MANDATORY DISCLOSURE
BHAVAN’S CENTRE FOR COMMUNICATION AND MANAGEMENT,
BHUBANESWAR

1. Name of the Institution : Bhavan’s Centre for Communication and Management
   Address of the Institution : 9, Kharvelanagar, Unit – III, Bhubaneswar –

   City & Pin Code : Bhubaneswar. 751001
   State / UT : Odisha
   Longitude & Latitude : 20.27N 85.83E
   Phone number with STD code : 0674-2535727/2530428
   FAX number with STD code : 0674-2530428
   Email : bvb.mba.bbsr@gmail.com
   Website : http://www.bvbbhubaneswar.org

2. Name of the Trust : Bharatiya Vidya Bhavan
   Address : Munchi Sadan, Kulapati Munshi Marg
               Mumbai : 400007
   Tel No. : 022-23631261/23634462
   Email : bhavan@bhavans.info
   Registered with : Greater Bombay Region, Mumbai
   Registration date : 12th January 1953
   Website address : www.bhavans.info

3. Name of the Principal /Director : Dr. Sujata Mangaraj
   Address : At - Talatelenga Bazar
              PO- Talatelenga Bazar
              Cuttack – 763009
   Tel No. : 0674-2530427
   Mobile No. : 9437026780
   Email : drsujatamangaraj@gmail.com

4. Name of the affiliating University : N.A

5. Governance
   a. Members of the Board and their brief background

   MAJ. GENERAL BASANT K. MAHAPATRA, AVSM (RETD.)
   Chairman
   Cahirman, Bhubaneswar Kendra,
   Former: General Officer commanding (Army)
            Stoney Road, Chandini Chowk
            Cuttack - 753002

   DR.S.K.TAMOTIA
   Vice Chairman & Hon. Director General
   Former:
            Chairman cum Managing Director, NALCO
            President, Aditya Aluminium, HINDALCO
            President & Chief Executive Officer, INDAL
            Vice Chairman, VISA International

            N 2/58, IRC Village, Nayapalli, Bhubaneswar-751015
<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sri T.K. Chand</td>
<td>Chairman &amp; Managing Director</td>
<td>Nalco Bhawan, P-1, Nayapalli, Bhubaneswar – 13</td>
</tr>
<tr>
<td>Lt. Col. P.K. Sahu, VSM (Retd.)</td>
<td>Director Admin. &amp; Finance</td>
<td>Bhavan’s Centre for Communication and Management, Bhubaneswar and</td>
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<tr>
<td></td>
<td></td>
<td>Honorary Secretary cum Treasurer, Bharatiya Vidya Bhavan,</td>
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<td>Bhubaneswar Kendra</td>
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<tr>
<td>Lt. Col. P.K. Sahu, VSM (Retd.)</td>
<td>Nominee of the AICTE</td>
<td>An Industrialist / technologies / educationist from the Region to be</td>
</tr>
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<td></td>
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<td>nominated by the concerned Regional Committee as nominee of the Council</td>
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<td></td>
<td></td>
<td>out of the panel approved by the Chairman of the Council</td>
</tr>
<tr>
<td>Prof. Dr. Sujata Mangaraj</td>
<td>Member Secretary</td>
<td>Bhavan’s Centre for Communication and Mangement, Bhubaneswar</td>
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<td>Sri Binod Dash</td>
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<td>Chairman &amp; Managing Director</td>
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<td>Synergy Institute of Engineering &amp; Technology</td>
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<td></td>
<td>Banamali Prasad (By pass road NH-42)</td>
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<td>Dhenkanal – 759001</td>
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<td>Orissa</td>
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<tr>
<td>Dr. G.V. Subramanian</td>
<td>Padma Vibhusan, Dr. Sitakanta Mahapatra,IAS(Retd.)</td>
<td>Former Secretary, Dept of culture, Govt. of India</td>
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<td></td>
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<td>21, Satyanagar</td>
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<tr>
<td>Sri G.C. Nanda, IPS (Retd.)</td>
<td>Sri Rajendra Kr Mittal</td>
<td>Former CEO - Odisha Operations</td>
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<td>Essar Steel India Ltd.</td>
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<td></td>
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<tr>
<td>Prof. Dr. K.C. Mishra</td>
<td>Prof. (Dr.) K.C. Mishra</td>
<td>Former Vice Chancellor Sri Sri University</td>
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<tr>
<td>Sri A.K. Tripathy, IAS (Retd.)</td>
<td>Rtn Shri Ajay Agarwal</td>
<td>Managing Director</td>
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<td></td>
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<td>Arun Udyog</td>
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<td>Plot No. - 143</td>
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<td></td>
<td></td>
<td>VIP Colony, IRC Village, Nayapalli</td>
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<td></td>
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<td>Bhubaneswar</td>
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</tbody>
</table>
b. Members of Academic Advisory Body: Maj Gen B.K. Mahapatra, AVSM
   Chairman of the Board
   **Members:**
   Prof (Dr.) Brajaraj Mohanty
   Prof. (Dr.) Sujata Mangaraj, Dean (Academics)
   Prof. (Dr.) Surya Misra
   Prof. T.N. Shukla – Secretary

c. Frequency of Board meetings: Twice a year

d. Frequency of Academic Advisory Board: Three times in a year

e. Organizational chart & process:

f. Faculty Students Affairs / improvements: Review meeting are conducted from time to time by the management to assess the progress and suggest steps for improvements.
g. Mechanism / Norms and Procedure for democratic / good governance: Feedback mechanism and review meetings are held regularly by involving all the stakeholders i.e. BOG, academic council, faculty, staff, parents, alumni, students, recruiters and industry for good governance.

h. Student feedback mechanism on Institutional Governance/faculty Performance: Feedback on teaching learning process and faculty classroom performance is obtained Trimester wise. Formal exit feedback is also obtained for improving institutional governance.

i. Grievance redressal mechanism for faculty, staff and student: There is online Grievance redressal mechanism process. Suggestion Box system and periodical address by the Chairman, Director General & Dean also part of the process.

j. Establishment of Anti Ragging Committee: Established & operational

k. Establishment of Online Grievance Redressal Mechanism: Established and operational. Provided at our website http://bvbbhubaneswar.org

l. Establishment of Grievance Redressal Committee: Established

m. Appointment of OMBUDSMAN: Appointed

n. Establishment of Inter Complaint Committee (ICC): Established

o. Established of Committee for SC/ST: Established

p. Inter Quality Assurance Cell: Established and operational

6. i) Name of the Programme Approved by AICTE: Post Graduate Diploma in Management (PGDM)

ii) Name of the programme Accredited by AICTE: In process

iii) Status of Accreditation of the Course: In process of the application

iv) Equivalence to MBA: 2 years PGDM course at Bhavan’s Centre for Communication and Management is equivalent with MBA programme of Utkal University, Vani Vihar, Bhubaneswar vide letter No. Equt/750(part-2013)/25762/2015 dt. 12.08.2015

v) Placement Facility: Provided

vi) Placement Records for last three years:
   - For batch 2015-17: Min Salary 3.20 LPA Max Salary 3.80 LPA
   - For batch 2016-18: Min Salary 2.90 LPA Max Salary 4.00 LPA
   - For batch 2017-19: Min Salary 3.00 LPA Max Salary 7.69 LPA
7. Faculty Details:

(A). Name of Teaching Staff : Prof. Dr. Sujata Mangaraj  
Designation : Director cum Dean (Academics)  
Department : PGDM  
Date of Joining the Institution : 05th March’2015  
Qualification with Class / Grade : MA, Mphil, PhD  
Total Experience in Years : Teaching = 34  Industry = 3  Research = 30  
Paper published : National =78  International = 12  
PhD Guide Give filed & University : PhD guided under Utkal University, Berhampur University & North Odisha University.  
PhD Evaluated under : Utkal University, Berhampur University, North Odisha University, University of Hyderabad, Gitam University (D), Savitribai Phule Pune University, Anna University, University of North Bengal  
PhDs / Projects Guided : Phd =15,  P G Project = 222,  D. litt = 01  
Books published / IPRs/Patents : 8 /5  
Professional Memberships : ISTD, IIRA, ISLE, ASAC, NIPM, AIMS  
Consultancy Activities : 23 Consultancy & MDP activities conducted.  
Awards : 11 awards received.  

(B). Name of Teaching Staff : Prof. T.N.Shukla  
Designation : Associate. Prof. cum Vice Principal  
Department : PGDM  
Date of Joining the Institution : 8th Dec’2008  
Qualification with Class / Grade : MBA, MSC, MBF, PDGL LAW  
Total Experience in Years : Teaching =10  Industry =20  Research= Nil  
Paper published : National =42  International= Nil  
Paper Presented in Conference : National = 8  International= Nil  
PhD Guide Give filed & University : Nil  
PhDs / Projects Guided : 50
(C). Name of Teaching Staff : Smt. T. Sridevi
Designation : Associate Professor
Department : PGDM
Date of Joining the Institution : 15.07.2014
Qualification with Class / Grade : MBA, Mphil, UGC- NET
Total Experience in Years : Teaching =21  Industry= Nil  Research= Nil
Paper published : National =5  International= Nil
PhD Guide Give filed & University : Nil
PhDs / Projects Guided : 200

(D). Name of Teaching Staff : Sri R.N.Patnaik
Designation : Associate Professor
Department : PGDM
Date of Joining the Institution : 11.04.2013
Qualification with Class / Grade : B.Tech , MTech & PGDM (Gold Medalist)
Total Experience in Years : Teaching =5  Industry =36  Research= Nil
Paper published : National = 0  International= 1
Paper Presented in Conference : National = 5  International= 1
PhD Guide Give filed & University : Nil
PhDs / Projects Guided : 50

(E). Name of Teaching Staff : Dr. Snigdhamayee Choudhury
Designation : Asst. Professor
Department : PGDM
Date of Joining the Institution : 5th Aug’2010
Qualification with Class / Grade : Phd, MBA, B.Sc
Total Experience in Years : Teaching =13  Industry = 2  Research= 5
Paper published : National = 5  International= Nil
PhD Guide Give filed & University : Nil
PhDs / Projects Guided : 27
(F). Name of Teaching Staff : Mrs. Sushree Sangita Mohanty
Designation : Lecture
Department : PGDM
Date of Joining the Institution : 23.11.2016
Qualification with Class / Grade : MBA, B.TECH, PGDHRM, PGDCA

Total Experience in Years
Teaching = 3
Industry = 2
Research= Nil

Paper published
National = 1
International= Nil

Paper Presented in Conference
National = Nil
International= Nil

PhD Guide Give filed & University : Nil

PhDs / Projects Guided : 12

(G). Name of Teaching Staff : Dr. Madhusmita Mohanty
Designation : Asst. Professor
Department : PGDM
Date of Joining the Institution : 01.08.2018
Qualification with Class / Grade : MBA, PhD, PGDCA

Total Experience in Years
Teaching = 6
Industry = 5
Research= 5

Paper published
National = 4
International= 5

Paper Presented in Conference
National = Nil
International= 5

PhD Guide Give filed & University : Nil

PhDs / Projects Guided : 7
(H). Name of Teaching Staff : Mr. Abhishek Sinha
Designation : Assistant Professor
Department : PGDM
Date of Joining the Institution : 01.08.2019
Qualification with Class / Grade : BE, PGDM

Total Experience in Years
Teaching = 1 Industry = 18

Paper published
National = 0 International = 0

Paper Presented in Conference
National = 0 International = 0

PhD Guide Given & University: Nil
PhDs / Projects Guided : 0

(J). Name of Teaching Staff : Mr. Swarup Pradhan
Designation : Sr. Lecturer
Department : PGDM
Date of Joining the Institution : 01.08.2019
Qualification with Class / Grade : M.A (Eco), MBA, Pursuing PhD

Total Experience in Years
Teaching = 2.9 Industry = 1.4 Research = 3

Paper published
National = 01 International = 0

Paper Presented in Conference
National = 02 International = 03

PhD Guide Given & University : Nil
PhDs / Projects Guided : 05
(K). Name of Teaching Staff : Prof. Dr. H.K.Swain
: Former Principal BCCM
& GUEST FACULTY

Department : PGDM

Date of Joining the Institution : 18th January ‘2012
(Guest Faculty)

Qualification with Class / Grade : MA, LLB, PhD

Total Experience in Years
Teaching = 45  Industry = 2  Research = 25 +

Paper published
National = 7  International = 1

Paper Presented in Conference
National = 15  International = Nil

PhD Guide Gave filed & University :

PhDs / Projects Guided : 12

Books published / IPRs/Patents : 7

Professional Memberships : Bharatiya Vidya Bhavan

Consultancy Activities :

K) Permanent Faculty Student Ration : 1:13

8. PROFILE OF DIRECTOR / PRINCIPAL / FACULTY / DEAN

Name : Dr. Sujata Mangaraj

Date of Birth : 01.04.1960

Unique ID: 1-2782805845

Education Qualification : B.SC, M.A, M.Phil, PhD

Total Experience in Years
Teaching = 34  Industry = 3  Research = 30

Area of Specialization : OB & HR

Paper published
National =78  International = 12

Paper Presented in Conference
National = 49  International = 14

PhD Guide Gave filed & University : PhD guided under Utkal University, Berhampur University & North Odisha University.
PhD Evaluated under: Utkal University, Berhampur University, North Odisha University, University of Hyderabad, Gitam University (D), Savitribai Phule Pune University, Anna University, University of North Bengal.

PhDs / Projects Guided: Phd =15, P G Project = 222, D. litt = 01

Books published / IPRs/Patents: 8 /5

Professional Memberships: ISTD, IIRA, ISLE, ASAC, NIPM, AIMS

Consultancy Activities: 23 Consultancy & MDP activities conducted.

Awards: 11 awards received.

