

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 –
 751001, Odisha
 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

<u>CHAIRMAN</u> Lt Gen Jayanta Kumar Mohanty, PVSM, UYSM, SM, VSM (Veteran) Former General Officer Commanding in Chief	<u>VICE CHAIRMAN</u> Prof. Dr. Damodar Acharya Former Chairman AICTE Chairman, Advisory Board, SOA University
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MEMBERS	
Sri T.K.Chand Former Chairman & Managing DirectorNALCO Nalco Bhawan P-1, Nayapalli Bhubaneswar – 13	Lt. Col. P.K. Sahu, VSM (Retd.) Director Admn. & Finance Bhavan's Centre for Communication and Management, Bhubaneswar and Honorary Secretary cum Treasurer, Bharatiya Vidya Bhavan, Bhubaneswar Kendra
Nominee of the AICTE	An Industrialist / technologies / educationist from the Region to be nominated by the concerned Regional Committee as nominee of the Council, out of the panel approved by theChairman of the Council
Nominee of the Affiliating Body / University / State Board of Technical Education	Nominee of the State Govt. – Director of Technical Education(ex – officio)
Prof. Dr. Brajraj Mohanty Former Dean XIMB & Emeritus Professor BCCM Xavier Institute of Management	<u>MEMBER SECRETARY</u> Prof. Dr. Sujata Mangaraj Sr. Director & Dean (Academics) Bhavan's Centre for Communication and Mangement, Bhubaneswar
Prof. T.N.Shukla Vice Principal Bhavan's Centre for Communication and Management, Bhubaneswar	Sri Binod Dash Chairman & Managing Director Synergy Institute of Engineering & Technology
Dr. G.V.Subramanian Director Bharatiya Vidya Bhvan, Kolkata Kendra	Padma Vibhusan, Dr. Sitakanta Mahapatra,IAS(Retd.) Gyanapitha Awardee Former Secretary, Dept of culture, Govt. of India
Sri G.C.Nanda, IPS (Retd.) Former DG, Odisha Police	Prof. (Dr) Omkar Nath Mohanty Former Vice Chancellor, BPU
Brig L. C. Patnaik Former Chairman, OPSC	Prof. (Dr.) K.C.Mishra Former Vice Chancellor Sri Sri University Emeritus Professor BCCM
Mr. Sarat Chandra Bhadra, CA	Shri Ashok Pradhan, IAS (Retd.) Director, Bharatiya Vidya Bhavan, Delhi Kendra

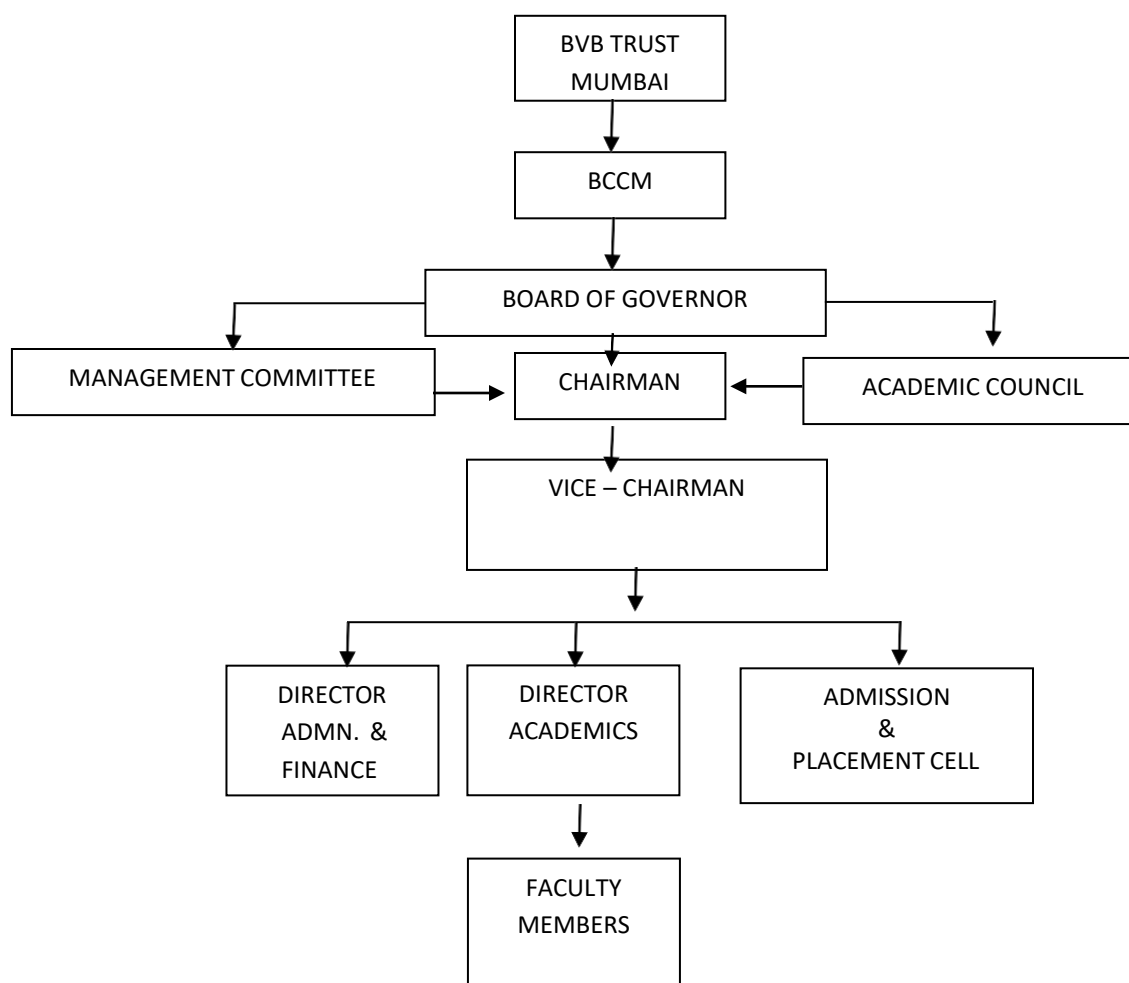
b. Academic Council:

The Academic Council is the principal academic body of an institution to consider matters of academic interest, prescribes courses of study, gives directions regarding methods of instruction, evaluation and improvement in academic standards, promotes research within institutions and suggest measures for the overall academic excellence. The constitution of Academic Council is given below:

Sl No	Name	Designation	Position / Area
1	Lt Gen J K Mohanty	Chairman, BCCM	Chairperson
2	Lt Col P K Sahu	Honorary Secretary & Treasurer	Honorary Secretary & Treasurer
3	Dr Damodar Acharya	Former Chairman AICTE, Former VC, BPUT & Former Director, IIT, KGP	Board Member (Expert Advisor)
4	Prof (Dr.) Brajraj Mohanty	Professor Emeritus , BCCM, Former PG Council Chairman, Utkal University & Former Dean, XIMB	Board Member (Strategic Management)
5	Dr. K C Mishra	Professor Emeritus, BCCM, Former Vice Chancellor, Sri Sri University & Former Dean, SPJIMR	Board Member (Finance & Insurance)
6	Dr H. K Swain	Former Principal BCCM & Former Professor, Department of PM&IR, Utkal University	IR & Labour Laws
7	Dr. P K Mohanty	Former Director Curriculum Development, BPUT	Human Resources
8	Dr. S K Mishra	Former Dean, Management Studies, BPUT	Marketing
9	Dr. B B Mishra	Professor, Dept. of Business Administration, Utkal University	Finance / Marketing
10	Sri K N Mishra	Former Director HRD, NALCO	IR & Administration
11	Prof (Dr.) S R Mahapatra	Dean, BPUT & Former Principal, CIME	Accounting & Finance
12	Mr Pradeep Rout	CEO, Reliance Communications & Reliance Jio State Business Head, Odisha	Telecom & Retail
13	Dr Santanu Rath	Director HRD, OMC	Human Resources
14	Mr .C R Pattanaik	Ex Regional Coordinator, EDI, Bhubaneswar	Entrepreneurship
15	Sri B B Mishra	Registrar, AIMS, Bhubaneswar	Health care & Hospital Management
16	Maj Gen Bikash Mohanty	Former Major General at Army Medical Corps.	Health care & Hospital Management
17	Dr. S K Swain	Professor, Pondicherry University, Puducherry	Tourism & Hospitality
18	Dr.Samarendra Mahapatra	Dean, Agribusiness Management, OUAT	Rural & Agri Business Management
19	Mr P K Tripathy	Former General Manager, Bank of India & Visiting Professor to BGU & BCCM	Banking & Insurance
20	Mr. R N Pattanaik	Placement Head & Director (Marketing), BCCM	Placement
21	Prof. T N Shukla	Associate Professor & Vice Principal, BCCM	Production & OR
22	Prof T Sridevi	Associate Professor, BCCM	Accounting & Finance

23	Dr.Madhusmita Mohanty	Assistant Professor, BCCM	Economics & Finance
24	Dr.Snighdhamayee Choudhary	Assistant Professor, BCCM	Human Resources
25	Prof Abhishiek Sinha	Assistant Professor, BCCM	Marketing
26	Prof .Sushree Sangita Mohanty	Assistant Professor, BCCM	Marketing
27	Dr. Sujata Mangaraj	Director cum Dean(Academics), BCCM	Convenor

- c. Frequency of Board meetings : Twice a year
- d. Frequency of Academic Advisory Board : Twice 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

Internal Quality Assurance Cell (IQAC) is a statutory requirement of higher education institutions as quality sustenance measure. Since quality enhancement is a continuous process, the IQAC becomes a part of the institution's system and works towards realisation of the goals of quality enhancement and sustenance. The prime task of the IQAC is to develop a system for conscious, consistent and catalytic improvement in the overall performance of institutions. It channelizes all efforts and measures of the institution towards promoting its holistic academic excellence. The constitution of IQAC of BCCM is given below:

Sl.No	Name	Designation	Category	Position
1	Dr .Sujata Mangaraj	Sr. Director cum Dean (Academics), BCCM	Principal / Director	Chairperson
2	Lt Col P.K.Sahu	Honorary Secretary & Treasurer	Nominee from Trust (in charge of Finance, Administration, Infrastructure & Facilities)	Member

3	Prof. (Dr) Brajaraj	Former PG Council Chairman,	Member from GB	Member
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	Mohanty	Utkal University & Former Dean XIMB, Bhubaneswar	(Management)	
4	Dr. K. C. Misra	Former Vice Chancellor, Sri Sri University & Former Dean, SPJIMR	Nominee from Stakeholders	Member
5	Prof. R.N.Patnaik	Director (Marketing), BCCM	Senior Administrative Official (In Charge of Placement & Admission)	Member
6	Prof. T. N. Shukla	Vice Principal	Faculty Nominee	Member
7	Mrs. T. Sridevi	Associate Professor, BCCM	Faculty Nominee	Member
8	Dr. Snigdhamayee Choudhury	Associate Professor	Faculty Nominee	Member
9	Prof. Subrat Swain	Assistant Professor	Faculty Nominee	Member
10	Prof. Sushree Sangita Mohanty	Assistant Professor	Faculty Nominee	Member
11	Dr. P.K.Mohanty	Director (HRD), OHPC	Nominee from Local Society	Member
12	Ms. Akanksha Gupta	Student, BCCM	Nominee from students, BCCM	Member
13	Mr. Sushant Kumar Mishra	Lecture, Dept of Business Administration, Ravenshaw University	Nominee from Alumni	Member
14	Dr. Debabrata Dash	Group Vice President (HR and Admn) at MSPL Limited	Nominee from Employer	Member
15	Dr. H.K.Swain	Former Principal, BCCM and Former Professor, Deptt. Of PM and IR, Utkal University	Nominee from Stakeholder	Member
16	Prof. R.N.Patnaik	Sr. Director Marketing, BCCM	Co-ordinator	Co-ordinator

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

Name of Program	No. of Seats	Duration	Cut off mark
PGDM	60	2 Years Full Time	

NBA Accreditation Status

ii) Programme / Course Accredited: PGDM (In process of the application)

iii) Applied for Accreditation : In process of the application

(a) Applied but visit not happened :

(b) Visit happened but result awaited:

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. Equ/750(part-2013)/25762/2015 dt. 12.08.2015

v) Placement Facility : Provided



vi) Placement Records for last three years:

For batch 2017-18 : Min Salary 2.90 LPA Max Salary 4:00 LPA

For batch 2018-19 : Min Salary 3.00 LPA Max Salary 7.69 LPA

For batch 2019-20: Min Salary 3.75 LPA Max Salary 10.00 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	: 05 th March'2015	
Qualification with Class / Grade	: MA, Mphil, PhD	
Total Experience in Years	Teaching = 36 Industry = 3 Research = 30	
Paper published	National =84 International = 9	
Paper Presented in Conference	National = 49 International = 14	
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	: 7 /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	: 8 th Dec'2008	
Qualification with Class / Grade	: MBA, MSC, MBF, PDGL LAW	
Total Experience in Years	Teaching =12 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 =23 Industry= Nil Research= Nil

Paper published National =5 International= Nil

Paper Presented in Conference National = 45 International= Nil

PhD Guide Give filed & University : Nil

PhDs / Projects Guided 200

(D). **Name of Teaching Staff** : **Sri R.N.Patnaik**



Designation : Associate Professor

(Placement, Admission & Training)

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 =7 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 =15 Industry = 2 Research= 5

Paper published National = 5 International= Nil

Paper Presented in Conference National = 3 International= 2

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 =5 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 : **Sri Subrat Swain**
 Designation : Asst. Professor
 Department : PGDM
 Date of Joining the Institution : 25th March 2008
 (Rejoin on 01.09.2022)
 Qualification with Class / Grade : MBA



Total Experience in Years Teaching =12 Industry = 10 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 : Nil

(H) Name of Teaching Staff : **Sri Durga Charan Barik**
 Designation : Asst. Professor
 Department : PGDM
 Date of Joining the Institution : 01.09.2022
 Qualification with Class / Grade : PGDM
 Total Experience in Years Teaching =3 Industry =Nil Research= Nil



(I) **Dr Kailash Chandra Mishra**

**Emeritus Professor at Bhavan's Centre for Communication and Management,
Bhubaneswar**

Dr Kailash Chandra Mishra is known as a management teacher, orator, researcher and writer. He relocated from the Lal Bahadur Shastri Institute of Management, Delhi to take over as the first Vice Chancellor of Sri Sri University in Orissa founded by Sri Sri Ravishankar with patronage from Government of Orissa. The saga of his institution building is not without hurdles but the final outcome is in the interest of society.



He is credited with creating cited management frameworks like "Mishra's Seven A framework of insurance management", first published in his book *Insurance Reloaded* ICFAI Publication, Hyderabad, India, "APES framework for insurance organization", first published in USA, Chamber and Partners' journal *Mondaq.com*, "Mishra theory of preference dynamics in investment", first cited in his D.Litt. thesis "Mutual Funds in the emerging market", "Seven P framework of underwriting", first published in "Asia Insurance Post, Mumbai, India" and "3L framework of retrocession planning", first published in the journal "Bima Quest", Pune, India.

(J) **Prof. Brajaraj Mohanty**

**Emeritus Professor at Bhavan's Centre for Communication and Management,
Bhubaneswar**

Former Dean (Academic) XIMB, Former Chairman Postgraduate Council and Acting Vice Chancellor Utkal University Bhubaneswar, Former Provost Indian Institute of Management Calcutta, Editor VILAKSHAN XIMB Journal of Management Bhubaneswar, Former Editor DECISION Journal of Indian Institute of Management Calcutta, Former Editor SANKALPA Journal of Management Utkal University Bhubaneswar.



Editor, Vilakshan, XIMB Journal of Management, Bhubaneswar, Former Editor, DECISION, Journal of Indian Institute of Management Calcutta, Former Editor SANKALPA Journal of Management Utkal University Bhubaneswar.

(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 = 47 Industry = 2 Research = 25

+ Paper published : National = 7 International = 1

Paper Presented in Conference : National = 15 International = Nil

PhD Guide Give filed & University :

PhDs / Projects Guided : 12 Books published / IPRs/Patents : 7

Professional Memberships : Bharatiya Vidya Bhavan Consultancy Activities :

K) Permanent Faculty Student Ration : 1:15

(I) 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 = 36 Industry = 3 Research = 30

Area of Specialization : OB & HR

Paper published National =84 International = 09

Paper Presented in Conference National = 49 International =14

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 =13, P G Project = 222, D. litt = 01

Books published / IPRs/Patents : 7 /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:

SI No.	Sponsoring Organization	Topic/Project	Project Status
1	Regional College of Management	Women in the Field of Work	Completed & Report Published
2	IASE (D) University Gandhi Vidya Mandir(GVM),Sardarshahr331401,Rajasthan,India.	Integration of Ethics & Value Education in B-School Curriculum for Promoting Social & Political Harmony	Completed & the report is under publication in the form of a book.

