

# Df efsdf rwgsfrgtert

[Business](#), [Marketing](#)



CURRICULUM Core courses: 25 courses of 3 credit  
FIN 105: Basic Financial Accountancy  
FIN110: Financial Management I  
FIN 115: Cost and Management Accounting  
FIN 120: Financial Management II  
SYS 105: Computer Applications  
SYS 110: Management Information System  
MGT 105: Managerial Economics  
MGT 110: Executive Communications  
MGT 115: Quantitative Techniques I  
MGT 120: Economic Environment of Business  
MGT 125: Legal Environment of Business  
MGT 130: Operations Management I  
MGT 135: Quantitative Techniques II  
MGT 140: Social Environment of Business (1.5 credits)  
MGT 145: Operations Management II  
MGT 155: International Business  
MGT 160: Strategic Management  
MGT 165: Business Ethics  
MKT 105: Marketing Management I  
MKT 110: Marketing Management II  
MKT 115: Research Methodology  
HRM 105: Organizational Dynamics  
HRM 110: Organizational Behaviour I  
HRM 115: Organizational Behaviour II  
HRM 120: Human Resource Management  
Electives: 17 courses of 3 credits  
FIN125 Financial Markets  
FIN130 Security Analysis and Portfolio Management  
FIN135 Capital Expenditure: Planning and Control  
FIN140 Commercial Banking Management  
FIN145 Retail Banking Management  
FIN150 Indirect Taxation  
FIN155 Personal Taxation  
FIN160 Mergers and Acquisitions  
FIN165 International Finance  
FIN170 Working Capital Management and Corporate Finance  
FIN175 Insurance Management  
FIN180 Strategic Cost Management  
FIN185 Derivatives  
FIN190 Corporate Finance  
FIN195 Corporate Taxation and Planning  
FIN200 Investment Banking  
FIN205 Financial Reporting and Analysis  
FIN210 Marketing of Financial Services (cross listed)  
FIN215 Financial Technical Analysis and Global

Markets FIN220 Financial Modelling SYS115 Data Mining and Neural Networks  
SYS120 DBMS with Oracle SYS125 Information Security and Risk Management  
SYS130 Software Quality Assurance SYS135 Software Development  
Methodology SYS140 Programming Fundamentals SYS145 Software  
testing (half credit) SYS150 Business Analysis for IT solutions SYS155  
Enterprise Resource Planning SYS160 Software Project Management SYS165  
Decision Support Systems MGT170 Corporate Governance and  
Social Responsibility MGT175 Logistics and Supply Chain Management  
MGT180 Forecasting (half credit) MGT185 Technology Management  
MGT190 Total Quality Management MGT195 Principles of Six Sigma (half  
credit) MGT200 International Economics  
MGT205 Economics of Human Resource Development (half credit) MGT210  
Entrepreneurship MGT215 Foreign Language (French, German, Spanish,  
Mandarin) MGT220 International Marketing (cross listed) MGT225 Social  
Entrepreneurship MKT120 Business to Business Marketing MKT125 Consumer  
Behaviour MKT130 Integrated Marketing Communications  
MKT135 International Marketing (cross listed) MKT140 Product Management  
MKT145 Brand Management MKT150 Retailing MKT155 Rural Marketing (half  
credit) MKT160 Marketing in the New Era MKT165 Sales and Distribution  
Management MKT170 Services Marketing  
MKT180 Pricing (half credit) MKT185 Customer Relationship Management (half  
credit) MKT190 Advanced Marketing Research MKT195 Marketing of Financial  
Services (cross listed, half credit) MKT200 Sales Negotiation (half credit)  
MKT205 Strategic Marketing Management MKT210 Marketing Engineering  
HRM125 Transactional Analysis and Conflict Management HRM130 Executive  
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Competencies HRM135 Stress Management & Emotional Intelligence (half credit) HRM140 Organisational Theory, Structure and Design HRM145 Cross Cultural Management (half credit) HRM150 Training and Development HRM155 Strategic HRM HRM160 Organisational Change and Development HRM165 Reward and Performance Management HRM170 Labour Laws HRM175 International Dimensions of HRD HRM180 Psychometrics HRM185 Competency Mapping (half credit) HRM190 Knowledge Management (half credit) HRM195 Counselling skills HRM200 Career Planning and Management HRM210 International Negotiations (half credit) HRM215 Human Resources Information Systems (half credit) HRM220 Balanced Score Card (half credit) HRM225 Industrial Relations FIN 105: BASIC FINANCIAL ACCOUNTING

The course aims to impart basic financial accountancy knowledge to students (with limited exposure to business terms and practices) in such a way that they can appreciate the importance of financial accounting numbers and statements in business decision making and apply them for decision making. Students learn the underlying accounting principles, concepts, and relevant accounting standards in the recording of business transactions. FIN 110: FINANCIAL MANAGEMENT - I The finance function has always remained an important area in all organizations, whether for profit or not for profit.

Every aspect of the organization's functioning, which has a bearing on profit, would come under its ambit. This basic course aims at providing the students an insight into the fundamentals of financial management with conceptual clarity for financial decision making. Students acquire skills required to analyse and interpret financial data in order to make optimum investments.

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Students learn the time value of money, valuation of bonds and stocks, and capital structure planning and policy. FIN 115: COST AND MANAGEMENT ACCOUNTING

The purpose of the course is to develop an appreciation of the use of cost accounting data in planning and control of business activity and to understand costing and management accounting techniques that could be utilized for planning, decision making and control. FIN 120: FINANCIAL MANAGEMENT - II The course aims at developing skills required for analysis, interpreting and using financial information for the purpose of making optimum investment, financing and dividend decisions and to give necessary exposure to students to all the factors of financial management at corporate and macro economic level.