Course Taught at post graduate level: OB, HRM, HRP, HRD, PPM, IR

Course Taught at Doctoral Level: Literature Review & HRM

DETAILS RESEARCH PROJECTS UNDERTAKEN:

<table>
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<tr>
<th>SI No.</th>
<th>Sponsoring Organization</th>
<th>Topic/Project</th>
<th>Project Status</th>
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<tr>
<td>1</td>
<td>Regional College of Management</td>
<td>Women in the Field of Work</td>
<td>Completed &amp; Report Published</td>
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<td>2</td>
<td>IASE (D) University Gandhi Vidya Mandir(GVM), Sardarshahr 331401, Rajasthan, India.</td>
<td>Integration of Ethics &amp; Value Education in B-School Curriculum for Promoting Social &amp; Political Harmony</td>
<td>Completed &amp; the report is under publication in the form of a book.</td>
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<td>3</td>
<td>All India Council for Technical Education(AICTE) RPS Scheme</td>
<td>Sustainable livelihood for Women Applique workers of Eastern Orissa: Problems and prospects</td>
<td>Approved &amp; on going</td>
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<td>4</td>
<td>Orissa Métropoles Management Association (OMMA)</td>
<td>Harnessing Human Resource in the context of globalization in Orissa</td>
<td>Ongoing</td>
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<td>Sl No.</td>
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<tr>
<td>1</td>
<td>Dr. Sampad Kumar Swain</td>
<td>Ph.D</td>
<td>Utkal University</td>
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<td>2</td>
<td>Dr. Pratima Jaiswal</td>
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<td>Dr. Jayadev Kar</td>
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<td>-do-</td>
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<td>Dr. Ratnakar Mishra</td>
<td>Ph.D</td>
<td>Berhampur University</td>
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<td>5</td>
<td>Dr. A.K. Panigrahi</td>
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<td>6</td>
<td>Dr. Silla Rajugopal1</td>
<td>Ph.D</td>
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<td>7</td>
<td>Dr. Sudhendu Mishra</td>
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<td>D.Litt</td>
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<td>16</td>
<td>Ms. Sreerupa Rath</td>
<td>Ph.D</td>
<td>SOA University</td>
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**Details of Books Published:**


**Details of Conference Volumes Edited:**

i. International Conference Volume entitled "Management Beyond Boundaries" (ED) Published by Regional College of Management in collaboration with AICTE, 2001.


Details of Research Papers Published:


- A Study on Job Satisfaction in Odisha Tourism, Training & Development Journal, Vol2, No.2, July-December 2011, ISSN- 2231069, Pg. 121-134.


- Management Education in India: the Present Status & Some Reflections of the Future, Asian Regional Congress Volume, Indian Industrial Relational Association (IIRA), New Delhi, 2007 (Abstract)

- Privatization of Water Supply and Sanitation, All India Seminar Volume, Environmental Engineering Division Board, The Institution of Engineers India, 2007


- Knowledge Management and the Knowledge Manager (2004), Modern Management Technique and IT, Conference Volume, IMIT, Cuttack, Pg. 58-89.


- Workers Participation in Management: The RSP Experience, Personnel Focus, April-June 2002.

- Job Values in Today's Workforce, National Seminar Volume, Department of Pm & IR, Utkal University, 2002.


- Employee Involvement and Participation at the Workplace Level: An Indian Experience, Abstract Book on Global Integration and Challenges for IR & HRM in the Twenty First Century, Japan Institute of Labour, Japan, 2000 (Abstract).


- Karmayoga: An opportunity and the means for realising the highest perfection, GIM Souvenir, 1999.

- Organising Incentives for Better Productivity: A Study in ONGC Ltd., Abhigyan, XVII No. 4, New Delhi, 1999, ISSN-09702385, Pg. 18-27.


- Organising Incentives for Better Productivity: A Study in ONGC Ltd., Abhigyan, XVII No. 4, New Delhi, 1999, ISSN-09702385, Pg. 18-27.

- Dimensional Role in Technology & Quality for Enhancing Organisational, Effectiveness, Professional management in India in the Next Millennium, Edited by Singh, Trivedi and Dewan published by IIBM, Patna, 1998, Pg. 10-14, (Co-author)


- Sishu Sramika Samasya, Sarvodaya, No.37, 1983 (in Oriya language)

9. **College Fees**: Rs. 3,12,000/- for 2 years
   
   **Hostel & Mess Fees**: Rs. 65,000/- per year
   
   **Time Schedule for payment**: Yearly / Trimester wise
   
   Number of Fee waivers offered: Merit cum Means scholarship up to 20% of Student.
   
   **Scholarship Amount disbursed**: Rs. 4,20,000/- for batch 2018-20

10. **No. of seats sanctioned by AICTE**: For 2017 = 60, For 2018 = 60 & For 2019 = 60
    
    **No. of students admitted**: 2017-18 = 41, 2018-19 = 60, 2019-20 = 60
    
    **No. of Students admitted under Management Quota**: No Management Quota

11. **Admission Procedure**:
   
   **Entrance test / admission criteria**: i) Score of any one of the approved test such as CAT/ XAT/ CMAT/ ATMA/ MAT/ GMAT / OJEE
       
       ii) GD & PI
   
   **Cut of / last candidate admitted**: 50% based on CAT, XAT, CMAT, ATMA, MAT, GMAT or the common entrance examinations (if any) conducted by the respective State Governments & (45% for SC/ST students)

   **Calendar for Admission against Management / vacant seats**: N.A

12. **Criteria & Weightages of Admission**:
    
    Admission to PGDM programme shall be made only from the candidates qualified from any one of the six All India Tests, i.e.; CAT/ XAT/ CMAT/ ATMA/ MAT/ GMAT/OJEE.
    
    The candidates are short listed on the basis of the overall rank computed taking into account of the following components and their weights:
    
    - Score in the Common Admission Test - 35 %
    - Score for academic performance in X Std., XII Std., Under Graduate Degree/ Post Graduate Degree - 25%
    - Group discussion/interview - 20 %
    - Weightage for participation in Sports & Extra-Curricular activities (5%), Academic diversity (5%), Gender diversity (5%) and Work Experience (5%).
13. List of Applicants under Management Quota: No application for Management Quota

14. Result of Admission under Management seats / Vacant sets: N.A

15. Information of Infrastructure and other Resource Available:

   i) No. of Classroom (3) / No. of Tutorial Room (2) and their facilities: 03 Class Rooms of 73.43 sq.m, 75.62 sq.m, 68.64 sq.m. 02 & Tutorial rooms of 41.63 sq.m, 49.7 sq.m

   ii) Laboratory details: Available, 67 sqm

   iii) Computer Centre facilities: Availalble, 159 sq.m
iv) Library facilities: Available (126 sqm) with No. of Title: 5014, No. of Volume: 11903 and No. of Journal: 28. E-library facility available in association with del net.

v) Auditorium/Seminar Halls: Two Halls (a) Munshi Auditorium (134 sqm) (b) Adity Birla Hall (104 sq.m)

vi) Cafeteria: Available inside the campus (160 sq.m)
vii) Indoor Sports facilities : Available

viii) Indoor game facilities: Yes

ix) Outdoor Sports facilities : Available

x) Facilities for disabled (Barrier free facility) : Available

xi) Fire & Safety Certificate : Available

xii) Occupancy Certificate : Available
xiii) Any other facilities : Guest room, Photocopier facilities.

xiv) Boys Hostel : Available (within the College Premises)

xv) Girls Hostel : Available (within the College Premises)
xvi) Medical & other Facilities at Hostel: Available (outsourced)

xvii) COMPUTING FACILITIES:

- Internet Band with: 32 mbps
- No. & configuration of System: 45 with latest technology
- Total number of system connected by LAN: All Systems
- Total number of system connected by WAN: All Systems
- Major software packages available: Windows 7/8/10 and MS Office
- Special purpose facilities available: ERP (Consultancy level) (outsourced).

xviii) Innovation Cell: Available

xix) Entrepreneurship Incubation Cell: Available

xx) Social Media Cell: Available

xxi) Compliance of National Depository (NAD): YES

xxii) LIST OF FACILITIES AVAILABLE:

- Games & Sports facilities: Yes
- Extra Curricular Activities: Conducted regularly.
- Soft Skill Development Facilities: Provided continuously from 1st Trimester to 6th Trimester by hiring Professional Experts.

xxiii) TEACHING LEARNING PROCESS:

- Curricula and syllabus for each of the programmes as per AICTE: Available
Details Of Curricula And Syllabus For Each Of The Programmes

TRIMESTER - I

Principle & Practices of Management

T-I-1

Objective

➢ To provide knowledge and understanding of the purpose, principles and practices of management.
➢ To help the students comprehend the issues and challenges of contemporary business environment and adopt suitable management strategy for fruitful and productive outcome.
➢ To provide an exposure to the best management practices of successful organizations and derive implementable learning points.

Module 1 Nature of Management 7 Sessions

Meaning, definition, concept and importance of management, role of a manager, levels of management, management as an art, science, management as a profession, Management Vs Administration.


Modern Approaches- Quantitative approach, systems approach, contingency approach.

Module 2 Functions of Management 3 Sessions

Planning- Importance, nature, steps in planning.

Organizing- Meaning, process, span, principles, organization structure, collateral organization, virtual organization, linking-pin.


Coordination- Meaning, Importance, co-ordination Vs co-operation, requirements for good co-ordination.

4 Sessions
Module 4  **Staffing**- Importance and need for proper staffing, short and long term man-power planning.

**Directing**- Need, importance, principles of direction, elements of direction.

**Supervising**- Need of supervision, skills of supervision.

**Controlling**- Break-even analysis, Budgeting control, Zero-based-budgeting, Responsibility Accounting.

2 Sessions

Module 5  **Decision Making**- Importance, Types of decisions, Basic steps in decision making, Group decision making

**Suggested books:**

**Text books**

1. Rao & Krishna-management text and cases, Excel books
2. Tripathy & Reddy- principals of management, McGrew Hill
3. Prasad L.M-Principles & Practices of Management, Sultan Chand & Sons

**Reference books**

5. Stoner & freeman-Management, PHD
6. Prasad L.M-Principles & Practices of Management, Sultan Chand & Sons

**TI-2  QUANTITATIVE TECHNIQUES & ANALYSIS**

**Learning Objectives :**

In today’s business world, problems are too complex to resolve by simply relying on intuition and common sense. The ability to make —intelligent— decisions is critical for both managers and firms. Quantitative decision tools such as statistics, allows the decision makers to base decisions on data driven and scientific methods. This course prepares students to describe, gather and analyze business data, and to use statistical tools to make effective business decisions in operations, finance, marketing management, and new product development.

The course ensures statistical thinking for Managers in order to understand, manage and reduce variation to provide quality improvement.

**Course Content**
Module-I  Basic Statistical Methods and Probability Theory

Module-2  Discrete and Continuous Distributions  4 sessions
Binomial Distribution, Poisson Distribution, Negative Binomial Distribution, Normal Distribution.

Module-3  Decision Theory  3 sessions
Decision under Uncertainty, Sequential Decision-Making, Posterior Analysis, Bayesian Preposterior Analysis.

Module-4  Sampling and Estimation  3 sessions
Sampling Techniques, Unbiased Estimates

Reference books:
1. Statistics for Management – Levin, Rubin
2. Statistics for Business and Economics – Anderson, Sweeney, Williams
3. Statistics for Managers – Levine, Stephan, Krehbiel, Berenson
4. Statistics a fresh approach – D.H. Sanders
5. Quantitative Techniques for Management ND Vohra (fourth edition)

TI-3  MANAGERIAL ECONOMICS
Objectives:
➢ To familiarize students with concepts and analytical tools from micro economic theory, useful to managers in making decisions at the firm level.
### Module-1 Introduction
2 Sessions
Scope, Objectives of Firm, Basic Economic principle

### Module-2 Demand Analysis & Forecasting
4 Sessions
Demand- Meaning, Determinants of demand, Demand Function, Elasticity of demand, Demand Estimation.

### Module-3 Production, Cost and Supply Analysis
6 Sessions
Production Function, Cost concepts, least cost input combination, Determinants of cost, Cost-output relationship, Factor productivities, Return to scale.

### Module-4 Break-Even Analysis
2 sessions

### Module-5 Pricing Under Different Market Structures
6 sessions
Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly

**Text book:** Micro Economics: Pindyck

**Reference:** Managerial Economics Atmandud
Managerial Economics Masheshwari & Yogesh
Managerial Economics Diwedi DN

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### TI-4 FINANCIAL ACCOUNTING

**Objectives:**
- This course attempts to familiarize the students with basic conceptual framework of financial accounting and learn basic methodologies to analyze and interpret the financial statements.

**Module-1 Introduction to Financial Accounting concepts** 1 sessions
Concepts and Conventions of Accounting, Accounting Principles and Standards

**Module-2 Preparation of Financial Statements** 8 sessions
Module-3  Income Measurement and
sessions  4

Financial Statement Analysis
Understanding Published Annual Accounts,
Introduction to financial statement analysis – Ratio Analysis,

Module-4  Special Topics in Accounting
sessions  2
Inventory Valuation Depreciation Accounting, Valuation of goodwill,
Recent trends in Corporate Accounting.