3	University Grants Commission (UGC)	Empowerment of KutiaKondha Tribes: Some Ethno cultural Observations and Suggestions	Completed
4	Regional College of Management	Women work participation and empowerment: Problems and Prospects	Completed & Report Published
5	International Foundation for Research and Innovation (IFRI)	A study on work life Balance Issues in Indian Banking and Telecom Sector	Completed & Report Published
6	International Foundation for Research and Innovation (IFRI)	Emotional Intelligence and its Impact on Job Performance	Completed & Report Published
7	International Foundation for Research and Innovation (IFRI)	Performance Management and work motivation: A study in Banking IT and insurance Industries In India	Completed & Report Published

DETAILS OF SUPERVISION OF Ph.D. & D.Litt. WORK AS GUIDE:

Sl No.	Name of the Scholar	Research Degree	Name of the University under which Registered	Title of the Research Project	Awarded/Thesis submitted/ Research in Progress
1	Dr.Sampad Kumar Swain	Ph.D	Utkal University	A Study on the Human Resource Development Practices in Orissa Tourism.	Awarded
2	Dr.Pratima Jaiswal	Ph.D	-do-	A Study on Human Resource Planning Practices in NALCO.	Awarded
3	Dr.JayadevKar	Ph.D	-do-	Employment Practices in Nationalized Banks: A Study in Orissa	Awarded
4	Dr.Ratnakar Mishra	Ph.D	Berhampur University	Human Rights Perspectives of Industrial Displacements in Orissa: A case study of Tata"sGopalpur Steel Project.	Awarded
5	Dr.A.K.Panigrahi	Ph.D	Utkal University	Role of Training and Development in Hospitals of Orissa: An Analytical Perspectives.	Awarded

6	Dr. Silla Rajugopal1	Ph.D	-do-	Competency Building Through Training Intervention: A Study in Indian Context.	Awarded
7	Dr.Sudhendu Mishra	Ph.D	-do-	Recruit, Retain and Train: Developing a Super Natural Tourism Workforce in Orissa.	Awarded
8	Dr.Ajaya Dash	Ph.D	-do-	Effect of Emotional Intelligence on Job Performance: A study in Power Sector of Orissa.	Awarded
9	Dr.BiswajitRath	Ph.D	-do-	A Critical Analysis of Work Life Balance Issues of Sales Personnel	Awarded
10	Dr.NibeditaNayak	Ph.D	-do-	Career Management, Work Motivation and Employee Performance: A Study in Indian Corporates.	Awarded
11	Dr. C.S. Pradhan	Ph.D	-do-	Role of Human Capital for Organizational Excellence: A study in Power Sector in Orissa.	Awarded
12	Dr.P.K.Sahu	Ph.D	North Orissa University	A study on HR Practices in B-schools of Orissa	Awarded
13	Mr. ManasRanjan Chowdhury	Ph.D	-do-	A study on Stress Management in Banking Sector with Special Reference to Orissa.	Awarded
14	Dr. M.D. Verma	D.Litt	Utkal University	Achieving organizational Excellence Through Employee Engagement and Talent Retention: A study in Power Sector	Thesis to be submitted

Details of Books Published:

- i. Human Resource Development Practices, Himalaya Publishing House, New Delhi, 1999.
- ii. A Handbook of Management Cases: An Indian Perspective (Ed), Alok Publication, Bhubaneswar, 2003.
- iii. Globalization and HRM (Ed.), Excel Publishing House, New Delhi, 2008.

- iv. Human Resource Planning Practices, Mahamaya Publishing, New Delhi, 2009. v.
Human Resource Management, Himalaya Publishing House, Mumbai, 2012.
- vi. Human Rights Perspectives of Industrial Displacements in Orissa, Lambert Academic Publishing, Germany, 2012, ISBN-978-3-8484-8016-6.
- vii. Human Development for Business Excellence (Ed) published by ISTD, New Delhi, 2015.
- viii. Vision Odisha 2036: Paving a New Horizon, Think Tank Odisha, 2015
- ix. Human Resource Planning: Text and Cases, Excel Publishing House, New Delhi (in Press)

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.
- ii Eastern Regional Convention of ISTD & National Conference Volume on "Leveraging HR for Global Competitiveness", published by ISTD Bhubaneswar Chapter in 2002.
- iii International Conference Volume on "Changing World of Work and Balancing Work Life"
Published by ISTD Bhubaneswar Chapter in 2007.
- iv National Conference volume on "Facilitating Organisational Excellence and Role of Training and Development" published by ISTD Bhubaneswar Chapter in 2010.
- v National Conference Volume on "Emerging Communication Challenges in Corporates and Public Service Organizations", Published by Bhavan's Centre for Communication and Management & ISTD, Bhubaneswar Chapter.

Details of Research Papers Published:

- Mangaraj, S, Mohanty S and Pareek A . (2019), A systematic Review on Employee Engagement and Its Impact on Employee Retention published in IJTD volume 48 no 2 with ISSN no. 0971-5592.
- Mangaraj, S, Tanuku S and Pareek A . (2019), Fostering Efficient Psychological Contract Through Committed Leadership: The Bridge Between HR Strategy And Performance, published in IJTD April June 2019 volume 49 no 2 with ISSN no. 0971-5592.
- Mangaraj, S, Patra, S. K and Das, S. (2018) / Social Entrepreneurship: A Literature Review published in IJTD volume 48 no 2 with ISSN no. 0971-5592.
- Mangaraj , S, Patra, S. K and Pareek , A. (2017) / Work-Family Conflict of Working Mothers: A Literature Review published in IJTD volume 47 no 4 pp4-20 with ISSN no. 0971-5592.
- Mangaraj, S. & Patra, S. K. (2017) „Employee Satisfaction, Commitment and Organisational Effectiveness: A Study of Steel Industry in Odisha“ published in AIMS Journal of Management, Vol.2, No.2, pp.150-167, ISSN: 2395-6852.
- Tripathy, S.S & Mangaraj, S (2016), "Coaching, Mentoring and Peer-Networking: Challenges for the Retail Sector", IPSAR, Management Review, Vol. XIV, No. 2, ISSN0976-2027.
- Mangaraj, S. & Patra, S. K. (2016) „Impact of Corporate Restructuring on Organisational Performance: An Empirical Analysis“ published in Siddhant- A Journal of Decision Making, Vol.16, No.4, pp. 304 - 315, ISSN : 2231-0649, Online: 2231-0657,

Article DOI : 10.5958/2231-0657.2016.00035.5.

- Mangaraj, S. & Patra, S. K. (2016) „Exploring Dimensions of Managing Change for Achieving Organizational Effectiveness: A Case Study of Odisha Power Transmission Corporation Limited (OPTCL)“ Published in Training and Development Journal ISTD, Vol.7, No.2, pp.116-127, Print ISSN: 2231-0681. Online ISSN: 2231-069X, Article DOI.
- Mangaraj, S.(2017) “A Literature Review on Financial Literacy: A Pathway for achieving Financial Freedom” in Siddhant - A Journal of Decision Making, Vol.17, No.1, pp. 304 - 315, ISSN : 2231-0649
- Mangaraj, S. (2017) “A Literature Review on Executive Coaching”, Published in Training and Development Journal ISTD, Vol.8, No.1, Print ISSN: 2361-069X
- Integrating Ethics and Values in B-school Curriculum Promoting Social and Political harmony, International Journal of Advance Research in Peace & Harmony Education, Vol-1, No-1, 2015, pp.12-29, ISSN- 2455-9326.
- Emotional Intelligence and Leadership, Human Development for Business Excellence (Ed), Indian Society for Training and Development, New Delhi, ISBN-2231-0681, Pg. 186-197, 2015
- Managing Stress in Banking Professionals: A Study in Nationalized Banks, Siddhant: A Journal of Decision Making, Vol. 15, No.3. July-Sept 2015, ISSN-22310649 Pg.229235.
- Employee Engagement: An Inside out, Universe of Emerging Technologies & Science Journal, Vol-II, Issue-IV, April-2015, pp. 01-05, ISSN-2349-655X, Impact Factor: 0.272.
- Stress Management: A Study on employees of Banking Sector of Odisha, Training & Development Journal, Vol-6, No-1, Jan-June 2015, ISSN-2231069.
- The Role of Human Capital in Improving Organizational Performance: A Study in Odisha Power Transmission Corporation Ltd. (OPTCL), Training & Development Journal, Vol-5, No-1, Jan-June 2014, ISSN-2231069, Pg. 65-72.
- Building Performance Excellence in Odisha Power Sector – Role of Human Capital, Siddhant: A Journal of Decision Making, Vol. 14, No.2. Jan-March 2014, ISSN22310649Pg.149-165.
- Career Management and Employee Performance: A Study in Indian Information Technology Organisations, Training & Development Journal, Vol-4, No-2, JulyDecember 2013, ISSN-2231069, Pg.184-206.
- A Study on Career Management Systems in Indian Information Technology (IT) Organisation, Siddhant: A Journal of Decision Making, Vol-13, No-4, Oct-Dec, 2013, ISSN-22310657, Pg. 284-297.
- Assessment of student learning outcomes through Teaching Excellence: An Analysis, Indian Journal of Training & Development (IJTD), OCT-Dec 2012, 2012, V-43, N-4 ISSN- 09715592 Pg. 40-52.
- Emotional Intelligence and Job Performance: A Comparative Analysis, Training & Development Journal, Vol-3, Issue-2, July-Dec-2012, pp.69-78, Print ISSN-2231-0681, Online ISSN-2231-069X.
- Antecedents of Work-Life Imbalance among sales personnel: A Study on the Banking

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(J) College Fees : Rs. 3,22,000/- for 2 years

Hostel & Mess Fees : Rs. 68,000/- 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 2019-21

(K) No. of seats sanctioned by AICTE : For 2020 = 60, For 2021 = 60 & For 2022 = 60

No. of students admitted: 2020-21= 44, 2021-22 =33, 2022-23 = 47

No. of Students admitted under Management Quota: No Management Quota

(L) 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

(M) Criteria & Weightages of Admission:

Admission to PGDM Courses 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 or the common entrance examinations (if any) conducted by the respective State Governments for all Institutions other than Minority Institutions.

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 % to 60%
- Score for academic performance in X Std., XII Std., Under Graduate Degree/ Post Graduate Degree – 5% to 25%
- Group discussion/interview - 20 % to 45%
- Weightage for participation in Sports & Extra-Curricular activities , Academic diversity , Gender diversity and Work Experience - 5% to 20%

(N) List of Applicants under Management Quota : No application for Management Quota

(O) Result of Admission under Management seats / Vacant sets: N.A

(P) 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 : Available, 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 : 100 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 Trimesterto 6th Trimester by hiring Professional Experts.

xxiii) TEACHING LEARNING PROCESS:

- Curricula and syllabus for each of the programmes as per AICTE : Available

TI-1 QUANTITATIVE TECHNIQUES & ANALYSIS

Faculty : Prof. T. N. Shukla

Learning Objectives :

To enhance and strengthen the conceptual as well as practical knowledge of students about various quantitative techniques and its application in real life situations. 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.

Learning Outcome

- The course will help participants to understand the basic concepts of the statistical techniques useful in industry
- It will help the students to have a thorough understanding of both Basic Statistical Methods and Probability Theory
- It will make the students to understand why knowledge of statistics can help in describing consumption, production and distribution.
- Students will learn about some uses of statistics in the understanding of company activities.
- Students will be able to understand the meaning and purpose of data collection.
- Students will be familiar with the techniques of sampling
- Students will be able to develop an understanding of which type of average would be most useful in a particular situation
- Students will be familiar with steps in designing a project.

Course contents:

Module – I

Statistics: Meaning, Features, Functions, Importance and scope of statistics in Economics, Business management, Social Sciences, Medical Sciences; Limitations of Statistics

Assignment: Presentation by students

Module –II

Types of data: Secondary & Primary data: Advantages & Disadvantages of Secondary Data, Criteria for evaluating secondary sources, secondary sources of data in Indian Context.

Primary Data Collection: Survey Vs. Observations, Comparison of self-administered, telephone, mail, emails techniques,

Assignments: mathematical problems

Module- III

Classification and Tabulation of Data; Diagrammatic and Graphic Presentation of Data;

Measures of Central Tendency: Mean, Median, Mode

Assignments: Mathematical problems

Module – IV

Probability: Meaning, Importance; Probability Approaches: Classical, Empirical, Modern; Events and Types of Events: Rules in Theory of Probability; Theory of Sampling, Decision Theory

Assignments: Mathematical problems

Textbooks:

- ☐ Statistics for Management, Levin & Rubin. (PHI)
- ☐ Business statistics: J K Sharma

Reference books

- ☐ S.P. Gupta : Statistical Methods : Himalaya Publishing House
- ☐ Quantitative Techniques for Management ND Vohra (fourth edition)

Faculty : Dr. Madhusmita Mohanty

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 & relevance of ME, utility analysis and revealed preference, Demand Analysis for Decision Making-Determinants of demand, Law of demand, Elasticity of demand, Demand forecasting, Supply analysis, Production analysis: Production function and Producers equilibrium.

Module-II

Cost Concepts, Cost function, Break Even analysis, Pricing strategies and policies under different market structure: Price and Output determination under Perfect competition, Monopoly, Monopolistic competition and Oligopoly.

Module-III

An overview of Macroeconomic policy, A circular flow of Income, National Income: concepts, methods of measurement of national income, Consumption function: Concepts of APC and MPC, Factors affecting consumption function, Savings & Investment, Concept of MEC, Factors affecting MEC.

Module-IV

Business Cycles: Meaning and Phases, Concepts of Money and its functions, Monetary policy, Fiscal Policy, Balance of Payments.

Text Books:

- D.MMithani, ManagerialEconomics, HimalayaPublishingHouse
- Pindyck,Rubinfeldand Mehta: MicroEconomics, Pearson
- Dominic Salvatore-Managerial Economics Global Economy, Oxford
- Managerial Economics, P.L.Mehta, Sultan Chand Publication

TI-3 *ORGANISATION BEHAVIOUR- 1*

The objectives of OB are:

1. To describe how people behave under a variety of conditions;
2. To understand why people behave as they do;
3. To predict future employee behaviour to arrest mistakes like tardiness, conflicting and unproductive tendencies;
4. To provide preventive action by promoting Industrial Relations;
5. To promote aspirations in human activities at work.

Managers need to remember that organizational behaviour is a tool for human benefit.

Module 1

Development of management thoughts: Early classical approaches- F.W. Taylor's scientific management, Henri Fayol's administrative management, Max Weber's bureaucratic administration. Neo-classical approaches-Elton Mayo's Hawthorne experiments, human relations movement. Behavioral approaches- Douglas McGregor, Abraham Maslow.

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

Introduction to Organizational Behaviour: Concept of Organizational Behaviour (OB)- Importance of Organizational Behaviour, The five models of organisational behaviour, Role of Managers in OB- Interpersonal Roles-Informational Roles- Decisional Roles, Foundations or Approaches to Organizational Behavior, Melting pot concept for multi-cultural work force in India, Challenges and Opportunities for OB

Module 2

Perception: factors influencing perception, theories, perceptual errors.

Introduction to **Interpersonal Behaviour:** Nature and meaning of Interpersonal Behaviour, Concept of Self, Transaction Analysis (TA), Benefits and uses of Transactional Analysis, Johari Window Model

Learning: Learning and Learning Cycle, Components of Learning, Theories of Learning

Module 3

Introduction to **Personality**: Definition and Meaning of Personality - Importance of Personality, Determinants of Personality, Theories of Personality, Personality Traits Influencing OB

Introduction to **Emotions**: Nature and Meaning of Emotions - Characteristics of Emotions, Theories of Emotions, Emotions in the Context of OB

Motivation: Definition and Meaning, Theories of Motivation, Application of theories in Organizational Scenario

Module 4

Leadership: Definition and Meaning, Theories of Leadership, Contemporary Business Leaders

Organizational Stress: Definition and Meaning , Sources of Stress, Types of Stress, Impact of Stress on Organizations, Stress Management Techniques

Power and Authority – Definition of Power – Types of Power,
Perception and Biases in workplace, Gender equity

Kurt Lewin Force Field Analysis for change in Organizational Behaviour

The Learning outcomes of OB are:

1. After going through the course, the student:
2. Develops skills to function effectively in the work place;
3. Grow personality through insight into human behaviour;
4. Enhance overall organizational effectiveness;
5. Sharpen and refine common sense;
6. Understand the behaviour of individuals in the organization;
7. Conceptualize group and team processes;
8. Comprehend Organizational Processes.

ReferenceBooks:

1. Organization Behaviour, Stephen P. Robbins; Timothy A. Judge; SeemaSanghi. 13th Edition, Pearson-Prentice Hall.
2. Organizational Behaviour- A Modern Approach by ArunKumar , N Meenakshi , Vikas Publishing.

Text Books

1. Organization Behaviour, V.S.P. Rao, 1st Edition, Excel Books.
2. Organization Behaviour, Margie Parikh, Rajen Gupta, 1st Edition, Tata McGraw Hill.