SYS 105: COMPUTER APPLICATIONS IN BUSINESS This course will expose students to computerscienceandcommunicationstechnologyand will help them in end-user computing. It will enable them in building skills using widely available and easily accessible tools such as spreadsheets, database management systems and analytical software to support the processes of decision making in various functional areas of management.

At the end of the course, it is expected that students will be competent in presentation, analytical/modelling concepts, communication, operational/database processing, integrating various applications and reporting. Students will also be exposed to various management science-related software, tools and techniques to find solutions to problems. SYS 110: MANAGEMENT INFORMATION SYSTEMS The aim of this course is to help

students gain an insight into the enormous sources and types of information that businesses need to explore, transform, and manage in today's context.

Students learn the various dimensions of information systems and their technical implementations that are predominantly used in business today. Based on real-life cases, students grasp the concepts behind information mining, data analysis, and interpretation, thereby using these tools to enhance corporate decision making and alternate solutions. The course also provides the different technologies, tools, and software that are used in various business functions such as finance, HR, marketing, and operations.

#### MGT 105: MANAGERIAL ECONOMICS

As an applied branch of Economics, the major emphasis of the Managerial Economics is to provide the principles and tools essential to the analysis and solution of managerial problems that have significant economic consequences, both for the firm and the society at large. Managerial Economics is concerned with resource - allocation decisions that are made by entrepreneurs and managers who seek to achieve the objectives of the organization in the most efficient manner, while considering both explicit and implicit constraints they face in decision-making. MGT 110 : EXECUTIVE

#### COMMUNICATIONS

The focus of this course is in developing the communication skills for on-the-job success. The course provides guidelines for handling communication breakdowns, and increasing information flow to enhance productivity and performance through clear understanding of the impact of communications on individual behaviour. The course also aims to improve business writing skills. MGT 115 : QUANTITATIVE TECHNIQUES - I Data analysis is an everyday

reality of the business world. The main purpose of this course is to provide a survey of topics in statistics with a particular emphasis on empirical data analysis and statistical decision-making.

Where ever appropriate and needed, mathematical concept and processes will be explored and incorporated into the lecture in order to better understand the statistical models. The course also aims to empower the students in using any recent statistical software package that is essential to facilitate the computational process thus freeing our time for modelling and interpretation of the statistical results. Statistical Package for Social Sciences (SPSS) will be used in this course and the students are required to become proficient in using this software. The course develops the diagnostic and analytical and decision making skills.

**MGT 120: ECONOMIC ENVIRONMENT OF BUSINESS** The course provides students with the economic basis on which rational business decisions can be facilitated, in an exchange-based economy while explaining the relationships among crucial macro-economic parameters relating to business; to enable them understand the implications of government economic policy measures that have an impact on managerial decision-making; and to make them aware of how to move towards the market-driven economy by facing both crucial challenges and rewarding opportunities in the market place.

**MGT 125: LEGAL ENVIRONMENT OF BUSINESS** The course describes the various aspects of company law relating to the formation and management of companies - the role of shareholders and directors; share capital and borrowings; accounts and audits; and the reporting requirements. The course <https://assignbuster.com/df-efsdf-rwgsfrgtert/>

also gives the students the essentials of contract law, sale of goods law, consumer protection law, tax laws, and IPR laws. The approach is one of enabling students to understand the principles behind these laws, and applicability in business environment.

**MGT 130: OPERATIONS MANAGEMENT - I** The course focuses on introducing the students to a thorough knowledge of production and operations management in manufacturing and service organizations. The students learn the design, operation, and improvement of the production system that creates the firm's products or services. At the end of the course, the student will be conversant with all aspects of establishing and managing the operations of an organization's production system.

The students also learn the various forecasting methods used in business. Various aspects of inventory management - inventory models and inventory control are taught. Students play an interactive simulated inventory game on the computer to learn and understand the concepts of inventory management. **MGT 135 : QUANTITATIVE TECHNIQUES - II** The course introduces the students to some widely used mathematical models and tools for optimisation and day-to-day decision making in business organizations.

The focus of the course will be more on the application of these mathematical models in real life situations than on computation of problems; students will be introduced to software (QSB) to solve problems. The emphasis of the course is more on problem formulation and interpretation of the results (from software) for the management. The course covers linear programming, network models, game theory, waiting line models, simulation and decision analysis. Students are also introduced to dynamic programming



and stochastic processes. MGT 140: SOCIAL ENVIRONMENT OF BUSINESS (1.5 credits)

The course exposes the students to the global economic realities and to the economic issues prevailing at the global and national levels. It enables the students to appreciate the role of international institutions especially WTO in order to evaluate the role of WTO in business. The course provides the students an analysis to look into issues relating global and national disparities in developing business. The course also looks into the implications and consequences of IPR regime. Students develop a different perspective to enquire into the problems affecting the third world in general. MGT 145: OPERATIONS MANAGEMENT - II The course focuses on introducing the students to a thorough knowledge of production, planning and control. The students learn aggregate planning, materials requirement planning, and production scheduling. In addition, the students are introduced to total quality management and statistical quality/process control methods. Finally, the importance of maintenance management is understood. At the end of the course, the student will be conversant with all aspects of production, planning and control.

Students play an interactive production simulation game on the computer. The game involves taking decisions in all aspects of production starting from forecasting to maintenance and analysing the results of their decisions. Students learn the art of decision making in a typical production environment. MGT 155: INTERNATIONAL BUSINESS The course will focus on the implications and opportunities arising from globalisation. The course

identifies the inherent advantages and disadvantage of India for international business and foreign investment.

Cultural, infrastructure, and other differences existing between various countries determine their relative attractiveness for international business and must be considered for differences in strategies and managerial approach. There are also different business models for conducting international business. The course will aim to examine these factors and models. The course will also acquaint the students with the basics of international trade theory and the institutional framework for international trade and business such as World Bank, IMF, GATT, WHO, TRIP

#### MGT 160: STRATEGIC MANAGEMENT

The objective of this course is to develop in the participants a clear ability to understand the strategic dimensions and processes involved in the formulation, implementation, and appraisal of business strategies. At the end of the course, students will be able to analyze a business situation, examine alternatives, formulate a strategy, present his strategy, and plan the implementation, taking a holistic perspective of the enterprise. Starting with a framework for strategic management process, the course provides the models and tools for analysis in developing strategies.

