

(17E00304) COST AND MANAGEMENT ACCOUNTING
(Elective I)

Objective: To describe the cost concepts, cost behaviors, and cost accounting techniques that are applied to manufacturing and service businesses. To provide an understanding of the use of cost information in support of different strategies

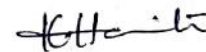
- 1. Nature and scope of accounting:** Cost analysis, concepts and classifications, Cost sheets, preparation of cost sheets, Tenders and Quotations.
- 2. Material Purchase control:** Levels, aspects, need and essentials of material control. Stores control-stores department, EOQ, Stores records, ABC analysis,VED analysis..
- 3. Labor cost:** Computation and control, Time keeping-Methods of wage payment-Time rate and piece rate system-Payroll procedures-Idle time and overtime-Labor turnover.
- 4. Management Accounting:** Meaning,scope, importance and limitations – Management Accounting Vs Cost Accounting - Management Accounting Vs Financial Accounting.
- 5. Analysis and Interpretation Of Financial Statements:** Nature, Objectives, Tools, Methods-Comparative Statements, Common size statements and Trend analysis

Text Book:

- A Text book of Cost and Management Accounting – Arora M. N, 11/e, Vikas

Reference Books:

- Cost Accounting :Theory and Practice - Bhabatosh Banerjee, 12/e, PHI.
- Financial Statement Analysis and Reporting - Mohana Rao P, PHI, 2011.
- Cost Management :A strategic Approach - Vaidya S. C, Suveera Gill Macmillan 2010.
- Cost Accounting- Jawaharlal, & Seema Srivastava, 4/e, TMH.
- Accounting & Costing for Management – Sinha P. K, Excel BOOKS, 2010.
- A Textbook of Cost Management- G.V Kesava Rao, D Gopinath, M.G. Krishnamurthy and Anita S. Yadav, Paramount Publishing House,



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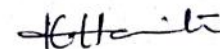
1. **Nature and scope of accounting:** Cost analysis, concepts and classifications, Cost sheets, preparation of cost sheets, Tenders and Quotations.
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- A Textbook of Cost Management- G.V Kesava Rao, D Gopinath, M.G. Krishnamurthy and Anita S. Yadav, Paramount Publishing House,



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(17E00306) HUMAN RESOURCE DEVELOPMENT
(Elective I)

Objective:The objective of the course is to provide an understanding of the human resources development framework and focuses on management best practices, tools and models to implement an effective HRD system

1.Introduction to Human Resource Development: Meaning, significance and objectives of Human Resource Development, Human Resource Management and Human Resource development functions, Human Resource Development challenges

2.HRD Need Assessment & Designing of HRD programs: Strategic/ Organizational Analysis- Task Analysis- Person Analysis- prioritizing HRD needs, defining the objectives of HRD Intervention - Selecting the trainer - Selecting the Training methods - Preparing training material Scheduling an HRD program

3.Implementation &Evaluation of HRD programs: Training methods - Classroom training Approaches - Computer based Training, Purpose of HRD Evaluation- Kirkpatrick's evaluation frame work - Data collection for HRD Evaluation - Assessing the impact of HRD programs in Monetary Terms

4.Career Management and Development: Introduction to Career management, meaning - Stages of life and Career Development - process of career Development - Issues in career development.

5.HRD & Diversity: Introduction - Organizational culture - Labor market changes and discrimination adapting to demographic changes

Text books:

- Jon M Werner,Randy L DeSimone : Human Resource development (Thomson/Cengage)
- Raymond A Noe : Employee Trainee Development (Tata McGraw Hill)

References:

- John P. Wilson Human Resource Development (Kogan Page Business Books)
- Tripathi P.C : Human Resource Development (Sultan Chand & Sons)
- Uday Kumar Halder : Human Resource Development (Oxford)



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(17E00307) MOBILE COMMERCE

(Elective I)

Objective: The objective of the course is to describe M-commerce system concepts ,to critically analyze examples and cases of M-commerce systems and to examine some of the applications in M-commerce

1. Current Status and Future Trends in Mobile Commerce, Technology Issues in Mobile Commerce, Mobile Commerce Systems, Mobile Ecommerce on Mobile Phones, Technologically advanced handheld devices, like Smart phones, PDAs, Laptops, Tablets and Portable gaming consoles etc.
2. Transactional Database Accesses for M-Commerce Clients, Techniques to facilitate Information Exchange in Mobile Commerce, Information System and Application Issues in Mobile Commerce, The emergence of Location based Mobile Commerce, The need for Mobile based Approaches
3. Managing the Interactions Between Handheld Devices Mobile Applications and Users, Mobile Commerce and Usability, a Landscape Analysis,
4. Mobile marketing, mobile ticketing, mobile computing, mobile payments and mobile banking vis-a-vis latest technologies (wireless and mobile communication technology, digital cellular technology, mobile access technology and 4G and 5G systems
5. Configuring M-Commerce Portals for Business Success, Knowledge Management in a Mobile Computing Context, Multimedia Messaging Peer Mobile Financial Services, Mobile Banking – A Strategic Assessment, Service for Mobile Commerce Applications, Quality of Perception in M Commerce

Text Book:

- Advances in Mobile Commerce Technologies, EE-Peng Lim, KengSiau, Idea Group of Publishing

Reference Books:

- Mobile Commerce Applications, Shi, Nansi, Idea Group of Publishing
- Mobile Commerce, KarabiBandyopadhyay, PHI



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(17E00309) CONSUMER BEHAVIOR
(Elective II)

Objective : The objective of the above course is to enable students to understand the perspectives of consumers and their buying behavior. The pre-requisite for the course is Marketing Management .

1. **Introduction to consumer behavior:** Understanding consumers and market segments. Consumer behavior and marketing strategy, Psychographic Dimensions- consumer motivation, Perception, personality, Information processing, Attitude formation and attitude change.
2. **Social and Cultural Environment :** Economic, Demographic, Cross Cultural and socio-cultural influences, Social Stratification, Reference Groups and family influences, personal influence.
3. **Communication and consumer behavior:** Process, designing persuasive communication and diffusion of Innovations. Models of Buyer behavior- Howard – Sheth Model, EKB Model, Webster and Wind Model.
4. **Consumer decision process :** High and Low Involvement, Pre-purchase processes, Purchase ,post purchase process, Consumption and Evaluation, Brand Loyalty and Repeat Purchase Behavior.
5. **Consumerism:** The roots of consumerism, consumer safety, consumer information, environmental concerns, consumer privacy, legislative responses to consumerism, and marketer responses to consumer issues. Consumer protection Act 1986, Consumer disputes Redressal agencies and Commission.