Faculty : Prof. T. Sridevi

COURSE OBJECTIVES:

- ✓ To make the students understand what the financial reports comprises of, how they are prepared and what information do they provide.
- ✓ To understand the information reported in the financial statements and interpret the same properly.
- ✓ Help the students to understand and use the various tools to analyse and interpret the results of the company for decision making purposes and understand the need for financial analysis.

LEARNING OBJECTIVES:

- ✓ Develop and understand the nature and purpose of financial statements in relationship to decision making.
- ✓ Develop the skills needed to analyse financial statements effectively
- ✓ Gain an understanding of the choices enterprises make in reporting the results of their businesses and use the accounting information to take suitable business decisions.
- ✓ Develop the ability to use accounting information to solve avariety of business problems.

Module – 1: Introduction to Accounting, accounting equation, accounting concepts and conventions, and accounting standards (3 sessions)

Module - 2: Recognition of revenue and expenses, assets and liabilities, Preparation of various financial statements. Understanding Published annual accounts (with the help of a published accounts of a company) (8 sessions)

Module – 3: Financial Statement Analysis – Horizontal, Vertical, Common size statements, Ratio Analysis, Trend Analysis- DuPont analysis . (8sessions)

Module – 4: Funds flow and Cashflow Analysis (case study on financial analysis of published accounts) (7 sessions)

Text book:

Financial Accounting: Mukherjee

Reference:

Financial Accounting: Jain & Narang

TI-5 **IT FOR MANAGERS**

Faculty : Mr. Amit Palai

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:

Introduction to computers- Peter Norton

Reference:**TI-6****MARKETING MANAGEMENT-1**

Faculty : Prof. S. S. Mohanty

Course Objective:

- This course intends to provide knowledge about marketing theory, concepts and its practical application.
- Students will be able to have the understanding of the concepts, strategies and contemporary issues in marketing.

Learning Outcome:

- Creating & developing the understanding of marketing concepts and its evolution.
- Enable students towards gaining knowledge of contemporary issues in marketing.
- Apply the theoretical marketing concepts to the practical situations.
- Analyze how to do market segmentation, targeting and positioning, know the consumer and the competition in market.
- Understand unique marketing mixes and selling propositions for specific products.

MODULE-1:**6 Sessions**

Marketing Concepts: Introduction, Marketing Philosophies, evolution of marketing in society, Importance and scope of Marketing, Elements of Marketing - Need, Want, Demand, Desire, Benefits, Value Exchange, B2B, B2C, B2G, McCarthy's 4P classification, Lauterborn's 4C's classification & 4A's Framework of rural marketing, Adapting marketing to new liberalized economy – Digitalization, Customization, changing marketing practices.

MODULE- II:**3 Sessions**

Marketing Environment: Basics of Marketing Environment, Uncontrollable & Controllable Factors & their components, their impact on marketing decisions, Changing marketing environment in India, Concept of Market potential & Market Share, dealing with competition,

MODULE- III:**7 Sessions**

Market Segmentation, Targeting and Positioning (STP): Market Segmentation, Basis of segmentation & its

types, Targeting- Patterns of Target Market Selection, Positioning-Concept of Positioning, Value proposition & USP, repositioning, Perceptual Mapping, **Product & services in Marketing:** Meaning, definition, Concept & characteristics of consumer and organizational markets, Basis & classification of products & services, Product service continuum, Product as a brand & as a commodity, Trademark, Marketing Myopia, Remarketing & Demarketing, Intellectual Property (IPRs)

MODULE- IV:

4 Sessions

Contemporary Issues in Marketing: Introduction to electronic & digital marketing, social marketing, Introduction to post modern marketing, Green Marketing, Rural marketing, Retail Marketing, Relationship based marketing, Affiliate marketing, Overseas Marketing, Institutional Marketing, VUCA, Marketing 2.0, 3.0, 4.0

Cases:

1. Lage Raho Munna Bhai - unravelling brand 'GandhiGiri' - by ARUNABHA GHOSH, TAPAN BABU- Economic and Political Weekly December 23,2006
2. Rise of Penguin Dads by Shobita Dhar, Times Trends 25.02.2018

Text Books:

1. Ramaswami, S., Namakumari. S,(2018) marketing management– Indian Context Global Perspective, Sage Publications, 6th Edition
2. Kotler, P. (2013). Marketing management: A south Asian perspective. 13th edition, Pearson Education India.

Reference:

1. Kotler, P., & Keller, K. (2015). Marketing management 15th edition. Prentice Hall.
2. Rajan Saxena, Marketing Management, (2009) 4th edition, Tata McGraw-Hill Education
3. Etzel M.J., Walker B.J. and Stanton William J - Marketing concept & Cases special Indian 14th Edition Tata Mc Graw Hill.

SS-1 STUDY ON INDIAN CULTURE AND HERITAGE

Faculty : Prof. R. N. Patnaik

Objectives:

- To acquaint the students with the importance of the Indian heritage and to imbibe within them the Indian culture

Module1 The Concept

4 Sessions

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 Religions in India

4 Sessions

SanatanDharma , Buddhism, Jainism, Sikhism, Islam, Christianity

Module 3 The Bhakti Movement

4 Sessions

Module 4 The Indian Renaissance

4 Sessions

Module 5 Profiles in Greatness

4Sessions

Shankaracharya, Swami Dayanand Saraswati, RajaRammohanRai,RamkrisnaParmahansa,Swami Vivekanand

YOGA

Faculty : Mr. Harihar Sahoo

1. Concept of Yoga - (5 hrs.)
 - (i) History of Yoga
 - (ii) Meaning, Definition and Scope of Yoga
 - (iii) Basic principles of Yoga practice.
 - (iv) Misconception about yoga
 - (v) Yogasana and Exercise

2. Concept of AstangaYoga - (5 hrs.)

The ten commandments of yoga

Yama and Niyama

The path of self discipline

Faculty : Dr. Madhusmita Mohanty

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.

Module1

Nature and Scope of Business Research, Research method Vs methodology, Role of Business Research in decision making, Major types of research, The Research process. Problem Formulation: Management decision problem Vs. Marketing Research problem, theoretical review/literature review, Research Objectives, Hypothesis.

Module 2

Research Design:

Exploratory, Descriptive, Causal; Sampling, Sampling methods: Probability & nonprobability, Data for business research, Types of data: Secondary & Primary data: Advantages & Disadvantages of Secondary Data, Criteria for evaluating secondary sources, secondary sources of data in Indian Context.

Module 3

Primary Data Collection: Survey Vs. Observations, Comparison of self-administered, telephone, mail, emails techniques, Questionnaire, Qualitative Research Tools: Depth Interviews, focus groups and projective techniques; Measurement & Scaling.

Module4

Data Analysis: Z-test, t-test (mean & proportion), Chi-square test, ANOVA (one-way only), theoretical concept of factor analysis, discriminant analysis.

Module 5

Purpose (research Application) & Types of Research Report; Structure of Research Report; Report Writing, Use of Tables and Figures.

Text book:

- C.R. Kothari, Research Methodology, New Age publication.
- Cooper & Schindler: Business Research Methods, McGraw-Hill Education

- NareshMalhotra: MarketingResearch, Pearson.
 - Levin & Rubin:ManagementStatistics, PearsonPublication.
- Michel,BusinessResearch, HimalayaPublishingHouse

TII-2 Human Resources Management

Objectives:

These broad intentions can be defined more precisely through an examination of the course's specific objectives. By the end of the course the student will be able to:

- Appreciate the importance of human resource management as a field of study and as a central management function;
- To familiarize students with the basic principles and techniques of human resource management;
- Know the elements of the HR function (e.g. – recruitment, selection, training and development, etc.) and be familiar with each element's key concepts & terminology; and
- Apply the principles and techniques of human resource management gained through this course to the discussion of major personnel issues and the solution of typical case problems.

Learning Outcome

Upon completion of this lesson, the student will be able to analyze future global considerations impacting human resources.

- Basic Concepts and terminologies used in HR domain.
- Role, importance and function of HR department.
- Identify the difficulties and solutions for recruiting and selecting employees
- Inter-relation and interdependence of departments in organization.

Module 1 Introduction

Human Resource Management : Evolution of HRM, Objective and Scope, Structure and functions of HR Department, Role of HR manager, HRM in electronic age, International HRM

Module 2 Acquisition & absorption Human Resource Planning : Objective and importance, HRP process, Supply and Demand Forecasting methods, Job enrichment and job enlargement ,Manpower Inventory, Human Resource Information System (HRIS)

Module 3 Recruitment and Selection Sources ,Process, Methods of selection, Interviewing Method, Difference between recruitment and selection, Induction & Socialization. Career Planning, Succession Planning, Managing human resources in virtual organizations, Talent Management

Module 4 Human Resource Development : Policy and Programmes, Assessment of HRD Needs,HRD Methods :Training and Non-Training, Performance Appraisal Systems : Purpose, Methods, Appraisal instruments, 360 Appraisal, HR Score Card, Errors in appraisal, Potential Appraisal.

Cases Studies to be discussed:

1. Bullying at workplace
2. Fresher's Dilemma
3. Challenges Faced by the Retail Industry
4. Under Armour Digitised system

Online Resources (Websites):

1. www.e-pgpathsala.com
2. www.nptel.com
3. www.moocs.com

Text book:

Human Resource Management, Aswathappa

Reference:

Human Resource Management,: Khanka

Human Resource Management:, C B Mamoria

TII – 2

ORGANISATIONAL BEHAVIOUR - II

Objectives:

- 1.The main objective of Organizational Behavior-2 is to understand the human interactions in an organization.
- 2.To make students understand the dynamics of culture, stress & change/development
3. To make students aware of the various skills required to be success full in the workplace.
4. The emerging multi-cultural societies in the world have made it necessary to understand the society's culture which has a deep impact on organizations.

Module – 1

Functions of Management: Planning- Importance, nature, steps in planning. Organizing-Meaning, process, span, principles, organization structure, collateral organization, virtual organization, linking-pin.

Introduction to **Organizational Communication:** Meaning and Importance of Communication, Functions , process, types, Interpersonal Communication, Organizational Communication, Tips for Effective Communication

Organizational Conflict and Negotiation: Definition and Meaning, Sources of Conflict, Types of Conflict, Conflict Management Approaches

Module – 2

Introduction to **Organization Design:** Meaning of Organization Design and Structure, Basic elements of Organization Structure, Types of Organization Design

Power and Politics: Power and its Two Faces, Sources of Power, Organizational Politics

Introduction to **Organization Culture:** Meaning and Nature of Organization Culture - Origin of Organization Culture, Functions of Organization Culture, Types of Culture, Creating and Maintaining Organization Culture, Managing Cultural Diversity

Module – 3

Introduction to **Groups and Teams:** Meaning and Importance of Groups, Reasons for Group Formation, Types of Groups, Stages of Group Development, Meaning and Importance of Teams, Types of Teams, Creating an Effective Team

Organization Change and Development: Definition and Meaning, Need for Change, Strategies to Overcome Resistance, Process of Change, Meaning and Definition of OD, OD Interventions

Module – 4

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

Changing Dynamics in workplace : Creativity and Innovation in Organisations, Well-being at Work, Spiritual workplace, social networks, Learning – relearning- unlearning,

Virtual workplace: Advantages and disadvantages, changing scenario in Group activity. Values at Work.

Reference Book :

1. Organization Behaviour, Stephen P. Robbins; Timothy A. Judge; Seema Sanghi. 13th Edition, Pearson-Prentice Hall.
2. Organizational Behaviour, Robbins, Judge, Sanghi, Pearson.

Text Book :

- 1 Introduction to Organizational Behaviour, Moorhead, Griffin, Cengage..
2. Organization Behaviour, Margie Parikh, Rajen Gupta, 1st Edition, Tata McGraw Hill.

TII- 3

MARKETING MANAGEMENT- 2

Faculty : Prof. S. S. Mohanty

Course Objective:

- The course brings important insight about traditional 4Ps of marketing.
- The course will enable the students to understand different aspects of marketing associated with new product development, product mix, distribution and promotional strategies.

Learning outcome:

- Implication of product mix strategy.
- Application of suitable strategy at different stage of PLC.
- Pricing approaches and different kinds of pricing strategy.
- Precaution in using line extension strategy.
- Application of promotion mix to market goods and services.

MODULEI:

5 sessions

Product and Product Mix Decision- Product level, value hierarchy, Product Vs Brand, Types of Brands, Product Vs Services, Product mix, Product line length, Product width, Product depth, Product mix strategy; Line extension, Line filling, Line pruning, Precaution in line filling, Product life cycle, Respective strategies of product life cycle, New product development, Packaging and Labeling.

MODULE II:

3 sessions

Pricing Decision - Concept of pricing, Factors influencing pricing of commodity, Consumer psychology, Steps in setting the price, Different types of pricing strategies and approaches. Pricing and psychology of consumption,

MODULE III:

9 sessions

Promotion and Promotion Mix Decision - Integrated marketing communication, Role of marketing communication, Developing effective marketing communication. Characteristics of marketing communication mix, Advertising, sales promotion, public relation, Direct marketing, personal selling, Tele marketing, E marketing, word of mouth publicity. The concept of customer value and perceived value. **Distribution Mix decision** - Channel conflict, Basic concepts of wholesaling and retailing, channel dynamics, VMS, HMS, Market logistics decision

MODULE IV:

3 sessions

Contemporary issues – New branding strategies, co-branding, Mega marketing, Service product, Omni channel, Managing business in VUCA world.

Cases:

- Renault: How to launch a crossover in the European market?
- Samsung: How best to launch its first Net book?
- Siemens: which strategy to implement in launching the Xpress offer to SMEs?

Text Books:

1. Kotler, P., & Keller, K. (2015). Marketing management. Prentice Hall.
2. Rajan Saxena, Marketing Management, (2009) , Tata McGraw-Hill Education

Reference Books

1. Ramaswami, S., Namakumari. S,(2013) marketing management–Global Perspective Indian Context, Macmillan Publishers India Ltd,
2. Etzel M.J., Walker B.J. and Stanton William J - Marketing concept & Cases special Indian (2010). Tata Mc GrawHill.
3. Czinkota, Kotabe, Marketing Management, Thomson Publications.

TII- 4

FINANCIAL MANAGEMENT- I

Faculty : Prof. T. Sridevi

COURSE OBJECTIVES:

- ✓ To introduce the concept of financial management, with an emphasis on the major decisions made by the financial executive of an organization.
- ✓ To develop analytical and decision-making skills in finance through the use of theory questions and practical problems.
- ✓ Equip the students with the tools and techniques for analysing the complex short term business environment, managing the cashflows and operations of the business , profitability of the business.

Learning Outcomes:

- ✓ Explain the goals and functions of financial management.
- ✓ Decide the form and amount of short term financing that best suits a given corporate need, based on historical and projected analysis.
- ✓ Recommend techniques for managing working capital effectively.

Module – 1: Basic Finance Functions: Concept, Importance, Scope and Objectives of Financial Management, Goals of the firm – Profit Maximization & Wealth Maximization, Relationship with other functional areas

(3 Sessions)

Module – 2: Sources of Finance: Finance: Need for Long-Term Finance – Important Sources of Long-Term Finance – Features of Share Capital, Preference Capital, Debentures and Term Loans – Other Sources of Long-Term Finance. Need for short term financing and sources of short term finance. (case study)

(5 sessions)

Module – 3 Working Capital Management: The Meaning of and Need for Working Capital – Various Components of Current Assets and Current Liabilities –Factors Affecting Composition of Working Capital –Estimation of a Firm's Working Capital needs using the Operating Cycle – Measures for

Evaluation of Working Capital Management – Some Important Working Capital Ratios. Management of Inventory Receivables and Cash Management (case study on estimating the working capital requirements)

(12 sessions)

Module – 4 : Financing Current Assets, Money Market Structure, Marathe Committee Recommendations - Kannan Committee Recommendations -Nayak Committee Recommendations.

(4 sessions)

Text book:

Financial Management:I.M.Pandey
Financial Management: R.P.Rastogi

Reference:

Financial Management: Prasanna Chandra

T II - 5 PRODUCT & OPERATIONS MANAGEMENT-1

Faculty : Prof. T. N. Shukla

Objective:

This course attempts to help students learn operations management systems and analyze issues pertaining to production of goods and the delivery of services to meet customers' demand. The challenges facing the organizations today is to deliver high quality product/services to meet the ever changing customer demands in a timely and cost effective manner.

Learning outcome:

After the completion of this course students will be able to

- Demonstrate an awareness and an appreciation of the importance of the **Concept of Production planning and control**, of an enterprise.
- Explain the importance of quality control.
- Apply techniques to measure quality control.
- Demonstrate an understanding of the concept of aggregate planning.
- Develop basic materials requirement schedules.
- Demonstrate an awareness of the importance of facility layouts.