MGT 165: BUSINESS ETHICS The aim of the course is to raise the level of ethical awareness in students in the context of managerial decision-making. Ethics as an essential ingredient in decision-making-the course sensitises students to be socially responsible citizens and the course facilitates the development of ethical awareness and reflections relating to business, management, economic, social, and environmental issues. At the end of the

course, students will have attitudinal changes and enhanced achievement through ethical practices.

**MKT 105: MARKETING MANAGEMENT - I** This is a first course in Marketing Management. The emphasis is on the overall conceptualisation of the marketing discipline, in an era of new technological and global realities, by understanding of the basic concepts of marketing, marketing process, the marketing environment, market opportunity and consumer behaviour.

Students get familiar with the decision - making processes involved in Marketing Management as an integral part of Corporate Management.

#### **MKT 110: MARKETING MANAGEMENT - II**

Marketing Management-II is aimed at building up a framework for applying basic knowledge and understanding of the marketing decision variables. It will enable the students to use the marketing mix in designing marketing programs in the competitive environment. The course aims to familiarize the students with product strategy, developing pricing strategies, managing retailing, and modes of direct marketing

**MKT 115: RESEARCH METHODOLOGY** The course provides the means to acquire skills as a research-based decision maker, research employee, research service provider or research data evaluator.

The course aims to address the management problem solving with scientific thinking, design the strategies for the research process and then analyse and present the data in the right format. The course also looks at the sources and methods of data collection. Students are expected to be sound in basic statistics.

**HRM 105: ORGANIZATIONAL DYNAMICS** This core course in the first

term (3 credits) aims to gain an understanding of the basic principles, concepts and theories of management and its application.

The key topics covered in the course are: Introduction to management, Management Functions - Planning, Organizing, Staffing, coordinating, and controlling. The course also dwells on emerging issues / debate in management. An extremely interactive approach is adopted to gain a firm learning of the subject. Case studies / discussion themes are intensively used to understand the practical application / synthesis of the key concepts. Participants are encouraged to debate on the issues involved, both from the standpoint of industry and academia, and take positions, as future managers.

HRM 110: ORGANISATIONAL BEHAVIOUR I The course enables students understand the various aspects of intrapersonal dynamics by developing an understanding of individual processes and the application of established and innovative techniques to manage people better. Students learn to understand their strengths and weaknesses and then strengthen their personality. The course will discuss concepts of learning, perception, personality, values, communication, and motivation. HRM 115: ORGANISATIONAL BEHAVIOUR II The course provides an understanding of how people behave in organizations.

This course deals with inter-personal dynamics, that is, the various aspects of human interaction during work. The course equips the students with a basic understanding of these interactions so that they become more effective in handling personnel on the job. The course also covers the leadership and influential skills required in inter personal behaviour. HRM

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120: HUMAN RESOURCE MANAGEMENT The imperative for better human resource practices, in recent times, have caught the imagination of management in industry the world over.

What is HRM and how it is different from conventional approaches to the business of managing people forms the core of the course. The course aims at understanding the very specific meaning of HRM both in industry and academia - the different ways in which it is understood in different contexts and the link with Japanese production methods, as perceived to the challenge of increased competition. The course also discusses the conceptual domains of HRM, participation in trade unions and their implications in the modern HRM practices. MGT 170: CORPORATE GOVERNANCE AND SOCIAL RESPONSIBILITY

Corporate Social Responsibility and Corporate Governance, which are interlinked, have been gaining greater importance in both industrial and B-School circles due to the increasing exposure of scams, frauds and acts of moral turpitudes of corporate managements all over the world. This course aims at 1. Making students aware of the corporate responsibility towards society and putting them wise on the perspectives, problems, issues and suggested solutions, enabling them to appreciate the fact that corporate have a social responsibility towards all its stakeholders in their own long term interest. . Equipping students with the necessary knowledge to enable them understand and appreciate the nuances of corporate governance inasmuch as they are expected to safeguard the interests of all stakeholders as future entrepreneurs and managers and address their concerns adequately even while they make a success of their enterprises. MGT 175:

**LOGISTICS AND SUPPLY CHAIN MANAGEMENT** The first part of the course covers the basic concepts useful for management decision making in various logistic functions such as customer service, transportation, warehousing, and inventory management.

Students become familiar with order processing, MIS, performance measures, global logistics, DSS, distribution channels and planning in logistics management. The second part of the course provides the current concepts, models and solution methods in the design, control, operation and management of supply chain systems. Emphasis is on case study analyses and hands-on-experience with simulation games to understand the applications of the concepts learnt. **MGT 180: FORECASTING (half credit)** The half credit course introduces the models for explaining and predicting the behaviour of business and economic time series.

Topics include exponential smoothing, regression techniques, classical time series decomposition, Box-Jenkins analysis, ARIMA and qualitative methods. Applications to real business data are practiced using computers. **MGT 185: TECHNOLOGY MANAGEMENT** The course focuses on understanding the process that links policy, technology management and competitiveness at the firm level. The course also looks into the framework for deployment of the appropriate technology for new products, value chains and in marketing. Technological analysis for strategic management using case studies will be the core method of study.