Module-5  Introduction to Auditing
sessions  5
Auditing Concepts — Nature and limitations of Auditing, Basic Principles
governing an audit,
Auditing engagement — Audit planning, Audit programme, Documentation —
Audit working papers, Audit files Audit evidence — Audit procedures for
obtaining evidence, Sources of evidence, Reliability of audit evidence, Methods
of obtaining audit evidence,

Text book:  
Financial Accounting: Mukherjee
Auditing Principles Practices  SD Sharma
Accounting: Tulsian

Reference:  
Financial Accounting: Jain & Narang
Financial Accounting: Banerjee,
Ashok
Financial

TI-5  IT FOR MANAGERS

Objective
This subject not only covers the basic and fundamentals of IT but also deals with
advance concepts and structures comprehensively. The subject will be useful in
understanding the fundamentals, applications and major roles, IT play in various
walks of job life. The subject focuses on the technological changes and trends that
are revolutionizing the various knowledge areas under business management.
Module-1  Introduction to computers  3 sessions

Evolution of computer, Types of computers, Four generation of computers, Characteristics of computer, Input and output devices,

Module-2  Storage devices, Processing & memory  3 sessions

Storage devices, Measurement of storage unit, magnetic storage devices, optical storage devices, Processor, functions of a processor, registers, Control unit, Arithmetic logic unit, Memory, Volatile & Non volatile memory, BIOS, RAM

Module-3  Software  3 sessions

File system, File Access methods, File naming, File types, File attributes, File utility, File operations , Software, types of software, System software, Application software, software distribution, operating system software

Module-4  Networking  5 sessions

Computer networks, Type of networks, network topologies, communication protocol, Tcp/ip introduction, OSI layers, Internet, Intranet, Extranet, FTP, Telnet, usenet news, World wide web

Module-5  Internet & security  6 sessions

internet browsers ,Internet applications, electronic mail, search engine , Communicating through internet, news, instant messaging, online services, domain, email servers, Need for computer security, basic security concept, threat to users, threat to hardware, threats to data, software piracy , Virus and related threats, firewalls, Security policies, protection, intruders, malicious software

Textbook:  
Reference:

Introduction to computers- Peter Norton
Objectives:
- Familiarize students with various concepts of Marketing
- Dynamics of marketing & Market Place and Strategies Applicable
- To understand and appreciate the concept of marketing strategy formulation and implementation

Module-1 Marketing Concepts & Marketing Mix
Concepts of Marketing and market, Marketing Mix: Product, Price, Promotion, Place.
**Product:** Product concept, Product classification, New Product Development, Product life cycle, Product mix decision, Branding, Packaging, Labeling decisions, Service as a product.
**Price:** objective of pricing, Pricing policies, Pricing methods.
**Promotion:** Advertising, Sales promotion, Personal selling, Public relation, Publicity and propaganda.
**Place:** Marketing channels, vertical and horizontal integration, Channel conflict management, Distribution system and Logistic Management.

Module-2 Market Environment
**Micro Environment**- the company- suppliers-intermediaries-customers-competitors, public.
**Macro Environment**- demographic, economic, natural, government intervention in natural resources management- political environment-cultural environment. **Global Environment.**

Module-3 Segmentation, Target marketing & Positioning
**Segmentation:** Segmenting Consumer Markets, procedures for market Segmentation, and Bases of Market Segmentation, **Target marketing,** Evaluating market segments and Target market selection, **Positioning** and Repositioning.

Module-4 Consumer Market & Buyer Behaviour
Characteristics affecting consumer behaviour, consumer buying roles, types of buying decision behaviour, consumer decision making process.

Module-5 Marketing Strategy
Attractive Conditions & Strategic Focus: Build objective, Hold objective, Niche objective, Harvest objective, Divest objective

**Text book:**

**Reference:**
SS-1

CULTURE AND HERITAGE

Objectives:
➢ To acquaint the students with the importance of the Indian heritage and to imbibe within them the Indian culture

Module 1 The Concept

The concept of Indian Culture and Heritage,
Periodisation, Pre Historic India, Bronze Age, Indus Valley Civilization.
Indian History from Vedic Period (1500 BC-500BC) till today.

Module 2 Religion

Sanatan Dharma, Buddhism, Jainism, Sikhism, Islam, Christianity

Module 3 The Bhakti Movement

Module 4 The Indian Renaissance

Module 5 Profiles in Greatness

Shankaracharya, Swami Dayanand Saraswati, Raja Rammohan Rai, Ramkrishna Parmahansa, Swami Vivekanand

TII-2 BUSINESS RESEARCH AND MANAGEMENT
Objective:

➢ To equip the students with the basic understanding of the research methodology and to provide an insight into the application of modern analytical tools and techniques for the purpose of management decision-making.

Module – 1 Business Research Basics 6 Sessions

Module – 2 Methods of Data Collection and Data Analysis 6 Sessions
Research Tools – Questionnaire, Check List, Interview Schedule; Measurement Scale – Attitude Scale & Sampling Methods – Probabilistic & Non Probabilistic Sampling, Sample size Estimation; Data Analysis and Interpretations – Tabulation, Descriptive Statistics, Univariate (‘t’ & ‘z’), Bivariate (Correlation, Regression, Anova, Chi-square)

Module – 3 Multivariate Data Analysis 4 Sessions
Multiple Regression, Factor analysis, Cluster Analysis, Multiple Discriminate Analysis, Conjoint Analysis, Multi-Dimensional Scaling.

Module – 4 Research Documentation 4 Sessions
Purpose (research Application) & Types of Research Report;
Structure of Research Report; Report Writing, Use of Tables and Figures.

Text book:

Reference:

Business Research Methods:
N.K. Malothra

Research Methodology: C.R. Kothari TII-2

Human Resources Management

Objectives:

➢ Familiarize students

➢ with various concepts of HRM

➢ Create understanding

➢ of various policies & practices of HRM

Module 1 Introduction 1 Session

Nature & scope, Evolution, Roles & responsibilities, HR professionals skills, Dynamics of HR as a profession
### Module 2: Acquisition & Absorption

Human resource Planning, Objectives, Need & Importance, Process

**Module 3: Job Analysis & Design**


**Module 4: Selection, Placement & Induction**

Procedure of selection, Placement, Induction, Socialisation

**Module 5: Development**

Employee Training, Concept, Need & Importance, Developing a Training Programme, Evaluation

**Module 6: Performance Appraisal**

Need & Objectives, Contents, Methods- Traditional & Modern, Uses, TQM, MBO, KAIZEN, JIT & QC

**Module 7: Career Planning**

Concept, Stages, Process, Development, Management

**Module 8: Promotion, Transfer & Demotion**

Meaning, Purpose, Types of promotion, Transfer, Demotion.

**Text book:** Human Resource Management: VSP Rao

**Reference:** Human Resource Management: Khanka

Human Resource Management: C B Mamoria

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**TII – 2**

**ORGANISATIONAL BEHAVIOUR -1**

**Objectives:**
- Familiarize students with various concepts of Organization
- Dynamics of culture, stress & change/development

**Module I: Organizational behavior:**

Introduction, goals, elements, scope and historical development of Organizational Behaviour, fundamental concepts, contributing disciplines to
OB, Models of OB, social systems and organizational culture, international dimensions of organizational behaviour, limitations of Organizational behaviour, the future of OB

Module II: Individual behaviors:
Introduction, foundation of individual behavior:
Personality: determinants, personality traits, types, from concepts to skills, theories, instruments to measure personality, personality attributes influencing OB.
Perception: factors influencing perception, theories, perceptual errors.
Emotions: types of emotions, determinants, emotional labour, emotional intelligence.
Attitudes: sources of attitudes, types of attitudes, cognitive dissonance theory, from concepts to skills, changing attitudes, work related attitudes.
Values: importance of values, sources of our value systems, types of values, loyalty and ethical behavior.
Learning: theories of learning - some specific organizational applications.
Theories of Motivation.

Module - III: Behaviour in the organization:
Introduction, Issues between organizations and individuals.
Interpersonal behavior: Conflict in Organizations: nature of conflict, levels of conflict, conflict management styles.
Group dynamics: types of groups, meetings, teamwork, stages of formation.
Employee stress: forms, causes, implications, approaches to management.

Recommended Books:
1. Organizational Behaviour, K. Awathappa, HPH.
2. Organizational Behaviour, Robbins, Judge, Sanghi, Pearson.
3. Organizational Behaviour, VSP Rao, Excel
4. Introduction to Organizational Behaviour, Moorhead, Griffin, Cengage.
5. Understanding Organizational Behaviour, Parek, Oxford

TII- 3 MARKETING MANAGEMENT- 2

Objective
➢ This course aims to provide an overview with the exhaustive world of marketing and its different components.

Module 1 Advertising & Sales Promotion
Importance, Objectives, AIDA, Advertising Budget, Deciding the Copy, Deciding the Media, Evaluation of effectiveness, Importance of Sales Promotion, How’s it’s different from Advertising, Tools of SP
Module 2  
**Marketing of Services**

Importance, Unique features & implications, Service Sector in India, Managing services & its components, Service beyond the 4 Ps, Service encounter, Service recovery

Module 3  
**Retailing**

Introduction to retailing, Nature & Scope, Activities involved, Retail business scenario in India, Retail format; Store format, Retail Positioning, Total Customer Experience

Module 4  
**Special fields in Marketing**

Rural Marketing, International Marketing, Industrial Marketing, Direct marketing, Telemarketing

Module 5  
**Recent Trends in Marketing**

On-Line marketing, Green marketing, Ambush marketing, SMS marketing, Celebrity Endorsement

*Text book:*

Reference:

Marketing Management: Philip Kotler  Marketing Management: Ramaswamy & Namkumari
Marketing Management: Saxena Rajan

**TII- 4  
FINANCIAL MANAGEMENT- I**

Objective: The focus is on understanding the techniques and concepts and in showing their applications to simple financing decision making situations.

Module-1  
**Basic Finance Functions**

Concept, Importance, Scope and Objectives of Financial Management, Goals of the firm – Profit Maximisation & Wealth Maximisation, Relationship with other functional areas

Sessions:

- Module 2: 2 Sessions
- Module 3: 4 Sessions
- Module 4: 5 Sessions
- Module 5: 4 Sessions
- Module-1: 3 Sessions
Module 2  Tools for Financial Analysis and Financial Forecasting
Forecasting financial performance, Income Statement & Balance Sheet, Cash Flow forecasting under certainty, Financial Planning, Funds and Cash flow analysis, Ratio Analysis

Module 3  Working Capital Management
Operating Cycle Concept, Working Capital requirements Under Seasonal, Cyclic and Growth conditions, Management of Inventory, Receivables, Cash and Payables

Module 4  Working Capital Financing
RBI credit authorization scheme, Cash Credit system and lending norms, Credit Appraisal, Review and Enhancement, Bill Market scheme, Funds management under constraints such as credit capacity and policies

Module 5  Money Market Structure
Function, Recent developments, Assessment of working capital funds, Patterns of funds movements

Textbook: Financial Management: I.M. Pandey
Reference: Financial Management: Prasanna Chandra

Financial Management: R.P. Rastogi

T II - 5  PRODUCT & OPERATIONS MANAGEMENT-1

Objective:
➢ This course attempts to help students learns operations management systems and analyze issues pertaining to management of productivity, manufacturing technology, and facilities.

Module 1  Introduction to Production/Operations system and Processes

2 sessions
Module-2  Operation Strategy


 Module-3  Facility Management

 Plant Layout: Basic Principles , Types of Layout – Merits and Demerits. Location of Facilities: Principles and factors – for the first time, Location factor rating, centre of gravity technique, Brown and Gibson Model, reasons for foreign location, behaviour aspects of Location planning

 Process Layout: Block diagramming, Relationship diagram, CRAFT, use of miniature 3D models, application to Service industry. Product Layout: Line balancing, fixed position layout, Hybrid layout. Cellular Manufacturing: Flexible Manufacturing system. Capacity Planning: Concept of capacity, Determination of capacity, Consideration in adding capacity, capacity alternative, economy of scale, capacity planning in services, VSI in manufacturing

 Module-4  Basics of Operation Research

 Linear programming problems – Graphic & Simplex Method, Transportation Problems, Project Management, Time and cost trade off, Concept of Pay back.

 Module-5  Productivity Management

 Concept of productivity, Wastevity, work analysis, productivity in industry, learning curve

 Module-6  Productivity Management

 Technology Management and Important Guidelines for Operation Management

 Text book:

 Reference:

 Production & Operation Management: Buffa Sarien
 Production & Operation Management: Telsang Martandt
 Production Management: S.N.Chary
MANAGERIAL COMPUTING

Objectives:

➢ To familiarize the upcoming managers with the basic computer skills and emerging computer technology, so as to enable them to use the computer resources effectively for making effective decisions.

➢ To provide necessary skills to understand and use various commonly used software in functional areas in an organization.

Module 1   Computer architecture


Module 2   Introduction to Operating System and MS-Office

6 Session

WINDOWS, MS-WORD, MS-EXCEL, MS-POWERPOINT

Module 3   Introduction to DBMS

4 Session

Concept of DBMS, MS-ACCESS

Module 4   Introduction to Network and Internet

LAN, WAN, Client/Server Systems, Introduction to Communication Protocols (TCP/IP), Basics of Internet, Basics of E-Commerce.

4 Session

Reference:

1. A First course in computers: Saxena, sanjay
2. A fist course in computers : Sinha PK
3. Introduction to computers : ITL, ESL
Objectives

➢ To familiarize the students with relevant provisions of taxation laws stressing on the tax planning considerations.
➢ Providing necessary inputs to the students for handling real life business problems efficiently using appropriate concepts of taxation laws.

Module 1. Income Tax Act 1961

Definitions – Assessee, Person, Agricultural Income, Income, previous year, Assessment year, Residential Status – Incomes exempt from Tax.

Module 2. Computation of Various heads of income

Income from salaries- Income from House Property- Capital Gains (personal cases), - Income from other sources – deductions from each head of income, Capital gains arising from transfer of residential house, Capital gains arising from the transfer of land used for agriculture purpose.

Module 3. Tax Planning – avoidance – evasion

Tax planning in respect of non-resident, Tax planning in respect of employees remuneration.

Module 4. Returns of Income

Compulsory filing of returns based upon economic criteria - forms of returns- assessment – Types of assessments- Deduction of Tax at source from salaries, payment to contractors, Interest, Rent, Professional Fees- Tax deduction certificates. – Filling of annual returns of Tax deducted at Source.

