, Speed, Frequency, Packing, Insurance, Warehousing, Contents, IT and E-Commerce</p>   |  |
| <b>4</b> | <p>Unit: 04 Operations Management and Global Trade Scene [10 Hours]</p> <p>Benchmarking – Supply Chain, Global Supply Chain Management, Supply Chain Cycle Time Management Reduction , Logistics Result Evolution Strategy, Demand-Driven Supply Network, ISPS Code, CSI and C-TPAT, Radio Frequency Identification (RFID), Need for Specialized Systems for international, Pre-Order – Enquiries, Quotations and Order Capture, Export-Specific Data, Shipment Procedures, Letter of Credit and General Compliance, The Software-Driven Process, Data Capture, Packing Operations, Shipping Arrangements, Dispatch-Time Data, Document Completion and Production, Statutory Reporting, Profitability Analysis, Global Trade Scene, European Union – Logistic and Supply Chain Strategic Environment of Asia and North America</p> |  |
|          | <p>Learning Resources</p> <ol style="list-style-type: none"> <li>1. Alan E Branch(2009), International Logistics &amp; Global Supply Chain Management</li> <li>2. Chopra, S. and P. Meindl, (Latest), Supply Chain Management? Strategy, Planning and Operations, 2nd Edition, Pearson Education (ISBN 81-297-0172-3).</li> <li>3. Sopole, V.V. (Latest), Logistics Management: Supply Chain Imperatives, New Delhi, Pearson Education.</li> <li>4. Raghuram, G.and N. Rangraj, (Latest), Logistics and Supply Chain Management :Cases and Concepts, Macmillan, New Delhi.</li> </ol> <p>Simchi-Levi, D., P. Kaminski and E. Simchi-Levi, (Latest), Designing and Managing Supply Chain: Concepts, Strategies and Case Studies. 2nd Edition, Irwin, McGraw Hill, New Delhi</p>   |  |

# Sale Distribution Management

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| <b>Course Code: MBA-410</b>  | <b>Course Title: Sale Distribution Management</b> |
| <p><b>Course Objective:</b> - To familiarize students with the fundamentals of Sales and Distribution Management, role of Sales forecasting, importance of Budgeting and Resource management.</p> <p><b>Learning Outcomes:</b></p> <ol style="list-style-type: none"> <li>1. Know the distinction between the skills required for selling and sales management.</li> <li>2. Evaluate sales and sales management strategies in relation to current legal and ethical standards of practice.</li> <li>3. Develop a plan for organizing, staffing and training a sales force.</li> </ol> <p>Identify the key factors in establishing and maintaining high morale in the sales force</p> |   |

| <b>CONTENTS</b> |  |                        |
|-----------------|--|------------------------|
| <b>Unit No.</b> | <b>Content</b>   | <b>Unit Objectives</b> |
| <b>1</b>        | <p><b>Unit: 01 Strategic Sales Planning</b><br/>                     The mission statement, The Strategy hierarchy, Salesmanship, Sales management, Nature and importance of sales management, Selling Approaches, selling process, Sales executive to sales manager; Duties &amp; responsibilities, Sales function, Selling in a multi-channel environment.</p>     |                        |
| <b>2</b>        | <p><b>Unit: 02 Analyzing Customers and Markets</b><br/>                     Understanding B2B purchase decisions, Decision making unit(DMU), Team selling and multi-level selling, B2B customer relationship management, Leveraging information technologies; Sales force automation system, CRM software, challenges of implementing sales automation software.</p> |                        |
| <b>3</b>        | <p><b>Unit: 03 Designing and developing the sales force</b><br/>                     Designing and organizing the sales force, size of the sales force, Geographical, product and market structure, Recruiting and selecting the right salesperson, Training and developing the sales force, The training process, Ethics and the law.</p>                           |                        |
| <b>5</b>        | <p><b>Unit: 04 Process Management</b><br/>                     Supervising, managing and leading sales force, setting goals and managing the sales force performance, process of setting goals, types of quotas, Motivating and rewarding salespeople, Sales forecasting, Sales force performance, Sales analysis.</p>   |                        |
|                 | <p><b>Ref: -</b><br/>                     1. Still, Cundiff and Govani (2013), <i>Sales Management</i>,</p>  |                        |

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|  | <p>Pearson Education</p> <ol style="list-style-type: none"><li>2. Havaldar and Cavale(2018), <i>Sales and Distribution Management</i>, McGraw Hill</li><li>3. Panda and Sahadev(2015), <i>Sales and Distribution Management</i>, Oxford University Press</li><li>4. Gupta(2012), <i>Sales and Distribution Management</i>, Excel Books</li></ol> |  |
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# Privacy Ethics and Regulation in AI

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| <b>Course Code: MBA 111</b>   | <b>Course Title: Privacy Ethics And Regulation In AI</b> |
| <p>Course Objectives: To provide students understanding of Legal aspects of AI &amp;DS to follow a systematic approach for designing the strategies.</p> <p>Course Outcomes:</p> <p>CO1. Students will be able to understand the importance of legal aspects of AI&amp;DS</p> <p>CO2. Students will be able to create a linkage between various regulatory issues</p> <p>CO3.Students will be able to sense problems related to the digital ecosystem</p> <p>CO4. Students will be able to understand how to develop an effective business strategy</p> <p>CO5. Students will be able to utilise the knowledge of legal and regulatory aspects for their companies</p> <p>CO6. Students will be able to practice the skill of resourcefulness to begin the legal practices in the organisations</p> |  |