**MGT 190: TOTAL QUALITY MANAGEMENT** This is a full-fledged course on Total Quality Management. Starting from the basic concepts of TQM, the course will cover aspects of quality measurement, methods of continuous

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improvement and implementation of TQM. Gain skills needed to apply statistical thinking to quality improvement using facts, data, and analysis using SPC, and QFD. Modern up to date concepts like TPM, six sigma, benchmarking will also be covered. MGT 195: PRINCIPLES OF SIX SIGMA PRACTICE (half credit)

This half credit course will introduce the statistical concept of six sigma and then look into the project selection, problem solving, tools and techniques and design for six sigma implementation. MGT 200: INTERNATIONAL ECONOMICS The course familiarizes students with the principles and practices of international economics with a view to enabling them understand the whys and wherefores of International Business. Starting with theoretical basis of international trade, students learn the terms of international trade, balance of trade and payments, determination of exchange rates, the structure and trends of foreign trade in India.

Students are also taught the objectives of the IMF, World Bank, WTO and regional trade agreements on India's trade and development. MGT 205: ECONOMIC OF HUMAN RESOURCE DEVELOPMENT (half credit) The course helps to understand the role and significance of Human Resources Development in our Economy with Special reference to Education and Human Power Planning. It will throw light on the various issues connected with Human Resources and Economic Development.

Starting with the Shultz's analysis of Human Capital and indicators and strategies of HRD, the course looks into the impact on the economy, man power planning, community development programs, brain drain and the human development index -all with reference to the Indian sub-continent.

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MGT 210: ENTREPRENEURSHIP The purpose of this course is to excite the students in the field of entrepreneurship. They would be given an opportunity to explore how entrepreneurs are born, what motivates them to become entrepreneurs and the process through which they create their enterprises and run them successfully.

The students will also be familiar with the new and expanding horizons of entrepreneurship. Most entrepreneurs have to develop their own family business system. The course accords importance to creating this awareness among potential entrepreneurs and equip them with skills to manage a family business. MGT 215: FOREIGN LANGUAGE (FRENCH, GERMAN, MANDARIN OR SPANISH) The course aims to develop the following language skills at a basic level. 1. Oral comprehension 2 Written comprehension 3. Oral and written expression FIN 125: FINANCIAL MARKETS

The course provides a through and comprehensive view of how the financial system of money and capital markets, which now completely circles the globe, facilitates the flow of savings into investment in order to guide the payments so that business can survive and prosper. The course provides an essential perspective on the role and functions of money and capital market in supplying credit to business, permitting accumulation of wealth for future financial needs, and providing liquidity when needed. The course gives you the analytical tools to use and how financial decisions can be made.

It gives a broad view of the major financial institutions and instruments and the role of SEBI and RBI. FIN 130: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT The course helps the students to identify and analyse various investment alternatives and understanding the relationship between risk and

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return through detailed macroeconomic, industrial, company and technical analysis. Students learn to value the financial assets and appreciate the functioning of the capital markets. The courses also look into the method of evaluating various investment options and then measure the performance of the portfolio.

**FIN 135: CAPITAL EXPENDITURE: PLANNING AND CONTROL** At the end of the course, the students will be able to appreciate the significance of Project Finance, identify and generate new projects, prepare a detailed project report. The student develops the skill to analyse a project by market analysis, technical analysis, and financial estimates/projections and then select a project by applying various methods for evaluation based on investment criteria, risk analysis, and cash flow analysis.

#### **FIN 140: COMMERCIAL BANKING MANAGEMENT**

The course highlights the important areas in the Commercial Banking Management at Macro level so that banks can continue to perform well in the present competitive, global environment, simultaneously complying with essential requirements of the Reserve Bank of India. The students can appreciate the decisions taken at corporate level for maintaining excellence. Students study the method for assessment of management and performance of banks; asset liability management; BASLE recommendations on capital adequacy ratio; non performing assets and its rehabilitation; and finally credit risk assessment - maintaining quality and follow on advances.

**FIN 145: RETAIL BANKING MANAGEMENT** The course highlights the role and impact of Retail Banking Management on the present functioning of Commercial Bank which has witnessed several challenges due to <https://assignbuster.com/df-efsdf-rwgsfrgtert/>

globalisation and financial sector reforms both at macro and micro levels. Consequent to disinter mediation, corporate have easy access for cheaper funds leading to reduction in the spreads on the banks. So banks are forced to pay greater attention to the retail banking for increasing credit off-take and improving the profitability.

The students can have an overview of the scope, nature, types and range of retail banking services offered by the banks in the background of customer expectations and legal framework. FIN 150: INDIRECT TAXATION The course provides a working knowledge on the frame work of Indirect Taxation system in India. At the end of the course, students can manage Indirect Taxation issues in an organization, make decisions relating to Indirect Taxation issues, carry out effective proactive planning in Indirect Taxation issues and evaluate issues in Indirect Taxation with an objective to avoid possible exposure and consequent litigation.

The course covers Central Excise, Customs, Foreign Trade Policy, Service Tax, and Central Sales Tax including VAT. FIN 155: PERSONAL TAXATION The Income Tax laws of a country reflect the socio-economic scenario and direction in which its government would like to lead its economy. The Income Tax laws are therefore subject to constant change. The objective of this is to familiarize the student with the Indian Income Tax Act 1961. The course has the following three specific objectives: 1. Clarify the basic concepts and procedures of the Income Tax Act 1961. 2.

Applicability of these concepts and procedures for computing an individual assessee's tax liability. 3. Understanding the administration of the Act FIN 160: MERGERS AND ACQUISITIONS Mergers and acquisitions are among the <https://assignbuster.com/df-efsdf-rwgsfrgtert/>

most dynamic, complex, and strategic activities firms undertake. M has been a major part of global business for a long time. India is now on the threshold of a big leap into the global M space. The impetus for this leap comes in part from the progress that has been made and is proposed to be made in the context of convertibility of the Indian rupee in the capital account.

M can be viewed from two perspectives: strategic and financial/valuation. The course aims at a clear understanding of both the perspectives and application of the same jointly in business cases. Students will work within a corporate framework on how to assess M, how to use a wide set of practical ideas to link M to strategy, manage due diligence, think about M negotiations and integrate an acquisition. FIN 165: INTERNATIONAL FINANCE With the growing integration of the world economy, firms increasingly operate across national boundaries and are exposed to risks arising from currency, country and other related factors.