Module 5. Taxation of Companies

Definitions - Taxable Income and Tax Liability, (Computation), Carry forward and Set off losses, Minimum Alternate Tax, Tax on Distributed Profits of Domestic Companies, Tax on Income distributed to Unit Holders, Tax on Income received from Venture capital companies and venture capital funds.
Module 6. Income from business and profession

Chargeability, general principles governing assessment of business income, method of accounting scheme of deduction and allowances, basic principles governing admissibility of deduction under section 30 to 44D, deductions expressly allowed in respect of expenses/ allowances, general deductions, amounts expressly disallowed under the Act.

Module 7 Capital Gains

Chargeability, meaning of capital asset, types of capital assets, transfer of capital asset, computation of capital gain, full value of consideration, expenditure on transfer, cost of acquisition, cost of improvement, indexed cost of acquisition and indexed cost of improvement, computation of capital gain in certain special cases, capital gains exempt from tax, extension of time limit for acquiring new asset, short term / long term capital gains – how charged to tax, Capital gains on compulsory acquisition of land and buildings forming part of industrial undertaking, Capital gain not to be charged on investment in certain goods, Capital gains of certain listed securities/ units not to be charged to tax in certain cases, Capital gains on transfer of a long term capital asset other than a house property, Capital gains on transfer of assets in cases of shifting of industrial undertaking from urban area.

Reference books
1. Direct taxes-lall Corporate taxation by singhania

TIII-2 ORGANISATIONAL BEHAVIOUR -2

Objectives:
- Familiarize students with various concepts of Organization
- Dynamics of culture, stress & change/development

Module I: Organizational behavior:

Introduction, goals, elements, scope and historical development of Organizational Behaviour, fundamental concepts, contributing disciplines to OB, Models of OB, social systems and organizational culture, international dimensions of organizational behaviour, limitations of Organizational behaviour, the future of OB
**Module II: Individual behaviors:**

Introduction, foundation of individual behavior:

**Personality:** determinants, personality traits, types, from concepts to skills, theories, instruments to measure personality, personality attributes influencing OB.

**Perception:** factors influencing perception, theories, perceptual errors.

**Emotions:** types of emotions, determinants, emotional labour, emotional intelligence.

**Attitudes:** sources of attitudes, types of attitudes, cognitive dissonance theory, from concepts to skills, changing attitudes, work related attitudes.

**Values:** importance of values, sources of our value systems, types of values, loyalty and ethical behavior.

**Learning:** theories of learning - some specific organizational application

**Theories of Motivation.**

**Module - III: Behaviour in the organization:**

Introduction, Issues between organizations and individuals.

**Interpersonal behavior:** Conflict in Organizations: nature of conflict, levels of conflict, conflict management styles.

**Group dynamics:** types of groups, meetings, teamwork, stages of group formation.

**Employee stress:** forms, causes, implications, approaches to stress management.

**Recommended Books:**

1. Organizational Behaviour, K. Awathappa, HPH.
2. Organizational Behaviour, Robbins, Judge, Sanghi, Pearson.
3. Organizational Behaviour, VSP Rao, Excel
4. Introduction to Organizational Behaviour, Moorhead, Griffin, Cengage.
5. Understanding Organizational Behaviour, Parek, Oxford
TII- 3  BUSINESS LAW

Objective:

➢ This course will provide an opportunity for students to make themselves familiar with the laws with which a business manager is expected to deal.
➢ It will also create awareness about the legal environment in which he/she will have to function.

Module 1  Introduction to Business Environment  2 Sessions
Dimensions of Business Environment, Approaches to environmental Analysis, Consumerism in India, Business and Innovation

Module 2  Indian Contract Act  7 Sessions
Indian Contracts Act of 1872 - void, voidable, illegal and unlawful agreements, Rules regarding offer and acceptance, competence of parties to contract, legality of objects and consideration, Contingent and quasi-contracts, performance, termination, breach of contract and remedies, Indemnity and Guarantee, Bailment and Pledge

Module 3  Sale of Goods Act and Negotiable Instruments Act  7 Sessions

Module 4  Companies Act, MRTP & FEMA Act  4 Sessions
Company’s Act 1956-basic characteristics and classes of company, procedure of incorporation, certificate of commencement of business, memorandum of association and articles of association, doctrine of indoor management, prospectus and statement in lieu of prospectus, share capital membership, management of company, qualification, appointment, remuneration and renewal/removal of directors, legal position, powers and duties of directors, other managerial personnel, meetings and regulations, winding up the company, Foreign Exchange Management Act, MRTP Act.

Textbook:

Reference:
Legal Aspects of Business: Pathak, Akhileswar  Business Law: Tulsian PC

TII-4  Business Environment and Corporate Governance

Objective:

➢ Familiarize students with the basic understanding of the theories of firms (that deal with the issues operational within the firms), fundamental concepts of macro-economic entities.
Module 1: Introduction

Resources of an economy, Two-sector model of circular flow of economic activities, Goals of an economy, Challenges to achieve the goals, tools to measure economy’s progress

Module 2: Macro-economic Models

Classical Approach: Say’s law of markets, Full employment equilibrium, Critical appraisal of the model Contemporary Approach: Effective demand, Consumption function, Investment function, Multiplier and accelerator, Determination of rate of interest.

Module 3: Business Fluctuations: What and Why?

Phases of business cycles, Business cycle theories, Case analysis of various phases of business cycles

Module 4: The Twin Traps: Inflation and Unemployment

Inflation: Causes, Consequences and Cures, Unemployment: Types and methods of measurement, Unemployment or Inflation – the Phillip’s Curve. Case analysis on the twin traps

Module 5: Role of Government – How much should a Government do?

Economic scope and functions of governments, Social goods and redressal of spill over effects, Fiscal policy, economic, monetary policy with special reference to five-year plan

Module 6 Corporate Governance and Board committees

Objective of a firm, ownership pattern & corporate governance theory, Company board & corporate management, board committees and corporate governance. Corporate governance rating, corporate social responsibility.
Module-7  Corporate Governance-Recommendation Reports


Text book: Corporate governance – Dr. S. Singh
Reference: Corporate governance: A.C Fernando

Business Environment: Cherrlium, Francis
Business Economics and Business Environment: Mishra & Puri

Macro Economics Theory & Policy: D.N. Dwivedi

TIII-5  FINANCIAL MANAGEMENT –2

Module-1  Long-term Financial decisions  4 Sessions

Time Value of Money, Risk-Return Trade-off, Capitalization.

Module-2  Investment Analysis  6 Sessions

Cost of Capital, Capital Budgeting methods, Processes and system, Cash Flow Determination, Capital Rationing, Analysis under risk and inflationary conditions.

Module-3  Capital Structure Planning  4 Sessions

Capital structure, Operating and financial Leverage, Value of the Firm, Dividend theories and practices.

Module-4  Indian Financial System  2 Sessions

Overview of Indian financial system’, Capital Markets, Types of Securities (including rights issue & bonus issue) & valuation of securities.
Module-5 Indirect taxation 4 Sessions
Introduction to Indirect taxes, Reforms in Tax structure, Fundamentals of GST

Text book: Reference:
Financial Management: IM Pandey
Financial Management: R.P. Rastogi
Financial Management: Prasanna Chandra

PRODUCTION OPERATIONS MANAGEMENT-2

TIII-6
Objective:
➢ This course will focus on concepts and policies pertaining to operations planning and control, and management of materials and quality.

Module –1 Operations Planning and Control
Concept of Production planning and control, integrative 4 Sessions n plan, centralization and decentralization, Aggregate planning, strategy and cost, Review of Linear programming and transportation problems related to aggregate planning, Multiple Product batch, production cycle, scheduling, setting production rate.

Module-2 Maintenance Management 2 Sessions
Various types of maintenance, cost benefit analysis, various types of costs, Overview of TPM.

Module-2 Materials Management 2 Sessions
ABC analysis, VED analysis, Materials resource planning, procurement, Overview of Stores Management

Module-3 Enterprise Resource planning 2 Sessions
ERP and its use in Maintenance and Materials management

Module-4 Quality Concept and plan including TQM 8 Sessions
Quality concept and planning, Standardization, Quality Circles, Introduction to acceptance sampling, Statistical Quality Control concepts, Principles of metrology, Management of the quality task, TQM.
Module-5 Integrative Analysis 2 Sessions
Integrative case analysis of operations management situations, Budget and control

Textbook:
Reference:
Production and Operations Management: Buffa Sarien
Production and Operations Management: Adem Everette

Production and Operation Management: S.N.Chary

TIII- 7 MANAGEMENT INFORMATION SYSTEMS

Objective:
- This course provides a high level understanding of information technology concept and its implementation in business environment. This course uncovers all the missing link between “Information” – “Information Technology” and “People”.

Module 1 Framework for Design of MIS 2 sessions
Meaning, objective, Characteristics, Classification of MIS, Framework for Design of MIS

Module 2 Information Systems Analysis and Design 5 sessions
Elements of computer system analysis and design, Systems life cycle, decision tree, decision table

Module 3 System Implementation 6 sessions
DBMS- models of DBMS, components of DBMS, Data Base Administrator, Introduction to computer based database package

Module 4 Application of Information Systems 7 sessions
Information Systems in Marketing, Information Systems in HRM, Information Systems in Accounting & Finance, Case studies

Textbook: Management Information System: O Brien
Reference: Management Information System: M Jaiwal

Management Information System: Davis G B
Objective:

- This course will focus on providing skills on contemporary Management Accounting methodologies and issues.

Module 1  Overview of cost and management accounting  3 Sessions
Elements of cost, Preparation of cost sheet

Module 2  Marginal Costing  6 Sessions
Cost volume profit Analysis, Marginal costing and break even analysis, Standard costing, Variance analysis

Module 3  Budgets and Budgetary Control  5 Sessions
Budgeting and Budgetary control, Budget development and sales forecasting, Operational vs. financial budget, Annual vs. long term budget, Preparation of flexible budget

Module 4  Job and Process Costing  6 Sessions
Process costing, Job costing, contract costing, Variable costing and absorption costing

Text book:
Reference:
Cost Accounting: Arora M.N.  Cost Accounting: Jain and Narang
Cost Accounting & Financial Management: Khan. M.Y.

T – III  ENTREPRENEURSHIP

Module- I  Entrepreneurship: Introduction  3 Sessions

Meaning of Entrepreneur; Evolution of the Concept, Functions of an Entrepreneur, Types of Entrepreneur, Intrapreneur – an emerging Class. Concept of Entrepreneurship - Evolution of Entrepreneurship, Development of Entrepreneurship; Stages in entrepreneurial process; Role of entrepreneurs in Economic Development; Entrepreneurship in India; Barriers to entrepreneurship.
Module- 2 Small Scale Industry

Definition; Characteristics; Need and rationale: Objectives; Scope; role of SSI in Economic Development. Advantages of SSI Steps to start an SSI – Government policy towards SSI; Different Policies of S.S.I.; Government Support for S.S.I. during 5 year plans, Impact of Liberalization, Privatisation, Globalization on S.S.I., Effect of WTO/GATT Supporting Agencies of Government for S.S.I., Meaning; Nature of Support; Objectives; Functions; Types of Help; Ancillary Industry and Tiny Industry (Definition only)

Module- 3 Institutional Support

Different Schemes; TECKSOK; KIADB; KSSIDC; KSIMC; DIC Single Window Agency: SISI; NSIC; SIDBI; KSFC.

Module- 4 Preparation of Project:

Meaning of Project; Project Identification; Project Selection; Project Report; Need and Significance of Report; Contents; formulation; Guidelines by Planning Commission for Project report; Network Analysis; Errors of Project Report; Project Appraisal. Identification of Business Opportunities: Market Feasibility Study; Technical Feasibility Study; Financial Feasibility Study & Social Feasibility Study.

TEXT BOOKS:

1. Principles of Management - P.C. Tripathi, P.N. Reddy; Tata McGraw Hill,

2. Dynamics of Entrepreneurial Development & Management -Vasant Desai Himalaya Publishing House


REFERENCE BOOKS:


2. Entrepreneurship Development - S S Khanka - S Chand & Co


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TRIMESTER - IV

TIV (M) 1 CONSUMER BEHAVIOUR

Objectives

➢ Proficient and knowledgeable about the various disciplines contribution in understanding buyer behaviour in a wholistic manner

➢ Familiar with the advances in deciphering buyer motivation, and behaviour (pre-purchase, purchase and post purchase), impact of social and cultural variables on consumption decisions.

Module-1 Consumer behavior and overview

Introduction, Need for understanding consumer behavior, Diversity of Indian Market, Changing pattern of Indian consumer behavior, Involvement of consumer, Understanding the buying decision process

Module-2 Factors influencing consumer buying behavior-External

Cultural factors, social factors, personal factors, influence of reference groups, Role of family in decision making

Module-3 Factors influencing consumer buying behavior-Internal

Motivation, perception, learning, attitude, personality

Module-4 Comprehensive models of consumer decision making

Nicosia model, Howard-sheth model, Engel-Kollat-Blackwell model

Module-5 Market research and diffusion of innovation

Relevance of market research with consumer behavior, Research prospective on consumer behavior, Consumer research process, Diffusion of Innovation, adoption, Diffusion of adoption and the implication for the Marketer


Consumer behaviour in Indian perspective: Nair, Suja R
ADVERTISING AND BRAND MANAGEMENT

TIV (M) 2

Objectives

➢ To provide an appreciation of the range of tools available for marketing communications.
➢ To appraise the students about the concepts, techniques for developing and effective advertising and sales promotion programme.

Module-1 Introduction to advertisement
Meaning and definition of advertisement, Role of advertisement in marketing process, Types of advertisements, Internet advertising, Advertising as a Communication—Advertising process & other forms of Communication, Two step flow of communication, Integrated marketing communication

Module-2 Building of advertising programme:

Module-3 Components of advertisements
Background-Border-Caption-Heading-Illustration-Photography-Name plate or company logo-Price-Product- Slogan-Space-Balance-Increment formats of layout.