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| <b>Unit No.</b> | <b>Content</b>  | <b>Unit Objectives</b> |
| <b>1</b>        | <p>Unit: 01 Introduction to Business law</p> <p>Law of contract (Indian Contract Act, 1872): concept of contract, classification of contract, performance of contract, Spacial contract.</p> <p>Sale of Goods Act, 1930 &amp; Negotiable Instrument Act, 1881: SGA, 1930: Definition of a Contract of Sale &amp; Agreement to sell, Conditions and Warranties, Passing of Property, Types of goods and Delivery, Unpaid seller and his rights, Auction sale. Consumer Protection Act, 1986: Aims and Objects of the Act, Redressal Machinery under the Act, and Procedure for complaints under the Act, Remedies, Appeals, Enforcement of orders and Penalties.</p> <p>The competition Act, 2002: Basic Concept, Power of center government under the act, Major provisions</p> |                        |

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|          | The company Act: An overview, nature and kind of the companies, formation of companies, company management and company meetings  |  |
| <b>2</b> | Unit: 02 Legal Aspects and Ethics of Artificial intelligence<br><br>Introduction, common misconceptions, legal, policy and regulatory approach, data protection law, agency law, contract law, intellectual properties in AI: patents, copyrights, trademarks and design, software's, and relevant Case studies  |  |
| <b>3</b> | Unit: 03 Artificial intelligences in the organizations: Ethics and governance and addressing ethical in AI<br><br>Introduction, ethics of AI, AI Governance- general, AI principals, I governance- India's government data ethics framework, AI technical standards: International standards and Indian Standards, I policy Aim and initiatives, legislation and regulations, AI regulators, industry commitments, strategic initiatives, guideline mechanism and AI ethics stakeholders, ethics of AI ecosystem |  |
| <b>4</b> | Unit: 04 Ethics in Data Science<br><br>Ethics, History, Concept of Informed Consent, Data Ownership, Privacy, Anonymity, data validity, Algorithmic Fairness, Societal Consequences, Code of Ethics, Attributions, Big data protection strategy, responsible data Science, the ethical data science process and relevant Case studies.   |  |
|          | Ref: -<br><br>1. <a href="https://www.itseyeris.com/book/ethics-and-data-science[PDF]">https://www.itseyeris.com/book/ethics-and-data-science[PDF]</a> Ethics and Data Science   Download Full eBooks for Free (itseyeris.com).<br><br>2. Stahl, B. C. (2021). Artificial Intelligence for a Better Future: An Ecosystem Perspective on the Ethics of AI and Emerging Digital Technologies (p. 124). Springer Nature   |  |

# Data Visualizations for Managers

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| <b>Course Code:</b> MBA- 412  | <b>Course Title:</b> Data Visualization for Managers |
| <p>Course Objectives:</p> <p>CO1: To understand the data visualization process as historic developments</p> <p>CO2: To understand the data, graphics and their representation in various forms</p> <p>CO3: To understand the high dimensional display and plot of data</p> <p>CO4: To understand the visual representation for time series data</p> |  |

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| <b>Unit No.</b> | <b>Content</b>   | <b>Unit Objectives</b>   |
| Unit-I          | Introduction: Computational statistics, data visualization, presentation and exploratory graphics, graphics and computing, Brief history data visualization, milestones tour, pre 17th century to present day development: measurement and theory, new graphic forms, modern graphics, statistical graphics, modern dark ages, rebirth of data visualization, high dimensional interactive and dynamic data visualization. | <p>To understand the evolution of data visualization over years</p> <p>To interpret the data through the historic and logical development</p> <p>Forming visual representation of data</p>                               |
| Unit-II         | History as data, analyzing milestone data, content, context and construction, presentation graphics and exploratory graphics, media and graphics, presentation – what to whom, how and why, scientific design choices in data visualization, choice of graphical form, graphical display option – scales, sorting and ordering, captions, legends and annotations.   | <p>To analyze the data and graphics in different forms</p> <p>To interpret the graphics and its presentation</p> <p>To understand the graphical display and its options</p>  |
| Unit-III        | High dimensional displays and special structures: scatter plot matrices, parallel coordinates, mosaic plots, small multiples and trellis displays, adding model or statistical information, size, frames and aspect ratio.   | <p>To understand high dimensional displays</p> <p>To interpret the data using different plots</p> <p>To understand the statistical information from data</p>   |
| Unit-IV         | Time series and maps: grammar of graphics, complete plots, sensible defaults, trellis plots, customization- setting parameters, graphical parameters, arranging plots, annotation, coordinate systems, non-cartesian coordinates, building blocks, graphical layout, transformations in statistical graphics, 3D plots, speed, output formats, data handling.  | <p>To understand the time series data using different visualization techniques</p> <p>To interpret the time series data in different coordinate systems</p> <p>To understand transformations in statistical graphics</p> |
|                 | <p>Text Book:</p> <p>Chen, Chun-houh, Wolfgang Karl Härdle, and Antony Unwin, eds. Handbook of data visualization. Springer Science &amp; Business Media, 2007.</p>  |  |