Module- I Introduction

History of operations management, productive system, Differences between services and goods production, Design of Products , Services and Process, The Product Design Process, Service Design Process, and Process Design, Productivity, Single factor and Multi factor productivity, Methods to improve productivity

Case Study : productivity improvement in assembling line

Module - II Facility location, Layout

Facilities Location Decisions, Factors effecting Plant location; Facility Layout ,Basic layout, types of layout ,Layout for product focused system, Layout for process, focused system, Cellular layout, Fixed position layout

Case Study:Productivity Improvement by Optimum Utilization of Plant Layout

Module- III Work Study

Objectives of method study, Method study procedure, Purpose of work measurement, Stop watch time study, Work sampling, Standard data, Types of incentive schemes, Calculation of Normal and Standard Time

Case Study:The Case of GE

Module- IV Quality Management

Concept, Dimensions, Costs, Tools of QC, Control Charts, Variable and Attributes(R chart, x bar chart, p chart)

Case Study: Cost of Quality - The Case of Suzlon's

Text Book:

- Chase R.B., Shankar R., Jacobs F.R., Aquilano N.J.,- Operations Management : 12th edition., Tata McGraw Hill

Reference Books

- Russell R.S. and Taylor B.W.- Operations Management;4th edition; PHI
- Krajewski L. J., Ritzman L. P. &Malhotra M.K. - Operations Management-process and value chains, 8th edition, Pearson Education.

Faculty : Prof. Amit Palai

Module 1

Basic of Excel, Calculation of Avg, Max, Min, Discount, GST. Calculation of Mark, Percentage, Grade, Status.
General Discussion.

Module 2

Payment function along with Average of, Sum of, count of, Loan calculation. V Lookup , Bonus Calculation.
Income Tax Calculation. Calculation of Grade using V lookup and conditional formatting. Calculation of Income
Tax with different tax slabs.

Module 3

Tax Calculation using IF command. Use of H Look up. Use of Concatenate command, Left, Right, Length, Find
Command. Replace Command.

Module 4

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

YOGA

Faculty : Mr. Harihar Sahoo

1. Human body & Its systems. - (5 hrs.)
 - (i) Anatomy & Physiology & its importance in Yogis practices.
 - (ii) Effects of Asanas on various systems.
 - (iii) Classification of Asanas and its mechanisms.
 - (iv) Cultural Asanas (standing, sitting, supping, prone & topsy-turvy)

2. Prana, Pranayama & Yoga Nidra - (5 hrs.)

Negotiation Skills

TIII – I

Learning Objectives:

Upon completion of this course, the students will be expected to:

- Define the stages and elements of the negotiation process
- Develop the skills and techniques of a successful negotiator
- Identify optimal win-win solutions in negotiations and make profitable deals
- Differentiate negotiation styles and mental models, analyze their own and their partner's behavior in negotiations
- Learn to counter manipulation and psychological pressure in negotiations

Learning Outcomes

Students successfully completing the course will be able to:

- Describe the actions taken on different stages of negotiations; appreciate and explain the importance of pre-negotiation and post-negotiation phases
- Formulate and apply the instruments of negotiation strategy and tactics
- Identify the zone of possible agreement (ZOPA) in negotiations
- Explain the functions of the best alternative to a negotiated agreement (BATNA); recognize and use BATNA in negotiations

Discover interests of the other side in negotiations;

- Identify different negotiation scenarios
- Differentiate methods of dealing with conflict according to K. Thomas and R. Kilmann; choose the suitable model as the situation requires
- Differentiate negotiation mental models according to L. Thompson; identify and change the partner's mental model
- Describe negotiation styles in different cultures; adjust negotiation tactics to cultural differences

Module 1

Introduction. What is negotiation? • Definition • Negotiation vs other social interactions • Aspects of negotiation research and practice • Aspects of negotiation,

Preparing the negotiations • Goal-setting: identifying your goals, options and criteria of success, Integrative vs. Positional Bargaining ■ The Best Alternative to a Negotiated Agreement (BATNA) ■ The Worst Alternative to a Negotiated Agreement (WATNA) ■ The Walk Away Position (WAP) ■ Zone of Possible Agreement (ZOPA)

• Assessing the other side, red-teaming • Learning about catalysts and barriers of successful collaboration • Designing a negotiation plan • Creating a negotiation team

Module 2

In the room: the actual negotiation stage • 3 phases of actual negotiations: initial phase, exploratory phase and finalization 3 • Rational and emotional elements of trust, cultural and psychological differences of trusting people • Tactics for promoting a constructive negotiation climate • Positions and interests in negotiations • 4 negotiation scenarios: win-win, win-lose, lose-win, lose-lose • The Thomas-Kilman Conflict Mode Instrument in negotiations • Leigh Thompson's 5 negotiation mental models • Negotiation styles • Persuasion techniques • Instruments of negotiations • The role of outside actors in negotiations: the media and interest groups • Reaching an agreement, types of agreements

Module 3

Negotiation strategies • Positional bargaining • Principled negotiations by Roger Fisher and William Ury • Mixed negotiating by Willem Mastenbroek • 3-D Negotiation by David Lax and James Sebenius

Countering manipulation and psychological pressure, Define positional bargaining, Identify the differences between "Soft" and "Hard" negotiating, Identify the four steps in the negotiation process • Transactional analysis in negotiations, bring your opponent from NO to YES, Identify strategies to deal with negative emotions.

Module 4

Post-negotiation stage • Implementation and compliance • Post-negotiation assessment and evaluation. Best Practices in negotiations.

Special negotiation cases • International and cross-cultural negotiations • Crisis negotiations

COURSE MATERIALS

1. Fisher, R., Ury, W., and Patton, B. (1991) Getting to Yes. New York: Penguin.
2. Manager as Negotiator by D.A.Lax&J.K.Sebenius, Claiming Value (pp. 117-139)
3. Getting (More of) What you Want by M.A. Neale & T.Z. Lys, Mapping Out the Negotiation (pp.57-78)
4. Negotiating Across Cultures by R. Cohen, Prelude: The Astoria Affair (pp.3-8)
5. "Negotiating with Foreigners" by N.J. Adler (pp.156-184), Negotiating Globally by J.M. Brett

TIII- 3

BUSINESS LAW

Faculty :Prof. Abhishek Sinha

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

Sales of Goods Act of 1930 - conditions and warranties, rights and duties of seller and buyer, agency, finder of goods, Trade and Merchandise Marks Act of 1958, Negotiable Instrument Act.

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:

Legal Aspects of Business: Pathak, Akhileswar

Reference:

Business Law: Tulsian PC

Business Environment and Corporate Governance

Faculty : Prof. S. S. Mohanty

TIII-4

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

2 Session

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

3Sessions

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?

1Sessions

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

Module 4: The Twin Traps: Inflation and Unemployment

3 Sessions

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

4 Sessions

a Government do?

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

Module- 6 Corporate Governance and Board committees

4 sessions

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

3 sessions

Recommendation reports on corporate governance- CII report –1998, SEBI committee report-1999, Ganguly committee report-2002, Naresh Chandra committee's report on corporate audit and governance, Case studies.

Text book:

Corporate governance – Dr. S. Singh

Reference:

Corporate governance: A.C Fernando

Business Environment: Cherrilum, Francis

Business Economics and Business Environment: Mishra &Puri

Macro Economics Theory & Policy: D.N. Dwivedi

TIII-5 FINANCIAL MANAGEMENT –2

Faculty : Prof. T. Sridevi

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.

Text book:

Financial Management: IM Pandey

Financial Management: Prasanna Chandra

Reference:

Financial Management: R.P. Rastogi

PRODUCTION & OPERATIONS MANAGEMENT-2

Faculty : Prof. T. N. Shukla

TIII-6

Objective:

The basic purpose of this course is to understand the framework for operations research, materials management and evaluation of capital expenditure proposals, their planning and management in the review of the projects undertaken-To provide the participants an integrative approach to management of projects including theory, techniques, pitfalls and best practices,

Learning outcome:+

After completion of the course the students will be able to

- Demonstrate an awareness and an appreciation of the importance of the operations and production management to the sustainability of an enterprise.
- Demonstrate a basic understanding of project management.
- Explain the importance of forecasting.
- Demonstrate an understanding of the concepts of operations scheduling.
- To understand CPM and PERT in project management
- Develop basic materials requirement schedules.
- Demonstrate an understanding of the concepts of Maintenance Management
- Understanding the concept of ERP and its use in Maintenance and Materials management

Module – I

An overview of Operations Research (OR) and its application in managerial decision making; Linear Programming Problems; Mathematical Model formulation and its application , Graphical and Simplex methods (maximisation)

Assignments: mathematical problems

Module - II

Purchasing & Receiving Procedure – Purchase requisition, Purchase order, Receiving materials, Approval of Invoices, Making Payments, Standardization Concept, forms of Product specifications, Procurement, Overview of Stores Management, ABC analysis, VED analysis, Materials resource planning, Various types of maintenance, cost benefit analysis, various types of costs, Overview of TPM. ERP and its use in Maintenance and Materials management.

Case study: Preventive Maintenance Development: A Case Study in a Furniture Company

Module – III

Design of project management system; project work system; work breakdown structure, project execution plan, work packaging plan, Network Analysis: Construction of the Network diagram, Critical Path-float and slack analysis (Total float, free float, independent float) and Crashing. PERT: Probability of project completion.

Case study: Project Management at Global Green Books Publishing

Module – IV

Project Planning, Monitoring and Control; Design of monitoring system; Computerized PMIS (Project Management Information System), Coordination; Procedures, Meetings, Control; Scope/Progress control, Performance control, Schedule control, Cost control.

Case study: NASA Autonomous Rotorcraft Project

Textbook:

- ☐ S. Kalavati “Operations Research” Vikash Publication.
- ☐ Project Management , Prasanna Chandra, : TMH

Reference Books

- ☐ A. Sharma “Operations Research” Himalaya Publishing House.
- ☐ Project Management , Basant Desai : HPH

Faculty : Prof. Amit Palai

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

5 sessions

Module 2 Information Systems Analysis and Design

Elements of computer system analysis and design, Systems life cycle, decision tree, decision table

Module 3 System Implementation

DBMS- models of DBMS, components of DBMS, Data Base Administrator, Computer based database package

6 sessions

Module 4 Application of Information Systems

Information Systems in Marketing, Information Systems in HRM, Information Systems in Accounting & Finance, Case studies

7 sessions

Text book:

Management Information System: O'Brien
Management Information System: Davis G B

Reference:

Management Information System: M Jaiswal

TIII-8 COST AND MANAGEMENT ACCOUNTING

Faculty : Prof. T. Sridevi

COURSE OBJECTIVES:

- ✓ To enable the students understand the difference between financial reporting and internal reporting.
- ✓ To understand how cost information of an organisation is used for decision making.
- ✓ To understand the process of preparation of the budget and other related activities.

LEARNING OUTCOMES:

- ✓ To understand cost and how the same is accounted for.
- ✓ Understand the internal cost reporting system and apply the cost principles in decision making and reporting.
- ✓ Should be able to prepare reports for management on cost analysis.

Module-1: Cost Determination: Cost Units – Cost centres. Cost Allocation and Apportionment: Classification of Overhead Costs – Steps in Overhead Accounting – Allocation – Apportionment – Reapportionment. Specific Order Costing – Preparation of Job Cost Sheet. (4 sessions)

Module-2: Strategic cost management: Value Chain Analysis, Cost Driver Analysis, Activity Based Costing. (8 sessions)

Module – 3: Cost Management: Cost volume profit Analysis: Cost volume profit Analysis, Marginal costing and break even analysis. Cost Analysis and Decision Making. (7 sessions)

Module – 4: Cost Control: Budgeting and Budgetary Control Budgeting as a Tool of Management Planning and Control – Uses and Organization of the Budget, Use of Flexible Budgets. Standard Costing and Variance Analysis: How to Develop and Establish the Standards- The Need for Revision of Standards- Material Cost Variance – Labour Cost variance –Overhead Variance. (5 sessions)

(Mini Project)

Text book:

Cost Accounting: Arora M.N.

Reference:

Cost Accounting: Jain and Narang

Cost Accounting & Financial Management: Khan. M.Y.

T – III ENTREPRENEURSHIP

3 Sessions

Faculty : Prof. T. N. Shukla

Objective

1. To Appreciate the importance of embarking on self-employment and has developed the confidence and personal skills for the same.
2. To Identify business opportunities in chosen sector / sub-sector and plan and market and sell products / services

3. To Start a small business enterprise by liaising with different stake holders
4. To Effectively manage small business enterprise

Learning Outcome

On completion of this course, students will be able to:

1. Understand, appreciate and develop positive thinking and self-confidence for embarking on self-employment / entrepreneurship.
2. Appreciate the importance of systematic planning in setting up and managing a business enterprise.
3. Understand the concept of efficiency and its key role in success of an enterprise
4. Know the legal aspects governing MSMEs
5. Understand the concept of Government regulation with examples of various sectors.
6. Know the concept of 'business strategy' and importance of growth oriented thinking and planning.
7. Know how to motivate one-self and others
8. engage in the exercise of indentifying business opportunities in chosen sector / sub-sector /area of work by gathering and analyzing information from multiple sources
9. Conduct market survey in local area on a limited scale
10. Prepare simple business plan as per given instructions / protocol provided. Trainee is able to analyze major trends in a given economic sector / sub-sector and identify Business Opportunities
11. Devise a simple marketing and sales strategies and plan for a small business
12. Think creatively and out of the box
13. Manage inter-personal relationship at work place and resolve conflict
14. Able to manage small team of workers
15. .Demonstrate leadership abilities in difficult situations

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.

Case Study :3 M Innovative practices on Entrepreneurship

Module- 2 MSME

Definition; Characteristics; Need and rationale: Objectives; Scope; role of MSME in Economic Development.

Advantages of MSME Steps to start an MSME – Government policy towards MSME; Different Policies of MSME.; Government Support for MSME during 5 year

plans, Impact of Liberalization, Privatisation, Globalization on MSME., Effect of WTO/GATT Supporting Agencies of Government for MSME., Meaning; Nature of Support; Objectives; Functions; Types of Help; Ancillary Industry and Tiny Industry (Definition only)

Case Hidden Nation: A Case Study in Engineering Entrepreneurship

Module- 3 Institutional Support

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

CaseStudy :Glaxo Policy Towards Innovation

Module- 4 Preparation of Project:

Identification of Business Opportunities: Market Feasibility Study; Technical Feasibility Study; Financial Feasibility Study & Social Feasibility Study.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.

CaseStudy :Growth of HFL group

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
3. **Small Business Enterprises** - Poornima M Charantimath – Pearson Education - 2006 (2 & 4)

REFERENCE BOOKS:

1. **Management Fundamentals - Concepts, Application, Skill Development** Robert Lusier - Thomson
2. **Entrepreneurship Development** - S S Khanka - S Chand & Co
3. **Management** - Stephen Robbins - Pearson Education /PHI -17th Edition, 2003

SYLLABUS - YOGA

Faculty : Mr. Harihar Sahoo

TRIM. – III

- | | | | |
|----|-------------------------------------------|---|----------|
| 1. | Mudra, Bandha and Kriya and its benefits. | - | (5 hrs.) |
| 2. | Yogic Health & Naturopathy | - | (5 hrs.) |

TIV (M) 1

CONSUMER BEHAVIOUR

Faculty : Prof. S. S. Mohanty

Course Objective:

- Investigate theories and research on how consumers make decisions, process information, develop preferences and make choices,
- Explore how marketing tactics are used to influence consumer behavior and used for marketing management decisions

Learning Outcome:

- Remember the different consumer behaviour perspectives
- Apply tools used by businesses/organizations to understand consumer behavior;
- Understand stimulus-response model of consumer behavior
- Analyze the consumer behaviour to gain real consumer insights
- Evaluate consumer behavior from a sustainable perspective according to existent theories and research.

MODULE-I

6 Sessions

Introduction to Consumer: Consumer behavior perspectives, CB vs. OB, Individual vs Organization buying, Consumer v/s Customer, different why's of consumer, Need of study, Applications of Consumer Behaviour in marketing functions of a firm, Handling Different Types of Consumers, Consumer Lifestyle . Approaches of Consumer Decision Making: Consumer Buying Process, determinants of decision making, Problem Solving Perspective, Economic view of decision making, Family Buying Process, Blackbox model,

MODULE-II:

6 Sessions

Internal Influences: Consumer Needs and Motivation, Dynamic Nature of Motivation, Models of Motivation & their application in CB, Lifestyle and Psychographic Segmentation, Consumer Advocacy , Consumer Motivation & market place behaviour, Consumer Perception: Sensation v/s Perception, The Absolute Threshold, The Differential Threshold, Subliminal perception, Perceptual Process, Product & Service images, Perceptual Mapping, Learning & Consumer Involvement: Cues, Response, Reinforcement, Behavioural Learning Theories - Classical conditioning Theory, Instrumental conditioning Theory, Cognitive Learning Theory, Personality : Personality basics, Theories of Personality and Understanding Consumer Diversity, Personality Traits, Self and Self Image.