Module-4 Advertising agency
Organizational Structure of Advertising Department, Functions of Advertising Department, Client agency Relationship, Selection of Advertising Agency, Advertising budget.

Module-5 Advertising Research
Types of Advertising evaluation, Pre testing, Pre testing techniques, Post testing, Post testing techniques
Module-6 Sales Promotion

Types of Sales Promotion, Factors affecting Sales Promotion, Sale Promotion Planning, Direct Marketing, Telemarketing, Modeling, Fashion Shows, Trade shows, Displays.

Textbook: Advertising mgmt. Batra, Rajeev & others
Reference: Advertising- Chunawalla Sethia

Sales Management – Still, R and others

TIV (M) 3 SERVICE MARKETING

Objectives:
- The objective of this course is to acquaint the students to the uniqueness of the services characteristics and its marketing implications.
- The intent of the course is to discuss, measure and analyze several facets in the area of services marketing essential for the success of a service sector firm.

Module-1 Introduction to Services Industry 4 Sessions
Nature of Services, Characteristics of Services, Classification of Services, Importance of Services marketing. Four I’s of Services – Intangibility, inconsistency, inseparability and inventory, customer expectation, customer satisfaction, lack of ownership.

Module-2 The Services classifications 3 Sessions
The Ps – extended Marketing Mix, Service product development, service encounter. The service consumer behavior

Module-3 Relationship marketing in services marketing 4 Sessions
The process, Role & implications of relationship marketing in services marketing. Monitoring and measuring customer satisfaction, Service Recovery, customer gaps, provider gaps

Module-4 Service Strategy, Design & Standards 6 Sessions
Service types, Physical evidence, Servicescape – Servicescape use, roles, environmental dimensions of Service

Module-5 Quality issues and Quality models 3 Sessions
The Gaps Model, SERVQUAL, service-marketing triangle, Importance of customer oriented behavior of employees, SST – the ultimate in Customer Satisfaction.
TI V (M) 4  SALES AND DISTRIBUTION MANAGEMENT

Objectives:

➢ To provide an understanding of the concepts, attitudes, techniques and approaches required for effective decision making in the areas of Sales and Distribution.

Module 1  Introduction to Sales Management  2 Sessions

Understanding Basics of Selling- Meaning, nature & Importance of sales management, roles of sales manager, Selling Skills

Module 2  Personal selling & salesmanship  3 Sessions

Meaning, objective, selling process, theories of selling-AIDAS theory, buying formula theory of selling, right set of circumstances theory of selling

Module 3  Organizing and staffing the sales force  5 sessions

Types of sales organization structure-line sales organization, line & staff sales organization, functional sales organization, staffing the sales organization-recruitment, selection, training procedure of sales force

Module 4  Controlling the sales effort

5 sessions

Sales budget-procedures, sales quota, sales territory, sales control

Module 5  Management of Channels of Distribution system  5 sessions

Channel system- Horizontal and Vertical Marketing System, multi channel system, channel design and process-stages in channel planning, management of whole selling and retailing
Objectives

➢ To develop a conceptual as well as practical understanding of planning, deployment, maintaining HR information and measure the value of human resource.

Module 1 Basics of HRP 3 Sessions

Concept, importance, objectives, types of HR plan, dimensions of HRP, Approaches.

Module 2 Human Resource Planning 5 Sessions

Macro level scenario of HRP, Concepts and process of HRP, methods and techniques demand forecasting-methods & techniques – supply forecasting, evaluating HRP effectiveness.

Module 3 Measurements in HRP 5 Sessions

HRIS, Human resource audit, human resource accounting

Module 4 Action areas 3 Sessions

Issues & experiences-selection and recruitment; induction and placement, performances and potential appraisal, transfer, promotion and reward policies; training & retaining.

Module 5 Career planning 4 Sessions

Concept, objective, career planning Vs HRP, career planning Vs successive planning, process of career planning and career development

Textbook:

Reference: Human Resource Planning-

P.K.Bhattacharya Human Resource Planning- Ivanvich
Objectives
➢ To build awareness of certain important and critical issues in the performance appraisal system within an organization.
➢ To provide an exposure to the required skills for appropriate appraisal.

Module-1 Need and Importance 3 Sessions
Purpose, importance, relationships, performance criteria, what, who, and how of performance appraisal methods, approaches and obstacles in appraisal.

Module-2 Performance Management- Application 6 Sessions and Improvement
Inherent conflicts in performance appraisal, designing appraisal for better results, performance appraisal interview, enhancing the interview, analyzing performance problems, strategies for improving performance, contemporary strategies, performance management in public sector units, recent development.

Module-3 Competency Mapping 6 Sessions
Need, History, Who, What, How, Competencies are identified, What language to use, Who can do it, Tips on how to do it.

Module-4 Coaching and Mentoring 5 Sessions
Concept and Objectives of Coaching and Mentoring, Basic Process of Coaching and Mentoring.

Textbook: Performance Management: T.V.Rao
Reference: Performance Management- Chadda Prem

Performance Management: Suri, G.K

Objectives
Upon completion of this course, the students will acquire the following competencies.
➢ Ability to conduct training need analysis for the job, person and organization keeping in view the current and future requirements
➢ Ability to design the training programmes to address the needs identified and execute the training by adopting suitable method, technique and training aids.
➢ To evaluate the training program; verify its validity and achieve overall control for improving the training function of an organization on a continuous basis.

Module-1 Introduction, Learning, & Training Need Assessment. 6 sessions

Objectives, role of training, benefits, training process, training Vs development, policy, plan, & calendar. Learning: Principles, components, process, learning curve and transfer of learning. Training Need assessment: Purpose, organization, task and person analysis, methods and techniques, process, competency mapping and bridging the competency gap, cross cultural training.

Module-2 Training Design

Designing a training programme – factors affecting training design, cost: 3 sessions developing training objectives –factors for conducting training programme.

Module-3 Training Methods Techniques and Aids 8 sessions

Types of training: on–the-job and off–the-job training classification: on–the-job methods, simulations, knowledge based methods, skill based methods, experiential learning, Induction training. Training aids: needs, selection, principles of use, static and dynamic media.

Module-4 Training implementation, validation and evaluation 3 sessions

Logistic arrangements, systems view of implementation, effective implementation, Checklist. Training Evaluation: objectives, need, criteria, factors and instruments for evaluation, ROI, Kirkpatric’s four level evaluation process, enhancing training effectiveness, MDPS.
Suggested Reading:

**Text Books:**
1. Lynoton and Pareek training and development, sage publication.
2. Janakivam B, Training and Development, biztantra

**Reference Books:**
1. Werner/Desimone Human Resource Development, cengage
2. Lynton and Pareek Training And Development

**T IV (HR) 4 LABOUR LAWS IN INDIA**

**Objectives**
- To impart theoretical and practical exposure to various legal aspects of labour welfare and management.

**Module 1**
**Introduction to LL**
4 Sessions

**Module 2**
**Laws on working conditions**
6 Sessions

**Module 3**
**Wages & labour laws**
5 Sessions

**Module 4**
**Laws for labour welfare and social security**
5 Sessions
Social security legislation an overview, the workmen’s compensation Act 1923, the ESI Act 1948, Maternity Benefit Act 1961, The Employees PF and miscellaneous provision Act 1952, the Payment of Gratuity Act 1972.
**Textbook:**
Labour legislation- B.D. Singh

**Reference:**
Labour legislation- N.D. Kapoor

Legal aspects business: Pathak, Akhileswar

**TIV (F) 1 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

**Objectives**
- To acquaint the students with the working of security market and principles of security analysis; and
- To develop the skills required for portfolio management so as to be able to judge the competitive position of firms in capital market and review the related business decisions.

**Module-1 Concept Of Investment**
2 Sessions
Investment Vs Speculation, Investment Vs Non-security forms of Investment, Investment Process, Sources of Investment Information

**Module-2 Return and Risk**
4 Sessions
Meaning and measurement of security returns, meaning and types of security risks-systematic and non-systematic risk, measurement of total risk.

**Module-3 Fundamental Analysis**
4 Sessions
Economy, industry and company analysis, intrinsic value approach to valuation of bonds, preference shares and equity shares.

**Module-4 Technical Analysis**
5 Sessions
Concept and rules of technical analysis, technical analysis Vs fundamental analysis. Efficient market hypothesis-concept and forms of market efficiency.

**Module-5 Elements of Portfolio Management**
5 Sessions

**Textbook:**
Security analysis and portfolio Management: Kevin

**Reference:**
Security analysis and portfolio management- Fischer and Jordan

Security analysis and portfolio Management: Avdhani, V.A
FINANCIAL MARKETS AND SERVICES

Objectives

- Familiarizing the students with the Indian capital market, its operations, instruments, regulations etc.
- Helping students in acquiring analytical skills in the market analysis in the context of raising medium and long-term funds
- Developing an appreciation among the students for the interfaces among government policies, capital market, investors and firms

Module-1    Indian Financial System and money market      3 sessions
Introduction and overview of Indian financial system. Components of Indian financial system, relationship between capital market and money market

Module-2    Capital Market                                  3 sessions

Module-3    Introduction to Financial Services              5 sessions
Meaning, Nature, Classification, Scope, Some special fund and non-fund based financial services: Leasing, Hire purchase, Factoring, Retail finance, Credit rating, Securitization.

Module-4    Merchant Banking & Venture Capital              5 sessions

Module-5    Mutual Funds                                    4 sessions
Concept and objective, Functional and Portfolio Classification, Organization and Management, Guidelines for Mutual Funds, Working of Public and Private Mutual Funds in India.

Note: All SEBI Guidelines related to topics covered above as and when relevant

Textbook: Financial Markets and services-Saunders, Anthony  
Reference: Financial Markets and services: Gordon, E Natrajan, K
INTERNATIONAL FINANCE

Objectives

➢ To introduce the environment of international finance and its implications on International business.

➢ To analyse the nature and functioning of foreign exchange markets, determination of exchange rates and interest rates and their forecasting.

Module-1 History and Evolution 5 sessions

Overview of Global Financial Environment,


Module-2 Foreign Exchange Market 3 sessions


Module-3 Exchange Rate Forecasting 4 sessions

Structural Models of Exchange Rate Determination, Exchange Rate Forecasting, The Exchange Rate of Rupee, Foreign Exchange Risk Exposure: Types of Risk, The Risk management Process: Swaps, Futures, Options,

Module-4 International Investment and Financing Decision 8 sessions

International project appraisal exchange rate risk and cost of capital, international Bonds-characteristics, future scenario, Bond markets, New Issue Procedure, international capital budgeting, international portfolio investment FDIs, FII. Green field investment Vs acquisitions and mergers
Objectives

➢ To understand the framework for evaluation capital projects proposal, their planning and management.

Module 1  Project Management System  2 Sessions

Module 2  Project Feasibility Analysis  5 Sessions

Module 3  Net Work Techniques for project management  6 Sessions
PERT-CPM- GERT- LOB - GAN - Time Cost Trade Off And Crashing Procedure - Multi Project Scheduling With Limited Resources, Work Packages And Activity Identification

Module 4  Project Materials Management  4 Sessions
Project Implementation Scheduling. Funds Planning - Performance - Budgeting And Control. Tendering And Contract Administration.

Module 5  Project Management Information System  3 Sessions

Textbook:  Reference:
International Finance- P.G.Apte  International Finance- V.Sharan

Textbook:  Reference:
Project Planning Appraisal- Prasanna Chandra  Project Planning Appraisal: Choudhury.S
Learning Objectives

The objective of the program is for students to look at supply chain management in a holistic manner from manufacturer, retailer as well as service provider point of view. Students should get an overview of the Logistics Service Provider Industry and understand various segments within the industry. Students should be able to compare various modes of transportation and their cost benefit analysis.

Course content:

MODULE 1 2 Sessions
The evolution and future of logistics and supply chain management
Introduction, Evolution and future of logistics and Supply chain Management,
Scope of SCM

MODULE -2 3 sessions
Role and Components of Logistics and supply chain management
The Role Of Logistics In The Economy, Components of Logistics and SCM, stage of Development of SCM, Stages of Supply Chain Integration

MODULE -3 3 Sessions
Principles Of Supply Chain Management
Supply Chain Process for Integrated SCM, Logistic-Marketing Interface, Logistic-Manufacturing Interface,
MODULE -4 3Sessions

Customer Focus In Supply Chain Management
Functional Versus Innovative Products, Physically Efficient Versus Market-Responsive Supply Chains, Resources and Leadership in SCM, Chain relationship within and beyond the organization

MODULE -5 3Sessions

Design And Management Of Scm
Supply Chain Management Applications, Next generation of SCM, Integration of SCM with e-commerce and M-commerce

MODULE -6 3Sessions

Management Of SCM
Collaborative Supply chain planning, Agent based Supply chain, SCM and uncertainty

MODULE -6 3Sessions

Green Supply Chain Management
Introduction, Need of Green SCM and Areas of green SCM, Capabilities of Green SCM, Principles of Green SCM, Role of Environment in supply chain value creation

Reference Text:
2. "Modeling the Supply Chain”, Jeremy F. Shapiro, Thomson Learning Publication
   Supply Chain Management edited by John T Mentzer, Sage Publications
Module- I Entrepreneurship: Introduction

Meaning of Entrepreneur; Evolution of the Concept, Functions of an Entrepreneur, Types of Entrepreneur, Intrapreneur – an emerging Class. Concept of Entrepreneurship - Evolution of Entrepreneurship, Development of Entrepreneurship; Stages in entrepreneurial process; Role of entrepreneurs in Economic Development; Entrepreneurship in India; Barriers to entrepreneurship.