There is a growing need to understand these risks, as well as the products that have emerged to manage them. The course is meant to provide such understanding. The course equips the students with necessary knowledge and skills to manage finances in a multi-national environment. The students should emerge well versed in all concepts and market practices relating to foreign exchange management and management of finances in a multinational corporation. The course makes the students aware of reasons for fluctuating exchange rates and the opportunities and risks associated with raising funds abroad.

They should be equipped with necessary skills to step into the corporate environment and be able to operate independently. FIN 170: WORKING  
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**CAPITAL MANAGEMENT** The course aims to develop skills required for critical examination and management of the different components of working capital requirements of a firm so that optimum profitability is achieved ensuring the solvency and viability of the firm. It gives necessary exposure to the students to all the factors in the maintenance of proper assets by close scrutiny of the relevant information.

At the end of the course, students get an overview of the total financial requirements of the corporate (both short term & long term) from the points of view of the lender and the borrow

**FIN 175: INSURANCE MANAGEMENT**  
Students Learn the concepts of insurance, understand what risk management is and gain an appreciation of insurance as a risk management tool in industry. The course covers the legal and regulatory framework of insurance in India. At the end of the course, students, acquire the basic technical knowledge of insurance.

Students get to do a project on either a life or general insurance product that is available in the Indian market covering the salient features, comparison with other products and the reasons for choosing that product.

**FIN 180: STRATEGIC COST MANAGEMENT** The course provides a proactive cost management perspective to the results of management decisions. The course combines value chain, activity based costing, value added analysis, activity based management and economic value added concepts to strategic cost management decisions. Students learn how to evaluate and manage a firm's performance.

**FIN 185: DERIVATIVES** At the end of the course, students are familiar with derivatives, the mechanics of options market, models for behaviour of stock

prices, estimating volatilities, and risk management tools in the market (both capital and forex markets) with practical exercises, cases and games. The course is aimed at preparing students for careers in investment banking, risk management, corporate finance, commodity and product marketing, credit and risk management and asset management. FIN 190: CORPORATE FINANCE The world of corporate finance is changing very rapidly.

The number and nature of diverse products offered by various agencies are fast increasing. The corporate are able to get financial products of their choice to suit their requirements both for short-term and long-term, without being dictated to take available products. The objective of the course is to give adequate exposure on corporate finance to the students specializing in financial management so that they can understand and appreciate the perspectives of both the corporate and the creditors in their final decisions. The course looks into the various finance options - hire purchase, leasing.

Students gain knowledge of financial restructuring through mergers, acquisitions, and disinvestments. The course also looks at the modes of foreign currency borrowings allowed. FIN 195: CORPORATE TAXATION AND PLANNING The basic objective of the course is to impart knowledge of the basic principles underlying the substantive provisions of Direct Laws relating to Corporate Taxation. The second half of the course helps to acquire the ability to apply the knowledge of the provisions of the Direct Tax laws relating to corporate taxation to various situations in actual practice and planning thereto.

Starting with the method of accounting and the chargeability of business income, the course looks at the various concessions available to corporate,

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assessment, and the filing of returns. Tax planning through business reorganization is also dealt with. FIN 200: INVESTMENT BANKING The course enables the students to understand fundamental concepts in investment banking covering capital market related transactions, advisory services, and structured financial services.

Students learn the basic concepts of debt and equity markets (both national and overseas) - its issuance, strategies and business restructuring. FIN 205: FINANCIAL REPORTING AND ANALYSIS (half credit) At the end of this course, participants will be able to understand the financial reporting framework in India. Students will be able to recognize, measure, and report as per requirements of GAPP. The course also looks into the differences between GAAP, IFRS, and US GAAP. Students learn how to analyse published financial accounts of Indian companies for compliance with GAAP.

FIN 215: FINANCIAL TECHNICAL ANALYSIS AND GLOBAL MARKETS The main objective of this course would be to facilitate the understanding of graduate students of Finance of the diverse Financial Technical Frameworks and Tools applicable to the Indian and Global Financial Markets, with a greater thrust on Global Inter-Market Analysis. The course is modelled to provide would-be managers with the right balance of Financial Technical Analysis Theory and its applicability to the Indian and Global Financial Markets using real-life charts.

In the course, the participants will learn sophisticated quantitative and analytical skills and charting techniques to better analyse various financial markets such as equities, bonds, commodities and currencies. A special emphasis would be placed on Indian Equities Markets through Real-time

Charting Techniques. Due to globalisation of the financial markets and close inter-linkages between them, the Inter-Market Analysis through Financial Technical Analysis assumes greater significance.

The motivation for including Global Inter-Market Analysis is to apprise the would-be managers about the underlying relationships and inter-linkages between key Financial Markets and Financial Variables such as interest rates, exchange rates, equities and commodity prices. In the wake of increasing Globalisation of Financial Markets worldwide, the course would undoubtedly render the students capable of making better and more informed decisions in the realm of Investment Analysis.

By the end of the course the participants should be better able to:

- Understand the philosophy and rationale of the Financial Technical Analysis approach to Asset Allocation decision-making in Portfolio Management
- Understand the underpinnings of important theories and frameworks in Financial Technical Analysis
- Identify, interpret and analyse the varied financial technical patterns and indicators presented on the real-life stock charts.

Understand the important inter-linkages between global financial markets including equities, bonds, commodities, currencies and their underlying futures markets

MKT 120: BUSINESS TO BUSINESS MARKETING

This business marketing course provides an ideal platform to deepen a student's knowledge of the competition realities of the global marketplace, customer relationship management, cross functional decision making process, supply chain management, e-commerce, and related areas.

The course provides a perfect vehicle for examining the special features of high technology markets and for isolating the unique challenges that

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confront the marketing strategist in this arena by examining the types of customers, nature of procurement function, and forces that drive buying decisions in organizations. The later part of the course focuses on the techniques that can be applied in assessing market opportunities: market segmentation and demand analysis followed by the design, planning and evaluation of the processes for business marketing strategies. The course is totally case based.

**MKT 125: CONSUMER BEHAVIOUR** The course aims to build a conceptual framework that both enhance understanding and practical applications of consumer behaviour to marketing strategy. The study of consumer behaviour is an interdisciplinary science that investigates the consumption decisions. The course examines the methodology of consumer research and the process of market segmentation. The focus is on understanding the psychological characteristics of the consumer, the impact of individual personality characteristics, consumer perception, attitudes and communication process on consumer behaviour.

Students get an in depth understanding of consumer decision making showing psychological and socio-cultural variables influence consumers' decision making process. **MKT 130: INTEGRATED MARKETING COMMUNICATIONS\*** Companies are under extreme pressure to deliver commercial targets in the face of fierce competition, challenging economics conditions, and increasing demands for greater levels of customer satisfaction. In the past, companies touched their audience through traditional media advertising, public relations, and sale promotion - many even without linking the strands into one common approach.



As business practices shift away from conventional methods, this course studies the tools to convey a unified consumer message using the simultaneous deployment of all corporate communications and marketing tools. It is now imperative to integrate and coordinate the many communication channels to deliver a clear, consistent and compelling message about an organization and its products through all forms of communication: advertising, sales promotion, direct, database and e-commerce marketing and public relations. \* Must have completed Product Management elective

**MKT 135: INTERNATIONAL MARKETING** (cross listed) Students acquire marketing skills for global trading by acquiring a thorough knowledge of international marketing environment, trading practices, social values existing, distribution management and promotional methods in developing marketing strategies appropriate for a specific product in a specific market. The course also looks at the legal dimensions of international marketing.

**MKT 140: PRODUCT MANAGEMENT** This course enables the students to know how to spot new product/service ideas and bring them into the market successfully.

The course is designed to train would-be-managers in understanding the market structure, managing new product concepts, and estimating demands/potential for new products, designing products, test marketing, and strategically launching them, keeping a customer-centric view. In short, this course will answer the question “ What should the product be? ” The course also exposes the students to positioning and differentiation concepts. MKT

145: BRAND MANAGEMENT Competition is on the increase, and is more so post liberalization of the Indian economy.

In such excruciating competition the role of brands in obtaining competitive advantage has gained prominence. The objective of this course is to understand what brands are and how they are used to gain competitive advantage. The following is a partial list of course objectives: 1. Obtain exposure to selective aspects of the Brand Management literature 2. Answer questions like how to create and sustain valuable brands 3. Understand issues in developing brands 4. Understand role of brands in the marketing strategy and competitive advantage Must have completed Product Management

MKT 150: RETAILING The course aims to make students a good retail planner and decision maker with clear concepts of retail strategies to be able to adapt to the changing opportunities and environment in the new millennium. The course focuses on a strategic approach and the analytical tools used in retailing. Students learn how to manage a retail business, develop and implement plans; maintain the retail image and promotional strategies to be adopted.

MKT 155: RURAL MARKETING (half credit)

The course provides an overview of Rural Marketing and the issues involved in terms of diversity of the markets, distribution and communication challenges faced. Students understand the processes involved in developing effective communication packages aimed at rural markets and the delivery mechanism in terms of both mass media and below the line activities. Finally students evolve a Rural Marketing strategy with the help of Rural Research and the role of promotions in Rural Marketing efforts through field visit.

MKT 160: MARKETING IN THE NEW ERA

The emergence of Internet and E-commerce has been paving the way for the creation of a new breed in marketing i. e. Online Marketing (Cyber-Marketing). The Internet provides mammoth opportunities to today managers to scout, acquire and service their target group online. Slowly, consumers begin to accept this novel marketing, yet, a dilemma is always present to the business world on identifying exact products/services to be sold online. Figuring out online consumer buying behaviour poses a great challenge to marketing managers across the world.

To address these issues, the course covers the peripheral areas and in-depth aspects of Online Marketing in context with companies and consumers. The extensive research conducted on the psyche of Internet consumer behaviour and buying pattern which will be shared with the participants. MKT 165: SALES AND DISTRIBUTION MARKETING This is a must course for the millennium manager, Sales and distribution are the two engines which fuel the growth of any organization. A sale ensures legitimate flow of cash and distribution ensures the reach.

The course covers and throws light on conceptual background and application aspects of managing marketing personnel, identification, recruiting, selection, and training, setting goals, and motivating them to achieve goals. More emphasis will be given on systematic sales planning, territory selection, and managing for better sales. MKT 170: SERVICES MARKETING The course focuses on various aspects of managing service organizations, including marketing, when the firms must be competitively positioned and customer focused.

Starting with an understanding of service products, consumers, and markets for the same, the course looks into designing the service marketing system through pricing and revenue management, balancing demand and capacity, and managing people and relationships. Students also learn how to improve service quality and organizing service leadership. MKT 175: STRATEGIC MARKETING MANAGEMENT The course aims to make the students understand the driving forces behind a market driven strategy and the reality of how competitive advantage can be obtained by providing superior customer value.

Beginning with a detailed external and internal analysis, the course describes the various strategies that can be implemented. MKT 180: PRICING (half credit) The course familiarizes the students with the common pricing strategies, factors influencing pricing decisions, and the methods adapted to effect price changes. Starting with the basic economic approach of setting prices and the objectives of pricing, the course focuses on the three basic orientations in the practice of pricing. The course next looks at the characteristics of pricing and the various causes that initiate price changes.

Finally, the course looks at the types and effects of sales promotions and non-linear pricing. MKT 185: CUSTOMER RELATIONSHIP MANAGEMENT (half credit) Starting with the meaning and scope of relationship marketing, the course describes CRM as an effective management tool, to plan CRM projects by preparing strategic design of the project to train, induct and initiate the CRM process. Next, it looks at the tools, frameworks, and technology for CRM implementation. Finally, the course provides examples of CRM from an Indian perspective. MKT 190: ADVANCED MARKETING RESEARCH

Effective marketing research is necessary for successful management of all phases of the marketing process. This course considers advanced quantitative methods for marketing research, including, but not limited to, methods for perceptual mapping, market segmentation, conjoint analysis, and models of consumer choice. The course also has a special module on Qualitative Analysis and application in real world situations in Marketing and Advertising. Students will learn how to apply these methodologies and clearly present their results.

Considerable emphasis is given to hands-on student analysis of marketing research data, with regular student presentations and in-class discussion of results. **MKT 195: MARKETING OF FINANCIAL SERVICES (half credit)** Marketing of Financial Services today calls for specialized understanding of financial products/instruments and markets for them. The course focuses on developing skills of appropriate nature to sensitise the participants in this regard. The course will focus on three areas of financial services: banking, mutual funds, and insurance. At the end of the course, the student will be able to market a financial service effectively.

**MKT 200: SALES NEGOTIATION (half credit)** This course primarily provides insights and trains management graduates on intricacies of negotiation. The present competitive scenario demands the managers to master the art and science of negotiation. Negotiation is a practice which today's manager ought to gain expertise in order to position him in a selected career and to bring better business to the working organization. This course focuses on imparting systematic approach to a sophisticated negotiation for doing better business with enhancing relationship.

The course will help you to gain competitive edge by letting you know your negotiation style and help you to gauge your opponent's style, and act accordingly. **MKT 205: STRATEGIC MARKETING MANAGEMENT** This course is directed towards preparing students to enter the complex decision making environment of strategic marketing. The course brings together the tools and processes learnt in other marketing courses and forge them into a unified and systematic approach to problem solving and decision making. The course provides a structured approach to extended analyses in generating strategic marketing options to sustain competitive advantage.

Students learn the implementation dynamics in strategic marketing. **MKT 210: MARKETING ENGINEERING** The effective practice of marketing in today's environment requires the ability to put together data, models, analyses, and computer simulations to design marketing plans, and decisions. This course integrates concepts, analytical marketing techniques, and software to train students to become marketing engineers able to use computer based decision models to assist in marketing decision making.

#### **HRM 125: TRANSACTIONAL ANALYSIS AND CONFLICT MANAGEMENT**

The course provides a theoretical framework to understand human behaviour and in particular communication by exploring one's own feelings and behaviour using TA model. Students learn the application of TA model in personal and professional life. The latter half of the course deals with understanding conflicts in personal, social and professional lives and explores ways of managing conflict through effective communications. **HRM 130: EXECUTIVE COMPETENCIES** The shift from student life to organizational

life is not an easy task. This course enables the students to understand the realities prevailing in organizational life.

Further, it enables the students to adopt appropriate leadership styles and equips them to develop effective behavioural modes to interact with their peers, subordinates, and boss. Building effective teams and learning to be a contributing team member are also part of this course. HRM 135: STRESSMANAGEMENT Students learn Stress Auditing and Stress Profiling and the skills required to cope with stress. Students formulate an action Plan for Life Management by studying the characteristics of skilled helpers in industry and business through a live project. The course looks into the various modes to establishing relationship.

Students develop skills in listening, responding to stress and generating an action plan through feedback and problem solving. HRM 140: ORGANISATIONAL THEORY, STRUCTURE AND DESIGN The course explores the structure and design of organizations, and the interaction of the organization with the environment. This course seeks to build the architecture for the domain of organizations, develop an understanding of organization theory, and elements of organizational design. It will then go on to explore the dynamics of the external environment and the process by which organizations continually adapt to changing times.

HRM 145: CROSS CULTURAL MANAGEMENT (half credit) The course pursues several objectives: Invite the students to connect Culture with their previously-acquired knowledge in History and Geography, and their understanding - or experience - of different environments. Present concepts and theories taught in schools under the name of " Intercultural" or " Cross-

Cultural” Management (a fast-growing chapter of “ Organizational Behaviour” courses... which plays an increasing role in Business and Management) and discuss them in the context and challenge of globalisation.

Lead students through the intricacies of cultural difference, through many practical short and long cases studies. Help them find or suggest the most appropriate approach to unusual situations associated with living, working and doing business internationally. Emphasize the importance of taking cultural issues into serious consideration when designing new strategies on the international scene. Distinguish between images, stereotypes, models and realities. As a result, participants will also have to question and learn more about their own cultural patterns and behaviours.

They will gain increased personal efficiency and ease in their international activities. HRM 150: TRAINING AND DEVELOPMENT The course aims to equip the students with the basic skills to become an effective training manager and or an effective trainer by understanding the various functions in the training department, developing training strategies for corporate and creating programs in measurable terms to meet the required performance standards of employees. The course covers aspects of a need analysis for training, design, methodology and new trends in training.

Students design and present a live training module as part of the course. HRM 155: STRATEGIC HRM (half credit) The course aims to familiarize the students with the changed role and multifarious activities involved in the current strategic priorities of the HRM function in organizations. Starting with conventional and current dimensions of the role of the HR manager, the <https://assignbuster.com/df-efsdf-rwgsfrgtert/>



course looks at integrating strategy and HR cost effectively by HR planning and forecasting, HR initiatives, enhancing manpower productivity, promoting HR practices, and continuous improvement through benchmarking.

**HRM 160: ORGANISATIONAL CHANGE AND DEVELOPMENT** The field of organization development offers a prescription and guidelines for improving the “goodness of fit” between individuals and organizations and between organizations and environments. This course aims to provide the participants an introduction to the understanding of organization development as a strategy using behavioural science principles and practices to improve individual and organizational effectiveness.