Consumer Attitude: Influence of Attitude on Buying Behaviour:, Structural Models of Attitudes - Tri component Attitude Model, Multi attribute Attitude Model, Consumer Attitude Formation, Sources of influence on Attitude formation, Strategies of AttitudeChange,

MODULE- III:

6 Sessions

External Influences: Groups-Types of Groups, Reference Groups, Applications of Reference Groups, Social Class, Lifestyle profiles of Social Class, Culture and Subculture.

MODULE- IV :

6 Sessions

Models of Consumer Behaviour: Traditional Models- Economic, Psychoanalytical, Sociological, Contemporary Models-Howard – Sheth Model, Blackbox model, Nicosia Model, Engel Kollat Blackwell, **Applications of Consumer Behaviour:** Role of Consumer Behaviour in Segmentation, Targeting, Positioning

Cases:

1. *Campbell Soup Co.*
2. *Lifebuoy/Unilever Asia Private Limited “Superfast Hand wash”*
3. *Pure fresh*

Text Books:

1. Schiffman, G L., & Wisenblit J, Kumar Ramesh S., (2014). Consumer Behaviour, Prentice- Hall.
2. Engel, J. F., Kollat, D, Miniard W Paul, Rehman Zillur (2017). Blackwell. RD, Consumer Behaviour.

Suggested Readings:

1. Loudon, L. D., & Albert, J. Della Bitta.(2017). *Consumer Behaviour*, Indian edition
2. Solomon, M. R. (2014). *Consumer behavior: buying, having, and being*. Engelwood Cliffs, NJ: PrenticeHall.
3. Khan, M. (2007). *Consumer behaviour and advertising management*. New AgeInternational.
4. Krishna, Rajneesh. (2014). *Consumer Behaviour*,Oxford

TIV (M) 2 ADVERTISING AND BRAND MANAGEMENT

Faculty : Prof. A. Sinha

Credits:03

Course Objective:

- 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.
- The course objective is to make the students to understand the basic facts, concepts & Theories of Brand Management by providing insights into how to create profitable branding strategies by building, adjusting and managing brand equity.

Learning Outcome:

- Learner will be enabled to remember and understand the concept of brand and its function
- Students will get familiarize with the techniques of Advertisement and Brand management
- This course will help them to understand the brand management decisions
- This course will help them to analyze various approach and portfolio strategies in branding and Advertising
- Evaluate the Branding process and development of brands of various companies

MODULE I:

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 II:

Objectives of Advertisement: Planning, Different analysis, Advertising communication system, Advertising exposure model, Communication models, Setting goals and objectives, DAGMAR approach, Target selection, Desired results from advertising and related objectives- Brand Awareness, Brand Comprehension, Brand Image & Personality, Brand Attitude, Measurement of advertising effectiveness

MODULE III:

Message & Media Strategy: Message Strategy- Objectives of message, message generation, evaluation and selection process, Mode of message execution, Social and global factors to consider.
Media Strategy- Setting media budget, Decision on media class, Reach, Frequency and impact, Selection of media types, Media vehicles and selection, Media option and timing, Media allocation on basis of geography

MODULE IV:

Sales Promotions :Objectives of sales promotions, growth of sales promotion in current scenario, Major decisions in running a sales promotion, Different sales promotion tools, Consumer promotions, Trade promotions, Evaluating sales promotion results.

Case Studies

1. Make your debut in the kitchen with MAGGI. #AaoMaggiBanaayein #My First Cook
2. Lifebuoy se Haath Dhoye Kya campaign at Kumbh Mela
3. Changing face of Cadburys Dairy Milk advertisements

Text Books:

1. Advertising mgmt. Batra, Rajeev & others
2. Text Book “Advertising & Promotion: An Integrated Marketing Communications Perspective” byGeorge Belch, Michael Belch &KeyoorPurani (McGraw Hill)

Suggested Readings:

1. Richard Elliott, Percy &Pervan, Strategic Brand Management, 2E. OxfordUniversity
2. Sengupta, S. (2005). Brand positioning: strategies for competitive advantage. Tata McGraw-Hill Education.

3. Majumdar, R. (2007). Product management in India. PHI Learning Pvt.Ltd.
 4. Gupta , S.L, Product Management, Wisdom Publications.
- Lehmann and Winer, Product Management, TATA McGrawHill

TIV (M) 3

SERVICE MARKETING

Faculty : Prof. S. S. Mohanty

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- I 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, Services cape – Services cape 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.

Textbook:

Service marketing: Integrated Customer Zeithamal, VA

Reference:

Service marketing people technology strategy- Lovelock, Christopher and Others

Service Marketing: Indian context: Srinivasan, R

TI V (M) 4 SALES AND DISTRIBUTION MANAGEMENT

Faculty : Prof. A. Sinha

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 channel system, channel design and process-stages in channel planning, management of whole selling and retailing	

Textbook:

Sales and Distribution Management- Havaladar, Krishna K Cavale, Vasant

Reference:

Sales and Distribution Management–Still & Cundiff

T IV (HR) 1**HUMAN RESOURCE PLANNING**

Faculty :Dr. Sujata Mangaraj

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 HRIS, Human resource audit, human resource accounting	5 Sessions
Module 4	Action areas Issues & experiences-selection and recruitment; induction and placement, performances and potential appraisal, transfer, promotion and reward policies; training & retaining.	3 Sessions
Module 5	Career planning Concept, objective, career planning Vs HRP, career planning Vs successive planning, process of career planning and career development	4 Sessions

Textbook:

Human Resource Planning- P.K.Bhattacharya

Reference:

Human Resource Planning- Ivanvich

TIV (HR) 2

PERFORMANCE APPRAISAL &

MANAGEMENT

Faculty : Prof. T. N. Shukla

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 and Improvement

6 Sessions

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

TIV (HR) 3

TRAINING AND DEVELOPMENT

Faculty : Dr. Somali Smruti Smita

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 –training 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, costs involved, developing training objectives –factors for conducting training programme.

3 sessions

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
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Logistic arrangements, systems view of implementation, effective implementation, Checklist. **Training Evaluation:** objectives, need, criteria, factors and instruments for evaluation, ROI, Kirkpatrick'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
3. Rao.T.V. Human Resource Development oxford

Reference Books :

1. Werner/Desimone Human Resource Development ,cengage
2. Lynton and Pareek Training And Development
3. Aswathappa. K, Human Resource Management Text and Cases, TMH.

T IV (HR) 4 LABOUR LAWS

Faculty :Dr. Snigdhamayee Choudhury

Objectives

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

Module 1	Introduction to LL	4 Sessions
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Philosophy of labour laws, labour laws- concept, origin, objectives & classification, principles of labour legislation, social justice, distributive justice, principles of natural justice. International Labour Organization-International labour organization and Indian labour legislations, Labour policy, Emerging issues and Future Trend.

Module 2	Laws on working conditions	6 Sessions
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The Factories Act 1948, The Mines Act 1952, Shops and Establishment law, contract labour (Regulation and Abolition Act 1970), Child labour (prohibitions regulation Act 1986)

Module 3	Wages & labour laws	5 Sessions
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Minimum wages Act 1948, Payment of Wages Act 1936, Payment of Bonus Act 1965, Equal Remuneration Act 1976.

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

Faculty :Dr. Madhusmita Mohanty

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

Portfolio Models- Markowitz model, Sharpe-Single Index Model, CAPM, APT, Efficient Frontier and Selection of Optimal Portfolio. Borrowing and lending, Portfolio Revision, Performance Evaluation of Portfolio-Sharpe, Jensen and Trayner.

Textbook:

Security analysis and portfolio Management: Kevin

Reference:

Security analysis and portfolio management- Fischer and Jordan

Security analysis and portfolio Management: Avdhani,V.A

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

New issue market, stock market, Methods of floating new issues, players in the new issue market, Advantages of primary market, stock exchange – Constitution, Control, Function, Listing of securities, Trading mechanism, Equity, Debentures, Bonds, Warrants.

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

Nature & Scope, Structure, Services, Regulations of merchant banking, Merchant bankers in the market making process, Merchant banking in India. Venture Capital: Meaning, Features, Scope, Importance. Methods of venture financing, Venture capital funds in India. Private Equity and venture capital finance.

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 institutions & Markets: Bhole L.M

Financial markets & services: Gordon, E Natrajan, K

Faculty : Prof. T. Sridevi

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, International Monetary System: Exchange Rate Regimes, IMF, Euro Currency Market, EURO Market, Capital Market, Role of Finance Manager in Global context, Balance of Payments: Understandings, Analysis & Interpretation.

Module-2 Foreign Exchange Market

3 sessions

Nature, Structure, Types of transactions, Exchange rate quotation & Arbitrage, Spot & Forward, Foreign Exchange Market in India: Nature, Structure, Operations & Limitations

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 FDI, FII. Green field investment Vs acquisitions and mergers

Textbook:

International Finance- P.G.Apte

Reference:

International Finance- V.Sharan

T IV (F) 4

PROJECT APPRIASAL AND CONTROL SYSTEM

Faculty : Dr. Madhusmita Mohanty

Objectives

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

Module 1 Project Management System

2 Sessions

Project Systems Environment. Project System Life Cycle.

Module 2 Project Feasibility Analysis

5 Sessions

Market Feasibility - Technical Feasibility - Financial Feasibility-
Economic Feasibility - Financial Economic Appraisal Of a Project.

- Social Cost Benefit Analysis
- 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**
 Value Analysis In Project Management. Project Organization And
 Communication. Ecology And Bio Diversity Issues - Environmental
 Impact Assessment.

Textbook:

Reference:

Project Planning Appraisal- Prasanna Chandra

Project Planning Appraisal: Choudhury.S

**TIV – (HE) 1 BASIC CONCEPT OF HEALTH, HOSPITAL AND
 HEATHCARE SERVICES**

Faculty : Mr. Bindu Sagar

To make students familiar with human body, its function, health disease, review history of hospitals, classifications and management, insights into features of Indian healthcare system & its development.

Module 1

Concept of health, disease, applied human anatomy, physiology related to hospital administration

Module 2

Introduction, History, development of hospitals, definition, types, role and functions,

Module 3

Hospital in India, their number, size, types, distribution, ownership, Utilization and trend. Evolution of healthcare system in India, Primary, Secondary, Tertiary.

Module 4

National Health plan & revised reports, Health education- aims & Principle

TIV – (HE) 2 OPERATIONS MANAGEMENT IN HOSPITALS

Faculty : Mr. Soumya Mishra

OBJECTIVE: To set familiarized with hospital functions, services and management of it.

Module 1:

Functional aspects of clinical services- OPD- Functions- Location- Layout & Size- Physical facility- Equipments- Staffing- Policies of telemedicine services, Accident and emergency department, IPD- Functions- Location- Layout Size- Facility- Equipments, Staffing, OT- Functions- Location, Layout Size- Facility- equipments , Staffing & PMR services

ICU's (ICU/ ITU/ CCU, ICCU, CCU/CICU/CVICU, NICU, Neuro ICU, PICU, PICU, SnICU, HDU, PACU/ Recovery Unit/ SICU/ MICU)

Module 2:

Functional aspects of Diagnostic and therapeutic services

- Laboratory services (pathology)- hematology, Clinical pathology, Micro biology, Morphological pathology
- Radiological services- X-ray, Fluoroscopy, Mammography, USH, CT scan, Spiral CT scan, DSA, MRI, Gamma Camera/ Scintillation camera/ Anger Camera, PET Scan, Ancillary images, SPECT
- Transfusion Medicine Services

Module 3:

Functional aspects of Support and utility services:

- MRD, CSSD, linen and laundry services
- Dietary Services (therapeutic & Normal), Housekeeping Services (),

Module 4

Engineering Services (Land/ Building/ Electrification/ water supply/ lifts/ roads/ parking/ medical gas/ boilers), Transportation Services (External/Internal) Equipment management (Biometrics/ other) Public relations in Hospital (mortuary/ Morgue) Medical Tourism, Security Services (Deterrence- Detection- Destruction)

TIV – (HE) 3 Hospital Administration, Medical Terminology and Medical Record Management.

Faculty : Dr. Bikash Mohanty

Objective:- an overview of hospital and its role, peculiarities and factors enforcing Hospital and the role of the administrator in managing it. To get students accustomed with custom medical terms and medical record department function.

Module 1

Definition and role of hospital administration- general roles, specific roles, skills of hospital administrator, Hospital information system.

Module 2

Role of hospital in today and in future, contracting in hospital sector. Nursing administration

Module 3

Common medical terms and its basics prefixes, suffixes, abbreviations and symbols. Departments - Preclinical, Para clinical, clinical.

Module 4

Medical record management- MRD, functions, roles, location, Physical facility, staffing etc. Importance of medical records, types, filing, presentation, use legal aspects and other important aspects of it.

TIV – (HE) 4 NATIONAL HEALTH PROGRAMME AND BIostatistics in Hospital & Healthcare Field

OBJECTIVE- Make the student's aware about Indian health policy & role of hospitals in national health goal. Use of bio-statistics in decision making & estimation of load intervals of diseases or infirmity; the methods applicable to health.

MODULE -1

Health planning- needs, concepts, process, objective, cycle, national health policy.

MODULE- 2

Management of national health programs of diseases: Filaria control program, T. B. Control program, Leprosy control program, National malaria eradication program, AIDS control program, Universal immunisation program, Maternity and child health program, cancer screening and national cancer control program, occupational diseases, Nutritional diseases etc, National health mission, Twenty point program

MODULE- 3

BASIC CONCEPT OF BIOSTATISTICS- Introduction, Definition, Classification, Tabulation, Graphical and

diagrammatical representation of data, Frequency distribution, Co-relation, Scatter diagram, Co-relation coefficient, types, rank co-relation, Regression.

ESTIMATION AND TESTING HYPOTHESIS- Population and sample, Sampling and non-sampling errors, sampling design, simple random sampling, parameter and estimator, properties of an estimator, Point and interval estimates, Test of significance: large sample tests, t-tests, f-test, Chi-square test.

MODULE-4

DEMOGRAPHY AND VITALSTATISTICS:- Mortality and morbidity rate, birth rate, specific birth rates and death rates, measures of fertility and reproduction (Fertility rates, abortion rate, TFR, NRR, GFR etc), Life table.

HOSPITAL STATISTICS- Application of statistics in healthcare and hospital settings, utilization of the basic data, source of health statistics, problems in collection of sickness data, common rates and ratios in India, Incidence and prevalence rates, Health reports, ICD-10, Notifiable diseases.

Intro to SPSS, data view and variable view, descriptive statistics.

T IV (M)-2 Supply Chain & Logistic Management

Faculty : Prof. T. N. Shukla

Course objective:

The principal objective of this course is to acquaint participants with key concepts and solutions in the design, operation, control and Management of supply chain as an integrated system. It also aims at sensitizing participants with how effective and efficient supply chains can facilitate in achievement of cost saving and market benefits based on the philosophy of extended enterprise.

Learning outcome:

After completion of course students will be able to

1. Discuss the goal of a supply chain and explain the impact of supply chain decisions on the success of a firm.
2. Classify the supply chain macro processes in a firm.
3. Explain why achieving strategic fit is critical in a company's overall success.
4. Identify the major drivers of supply chain performance.
5. Identify the key factors to be considered when designing a distribution network.
6. Understand the role of forecasting for both an enterprise and a supply chain.
7. Describe supply chain coordination and the bullwhip effect, and their impact on supply chain performance.

Course contents:

Module - I

Supply Chain Management (SCM) -Introduction, Evolution and future of logistics and Supply chain Management Nature, Concepts of Supply Chain Management and its Contribution, Distribution, Logistics

Management, and Supply Chain Management, Problems related to mismanagement in SCM, Strategic Role of Supply Chain Management, Logistics/Supply Chain Strategy, and Levels of Decisions in SCM (Strategic, Tactical and Operational)

CASE STUDY: India's Generic Drugs and supply chain Surplus.

Module –II

Competitive Strategies, Supply Chain strategies, Responsiveness and Efficient Supply Chain, Major Drivers, Logistical and Cross functional, Role of Each Driver plays in creating strategic fit between the supply chain strategy and the competitive strategy, Demand forecasting in supply chain, Different Forecasting methods and Errors

CASE STUDY: The demise of blockbuster

Module –III

Effective demand forecasting and demand management, Bullwhip effect and the methods to minimize, JIT system, Reverse Logistics, Sourcing Strategies and Vendor Evaluation, Vendor Rating, Procurement management, E- Business and the Supply Chain, Role of E- business & its impact on responsiveness and cost

CASE STUDY: Seven eleven Japan Company

Module -IV

Warehousing, issues in locating warehouse, Transportation in the supply chain, factors affecting transportation decisions, modes of transportation and their performance, , Chain Integration and Synchronization using Information Technology, Performance Management, Dimension, and Tools of performance measurement, Impediments to improve performance
Green supply chain management

CASE STUDY:

Future of Supply Chain: Fuelling the T & L sectors

Textbook

- Supply Chain Management, Sunil Chopra, Peter Meindl, D.V Kalra, Pearson,

Reference Book

- Managing the Supply Chain, Simchi-Levi et al.Tata McGraw Hill
- Textbook of Logistics & SCM, D.K Agrawal., Mcmillan Publishers,

SSD-2 T-IV BUSINESS ETHICS & CORPORATE SUSTAINABILITY

Faculty : Prof. R. N. Patnaik

Module – 1 Ethics and Business :

4 Session

Why Business Ethics ? What is Good ?

Business Ethics and Ethical Decision making, Ethics as personal Integrity and Social Decision making, Ethics and Law, Ethics as practical reason, Ethico in personal & professional content : Decision making process for Ethico, Decision making process for Ethics, Why people make unethical decisions? Managerial Role and Ethical Decision making.

Module – 2 Ethical Theories & Tradition :**6 Session**

Utilitarianism, Deontology, Deontology, Virtue Ethics, Model for Decision making for Business Ethics, Corporate Culture : What is Corporate Culture – Impact and Implication, Culture and Ethics, Compliances and Value based culture, Ethical Leadership and Corporate Culture, Mission, Code of conduct, Values, Ethics Hot hires, ombudsman, Assessing and monitoring culture, Mandating and Enforcing culture.

Module – 3 Ethical Decision making in work place :**6 Session**

Right to privacy, Ethical and Legal sources of Right to Privacy. Information and Privacy managing employees through monitoring, Limits to monitoring, Balancing Interests, Ethical Issues in Marketing : Responsibility for products – Safety and Liability, Advertising and Sales, Market Ethics and Autonomy, Supply Chain Responsibilities, Child labour.

Module – 3

Corporate Social Responsibility :

Ethics and Social Responsibility, Philanthropic model of CSR, Social web model of CSR, Integrative Model of CSR, Enlightened self Invest (Good Ethics means good business?) Employees Responsibility and Employee's Rights : Ethical Issues in the work place in the current environment, Defining parameters of employment relationship (Due process, just cause, downsizing, health and safety),

Module-- 4

Environmental Sustainability : Business Ethics and Environmental Values, Business Ethics – Market, Regulatory and Sustainability Approaches, Principles of sustainable Business. Concept of acceptable risk, Health and safety based on market norm / regulation, challenge of global work force, Rights and Responsibilities in conflicts.

Text Book :

Hartman & DesJardins, Business Ethics (Mc Graw Hill) New Delhi.

T-IV

Faculty : Mr. Harihar Sahoo

1. Therapeutic Yoga - (5 hrs.)
2. Acharyas of Yoga - (5 hrs.)
 - (i) Patanjali
 - (ii) Vyasa
 - (iii) Sivananda
 - (iv) Vivekananda
 - (v) Sri Aurobindo

Faculty : Prof. T. N. Shukla

Objectives :

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

Module – 1 Strategic Management :

4 Session

Introduction – Evolution of Business Policy as a discipline concept and characteristics of Strategic Management – Corporate, Behaviour and fundamental strategy. Approaches to formulation of business strategic namely, planning approach, fit approach, positioning approach, Emergent approach, Stakeholder approach, Sustainability approach.

Module – 2 Strategy Formulation :

6 Session

Model Linking Strategy Formulation Process – Vision, Values, Culture, Business Strategy Objectives and Goals. Internal and external analysis Strategy, non-competitive or cooperative strategy, Blue ocean strategy, generic strategies based on cost, differentiation and focus, 5-force model of Porter, other models.

Corporate Level Strategy – Directional Strategy, Growth, Vertical, Integration, Diversification, Stability and Retrenchment, Turnaround, Disinvestments, Liquidation, Leverage, Free Cash Flow Guidelines for Crafting, Successful Business Strategies.

Module – 3 Strategic Analysis and Choice :

5 Session

Environmental threat and opportunity profile – organizational capability profile – strategic advantage profile – corporate portfolio analysis – SWOT analysis, synergy and dysynergy GAP Analysis – MC Kinsey's 7's frame work – GE9 Cell model, BCG matrix – Analysis based on relative market share and industry growth, weaknesses of their models.

Module – 4 Strategy Implementation & Evaluation :

5 Session

Issues in Implementation - Project Implementation – Procedural Implementation – Resource Allocation – Designing Organization Structure and Financial responsibility centers to match Strategy – Behavioural Issues – Leadership Style Power Social Responsibilities – Ethics – Building A Capable Organization – Functional Issues – Functional Plans and Policies – Financial, Marketing, Operations and Personal Plans & Policies. Types of Organisations.

Strategy evaluation – Important Symptoms of Malfunctioning of Strategy Organization Anarchies – Operations Control and Strategic Control – Measurement of Performance – Analysing, Variances – Role of Organizational Systems in Evaluation.

Text Book :

Fundamentals of Strategic Management, by R. Parthasarathy, published by Biztatra, Darya Ganj.

Reference :

Michal Porter

- (i) Competitive Strategic
- (ii) Competition Advantage
- (iii) Competitive Advantage of Nations.
- (iv) Corporate Strategy

Environmental Sustainability : Business Ethics and Environmental Values, Business Ethics – Market, Regulatory and Sustainability Approaches, Principles of sustainable Business.

Governance : Professional duties and conflict of interest, Ethical roles, Board member, Issues such as conflict of Interest in Finances, Executive compensation and insider trading. Recommendation of various on corporate governance.

Text Book :

Hartman & DesJardins, Business Ethics (Mc Graw Hill) New Delhi.

2 Sessions

CUSTOMER RELATIONSHIP MANAGEMENT

Faculty : Prof. S. S. Mohanty

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

4Sessions

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

CRM and Customer Service – Call center and customer Care – Automation of Contact Center – Call Routing – Web Bases Self Service – Call Scripting – Cyber Agents – Work Force Management – Customer Service – Automation. CRM in e-business, eCRM Evolving – multichannel CRM, CRM on B2B, ERP – SCM – Supplier Relationship Management – Partner Relationship Management – e-Business Checklist for Success.

Module 4 Analytical CRM

5 Sessions

CRM and the Data Ware House – Enterprise CRM – OLAP – Data Mining in CRM – Personalization and Collaborative Filtering. Delivering CRM – Defining CRM Success – Preparing Business Plan – Understanding Business Process – Choosing your CRM Tool

Module 5 Managing CRM Project

4 Sessions

Managing your CRM Project – Development Team – CRM Implementation – Business Planning – Architecture and Design – Technology Selection – Development – Delivery Measurement. Information Technology application in building customer relationship – CRM – emerging new trends.

Textbook:

CRM-Anderson, Kristin & Kerr, Carol

Reference:

Customer Relationship Management – Paul Greenberg
CRM-Subhasis Das

T-V RETAIL MANAGEMENT

Faculty : Prof. S. S. Mohanty

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 – DunueLusch – Cengage
4. Retailing Management – Levy, Weitz, Pandit – TMH
6. Fundamentals of Retailing – Madaan – MC Graw Hill
7. Retail Management – Asif Sheikh, Kaneez Fatima – HPH

T-V DIGITAL MARKETING

Faculty : Prof. A. Sinha

<u>Sl</u>	<u>Topics</u>	<u>Hours</u>
1	Introduction to Digital Marketing	2
a	History & Evolution of Digital Marketing	
b	Changing Digital Landscape	
c	Digital Consumer and communities	
d	Digital Marketing Landscape	
e	Definitions & Terminology	
2	Website	4
a	Objectives of website	
b	Domain name	
c	What makes website effective	
d	Website design & layout	
e	Website development, responsive web designs	
f	Landing pages	
g	Content & copy writing	
h	Web standards audit- validator.w3.org , Google Page Speed Insights	
i	Google Tag Manager	
3	Digital Search & Search Engine Optimization	4
a	What is search engine/ different types of search engine, Google	
b	Indexing by Google	
c	Page Rank	
d	Parameters affecting page rank	
e	On-page and off page search engine optimization	
f	Google Webmaster Tools to inspect overall SEO health of the site	
g	Knowledge of Keywords insertion & placement, sequencing, keyword density, Keyword Planner	
h	Writing content around keywords	
i	Local SEO, Google My Business Listing	
j	Moz	
4	Search Engine Marketing	4
a	Factors affecting display of Google Ads	
b	Display Marketing	
c	Google Adwords, Understanding Google Adwords algorithm	
e	PPC	
f	Setting up Google Ads & Display marketing	
g	Remarketing	
h	AdSense	
5	Social Media Marketing	3
a	Social Media Strategy, Optimization	
b	Customer Engagement, sharing & likes	
c	Facebook business page, content in page, links	

- d Facebook ad-ads.facebook.com
- e Twitter business account
- f Video Marketing, you tube channel

6 Other Digital Marketing Media 3

E-mail Marketing, Email marketing tools- mailchimp, constant contact,

- a Emma
- b Content Marketing, Content writing, content production, content syndication
- c Blogging, Wordpress.com
- d Mobile Marketing
- e Affiliate Marketing
- f Digital branding, web banners, mailers
- g Online Advertising
- h CRM & CX in Digital Marketing
- i Online Reputation Management

7 Research, Strategy & Planning 1

- a Objectives of Digital marketing
- b Building up digital marketing plan
- c Setting goals for website
- d Setting goals for ad words
- e Allocation of budgets across multiple paid social channels
- f Targeting and segmentation for campaigns
- g Keyword, market and competitor research and analysis, using industry tools

8 Analytics & Reporting 3

- a Web Analytics
- b Social media Analytics
- c Tracking goals for the website
- d Google Analytics, Web Trends

T- V B2B Marketing

Faculty : Prof. A. Sinha

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

Understanding Strategy Formulation and Strategy Implementation; Industrial Marketing Strategy Components; Industrial Marketing Strategy in India; Industrial Marketing Research for New Product Development.

Channel Optimization Channel

Participants; Channel Functions and Dual Channels; Choosing the Right Distributor; Distribution and Manufactures 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
3. Industrial Marketing 2e by K. K. Havaldar, Publisher : Tata McGraw-Hill Publishing Company limited
4. Industrial Marketing Management by Govindarajan, 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

T V (F) 1

MERGERS & ACQUISITION

Faculty : Prof. T. Sridevi

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:

Mergers and Acquisition- Weston, J.Fred

Reference:

Mergers and Acquisition & takeovers- Machiraju, H.R

Essence of mergers and Acquisition: Sundersanam, P.S

TIV (F) 2

DERIVATIVES

Faculty : Dr. M. Mohanty

Objectives

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

Module 1	Derivative Securities	4 Sessions
	Brief History of Derivatives, Evolution of Commodity, Currency, Stocks and Interest Rate Derivatives. Structure Of Derivative Markets, Forwards, Futures, Options, Swaps Etc. Examples Of More Sophisticated Derivatives: Barrier Options, Compound Options, Options On Futures, Swap Options Underlying Assets: Equities, Currencies, Commodities and Interest Rates. Explaining Cash Market Microstructure And Derivative Markets, Reasons For Trading: Risk Management, Speculation And Arbitrage.	
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
	Option Pricing: Black-Scholes formula for option pricing: derivation and properties. Volatility: estimated vs. implied, options on dividend-paying assets, warrants and convertibles. Binomial models for option prices: definitions and terminology. Continuous-Time Models. Futures Pricing: Pricing by arbitrage: relationship between futures and spot price (cost of carry and reverse cost of carry), difference between Futures and forward price, futures on dividend-paying assets.	
Module 4	Risk Analysis and Management	4 Sessions

Risk Measurement and Management Framework, Option's delta Gamma, Vega, theta, rho. Hedging with futures. Derivatives Disclosure: Accounting Issues in Derivatives.

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:

Options, futures and other derivatives- Hull, John

Reference:

Futures and options-Vohra, N.D, Bagri, B.R

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

T V (F) 3 FINANCIAL PLANNING AND TAXATION

Faculty : Dr. Madhusmita Mohanty

- **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

TV BANKING AND INSURANCE MANAGEMENT

Faculty : Mr. P. K. Tripathy

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)

Banker-Customer Relations. KYC guidelines. Different deposit products/ services. Banker's lien. Right of set off. Garnishee order. Income Tax attachment order. Payment and collection of cheques. Duties and responsibilities of paying and collecting bankers. Protection available to paying and collecting bankers under NI act. Endorsements, forged instruments. Bouncing of cheques and its implications.

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

Principles of lending. Various credit products / Facilities. Working capital and term loan. Credit appraisal technique. Approach to lending. Credit Management. Credit Monitoring. NPA management. Securities. Different modes of charging. Types of collaterals and their characteristics. Priority sector lending. Loan to Agriculture. MSME. Financial inclusions.

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

Prudential Norms : Classification of Assets. Standard, Sub-standard, Doubtful and loss Assets. First Basel Accord, Second Basel Accord, Third Basel Accord, International Financial Crisis and its impact on Indian

Banking.

Module – 5 Basics of Insurance.

(5 hours)

Indemnity, Insurable interest, Materiality of facts, Uberimmaefidae and implications, Duty of disclosure. Types of insurance. Life insurance, general insurance. Health and medical insurance. Property related insurance. Reinsurance. Insurance regulation and role of IRDA.

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

Faculty : Dr. Snigdhamayee Choudhury

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:

Industrial relations- Ratnam, C.S Venkata

Reference:

Industrial relations-Monappa Arun

Industrial relations: B.D.Singh

T V (HR) 2

COMPENSATION MANAGEMENT

Faculty : Prof. T. N. Shukla

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 Role of compensating and rewards in organizations; economic and behavioural issues in compensation; framework of compensation policy, theories of wages.	2 Sessions
Module 2	Legal framework of wage and salary administrations 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 retrial benefits.	5 Sessions
Module 3	Compensation structure and differentials Pay packet composition; institutional mechanism for wage determination; job evaluation and internal equity, external equity and pay surveys	6 Sessions
Module 4	Reward system, incentives and pay restructuring 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	5 Sessions
Module 5	Emerging issues and trends Tax planning, overview of future trends in compensation management.	2 Sessions

Textbook:

Compensation Management- B.D.Singh

Reference:

Compensation Management- Milcovich, George T Newman, Jerryon

T V (HR) 3

INTERNATIONAL HRM

Faculty : Dr. Somali Smruti Smita

Module 1

Introduction to IHRM

the drivers of internationalization of business. difference between IHRM and domestic HRM. IHRM strategies, Globalization 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.

TV (HR) 4

TALENT MANAGEMENT

T V (HR) 4

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 frame work, 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, charac, kteristic 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.

T-V (HE) – 1

LEGAL ISSUES RELATED TO HOSPITAL, MEDICAL AUDIT & HEALTH INSURANCE

To make students aware of the important laws, rules, regulations applicable to hospital and its employee which positively healthcare to let the students know how to do the audit of hospital services. To know about health services.

Module-1

Introduction to Medical jurisprudence & etc application, Medico-logical cause, Medical ethics, Brought in lead, Accident, Consents, law of tort, Medical negligence, Acts applicable for Radio diagnosis (X-ray/CT-Scan).

Module-2

Laws applicable to hospital-Drug & consents act, Clinical establishment act, Organ transplantation act, PCPNDT act, MTP act, Birth and Death registration act 1969 & amendments, Prevention & control of air pollution acts 1981, Boilers acts 1923, ICTC center licenses, Licensers for immunization, Family planning licenses for s....., BMW&H rule updated, allot for fire, Vehcile registration certificates for ambulances, Building format from local bodies/municipal corporation etc and consumer protection act.

Module-3

- Definition of Medical audit, Protocols, Committee, Area of audit.
- Type of audit:
 - Direct & indirect, Audit element-case audit, Mortality audit, C..... audit, antibiotic utilization, Overstay audit, Investigation audit, Infection control audit, Critical area audit, Medical record audit, Equipments audit.
- Methods of audit:
 - Statistical method, Death review committee method, Random table method, Scoring method, on the spot method, Audit practice & implementation.

Module-4

Health Insurance introduction, Rule & regulation applicable, Mediciam polices, Social security, TPA, Government health insurance state & national.

T-V- (HE) 2

Materials Management & Pharmacy Services

To let the student familiar with various materials used in a hospital, procurement & its management. To know about the management of medical store & pharmacy for better patients care.

Module-1

General concept:- Principles of material management, inventory management, classification model- cost of inventory. Inventory control, control techniques ABC, VED, SDE, FSN, HML, XYZ, GOLF techniques economics order quantity etc.

Module-2

Inventory orders system- Lead inventory & safety stocks, standardization & codification, value analysis, value engineers, just in time inventory.

Purchase system. Materials planning, tendering of purchase, storage distribution & quantity Medical store, surgical store, line store, general store; disposal of store, auto ration, vendor rating. Store management – location | layout | documentation, supply chain management; central purchase.

Module-3

Classification of pharmacy services, Roles & functions, physical facility, staffing, equipment. Hospital, purchase, size of inventory, turnover, storage facility, emergency drugs management method.