Module- 2 Small Scale Industry

Definition; Characteristics; Need and rationale: Objectives; Scope; role of SSI in Economic Development. Advantages of SSI Steps to start an SSI – Government policy towards SSI; Different Policies of S.S.I.; Government Support for S.S.I. during 5 year plans, Impact of Liberalization, Privatisation, Globalization on S.S.I., Effect of WTO/GATT Supporting Agencies of Government for S.S.I., Meaning; Nature of Support; Objectives; Functions; Types of Help; Ancillary Industry and Tiny Industry (Definition only)

Module- 3 Institutional Support

Different Schemes; TECKSOK; KIADB; KSSIDC; KSIMC; DIC Single Window Agency: SISI; NSIC; SIDBI; KSFC.

Module- 4 Preparation of Project:

Meaning of Project; Project Identification; Project Selection; Project Report; Need and Significance of Report; Contents; formulation; Guidelines by Planning Commission for Project report; Network Analysis; Errors of Project Report; Project Appraisal. Identification of Business Opportunities: Market Feasibility Study; Technical Feasibility Study; Financial Feasibility Study & Social Feasibility Study.

TEXT BOOKS:

1. Principles of Management - P.C. Tripathi, P.N. Reddy; Tata McGraw Hill,

2. Dynamics of Entrepreneurial Development & Management -Vasant Desai Himalaya Publishing House

REFERENCE BOOKS:

1. Management Fundamentals - Concepts, Application, Skill Development  
   Robert Lusier - Thomson

2. Entrepreneurship Development - S S Khanka - S Chand & Co


TV. BUSINESS POLICY & STRATEGY MANAGEMENT

Objectives:
- To develop understanding about strategic processes and their impact on a firm.

Module-1 Strategic Management 1 Sessions


Module-2 Strategy Formulation 5 Sessions

Module-3 Strategic Analysis and Choice 5 Sessions

Module-4 Strategy Implementation 5 Sessions
Module-5  **Strategy Evaluation**  4 Sessions


**Text book:**

Business Policy - Kazmi

**Reference:**

Business policy - PK Gosh

(M)-1  **CUSTOMER RELATIONSHIP MANAGEMENT**

**Objectives:**

➢ To acquaint the students with the importance of customers in marketing and achieving the ultimate customer’s delight.

**Module1**  **Introduction to CRM**

Introduction – Cost of Acquiring Customers – customer Acquisition to Customer Loyalty - Low Internet Changed the Rules – CRM and Business Intelligence

**Module 2**  **Marketing Approach & Relationship marketing**  4 Sessions

Conventional marketing approach - drawbacks – emerging challenges in the marketing front- Relationship marketing- definition- concepts - relevance of relationship marketing approach- significance - building customer loyalty, Developing relationship strategies for different types of business under different competitive environment

**Module 3**  **CRM and Customer Service**  5 Sessions


**Module 4**  **Analytical CRM**  5 Sessions

Module 5  Managing CRM Project


Textbook: Customer Relationship Management – Paul Greenberg

CRM-Subhasis Das

RETAIL MARKETING

Module 1

Concept of retailing, Retail Theories, Types of retailers, Retail Formats, Retail Consumer Behaviour, Retail Marketing Mix., Retail Market Strategy.

Module 2

Retail Location Decisions, Merchandise Planning, Managing Assortments, Store Management, Layout, Design, Space Management, Visual Merchandising, Retail Aesthetics, Customer Service, Retail Atmospherics, Retail Equity, Retail Purchase Planning

Module 3

Retail Communication Mix, Retail Pricing: Price Setting, Pricing Strategies, Managing Retail Brands.

Module 3

HRM Practices in Retail, Technology in Retailing, Scope of retailing, future of retailing.

Books:

1. Retail Management – Berman, Evans – Pearson
2. Retail Management – Bajaj, Tulsi & Srivastava – Oxford
3. Retail Management – Dunue Lusch – Cengage
4. Retailing Management – Levy, Weitz, Pandit – TMH
6. Retail Management – Asif Sheikh, Kaneez Fatima – HPH
# Digital Marketing Course

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<tr>
<th>Hour</th>
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<tr>
<td>1</td>
<td>Introduction to Digital Marketing</td>
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<td>a. History &amp; Evolution of Digital Marketing</td>
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<td>b. Changing Digital Landscape</td>
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<td>c. Digital Consumer and communities</td>
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<td>d. Digital Marketing Landscape</td>
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<td>e. Definitions &amp; Terminology</td>
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<td>Website</td>
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<td>a. Objectives of website</td>
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<td>b. Domain name</td>
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<td>c. What makes website effective</td>
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<td>d. Website design &amp; layout</td>
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<td>e. Website development, responsive web designs</td>
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<td>f. Landing pages</td>
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<td>g. Content &amp; copy writing</td>
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<td>h. Web standards audit- validator.w3.org, Google PageSpeed Insights</td>
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<td>i. Google Tag Manager</td>
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<td>3</td>
<td>Digital Search &amp; Search Engine Optimisation</td>
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<td>a. What is search engine/ different types of search engine, Google</td>
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<td>b. Indexing by Google</td>
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<td>c. Page Rank</td>
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Parameters affecting page rank

On-page and off page search engine optimization

Google Webmaster Tools to inspect overall SEO health of the site

Knowledge of Keywords insertion & placement, sequencing, keyword density, Keyword Planner

Writing content around keywords

Local SEO, Google My Business Listing

Moz

4 Search Engine Marketing

Factors affecting display of Google Ads

Display Marketing

Google Adwords, Understanding Google Adwords algorithm

PPC

Setting up Google Ads & Display marketing

Remarketing

Adsense

5 Social Media Marketing

Social Media Strategy, Optimisation

Customer Engagement, sharing & likes

Facebook business page, content in page, links

Facebook ad-ads.facebook.com

Twitter business account

Video Marketing, you tube channel
6 Other Digital Marketing Media

- E-mail Marketing, Email marketing tools- mailchimp, constant contact, Emma
- Content Marketing, Content writing, content production, content syndication
- Blogging, Wordpress.com
- Mobile Marketing
- Affiliate Marketing
- Digital branding, web banners, mailers
- Online Advertising
- CRM & CX in Digital Marketing
- Online Reputation Management

7 Research, Strategy & Planning

- Objectives of Digital marketing
- Building up digital marketing plan
- Setting goals for website
- Setting goals for adwords
- Allocation of budgets across multiple paid social channels
- Targeting and segmentation for campaigns
- Keyword, market and competitor research and analysis, using industry tools

8 Analytics & Reporting

- Web Analytics
- Social media Analytics
- Tracking goals for the website
Basics of Industrial Marketing
Introduction to Industrial Marketing; Industrial versus Consumer Marketing; Industrial Marketing Landscape; Economics of Industrial Demand; Classification of Industrial Customers.

Buying Behaviour
Unique Characteristics of Organizational Procurement; Purchasing in Government Units; Industrial Buying Behaviour in Indian context; Conceptualization of Buying Behaviour; Stages in Buying.

Inputs to Industrial Marketing
Uncertainty Management in Industrial Marketing; Purchasing Agents in Industrial Buying; Negotiation in Industrial Marketing.

Strategic Planning
Process of Strategic Planning; Macro and Micro Variables Used to Segment Industrial Marketing; Industrial Marketing Strategy in India; Managing the Development of Strategic planning and McKinsey’s 7-s Framework.

Strategy Implementation

Channel Optimization Channel
Participants; Channel Functions and Dual Channels; Choosing the Right Distributor; Distribution and Manufacturers Representatives.

Logistics and Marketing Control
Purchasing Practices of Industrial Customers in Indian Context; Marketing Logistics: Physical Distribution and Customer Services; Marketing Control.

Sales Force Planning
Development of Industrial Sales Force; Motivation of Sales Force; Effective Use of Sales Compensation.
Pricing

Price: A Crucial Element in Product Strategy; The nature of Derived Demand; Industrial Product Pricing in India; Segregation of New Product Cost; Pricing in Industrial Marketing.

Suggested Reading:

1. Industrial Marketing: A Process of Creating and Maintaining Exchange by Krishnamacharyulu Csg, Lalitha R, Publisher: Jaico Book House
2. Industrial Marketing by Ghosh, Publisher: Oxford University Press
4. Industrial Marketing Management by Govinda rajan, Publisher: Vikas Publishing House Pvt Ltd.
5. Industrial Marketing by Phadtare M. T, Publisher: Prentice Hall of India Private Limited
6. Industrial Marketing Text Book: ICMR

MERGERS & ACQUISITION

Objectives

➢ To inter-link the subject of finance with the major strategic decisions of a proactive firm.

Module 1 Various Forms of Business Alliances 3 Sessions
Nature And Objective, Type Of Business Alliance, Reasons For Merger, Takeover And Acquisitions, Legal And Procedural Aspects, Tax Implication.

Module 2 Pricing of Mergers 5 Sessions
Financial Methodology, DCF Valuation, Principles Of Valuation, Increasing Value Of The Organisation, Calculating Growth Rate. Negotiation/Approach For Merger, Acquisition And Take-Over Contracting

Module 3 Implementation of Merger and Acquisition 3 Sessions
Managing Post-Merger Issues Legalities Involved In Merger, Acquisition And Take-Over Ethical Issues Of Merger And Take-Over

Module 4 Accounting and Financing 4 Sessions
Accounting For Mergers Financing The Mergers And Take-Over.
Module 5  
**M & A Strategies**  
5 Sessions  
Joint Ventures, ESOPS And Management Leveraged, Use And Leverage Of ESOP And Advantage Of Management Leveraged, Leveraged Outs-Operations, Norms For Financing Leverage Buyouts, Bank Finance And LBO In India, Reasons For International Mergers, Share Repurchase.

**Textbook:**  
Reference:  
Mergers and Acquisition- Weston, J.Fred  
Mergers and Acquisition & takeovers- Machiraju, H.R

Essence of mergers and Acqoisition: Sundersanam, P.S

**Objectives**

➢ To expose and expertise the students in derivatives and risk management required for higher level of learning

Module 1  
**Derivative Securities**  
4 Sessions  

Module 2  
**Market Characteristics**  
3 Sessions  
Futures and Options contract specifications, underlying asset, contract size, and delivery specifications. Familiarizing with market quotes. Trading Strategies involving Options and Futures. Contractual specification: floating and fixed rate.

Module 3  
**Derivatives Pricing Theory**  
6 Sessions  
Module 4  Risk Analysis and Management  4 Sessions

Module 5  Options and Futures Applications in India  3 Sessions
Structure of Indian stock markets and the operational efficiency of options and futures, determination of the fair value of futures and options prices, Interactions between spot equity trading and trading in derivatives.

Index Options and Futures, constructing an index, methodology of construction, trading an index. Conditions necessary to improve the market structure in India and policy interventions.

Textbook:  Reference: Options, futures and other derivatives- Hull, Johne  Futures and options-Vohra, N.D, Bagri, B.R

Derivatives: Valuation and Risk Management: Dubofsky, V.A.

FINANCIAL PLANNING AND TAXATION

• Module I - Introduction to Financial Planning
• Module II - Risk Analysis & Insurance Planning
• Module III - Retirement Planning & Employees Benefits
• Module IV - Investment Planning
• Module V - Tax Planning & Estate Planning

Course Objective: The unit would focus on making an investment professional understand the concepts of return for an asset in general and Financial planning in particular. The financial planner would be able to understand and calculate the different return measures which are helpful for assessing the performance of various asset classes like Equity and Mutual Funds. Overall the endeavour of the unit would be to harness the skills of the investment professional with regard to understanding investor’s ability to take risk and willingness to take risk and identify Tax planning considering the client’s risk taking abilities and financial goals.
Module I - Introduction to Financial Planning:
Financial Planning Process
1. Establishing client-planner relationships
2. Gathering client data and determining goals and expectations
3. Analyse Client Objectives, Needs and Financial Situation
4. Developing appropriate strategies and presenting the Financial Plan
5. Implementing the Financial Plan
6. Monitoring the Financial Plan
7. Ethical and professional considerations in Financial Planning
8. Assessment of risk and client behaviour
9. Personal use asset management, Personal Financial Statement Analysis
10. Legal aspects of Financial Planning

Module II - Risk Analysis and Insurance Planning:
1. Introduction to Risk Analysis, Insurance and Risk, Risk analysis Process, principles in insurance, Identification of life, medical, householders, auto and other property and liability risk exposures,
2. Annuities
3. Insurance of business risk
4. Government regulation of insurance
5. Insurance Pricing and Insurance Companies

Module III - Retirement Planning and Employee Benefits
1. Issues in retirement planning
2. Wealth creation, Types of plans (benefit plans & contribution plans)
3. Superannuation and other retirement plans
4. Retirement needs analysis

Module IV - Investment Planning
1. How investment planning is different from selling investment products
2. Investment risk, Measuring risk, Managing risk, Returns
3. Investment portfolio, Small savings and Fixed income instruments
4. Insurance-based investments (Mutual funds, Equity shares, Derivatives, Real estate, Other investments)
5. Asset allocation Strategies (Active and passive strategies)

Module V - Tax Planning & Estate Planning:
1. Ethical considerations in tax planning
2. Taxation terminology
3. Tax calculations and special rules
4. Tax characteristics of business forms, Non Resident Indians (NRIs),
5. Heads of income (Capital Gains tax rules, Tax relief)
6. Non-taxable transactions (e.g., gifts, estate)
7. Tax management techniques, Interest and penalty taxes and other charges
**Text Book:**

Direct Tax Planning and Management       V K Singhania

**Reference:**

Direct Taxation: MeenaGoyal

Direct Taxes: BB Lal

**BANKING AND INSURANCE MANAGEMENT**

**TV (BIM)**

**Objectives**

- Providing an in-depth analysis of the commercial banking in the liberalized Indian economy. Introduction to Insurance Business.
- Equipping students with the tools for evaluating performance, productivity and efficiency of Banks.

**Module – 1   Overview of Indian Banking System.   (4 hours)**

Indian Financial System, Banking Structure in India, Role and functions of Banks – Regulatory provisions. CIBIL, BCSBI.