Text Book:

- Schiff man , L.G and Kanuk L.L : Consumer Behavior, 8/e ,Pearson,2009

References :

- Ramesh Kumar : Consumer Behaviour (pearson Education)
- LeonG.Scistman& Leslie Leaserkarmal :Consumer Behaviour, PHI
- SujaR.Nair : Consumer Behaviour in Indian Perspective, Himalaya
- Subash Mehta : Consumer Behaviour, Tata McGraw Hill
- RajjevKumra : Consumer Behaviour, Himalaya Publications



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(17E00310) Labor Laws and Legislations
(Elective II)

Objective : In this era of Industrialization it is very significant to understand basics of management. This programme enables the candidate to capture the significant elements of laws to run an industry. It is a course which should be done by candidates who wants to understand management fundamentals and basic elements of an Industry


1. **Legal frame work: evolution of labour laws in India** – labour legislations – meaning, importance and relevance to HRM
2. **Legislations relating to employment and working conditions:** Industrial employment (standing orders) Act, 1946 – Factories Act 1948 - contract labour (Regulation and abolition) Act 1970
3. **Laws relating to remuneration:** Payment of wages Act, 1936, Minimum wages Act, 1948 – Payment of Bonus Act, 1965
4. **Laws relating to industrial Relations :** Industrial Disputes Act ,1947 - preventive and settlement machinery – trade unions Act, 1926 – workers participation in management
5. **Laws relating to social security :** Work men’s compensation Act, 1923 – ESI Act, 1948- Employees provident fund and miscellaneous provisions Act, 1952 - Maternity benefits Act,- 1961 Payment of gratuity Act, 1972

Text Books:

- Industrial Relations and labour laws -Tripathi. P.C- Sultan chand and sons
- Mercantile law – N.D. Kapoor - Sultan chand and sons

Reference books:

- Industrial Relations and labour laws - Sri Vastva – vikas publishers
- Industrial Relations and laws in India – Agarwal LL
- Industrial Relations and labour laws - Sinha & sinha, Oxford IBH
- Legal aspects of business – Pillai.RSN&Bhagavathi (2011), Sultan chand and sons
- Industrial Law- P.L.Malik, eastern book company


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(17E00313) Rural Marketing
(Elective III)

Objective : The objective of the course is to give an understanding about the structure of Rural markets in India & Government role in promoting Rural Marketing.

- 1. Introduction to Rural marketing:** Meaning, scope, definition & importance, Rural versus Urban mindsets, Growth of rural markets, Basic differences between rural, semi urban and urban markets. Classification of Rural Consumer based on economic status, profile of rural consumer, rural consumer behavior.
- 2. Rural Marketing strategies:** Product strategies, pricing strategies, distribution strategies, production strategies, Methods of sale, Hatha system, Private Negotiations, Quotations on samples, Dara Moghum sale Methods, Open Auction Method. Prevalence of Beoparis and Arahatis Rural Mandi's, APMC's etc.
- 3. Role of Government in the development of Agricultural Marketing :** Government intervention in Marketing system, Role of agencies like, Council of State Agricultural Marketing Boards, (COSAMB), State trading, Cooperative Marketing, Types of Cooperative marketing societies, Cooperative Processing, National Agricultural Cooperative marketing federation (NAFED), National Cooperative Development Corporation (NCDC), Public Distribution Systems (PDS), Food Corporation of India, Directors of Marketing and Inspection (DMI), National institute of Agricultural Marketing (NIAM), Self help Groups (SHG's)
- 4. Agricultural Credit and Crop Insurance:** Agricultural Credit Policy, Institutional Agreements for Agricultural Credit, Crop Insurance, Agricultural Insurance.
- 5. Role of IT in Rural Marketing:** Infrastructure, Importance & scope, Modern techniques for rural distribution, Case study of ITC's " e-choupal" Initiative

References:

- Rural Marketing : Environment, Problems and strategies – T.P. Gopalaswamy, Vikas Publishing house.
- Rural Marketing in India – K.S. Habeb Rahman, Himalaya Publishers.
- Rural Marketing in India – R.V. Bedi, Himalaya Publishers
- Rural Marketing- Focus on agricultural inputs, Sukhpalsingh, Vikas Publishing house.
- Integrated rural development – R.C. Arora, S. Chand & company



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(17E00316) AUDITING AND TAXATION
(Elective IV)

Objective : To make the students familiar with the basic concepts of Income Tax and computation of income and audit aspects of business accounts.


- 1. Introduction to Auditing :** Definition, objective of Audit, Advantages and limitation of audit, Types of Audit - Basic Principles of governing audit. Vouching - Meaning and significance.
- 2. Company Audit :** Meaning and significance of Company Audit - Audit programme- Audit note book - working papers- Commencement of new audit.
- 3. Verifications and valuation of Assets & liabilities:** Qualifications, disqualifications appointment and removal of company auditor. Duties and rights of a company auditor - Preparation of an audit report.
- 4. Direct and Indirect Taxes :** Features and History of Income Tax in India - Definitions and Basic Concepts of Income Tax: Assessee- Assessment Year - Previous Year - Person - Residential Status : Meaning of Residential Status - Conditions applicable to an Individual Assessee -Problems on computation of Total Income of an Individual based on Residential Status.
- 5. Introduction to GST Act :** Meaning and definition of GST -Objectives of GST- Regulatory framework of GST-Scope of GST- Key features and Benefits of GST- GST rates in India

Text book:

- A Hand book on Practical Auditing- B.N. Tondan, S Chand Publishers

References:

- Income Tax Law and Practice: V.P. Gaur & D.B Narang, Kalyani Publishers
- Income Tax: B.B. Lal, Pearson Education
- Taxation: R.G. Saha, Himalaya Publishing House Pvt. Ltd.
- Taxation Law and Practice: Balachandran & Thothadri, PHI Learning


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(17E00402) E-BUSINESS

Objective : The course imparts undertaking of the concepts and various application issues of e-business like Internet infrastructure, security over internet, payment systems and various online strategies for e-business.

1. **Introduction to e-business :** Electronic business, Electronic commerce, difference between e-business & e-commerce, electronic commerce models, types of electronic commerce, value chains in electronic commerce, E-commerce in India, internet, web based tools for electronic commerce. Electronic data, Interchange, components of electronic data interchange, electronic data interchange process.
2. **Security threats to e- business:** Security overview, Electronic commerce threats, Encryption, Cryptography, public key and private key Cryptography digital signatures, digital certificates, security protocols over public networks : HTTP, SSL, Firewall as security control, public key infrastructure (PKI) For Security.
3. **Electronic payment system :** Concept of money, electronic payment systems, types of electronic payment systems, smart cards and electronic payment systems, infrastructure issues in EPS, Electronic fund transfer.
4. **E-business applications and strategies :** Business models & revenue models over internet, emerging trends in e- business- governance, digital commerce, mobile commerce, strategies for business over web, internet based business models.
5. **E -business infrastructure and e- marketing :** Hard works system software infrastructure, ISP's, managing e-business applications infrastructure, what is e-marketing, e-marketing planning, tactics, strategies.

Text books:

- Dave chaffey :e-business & e-commerce management- Pearson.
- e- commerce- e-business :Dr.C.S.Rayudu, Himalaya.

References :

- Whitley, David (2000) ,e-commerce strategy, Technologies and applications. TMH.
- Schneider Gary P. and Perry, James T (1ST edition 2000) Electronic commerce, Thomson Learning.
- Bajaj, Kamlesh K and Nag, Debjani (1st edition 1999) ,e- commerce, The cutting edge of business, TMH Publishing company



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Subject Code	Subject Name	L	T	P	Credits
19MBA0106	Computer Applications for Business	4	-	-	04

Course Outcomes:

- CO1: Understand the importance and the role of information technology
 CO2: Able to identify different types of database management systems
 CO3: Able to perform MS office tools
 CO4: Familiar with different types of network technologies
 CO5: Able to apply different types of ERP packages.