Module-4

Classification of drugs & legal aspects – ABC, VED, HML, XYZ, FSN, Licenses for pharmacy, narcotic drugs. Billing, computerized drugs management system, rational use of drugs, barred & spurious drugs; industry ordering methods: two bin, cyclic policy and procedure.

T-V- (HE) 3 Planning & Designs of Hospital

A30 hour

PS-6

Objectives- To make the students know various planning & operational aspects of importance in hospital. Specifically function, location area, space, Organization, Study pattern utilization, records, equipment, supply need, standards and evaluation of various services and facilities.

Module- 1

Planning & design of clinical services –Planning & designing (functions, physical facilities, location, layout, size, equipment, staffing of OPD, Accident & emergency dept -ICU-OT-IPD-PMR dept- dietary services.

Module-2

Planning & design of supportive services in a hospital:-Planning & design of radiological and other imaging services- Laboratory services, Blood transfusion services – CSSD- Transportation Services, etc.

Module-3

Planning & design of utility services:-

Planning & design of Linen & Laundry Services, House Keeping Services, Engineering Service and mortuary Services etc.

Module-4

Planning consideration of hospital as whole. Cause of hospital planning & designing, space allocation, site survey , architectural aspects, hygiene, light, ventilation, role of hospital administration in building a hospital, designing specialist interest.

Project management, feasibility study, external & internal tactic, engineering grid , cost estimation etc.

T- V – (HE) 4 Quality, Safety and Risk Management

30 Hours

PS-10

Objectives- To understand the fundamentals of quality in relation to health care service. To let the students know the role of hospital administration in managing safety & risk in a hospital.

Module-1

Quality management in healthcare sector: Concept evolution, definition, accreditation of a creditors in India and abroad, quality improvement techniques in hospital services. Quality management in the departments of hospital (Clinical area, Diagnostic & Therapeutic area & support utility service area).

Module-2

Accreditation and certification ; ISO, NABH, JCAHO, JCI, NABL, QCI. Implementation of TQM, Six Sigma, 5S in hospital environment- techniques etc. Modern trends in quality management in a hospital.

Module-3

Safety and security services : Role of security, power supply, water supply, fire safety in security, Safe-environment, treatment, patient and staff safety. Hospital acquired infections& its control.

Module-4

Bio medical waste management and its handling (in details),

Modern techniques in BMW &H.

Disaster management: Definition of disaster, types of it, disaster management plan and preparedness in a hospital.

Business Analytics

Faculty : Mr. D. Satapathy

Learning Objectives

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

YOGA

T-V

Faculty : Mr. Harihar Sahoo

- | | | | |
|----|--------------------------------------------------------------------|---|----------|
| 1. | Yoga and Personality Development & Stress management through Yoga. | - | (5 hrs.) |
| 2. | Meditation | - | (5 hrs.) |
| | (i) Purpose of meditation | | |
| | (ii) Process of meditation | | |
| | (iii) Obstacles in meditation | | |
| | (iv) Meditation on the sacred word AVM | | |
| | (v) Benefits of meditation. | | |

TRIMESTER - VI

BUSINESS HISTORY

This project work will help the students to understand the business dynamics of Greatest Entrepreneurs who will be the fulcrum of Business History engagement. Indian business has come a long way. There are numerous Indian companies listed on the Fortune 500 and a huge number of billionaires. During the project assignment the student will make an in-depth study about the achievements, style of functioning, strategies adopted, challenges handled and prepare and present a detailed report of 10 entrepreneurs (top 10 best in the world/ top 10 best Indian/ top 10 women category/ top 10 CEOs/ top 10 startups etc.,). The learning outcome of the project will build confidence and inspire the students to accept challenges positively.

SCOPE OF SUBJECT

- ✓ Students to probe into past business dealings to understand the evolution of business operations and strategies.
- ✓ Understanding how the business families such as Birla, Tata, Ambani, Premji, Munjal, Agarwal, Godrej, Murugappa or Dabur established their business and how they grew.
- ✓ Change in vision of first generation's entrepreneurs Ethical values which the business houses follow, the corporate governance style of the firms,
- ✓ Successes and failures in making strategies
- ✓ Understanding how some of the firms are anecdoting and archiving different elements of business history
- ✓ The Political, Economic, Social, Technological, Legal and Environmental analysis of how businesses grew or perished is so important for the growth of business environment in our country.
- ✓ Does business history matter? For whom does it matter? And if it does, how should it be promoted?
- ✓ Can we identify some the success factors for the existing firms over next 20 years horizon.

TEACHING METHODOLOGY

- ✓ Lectures on concepts in Business History
- ✓ Understanding of Business History through case studies
- ✓ How can understanding of business history be useful to the firms itself?
- ✓ Student Case Assignment:
- ✓ Analyzing business failures of 5 firms and identify common factors which led to their failure.
- ✓ Identifying the key common parameters which have led to long term success of the firms.

- ✓ Class Project: To create a template which firms can use for recording and relevant information over a long period of time and use it to understand business evolution
- ✓ Seminar by expert

CAPSTONE PROJECT

Indian Capstone Project for business and finance sectors and has been launched by AICTE to enable students to work on hands-on projects that let them apply and practice with live problems. These projects use excel, develop excel skills, live data and recent corporate situation, to give a feel for holistic analysis, almost like corporate work. The section one of Indian Capstone Project is free to use and will enable faculty to assign numerous workouts across all subjects to their students.

COMMUNITY DEVELOPMENT PROJECT

LEARNING OUTCOME:

- ✓ Apply project management knowledge to conduct field work.
- ✓ Apply project management knowledge to identify community problems and prepare a concept note
- ✓ Deliver some kinds of skills training where appropriate and provide , advice and advocacy on community development work.
- ✓ Analyse community needs through the development of a community work placement.

ASSESSMENT OVERVIEW

Continuous assessment makes up 100 Marks of the final score and includes the following:

Weekly Progress Report 20
 Attendance(10 Hours of Classroom Interaction) 20
 Assignments 10
 Presentation of Report 20
 Work Report 30

RURAL INNOVATION PROJECT (RIP)

The purpose of Rural Innovation Project is to prepare professionals to understand and serve the rural communities, rural organizations and societies engaged in promoting their welfare. The project is evolved with commitment to rural development and the need for professional expertise to carry out the developmental intervention done by government, civil society organizations and corporations.

The project aims to prepare committed and competent professional who can analyze, reflect, plan and execute sustainable development strategies in rural areas.

Objectives: The Rural Innovation Project aims to:

- ✓ Develop the ability to systemically analyze and solve problems faced by rural institutions and markets
- ✓ Equip students to contribute to social change in underserved areas through professional managerial inputs
- ✓ Enable students to evolve alternative perspectives for development interventions.
- ✓ Encourage students to plan, nurture and incubate social enterprises.
- ✓ Strengthen the ability of the students to learn from rural realities.

ABOUT RIP

The component of RIP includes 1-2 weeks stay in a village and gets first-hand experience of the village life. The objectives of the stay are:

- ✓ To make student experience rural life, situations and processes
- ✓ Facilitate student to explore and understand how programs on rural development and business institutions work with communities.
- ✓ Enable student to experience and develop an analytical perspective of the rural landscape, the development process and interventions.
- ✓ Encourage students to reflect on the issues they observe and generate ideas on possible alternatives.
- ✓ The student needs to understand the fluctuating changes and challenges of the poor, deprived and the marginalized in a rapidly changing social and political environment develop a new perspectives and attitudes. Documentation to be done during RIP stay in the village.

Social Sensitization Project

Social Sensitization Project (SSP) helps students better understand their own competence, leading to more self-confidence and a can-do attitude that can spread to their academic pursuits and work , by involving in SSP students learn to tackle tough problems and challenges in the community services their by learning problem solving skills and enjoy the satisfaction of overcoming hurdles.

SSP opens students to a wealth of networking opportunities, allowing them to build new relationships within their community as they contribute, Students can meet new people, work with new organizations, and strengthen their ties to the community. SSP allows students to take what they've learned and apply it beyond the classroom. This offers the opportunity for enrichment and a great way for them to see how concepts they've learned work in the real world. Taking part in Socially relevant projects teaches students valuable skills like ability to follow instructions, teamwork, problem solving, networking etc.

OBJECTIVE OF SSP:

- ✓ To sensitize students on various social issues (Sexual discrimination, Child Abuse, class, Racism, Bullying, Drug Abuse, teenage pregnancies, Homelessness, Gay and lesbian rights etc.)
- ✓ To enhance their interpersonal skills and work as a team.
- ✓ To understand the problems of marginalized society and enhance their status through capacity building.

SCOPE OF THE PROJECT:

- ✓ Social Sensitization project will be carried out during the VI semester. It will be a group project for a period of 8 weeks. Students will form a six member team and identify projects in their areas of interest which is socially relevant and viable.
- ✓ Faculty Co-ordinator will be in charge for overall ideation and planning of the project.
- ✓ A faculty supervisor will be responsible for execution, report presentation and assessment.

TEAM FORMATION:

- ✓ The second year 2018-20 batch students will form a six member team on their interest for Social Sensitization Project.
- ✓ The six member team list should be sent to the SSP faculty coordinator.

Syllabus for

BusinessAnalytics

Module – 1

Part I Understanding data

- What is data /Attribute values/Types of attributes/Types of dataset
- Data quality/Missing values & missing values treatment/Duplicate data/Outlier Management

Part-II Data pre-processing

- Basic knowledge and standard procedure of data interpretation_

Part-III Data Visualization

- Bar chart/Pie diagram/Box plot/Charter plot

Module – 2

Part I Descriptive Statistics

- Measure of central tendency
- Mean /Median /Mode
- Measure of variability
- Range/Variance/S.D/Covariance/IQR – Inter Quartile Range_

Part II Probability

- Discrete sample space/Continuous sample space
- Axioms of probability/Conditional probability

- Bayes theorem **Part III Probability**

Distribution

- Random variable/Random Sample
- Central limit Theorem /Confidence interval
- Type I / II error Management

Module – 3

Inference Statistics

- Hypothesis building /Hypothesis Testing
- One mean/Two mean/One proportion /Two proportion/Several proportion
- Z distribution/T distribution/Chi-square

Module – 4

Part I Regression

- What is Regression/Uses of Regression
- Understanding error/Methods of Least Square Error
- Model validation/Assumption of Liner Regression Model

Part II Logistic Regression

- Basic understanding
- S Curve /Logit function

Part III Correlation

- Understanding
- Pearson correlation

Part IV Covariance

Part V Homoscedasticity/Heteroscedasticity/Collinearity

Part VI Multi- variate Regression

- Definition
- Building equation

Module – 5

Part I Machine Learning –Classification

- Introduction
- Binary Classification Concepts
- Binary Classification Algorithm
 - K nearest Neighbor /Logistic Regression/Decision Tree/Naïve days Classifier
- Evaluation of classification model
 - Overfitting/Bias&Variance/Confusionmatrix
 - Accuracy/Recall/Precision /F 1 Score /ROC curve

Part II Machine Learning - Clustering

- Introduction

- Type of Machine Learning (Supervised & Un supervised)
- Application & Importance
- Clustering Algorithm/K. means clustering
- Hierarchical clustering /Basic concept of DB Scan

Module–6

Part I Marketing Analytics

- Introduction to Marketing Analytics
- Association rule mining/Marketing Basket Analysis/Apriori algorithm /Concept of CLTV/Recommender engine

Module – 7

Part I Time Series

- Introduction
- Components of Time series/Implementing exponential smoothing
- ETS decomposition /Implementing ARMA & ARIMA model

Module – 8

Part I Deep Learning

- Introduction to DL
- Artificial Neural Network(ANN)/ Application & importance

Module – 9

Part I Problem Solving

- Descriptive Statistics /Probability/Hypothesis
- Regression / correlation / Chi-square **Part II**

Algorithm Study (Python)

- Classification
- Logistic Regression /KNN/Decision Tree/Clustering /K–means clustering
- Market Basket Analysis /Recommender engine/Time series
- Exponential smooth/ARIMA

Part III Application

- Marketing -Churn model
- HR -Performance Management
- Finance -Revenue model.

ACADEMIC CALENDER
FOR BATCH (2022 - 2024)
PGP - I

ACTIVITIES	FOUNDATION COURSE (Digital)	ACTIVITIES	Term – I (Digital / Physical)	Term-II (Physical)	Term-III (Physical)	SIP
Registration for the Course	1 st Sept. 2021	Trimester Registration & Commencement of classes	10 th October 2022	2 nd January 2023	31 st March 2023	Start Date 12 th June 2023
Formal Welcome	1 st Sept. 2022	Start of Session	15 th Oct. 2022	2 nd January 2023	31 st March 2023	1 st Week Presentation 19 th June 2023
Foundation Course	2 nd Sep. 2022 to 30 th Sept. 2022	Mid Term Class Test along with classes	22 nd – 25 th Nov. 2022	20 th Feb – 23 rd Feb. 2023	8 th -11 th April. 2023	
Course Completion	20 th October 2021	Faculty Feedback from students	6 th - 11 th Dec. 2021	9 th -12 th Mar 2023	24 th -27 th May 2023	2 nd Week Presentation 26 th June 2023
Academic Orientation		Course Completion	10 th Dec. 2022	18 th Mar 2023	3 rd June 2023	3 rd Week Presentation 3 rd July 2023
		BACK PAPER Exams	NA	6 th Mar-10 th Mar 2023	29 th May-3 rd June 2023	4 th Week Presentation 10 th July 2023
		End Term Examination	22 th – 31 st Dec. 2022	20 th – 29 th March 2023	1 st – 10 th June 2023	5 th Week Presentation 17 th July 2023
		Submission of Grades	25 th Jan. 2023	20 th April 2023	10 th June 2023	6 th Week Presentation 24 th July 2023
		Review of Grades by Conducting Board	10 th Jan. 2023	24 th April 2023	14 th June 2023	7 th Week Presentation 31 st July 2023
		Announcement of Result	10 th Jan. 2023	24 th April 2023	15 th June 2023	8 th Week Presentation 7 th Aug 2023
		8 th Aug. to 7 th Sept. 2023 Shop Floor Training	(11 weeks including exams)	(10 weeks including exams)	(10 weeks including exams)	Submission of Draft Report 14 th August 2023 And Final Report 21 st August 2023
						Viva Voce Examination 25 th Aug. 2023

Academic Calendar PGP - II

FOR BATCH (2021-2023)

ACTIVITIES	<i>ACTIVITIES</i>	Term - IV	Term-V	Term -VI PROJECT SCHEDULE	DATE
Registration for the Term	Registration for the Term	10 th Oct. 2022	19 th Dec. 2022	Registration for Projects	10 th March 2023
Start of Shop floor Training	Academic Orientation			Objective, Scope & Limitation Start-Submission	18 th March 2023 23 rd March 2023
Course Completion	Session Start	10 th Oct. 2022	19 th Dec. 2022	Literature Review Start-Submission -	25 th March 2023 13 th April 2023
	Mid Term Class Test along with classes	17 th – 22 nd Nov. 2022	23 rd – 28 th Jan. 2023	Research Methodology Start-Submission -	15 th April 2023 20 th April 2023
	Faculty Feedback from students	22 nd - 25 th Nov. 2022	30 th Jan. – 4 th Feb. 2023	Data Presentation & Analysis Start-Submission -	22 nd April 2023 6 th May 2023
	Course Completion	10 th Dec. 2022	25 th Feb. 2023	Data Interpretation & Finding Start-Submission -	8 th May 2023 25 th May 2023
	End Term Examination	12 th – 17 th Dec. 2022	6 th – 16 th Mar. 2023	Submission of Final copy with one CD	30 th May 2023
	BACK PAPER Exams/Special Exam.	19 th – 24 th Dec. 2022	27 th Feb. – 4 th March 2023	Viva/ Presentation	4 th June 2023 (10 weeks)
				Back Paper Special Exam.	25 th May 2023 8 th June 2023
	Submission of Grades	5 th Jan. 2023	27 th March 2023		15 th June 2023
	Review of Grades by Conducting Board	6 th Jan. 2023	28 th March 2023		16 th June 2023
	Announcement of Result	6 th Jan. 2023	28 th March 2023		16 th June 2023
	Convocation				30 th June 2023

TIME TABLE : 1st TRIMESTER

(Batch 2022-24)

(With Effect from 26.10.2022)

DAY/ TIME	8.15 AM – 9.30 AM	10:00 AM– 11:15 AM	11:15 AM– 12:30 PM	12:30 PM – 1:45 PM	1.45 PM– 2.30 PM	2:30 PM – 3.45 PM	3: 45 PM – 5.00 PM	5 PM – 6.15 PM
Monday		QTA	OB- 1	ES	LUNCH BREAK	MM -1	OSS	
Tuesday	FRA	ITM	OB -1	ES		ME	MM-1	SD
Wednesday	FRA	QTA	OB -1	ES		MOVIE CLUB		
Thursday		ITM	ES	OB -1		ME	LIBRARY	
Friday	QTA	MM –I	ES	ITM		ME	ICH	
Saturday	FRA	ES	SEMINAR			ICH	Mentoring (3.45 – 4.15)	SD (4.15 P.M – 5.30 P.M)