**Module – 2   Functions of Banks.   (8 hours)**


**Module – 3   Lending Operations by Commercial Banks   (8 hours)**


**Module – 4   Introduction to Risk Management in Banks   (5 hours)**

Module – 5  Basics of Insurance.  (5 hours)


Reference Books :

Banking Theory & Practice – Gordan & Natrajan

Commercial Banking – H R Machiraju

Commercial Banking – P. N. Varshey

Insurance Principle & Practice – M.N. Mishra (S. Chand)

Insurance Management – S.C. Bihari & S. K. Baral (Sky Lark)

TIV (HR) 1  EMPLOYEE RELATIONS

Objectives

➢ To impart basic knowledge of the Indian Industrial Relations System.
➢ To build awareness of certain important and critical issues in the Indian Industrial Relation System.

Module-1  Industrial Relations System  4 Sessions
Origin, Scope, Objectives, Significance in the Changing Scenario, Effect of social, political, economic and legal changes, approaches to study of industrial relation and its effect on management.

Module-2  Trade Unions  4 Sessions
Trade union structure and movement in India, Changing role in the context of Liberalization, Trade Union Act 1926, Employer’s organisation.

Module-3  Promotion or Harmonious Relations  5 Sessions
Machinery for prevention and settlement of industrial dispute, industrial disputes act 1947, conciliation, arbitration and adjudication, code of discipline.

Module-4  Grievances and Discipline  4 Sessions
Grievance redressal machinery, discipline in industry, measures for dealing with indiscipline.
Module-5  Collective Bargaining  3 Sessions
Prerequisites, practices in India, participative management-forms and levels, schemes of workers participation management with reference to India.

Textbook:  Reference:
Industrial relations- Ratnam, C.S Venkata  Industrial relations-Monappa Arun
Industrial relations: B.D.Singh

T V (HR) 2  COMPENSATION MANAGEMENT

Objectives
➢ To promote understanding of issues relating to compensation or rewarding human resources in organizations and to impart skills and designing, analysing, and restructuring reward management systems, policies and strategies.

Module 1  Compensation Concept  2 Sessions
Role of compensating and rewards in organizations; economic and behavioural issues in compensation; framework of compensation policy, theories of wages.

Module 2  Legal framework of wage and salary administrations  5 Sessions
Wage concepts and def of wages under various labour legislation, constitutional perspective, international labor standards and norms for wage determinations, law relation to payment of wages and bonus; regulation of miss-wages and equal remuneration; law relating to retriial benefits.

Module 3  Compensation structure and differentials  6 Sessions
Pay packet composition; institutional mechanism for wage determination; job evaluation and internal equity, external equity and pay surveys

Module 4  Reward system, incentives and pay restructuring  5 Sessions
Incentives and pay restructuring: design of performance-linked reward system; incentives for blue and white collars; bonus, profit sharing and stock options; allowances and benefits; downsizing and VRS

Module 5  Emerging issues and trends  2 Sessions
Tax planning, overview of future trends in compensation management.
Module 1

Introduction to IHRM

the drivers of internationalization of business. difference between IHRM and domestic HRM. IHRM strategies, Globalisation and HRM, understanding diversity.

Module 2

Developing Global mindset

Global leadership, cross cultural context and international assignees, current scenario in international training and development. sensitivity training, career development

Module 3

Performance management

Performance management cycle, third and host country employees, issues and challenges in international performance management, country specific performance management practices

Module 4

International workforce and international HRIS

International framework of ethics and labour standards, key issues in international industrial relations, working with multicultural and ethnic groups, crisis management, study the socio political economic system in U.S, U.K, Japan and India and prepare comparative analysis, study and compare recruitment, selection and training practices in various countries.
INTRODUCTION TO KNOWLEDGE ECONOMY

Context and relevance, role of knowledge in business management, distinctive character of knowledge economy, knowledge and new strategic approach to business. India and knowledge economy.

WHAT IS KNOWLEDGE ?

Data, Information, Knowledge – Business Intelligence, Intellectual capital expression of knowledge, knowledge : a driver for creativity and innovation, Business Benefit’s of knowledge, KM Processes & ICT Tools.

KNOWLEDGE MANAGEMENT : SYSTEMS AND DEVELOPMENT

Why knowledge management now, knowledge initiative, Knowledge Management process, principles behind knowledge management success. Interaction between types of knowledge (SECI Model). pillars of knowledge management. Measuring knowledge management, business benefits of knowledge KM-Development cycle, application cycle, knowledge strategy framework, creation and acquisition of knowledge, knowledge acquisition techniques.

KNOWLEDGE MANAGEMENT APPLICATION AND ORGANISATIONAL LEARNING

Knowledge transfer, knowledge asset, elements of knowledge management, communities of practice, stages of development of communities practice, linking communities of practice, organizational learning and learning organization.

TALENT MANAGEMENT

Introduction, talent management tools, managing talent the performance criteria, characteristic classification of talent within organization, talent Management Vrs. traditional approach – a comparative analysis talent management strategies.

Reference Books :

(1) Knowledge Management, Text and Cases by Waman S Jawadekar
(2) Introduction to Knowledge Management by filemon A. Uriarte Jr.
Business Analytics

Learning Objectives

Get an introduction to Data Science in this module and see how Data Science helps to analyze large and unstructured data with different tools.

Topics

- What is Data Science?
- What does Data Science involve?
- Era of Data Science
- Business Intelligence vs Data Science
- Life cycle of Data Science
- Tools of Data Science
- Introduction to Big Data and Hadoop
- Introduction to R
- Introduction to Spark
- Introduction to Machine Learning

Module 1 : Understanding the Data

Learning Objectives

At the end of this Module, you should be able to:
- Understand various data types
- Learn Various variable types
- List the uses of variable types
- Explain Population and Sample
- Discuss sampling techniques
- Understand Data representation

Topics

Introduction to Data Types
Numerical parameters to represent data
- Mean
- Mode
- Median
- Sensitivity
- Information Gain
- Entropy

Statistical parameters to represent data

Hands-on/Demo
- Estimating mean, median and mode using python
- Calculating Information Gain and Entropy
Module 2: Probability and its uses

Learning Objectives
At the end of this Module, you should be able to:
• Understand rules of probability
• Learn about dependent and independent events
• Implement conditional, marginal and joint probability using Bayes Theorem
• Discuss probability distribution
• Explain Central Limit Theorem

Topics
• Uses of probability
• Need of probability
• Bayesian Inference
• Density Concepts
• Normal Distribution Curve

Hands-on/Demo
• Calculating probability using python
• Conditional, Joint and Marginal Probability using Python
• Plotting a Normal distribution curve

Module 3: Statistical Inference

Learning Objectives
At the end of this Module, you should be able to:
• Understand concept of point estimation using confidence margin
• Draw meaningful inferences using margin of error
• Explore hypothesis testing and its different levels

Topics
• Point Estimation
• Confidence Margin
• Hypothesis Testing
• Levels of Hypothesis Testing
Hands-on/Demo
• Calculating and generalizing point estimates using python
• Estimation of Confidence Intervals and Margin of Error

Module 4: Testing the Data

Learning Objectives
At the end of this module, you should be able to:
• Understand Parametric and Non-parametric Testing
• Learn various types of parametric testing
• Discuss experimental designing
• Explain a/b testing

Topics
• Parametric Test
• Parametric Test Types
• Non-Parametric Test
• Experimental Designing
• A/B testing

Hands-on/Demo
• Perform p test and t tests in python
• A/B testing in python

Module 5: Data Clustering

Learning Objectives
At the end of this module, you should be able to:
• Understand concept of association and dependence
• Explain causation and correlation
• Learn the concept of covariance
• Discuss Simpson’s paradox
• Illustrate Clustering Techniques

Topics
• Association and Dependence
• Causation and Correlation
• Covariance
• Simpson’s Paradox
• Clustering Techniques
Hands-on/Demo

- Correlation and Covariance in python
- Hierarchical clustering in python
- K means clustering in python

Module 6: Regression Modelling

Learning Objectives
At the end of this module, you should be able to:

- Understand the concept of Linear Regression
- Explain Logistic Regression
- Implement WOE
- Differentiate between heteroscedasticity and homoscedasticity
- Learn concept of residual analysis

Topics
- Logistic and Regression Techniques
- Problem of Collinearity
- WOE and IV
- Residual Analysis
- Heteroscedasticity
- Homoscedasticity

Hands-on/Demo
- Perform Linear and Logistic Regression in python
- Analyze the residuals using python

Module 7: Time Series Analysis

Learning Objectives
In this module, you should learn about Time Series data, different component of Time Series data, Time Series modeling - Exponential Smoothing models and ARIMA model for Time Series Forecasting.

Topics
- What is Time Series data?
- Time Series variables
- Different components of Time Series data
- Visualize the data to identify Time Series Components
- Implement ARIMA model for forecasting
• Exponential smoothing models
• Identifying different time series scenario based on which different Exponential Smoothing model can be applied
• Implement respective ETS model for forecasting

**Hands-on/Demo**

• Visualizing and formatting Time Series data
• Plotting decomposed Time Series data plot
• Applying ARIMA and ETS model for Time Series Forecasting
• Forecasting for given Time period

**TRIMESTER - VI**

**T-VI – 1  INTERNATIONAL BUSINESS**

**Objectives**

Upon the completion of this course, the students are expected to have a good understanding of international business environments and practices. The specific objectives of the course are:

1. Analyzing the role and impact of international businesses on national economic development
2. Explaining how the economic, political/legal and financial environments affect international business operations
3. Discussing how cultural and behavioural differences influence countries’ business practices and how these differences can be addressed using appropriate strategies
4. Discussing international trade theory and how government and business decisions influence international trade
5. Assessing the effects of current regional trade agreements and economic integration on developing countries.

**Module – 1**

Introduction to International Business and Environment, Globalization and Business Today, International Trade and Foreign Direct Investment, Trade Theories and International Investment

**Module - 2**


**Module - 3**

Intellectual Property Rights in International Business, International Investment Portfolio Management, International Accounting and Auditing
Module - 4

International Human Resources, organizational behaviour, ethics, social responsibility, law, and information technology and International Marketing

References:


T-VI – 2 LEADERSHIP & CHANGE MANAGEMENT

Course Objectives:

Students will be required to comprehend, apply and demonstrate through class discussions, assignments and exams. Their grasp of the following:

(a) Gain knowledge and leadership skills needed to help organizations chart a successful course through change.

(b) Understand the major drivers of organizational change.

(c) Understand the role leadership plays in anticipating, planning and navigating organizational change.

(d) Understand the importance of effective change management.

(e) Increase business literacy by learning essential business terms and concepts.

(f) Understand the motivation of business leaders.

(g) Gain foundational knowledge to help to make managerial decisions based on business data.

Module : 1

Introduction to the Course, Economic Fundamentals and Value, Business Fundamentals, leadership Ethics and Information Leadership Trait & Skills approach

Module : 2

Behavioural & Situational Approach, Path-Goal Theory & Leader-Member Exchange Theory, Transformational, Authentic & Servant Leadership.

Module : 3

Psychodynamic Approach, Adaptive & Team Leadership, Gender/Culture and Leadership
Module – 4


REFERENCE :


(b) Our Iceberg is Melting Kotter, John & Rathgeber, Holger (2006) Macmillan.

(c) The Day the Crayons Quit. The Penguin Group Daywelt, Drew (2013).

T-VI – 3 DEVELOPING NEGOTIATION SKILLS

COURSE OBJECTIVE :

(i) To provide an understanding on the importance and relevance of negotiation in business.
(ii) To build necessary skills to differentiate between distributive and integrative bargaining to achieve effective negotiation outcome.
(iii) Developing negotiation power within the framework of business ethics.
(iv) Developing effective negotiation strategies for national and multinational organizations.

Module – 1 The Nature of Negotiation:

Characteristics of a negotiation situation, interdependence, mutual adjustment and concession making, BATNA, value claiming and value creation, conflict and effective conflict management.

Module – 2 Distributive and Integrative Bargaining:

The distributive bargaining situation, settlement point, bargaining mix, discovering and influencing the other party’s resistance point, tactical tasks, positions taken during negotiation - opening offer, opening stance, initial concessions, final offers, commitment, closing the deal. Overview of the integrative negotiation process, key steps in integrative negotiation, factors facilitating successful integrative negotiation, difficulties of integrative negotiation.

Module – 3 Negotiation Context:

Relationships in negotiation, agents, constituencies, audiences, coalitions, multiple parties and teams, managing multiparty negotiations, interterm negotiations.

Module – 4 Negotiation Power and Ethics:

Importance of power, source of power, acquisition of power, dealing with powerful negotiator, why ethics matter in negotiation, factors shaping negotiators predispositions.
Module – 5  International and Cross cultural negotiation:

Role of factors in environmental and immediate context, negotiation and diplomacy, the anatomy of negotiation process, preparation for negotiation, cultural influence and international negotiation, negotiating in different cultural zones.

REFERENCE:

TVI -4 ONLINE TRADING

Course Objective: Providing a detailed analysis of the stock markets, “Introduction to Stocks” offers students of all majors and backgrounds an alternative to the conventional finance class. Students will get a basic introduction to stocks as well as learn practical applications of how to invest. This course aims to help students build the ability and knowledge to make their own decisions with their investment decisions in the stock market. By the end of the course, students will not only know how to start investing on their own with a solid foundation.


Module III: Stock Chart Analysis III Using technical analysis (stock charts) for sell decisions: market tops, climax tops, churning, support breakdown Reading: Investor’s Business Daily. “Selling Stocks for Profit” Investor’s Business Daily. “Key Selling Indicators”

Module IV: Historical Winners / Simulation Discussion Analyze greatest stock winners Project Paper: Simulation papers due

Module V: Possible discussion topics: investment banking, hedge funds, private equity, careers and Projects.
**Reading:** Articles from Investopedia, Motley Fool, and other websites. Please complete assigned readings before the indicated class. This will make for more efficient and effective lectures and will allow students to ask useful questions about various concepts. Investors Business Daily (IBD) online edition. Courtesy of the IBD Education Program, students will be given free access to IBD’s online newspaper for the semester (value of $300/year). Reading financial news will help students gain exposure to financial news and better understand applications of concepts. Students are encouraged to take advantage of this learning opportunity.