Unit I: Components of a system: Meaning and nature – Role of IT in various sectors - Information technology management - Strategies for gaining IT advantage, role of MIS in global business

Unit II: Database Management Systems: Introduction to DBMS - Applications to data base - concepts, data access methods – Types of data processing-data base languages, Business application of IS - Enterprise software management system in business organization - CRM, SCM, DSS and its relationship.

Unit III MS-Word - MS-Excel: MS-Word, Formulae, Graphs, Basis Statistical Formulae, MS-Access, MS-PowerPoint - Creating Effectiveness presentations.

Unit IV: Concepts of Data Communication: Types of Data-Communication Networks, Communications Media, Concepts of Computer Networks, the Internet, Intranet and Extranets: Operation of the Internet, Services provided by Internet, World Wide Web.

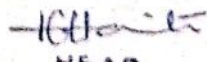
Unit V: Introduction to ERP:

ERP, ERP Business Scenario, ERP Classification, Waterfall approach to ERP Implementation, ERP Software, ERP Software Tools, Advantages of ERP Software.

Textbooks:

1. Alexis Leon, & Mathews Leon -, Fundamentals of Information Technology, Vikas.
2. C Laudon and Jane P. Laudon, et al, Management Information Systems, Pearson Education.
3. Rainer, Turban, Potter, Introduction to Information Systems WILEY-India.

List of Cos	PO no. and keyword	Competency Indicator	Performance Indicator
CO1	PO1: Management Theories and Practices	1.1	1.1.1
CO2	PO2: Data-based decision making.	2.1 2.2	2.1.1 2.2.1
CO3	PO2: Data-based decision making.	2.1 2.2	2.1.1 2.2.1
CO4	PO1: Management Theories and Practices	1.4	1.4.1
CO5	PO2: Data-based decision making.	2.2	2.2.2


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Subject Code: 19MBA0302	Subject Name: Innovation and Technology Management	L 4	T -	P -	Credits: 4
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Course outcomes

- CO1 To understand the technology and technology management.
- CO2 To know the Technology forecasting and acquisition methods.
- CO3 To create awareness of adaptation of technology and diffusion
- CO4 To gain knowledge over strategy and competitiveness of innovation
- CO5 To create awareness on product and service technology

Unit 1: Concept and Meaning of Technology and Technology Management- Evolution and Growth of Technology, Role and Significance of Technology Management, Impact of Technology on Society and Business-Technology and competition; Key issues in managing technological innovation, Forms of Technology- Process technology; Product technology Innovation and Technology- Innovation – Technology relationship; Technological innovation and management, Process of Technology - Based Innovation, Measures of Innovative Performance, Characteristics of Innovative Work Environment, Key Areas of Management Focus for Productive Innovation, Measures for Building High-Performing Innovative Technology- Based Organizations.

Unit 2:Technology Forecasting: Concept of Technology Forecasting- Characteristics of technology forecasting ; Principles of technology forecasting, Technology Forecasting Process, Planning and Forecasting, Alternatives for Acquiring New Technologies, Reasons Compelling a Company for Obtaining a New Technology, Management of Acquired Technology, Economy of scale or Scale economy; Levels of scale; Factors affecting the choice of scale.

Unit 3: Technology Adoption, Technology Diffusion- Perspectives of innovation diffusion process; Activities necessary for diffusion process, Technology Absorption- Role, Benefits Constraints. Technology Package and Technological Dependence, Indian Experience in Technology Absorption Efforts, Issues Involved in the Management of Technology Absorption and Government Initiatives.

Unit 4: Technology Strategy and Competitiveness: Technology strategy and management; Elements of an accessible technology strategy, Innovation Management, Competitive Advantage- Components Creation ,Using Value Chain, Technology Management Evaluation or Assessment of New Technologies, Selection, Implementation, Automation and decisions.

Unit 5: Product Technology: Product Development, Role of Government in Technology Management, Technology Development and Competition, Managing Research & Development (R & D), Intellectual Property Management, service technology, management of the service technology.

Text Books :

1. Sanjiva Shankar, Technology and innovation management, Dubey publisher: PHI learning, 2017.
2. Margaret A. White , Garry D. Bruton, The Management of Technology and Innovation: A Strategic Approach, 2nd Edition, 2014.
3. Joe Tidd, John Bessant, Managing Innovation: Integrating Technological, Market and Organizational Change, 2014.

Reference Books:

1. Dodgson, M. Gann, D. and Salter A. The management of technological innovation: strategy and practice, Oxford University Press, 2008.
2. Melissa Schilling: Strategic Management of Technological Innovation, McGrawHill, International Edition 2011.

List of COs	PO no. and keyword	Competency Indicator	Performance Indicator
CO1:	PO4; Global, ethical, legal and economical aspects of business	4.1	4.1.1
CO2	PO2: Database decision making	2.1	2.1.1
CO3:	PO1: management theories and practices	1.4	1.4.1
CO4	PO2: Database decision making	2.2	2.2.1
CO5:	PO4: Global, ethical, legal and economical aspects of business	4.2	4.2.1

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Subject C

19MBA

Course C

CO1

CO2

CO3

CO4

CO5

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Subject Code	Subject Name	L T P	Credits
19MBA0304	Human Resource Analytics	4 - -	4

Course Outcomes :

- CO1 To understand the importance of HR metrics to support HR decisions.
- CO2 To understand the various reporting requirements related to HR .
- CO3 To identify the quantitative techniques suitable for the analysis of employee data.
- CO4 To understand the Analytics process.
- CO5 To know how to present the HR data effectively.

Unit I: Human Resource Metrics and Analytics: HR Analytics Defined, The Role and importance of Analytics in HR- Evolution of Analytics –HR's Value Proposition, Understanding HR indicators, metrics and data, Data collection– tracking, entry, Relational databases and HR systems.

Unit II: An Overview of HR Regulations and Reporting Requirements: HR Policies, Procedures, and Guidelines– Key Regulations and Reporting Requirements– Metrics, Benchmarks, and Other Indicators– Connecting Missions/Goals to HR Benchmarks and Metrics.

Unit III: Analytics Tools and Techniques for HR Professionals: Key Systems of Record for HR Data– Software Tools– Excel Quantitative Techniques– Excel Visualization– Excel Analytic techniques– Planning and implementing a new HRIS, Security and privacy considerations, Statistical analysis for HR (regression analysis, measures of central tendency) Graphs, tables, spreadsheets, data manipulation (using Excel), Benchmarking and best practices,

Unit IV: The Analytics Process Model: The Analytics Process Model and Its Phases– Applications-HR Score Cards, Strategy Maps

Unit V: Presenting HR Data: Effectively Presenting HR Data– Staffing, Supply and demand forecasting, total compensation analyses, Cost justification–return on investment, communicating recommendations.

Text Books:

1. HR Analytics: Understanding Theories and Applications by Dipak Kumar Bhattacharyya
2. HR Analytics: The What, Why and How. by Tracey Smith 2013

References:

1. Predictive Analytics for Human Resources (WILEY & SAS Business) Hardcover – 2014 by Jac Fitz-Enz (Author),John R. Mattox II (Author)

List of COs	PO no. and keyword	Competency Indicator	Performance Indicator
CO1	PO1: Management theories and practices	1.2	1.2.1
CO2	PO2: Data based decision making	2.1	2.1.1
CO3	PO2: Data based decision making	2.3	2.3.1
CO4	PO2: Data based decision making	2.2	2.2.1
CO5	PO5: Team environment	5.2	5.2.1

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(AUTONOMOUS)**

Year: II

Semester: III

Branch of Study: MBA

Subject Code	Subject Name	L	T	P	Credits
19MBA0306	Managing Digital Innovation and Transformation	4	-	-	4

Course Outcomes

- CO1 To study the fundamental concepts of digital transformation
- CO2 To create awareness on digital transformation models
- CO3 To familiar with social media transformation process
- CO4 To study the challenges facing in a digital media strategy
- CO5 To understand the recent trends in digital transformation

Unit I: Introduction to Digital Transformations: The five domains of digital transformations – customer, competition, data, innovation, and value, Harness customer networks, turn data into assets, adapt value proposition

Unit: II: Classification of Digital Transformations: Business Model, product development, data, processes, knowledge, self-service, and organizational culture

Unit: III: Social Media Transformation: understand requirements, document goals, and objective and social media tactics; establish potential future state operating model, gap analysis and recommendations.

Unit IV: Building digital capabilities: challenges ongoing digital, handling employee during digital transformations, developing companywide strategy.

Unit V: Digital transformations in the space of cloud computing: prepare and drive digital transformations.

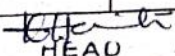
Text books:

- Herbert, Lindsay; Digital Transformation: Build your organization's Future for the Innovation Age, Bloomsbury Publication, 2017
- Venkatraman, V; The Digital Matrix: New rules for business transformation through technology; Lifetree Media Ltd, 2017
- Velte, A. T; Velte, T. J; and Elsenpeter, R; Cloud Computing: A Practical Approach, Mcgraw Hill Education (India) Private Limited, 2017 (23rd reprint)

Reference:

- Rogers, David, The Digital Transformation Playbook – Rethink your Business for the Digital Age (Columbia Business School Publishing), 2016.
- Westerman, G; Bonnet, D; and McAfee, A; Leading Digital: Turning Technology into Business Transformation; Harvard Business Review Press, 2014.
- Srinivasan. J, and Suresh. J, Cloud Computing: A Practical Approach for learning and implementation, Pearson Publication, 2014.

List of COs	PO no. and keyword	Competency Indicator	Performance Indicator
CO1	PO1:Management theories and practices	1.3	1.3.1
CO2	PO1: Management theories and practices	1.4	1.4.1
CO3	PO4:Global, ethical, legal and economical aspects of business	4.1	4.1.1
CO4:	PO4: Global, ethical, legal and economical aspects of business	4.1, 4.3	4.1.1, 4.3.1
CO5	PO4: Global, ethical, legal and economical aspects of business	4.1	4.1.1


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Subject Code	Subject Name	L	T	P	Credits
19MBA0309	Sales and Distribution Management	4	-	-	4

Course Outcomes :

- CO1 To understand the basics of sales management
- CO2 To create awareness towards the personal selling and sales force management
- CO3 To gain knowledge about the recent trends in sales management
- CO4 To understand the importance of the marketing channels
- CO5 To gain knowledge about the recent trends in distribution management

Unit: I Introduction to SM – Overview of Sales Management, Objectives, Role of Sales Management in Marketing, Role of Sales Management in Marketing Strategy Development, Nature and Responsibilities of Sales Management, Careers in Sales Management, Modern Roles and Required Skills for Sales Managers.

Unit II: Understanding Personal Selling and Sales Force Management- Objectives, Approaches to Personal Selling, Process of Personal Selling, Automation in Personal Selling, Organization Design and Staffing, Sales Planning, Time and Territory Management, Managing the Sales Force

Unit III: New Trends in Sales Management-Sales Management Information System, Relationship Marketing, Role of E-commerce in Selling, International Sales Management, Challenges Faced by International Sales Managers

Unit IV: Channel management- Marketing Channels, Designing Channels, Selection and Recruitment of Channel Partners, Channel Motivation, Channel Relationships Management, Channel Evaluation, Information Systems for Channels, Wholesaling-Definition ,Functions & Types of Wholesalers, Strategic Issues in Wholesaling, Technology & Wholesaling, Trends in Wholesaling, Wholesaling Challenges, Future of Wholesaling, Retailing- Definition of Retailers, Origin of Retailing, Scope of Retailing, Retailing Scenario: An Overview, Retailing: Importance and Success Factors, Retail Format

Unit V: Emerging Concepts in Distribution Management- Indian Distribution Scenario at Present, Vertical Marketing System, Horizontal and Multi-Channel Marketing Systems, Understanding Distribution of services.

Text Books:

1. Tapan K. Panda, and Sunil Sahadev, Sales and Distribution Management, Oxford University Press, USA, 2005.
2. Still Richard R., Cundiff Edward W., Govoni Norman, A.P. Sales Management (5th ed.). New Delhi: Prentice hall of India.

References:

1. Dr. Gupta S.L. (2013). Sales and Distribution Management (1st ed.). New Delhi: Excel Books
2. Berman Barry (2009). Retail management (11th ed.). New Delhi: Prentice Hall. 4. Dutta Bholanath (2011). Sales and Distribution Management. New Delhi: I K International Publishing House Pvt. Ltd.

List of COs	PO no. and keyword	Competency Indicator	Performance Indicator
CO1	PO1: Management theories and practices	1.3	1.3.1
CO2	PO1: Management theories and practices	1.4	1.4.1
CO3	PO5: team environment	5.2	5.2.1
CO4	PO2: Data based decision making	2.1	2.1.1
CO5	PO4: Global, ethical, legal and economical aspects of business	4.1	4.1.1

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Kollam, Kerala, INDIA

**ANNAMACHARYA INSTITUTE OF TECHNOLOGY & SCIENCES::TIRUPATI
(AUTONOMOUS)**

Year: II

Semester: III

Branch of Study: MBA

Subject Code	Subject Name	L	T	P	Credits
19MBA0310	E-Commerce and Digital Markets	4	-	-	4

Course objectives

- CO1 To learn about foundations of E-Commerce.
- CO2 To understand E-Business plan and address E-Commerce related issues.
- CO3 To gain insights on Business incubators.
- CO4 To learn about the E-marketing strategies and digital payment systems.
- CO5 To learn about E-marketing tools and E-Business entrepreneurship.

Unit I – E-Commerce : Understanding E-Commerce –E-Business models – E- Business and the global economy – Creating E-Business plan – Social and Behavioral issues – Ethical and regulatory issues

Unit II- Technology and Growth of economics foundations of E- Commerce : Technology and growth of E-Commerce – Economic foundations of E- Commerce– The strategy of e-business – Economics of e-business– E-Business Technologies

Unit III- E-business Channel functions: Business models on the Internet – Intermediation and dis-intermediation in e-commerce – Business Incubators – Distribution channel length function

Unit IV- Digital Payment Systems: Introduction to digital marketing – E-Marketing strategies – E-CRM – Electronic payment methods – Types of payment gateway – Digital Currencies – Digital signature

Unit V- E-Business Entrepreneurship: Designing Electronic market – strategic E-Marketing – E –Marketing Tool – E-Business Entrepreneurship

Text books:

1. Kenneth C.Laudon Carol Guercio Traver —E-Commerce, 14th edition, 2018, Pearson.
2. Russ, Henneberry —Digital Marketing for Dummies| Willey January 2017
3. S.J.P.T.JOSEPH —E-Commerce: An Indian Perspective PHI , Edition, 2016

References:

1. Gary P.Schneider —Electronic Commerce Course Technology Inc 12th edition 2017
2. Vandana Ahuja —Digital marketing| OXFORD HIGHER Education, 3th edition 2017
3. Shivani Arora, E-Commerce, 2017 edition.

List of COs	PO no. and keyword	Competency Indicator	Performance Indicator
CO1	PO1: Management theories and practices	1.3	1.3.1
CO2	PO1: Management theories and practices	1.4	1.4.1
CO3	PO2: Data based decision making	2.1	2.1.1
CO4	PO1: Management theories and practices	1.4	1.4.1
CO5	PO5: Team Environment	5.2	5.2.1

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Dept. of Management Studies
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Subject Code	Subject Name	L T P	Credits
19MBA0313	Retail Management	4 - -	4

Course Outcomes

- CO1 To familiarize with retailing concepts, strategies, and problems
- CO2 To identify and analyze retail business and its opportunities and limitations
- CO3 To understand the strategies to design store location and SCM
- CO4 To able to understand retail buying and merchandise buying systems
- CO5 To identify current marketing activities in use of technology in retailing

Unit I: Understanding Retail: Meaning and Definition – Characteristics – Evolution – Functions – Principles – Retail Sales Goals – Retailing in India – Retailing across the Globe –Reasons for Retail Growth – Emerging Trends

Unit II: Delivering value through retail formats: Store Based Retail Formats – Retail Sale by Ownership – On the Basis of Merchandise Offered (Food Based Retailer and General Merchandise Retailers). Non–Store Based (Traditional) Retail Mix and Non– Traditional Selling – Traditional Retailing, Non – Traditional Retailing and Other Emerging Retail Formats.

Unit III: Deciding Location: Store Location– Importance – Target and Store Location – Selection of Locality – Site Analysis – Trading Area Analysis– Demand Density – Supply Density – Site Availability – Common Errors – Recent Trends in Store Location. Supply Chain Management –Evolution – Why SCM – Innovation in SCM – Hierarchy of Supply Chain Decisions – Warehousing – Major Drivers of Supply Chain – Components of Supply Chain.

Unit IV: Retail Buying/Merchandise Buying Systems: Buying System for Staple and Fashion Merchandise – Merchandise Budget Plan – Open–To–Buy System – Allocation of Merchandise to Stores – Analyzing Merchandise Performance – Global Sourcing Decisions – Costs Associated with Global Sourcing – Managerial Issues – Ethical and Legal issues – Counterfeit Merchandise. Retail Marketing Segmentation: Concept – Identification of Target Market – Understanding Target Market – Market Demand Potential – market Supply Factors – Key Retail Segments.

Unit V: E-Retailing and Technology in Retailing: Retailing through Internet – Factors Affecting Internet Buying Decisions – Traditional Retailing Vs Cyber Retailing. In Store Technologies, Electronic retailing. Human Interface, Challenges etc

Text Books :

1. Retail Management: A Global Perspective –Harjit SinghS. Chand Publishing, 2009
2. Chetan Bajaj, Rajnish Tuli, Nidhi V Srivastava, ‘Retail Management’, Oxford University Press, 2005
3. Retail Management: A Strategic Approach– 9th edition, Berman, B. and Evans, J. R. (2003).
4. Arif Sheikh, Kanceez Fatima ‘Retail Management’, 4th edition, Himalaya Publishing House
5. Barry Berman, Joel R.Evans ‘Retail management, a strategic approach’ 8th edition, Pearson Education Asia
6. Michael Levy, Barton A Weitz, Ajay Pandit – ‘Retailing Management’ 6th edition (Special Indian edition) – Tata Mc Grawhill Publishing Co. Ltd.
7. David Gilbert ‘Retail Marketing Management’ 2nd edition, Pearson Education
8. Swapna Pradhan – ‘Retailing Management’ 2nd edition, Tata Mc Grawhill Publishing Co. Ltd

List of Cos	PO no. and keyword	Competency Indicator	Performance Indicator
CO1	PO1: Management theories and practices	1.2, 1.3, 1.5	1.2.1, 1.3.1, 1.5.1

CO2	PO2: Data based decision making	2.1	2.1.1
CO3	PO2: Data based decision making	2.3	2.3.1
CO4	PO4: Global, ethical, legal and economical aspects of business	4.1	4.1.1
CO5	PO1: Management theories and practices	1.1	1.1.1

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Dept. of Management Studies
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Technology & Sciences, TIRUVARUR.

Subject Code	Subject Name	L T P	Credits
19MBA0311	BANKING AND FINANCIAL INSTITUTIONS	4 - -	4

Course Outcomes

- CO1 Understand the importance of banking system
- CO2 Understand the comparison of banks and developments of the products
- CO3 Identify the various risks in bank operations and manage the risk while investing the funds
- CO4 Understand the global trends bank practices
- CO5 Appreciate the knowledge on global sources for banking activities

Unit 1 : Introduction to Banking: Introduction, Origin, Growth, Need, Indian banking structure and operations- Overview of lending products and loan appraisal process-Corporate loan life cycle-Trade finance, treasury, investment banking & wealth management. Recent trends in Banking Sector in India.

Unit 2: The Banking and Non-banking Institutions: The public and the private sectors – structure and comparative performance, Bank capital and Banking Innovations, Commercial and Co-operative banks. The Non-banking financial Institutions - Mutual Funds, Growth of Indian Mutual funds and its Regulation. The Role of AMFI, Insurance Companies- Role of IRDA.

Unit 3: Risk Management in Banks : Risk definition - BIS – Basel Committee – Basel I, II and III norms; Risk Process- Risk Organization, Credit Risk Management, Liquidity and Market Risk Management, Operational Risk Management, Reporting of Banking Risk; Risk Adjusted Performance Evaluation of Basel III.

Unit 4: International Banking: Origin and Evolution of International banking – Global trends as reasons for growth of international banking., Growth and future prospects of International banking – Need for regulation of international banking in the current scenario.

International Banking Management: An Overview, Legal & Regulatory Framework, International Banking Operations Management, Risk Management in International Banking,

Unit 5 : International Financial Institutions: The World Bank Group – International Bank for Reconstruction and Development (IBRD) – IDA – IFC – MIGA – International Monetary Fund (IMF) in brief – Lending facilities – BIS – ADB – AFDB. **Special Issues:** Technology and International Banking; Globalization and International Banking; Financial Innovations in International Banking.

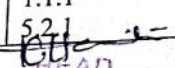
Text Books:

- John C. Hull, Risk Management and Financial Institutions , Pearson, 2009
- Prof. Clifford Gomez : Banking and Finance - Theory, Law and Practice, PHI Learning Private Limited.