Papers

Paper Code

Faculty

TI-1	Managerial Economics	ME	-	Prof. Debi Dutta Acharya
	Quantitative Techniques & Analysis	QTA	-	Prof. Durga Charan Barik
	Organizational Behaviour -1	OB-1	-	Dr. Sujata Mangaraj
TI-4	Financial Reporting & Analysis	FRA	-	Dr. R.K. Mishra
TI-5	IT for managers	ITM	-	Prof. Subrat Swain
TI-6	Marketing Management-1	MM – 1	-	Prof. Sushree S Mohanty
7	Study on Indian Culture and Heritage	SICH	-	Prof. T.N. Shukla
T-I	Organization Structure and System	OSS	-	Prof. T. N. Shukla SS-
1	Employability Skills – 1	ES -I	-	Prof. R. N. Patnaik
Y-1	Self Defence	SD	-	Mr. Prithviraj Harichandan

2nd TRIMESTER

(BATCH : 2022-24)
(With effect from 3rd January 2023)

DAY/ TIME	9:00 – 10.00	10:00 – 11:15	11:15 – 12:30	12:30–1.45	1.45– 2:30	2: 30 – 3.45	3:45 – 5:00
Monday	YOGA	BRM	POM	OB-2	LUNCH BREAK	HCHM	HCHM
Tuesday		POM	FM-1	AEM		MM-2	Mentoring
Wednesday	YOGA	ES	MM-2	OB-2		MOVIE CLUB	
Thursday		FM-1	HRM	AEM		BRM	Library
Friday		ES	POM	AEM		MM - 2	HCHM
Saturday	YOGA	BRM	FM-1	OB – 2		HRM	Guest Lecture / Seminar

Papers

Paper Code	Faculty	
Business Research Methodology	BRM	Prof. Subrat Swain & Mr. Durga Charan Barik
Organizational Behaviour	OB-2	Dr. S. Mangaraj
Human Resources Management	HRM	Prof. S. S. Mohanty
Marketing Management-2	MM-2	Prof. S. S. Mohanty
Financial Management-1	FM-1	Mr. Durga Charan Barik
Production & Operations Management-1	POM-1	Prof. T.N. Shukla
Advanced Excel for Managers	AEM	Prof. Subrat Swain
Health Care & Hospital Management	HCHM	Mr. Soumya Mishra
Yoga	YOGA	Mr. Ajay Kumar Sahoo
Employability Skills	ES	GP Capt. Atanu Guru

3rd Trimester will commence from 3rd April 2023
(Batch 2022-2024)

Day	9:45- 10:00 (Assembly)	10:00- 11:15	11:15-12:30	12:30-1:45	1:45– 2:30	2: 30 – 3:45	3:45 – 5:00
Monday	Prof. D.C. Barik	ES	BL	NS	LUNCH	CMA	TTP
Tuesday	Prof. S. Swain	SCLM	BA	BA		BECG	CMA
Wednesday	Prof. T. N. Shukla	ES	TTP	SIP		Movie Club	
Thursday	Prof. D.C. Barik	FM-2	BA	BL		SCLM	BECG
Friday	Prof. S. Swain	FM2	BL	NS		CMA	SCLM
Saturday	Prof. T. N. Shukla	TTP	Seminar	BECG		FM -2	Mentoring

Papers

Paper Code

Faculty

Negotiation Skills

NS

Dr. Snigdhamayee Chaudhury

Taxation & Tax Planning

TTP

Prof T.N.Shukla

Business Environment & Corporate Governance

BECG

Prof. Sushree Sangita Mohanty

Financial Management-2

FM-2

Mr. Durga Ch. Barik

Business Law

BL

Prof. T. N. Shukla

Supply Chain & Logistic Management

SCLM

Prof. Subrat Swain

Cost & Management Accounting

CMA

Mr. Durga Ch. Barik

Business Analytics

BA

Guest Faculty

Soft Skill Development- 9

SS-9

Gp. Capt. Atanu Guru

SIP

SIP

Dr. Sujata Mangaraj

TIME TABLE : 4th TRIMESTER

(Batch : 2021-23)

(With Effect from 26-10-2022)

DAY / TIME	8.15 AM - 9.30AM	10.00 AM - 11.15 AM	11.15AM -12.30PM	12.30PM -1.45 PM	1.45 PM – 2:30 PM	2.30 PM – 3.45 PM	3.45 PM – 5.00 PM
Monday	FMS/ T&D/BHCM	CB	BECS	ADSP	LUNCH BREAK	ES	IF / PAM/ OMH
Tuesday	SELF DEFENCE	PACS / LL / HARK	BA	BA		SAPM / HRP / HARK	SM
Wednesday	SDM	PACS/LL/NHPBS	RA & MA	RA & MA		SAPM /HRP/HARK	MOVIE CLUB
Thursday	FMS/T&D / BHCM	CB	BA	ADSP		ES	IF / PAM / OMH
Friday	FMS/T&D / BHCM	SDM	BECS	CB		ADSP	IF / PAM / OMH
Saturday	SELF DEFENCE	PACS/LL /NHPBS	SEMINAR	SM		SAPM/HRP/HARKS	MENTORING

Papers

Reasoning Aptitude & Mental Ability
Business Analytics
Business Ethics & Corporate Sustainability
Employability Skills
Self Defence

Paper Code

RA & MA
BA
BECS
ES-4
SD

Faculty

(G.F)
Mr. Siddharth Jena
Prof. T. N. Shukla
Dr. Paresh Mohanty
Mr. Prithviraj Harichandan

Marketing

Consumer Behaviour
Advertising and Sales Promotion
Service Marketing
Sales and Distribution Management

CB
AD&SP
SM
SDM

Prof. Sushree S Mohanty
Prof Subrat Swain
Prof. Sushree S Mohanty
Prof Subrat Swain

Human Resource Management

Human Resource Planning
Performance Appraisal and Management
Training and Development
Labour Laws

HRP
PAM
T&D
LL

Dr. S. Mangaraj
Prof. T.N. Shukla
Dr. Somali Smruti Smita
Dr. Snigdhamayee Choudhury

FinanceB

Security Analysis and Portfolio Management
Financial Markets and Services
International Finance
Project Appraisal and Control System

SAPM
FMS
IF
PACS

Dr. P. D. Dash
Dr. Ramakrishna Mishra
Dr. Ashok Rath
Prof. T. N. Shukla

Health Care & Hospital Management

Basics of Health Care Management
Operations Management in Hospital

BHCM
OMH

Dr. Malabika Tripathy
Mr. Soumya Mishra (GF)

Hospital Administration, Record Keeping
National Health Programs & Bio Statistics
Film Show & Analysis

HARK
NHPBS

-

Dr. Malabika Tripathy
Dr. Sonalika Rout
Prof. Durga Ch. Barik

5th TRIMESTER
(Batch : 2021-23)
(With Effect from 3rd January 2023)

DAY/TIME	8.15 AM - 9.30AM	10.00AM - 11:15AM	11.15AM- 12:30PM	12.30 PM - 1:45PM	1.45PM- 2:30 PM	2: 30PM - 3.45PM	3.45PM- 5:00PM
Monday	FME/TM/LIHCH	ES	RM	MA/ER/QSRM	LUNCH BREAK	BIM / IHRM / PDH	E & SMEs
Tuesday	DV/ /MMPS	ES	B2B	SM		DM	Mentoring
Wednesday	FME/TM/LIHCH	CRM	RM	MA/ER/QSRM		BIM / IHRM / PDH	MOVIE CLUB
Thursday	DV/ /MMPS	DM	B2B	SM		CRM	E & SMEs
Friday	FME/TM/LIHCH	CRM	RM	MA/ER/QSRM		BIM / IHRM / PDH	E & SMEs
Saturday	DV/ /MMPS	DM	B2B	SM		YOGA	GUEST LECT./ SEMINAR

Papers

Strategic Management
Entrepreneurship & SMEs Management

Paper Code

SM
E & SMEs

Faculty

Prof. T.N. Shukla
Prof. T. N. Shukla

MARKETING

Customer Relationship Management

CRM

Prof. Subrat Swain

Digital Marketing

DM

Prof. Subrat Swain

Retail Management

RM

Prof. S. S. Mohanty

B2B Marketing

BM

Prof. S. S. Mohanty

HUMAN RESOURCE MANAGEMENT

<i>Employee Relations</i>	<i>ER</i>	<i>Dr. S. Choudhury</i>	
<i>Compensation Management</i>	<i>CM</i>	<i>Prof. T.N. Shukla</i>	
<i>International HRM</i>	<i>IHRM</i>	<i>Dr. S. Choudhury</i>	
Talent Management	TM	Dr. Somali Smruti Smita	
<u>FINANCE</u>			
Mergers & Acquisitions	M&A	Mr. Durga Charan Barik	
Derivatives	DV	Prof. P. D. Das	
Financial Modelling Using Excel	FME	Prof. P. D. Das	
Banking and Insurance Management	BIM	Mr. Radha Rath	
<u>HEALTH CARE & HOSPITAL MANAGEMENT</u>			
Materials Management & Pharmacy Services	MMPS	Dr. Malabika Tripathy	
Legal Issues in Health Care & Hospital	LIHCH	Dr. Malabika Tripathy	
Planning & Designs of Hospital	PDH	Prof.. Soumya Ranjan Mishra	
Quality Safety & Risk Management	QSRM	Ms. Sonalika Rout	
Employability Skills	ES-4	GP Capt. Atanu Guru	
YOGA / SD	Yoga / SD	Mr. A. Sahoo / Mr. Prithiviraj Harichandan	

**Sr. Director cum Dean
(Academics)**

- Teaching Load of each Faculty : 9 credit per Term
- Internal Continuous Evaluation System and place :

Examinations:

- The course may consist the following items:
 - i. Theory
 - ii. Practical work
 - iii. Summer Project /Training Programme (including viva)
 - iv. Dissertation report (including viva)
 - v. 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%
Subjective / Theoretical/ Problems	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:

Grade	O	E	A	B	C	SP
Quality Point	10 (Outstanding)	9 (Excellent)	8 (Very Good)	7 (Good)	6 (Pass)	0 (Fail)
Marks	90-100	80-89.99	70-79.99	60-69.99	50-59.99	0-49.99
Grade range	9.75-10	8.75-9.74	7.75-8.74	6.75-7.74	5.75-6.74	0-5.74
	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 : 47 in 2022, 33 in 2021, 44 in 2020

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 – 2020-22

SIP DetailsBatch 2020-2022			
Roll No.	Name	COMPANY	
BIM1520BM001	ABHIJIT ACHARYA	Stepup era	HCHM
BIM1520BM002	AMIT KUMAR MOHANTY	FANTASTIQO	FINANCE
BIM1520BM003	SUBHALAGNA MISHRA	Universal Tribes	HCHM
BIM1520BM004	LALIT KUMAR NAYAK	Tech sells	FINANCE
BIM1520BM005	CHINMAYA SAHOO	Work India	HR
BIM1520BM006	M. PRIYANKA	HP	FINANCE
BIM1520BM007	DIPTIMAYEE SWAIN	Universal Tribes	FINANCE
BIM1520BM008	SIBANI BEHERDALAI	HP	HR
BIM1520BM012	PURNA CHANDRA MALLIK	Work India	FINANCE
BIM1520BM013	SUKRACHARYA PANIGRAHI	Lead and Sales	FINANCE
BIM1520BM014	SWARUPA PATRA	Work India	HR
BIM1520BM015	BABY ROJALIN NAIK	Uncity company	HR
BIM1520BM017	U. JAGDISH REDDY	Dridh Sankalp Foundation	HCHM
BIM1520BM018	NIRUPAMA NAIK	Work India	HR
BIM1520BM019	MONALISHA BHUYAN	Universal Tribes	HR
BIM1520BM020	SUSANTA BAL	Universal Tribes	FINANCE
BIM1520BM021	SASHIDHARA SETHY	Universal Tribes	HCHM
BIM1520BM022	DEBESH MISHRA	Universal Tribes	HR
BIM1520BM023	AMIT KUMAR MOHANTA	Universal Tribes	HR
BIM1520BM024	RONI SAHOO	Lead and Marketing	HCHM
BIM1520BM025	SMRUTI REKHA PRADHAN	Internship AR	FINANCE

BIM1520BM026	ASIT KUMAR ACHARYA	Tutedude	HCHM
BIM1520BM027	KSHITISH KUMAR SAHOO	Tutedude	HR
BIM1520BM028	ASHA NAIK	My captain	HCHM
BIM1520BM029	DEBASMITA BEJ	TudeDude	HR
BIM1520BM030	SATYAJIT SAHOO	Hariyali company	FINANCE
BIM1520BM031	BISWANATH PANDA	Commondove	FINANCE
BIM1520BM032	GEETI SWAGATIKA MISHRA	Shine Project	FINANCE
BIM1520BM033	SUNIL KUMAR MOHALIK	Commondove	HR
BIM1520BM034	RACHITA SWAIN	Prince Academy of India	HR
BIM1520BM040	RITESH KUMAR BEHERA	Shine Project	HR
BIM1520BM041	SUJATA MANANDIA	Shine Project	HCHM

PLACEMENT DETAILS: 2020-22 BATCH

Sl. No.	Student Name	Regd. No.	Specialization	Name of the Company
1	Subhalagna Misra	BIM1520BM003	Health Care & Hospital Management & Marketing	Lucintel
2	Amit Kumar Mohanty	BIM1520BM002	Finance & Marketing	Jana Small Finance Bank
3	Sujata Mahanandia	BIM1520BM041	HR & Marketing	Reliance Retail
4	Swarupa Patra	BIM1520BM014	HR & Marketing	Brand Scapes World wide
5	Baby Rosalin Naik	BIM1520BM015	HR & Marketing	OPPO
6	Priyanka Marchala	BIM1520BM006	Finance & Marketing	Agarwal Packers & Movers Ltd.
7	Sukracharya Panigrahi	BIM1520BM013	Finance & Marketing	Northern Trust
8	Monalisa Bhuyan	BIM1520BM019	HR & Marketing	Spanidea

9	Amit Kumar Mohanta	BIM1520BM023	HR & Marketing	Reliance Retail
10	Biswanath Panda	BIM1520BM031	Finance & Marketing	Reliance Retail
11	Abhijit Acharya	BIM1520BM001	Finance & Marketing	Reliance Retail
12	Chinmay Sahoo	BIM1520BM005	HR & Marketing	Spanidea
13	Debasmita Bej	BIM1520BM029	HR & Marketing	Spanidea
14	Nirupama Naik	BIM1520BM018	HR & Marketing	Spanidea
15	U Jagdish Reddy	BIM1520BM017	HR & Marketing	Spanidea
16	Diptimayee Swain	BIM1520BM007	Finance & Marketing	Vyapar
17	Geeti Swagatika Mishra	BIM1520BM032	Finance & Marketing	Spanidea
18	Lalit Nayak	BIM1520BM004	Finance & Marketing	Agarwal Packers & Movers Ltd.
19	Smruti Rekha Pradhan	BIM1520BM025	Finance & Marketing	Agarwal Packers & Movers Ltd.
20	Debesh Mishra	BIM1520BM022	HR & Marketing	IDCG
21	Ritesh Kumar Behera	BIM1520BM040	Finance & Marketing	IndusInd Bank
22	Satyajeet Sahoo	BIM1520BM030	Finance & Marketing	Spanidea
23	Rachita Swain	BIM1520BM034	HR & Marketing	Smartedge IT Service
24	Susanta Bal	BIM1520BM020	Finance & Marketing	Teachnook

25	Sibani Behera	BIM1520BM008	Health Care & Hospital Management & Marketing	Block Level Officer
26	Purna Chandra Mallick	BIM1520BM012	HR & Marketing	Delotte
27	Sashidhar Sethi	BIM1520BM021	Health Care & Hospital Management & Marketing	Apollo
28	Roni Sahoo	BIM1520BM024	Health Care & Hospital Management & Marketing	Spanidea
29	Asha Naik	BIM1520BM028	Health Care & Hospital Management & Marketing	Octavo Solutions
30	Kshitish Kumar Sahoo	BIM1520BM027	HR & Marketing	Reliance Retail
31	Sunil Mallick	BIM1520BM033	Health Care & Hospital Management & Marketing	Agarwal Packers & Movers Ltd.

18. MoUs with Industries: MOU signed with 08 Companies.

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

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

21. Best Practice adopted, if any:

- (i) Foundation course offered for one month in the beginning.
- (ii) Focus on soft skilled personality development.
- (iii) Focus on Developmental needs such as IQ, Emotional Quotient, Ethical Quotient, Spiritual Quotient, Social Quotient, Learning Quotient and Adversity Quotient.
- (iv) Adoption of Live Capstone Project, Community Development Project, Social Sensitization Project and Rural Innovation Project.
- (v) Holistic Development of Students and making them Industry Ready.