Students will examine the ingredients of that prescription through a focus on organization culture, processes, guidelines for developing and implementing action programs, conceptualising organization and its environment in system theory terms, and creating change processes that empower individuals by involvement, participation, and commitment.

**HRM 165: REWARD AND PERFORMANCE MANAGEMENT** The course acquaints the students with the basic concepts, systems, and practices of reward and performance management in organizations.

The course gives an understanding of the importance of meshing the evaluation and compensation systems with one another and with the company’s business goals to elicit maximum performance. It provides a rigorous treatment of issues relating to performance management and discusses new dimensions of measuring performance. Finally, students get to analyze the changing nature of rewards so that the process of linking pay packets to performance actually pays off.

HRM 225: INDUSTRIAL RELATIONS The course helps the student to understand the characteristics of labour, employer, and the structure of trade unions. It helps the students to develop the skills to foster healthy industrial relations and to enable them handle industrial conflicts successfully. The course helps the students to develop the art of using industrial relations for coping with changes and to get conversant with negotiation, conciliation, and arbitration

HRM 170: LABOUR LAWS

The course aims to make the students conversant with laws relating to industrial establishments, social security and remuneration to employees; to make the students capable of individually discharging the statutory obligations by drafting petitions, applications, counter statements, settlements etc. ; to make the students conversant with the procedures to be followed in taking out license, renewal thereof and applying for permissions for layoff, retrenchment, etc. ; and to equip the students with capacity to discharge the functions of a Welfare Officer, Conciliation Officer, & Enforcement Officer.

HRM 175: INTERNATIONAL DIMENSIONS OF HRD The intensity of globalisation has interacted profoundly with organizations and the people who lead them and work in them. The purpose of this course is to gain an understanding of the effects of globalisation which are impacting human resource management practices across the globe, particularly in multinational companies. This is attained by obtaining insight into the intricacies of managing people in an international context, the choices that confront organizations, and the factors that need to be considered for making those choices.

HRM 180: PSYCHOMETRY The course enables students to learn different types of psychological test, type of measurement and characteristics pertaining to all aspects of human behaviour. Students learn the principles, applications and issues of psychological tests used in industry. It helps them to understand the future of psychological testing and the issues that include test anxiety, test bias and inter phase between testing and law. The course will enable the students to develop tests related to Aptitude and interest in different areas and ensure reliability and validity of the tests.

HRM 185: COMPETENCY MAPPING (half credit) The course acquaints the students with the concept of competences, its dimensions and importance for improving performance in organizational context, familiarizes them with the concept of competence mapping, process of carrying out competence mapping and techniques involved and to understand the larger aspects of competence model and competence management process. With an overview of competence, the course looks into the categories, levels and types of competence, roles and development of competence and practices for effective competence mapping.

The course is based on corporate examples and experiments in competence mapping and the learning from its implementation. HRM 190: KNOWLEDGE MANAGEMENT (half credit) The course aims to familiarize the students with the concept of knowledge management and its practice in present day organizations. The students are oriented towards effective implementation of KM by exposure to successful experiments in various organizations. Starting with the dynamics of organizational learning, the course looks into the core activities and the conceptual framework of KM implementation.

**HRM 195: COUNSELLING SKILLS** To impart the basic knowledge and skills of counselling to be effective as a human being and as a professional in any field. Therefore, it is both knowledge and skills oriented. At the end of the course, students would not only be professional counsellors but are also familiar with basic counselling micro skills along with better understanding of themselves to be effective communicators and leaders. The students will also explore some of the important theories of personality and other related topics to helping others.

**HRM 200: CAREER PLANNING AND MANAGEMENT** Career management is the process through which individuals and organizations jointly plan, guide, direct, and influence people's careers to meet individual's and the organization's goals. The course introduces the students to the concepts and theories underlying career management. The course examines career issues in contemporary organizations. It will help students develop critical competencies needed to successfully manage their careers and maintain work life integration in today's complex turbulent workplace.

The class is based on a rigorous self-assessment process which incorporates a broad range of experiential exercises that provide students with a high degree of self-awareness. It also helps students to anticipate some of the dilemmas and choices which they will face in their career.

**HRM 210: INTERNATIONAL NEGOTIATIONS (half credit)** The first purpose of this course is to help students develop their ability to negotiate in a purposeful, principled, effective way. The second is to help them apply their negotiation skills to negotiate with people from different nations and cultures.

The third is to help them learn how to manage complexities in negotiations beyond exclusively buying and selling activities. The course is totally case based and interactive through games and negotiating exercises in order to validate the techniques learnt. HRM 215: HUMAN RESOURCE INFORMATION SYSTEMS (half credit) HRM 220: BALANCED SCORE CARD (half credit) The course clarifies in translating the vision into strategy by effectively improving on the communication network within the organization by planning, target setting, feedback and learning.

Starting with a clear understanding of the business strategy, students learn the four quadrants of a balanced score card, the link between them, the metrics and measures used for these quadrants before finally learning to draw a score card and how it can be used as a strategic tool. SYS 115: DATA MINING AND NEURAL NETWORKS The course gives an overview of data mining techniques and applications by understanding the analytical modelling tools used in various functional areas of business. Students work hands-on with data mining software. Data warehousing concepts and methods are also learnt.

Students become familiar with artificial neural networks theory and its application in business. SYS 120: RDBMS The course makes the students see how the database approach to information building is simpler, better and more desirable than the traditional way. The course clarifies and reinforces database management fundamentals at a conceptual level in order facilitate application of theory to real life situation. The course also describes how DBMS can be useful in various management functions through exposure to

database management software and technology. SYS 125: INFORMATION SECURITY AND RISK MANAGEMENT

This course aims at understanding of IS audit and security by learning IS system process, system development life cycle and controls used for conf