References:

- Rose, Peter, and Sylvia Hudgins. Bank management and financial services. The McGraw– Hill, 2006.
- Paul, Justin, and Padmalatha Suresh. "Management of Banking and financial services." Second impression, Dorling Kindersley (India) Pvt. Ltd., PHI (Latest)

List of COs	PO no. and keyword	Competency Indicator	Performance Indicator
CO1	PO1: Management theories and practices	1.3	1.3.1
CO2	PO1: Management theories and practices	1.1	1.1.1
CO3	PO2: Data based Decision Making	2.2	2.2.1
CO4	PO1: Management theories and practices	1.4	1.4.1
CO5	PO1: Management theories and practices	1.1	1.1.1
	PO5: Team Environment	5.2	5.2.1


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Semester: III

Branch of Study: MBA

Subject Code	Subject Name	L T P	Credits
19MBA0314	Data Science using R	4 - -	4

Course Outcomes

- CO1 To know the basic elements of R software
- CO2 To Learn how data can be transferred ,stored, analyzed using R
- CO3 To learn how the data is manipulated
- CO4 To learn how to plot/chart the data
- CO5 Learn the statistic analysis using R

Unit 1: Introduction to R: Importance, Installation, R Environment. Understanding R data structure: Variables in R, Scalars, Vectors, Matrices, List, Data frames, getting a subset of Data, Missing values

Unit 2: Importing data: Reading Tabular Data files, Reading CSV files, importing data from excel, Loading and storing data with clipboard, Accessing database, saving in R data, Loading R data objects, writing data to file, Writing text and output from analyses to file.

Unit 3: Manipulating Data: Selecting rows/observations, selecting columns/fields, merging data, relabeling the column names, Data sorting, Data aggregation, Finding and removing duplicate records

Unit 4: Charts and Plots: Box plot, Histogram, Pie graph, Line chart, Scatter plot, Developing graphs, current trending packages for Graphs.

Unit 5: Statistics: Correlation, Linear Regression, Non Linear Regression, Predictive time series forecasting, P value, Find outlier, Neural Network, Error Measure

Text Books:

- Seema Acharya, Data Analytics Using R, Mc Graw Hill Education
- Graham J. Williams, The Essentials of Data Science: Knowledge Discovery Using R , Chapman & Hall

Reference Books:

- R for Data Science, Book by Garrett Golemund and Hadley Wickham

List of COs	PO no. and keyword	Competency Indicator	Performance Indicator
CO1	PO1: Management theories and practices	1.3	1.3.1
CO2	PO2: Data based decision making	2.2	2.2.1
CO3	PO1: Management theories and practices	1.2	1.2.1
CO4	PO4: Global, ethical, legal and economical aspects of business	4.3	4.3.1
CO5	PO1: Management theories and practices	1.5	1.5.1

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**ANNAMACHARYA INSTITUTE OF TECHNOLOGY & SCIENCES::TIRUPATI
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Semester : III

Branch of Study : MBA

Subject Code	Subject Name	L T P	Credits
19MBA0315	PROJECT APPRAISAL AND FINANCE	4 - -	4

Course Outcomes :

- CO1 To Understand the importance of project management.
- CO2 Able to analyze the projects under different approaches.
- CO3 To gain knowledge on preparing the project reports to sourcing the finance.
- CO4 To be familiar with assessment of a project to obtain finance and managing project risks.
- CO5 To obtain a knowledge on available sources in the market to develop the projects.

Unit 1: Introduction: Concept Features and Identification of a project, Project cycle management, Identification of investment opportunities, Project identification and formulation, Basic Principles of Project Analysis.

Unit 2 : Market and Technical Analysis: Market analysis of a project, Need for market analysis, Steps in systematic market analysis, Demand forecasting, Forecasting techniques, Economic appraisal, Technical appraisal of a project, Business and Technology acquisition, Management of technology.

Unit 3 : Project Appraisal and Financing.: Concept of Social Cost Benefit Analysis (SCBA), Features, Stages and Limitations of SCBA, Corporate appraisal, Efficiency and Equity in Project Appraisal, UNIDO approach, Little Mirlees Approach, feasibility report.

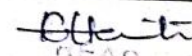
Unit 4 :Project Finance : Introduction and uses of project finance, Key elements of appraisal of a project, Techniques used in credit appraisal, Overview and structuring of Project Financing, Motivations for using project finance, Trends in project financing. **Project Assessment under risk and uncertainty:** Valuing Projects-Project negotiation- Managing Project Risks.

Unit 5 : Financing of Projects: Introduction, Sources for project finance, SEBI Guidelines on Project Financing in India; Lease and Hire Purchase Financing, Venture Capital Financing, Methods of Venture Financing, The Process of Venture capital financing, Development of Venture capital in India.

Text Books :

1. Machiraju, H.R., Introduction to Project Finance, Vikas Publishing House
2. Prasanna Chandra, Project Preparation, Appraisal Budgeting and Implementation, Tata McGraw.
3. Ambarish Gupta, Project appraisal and Financing, PHI Learning Private Limited
4. Finnerty, John D, Project Financing (Asset-Based Financial Engineering), Jhon Wily and Sons, Inc., New York,
5. E R Yescombe, Principles of Project Finance, Academic Press; 1 edition
6. Benjamin C Esty, Modern Project Finance, John Wiley & Sons; 1 edition

List of COs	PO no. and keyword	Competency Indicator	Performance Indicator
CO1	PO1: Management theories and practices	1.3	1.3.1
CO2	PO2: Data based decision making	2.1	2.1.1
CO3	PO4: Global, ethical, legal and economical aspects of business	4.1	4.1.1
CO4	PO4: Global, ethical, legal and economical aspects of business	4.1	4.1.1
CO5	PO5: team environment	5.2	5.2.1


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Subject Code	Subject Name	L	T	P	Credits
19MBA0316	Compensation and Benefits Management	4	-	-	4

Course objectives

- CO1 To understand the basic concepts of compensation management
- CO2 To study the job design, evaluation and compensation methods
- CO3 To understand the employee benefits and welfare
- CO4 To know and understand the legal aspects of compensation.
- CO5 To study various compensation mechanisms at executive and expatriate levels.

Unit I – Compensation management: An Introduction to Compensation Management, Theories of Compensation management, 3–P Concept in Compensation Management.

Unit II – Job Design, Job Evaluation and Compensation structures: Job Analysis & Design, Job evaluation and methods, Understanding market pay, Base pay, Performance based pay, Competency based pay and Team based pay.

Unit III – Benefits and Services: Employee benefits, Long–term and Short–term benefits, Administration of benefits and the influencing factors, Employee welfare and services,

Unit IV – Legalization and Compensation: An Overview of Legal Framework Relating to Compensation.

Unit V – Executive and International Compensation: Executive compensation – concepts and elements, Quantitative tools, Expatriate Compensation and its Objectives, Elements of Expatriate’s Compensation Package.

Textbooks:

1. The complete Guide to Executive Compensation- Bruce R Ellig-McGraw Hill Inc. (2014)
2. Strategic Compensation: A Human Resource Management approach - Joseph J. Martocchio-Pearson New International Edition, 2014
3. Compensation by Milkovich and Newman

References:

1. Compensation – George T. Milkovich- McGraw Hill, 2015.
2. The Compensation Handbook, Sixth Edition : A State-Of-The-Art Guide to Compensation Strategy and Design – Lance A. Berger- McGraw Hill
3. Rewarding excellence: Pay Strategies for the new economy-Edward E Lawler-Jossey Bass Inc. Publishers

List of Cos	PO no. and keyword	Competency Indicator	Performance Indicator
CO1	PO1: management theories and practices	1.3	1.3.1
CO2	PO2: Database decision making	2.1	2.1.1
CO3	PO3: Value based leadership ability	3.1	3.1.2, 3.1.3
CO4	PO1 management theories and practices	1.5	1.5.1
CO5	PO4: Global, ethical, legal and economical aspects of business	4.1, 4.3	4.1.1, 4.3.1

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**ANNAMACHARYA INSTITUTE OF TECHNOLOGY & SCIENCES::TIRUPATI
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Semester: IV

Branch of Study: MBA

Subject Code	Subject Name	L T P	Credits
19MBA0402	Design Thinking for Managers	2 - -	2

Course Outcomes:

- CO1: To know the basic concepts of the innovation and design
- CO2: To know the concept of design thinking
- CO3: To study the strategy for the innovations and design
- CO4: To gain knowledge about design thinking strategies
- CO5: To study the various creative thinking techniques

Unit – I: Introduction- An insight into design, history of modern design, early innovations, industrializations new materials nature of design work design for survival and survival through work design.

Unit – II: Design thinking- Design thinking as a systematic approach to innovation, brainstorming, visual thinking, the design challenges, product development.

Unit – III: Innovation, art of innovation, strategies for creativity, teams for innovation, design alternatives, decision making for new design.

Unit – IV: Design thinking for strategic innovation, applications of design, thinking in business and strategy, linking design thinking solutions to business challenges, enterprise creativity, competitive logic of business strategy, design thinking for startups.

Unit – V: Creative thinking techniques, linear thinking, constraints in design, design thinking to meet corporate needs, designing today for tomorrow.

Text Book:

1. David, Raizman, History of Modern Design Lawrence King Publishing Ltd.(2010)
2. Tim Brown, Change by Design Harper Bollins, (2009)
3. Tom Kelly with Jonathan Littman, The Art Of Innovation, Harpercollins Business (2001)
4. Tom Kelly with Jonathan Littman, Ten Faces Of Innovation, Currency Books (2006)

List of Cos	PO no. and keyword	Competency Indicator	Performance Indicator
CO1	PO1: management theories and practices	1.2	1.2.1
CO2	PO2: data-based decision making.	2.1	2.1.1
CO3	PO1: management theories and practices	1.1	1.1.1
CO4	PO4: global, economic, legal, and ethical aspects of business	4.2	4.2.1
CO5	PO2: data-based decision making.	2.1	2.1.1

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Subject Code	Subject Name	L	T	P	Credits
19MBA0404	Industrial Relations	4	-	-	4

Course Outcomes:

- CO1: To understand the Employee Relations and Industrial Climate in India.
- CO2: To understand the process of collective bargaining
- CO3: To know various employee grievance and redressal mechanisms
- CO4: To understand the statutory norms to settle Industrial Disputes.
- CO5: To become familiar about laws relating to social security.

Unit I: Introduction: Industrial Relations –concept – significance – Role of Industrial Relation Officer – Government machinery for labour administration.

Unit II: Indian Labor laws and Collective Bargaining: The socio-economic environment – Industrial Relations laws- Factories Act 1948– Employees Standing Orders Act 1946 - Collective Bargaining-role, methods- negotiation, conciliation, arbitration, adjudication-Payment of Wages Act 1936, Payment of Salaries Act 1971 -Minimum Wages Act 1948,Equal Remuneration Act 1976.

Unit III: Discipline & Grievance Management: Causes of Grievances, Grievance and Redressal Mechanisms, Discipline – code of conduct, process of Domestic enquiry.

Unit IV: Industrial Disputes & Trade Unions: Industrial Disputes Act, 1947 – Preventive and settlement Machinery – Trade Unions Act, 1926 – Workers Participation in Management.

Unit V: Laws relating to social security: Workmen’s Compensation Act 1923 – ESI Act 1948 – Payment of Gratuity Act 1972, Role of ILO.

Text Books:

- Tripathi. P.C , Industrial Relations and labour laws , Sultan chand and sons
- N.D. Kapoor , Mercantile law, Sultan chand and sons

Reference books:

- Sri Vastva , Industrial Relations and labour laws, Vikas publishers
- Agarwal LL , Industrial Relations and laws in India ,
- Sinha & sinha, Industrial Relations and labour laws , Oxford IBH
- Pillai. RSN&Bhagavathi, Legal aspects of business – (2011), Sultan chand and sons
- Arun Monappa : Industrial Relations (McGraw Hill)
- Punekar : Labour Welfare Trade Unionism and Industrial Relations (Himalaya)
- B.D. Singh : Industrial Relations (Excel)
- Sarma, A.M : Industrial Relations (Himalaya)
- Monal Arora : Industrial Relations (Excel) Industrial Law- P.L.Malik, eastern book company
- Malik P.L : Hand Book of Industrial Law (Eastern)

List of Cos	PO no. and keyword	Competency Indicator	Performance Indicator
CO1	PO1: management theories and practices	1.3	1.3.1
CO2	PO1: management theories and practices	1.3	1.3.1

CO3	PO2: data-based decision making.	2.1	2.1.1
CO4	PO2: data-based decision making.	2.1	2.1.1
CO5	PO1: management theories and practices	1.3	1.3.1

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Code
BA0406

Subject Name	L T P	Credits
E-RETAILING	4 - -	4

Course Outcomes:

- CO1: To understand the fundamental principles of e-retailing and e-Commerce
- CO2: Able to understand e-retailing merchandising process
- CO3: To gain knowledge about the e-retail organization.
- CO4: To understand the fundamental of e-retailing technologies
- CO5: To understand various e-retailing consumer behavior models.

Unit -1: The world of e-retailing: e-retailing in practice – integration of e-retailing in to organization – understanding and communicating with the e-consumer.

Unit -2: E-retailing as a format: Assortment Planning, merchandising and category management for e-retailing.

Unit – 3: Inventory management for e-retailing: Retail Strategies in the context of e-retailing running an e-retail organization.

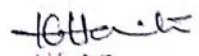
Unit – 4: Loyalty and e-retailing: e-store design: navigability, interactivity and web atmospherics – e-service.

Unit – 5: Consumer behavior and e-retailing: Branding on the web – e-malls – e-retailing models – multi-channel success and the future of e-retailing.

Text books and References:

1. Charles Dennis, Tino Fenech and Bill Merrilees, E-Retailing| E-Book.
2. Dunne Lusch carver, Retailing, 8th edition, Cengage publishers, 2017.
3. Nayak Dash, Retail management, 1st edition, Cengage publishers, 2017.
4. Cullen, Retailing: environment and operations, cengage publishers, 1st edtion, 2017.

List of COs	PO no. and keyword	Competency Indicator	Performance Indicator
CO1	PO1: management theories and practices	1.3	1.3.1
CO2	PO1: management theories and practices	1.2	1.2.1
CO3	PO2: data-based decision making.	2.1	2.1.1
CO4	PO5: team environment.	5.2	5.2.1
CO5	PO1: management theories and practices	1.4	1.4.1


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Subject Code	Subject Name	L T P	Credits
19MBA0410	Marketing Analytics	4 - -	4

Course Outcomes:

- CO1 : To understand the product management decisions
- CO2 : To study various product and service analytics
- CO3 : To understand the pricing analytics
- CO4: To familiar with distribution analytics
- CO5 : To understand concepts of digital marketing

Unit – 1: Product Management– Marketing product selection – market insight – market sizing – strategic decision models

Unit -2: Product and service analytics –conjoint analysis – forecasting – inflection point – decision trees – product mix allocation

Unit-3: Metrics– BSC – Dashboards –strategic metrics – pricing analytics – web analytics

Unit -4: Distribution analytics– sales analytics – Promotion analytics – allocating marketing budget

Unit – 5: Customer Management– Digital Marketing – concepts and applications

Text books and References:

1. Wayne L. Winston, Marketing Analytics: Data-Driven Techniques with Microsoft Excel, Wiley, 2014
2. Sorger, Stephan. —Marketing Analytics: Strategic Models and Metrics. | Admiral Press/ Create Space, 2013
3. Venkatesan, R., Farris, P., & Wilcox, R. T. Cutting-edge marketing analytics: real world cases and data sets for hands on learning. Pearson Education, 2014.
4. Grigsby, M., Marketing Analytics: A Practical Guide to Real Marketing Science. Kogan Page Publishers, 2015.

List of Cos	PO no. and keyword	Competency Indicator	Performance Indicator
CO1	PO1: management theories and practices	1.3	1.3.1
CO2	PO4: global, economic, legal, and ethical aspects of business	4.2	4.2.1
CO3	PO4: global, economic, legal, and ethical aspects of business	4.1	4.1.1
CO4	PO4: global, economic, legal, and ethical aspects of business	4.1	4.1.1
CO5	PO4: global, economic, legal, and ethical aspects of business	4.3	4.3.1

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**ANNAMACHARYA INSTITUTE OF TECHNOLOGY & SCIENCES::TIRUPATI
(AUTONOMOUS)**

Year: I

Semester: III

Branch of Study: MBA

Subject Code	Subject Name	L	T	P	Credits
22MBA0319	Advanced Communication	2	-	-	2

Course Outcomes:

- CO1: Understand basic concepts Managerial Communication
- CO2: familiar with Business correspondence
- CO3: Understand the concept of organizing meetings
- CO4: Study various communication strategies.
- CO5: get acquainted with Computer based communication technologies.

UNIT - I : Concept of Managerial Communication – Effective Listening – Barriers, Steps for Active Listening – Effective Speaking – Body Language & Modulation, Informative, Persuasion Communications – Effective Reading – Obstacles, Effective Reading, Reading Comprehension – Effective Writing – Condensation, Note Making Methods, Executive Summary.

UNIT - II : Business Letters & Reports: Types of Business Letters – Elements; Types of Reports – Informal – Formal Reports – Elements; Annual Reports - Technical Proposals – Structure – Circulars - Notices – Memos.

UNIT - III : Meetings & Reports: Meeting Invitation - Notice – Agenda – Meeting Participants – Roles, Meeting conduction & Etiquette - Minutes of the Meeting – Documentation – Filing.

UNIT - IV : Communication Strategies: Conflict Resolution – Win-Win strategy; Managerial Negotiations – Bargaining, Distributive, Integrative Strategies; Interviews – Types – purpose – process.

UNIT - V : Technology for Communication: Conventional Modes Vs Computer based Technologies – Email, Social Media, Micro Soft & Google Tools – Data – Collection – Organizing – Analyzing - Presentations using Technology.

Textbooks:

1. Managerial Communication – Strategies and Applications, Geraldine E.Hynes, McGrawHill
2. Business Communication, C.S.Rayudu, HPH.
3. Business Communication, Meenakshi Raman, Oxford University Press.

Reference Books:

1. Business communication, Shalini Varma, Vikas.
2. Business Communication, Raymond V.Lesikar, Neeraja Pandit et al.,TMH
3. Business Communications, Hudson, Jaico Publications
4. Business communication Sehgal, khetarpal, Excel Books
5. Effective Communication, Harward Business School, Harward Business Review No.1214.
6. Communication skills, Sanjay Kumar, Pushpalata, Oxford

List of COs	PO no. and keyword	Competency Indicator	Performance Indicator
CO1	PO1: Management theories and practices	1.3	1.3.1
CO2	PO1: Management theories and practices	1.2	1.2.1
CO3	PO1: Management theories and practices	1.3	1.3.1
CO4	PO1: Management theories and practices	1.2	1.2.1
CO5	PO1: Management theories and practices	1.2	1.2.1

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Year: I

Semester: III

Branch of Study: MBA

Subject Code	Subject Name	L	T	P	Credits
22MBA0321	Industry 4.0 & Innovation	2	-	-	2

Course Outcomes:

- CO1: Understand the basic concepts of Industry 4.0 and new technologies in decision making
- CO2: Outline the features of Artificial Intelligence and application domains
- CO3: Summarize the Big data domain stack and Internet of Things
- CO4: Identify the applications and Tools of Industry 4.0
- CO5: Learn and think innovative ideas based on technology

UNIT – I: Industry 4.0: Need – Reason for Adopting Industry 4.0 - Definition – Goals and Design Principles - Technologies of Industry 4.0 – Big Data – Artificial Intelligence (AI) – Industrial Internet of Things - Cyber Security – Cloud – Augmented Reality – Mixed Reality.

UNIT – II: Artificial Intelligence: Artificial Intelligence: Artificial Intelligence (AI) – What & Why? - History of AI - Foundations of AI -The AI - Environment - Societal Influences of AI - Application Domains and Tools - Associated Technologies of AI - Future Prospects of AI - Challenges of AI.

UNIT – III: Big Data and IOT: Data: Terminologies - Big Data Definitions - Essential of Big Data in Industry 4.0 - Big Data Merits and Advantages - Big Data Components : Big Data Characteristics - Big Data Processing Frameworks - Big Data Applications - Big Data Tools - Big Data Roles - Learning Platforms; Internet of Things (IoT) : Introduction to IoT - Architecture of IoT - Technologies for IoT - Security in IoT.

UNIT – IV: Manufacturing – Healthcare – Education – Aerospace and Defence – Agriculture – Transportation and Logistics – Impact of Industry 4.0 on Society: Impact on Business, Government, People. Tools for Artificial Intelligence, Big Data and Data Analytics, Virtual Reality, Augmented Reality, IoT, Robotics.

UNIT - V: Innovation: Meaning - Stages of Innovation Life cycle – Types of Innovations - Innovation as a knowledge-based process – Innovation and competitive advantage.

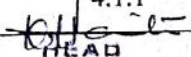
Textbooks:

1. Managing Innovation -,By Joe Tidd, John Bessant & et.al., Wiley India Publishers, New Delhi, Third Edition.
2. Introduction to Industry 4.0 and Industrial Internet of Things by Prof.SudipMisra, IIT Kharagpur.

Reference Books:

1. Alasdair Gilchrist. Industry 4.0: The Industrial Internet of Things, A press Publications.

List of COs	PO no. and keyword	Competency Indicator	Performance Indicator
CO1	PO4: global, economic, legal, and ethical aspects of business	4.1	4.1.1
CO2	PO4: global, economic, legal, and ethical aspects of business	4.1	4.1.1
CO3	PO4: global, economic, legal, and ethical aspects of business	4.1	4.1.1
CO4	PO4: global, economic, legal, and ethical aspects of business	4.1	4.1.1
CO5	PO4: global, economic, legal, and ethical aspects of business	4.1	4.1.1


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