**Other Learning:**

- finance.yahoo.com (Yahoo! Finance)
- www.reuters.com (Reuters Business)
- Resources www.canslim.net (CANSILIM.net)
- www.investors.com (Learning Center)
- www.investopedia.com (Investopedia)
- www.investorwords.com (Investor Words)
- www.fool.com (Motley Fool)
- www.bulltrader.com (Stock Analysis Blog)
- www.selfinvestors.com (Market commentary)

**T-VI – 5 TAXATION AND TAX PLANNING**

**Course Contents**

**Unit 1**


**Unit 2**

*Income Tax* – Deductions, Computation, Payment and Accounting - deductions from Gross Total Income, Rebates and Reliefs and Computation of Taxable Income and Tax

Unit 3
- Taxation of Salaried Income - definition of salary, Fringe benefits and perquisites, Profit in lieu of salary and tax planning avenues for salary income are dealt.
- **Tax Planning for Firms**, HUFs and AOPs- partnership firm under Income Tax Law, tax deductions available to firms, Provisions relating to interest and remuneration paid to partner, Computation of partnership firms’ book profit, Set-off and carry-forward of losses of Firms and taxation of HUFs and Associations of Persons (AOPs).

Unit 4
**Corporate Taxation** - Computation of taxable income, Carry-forward and set-off of losses for companies, Minimum Alternative Tax (MAT), Set-off and Carry-forward of Amalgamation Losses, Tax Planning for Amalgamation, Merger and Demerger of Companies, Tax Provisions for Venture Capital Funds

Unit 5

Unit 6

**T-VI – 6 ADVANCED EXCEL FOR MANAGERS**

**Module 1**
Basic of Excel, Calculation of Aug, Max, Min, Discount, GST. Calculation of Mark, Percentage, Grade, Status. General Discussion.

**Module 2**
Module 3


Module 4

Sorting, Filtering, Sub-total, Data Validation, Freezing. Chart (Graph, Pie Chart, Column Chart, Bubble Chart).

• Academic Calendar of the Institute:

<table>
<thead>
<tr>
<th>Academic Calendar</th>
<th>1st June 2019 to 30th June 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>FOR BATCH (2019-2021)</td>
<td>PGP - I</td>
</tr>
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<table>
<thead>
<tr>
<th>ACTIVITIES</th>
<th>FOUNDTATION COURSE</th>
<th>ACTIVITIES</th>
<th>Term - I</th>
<th>Term -II</th>
<th>Term -III</th>
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<th>SIP</th>
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<tr>
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<td>1st June 2019</td>
<td>Registration for the Term/course</td>
<td>1st August 2019</td>
<td>4th November 2019</td>
<td>27th January 2020</td>
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<td>30th November 2019</td>
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<td>1st July 2019</td>
<td>Academic Orientation</td>
<td>1st August - 3rd August 2019</td>
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<td>Registration for SIP</td>
<td>27th January 2020</td>
</tr>
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</table>

- Mid Term Class Test along with 2nd-7th September 2019
- 2nd-7th December 2019
- 24th-29th February 2020
- Start of SIP 1st May 2020

Dr. Sujata Mangaraj
Director cum Dean (Academics)
<table>
<thead>
<tr>
<th>ACTIVITIES</th>
<th>Term - IV</th>
<th>Term-V</th>
<th>Term-VI</th>
<th>DISSERTATION SCHEDULE</th>
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<td>9th-14th September 2019</td>
<td>9th - 14th December 2019</td>
<td>2nd - 7th March 2020</td>
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<td>28th October - 2nd November 2019</td>
<td>20th - 25th January 2020</td>
<td>20th -25th April 2020</td>
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<tr>
<td>BACK PAPER Exams/ Special Exam</td>
<td>13th - 18th January 2020</td>
<td>11th -18th April 2020</td>
<td>25th – 27th May 2020</td>
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<td>10th November 2019</td>
<td>2nd February 2020</td>
<td>8th May 2020</td>
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<td>11th November 2019</td>
<td>3rd February 2020</td>
<td>9th May 2020</td>
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<td>3rd February 2020</td>
<td>9th May 2020</td>
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**Academic Calendar**

1st July 2019 to 30th April 2020

FOR BATCH (2018-2020)

PGP - II
<table>
<thead>
<tr>
<th>Event</th>
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<td>Registration for the Term</td>
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<td>Registration for the Term</td>
<td>1st August 2019</td>
<td>Registration for Dissertation</td>
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<td>1st July 2019</td>
<td>Academic Orientation</td>
<td>1st August - 3rd August 2019</td>
<td>Objective, Scope &amp; Limitation Start-Submission</td>
<td>6th Jan 2020</td>
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<td>Course Completion</td>
<td>31st July 2019</td>
<td>Session Start</td>
<td>5th August 2019</td>
<td>Literature Review Start-Submission</td>
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<td>Mid Term Class Test along with classes</td>
<td>2nd - 7th September 2019</td>
<td>Research Methodology Start-Submission</td>
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<td>2nd - 7th December 2019</td>
<td>Data Presentation &amp; Analysis Start-Submission</td>
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<td>24th - 29th February 2020</td>
<td>Data Interpretation &amp; Finding Start-Submission</td>
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<td>Course Completion</td>
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<td>Data Interpretation &amp; Finding Start-Submission</td>
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<td>Back Paper Exams/Special Exam</td>
<td>21st – 26th October 2019</td>
<td>13th April 2020</td>
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<td>29th April 2020</td>
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</table>
### Academic Time Table with the name of the Faculty members handling the Course

#### 1st TRIMESTER
(Batch 2019-21)
(*With Effect from 05th August, 2019*)

<table>
<thead>
<tr>
<th>DAY/TIME</th>
<th>8.15 – 9.30</th>
<th>10:00–10:15</th>
<th>10:15 – 11:30</th>
<th>11:30 – 12:45</th>
<th>12:45–2.00</th>
<th>2.00 – 2:45</th>
<th>2:45 – 4.00</th>
<th>4.00 – 5:15</th>
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<tbody>
<tr>
<td><strong>Monday</strong></td>
<td>YOGA</td>
<td>PROF. T. N. SHUKLA</td>
<td>QAM(TNS)</td>
<td>FA (TS)</td>
<td>ME (MM)</td>
<td>Lang Lab</td>
<td>ES(GF)</td>
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<tr>
<td><strong>Tuesday</strong></td>
<td></td>
<td>PROF. T. SRIDEVI</td>
<td>MM-1 (SSM)</td>
<td>ME (MM)</td>
<td>FA(TS)</td>
<td>MPP (SP)</td>
<td>ES(GF)</td>
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<tr>
<td><strong>Wednesday</strong></td>
<td></td>
<td>PROF. M. MOHANTY</td>
<td>MM-1 (SSM)</td>
<td>Library Hour</td>
<td>ITM (AP)</td>
<td>SICH(RNP)</td>
<td>MOVIE CLUB</td>
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<tr>
<td><strong>Thursday</strong></td>
<td>YOGA</td>
<td>PROF. A. SINHA</td>
<td>QAM(TNS)</td>
<td>FA(TS)</td>
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<td><strong>Friday</strong></td>
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<td>PROF. S. PRADHAN</td>
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<td><strong>Saturday</strong></td>
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<td>PROF. S. S. MOHANTY</td>
<td>MPP (SP)</td>
<td>Lang Lab</td>
<td>ITM (AP)</td>
<td>Mentorin</td>
<td>Guest Lecture / Seminar</td>
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</tbody>
</table>

Meeting Schedule:
- **Monday**: Yoga
- **Tuesday**: Professor T. Sridevi
- **Wednesday**: Professor M. Mohanty
- **Thursday**: Yoga
- **Friday**: Raman
- **Saturday**: Meeting
<table>
<thead>
<tr>
<th>DAY/TIME</th>
<th>8:15–9:30</th>
<th>9:45–10:00</th>
<th>10:00–11:15</th>
<th>11:15–12:30</th>
<th>12:30–1:45</th>
<th>1:45–2:30</th>
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(MASTERหลักการเรียนรู้ 2019-2021)

(With effect from 14th November 2019)
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<td>PROF. T. SRIDEVI</td>
<td>DR. M. MOHANTY</td>
<td>PROF. A. SINHA</td>
<td>PROF. S. PRADHAN</td>
<td>PROF. S. S. MOHANTY</td>
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<td>10:15 - 11:30</td>
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<td>PACS(MM)/LL(SC)</td>
<td>SAPM(MM)/T&amp;D(SS)</td>
<td>BECS(RNP)</td>
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<td>IF(TS)/HRP(SM)</td>
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<td>SM(SSM)</td>
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<td>ADSP(A S)</td>
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<td>11:30–12:45</td>
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<tr>
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<td>B2B (AS)</td>
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<td>BPSM (TNS)</td>
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<td>DV (MM) / IHRM (SSS)</td>
<td>RM (SSM)</td>
<td>ES (GF)</td>
<td>MENTORING</td>
<td>GUEST LECTURE / SEMINAR</td>
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</tr>
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</table>
• Teaching Load of each Faculty: 9 credit per Term

• Internal Continuous Evaluation System and place:

Examinations:

- The course may consist of the following items:
  1. Theory
  2. Practical work
  3. Summer Project/Training Programme (including viva)
  4. Dissertation report (including viva)
  5. Soft skill development

- Each course would comprise of one essential component of the end term examination, which shall carry 50% weightage in addition to the internal component, which also shall carry 50% weightage. With a view to maintain transparency and to avoid any favour, the examination system has been designed as under:

  a. Three sets of Exam question papers will be drawn out by concerned faculty members or from external faculty, which may be got moderated through an External/Internal faculty if considered necessary by Dean/Director General. These papers will be used during three Examinations, one for Regular End Term Examination other two for Repeat/Improvement Examination.

  b. Coding system will be adopted in the answer copies/sheets before getting the same evaluated by the faculty members.

- The students who fail to clear papers in regular end term examination or students who under unavoidable circumstances cannot appear for the regular end term exam would be permitted to appear in the repeat examinations.

Evaluation:

In general the evaluation may be on the following basis but may be altered depending upon the requirement.

System of Evaluation

Evaluation will be on the basis of:

a) Internal Evaluation 50% weightage
b) Examination 50% weightage

Internal Evaluation:

- Mid-Term Class Test 20%
- Surprise Test/Short Tests (two) 10%
- Assignments (Min. Two) 10%
- Attendance 05%
Class Participation 05%
End Term Examination:
Objective Type 15%
Subject Theoretical 60%
Case Study 25%

**Grading System:**

- The Institute follows relative grading of students. The students are evaluated on a grade point (quality point) as well as classified into letter grade from O to C. The equivalence of grade point and letter grade is as follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>O</th>
<th>E (Excellent)</th>
<th>A (Very Good)</th>
<th>B (Good)</th>
<th>C (Pass)</th>
<th>SP (Fail)</th>
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<tr>
<td>Quality Point</td>
<td>10 (Outstanding)</td>
<td>9</td>
<td>8</td>
<td>7</td>
<td>6</td>
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<tr>
<td>Marks</td>
<td>90-100</td>
<td>80-89.99</td>
<td>70-79.99</td>
<td>60-69.99</td>
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<td>0-5.74</td>
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</tbody>
</table>

- Distinction | First | pass

- Use of grades including ‘SP’ (Scholastic Probation) grade is for academic performance only. ‘SP’ grade can also be used for a proven malpractice in assignment/examination. Marks/Grade reduction is permissible as per the decision of Director for any misconduct. Besides the concerned students may be penalized financially.
  - The student’s level of competence is categorized by QPI (Quality Point Index).
  - The index of the student’s performance in each term is the TQPI (Trimester Quality Point Index). It is derived by averaging the points secured by a student in all the courses of the Term.
  - The index of a student’s overall performance is the CQPI (Cumulative Quality Point Index) at the end of each successive trimester, which is the weighted average of the successive trimester QPIs.

- Student’s assessment of Faculty, System in place: End of each Trimester the feedback is taken.
16. Enrollment of Students in last 3 years: 60 in 2019-20, 60 in 2018-19 & 41 in 2017-18

17. List of Research Projects/ Consultancy Works

- Number of Projects carried out, funding agency, Grant received

8 Research projects are carried out under Political Harmony chair in association with IASE, Deemed University, Gandhi vihar, Rajasthan and Rs. 8 lakhs received as grant.

- Publications (if any) out of research in last three years out of masters projects: Yes

- Industry Linkage

**SUMMER INTERNSHIP PROGRAMME - 2018-20**

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<th>ROLL No</th>
<th>NAME</th>
<th>Company Allotted</th>
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<td>Satyajeet Panda</td>
<td>Tata Steel, Jajpur</td>
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<tr>
<td>BIM1318BM002</td>
<td>Chinmaya Kumar Sahoo</td>
<td>Pantaloona</td>
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<tr>
<td>BIM1318BM003</td>
<td>Sangeeta Dash</td>
<td>Big Bazar</td>
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<td>BIM1318BM004</td>
<td>Susanta Kumar Mishra</td>
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<td>Nirakar Muduli</td>
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<td>Prathyusha Prasad</td>
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<tr>
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<td>AMRI</td>
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<td>Suman Mohapatra</td>
<td>OHPC</td>
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- MoUs with Industries: MOU signed with 05 Companies.

18. LOA and subsequent EOA till the current Academic year: Available in the website.

19. Accounted Audit Statement for last 03 years: Audited Reports available in website.

20. Best Practice adopted, if any: