## MBA Program Structure and Credits Mapping:

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### Elective - Banking Management

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6.1 Introduction - 6.2 Evolution of ERP - 6.3 Activities of MRPII - 6.4 Popular ERP packages - 6.5 Functions of SAPR/3 - 6.6 Baan ERP module - 6.7 Information integration through ERP - 6.8 Implementation of ERP - 6.9 Configuration and customisation of ERP - 6.10 Advantages of ERP - 6.11 Disadvantages of ERP - 6.12 Summary - 6.13 Self Assessment questions -

Chapter 7: Customer Relationship Management and Supply Chain Management
7.1 Introduction - 7.2 Role of CRM - 7.3 Advantages of CRM - 7.4 CRM Software - 7.5 CRM Packages - 7.6 Types of CRM - 7.7 Supply Chain - 7.8 Supply Chain Drivers - 7.9 Supply Chain Processes - 7.10 Supply Chain Decisions - 7.11 Supply Chain Management - 7.12 SCM solutions - 7.13 Summary - 7.14 Self Assessment questions -

Chapter 8: Electronic Commerce
8.1 Introduction - 8.2 E-Commerce and E-Business - 8.3 Electronic Data Interchange (EDI) - 8.4 Business opportunities opened up by the internet - 8.5 Threats from Internet-based electronic commerce - 8.6 E-Commerce Activities - 8.7 Mobile Commerce - 8.8 Summary - 8.9 Self Assessment Questions -

Chapter 9: Social and Legal Aspects of Computerisation
9.1 Introduction - 9.2 Moral dimension to use of Information Technology - 9.3 Social Issues - 9.4 Cyber
Modern Marketing Management

Chapter 1: Introduction to Marketing
1.1 Introduction - 1.2 Nature, Scope and Importance - 1.3 Definition of Marketing - 1.4 Evolution of Marketing - 1.5 Core Marketing Concepts - 1.6 Marketing as a Function - 1.7 Marketing Management - 1.8 Marketing Orientations or Concepts - 1.9 Customer Relationship Management - 1.10 The marketing process - 1.11 Developing the marketing mix - 1.12 The role of marketing mix - 1.13 Value creation and value delivery - 1.14 Marketing Interface with other Functional Areas - 1.15 Ethics in Marketing - 1.16 Summary - 1.17 Self Assessment Questions -

Chapter 2: Understanding the Marketing Environment
2.1 Scanning the Environment - 2.2 Meaning and Concepts - 2.3 Micro Environment - 2.4 Macro Environment - 2.5 Environmental Analysis - 2.6 Responding to the Environment - 2.7 Summary - 2.8 Self Assessment Questions -

Chapter 3: Market Segmentation, Targeting and Positioning

Chapter 4: Buying Behaviour
4.1 Preview case - 4.2 What is consumer Behaviour? - 4.3 Buyer behaviour model - 4.4 Buying characteristics influencing consumer behaviour - 4.5 Buying Motives - 4.6 Buying decision making process - 4.7 Types of Buyer behaviour - 4.8 Stages in the buying Decision Process - 4.9 Business Markets and buying behaviour - 4.10 Characteristics of Business Markets - 4.11 Buying decision of Organizational buyers - 4.12 Factors Influencing Organizational Buyers - 4.13 Organizational buying process - 4.14 Glimpses of Advanced concepts/Practices - 4.15 Summary - 4.16 Self Assessment -

Chapter 5: Marketing Research
5.1 Introduction to Marketing Research - 5.2 Objectives and importance of marketing research - 5.3 Scope of marketing research - 5.4 Characteristics of a good research - 5.5 Classifications of marketing research - 5.6 Marketing research tasks - 5.7 The role of Marketing planning - 5.8 The marketing research process - 5.9 Emerging Issues or Problems - 5.10 Applications of marketing research - 5.11 Limitations of marketing research - 5.12 Ethical issues in marketing research - 5.13 Mystery shopping - 5.14 Summary - 5.15 Self Assessment questions -

Chapter 6: Demand measurement and sales forecasting
6.1 Meaning and Importance - 6.2 Measures of Market Demand - 6.3 Major Concepts in Demand Measurement - 6.4 Steps in Forecasting - 6.5 Methods of Sales Forecasting - 6.6 Limitations of Sales Forecasting - 6.7 Summary - 6.8 Self Assessment Questions -

Chapter 7: Product Decisions
7.1 Concepts of Products - 7.2 Classification of products - 7.3 Consumer Products - 7.4 Industrial products - 7.5 Product decisions - 7.6 Brand Concepts - 7.7 Co branding strategy - 7.8 Product differentiation - 7.9 Examples of Brand positioning - 7.10 Case study - 7.11 Summary - 7.12 Self Assessment Questions -
Chapter 8: The Concept of Product Life Cycle (PLC)
8.1 The Product Life Cycle - 8.2 Stages in PLC and Marketing Strategies - 8.3 Summary - 8.4 Self Assessment Question - 

Chapter 9: Pricing Decision and Strategies
Production, Operations and Supply Chain Management

Chapter 1: Introduction to Production and Operations Management
1.01 Introduction - 1.02 Meaning and Importance of Production and Operations Management - 1.03 Nature of production/operation - 1.04 Functions of production/operations Manager - 1.05 Operations in Services sector - 1.06 Historical Development of Operations Management - 1.07 Productivity - 1.08 Designing an Operating/production system - 1.09 Operations Strategy - 1.10 Production Budget - 1.11 Current Issues in Operations Management - 1.12 Summary - 1.13 Key Words - 1.14 Self Assessment Questions - -

Chapter 2: Product PLANNING and DEVELOPMENT
2.01 Introduction to a product - 2.02 Importance of Product Planning and Development - 2.03 Difference between Goods and Services - 2.04 Objectives of product planning and development - 2.05 Successful product development - 2.06 Challenges of product development - 2.07 New product development strategy - 2.08 New product development process - 2.09 Product life Cycle - 2.10 Factors to be considered in new product planning - 2.11 Summary - 2.12 Key Words - 2.13 Self Assessment Questions - -

Chapter 3: FACILITY PLANNING
3.01 Introduction - 3.02 Importance of Facility Planning - 3.03 Factors affecting location Decisions - 3.04 Merits and Demerits of different locations - 3.05 Location Rating Models - 3.06 Facility Layout - 3.07 Objectives of Good Plant Layout - 3.08 Principles of Plant Layout - 3.09 Types of Layout - 3.10 Summary - 3.11 Key Words - 3.12 Self Assessment Questions - -

Chapter 4: PRODUCT PLANNING AND CONTROL (PPC)
4.01 Introduction - 4.02 Importance of Product Planning and Control (PPC) - 4.03 Functions of PPC Department - 4.04 Phases in Production Planning and Control - 4.05 Production Planning - 4.06 Factors determining Production Planning - 4.07 Production Planning System - 4.08 Production Control - 4.09 Production Control System - 4.10 Benefits of PPC - 4.11 Limitations of PPC - 4.12 Summary - 4.13 Key Words - 4.14 Self Assessment Questions - -

Chapter 5: VENDOR RELATIONS AND PURCHASE MANAGEMENT
5.01 Introduction - 5.02 Importance of Vendor Relations and Purchase Management - 5.03 Functions of Purchase Department - 5.04 Determining Purchasing Needs - 5.05 Preparation of Purchase Budget - 5.06 Vendor Relation Management - 5.07 Vendor Rating and Comparison - 5.08 Negotiations with a Suppliers - 5.09 Issue of Purchase Orders - 5.10 Receiving goods and Inspection - 5.11 Payment to supplier as per terms - 5.12 Follow up and evaluation - 5.13 Make or Buy Decisions - 5.14 Procurement Presentation - 5.15 Do's and don'ts in Procurement Strategy Decisions - 5.16 Collaborative Procurement - 5.17 Supply Risk - 5.18 Procurement Reports - 5.19 Procurement & Finance Collaboration - 5.20 Strategic Sourcing - 5.21 Procurement Ethics - 5.22 Summary - 5.23 Key Words - 5.24 Self Assessment Questions - -

Chapter 6: Management Of Inventory
6.01 Introduction - 6.02 Importance of Inventory Management - 6.03 Classification of Inventory - 6.04 Inventory Costs - 6.05 Inventory Levels - 6.06 Methods of Inventory Valuation and Issues - 6.07 Economic Order Quantity (EOQ) - 6.08 EOQ and Discount offers - 6.09 Inventory Turnover analysis - 6.10 Selective Inventory Control - 6.11 ABC analysis - 6.12 Summary - 6.13 Key Words - 6.14 Self Assessment Questions - -

Chapter 7: Introduction To Logistics Management
7.01 Introduction - 7.02 Importance of Logistics Management - 7.03 Objectives of Logistics Management
Year 2: Elective – Finance Management

Business Policy and Strategic Management

Chapter 1: Fundamentals of Strategic Management
Structure: Introduction - Definition, Meaning and Scope of Strategy - Definition, Meaning and Scope of Business Policy - Evolution of Strategic Management - Mintzerb's 5 Ps of strategy - Summary - Key Words - Self Assessment Questions

Chapter 2: Strategy Formulation and Strategic Intent
Structure: Introduction - Steps in Strategy Formulation - Vision statement - Mission Statement - Objectives, Goals and Targets - Classification of Objectives - Top Down and Bottom Up Approaches - Summary - Key Words - Self Assessment Questions

Chapter 3: Environment Analysis

Chapter 4: Types of Strategies

Chapter 5: Functional Strategies

Chapter 6: Strategic Information Technology Management Strategy Implementation

Chapter 7: Strategy Evaluation and Control
Structure: Introduction - Operational control - Strategic control - Effective evaluation system - Summary - Key Words - Self Assessment Questions -
Entrepreneurship & Innovation Management

Chapter 1: Introduction
Structure: Explain, define and understand entrepreneurship - Explain, define and understand entrepreneur - Describe the nature of entrepreneurship - Explain the need of entrepreneurship - Discuss the relationship between Entrepreneurship and Management - Describe the role and functions of entrepreneurship - Discuss the various types of entrepreneurs - Summary - Self-Assessment Questions

Chapter 2: Women Entrepreneurship
Structure: Understand women entrepreneurship and its importance - To understand the contribution of women entrepreneurs in economic empowerment - Understand the concept of women entrepreneurs - To learn the various categories of women entrepreneurs in India - Explain the emergence of women entrepreneurs and its development in different decades - Describe the functions of women entrepreneur - Discuss the growth of women entrepreneurs at the national and global level - Challenges faced by women entrepreneurs - Role of government to develop Women Entrepreneurs in India - Summary - Self-Assessment Questions

Chapter 3: Creating and Starting the Venture
Structure: Understand the checkpoints before starting a venture - To describe the stages in starting a new venture - Defining the business opportunity - Makeup of a business opportunity - How to identify business opportunities? - Great sources of idea generation for new product development - Idea assessment and business development process - Process of setting up a business enterprise - Understand the criteria to select the best idea - Summary - Self-Assessment Questions

Chapter 4: Setting up New Venture
Structure: Study the role of SSI in Indian economy - Describe the major industries in small scale sector - Understand the importance of small-scale industries micro small and medium enterprises - Discuss MSMES contribution to the economy - Understand the registration procedure of MSMES - Describe forms of business organization - Explain value-added tax - Summary - Self-Assessment Questions

Chapter 5: Entrepreneurial Support
Structure: To study and learn about Government of India’s Support for Innovation and Entrepreneurship in India - Government Support for entrepreneurship via Programmes & Schemes - Skills Development & Training for Entrepreneurship Education - Describe the role and support of SIDO, NAYE, SBI, DIC, SIDBI, SFCs, NSIC - The role of National Bank for Agriculture and Rural Development in rural entrepreneurship - Schemes and Programs of Khadi and Village Industries Commission - Goa Handicraft Rural and Small-Scale Industries Development Corporation (GHRSSIDC) - Goa- Industrial Development Corporation its functions and powers - Summary - Self-Assessment Questions

Chapter 6: Taxation Benefits
Structure: To describe the Government taxation support for the SSI - To understand the Taxation and its Benefits to Small Scale Entrepreneurs - To describe the concessions/exemptions available for SSI - To understand the conditions which are not eligible for SSI concessions? - Provisions related to Brand Name under SSI exemption scheme - Income Tax Benefits under Income Tax Act 1961 for SSI - The rules for claiming the deduction of investment allowance by an entrepreneur - An overview of MSME BUDGET and benefits to entrepreneurship and MSMEs in particular - Preparedness for GST (Goods and Services Tax) in the Ministry of MSME - Summary - Self-Assessment Questions

Chapter 7: Innovation in Entrepreneurship
Structure: To describe the role of innovation in entrepreneurship - To understand between the difference of purposeful innovation and systematic innovation - Explain how entrepreneurs innovate - Understand the concept of social innovation and economic innovation - The seven sources for innovative opportunity - Knowledge-based innovation - The characteristics of knowledge-based innovation - What knowledge-based innovation requires - Principles of innovation - The conservative innovator - Summary - Self-Assessment Questions

Chapter 8: Business Incubation
Structure: Learn about business incubation: Definition and objectives of business incubation - Understand the services provided by incubator - Describe who can be incubatees and what incubatee needs - Understand how incubators can improve the start-up ecosystem in India - Know whom incubators incubate - Discuss the indicators to best assess the businesses to be incubated - Know the possible investors who would encourage support of new technology - Describe history of business incubation - Illustrate the benefits of business incubation - Provide an overview of global and Indian business incubation - Describe the process designing of business incubation programs - Explain the stages of business incubation development: - Describe formation of a business incubator - Discuss the barriers of incubation in India - Summary - Self-Assessment Questions
Chapter 1: Nature, Scope and Significance of Business Finance

Chapter 2: Financial Techniques
Structure: Concept of Financial Techniques - Importance of Financial Techniques - Different types of Financial Techniques - Summary - Self-Assessment Questions

Chapter 3: Ratio Analysis
Structure: Nature of Ratios - Significance of Ratios as Tools of Financial analysis - Limitations of ratios - Classification of Ratios - Summary - Self-Assessment Questions

Chapter 4: Fund Flow Statements
Structure: Nature of fund flow statement - Significance of Funds flow statements - Limitation of Funds flow statements - Preparation of Fund Flow Statement - Incorporation of Additional information - Summary - Self-Assessment Questions
Financial Planning & Analysis

Chapter 1: Preparation and Presentation of Banking Company Final Accounts
Structure: Introduction - Meaning of Banking Company - Principal Provisions Banking Regulation Act - Preparation and Presentation of Final Accounts - Format of Final Accounts - Important Items of The Final Accounts - Non-Performing Assets - Summary - Self-Assessment Questions

Chapter 2: Preparation and Presentation of Corporate Final Accounts for Insurance Company

Chapter 3: Preparation and Presentation of Company Final Accounts
Structure: Meaning of Financial Statements - Objectives of Financial Statements - Preparation and Presentation of Final Accounts - Forms of Final Account - Profit and Loss Account - Summary - Self-Assessment Questions

Chapter 4: Study of Accounting Policy

Chapter 5: Analysis and Interpretation of Annual Report
Structure: Introduction - Disclosure by Way of Notes - Disclosures by Banking Company - Analysis and Interpretation of Annual Report of Companies - Summary - Self-Assessment Questions
Team Building and Leadership

Chapter 1: Concept of Group

Chapter 2: Team Building
Structure: Why team - Teamwork - Types Of Teams - Stages Of Team Development - Team Building process - Characteristics of an effective team - Team Cohesion - Factors needed to develop Team Cohesion - Summary - Self-Assessment Questions

Chapter 3: Understanding Leadership

Chapter 4: Theories of Effective Leadership

Chapter 5: Leadership Styles

Chapter 6: Leadership Skills and Traits
Structure: Leadership skills - A to Z of leadership Skills - How to become a successful Leader. - Leadership Traits of an ethical leader - Summary - Self-Assessment Questions

Chapter 7: Leadership in the Contemporary World
Structure: Leadership in the Contemporary World - Challenges to Leadership in the Contemporary World - Tips to Overcome Challenges in Leadership - Role of Communication in Overcoming Leadership Challenges - Role of Management in Overcoming Leadership Challenges - Leadership in Times of Crisis in Contemporary world - Managing in Chaos: A Necessary Skill for Managers and Leaders - Women and Leadership in Contemporary World - Summary - Self-Assessment Questions

Chapter 8: Leadership Assessment
Analysis of Financial Statements

Chapter 1: Preparation of Financial Statements: Profit and Loss Account
Structure: Meaning and Definition of Profit and Loss Account - Preparing Profit and Loss Account - Closing Entries Relating to Profit & Loss Account - Proforma of a General Profit & Loss Account - Contents of Profit and Loss Account - Adjustment Entries - Summary of Adjustment Entries - Profit and Loss Account in Case of Limited Companies - Summary – Self-Assessment Questions

Chapter 2: Balance Sheet

Chapter 3: Statement of Changes in Financial Positions (Funds Flow Statement)

Chapter 4: Cash Flow Statement

Chapter 5: Financial Statement Analysis
Business Ethics & Corporate Governance

Chapter 1: Introduction to Ethics
Structure: Definition - Derivation - Meaning - Theories and Principles of Ethics - Importance of Ethics - Ethics and Morality - Ethics and Law - Ethical Dilemma Scenarios - Summary - Self-Assessment Questions

Chapter 2: Business Ethics

Chapter 3: Business Practices
Structure: Concept and meaning of business practice - Factors affecting business practices in an organization - Ethical and unethical business practices - Merits of ethical business practices - Demerits of unethical business practices - Unethical business practices from an Indian scenario - Risks and costs associated with unethical business practices - Summary - Self-assessment questions.

Chapter 4: Disclosure Requirements
Structure: Meaning of disclosure requirements - Objectives of disclosure - Disclosure as per the Companies act, 2013 - Disclosure as per the Listing agreement (Clause 49) - Amendments to clause 49 - Summary - Self-assessment questions.

Chapter 5: Whistleblower Policy and Insider Trading

Chapter 6: Values
Structure: Overview - Definition of Values - Meaning of Values - Features of Value - Functions of Values/Significance of Values - Types of Values - Difference between Values, Morals and Ethics - Causes for Deterioration of Values - Summary - Self-Assessment questions.

Chapter 7: Teaching from Scriptures

Chapter 8: Corporate governance
Structure: Definitions of Corporate Governance - Features of Corporate Governance - Objectives of Corporate Governance - Advantages of Corporate Governance - Main hurdles that the Corporate Governance Focuses on - Components of Corporate Governance - Principles of Good Corporate Governance - Role of Securities and Exchange Board of India (SEBI) in Corporate Governance - Summary - Self-Assessment questions.

Chapter 9: Evolution of Corporate Governance
Structure:  Expansion of Corporate Governance in Abroad - Advancement and Progress of Corporate Governance in India - Summary - Self-Assessment Questions

Chapter 10: Recommendations of various Committees on Corporate Governance

Chapter 11: Various Committees for Effective Corporate Governance
Structure: Audit Committee - Remuneration Committee - Executive Committee Nomination Committee - Advisory Committee - Shareholder/Investor Grievance Committee - Board of Director Committee – Summary - Self-Assessment Questions

Chapter 12: Corporate Governance in Banks
Structure: Source of Indian Banking System - Corporate Governance in Banks - Objectives of Corporate Governance in Banks - Need of Corporate Governance in Banks - Various Committees on Corporate Governance in Banks - Key Principles Recommended by Basel Committee to Enhance Corporate Governance in Sector - Suggestions to Build up Effective Corporate Governance in Banks - Measures taken by Banks Towards Implementation of best Practices - Measures taken by RBI Towards Corporate Governance - Hurdles for Good Governance in the Banking Sector - Corporate Governance and Cooperative Banks - Summary - Self-assessment Questions

Chapter 13: Corporate Governance in Insurance Industry

Chapter 14: Corporate Governance in Globalised Economy
Structure: Introduction - Evolution of Corporate Governance in Globalised Economy - Importance of Policy Framework in Corporate Governance - Role of OECD for Effective Corporate Governance in Globalised Economy - International Corporate Governance Approach - Codes of Conduct for Multinationals - Benefits of Effective Corporate Governance in Globalised Economy - Challenges of Multinationals - Solution for Effective Corporate Governance in Globalised Economy - Summary - Self-Assessment Questions

Chapter 15: Code of Conduct

Chapter 16: Code of Conduct for Banks

Chapter 17: Introduction to Corporate Social Responsibility
Structure: Meaning and Definition of Corporate Social Responsibility (CSR) - Nature of CSR - Different Levels at which Companies undertake CSR Responsibilities - Scope of CSR - Ways of Contributing to CSR -
Chapter 27: Intellectual Property Rights

Chapter 28: Cyber Crime
Cost Accounting and Control

Chapter 1: Cost Concepts and Classification
Structure: Concept of Cost - Expenses - Loss - Classification of Cost - Natural Classification of Cost - Cost Behavior (in relation to change in output or activity or volume) - Degree of trace-ability to the product, association with the product - Association with the product - Functional classification of costs - Relationship with accounting period - Decision making and planning, cost for control - Cost for control - Other costs - Cost control - Cost reduction - Cost statement/costsheet - Summary - Self-assessment questions

Chapter 2: Alternative Choices Decisions
Structure: Decision making - Differential analysis - Types of choices decision - Limitations of differential analysis - Summary - Self-assessment questions

Chapter 3: Budgeting
Structure: Concept of Budgeting - Budgeting and Forecasting - Concept of Budgetary control - Objectives and functions of budgeting - Advantages of budgeting - Limitations of budgeting - Budgeting process - Organization of budgeting (budget committee) - Budget manual - Budget period - Elements of successful budgeting plan - Budget centers - limiting or principal budget factors - Budget and standard costs - Fixed and flexible budgeting - Types of budget - Revision of budgets - Zero base budgeting (ZBB) - Performances budgeting - Summary - Self-assessment questions.

Chapter 4: Responsibility Accounting

Chapter 5: Labour Costs Accounting and Control
Structure: Organization for Labour control - Wage system - Incentive wage plan - Profit sharing and co-partnership - Work study - Job evaluation and merit rating - Merit rating - Time and motion study - Labour turnover - Treatment of labor cost-related items - Self-Assessment Questions
International Finance

Chapter 1: Introduction to Business Organization
Structure: Foreign Trade: Meaning - Dumping - Balance of Trade - Balance of Payments - Meaning and Accounting - Disequilibrium and Current Account Deficit (CAD) - Correcting Current Account Deficit - Foreign Contracts - Summary - Self-Assessment Questions

Chapter 2: Instruments of Foreign Trade
Structure: Documents used in Foreign Trade - Marine Insurance Policy - Marine Risks and Losses - Bills of Exchange - Consular Invoice - Packing List - GR Form - Summary - Self-Assessment Questions

Chapter 3: Import and Export Control
Structure: Trade under Deficit - Import Trade Control - Import License - Export Management - Exporter’s Code Number - Exchange Control Regulations vis-a-vis Nepal and Bhutan - Summary - Self-Assessment Questions

Chapter 4: Exchange Control in India
Structure: Control of Exchange Rate - Transactions subject to control - Permitted Currencies - Approved/Permitted for Receipts and of Payments - Convertible currencies - Choice of Currency in International Transactions - Authorized Dealer - FEDAI - Correspondent - Foreign Currency Accounts Overseas - Foreign Accounts Overseas - Countertrade - Escrow Account - Barter Trade - Summary - Self-Assessment Questions

Chapter 5: Cross-Border Financing Export Finance: Pre Shipment
Structure: Introduction to Cross Border Banking - Cross Border Trade Finance - Export Finance - Buyer’s Credit - Supplier’s Credit - Turnkey Projects - Joint Ventures Abroad - Bank Credit - Summary - Self-Assessment Questions

Chapter 6: Cross-Border Financing Export Finance: Post Shipment

Chapter 7: Instruments of Foreign Trade
Structure: Definition - Foreign Exchange Transactions - Foreign Exchange Market - Rate of Exchange - Exchange Rate and their Application - System of Exchange Rate - Fixed Rate of Exchange - Present system - Flexible Rate of Exchange - Intermediary Arrangements - Factors influencing Exchange Rates - Official Interventions - Purchasing Power Parity - Currency Forecasting - Summary - Self-Assessment Questions -

Chapter 8: Futures, Options, Forwards and Swaps

Chapter 9: International Capital Markets
Structure: Flow of financial markets to cross border - Why FDI required? - Costs associated with FDI and its Repercussions - Other sources of capital flows FCNR - ECBs - GDRs etc. - Debt and Non debt flows -
Volatile and Stable flows - Interest Rate Differentials and their role in demand for and supply of funds across borders - Summary - Self-Assessment Questions

Chapter 10: Various Risks In Banking
Structure: Risks in International Banking - Introduction-Risk in Banking - Risks in International Banking Transactions - Summary - Self-Assessment Questions
Year 2: Elective – Healthcare Management

Business Ethics & Corporate Governance

Chapter 1: Introduction to Ethics
Structure: Definition - Derivation - Meaning - Theories and Principles of Ethics - Importance of Ethics - Ethics and Morality - Ethics and Law - Ethical Dilemma Scenarios - Summary - Self-Assessment Questions

Chapter 2: Business Ethics
Structure: Meaning and definition of business ethics - Features of business ethics - Approaches of business ethics - Scope of business ethics - Importance of business ethics
Role of business ethics in building profitable and sustainable organizations - Case study on business ethics - Summary - Self-assessment questions.

Chapter 3: Business Practices
Structure: Concept and meaning of business practice - Factors affecting business practices in an organization - Ethical and unethical business practices - Merits of ethical business practices - Demerits of unethical business practices - Unethical business practices from an Indian scenario - Risks and costs associated with unethical business practices - Summary - Self-assessment questions.

Chapter 4: Disclosure Requirements
Structure: Meaning of disclosure requirements - Objectives of disclosure - Disclosure as per the Companies act, 2013 - Disclosure as per the Listing agreement (Clause 49) - Amendments to clause 49 - Summary - Self-assessment questions.

Chapter 5: Whistleblower Policy and Insider Trading
Structure: Meaning of Whistleblowing and Whistle blower - Definition of Whistleblowing - History and Types of Whistleblowing - Whistleblower Policy-Statutory Requirements in India - Components of a Whistleblower Policy - Consequences of Whistleblowing - Protection of Whistleblowers - Whistleblower Protection Act 2011 - Insider Trading - Summary - Self-Assessment questions

Chapter 6: Values
Structure: Overview - Definition of Values - Meaning of Values - Features of Value - Functions of Values/Significance of Values - Types of Values - Difference between Values, Morals and Ethics - Causes for Deterioration of Values - Summary - Self-Assessment Questions

Chapter 7: Teaching from Scriptures

Chapter 8 – Corporate governance
Structure: Definitions of Corporate Governance - Features of Corporate Governance - Objectives of Corporate Governance - Advantages of Corporate Governance - Main hurdles that the Corporate Governance Focuses on - Components of Corporate Governance - Principles of Good Corporate Governance - Role of Securities and Exchange Board of India (SEBI) in Corporate Governance - Summary - Self-Assessment Questions
Chapter 9: Evolution of Corporate Governance
Structure: Expansion of Corporate Governance in Abroad - Advancement and Progress of Corporate Governance in India - Summary - Self-Assessment Questions

Chapter 10: Recommendations of various Committees on
Structure: Cadbury Committee Report - Report by Kumar Mangalam Birla Committee
CII Report - OECD Report - Narayana Murthy Committee Report
Malhotra Committee Report on Insurance Sector Reforms - Narasimham Committee on Banking Sector Reforms - Summary - Self-Assessment Questions

Chapter 11: Various Committees for Effective Corporate Governance
Structure: Audit Committee - Remuneration Committee - Executive Committee
Nomination Committee - Advisory Committee - Shareholder/Investor Grievance Committee - Board of Director Committee – Summary - Self-Assessment Questions

Chapter 12: Corporate Governance in Banks
Structure: Source of Indian Banking System - Corporate Governance in Banks - Objectives of Corporate Governance in Banks - Need of Corporate Governance in Banks - Various Committees on Corporate Governance in Banks - Key Principles Recommended by Basel Committee to Enhance Corporate Governance in Sector - Suggestions to Build up Effective Corporate Governance in Banks - Measures taken by Banks Towards Implementation of best Practices - Measures taken by RBI Towards Corporate Governance - Hurdles for Good Governance in the Banking Sector - Corporate Governance and Cooperative Banks - Summary - Self-assessment Questions

Chapter 13: Corporate Governance in Insurance industry

Chapter 14: Corporate Governance in Globalised Economy
Structure: Introduction - Evolution of Corporate Governance in Globalised Economy - Importance of Policy Framework in Corporate Governance - Role of OECD for Effective Corporate Governance in Globalised Economy - International Corporate Governance Approach - Codes of Conduct for Multinationals - Benefits of Effective Corporate Governance in Globalised Economy - Challenges of Multinationals - Solution for Effective Corporate Governance in Globalised Economy - Summary - Self-Assessment Questions

Chapter 15: Code of Conduct

Chapter 16: Code of Conduct for Banks
Chapter 17: Introduction to Corporate Social Responsibility
Structure: Meaning and Definition of Corporate Social Responsibility (CSR) - Nature of CSR - Different Levels at which Companies undertake CSR Responsibilities - Scope of CSR - Ways of Contributing to CSR - Models of CSR - Importance of CSR - Difficulties in Developing CSR - Corporate Governance and CSR - Summary - Self-Assessment Questions

Chapter 18: Arguments for And Against CSR
Structure: Meaning and Definition of Social Responsibility - Arguments for/Need for Social Responsibilities - Arguments against Social Responsibility of Business - Summary - Self-Assessment Questions

Chapter 19: Social Responsibility Towards Different Stakeholders
Structure: Concept of Social Responsibility - Classification Stakeholders-Pictorial representation - Responsibility towards Various Stakeholders - Expectation of Stakeholders - Summary - Self-Assessment Questions

Chapter 20: CSR Initiatives
Structure - Concept of CSR Initiatives - Advantages of CSR Initiatives - Weakness of CSR Initiatives - CSR in the Indian Context - CSR Initiatives by Indian Companies - Survey in Regard to CSR Initiatives - Summary - Self-Assessment Questions

Chapter 21: CSR Towards Social Organisations

Chapter 22: Corruption

Chapter 23: Frauds in Banks
Structure: Introduction of Frauds - Definition of Frauds as Indian Penal Code - Definition of Frauds as Indian Contract Act - Key Elements of Frauds - Different Areas of Frauds in Banks - Parties Involved in Frauds in Banks - Prevention of Frauds Committed by Employees - Detection of Frauds Committed by Employees - Summary - Self-Assessment Questions

Chapter 24: Frauds in Insurance Industry
Structure: Introduction of Fraud in Insurance Sector - Definition of Frauds in Insurance Sector - Frauds in the Insurance Sector - Prevention of Frauds in Insurance Sector - Employee training for fraud prevention - Whistle blowing of Fraud - Summary - Self-Assessment Questions

Chapter 25: Scams and Scandals
Structure: Introduction - Definition of Scam and Scandals - Overview of Scams and Scandals - Summary - Self-Assessment Questions

Chapter 26: Competition Act, 2002
Business Policy and Strategic Management

Chapter 1: Fundamentals of Strategic Management
Structure: Introduction - Definition, Meaning and Scope of Strategy - Definition, Meaning and Scope of Business Policy - Evolution of Strategic Management - Mintzerb's 5 Ps of strategy - Summary - Key Words - Self Assessment Questions

Chapter 2: Strategy Formulation and Strategic Intent
Structure: Introduction - Steps in Strategy Formulation - Vision statement - Mission Statement - Objectives, Goals and Targets - Classification of Objectives - Top Down and Bottom Up Approaches - Summary - Key Words - Self Assessment Questions

Chapter 3: Environment Analysis

Chapter 4: Types of Strategies

Chapter 5: Functional Strategies

Chapter 6: Strategic Information Technology Management Strategy Implementation

Chapter 7: Strategy Evaluation and Control
Structure: Introduction - Operational control - Strategic control - Effective evaluation system - Summary - Key Words - Self Assessment Questions -
Entrepreneurship & Innovation Management

Chapter 1: Introduction
Structure: Explain, define and understand entrepreneurship - Explain, define and understand entrepreneur - Describe the nature of entrepreneurship - Explain the need of entrepreneurship - Discuss the relationship between Entrepreneurship and Management - Describe the role and functions of entrepreneurship - Discuss the various types of entrepreneurs - Summary - Self-Assessment Questions

Chapter 2: Women Entrepreneurship
Structure: Understand women entrepreneurship and its importance - To understand the contribution of women entrepreneurs in economic empowerment - Understand the concept of women entrepreneurs - To learn the various categories of women entrepreneurs in India - Explain the emergence of women entrepreneurs and its development in different decades - Describe the functions of women entrepreneur - Discuss the growth of women entrepreneurs at the national and global level - Challenges faced by women entrepreneurs - Role of government to develop Women Entrepreneurs in India - Summary - Self-Assessment Questions

Chapter 3: Creating and Starting the Venture
Structure: Understand the checkpoints before starting a venture - To describe the stages in starting a new venture - Defining the business opportunity - Makeup of a business opportunity - How to identify business opportunities? - Great sources of idea generation for new product development - Idea assessment and business development process - Process of setting up a business enterprise - Understand the criteria to select the best idea - Summary - Self-Assessment Questions

Chapter 4: Setting up New Venture
Structure: Study the role of SSI in Indian economy - Describe the major industries in small scale sector - Understand the importance of small-scale industries micro small and medium enterprises - Discuss MSMES contribution to the economy - Understand the registration procedure of MSMES - Describe forms of business organization - Explain value-added tax - Summary - Self-Assessment Questions

Chapter 5: Entrepreneurial Support
Structure: To study and learn about Government of India’s Support for Innovation and Entrepreneurship in India - Government Support for entrepreneurship via Programmes & Schemes - Skills Development & Training for Entrepreneurship Education - Describe the role and support of SIDO, NAYE, SBI, DIC, SIDBI, SFCs, NSIC - The role of National Bank for Agriculture and Rural Development in rural entrepreneurship - Schemes and Programs of Khadi and Village Industries Commission - Goa Handicraft Rural and Small-Scale Industries Development Corporation (GHRSSIDC) - Goa- Industrial Development Corporation its functions and powers - Summary - Self-Assessment Questions

Chapter 6: Taxation Benefits
Structure: To describe the Government taxation support for the SSI - To understand the Taxation and its Benefits to Small Scale Entrepreneurs - To describe the concessions/exemptions available for SSI - To understand the conditions which are not eligible for SSI concessions? - Provisions related to Brand Name under SSI exemption scheme - Income Tax Benefits under Income Tax Act 1961 for SSI - The rules for claiming the deduction of investment allowance by an entrepreneur - An overview of MSME BUDGET and benefits to entrepreneurship and MSMEs in particular - Preparedness for GST (Goods and Services Tax) in the Ministry of MSME - Summary - Self-Assessment Questions

Chapter 7: Innovation in Entrepreneurship
Structure: To describe the role of innovation in entrepreneurship - To understand between the difference of purposeful innovation and systematic innovation - Explain how entrepreneurs innovate - Understand the concept of social innovation and economic innovation - The seven sources for innovative opportunity - Knowledge-based innovation - The characteristics of knowledge-based innovation - What knowledge-based innovation requires - Principles of innovation - The conservative innovator - Summary - Self-Assessment Questions

Chapter 8: Business Incubation
Structure: Learn about business incubation: Definition and objectives of business incubation - Understand the services provided by incubator - Describe who can be incubatees and what incubatee needs - Understand how incubators can improve the start-up ecosystem in India - Know whom incubators incubate - Discuss the indicators to best assess the businesses to be incubated - Know the possible investors who would encourage support of new technology - Describe history of business incubation - Illustrate the benefits of business incubation - Provide an overview of global and Indian business incubation - Describe the process designing of business incubation programs - Explain the stages of business incubation development: - Describe formation of a business incubator - Discuss the barriers of incubation in India - Summary - Self-Assessment Questions
Hospital Planning and Management

Chapter 1: The Foundation of Hospital Management
Structure: Meaning of Hospital - Hospital and hospital management - Evolution of hospitals - History of Hospitals in India - Changing concept of hospital - Hospital Viewed as System - Community health: - PHC, CHC & Tertiary Health care - National Health Policy 2017 - Role of hospital administrator - Functions of hospital management - Hospital services - Summary - Self-Assessment Questions

Chapter 2: Hospital Planning Objective
Structure: Introduction to hospital planning - Ten Ideas Driving New Hospital Planning (Concept) - Key Hospital Design Goals - Types of Hospital Space - Steps in Hospital Planning - Need for Hospital - Feasibility Report - Architecture’s Brief - Request for proposal - Appointment of consultant - Role of Project Management Team - Budgeting - Construction and Installation Stage - Equipment Planning - Services Planning - Manpower Planning - Hospital Operational Planning Policy - Green Hospital - Summary - Self-Assessment Questions

Chapter 3: Health Organization and Departmentation
Structure: Introduction to concept of Organization - Meaning and Characteristics of Organization - Nature of Organization - Steps in the process of Organizing - Objectives of Organizing - Principles of Organization - Advantages of Organization - Hospital organization - Organization profile of the Hospitals - The Importance of Good Organization Structure - Organizational Structure of a Hospital - Departmentation - Grouping of Hospital Departments within the Structure - Clinical & Support Services - Out Patient Department - In Patient Department - Emergency Department - Intensive care unit (ICU) Department - Nursing Department - Diagnostic Services - Radiology and Image Services - laboratory Services - Hospital Infection Department - OT Services (Operation Theatre) - Pharmacy - Central Sterile Supply Department (CSSD) - Pharmacy Department - Non Clinical & Support Services (Administrative Services) - Summary - Self-Assessment Questions

Chapter 4: Management of Behavior in Hospitals

Chapter 5: Management of Hospital Services
Structure: Introduction - Hospital Services – Perception - The Nature of Patients Perception on Quality of Hospital Services - Five Surprising Factors that Affect Patients’ Perceived Quality of Care - Management of Hospital Services - The various Areas of effective Hospital Management. - Staff management - Essential services and facilities management - Utilities - Facility and utility maintenance services - Human resource issues - Education & Training Department - Medical Clinical Research - Summary - Self-Assessment Questions
Hospital Services Quality Management

Chapter 1: Total Quality Management in Hospitals
Structure: Introduction - Quality-the-Perception - Total Quality Management - TQM in Hospitals - Quality Circle - Framework Requirements for Quality Health Services - Developing a vision for health service delivery - Summary - Self-Assessment Questions

Chapter 2: Management of Hospital Materials and Stores
Structure: Introduction - Materials Management-The Perception - Assessment of Existing Equipment - How to create inventory - Summary - Self-Assessment Questions

Chapter 3: Management of Hospital Records
Structure: Introduction - Management of Hospital Records: The perception - Summary - Self-Assessment Questions - References

Chapter 4: Management of Control in Hospital

Chapter 5: Strategic Management of Hospitals
Chapter 1: Stress and Its Remedies

Chapter 2: Stress Management: Winning Over Stress and Strategies

Chapter 3: Analysis of Stress Management among Professionals in the Nigerian Construction Industry

Chapter 4: Work Stress Among the Employees in Information Technology (IT) Sectors in Chennai City

Chapter 5: Work-Life and relationships: A conceptual study
Structure: Introduction - Impact of weak relationship on work life or job - Direction for rebuilding the relationship - Summary - Self-Assessment Questions - References

Chapter 6: Organizational Stress: A silent killer on the PROWL
Structure: Introduction - Work and stress - Feelings - Organizational factors causing stress - Individual factors - Remedies to avoid stress - Stimulating innovation - Summary - Self-Assessment Questions - References

Chapter 7: Stress Management in Information Technology Sector
Structure: Introduction - Review of literature - Objective of Present study - Limitations of the study - Discussion and Conclusion - Summary - Self-Assessment Questions

Chapter 8: Organizational Role Stress Among Teachers (A Comparative Study of Technical and Non-Technical Teachers)
Structure: Hypothesis - Research Methodology - ORS Scale (Organizational Role Stress Scale) - Role Space - Self-Role Distance - Role set conflicts - Delimitation's of the Study - Suggestions - Summary - Self-Assessment Questions - and References

Chapter 9: Stress at Workplace- A Review Article

Chapter 10: Techno stress of Library Professionals- The Path for Recovery
Structure: Introduction - Techno stress - A Modern Disease - Research Paper - Components of Techno stress of Library Professionals - Survey Results - Summary - Self-Assessment Questions -

Chapter 11: Stress in Software Industry and Its Remedies

Chapter 12: Teacher Stress in The Field of Education and Wellness Programme
Structure: Introduction - Causes of Teacher Stress - Effects of Teacher Stress - Managing Stress - Teacher Wellness Programme - Summary - Self-Assessment Questions

Chapter 13: Stress Avoidance Strategies from Shrimad Bhagwat Gita
Structure: Introduction - Stress avoidance strategies from Shrimad Bhagwat Gita - Summary - Self-Assessment Questions

Chapter 14: Destressing Through Music Therapy
Structure: Meaning and scope of Music Therapy - The mind-body balance is restored thereafter - Music as a stress buster - Pick a raga - Summary - Self-assessment questions

Chapter 15: Occupational Stress in The Present Social Environment and Its Management Techniques
Industrial Health & Safety

Chapter 1: Accidents and its Preventions

Chapter 2: Evolution Of Industrial Safety
Structure: Developments in Occupational Health - Occupational health and safety in Britain - Occupational health and safety in USA - Occupational health and safety in India - Summary - Self-assessment Question

Chapter 3: Health and Safety: Organisation & Administration

Chapter 4: Fire Hazards

Chapter 5: Occupational Health at Workplace
Structure: Occupational Health - Occupational Health services at the place of employment - Occupational Physician - Stress and adverse psychological factors at work - Occupational health in special areas - Communication skills in health education - Summary - Self-Assessment Questions

Chapter 6: Biological Hazards
Structure: Introduction to biological hazard - Biological hazards – Levels - Prevention and control of biological hazards - Occupational Hygiene - Biological hazards risk assessment - Summary - Self-Assessment Questions -
Personal Care Management

Chapter 1: The Foundation of Personal Care Management
Structure: Introduction - Personal Care Management: The Conceptual Exposition - Dimension of Personal Care Services - Score for Personality in Totality - Personality - Holistic Personality - Personality Vs. Character - Managing Mind - Yoga - Parana-yam and Meditation - Managing Body - Managing Facial Appearance - Awareness of Hygiene - Awareness of Sleeping - Behavioral Profile of Personal Care Users - Personal Care Management Vis-a-Vis Four Es Of HR - Emergence of Personal Care Business - Summary - Self-Assessment Question.

Chapter 2: Management of Body

Chapter 3: Management of Personal Hygiene

Chapter 4: Civic and Aesthetic Sense
Structure: Introduction - Civic Sense: The Concept and Precept - Dimensions of Civic Sense - Justification for Civic Sensibility - Cultivating Civic Sensibility - Educating Your Child About the Civic Sense - Civic Insensitivity to Bio-Medical Waste - Civic Sense of the Rural Folks - Civic Sense duties for Indians - Aesthetic Sense - Cultivating Aesthetic Sense - Receiving the Beauty of Arts - Enjoying the Beauty of Life - Understanding the Beauty of Nature - Aesthetic Sense and the Corporate World - Summary - Self-Assessment Questions

Chapter 5: Management of Mind

Chapter 6: Etiquette and Manner
Strategic Hospital Management

Chapter 1: Management of Human Resources in Hospital - Structure: Introduction - Perception of Human and Humane - Leadership - Categories of Personnel needed for hospitals - Dimensions of human resource management - Basic principles governing recruitment - Developing human personnel - Education and Training - Employee development programme (EDP) - Human capital formulation and productivity acceleration - Compensation and Motivation - Wage and salary administration - An ideal appraisal plans - Health Manpower planning in India - Summary - Self-Assessment questions


Year 2: Elective – Human Resource Management

Business Policy and Strategic Management

Chapter 1: Fundamentals of Strategic Management
Structure: Introduction - Definition, Meaning and Scope of Strategy - Definition, Meaning and Scope of Business Policy - Evolution of Strategic Management - Mintzerb's 5 Ps of strategy - Summary - Key Words - Self Assessment Questions

Chapter 2: Strategy Formulation and Strategic Intent
Structure: Introduction - Steps in Strategy Formulation - Vision statement - Mission Statement - Objectives, Goals and Targets - Classification of Objectives - Top Down and Bottom Up Approaches - Summary - Key Words - Self Assessment Questions

Chapter 3: Environment Analysis

Chapter 4: Types of Strategies

Chapter 5: Functional Strategies

Chapter 6: Strategic Information Technology Management Strategy Implementation

Chapter 7: Strategy Evaluation and Control
Structure: Introduction - Operational control - Strategic control - Effective evaluation system - Summary - Key Words - Self Assessment Questions
Entrepreneurship & Innovation Management

Chapter 1: Introduction
Structure: Explain, define and understand entrepreneurship - Explain, define and understand entrepreneur - Describe the nature of entrepreneurship - Explain the need of entrepreneurship - Discuss the relationship between Entrepreneurship and Management - Describe the role and functions of entrepreneurship - Discuss the various types of entrepreneurs - Summary - Self-Assessment Questions

Chapter 2: Women Entrepreneurship
Structure: Understand women entrepreneurship and its importance - To understand the contribution of women entrepreneurs in economic empowerment - Understand the concept of women entrepreneurs - To learn the various categories of women entrepreneurs in India - Explain the emergence of women entrepreneurs and its development in different decades - Describe the functions of women entrepreneur - Discuss the growth of women entrepreneurs at the national and global level - Challenges faced by women entrepreneurs - Role of government to develop Women Entrepreneurs in India - Summary - Self-Assessment Questions

Chapter 3: Creating and Starting the Venture
Structure: Understand the checkpoints before starting a venture - To describe the stages in starting a new venture - Defining the business opportunity - Makeup of a business opportunity - How to identify business opportunities? - Great sources of idea generation for new product development - Idea assessment and business development process - Process of setting up a business enterprise - Understand the criteria to select the best idea - Summary - Self-Assessment Questions

Chapter 4: Setting up New Venture
Structure: Study the role of SSI in Indian economy - Describe the major industries in small scale sector - Understand the importance of small-scale industries micro small and medium enterprises - Discuss MSMES contribution to the economy - Understand the registration procedure of MSMES - Describe forms of business organization - Explain value-added tax - Summary - Self-Assessment Questions

Chapter 5: Entrepreneurial Support
Structure: To study and learn about Government of India’s Support for Innovation and Entrepreneurship in India - Government Support for entrepreneurship via Programmes & Schemes - Skills Development & Training for Entrepreneurship Education - Describe the role and support of SIDO, NAYE, SBI, DIC, SIDBI, SFCs, NSIC - The role of National Bank for Agriculture and Rural Development in rural entrepreneurship - Schemes and Programs of Khadi and Village Industries Commission - Goa Handicraft Rural and Small-Scale Industries Development Corporation (GHRSSIDC) - Goa- Industrial Development Corporation its functions and powers - Summary - Self-Assessment Questions

Chapter 6: Taxation Benefits
Structure: Describe the Government taxation support for the SSI - To understand the Taxation and its Benefits to Small Scale Entrepreneurs - To describe the concessions/exemptions available for SSI - To understand the conditions which are not eligible for SSI concessions? - Provisions related to Brand Name under SSI exemption scheme - Income Tax Benefits under Income Tax Act 1961 for SSI - The rules for claiming the deduction of investment allowance by an entrepreneur - An overview of MSME BUDGET and benefits to entrepreneurship and MSMEs in particular - Preparedness for GST (Goods and Services Tax) in the Ministry of MSME - Summary - Self-Assessment Questions
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Human Resource Development and Industrial Relations -

Chapter 1: Management Development Overview
Structure: Introduction - Essential ingredients of the management development programmer - Needs of Manager and techniques of management development - Selection of techniques - Training and development for international assignments - Electronic MDP - Evaluation of management development programmers - Summary - Self-Assessment Questions

Chapter 2: Career Planning and Development

Chapter 3: Internal Mobility and Absenteeism
Structure: Introduction - Internal Mobility - Promotions - Transfer - Demotions - Absenteeism - Employee Separations - Summary - Self-Assessment Questions

Chapter 4: Organization Development and Change Management
Structure: Introduction - Organizational Change - Technology and change - Resistance to change vs. Inviting change - Approaches to organizational change - Organizational Development - The OD processes - OD Interventions/Techniques - Summary - Self-Assessment Questions

Chapter 5: Job Evaluation

Chapter 6: Employee Remuneration

Chapter 7: Grievance & Discipline
Structure: Introduction - Grievance Procedure - Disciplinary Procedure - Summary - Self-Assessment Questions

Chapter 8: Industrial Relations: Conceptual Analysis
Structure: Introduction - Meaning of Industrial Relations - Dunlop model of industrial relations - Importance of harmonious industrial relation - Objectives of industrial relations - Conditions for congenial industrial relations - Approaches to industrial relations - Indian industrial workers - Impact of globalization on industrial relations - Summary - Self-Assessment Questions

Chapter 9: Trade Unions and Employers' Association

Chapter 10: Industrial Conflicts

Chapter 11: Essentials of Human Resource Management and Industrial Relations
Human Resource Management

Chapter 1: Human Resource Management

Chapter 2: Job Analysis
Structure: Team Analysis
Structure: Job Design - Job Analysis - Job Descriptions - Job Specifications - Uses of Job Analysis - Team Analysis - Flexible job environment - Summary - Self-Assessment question

Chapter 3: Human Resource Planning

Chapter 4: Recruitment
Structure: Introduction - Strategic Management and Recruitment - Sources of Recruitment - Recruitment Techniques - Assessment of Recruitment Programme - Summary - Self-Assessment Questions

Chapter 5: Selections, Placements and Induction
Structure: Introduction - Selection: Ensures competitive Advantage - Selection Procedure - Placement - Induction - Summary - Self-Assessment

Chapter 6: Human Resource Development
Structure: Introduction - Significance of Human Resource Development (HRD) - The concept of Human resource Development - Scope of HRD - Need for HRD - HRD Objectives - Functions of HRD managers - Attributes of HRD managers - Summary - Self-Assessment Questions

Chapter 7: Performance Appraisals and Development

Chapter 8: Employees Training
Structure: Introduction - Training before employment - Stages in training - Designing the training program - Implementation - Evaluation of training program - Enhancing training effectiveness - Special Aspects of training - Summary - Self-Assessment Questions
Leadership and Global Business Management

Chapter 1: Glimpse of Global Management

Chapter 2: Leadership of Global Management
Structure: Theories of Leadership - The Essentials of Management Leadership - Managerial Leadership Styles - Summary - Self-Assessment Questions - Successful Leader Stories

Chapter 3: Philosophy of Global Management

Chapter 4: Managing Diverse People and Culture

Chapter 5: Global Human Growth Model

Chapter 6: Developing Future Management

Chapter 7: Motivation
Structure: The Meaning and Definition of Motivation - The Theory and Practice of Motivation - Wal-Mart: A Model in Motivation - Motivation Efforts by a Managers - The Adrian Story - OGAWA’s Philosophy and Practice of Motivating People - Summary - Self-Assessment Questions - Successful Leader Stories

Chapter 8: Dynamic of Global Management
Structure: Challenges in the Future - Matsushita Talks How Industrialisation Brings out Prosperity - The Information Superhighway under Construction - Summary - Self-Assessment Questions - Successful Leader Stories -
Strategic Human Resource Management

Chapter 1: Strategic Human Resource Management
Structure: Role of HR in Organizations - Changing Role of HR Professionals - Building competitive advantage through people - Aligning Human resource with Strategy - Employee Engagement - Summary - Self Assessment Questions

Chapter 2: Human Resource Planning
Structure: - Introduction - Planning at different levels - Integrated strategic planning and HR - Determinants of HRP - Process of HRP - Strategies for HR Planners - Guidelines for making HR planning effective - Summary - Self Assessment Questions

Chapter 3: Talent Management
Structure: - Introduction to Talent Management - Competency Modelling - Developing Employees - Career Planning Systems - Retention of Talent - Leadership Development - Summary - Self Assessment Questions

Chapter 4: Culture Building
Structure: - Introduction to Employee Relations - Organizational design - Understanding Employee Motivation - Change Management - HR Communication - Interpersonal Effectiveness - Boundary Management in Personal and Professional Relationships - Summary - Self Assessment Questions

Chapter 5: Employee Relations
Structure: - Introduction to Employee Relations - Importance of Employee Relations - Framework for studying Employee Relations - The Psychological Contract - Retention of Talent - Grievance Handling - Employee engagement as a way to maintain employee relations - Employee Offboarding - Summary - Self Assessment Questions

Chapter 6: Sustainability and HRM
Structure: - Strategic Initiatives - Issues in HR Outsourcing - HR Challenges in Difficult times - HR Issues in Mergers and Acquisitions - Summary - Self Assessment Questions

Chapter 7: Balance Scorecard and HR Scorecard
Team Building and Leadership

Chapter 1: Concept of Group

Chapter 2: Team Building
Structure: Why team - Teamwork - Types Of Teams - Stages Of Team Development - Team Building process - Characteristics of an effective team - Team Cohesion - Factors needed to develop Team Cohesion - Summary - Self-Assessment Questions

Chapter 3: Understanding Leadership

Chapter 4: Theories of Effective Leadership

Chapter 5: Leadership Styles

Chapter 6: Leadership Skills and Traits
Structure: Leadership skills - A to Z of leadership Skills - How to become a successful Leader. - Leadership Traits of an ethical leader - Summary - Self-Assessment Questions

Chapter 7: Leadership in the Contemporary World
Structure: Leadership in the Contemporary World - Challenges to Leadership in the Contemporary World - Tips to Overcome Challenges in Leadership - Role of Communication in Overcoming Leadership Challenges - Role of Management in Overcoming Leadership Challenges - Leadership in Times of Crisis in Contemporary world - Managing in Chaos: A Necessary Skill for Managers and Leaders - Women and Leadership in Contemporary World - Summary - Self-Assessment Questions

Chapter 8: Leadership Assessment
Training and Development

Chapter 1: Effective Training and Development

Chapter 2: Training Needs Analysis
Structure: Introduction - Why analyze training needs - Identification of training needs - steeps to conducting a need assessment - Summary - Self-Assessment Questions.

Chapter 3: Training Design
Structure: Introduction - Perspectives for designing training - Characteristics of Effective Training Programs - Train the trainer programmers - summary - Self-assessment question

Chapter 4: Training Methods
Structure: Approaches to training - Training methodology - Delivery skills & program management - Training techniques an audio visual aid - Tips for technology training - Instrumentation of training - Audio visual material - Summary - Self-Assessment Questions

Chapter 5: Skills of Effective Trainer
Structure: Facilitation/ communication skills - Trainers knowledge & skills - Quality of a trainer - Evolving a functional training style - The power of body language - Designers & provides - Summary - Self-Assessment Questions -

Chapter 6: Evaluation of Training
Structure: Introduction - Ascertaining reaction of the participants - Measuring training effectiveness & impact - Type of evolution technique & instruments - Evolution of training institutes - Summary - Self-Assessment Questions
Business Ethics & Corporate Governance

Chapter 1: Introduction to Ethics
Structure: Definition - Derivation - Meaning - Theories and Principles of Ethics - Importance of Ethics - Ethics and Morality - Ethics and Law - Ethical Dilemma Scenarios - Summary - Self-Assessment Questions

Chapter 2: Business Ethics
Structure: Meaning and definition of business ethics - Features of business ethics - Approaches of business ethics - Scope of business ethics - Importance of business ethics - Role of business ethics in building profitable and sustainable organizations - Case study on business ethics - Summary - Self-assessment questions

Chapter 3: Business Practices
Structure: Concept and meaning of business practice - Factors affecting business practices in an organization - Ethical and unethical business practices - Merits of ethical business practices - Demerits of unethical business practices - Unethical business practices from an Indian scenario - Risks and costs associated with unethical business practices - Summary - Self-assessment questions

Chapter 4: Disclosure Requirements
Structure: Meaning of disclosure requirements - Objectives of disclosure - Disclosure as per the Companies act, 2013 - Disclosure as per the Listing agreement (Clause 49) - Amendments to clause 49 - Summary - Self-assessment questions

Chapter 5: Whistleblower Policy and Insider Trading
Structure: Meaning of Whistleblowing and Whistleblower - Definition of Whistleblowing - History and Types of Whistleblowing - Whistleblower Policy - Statutory Requirements in India - Components of a Whistleblower Policy - Consequences of Whistleblowing - Protection of Whistleblowers - Whistleblower Protection Act 2011 - Insider Trading - Summary - Self-assessment questions

Chapter 6: Values
Structure: Overview - Definition of Values - Meaning of Values - Features of Value - Functions of Values/Significance of Values - Types of Values - Difference between Values, Morals and Ethics - Causes for Deterioration of Values - Summary - Self-Assessment Questions

Chapter 7: Teaching from Scriptures

Chapter 8: Corporate governance
Structure: Definitions of Corporate Governance - Features of Corporate Governance - Objectives of Corporate Governance - Advantages of Corporate Governance - Main hurdles that the Corporate Governance Focuses on - Components of Corporate Governance - Principles of Good Corporate Governance - Role of Securities and Exchange Board of India (SEBI) in Corporate Governance - Summary - Self-Assessment Questions

Chapter 9: Evolution of Corporate Governance
Chapter 10: Recommendations of various Committees on Structure:  
- Cadbury Committee Report  
- Report by Kumar Mangalam Birla Committee  
- Malhotra Committee Report on Insurance Sector Reforms - Narasimham Committee on Banking Sector Reforms - Summary - Self-Assessment Questions

Chapter 11: Various Committees for Effective Corporate Governance Structure:  
- Audit Committee - Remuneration Committee - Executive Committee  
- Nomination Committee - Advisory Committee - Shareholder/Investor Grievance Committee - Board of Director Committee – Summary - Self-Assessment Questions

Chapter 12: Corporate Governance in Banks Structure:  
- Source of Indian Banking System - Corporate Governance in Banks - Objectives of Corporate Governance in Banks - Need of Corporate Governance in Banks - Various Committees on Corporate Governance in Banks - Key Principles Recommended by Basel Committee to Enhance Corporate Governance in Sector - Suggestions to Build up Effective Corporate Governance in Banks - Measures taken by Banks Towards Implementation of best Practices - Measures taken by RBI Towards Corporate Governance - Hurdles for Good Governance in the Banking Sector - Corporate Governance and Cooperative Banks - Summary - Self-assessment Questions

Chapter 13: Corporate Governance in Insurance industry Structure:  

Chapter 14: Corporate Governance in Globalised Economy Structure:  
- Introduction - Evolution of Corporate Governance in Globalised Economy - Importance of Policy Framework in Corporate Governance - Role of OECD for Effective Corporate Governance in Globalised Economy - International Corporate Governance Approach - Codes of Conduct for Multinationals - Benefits of Effective Corporate Governance in Globalised Economy - Challenges of Multinationals - Solution for Effective Corporate Governance in Globalised Economy - Summary - Self-Assessment Questions

Chapter 15: Code of Conduct Structure:  

Chapter 16: Code of Conduct for Banks Structure:  
Chapter 17: Introduction to Corporate Social Responsibility
Structure: Meaning and Definition of Corporate Social Responsibility (CSR) - Nature of CSR - Different Levels at which Companies undertake CSR Responsibilities - Scope of CSR - Ways of Contributing to CSR - Models of CSR - Importance of CSR - Difficulties in Developing CSR - Corporate Governance and CSR - Summary - Self-Assessment Questions

Chapter 18: Arguments for And Against CSR
Structure: Meaning and Definition of Social Responsibility - Arguments for/Need for Social Responsibilities - Arguments against Social Responsibility of Business - Summary - Self-Assessment Questions

Chapter 19: Social Responsibility Towards Different Stakeholders
Structure: Concept of Social Responsibility - Classification Stakeholders-Pictorial representation - Responsibility towards Various Stakeholders - Expectation of Stakeholders - Summary - Self-Assessment Questions

Chapter 20: CSR Initiatives
Structure: Concept of CSR Initiatives - Advantages of CSR Initiatives - Weakness of CSR Initiatives - CSR in the Indian Context - CSR Initiatives by Indian Companies - Survey in Regard to CSR Initiatives - Summary - Self-Assessment Questions

Chapter 21: CSR Towards Social Organisations

Chapter 22: Corruption

Chapter 23: Frauds in Banks
Structure: Introduction of Frauds - Definition of Frauds as Indian Penal Code - Definition of Frauds as Indian Contract Act - Key Elements of Frauds - Different Areas of Frauds in Banks - Parties Involved in Frauds in Banks - Prevention of Frauds Committed by Employees - Detection of Frauds Committed by Employees - Summary - Self-Assessment Questions

Chapter 24: Frauds in Insurance Industry
Structure: Introduction of Fraud in Insurance Sector - Definition of Frauds in Insurance Sector - Frauds in the Insurance Sector - Prevention of Frauds in Insurance Sector - Employee training for fraud prevention - Whistle blowing of Fraud - Summary - Self-Assessment Questions

Chapter 25: Scams and Scandals
Structure: Introduction - Definition of Scam and Scandals - Overview of Scams and Scandals - Summary - Self-Assessment Questions

Chapter 26: Competition Act, 2002
Chapter 27: Intellectual Property Rights

Chapter 28: Cyber Crime
Year 2: Elective – Information Technology

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Structure: Definition - Derivation - Meaning - Theories and Principles of Ethics - Importance of Ethics - Ethics and Morality - Ethics and Law - Ethical Dilemma Scenarios - Summary - Self-Assessment Questions

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History and Types of Whistleblowing - Whistleblower Policy - Statutory Requirements in India
Components of a Whistleblower Policy - Consequences of Whistleblowing
Protection of Whistleblowers - Whistleblower Protection Act 2011 - Insider Trading
Summary - Self-Assessment questions

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Structure: Overview - Definition of Values - Meaning of Values - Features of Value
Functions of Values/Significance of Values - Types of Values - Difference between Values, Morals and Ethics - Causes for Deterioration of Values - Summary
Self-Assessment Questions

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Structure: Expansion of Corporate Governance in Abroad - Advancement and Progress of Corporate Governance in India - Summary - Self-Assessment Questions

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Structure: Cadbury Committee Report - Report by Kumar Mangalam Birla Committee
CII Report - OECD Report - Narayana Murthy Committee Report
Malhotra Committee Report on Insurance Sector Reforms - Narasimham Committee on Banking Sector Reforms - Summary - Self-Assessment Questions

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Nomination Committee - Advisory Committee - Shareholder/Investor Grievance Committee - Board of Director Committee – Summary - Self-Assessment Questions

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Chapter 25: Scams and Scandals
Structure: Introduction - Definition of Scam and Scandals - Overview of Scams and Scandals - Summary - Self-Assessment Questions

Chapter 26: Competition Act, 2002
Structure: Why MRTP was replaced? - Formation of Competition Act, 2002 - Objectives of Competition Act, 2002 - Competition Commission of India - Components of Competition Act - Comparison between MRTP Act and Competition Act - Competition Bill, 2012 - Summary - Self-Assessment Questions
Chapter 27: Intellectual Property Rights

Chapter 28: Cyber Crime
Database Management Systems

Chapter 1: Basic Concepts

Chapter 2: Database Design Using ER Model
Structure: Data Models - ER model for conceptual Design - Relationships, Relationship sets - Mapping Cardinalities - Types of keys - ER-Diagram - Summary - Self-Assessment Questions

Chapter 3: Relational Model
Structure: Relational Data Model - Relational Algebra - SQL- A Relational Database Language - Indexing - Views - Security in SQL - Triggers - Summary - Self-Assessment Questions

Chapter 4: Conventional Database Design
Structure: Network Data Models and IDMS Systems - Hierarchical Data model - Summary - Self-Assessment Questions - Chapter 5: Relational Database Design

Chapter 6: Storage and File Structure
Structure: Introduction - Overview of physical storage media - Magnetic Disks - RAID - Tertiary Storage - Storage Access - File Organization - Organization of records in Files - Data Dictionary Storage - Factors Used for Evaluation of the Above Techniques - Summary - Self-Assessment Questions

Chapter 7: Transaction and Concurrency Control
Structure: Concept of transaction - Properties of transaction - State of transaction - Implementation of atomicity and durability - Concurrent execution - Concurrency control technique - Concurrency control - Summary - Self-Assessment Questions

Chapter 8: Crash Recovery and Backup
Structure: Why recovery is needed - Storage structure - Recovery and atomicity - Failure with loss of non volatile storage - Recovery from catastrophic failure - Remote backup system - Summary - Self-Assessment Questions

Chapter 9: Security and Privacy
Structure: Introduction - Discretionary access control method - Mandatory access control method - Uses of views in security enforcement - Overview of encryption technique for database - Statistical database security - Summary - Self-Assessment Questions

Chapter 10: No-SQL Databases
Structure: A relational Database Management System - NoSQL Emerged from a need - What is NoSQL? - Summary - Self-Assessment Questions
Entrepreneurship & Innovation Management

Chapter 1: Introduction
Structure: Explain, define and understand entrepreneurship - Explain, define and understand entrepreneur - Describe the nature of entrepreneurship - Explain the need of entrepreneurship - Discuss the relationship between Entrepreneurship and Management - Describe the role and functions of entrepreneurship - Discuss the various types of entrepreneurs - Summary - Self-Assessment Questions

Chapter 2: Women Entrepreneurship
Structure: Understand women entrepreneurship and its importance - To understand the contribution of women entrepreneurs in economic empowerment - Understand the concept of women entrepreneurs - To learn the various categories of women entrepreneurs in India - Explain the emergence of women entrepreneurs and its development in different decades - Describe the functions of women entrepreneur - Discuss the growth of women entrepreneurs at the national and global level - Challenges faced by women entrepreneurs - Role of government to develop Women Entrepreneurs in India - Summary - Self-Assessment Questions

Chapter 3: Creating and Starting the Venture
Structure: Understand the checkpoints before starting a venture - To describe the stages in starting a new venture - Defining the business opportunity - Makeup of a business opportunity - How to identify business opportunities? - Great sources of idea generation for new product development - Idea assessment and business development process - Process of setting up a business enterprise - Understand the criteria to select the best idea - Summary - Self-Assessment Questions

Chapter 4: Setting up New Venture
Structure: Study the role of SSI in Indian economy - Describe the major industries in small scale sector - Understand the importance of small-scale industries micro small and medium enterprises - Discuss MSMES contribution to the economy - Understand the registration procedure of MSMES - Describe forms of business organization - Explain value-added tax - Summary - Self-Assessment Questions

Chapter 5: Entrepreneurial Support
Structure: To study and learn about Government of India’s Support for Innovation and Entrepreneurship in India - Government Support for entrepreneurship via Programmes & Schemes - Skills Development & Training for Entrepreneurship Education - Describe the role and support of SIDO, NAYE, SBI, DIC, SIDBI, SFCs, NSIC - The role of National Bank for Agriculture and Rural Development in rural entrepreneurship - Schemes and Programs of Khadi and Village Industries Commission - Goa Handicraft Rural and Small-Scale Industries Development Corporation (GHRSSIDC) - Goa- Industrial Development Corporation its functions and powers - Summary - Self-Assessment Questions

Chapter 6: Taxation Benefits
Structure: To describe the Government taxation support for the SSI - To understand the Taxation and its Benefits to Small Scale Entrepreneurs - To describe the concessions/exemptions available for SSI - To understand the conditions which are not eligible for SSI concessions? - Provisions related to Brand Name under SSI exemption scheme - Income Tax Benefits under Income Tax Act 1961 for SSI - The rules for claiming the deduction of investment allowance by an entrepreneur - An overview of MSME BUDGET and benefits to entrepreneurship and MSMEs in particular - Preparedness for GST (Goods and Services Tax) in the Ministry of MSME - Summary - Self-Assessment Questions

Chapter 7: Innovation in Entrepreneurship
Structure: To describe the role of innovation in entrepreneurship - To understand between the difference of purposeful innovation and systematic innovation - Explain how entrepreneurs innovate - Understand the concept of social innovation and economic innovation - The seven sources for innovative opportunity - Knowledge-based innovation - The characteristics of knowledge-based innovation - What knowledge-based innovation requires - Principles of innovation - The conservative innovator - Summary - Self-Assessment Questions

Chapter 8: Business Incubation
Structure: Learn about business incubation: Definition and objectives of business incubation - Understand the services provided by incubator - Describe who can be incubatees and what incubatee needs - Understand how incubators can improve the start-up ecosystem in India - Know whom incubators incubate - Discuss the indicators to best assess the businesses to be incubated - Know the possible investors who would encourage support of new technology - Describe history of business incubation - Illustrate the benefits of business incubation - Provide an overview of global and Indian business incubation - Describe the process designing of business incubation programs - Explain the stages of business incubation development: - Describe formation of a business incubator - Discuss the barriers of incubation in India - Summary - Self-Assessment Questions
Management Information System and Business Intelligence

Chapter 1: System and Information Concepts

Chapter 2: Management Information System
Structure: Management Information System: Introduction - Definition and Meaning - Role of the Management Information System - MIS and Other Academic Disciplines - Structure of MIS based on Management Activity and Functions - Systems Concept of MIS - Summary - Self-Assessment Questions

Chapter 3: Decision Making Systems, Modeling and Analysis

Chapter 4: Decision Support System

Chapter 5: Expert System

Chapter 6: Executive Information and Support System

Chapter 7: Business Intelligence
Structure: Problems Faced by Corporate Bodies and Introduction - Data Mart - Data Warehousing and Mining - Data Visualization and Presentation - Designing a Physical Database - Deploying and Supporting the BW/BI System - BI Architecture: Spreadsheets - OLAP - Decision Engineering - LIS - BI Tools – Concept of Dashboard - BI Applications in Various Domains - BI Analytic - Introduction to XL-Miner - Case 1 - Case 2 - Summary - Self-Assessment Questions
System Analysis & Design

Chapter 1: System Concepts and Information Systems Environment

Chapter 2: System Development Life Cycle

Chapter 3: System Planning and Initial Investigation
Structure: Requirements determination - Structured analysis - Structured analysis tools - Summary - Self-Assessment Questions

Chapter 4: Information Gathering Techniques
Structure: Introduction - Interviewing - Questionnaires - Review of Records - Procedures and Forms - Observation - Joint Application Development - Secondary research or background reading - Summary - Self-Assessment Questions

Chapter 5: Tools of Structured Analysis

Chapter 6: System Design
Structure: System Design - Types of system Design - File organization - File access - Types of files used in an Organizational system - Documentation control - Types of documentation - Design strategies - Structured design - Modularization - Structured charts - Factors affecting system complexity - Summary - Self-Assessment Questions

Chapter 7: Forms and Report Design
Structure: Input Design - Output design - Forms design - Testing and quality assurance - Quality assurance - Summary - Self-Assessment Questions

Chapter 8: System Implementation and Maintenance

Chapter 9: CASE Tools for System Development
Structure: Introduction - CASE Tools - Components of CASE tool - Scope of CASE tools - CASE Tool Types - Summary - Self-Assessment Questions

Chapter 10: Audit and Security of Computer System
Structure: System audit - Security - Computer security - Summary - Self-Assessment Questions
Chapter 11: Management Information System
Business Ethics & Corporate Governance

Chapter 1: Introduction to Ethics
Structure: Definition - Derivation - Meaning - Theories and Principles of Ethics - Importance of Ethics - Ethics and Morality - Ethics and Law - Ethical Dilemma Scenarios - Summary - Self-Assessment Questions

Chapter 2: Business Ethics

Chapter 3: Business Practices
Structure: Concept and meaning of business practice - Factors affecting business practices in an organization - Ethical and unethical business practices - Merits of ethical business practices - Demerits of unethical business practices - Unethical business practices from an Indian scenario - Risks and costs associated with unethical business practices - Summary - Self-assessment questions.

Chapter 4: Disclosure Requirements
Structure: Meaning of disclosure requirements - Objectives of disclosure - Disclosure as per the Companies act, 2013 - Disclosure as per the Listing agreement (Clause 49) - Amendments to clause 49 - Summary - Self-assessment questions.

Chapter 5: Whistleblower Policy and Insider Trading

Chapter 6: Values
Structure: Overview - Definition of Values - Meaning of Values - Features of Value - Functions of Values/Significance of Values - Types of Values - Difference between Values, Morals and Ethics - Causes for Deterioration of Values - Summary - Self-Assessment Questions

Chapter 7: Teaching from Scriptures

Chapter 8 – Corporate governance
Structure: Definitions of Corporate Governance - Features of Corporate Governance - Objectives of Corporate Governance - Advantages of Corporate Governance - Main hurdles that the Corporate Governance Focuses on - Components of Corporate Governance - Principles of Good Corporate Governance - Role of Securities and Exchange Board of India (SEBI) in Corporate Governance - Summary - Self-Assessment Questions

Chapter 9: Evolution of Corporate Governance
Structure: Expansion of Corporate Governance in Abroad - Advancement and Progress of Corporate Governance in India - Summary - Self-Assessment Questions

Chapter 10: Recommendations of various Committees on Corporate Governance

Chapter 11: Various Committees for Effective Corporate Governance
Structure: Audit Committee - Remuneration Committee - Executive Committee - Nomination Committee - Advisory Committee - Shareholder/Investor Grievance Committee - Board of Director Committee - Summary - Self-Assessment Questions

Chapter 12: Corporate Governance in Banks
Structure: Source of Indian Banking System - Corporate Governance in Banks - Objectives of Corporate Governance in Banks - Need of Corporate Governance in Banks - Various Committees on Corporate Governance in Banks - Key Principles Recommended by Basel Committee to Enhance Corporate Governance in Sector - Suggestions to Build up Effective Corporate Governance in Banks - Measures taken by Banks Towards Implementation of best Practices - Measures taken by RBI Towards Corporate Governance - Hurdles for Good Governance in the Banking Sector - Corporate Governance and Cooperative Banks - Summary - Self-assessment Questions

Chapter 13: Corporate Governance in Insurance industry

Chapter 14: Corporate Governance in Globalised Economy
Structure: Introduction - Evolution of Corporate Governance in Globalised Economy - Importance of Policy Framework in Corporate Governance - Role of OECD for Effective Corporate Governance in Globalised Economy - International Corporate Governance Approach - Codes of Conduct for Multinationals - Benefits of Effective Corporate Governance in Globalised Economy - Challenges of Multinationals - Solution for Effective Corporate Governance in Globalised Economy - Summary - Self-Assessment Questions

Chapter 15: Code of Conduct

Chapter 16: Code of Conduct for Banks

Chapter 17: Introduction to Corporate Social Responsibility
Structure: Meaning and Definition of Corporate Social Responsibility (CSR) - Nature of CSR - Different Levels at which Companies undertake CSR Responsibilities - Scope of CSR - Ways of Contributing to CSR -
Models of CSR - Importance of CSR - Difficulties in Developing CSR - Corporate Governance and CSR - Summary - Self-Assessment Questions

Chapter 18: Arguments for And Against CSR
Structure: Meaning and Definition of Social Responsibility - Arguments for/Need for Social Responsibilities - Arguments against Social Responsibility of Business - Summary - Self-Assessment Questions

Chapter 19: Social Responsibility Towards Different Stakeholders
Structure: Concept of Social Responsibility - Classification Stakeholders-Pictorial representation - Responsibility towards Various Stakeholders - Expectation of Stakeholders - Summary - Self-Assessment Questions

Chapter 20: CSR Initiatives
Structure: Concept of CSR Initiatives - Advantages of CSR Initiatives - Weakness of CSR Initiatives - CSR in the Indian Context - CSR Initiatives by Indian Companies - Survey in Regard to CSR Initiatives - Summary - Self-Assessment Questions

Chapter 21: CSR Towards Social Organisations

Chapter 22: Corruption

Chapter 23: Frauds in Banks
Structure: Introduction of Frauds - Definition of Frauds as Indian Penal Code - Definition of Frauds as Indian Contract Act - Key Elements of Frauds - Different Areas of Frauds in Banks - Parties Involved in Frauds in Banks - Prevention of Frauds Committed by Employees - Detection of Frauds Committed by Employees - Summary - Self-Assessment Questions

Chapter 24: Frauds in Insurance Industry
Structure: Introduction of Fraud in Insurance Sector - Definition of Frauds in Insurance Sector - Frauds in the Insurance Sector - Prevention of Frauds in Insurance Sector - Employee training for fraud prevention - Whistle blowing of Fraud - Summary - Self-Assessment Questions

Chapter 25: Scams and Scandals
Structure: Introduction - Definition of Scam and Scandals - Overview of Scams and Scandals - Summary - Self-Assessment Questions

Chapter 26: Competition Act, 2002
Structure: Why MRTP was replaced? - Formation of Competition Act, 2002 - Objectives of Competition Act, 2002 - Competition Commission of India - Components of Competition Act - Comparison between MRTP Act and Competition Act - Competition Bill, 2012 - Summary - Self-Assessment Questions

Chapter 27: Intellectual Property Rights
Chapter 28: Cyber Crime
Chapter 1: Fundamentals of Electronic Commerce (E-Commerce)

Chapter 2: Business Models of E-Commerce

Chapter 3: Internet And World Wide Web
Structure: Introduction - Evolution of Internet - Key Concepts of Internet - Client-Server Computing - Internet Tools - Internet for Business - Fundamentals of World Wide Web (Web, WWW or W3) - WWW Technologies - Intranets and Extranets - Internet Service Providers - Limitations of Today’s Internet & Future of The Internet Infrastructure - Cloud Computing Model for Internet - Web 2.0 Features and Services - Mobile Apps - Summary - Self Assessment Questions

Chapter 4: Electronic Payment Systems

Chapter 5: E-Commerce Applications
Structure: Electronic Banking (E-Banking) - Electronic Retailing (E-Retailing) - Electronic Publishing (E-Publishing/ Online Publishing) - Internet Marketing - Electronic Government - E-CRM - Summary - Self Assessment Questions

Chapter 6: Innovative Electronic Commerce Systems
Enterprise Resource Planning

Chapter 1: Overview of ERP

Chapter 2: ERP and Related Technologies
Structure: Introduction - Business Process Re-Engineering (BPR) - Management Information System (MIS) - Decision Support System (DSS) - Executive Support System (ESS) - Data Warehouse - Data Mining - On-Line Analytical Processing (OLAP) - Supply Chain Management (SCM) - Customer Relationship Management (CRM) - Extended ERP (ERP-II) - BI and ERP - Summary - Self-Assessment Questions

Chapter 3: ERP Modules and Vendors

Chapter 4: ERP Implementation Life Cycle

Chapter 5: Contemporary Trends in ERP

Chapter 6: Case Studies in ERP
Structure: ERP Post-Implementation Activities - Case Studies of ERP - ERP customization - Summary - Self-Assessment Questions
Networking Concepts

Chapter 1: Basic Concepts

Chapter 2: The OSI Reference Model

Chapter 3: Networking and Internet Working Devices
Structure: Network Repeater - Bridge - Network Router - Brouter - Gateway - Routing - Summary - Self-Assessment Questions

Chapter 4: Transport Layer

Chapter 5: Upper OSI Layer
Structure: Session Layer - Presentation Layer - Application Layer - Summary - Self-Assessment Questions

Chapter 6: Transmission Control Protocol / Internet Protocol (TCP/IP)

Chapter 7: Emerging Technologies
Structure: Internet Telephony - IP Telephony - Computer Telephony Integration (CTI) - Call Center - Virtual Call Center - Call Logging - Chatting - Summary - Self-Assessment Questions
Business Policy and Strategic Management

Chapter 1: Fundamentals of Strategic Management
Structure: Introduction - Definition, Meaning and Scope of Strategy - Definition, Meaning and Scope of Business Policy - Evolution of Strategic Management - Mintzlerb's 5 Ps of strategy - Summary - Key Words - Self Assessment Questions

Chapter 2: Strategy Formulation and Strategic Intent
Structure: Introduction - Steps in Strategy Formulation - Vision statement - Mission Statement - Objectives, Goals and Targets - Classification of Objectives - Top Down and Bottom Up Approaches - Summary - Key Words - Self Assessment Questions

Chapter 3: Environment Analysis

Chapter 4: Types of Strategies

Chapter 5: Functional Strategies

Chapter 6: Strategic Information Technology Management Strategy Implementation

Chapter 7: Strategy Evaluation and Control
Structure: Introduction - Operational control - Strategic control - Effective evaluation system - Summary - Key Words - Self Assessment Questions
Consumer Behaviour

Chapter 1: Introduction to Consumer Behaviour

Chapter 2: Personality and Consumer Behaviour
Structure: Introduction - Meaning and Concept of Personality - Characteristics of Personality - Determinants of Personality - Theories of Personality - Applications of Personality concepts in Marketing - Brand Personality - Product Personality - Self-Concept - The Myers-Briggs Type Indicator (MBTI) - The Big Five personality traits - 16 Personality Factors - Holland Occupational Themes (RIASEC) - Summary - Key Words - Self-Assessment Questions

Chapter 3: Consumer Attitude
Structure: Introduction - Definition and Meaning of Consumer Attitude - Concept - Scope - Characteristics and importance of Consumer Attitude - Components of Attitude - Sources of Attitude Formation - Relationship between Attitude and Consumer Behaviour - Models of attitudes - Strategies to Change Attitude - Summary - Key Words - Self-Assessment Questions

Chapter 4: Learning and Consumer Behaviour

Chapter 5: Consumer Perception

Chapter 6: Motivation and Consumer Behaviour

Chapter 7: Environmental Influences on Consumer Behaviour
Structure: Introduction to Environment - Definition and concept of Culture - Types of Culture - Cultural Influences on Consumer Behaviour - Definition and concept of Groups - Types of Groups - Role of Reference Group - Influences of Groups on Consumer Behaviour - Definition and concept of Family - Family Life Cycles - Family Decision Making - Definition and concept of Opinion Leadership - Diffusion of innovations - Adopters - Summary - Key words - Self-Assessment

Chapter 8: Social Class and Consumer Behaviour

Chapter 9: Consumer Decision Making Process and Models

Chapter 10: Market Segmentation
Entrepreneurship & Innovation Management

Chapter 1: Introduction
Structure: Explain, define and understand entrepreneurship - Explain, define and understand entrepreneur - Describe the nature of entrepreneurship - Explain the need of entrepreneurship - Discuss the relationship between Entrepreneurship and Management - Describe the role and functions of entrepreneurship - Discuss the various types of entrepreneurs - Summary - Self-Assessment Questions

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Chapter 6: Taxation Benefits
Structure: To describe the Government taxation support for the SSI - To understand the Taxation and its Benefits to Small Scale Entrepreneurs - To describe the concessions/exemptions available for SSI - To understand the conditions which are not eligible for SSI concessions? - Provisions related to Brand Name under SSI exemption scheme - Income Tax Benefits under Income Tax Act 1961 for SSI - The rules for claiming the deduction of investment allowance by an entrepreneur - An overview of MSME BUDGET and benefits to entrepreneurship and MSMEs in particular - Preparedness for GST (Goods and Services Tax) in the Ministry of MSME - Summary - Self-Assessment Questions
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Fundamentals of Advertising

Chapter 1: Evolution of Advertising
Structure: Concept of Advertising - Definition - History of Advertising - Evolution of Indian Advertising Industry - Indian Advertisement Scenario - Growth of Indian Advertising Industry - Future of Indian Advertising Market - Summary - Self-Assessment Questions

Chapter 2: Advertising: An Introduction -

Chapter 3: Advertising and Marketing

Chapter 4: Brand Management
Structure: What is brand - Branding process - Brand strategy document - Strategic brand management process - Branding decisions - Brand equity - Sources of brand equity - Brand equity as a bridge - Summary - Self-assessment questions

Chapter 5: Packaging
Structure: Packaging - Packaging and sales promotion - Packaging – a multifunctional marketing - Summary - Self-assessment questions

Chapter 6: Marketing Segmentation
Structure: Market segmentation defined - Objectives - Segmentation process - Benefits of marketing segmentation - Segmenting variables - Family life-cycle - Summary - Self-assessment questions

Chapter 7: Fundamentals of Buying Behaviour
Structure: Consumer behavior - Buying decision process - Howard-Sheth model of buyer-behaviour - Summary - Self-assessment questions

Chapter 8: Classification and Types of Advertising
Structure: Product related advertising - Public service advertising - Functional classification - Advertising based on product life cycle - Trade advertising - Advertising based on area of operations - Advertising according to medium - Summary - Self-assessment question

Chapter 9: Advertisement Planning, Strategy and Budgeting
Structure: Advertisement objectives - Advertisement planning - Advertisement planning framework - The advertising strategy - Advertising budget - Budgeting methods - Summary - Self-assessment questions

Chapter 10: Advertisement Scheduling
Structure: Advertisement or media scheduling - Selecting media - Summary - Self-assessment questions
Team Building and Leadership

Chapter 1: Concept of Group

Chapter 2: Team Building
Structure: Why team - Teamwork - Types Of Teams - Stages Of Team Development - Team Building process - Characteristics of an effective team - Team Cohesion - Factors needed to develop Team Cohesion - Summary - Self-Assessment Questions

Chapter 3: Understanding Leadership

Chapter 4: Theories of Effective Leadership

Chapter 5: Leadership Styles

Chapter 6: Leadership Skills and Traits
Structure: Leadership skills - A to Z of leadership Skills - How to become a successful Leader. - Leadership Traits of an ethical leader - Summary - Self-Assessment Questions

Chapter 7: Leadership in the Contemporary World
Structure: Leadership in the Contemporary World - Challenges to Leadership in the Contemporary World - Tips to Overcome Challenges in Leadership - Role of Communication in Overcoming Leadership Challenges - Role of Management in Overcoming Leadership Challenges - Leadership in Times of Crisis in Contemporary world - Managing in Chaos: A Necessary Skill for Managers and Leaders - Women and Leadership in Contemporary World - Summary - Self-Assessment Questions

Chapter 8: Leadership Assessment
Business Ethics & Corporate Governance

Chapter 1: Introduction to Ethics
Structure: Definition - Derivation - Meaning - Theories and Principles of Ethics - Importance of Ethics - Ethics and Morality - Ethics and Law - Ethical Dilemma Scenarios - Summary - Self-Assessment Questions

Chapter 2: Business Ethics

Chapter 3: Business Practices
Structure: Concept and meaning of business practice - Factors affecting business practices in an organization - Ethical and unethical business practices - Merits of ethical business practices - Demerits of unethical business practices - Unethical business practices from an Indian scenario - Risks and costs associated with unethical business practices - Summary - Self-assessment questions.

Chapter 4: Disclosure Requirements
Structure: Meaning of disclosure requirements - Objectives of disclosure - Disclosure as per the Companies act, 2013 - Disclosure as per the Listing agreement (Clause 49) - Amendments to clause 49 - Summary - Self-assessment questions.

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Structure: Overview - Definition of Values - Meaning of Values - Features of Value - Functions of Values/Significance of Values - Types of Values - Difference between Values, Morals and Ethics - Causes for Deterioration of Values - Summary - Self-Assessment Questions.

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Structure: Definitions of Corporate Governance - Features of Corporate Governance - Objectives of Corporate Governance - Advantages of Corporate Governance - Main hurdles that the Corporate Governance Focuses on - Components of Corporate Governance - Principles of Good Corporate Governance - Role of Securities and Exchange Board of India (SEBI) in Corporate Governance - Summary - Self-Assessment Questions.

Chapter 9: Evolution of Corporate Governance
Structure: Expansion of Corporate Governance in Abroad - Advancement and Progress of Corporate Governance in India - Summary - Self-Assessment Questions

Chapter 10: Recommendations of various Committees on
Structure: Cadbury Committee Report - Report by Kumar Mangalam Birla Committee
CII Report - OECD Report - Narayana Murthy Committee Report
Malhotra Committee Report on Insurance Sector Reforms - Narasimham Committee on Banking Sector Reforms - Summary - Self-Assessment Questions

Chapter 11: Various Committees for Effective Corporate Governance
Structure: Audit Committee - Remuneration Committee - Executive Committee
Nomination Committee - Advisory Committee - Shareholder/Investor Grievance Committee - Board of Director Committee - Summary - Self-Assessment Questions

Chapter 12: Corporate Governance in Banks
Structure: Source of Indian Banking System - Corporate Governance in Banks - Objectives of Corporate Governance in Banks - Need of Corporate Governance in Banks - Various Committees on Corporate Governance in Banks - Key Principles Recommended by Basel Committee to Enhance Corporate Governance in Sector - Suggestions to Build up Effective Corporate Governance in Banks - Measures taken by Banks Towards Implementation of best Practices - Measures taken by RBI Towards Corporate Governance - Hurdles for Good Governance in the Banking Sector - Corporate Governance and Cooperative Banks - Summary - Self-assessment Questions

Chapter 13: Corporate Governance in Insurance industry

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Structure: Introduction - Evolution of Corporate Governance in Globalised Economy - Importance of Policy Framework in Corporate Governance - Role of OECD for Effective Corporate Governance in Globalised Economy - International Corporate Governance Approach - Codes of Conduct for Multinationals - Benefits of Effective Corporate Governance in Globalised Economy - Challenges of Multinationals - Solution for Effective Corporate Governance in Globalised Economy - Summary - Self-Assessment Questions

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Chapter 18: Arguments for And Against CSR
Structure: Meaning and Definition of Social Responsibility - Arguments for/Need for Social Responsibilities - Arguments against Social Responsibility of Business - Summary - Self-Assessment Questions

Chapter 19: Social Responsibility Towards Different Stakeholders
Structure: Concept of Social Responsibility - Classification Stakeholders - Pictorial representation - Responsibility towards Various Stakeholders - Expectation of Stakeholders - Summary - Self-Assessment Questions

Chapter 20: CSR Initiatives
Structure: Concept of CSR Initiatives - Advantages of CSR Initiatives - Weakness of CSR Initiatives - CSR in the Indian Context - CSR Initiatives by Indian Companies - Survey in Regard to CSR Initiatives - Summary - Self-Assessment Questions

Chapter 21: CSR Towards Social Organisations

Chapter 22: Corruption

Chapter 23: Frauds in Banks
Structure: Introduction of Frauds - Definition of Frauds as Indian Penal Code - Definition of Frauds as Indian Contract Act - Key Elements of Frauds - Different Areas of Frauds in Banks - Parties Involved in Frauds in Banks - Prevention of Frauds Committed by Employees - Detection of Frauds Committed by Employees - Summary - Self-Assessment Questions

Chapter 24: Frauds in Insurance Industry
Structure: Introduction of Fraud in Insurance Sector - Definition of Frauds in Insurance Sector - Frauds in the Insurance Sector - Prevention of Frauds in Insurance Sector - Employee training for fraud prevention - Whistle blowing of Fraud - Summary - Self-Assessment Questions

Chapter 25: Scams and Scandals
Structure: Introduction - Definition of Scam and Scandals - Overview of Scams and Scandals - Summary - Self-Assessment Questions

Chapter 26: Competition Act, 2002
Chapter 27: Intellectual Property Rights

Chapter 28: Cyber Crime
International Marketing Strategy

Chapter 1: International Marketing: An Introduction
Structure: Foundation of International Marketing - Essence, Objectives and Features of International Marketing - International Markets and Globalization - International Marketing Strategies - Why Businesses Enter International Markets - The International Market – At A Glance - The Challenges of International Marketing - International Marketing Orientation - Stages of Internationalization - Transition from Domestic to Transnational Market - Driving and Restraining Forces Affecting - Global Integration and Global Marketing - Scope of Marketing Indian Products Abroad - Summary - Self-Assessment Questions

Chapter 2: The Environment of Global Marketing

Chapter 3: International Trade and Environment

Chapter 4: Trading Blocs and Intra – Regional Trade

Chapter 5: World Trade Organization

Chapter 6: MNCs And International Business

Chapter 7: International Marketing Intelligence
Structure: Introduction - Information Requirements - Sources of Information - International marketing Research - Summary - Self-Assessment Questions

Chapter 8: Market Selection
Structure: Need for International market Selection - Selection –A process To Internationalize - Determinants of Market Selection - International market Segmentation - Market-Screening Model - The Basis of International market Segmentation - Preliminary screening - Unilever Global portfolio - Summary - Self-Assessment Questions

Chapter 9: Market Entry Strategies
Structure: Purpose of Market-Entry - Objectives - Market: Entry modes - Overview of Internal criteria for Market-Entry - Market: Entry strategies - Entry strategy of Indian Firms - Summary - Self-Assessment Questions

Chapter 10: Organizational Structure
Structure: Types of Organizational structure - Multinational companies - Organizational structure Of Multinationals - Transitional organization Structure - International organization Structure (With Diagram) - Summary - Self-Assessment Questions

Chapter 11: International Marketing Mix and Product Decision

Chapter 12: International Pricing
Structure: Concept of Pricing Policy - Pricing Overview - Pricing Objectives - Factors affecting Pricing - Pricing Strategies - Pricing approaches - Alternative approaches To Determining Price - International pricing Challenges - Incoterms - Summary - Self-Assessment Questions

Chapter 13: International Distribution
Structure: Place: Distribution Strategy - Distribution Patterns - International channel system - Types of Distribution Channels - Types of Intermediaries - International logistics - Summary - Self-Assessment Questions

Chapter 14: International Promotion
Structure: Promotion – Defined - Objectives - Targets of Promotional campaigns - The Promotional mix - International marketing Communication - Summary - Self-Assessment Questions
Strategic Marketing Management

Chapter 1: Strategic Marketing

Chapter 2: Product and Services Strategies

Chapter 3: Competitive and Turnaround Strategies
Structure: Meaning of Competition. - Natural and Strategic Competition - Theory of Competition - Classifying Competitors - Intensity or Degree of Competition - Types of Competition - Competitive advantage - Competitive Analysis - Porter’s Five Forces Model - Sustainable Competitive Advantage - Porter’s Five Generic Competitive Strategies - Competitive Intelligence - Turnaround Strategy - Turnaround Management - Summary - Self-Assessment Questions

Chapter 4: Distribution Strategies
Year 2: Elective – Operations Management

Business Policy and Strategic Management

Chapter 1: Fundamentals of Strategic Management
Structure: Introduction - Definition, Meaning and Scope of Strategy - Definition, Meaning and Scope of Business Policy - Evolution of Strategic Management - Mintzerb's 5 Ps of strategy - Summary - Key Words - Self Assessment Questions

Chapter 2: Strategy Formulation and Strategic Intent
Structure: Introduction - Steps in Strategy Formulation - Vision statement - Mission Statement - Objectives, Goals and Targets - Classification of Objectives - Top Down and Bottom Up Approaches - Summary - Key Words - Self Assessment Questions

Chapter 3: Environment Analysis

Chapter 4: Types of Strategies

Chapter 5: Functional Strategies

Chapter 6: Strategic Information Technology Management Strategy Implementation

Chapter 7: Strategy Evaluation and Control
Structure: Introduction - Operational control - Strategic control - Effective evaluation system - Summary - Key Words - Self Assessment Questions -
Entrepreneurship & Innovation Management

Chapter 1: Introduction
Structure: Explain, define and understand entrepreneurship - Explain, define and understand entrepreneur - Describe the nature of entrepreneurship - Explain the need of entrepreneurship - Discuss the relationship between Entrepreneurship and Management - Describe the role and functions of entrepreneurship - Discuss the various types of entrepreneurs - Summary - Self-Assessment Questions

Chapter 2: Women Entrepreneurship
Structure: Understand women entrepreneurship and its importance - To understand the contribution of women entrepreneurs in economic empowerment - Understand the concept of women entrepreneurs - To learn the various categories of women entrepreneurs in India - Explain the emergence of women entrepreneurs and its development in different decades - Describe the functions of women entrepreneur - Discuss the growth of women entrepreneurs at the national and global level - Challenges faced by women entrepreneurs - Role of government to develop Women Entrepreneurs in India - Summary - Self-Assessment Questions

Chapter 3: Creating and Starting the Venture
Structure: Understand the checkpoints before starting a venture - To describe the stages in starting a new venture - Defining the business opportunity - Makeup of a business opportunity - How to identify business opportunities? - Great sources of idea generation for new product development - Idea assessment and business development process - Process of setting up a business enterprise - Understand the criteria to select the best idea - Summary - Self-Assessment Questions

Chapter 4: Setting up New Venture
Structure: Study the role of SSI in Indian economy - Describe the major industries in small scale sector - Understand the importance of small-scale industries micro small and medium enterprises - Discuss MSMEs contribution to the economy - Understand the registration procedure of MSMEs - Describe forms of business organization - Explain value-added tax - Summary - Self-Assessment Questions

Chapter 5: Entrepreneurial Support
Structure: To study and learn about Government of India’s Support for Innovation and Entrepreneurship in India - Government Support for entrepreneurship via Programmes & Schemes - Skills Development & Training for Entrepreneurship Education - Describe the role and support of SIDO, NAYE, SBI, DIC, SIDBI, SFCs, NSIC - The role of National Bank for Agriculture and Rural Development in rural entrepreneurship - Schemes and Programs of Khadi and Village Industries Commission - Goa Handicraft Rural and Small-Scale Industries Development Corporation (GHRSSIDC) - Goa- Industrial Development Corporation its functions and powers - Summary - Self-Assessment Questions

Chapter 6: Taxation Benefits
Structure: To describe the Government taxation support for the SSI - To understand the Taxation and its Benefits to Small Scale Entrepreneurs - To describe the concessions/exemptions available for SSI - To understand the conditions which are not eligible for SSI concessions? - Provisions related to Brand Name under SSI exemption scheme - Income Tax Benefits under Income Tax Act 1961 for SSI - The rules for claiming the deduction of investment allowance by an entrepreneur - An overview of MSME BUDGET and benefits to entrepreneurship and MSMEs in particular - Preparedness for GST (Goods and Services Tax) in the Ministry of MSME - Summary - Self-Assessment Questions
Chapter 7: Innovation in Entrepreneurship
Structure: To describe the role of innovation in entrepreneurship - To understand between the difference of purposeful innovation and systematic innovation - Explain how entrepreneurs innovate - Understand the concept of social innovation and economic innovation - The seven sources for innovative opportunity - Knowledge-based innovation - The characteristics of knowledge-based innovation - What knowledge-based innovation requires - Principles of innovation - The conservative innovator - Summary - Self-Assessment Questions

Chapter 8: Business Incubation
Structure: Learn about business incubation: Definition and objectives of business incubation - Understand the services provided by incubator - Describe who can be incubatees and what incubatee needs - Understand how incubators can improve the start-up ecosystem in India - Know whom incubators incubate - Discuss the indicators to best assess the businesses to be incubated - Know the possible investors who would encourage support of new technology - Describe history of business incubation - Illustrate the benefits of business incubation - Provide an overview of global and Indian business incubation - Describe the process designing of business incubation programs - Explain the stages of business incubation development: - Describe formation of a business incubator - Discuss the barriers of incubation in India - Summary - Self-Assessment Questions
Inventory and Purchase Management

Chapter 1: Introduction of Materials Management

Chapter 2: Materials Planning and Control

Chapter 3: Organizing for Materials Management
Structure: - Organizational Variation within Materials Management - Scope of Materials Management Organization - Limitations of Materials Management - Summary - Self Assessment Questions

Chapter 4: Purchasing Management

Chapter 5: Vendor Development

Chapter 6: Value Analysis
Structure: - Meaning of Term Value - Characteristics of Value - What Value is Not - Value and Value Equation - Importance of Value Equation - Approach to Value - driven Competition - Dynamic Nature of Value - Kinds of Value - Value Analysis ( or Value Engineering ) - Objectives of Value Analysis - Who are Involved in Value Analysis - Test for Determining Value in a Product or Services - Barriers or Road Block for Value Analysis - Selecting Items for Value Analysis - Difference between Value Analysis and Value Engineering - Areas of Application of Value Analysis - Considerations in Value Analysis - Steps in Carrying out a Value Analysis Exercise - Value Test - Value Analysis Process ( or Value Engineering Process ) - Benefits to be achieved by Value Analysis - Guiding Principles for Value Analysis - Techniques of Value Analysis - Summary - Self Assessment Questions
Chapter 7: International Purchasing
Structure: The Role of International Purchasing in the Supply Chain - Documents used in International Purchasing - Summary - Self Assessment Questions

Chapter 8: Stores Management
Structure: - Objectives of Stores Management - Functions of Store Keeping - Planning for Store Keeping - Location of Stores - Stores Organizing - Layout of Stores - Storage System - Store Management Functions - Supplier Partnerships - Summary - Self Assessment Questions

Chapter 9: Inventory Management
Structure: Nature and Importance of Inventory - Classification of Inventory - Functions of Inventory - Inventory Costs - Inventory Decisions - Importance of Inventory Management - Inventory Control Systems - Inventory Control Systems for Independent Demand Items - Inventory Control of Dependent Demand Items - Solved Problems - Summary - Self Assessment Questions

Chapter 10: Spare Part Management
Structure: - Need for Scientific Management of Spare Parts - Major Factors Influencing Spare Part Inventories - Classification of Spare Parts - Salient Features of Spare Parts - Spare Parts Planning and Control - Methods of Planning Spare Parts Inventory - Planning for Spares Required for Overhauling - Obsolete Spares - Summary - Self Assessments Questions

Chapter 11: Computer Applications in Materials Management
Operations Planning and Control

Chapter 1: Production Processes, Manufacturing and Service Operations
Structure: Production Processes · Manufacturing Operations and Service Operations · Selection of a Process · Non-manufacturing or Service Operations · Differences between Manufacturing and Service Operations · Classification of Manufacturing Processes · Surface Treatment of Metals · Manufacturing Operations as Conversion Processes · Characteristics of Modern Manufacturing · Operations in the Service Sector · Production of Goods (Manufacturing) versus Service Operations · The Challenges facing Operations Managers · Summary · Self-Assessment Question · Reference

Chapter 2: Design of Production System
Structure: Factors Influencing Product Design · Approaches to Product Design · Legal - Ethical and Environmental Issues of Product Design · Process Planning and Process Design · What is a Process · Process Planning · Process Selection · Process Strategy · Process Management · Major Process Decisions · Make-or-buy Decisions · Make-or-buy Analysis · Summary · Self-Assessment Question · Reference

Chapter 3: Production / Operations Planning and Control
Structure: Production Planning / Operations Planning · Job Shop Production Process · Factors Determining Production Planning Procedures · Production Planning System · Production Control · Production Control System · Factors Determining Production Control Procedures · Role of Production Planning and Control in Operations Management · Scope of Production Planning and Control · Main Functions of Production Planning and Control Department · Levels of Production Planning · Production Planning Functions · Production Control Functions · Benefits of Production Planning and Control Functions · Production Planning and Control in Different Production Systems · Make-or-Buy Analysis · Organization of PPC Department · Summary · Self-Assessment Question · Reference

Chapter 4: Aggregate Planning and Master Production Scheduling
Structure: Aggregate Planning · Aggregate Planning or Aggregate Capacity Planning · Costs associated with Aggregate Planning · Approaches to Aggregate Planning · Rough-cut Capacity Planning (RCCP) · Capacity Planning · Capacity Requirement Planning · Master Production Scheduling · Summary · Self-Assessment Question · Reference

Chapter 5: Shop Floor Planning and Control
Structure: The Production Environment · Production Activity Control or Shop Floor Activity Control · Scheduling Product Focused System · Economic Batch Quantity (EBQ) or Economic Run Length (ERL) · Scheduling and Controlling Production for Delivery Schedules – Line of balance (LOB) Method · Scheduling for High Volume Continuous Production System · Line Balancing · Line Balancing Methods · Summary · Self-Assessment Question · Reference

Chapter 6: Service Operations: Planning and Scheduling
Structure: Operations Strategies for Services Service · Types of Service Operations · Scheduling for Services · Scheduling Strategies for Services · Other possible Strategies · Scheduling Quasi-Manufacturing Operations · Scheduling “Customer-As-Participant” Service Operations · Scheduling “Customer-As-Product” Service Operations · Scheduling Multiple Resources · Cyclical Schedule or Rotating Schedule · Summary · Self-Assessment Question · Reference

Chapter 7: Maintenance Management
World Class Manufacturing

Chapter 1: Manufacturing and World Class Manufacturing

Chapter 2: WCM Overview
Structure: Introduction - WCM Basics - WCM Criteria - WCM Pillars - WCM Implementation - Quality in World-Class Manufacturing - Facilitating Factors of WCM - Road to World Class Performance - World Class Delivery - World Class New Age Companies. - Attributes of Excellent Companies - Obstacle to World Class Manufacturing Implementation - Summary - Case Study - Self-assessment questions - References/Suggested readings

Chapter 3 - Quality and Global Competitiveness
Structure: Introduction - Quality Management - Competitiveness - Quality and Global Competitiveness - Global Quality Improvement Methods - Global Economic Integration - Summary - Self-Assessment Questions - References - Key Words and definitions

Chapter 4: Continuous Improvement
Structure: Introduction - Getting Started with Continuous Improvement - Application Of 7Qc Tools - What Is Six Sigma? - 7Qc Tools in Lean Six Sigma - Implementing Continuous Improvement in The Team Kaizen - Summary - Self-Assessment Questions - References

Chapter 5: Elements of Lean Production
Structure: Introduction to Lean Manufacturing - Laying out a Lean Production Facility - Setup reduction - Controlling a Lean Production Facility - The Five Steps of Lean Implementation - Case Study FORD Motors - Summary - Self-Assessment Questions - References - Key Words and definitions

Chapter 6: Just in Time
Structure: Introduction - Jit As an Environment - Jit As A Control Technique - Major Tools and Techniques of Jit - Benefits of Jit - Toyota Production System - Summary - Self-Assessment Questions - References

Chapter 7: Bench Marking

Chapter 8: Tools for Process Improvement
Business Ethics & Corporate Governance

Chapter 1: Introduction to Ethics
Structure: Definition - Derivation - Meaning - Theories and Principles of Ethics - Importance of Ethics - Ethics and Morality - Ethics and Law - Ethical Dilemma Scenarios - Summary - Self-Assessment Questions

Chapter 2: Business Ethics
Structure: Meaning and definition of business ethics - Features of business ethics - Approaches of business ethics - Scope of business ethics - Importance of business ethics
Role of business ethics in building profitable and sustainable organizations - Case study on business ethics - Summary - Self-assessment questions.

Chapter 3: Business Practices
Structure: Concept and meaning of business practice - Factors affecting business practices in an organization - Ethical and unethical business practices - Merits of ethical business practices - Demerits of unethical business practices - Unethical business practices from an Indian scenario - Risks and costs associated with unethical business practices - Summary - Self-assessment questions

Chapter 4: Disclosure Requirements
Structure: Meaning of disclosure requirements - Objectives of disclosure - Disclosure as per the Companies act, 2013 - Disclosure as per the Listing agreement (Clause 49) - Amendments to clause 49 - Summary - Self-assessment questions.

Chapter 5: Whistleblower Policy and Insider Trading
Structure: Meaning of Whistleblowing and Whistle blower - Definition of Whistleblowing
History and Types of Whistleblowing - Whistleblower Policy-Statutory Requirements in India
Components of a Whistleblower Policy - Consequences of Whistleblowing
Protection of Whistleblowers - Whistleblower Protection Act 2011 - Insider Trading
Summary - Self-assessment questions

Chapter 6: Values
Structure: Overview - Definition of Values - Meaning of Values - Features of Value
Functions of Values/Significance of Values - Types of Values - Difference between Values, Morals and Ethics - Causes for Deterioration of Values - Summary
Self-Assessment Questions

Chapter 7: Teaching from Scriptures

Chapter 8 – Corporate governance
Structure: Definitions of Corporate Governance - Features of Corporate Governance
Objectives of Corporate Governance - Advantages of Corporate Governance - Main hurdles that the Corporate Governance Focuses on - Components of Corporate Governance - Principles of Good Corporate Governance - Role of Securities and Exchange Board of India (SEBI) in Corporate Governance - Summary - Self-Assessment Questions

Chapter 9: Evolution of Corporate Governance
Structure: Expansion of Corporate Governance in Abroad - Advancement and Progress of Corporate Governance in India - Summary - Self-Assessment Questions


Chapter 11: Various Committees for Effective Corporate Governance Structure: Audit Committee - Remuneration Committee - Executive Committee Nomination Committee - Advisory Committee - Shareholder/Investor Grievance Committee - Board of Director Committee – Summary - Self-Assessment Questions

Chapter 12: Corporate Governance in Banks Structure: Source of Indian Banking System - Corporate Governance in Banks - Objectives of Corporate Governance in Banks - Need of Corporate Governance in Banks - Various Committees on Corporate Governance in Banks - Key Principles Recommended by Basel Committee to Enhance Corporate Governance in Sector - Suggestions to Build up Effective Corporate Governance in Banks - Measures taken by Banks Towards Implementation of best Practices - Measures taken by RBI Towards Corporate Governance - Hurdles for Good Governance in the Banking Sector - Corporate Governance and Cooperative Banks - Summary - Self-assessment Questions


Chapter 14: Corporate Governance in Globalised Economy Structure: Introduction - Evolution of Corporate Governance in Globalised Economy - Importance of Policy Framework in Corporate Governance - Role of OECD for Effective Corporate Governance in Globalised Economy - International Corporate Governance Approach - Codes of Conduct for Multinationals - Benefits of Effective Corporate Governance in Globalised Economy - Challenges of Multinationals - Solution for Effective Corporate Governance in Globalised Economy - Summary - Self-Assessment Questions


Chapter 17: Introduction to Corporate Social Responsibility Structure: Meaning and Definition of Corporate Social Responsibility (CSR) - Nature of CSR - Different Levels at which Companies undertake CSR Responsibilities - Scope of CSR - Ways of Contributing to CSR -
Models of CSR - Importance of CSR - Difficulties in Developing CSR - Corporate Governance and CSR - Summary - Self-Assessment Questions

Chapter 18: Arguments for And Against CSR
Structure: Meaning and Definition of Social Responsibility - Arguments for/Need for Social Responsibilities - Arguments against Social Responsibility of Business - Summary - Self-Assessment Questions

Chapter 19: Social Responsibility Towards Different Stakeholders
Structure: Concept of Social Responsibility - Classification Stakeholders-Pictorial representation - Responsibility towards Various Stakeholders - Expectation of Stakeholders - Summary - Self-Assessment Questions

Chapter 20: CSR Initiatives
Structure: Concept of CSR Initiatives - Advantages of CSR Initiatives - Weakness of CSR Initiatives - CSR in the Indian Context - CSR Initiatives by Indian Companies - Survey in Regard to CSR Initiatives - Summary - Self-Assessment Questions

Chapter 21: CSR Towards Social Organisations

Chapter 22: Corruption

Chapter 23: Frauds in Banks
Structure: Introduction of Frauds - Definition of Frauds as Indian Penal Code - Definition of Frauds as Indian Contract Act - Key Elements of Frauds - Different Areas of Frauds in Banks - Parties Involved in Frauds in Banks - Prevention of Frauds Committed by Employees - Detection of Frauds Committed by Employees - Summary - Self-Assessment Questions

Chapter 24: Frauds in Insurance Industry
Structure: Introduction of Fraud in Insurance Sector - Definition of Frauds in Insurance Sector - Frauds in the Insurance Sector - Prevention of Frauds in Insurance Sector - Employee training for fraud prevention - Whistle blowing of Fraud - Summary - Self-Assessment Questions

Chapter 25: Scams and Scandals
Structure: Introduction - Definition of Scam and Scandals - Overview of Scams and Scandals - Summary - Self-Assessment Questions

Chapter 26: Competition Act, 2002
Structure: Why MRTP was replaced? - Formation of Competition Act, 2002 - Objectives of Competition Act, 2002 - Competition Commission of India - Components of Competition Act - Comparison between MRTP Act and Competition Act - Competition Bill, 2012 - Summary - Self-Assessment Questions
Chapter 27: Intellectual Property Rights

Chapter 28: Cyber Crime
Chapter 1: Globalization of Business

Chapter 2: International Productivity, Quality and Global Competitiveness

Chapter 3: Global Sourcing
Structure: Introduction - Drivers of Global Sourcing - Strategic Outsourcing - Outsourcing - Co-sourcing - Insourcing - Counter wave Outsourcing - Supplier Evaluation & Selection - Benefits and Risk of Global Sourcing - Case Study Ikea & Walmart - Summary - Self-Assessment Questions - References

Chapter 4: International or Global Purchasing And SCM - Structure

Chapter 5: International Logistics

Chapter 6: SCM Overview

Chapter 7: Managing International Service Operations
Structure: Introduction - Service and Service Operations - Challenges in Service Operations - Different Types of Services. - Different Types of Service Processes - Success of Service Operation - Counter wave Outsourcing - Supplier Evaluation & Selection - Benefits and Risk of Global Sourcing - Case Study Ikea & Walmart - Summary - Self-Assessment Questions - References
Project Management

Chapter 1: Introduction to Project Management
Structure: Introduction - Definitions and Meaning of Project - Meaning, scope and Need for project management - Types of Projects - Project management triangle - Project Life Cycle - Project Charter - Benefits of project management - Obstacles to project management - Project Management as a Profession - Project Consultant - Summary - Key Words - Self-Assessment Questions

Chapter 2: Basic concepts in Project Management.

Chapter 3: Project Identification and Planning
Structure: Introduction - Importance and Need for Project Identification - SWOT analysis - Steps in project identification - Generation of project ideas - Screening of project ideas - Project Appraisal - Project Rating Index - Project Selection Methods - Project formulation - Project Planning - Project Design - Project Scheduling - Work Breakdown Structure (WBS) - Format of a Project Report - Summary - Key Words Note - Self-Assessment Questions

Chapter 4: Project Management Process

Chapter 5: Project Management Knowledge Areas

Chapter 6: Project Quality Management

Chapter 7: Project Functional Management

Chapter 8: Project Execution, Monitoring and Control
Structure: Introduction - Meaning and importance of Project Execution - Project Organisation - Project contracting - Methods of Project contracting - Project direction - Project coordination - Project communication - Project Review - Project Monitoring - Project Control - Critical Path Method (CPM) - Project Evaluation and Review Technique (PERT) - Float, Leads and Lags - Delays in Project Completions - Project Cost Control - Standard Cost and Variance Analysis - Summary - Key Words - Self-Assessment Questions

Chapter 9: Project Management Information System (PMIS)
Structure: Introduction - Role of Project Management information system (PMIS) - Computer Aided Design (CAD) - Computer Aided Manufacturing (CAM) - Flexible Manufacturing System - Procurement Software - Project Management Software - SaaS and Cloud-Based Project Management Software - Enterprise Resource Planning (ERP) - Material Resource Planning (MRP) - Summary - Key Words - Self-Assessment Questions

Chapter 10: Project Performance Measurement and Evaluation
Structure: Introduction - Importance of Project Performance Measurement - Project Performance Measurement - Project Performance Evaluation - Project Audit - Steps for Closing the Project - Lessons Learnt from the project experience - Summary - Key Words - Self-Assessment Questions
Supply Chain Management

Chapter 1: Introduction to Supply Chain Management
Structure: Introduction - Logistics and SCM - Development of Logistics - The Role of Logistics in the Economy - Logistics and Competitive Performance - Physical Distribution Management (PDM) - Components of PDM - The Systems or “Total” Approach to PDM - Summary - Self Assessment Exercises - References and Suggested Further Readings

Chapter 2: Principles Of Supply Chain Management

Chapter 3: Customer Focus in Supply Chain Management


Chapter 5: Models for SCM Integration

Chapter 6: Strategic Supply Chain Management
Structure: Introduction - Supply Chain: Growth - Supply Alliances - Supplier Quality Management - Supply Chain Re-engineering - Summary - Self Assessment Questions - References and Suggested Further Readings

Chapter 7: Organizing for Global Markets
Structure: Introduction - Strategies for WCSCM - Globalization - International Logistics - Integrating Logistics - World Class Logistics Management (WCLM) - Summary - Self Assessment Questions - References and Suggested Further Readings

Chapter 8: Information Technology: A Key Enabler of SCM
Structure: Introduction - Information and Technology in the Integrated Supply Chain - Importance of Information in Integrated Business - Inter Organizational Information Systems (IOIS) - Information Requirements Determination for a Supply Chain - Information and Technology Applications for SCM - Summary - Self Assessment Questions - References and Suggested Further Readings

Chapter 9: Intelligence Information System
Structure: - Introduction - Changing Paradigm of Manufacturing - Materials Requirement Planning (MRP)
- Manufacturing Resource Planning (MRP-II) - Enterprise Resource Planning (ERP) - Distribution Requirement Planning (DRP) - Distribution Resource Planning (DRP-II) - ERP vs. SCP (Supply Chain Planning) - Summary - Self Assessment Questions - References and Suggested Further Readings

Chapter 10: IT Packages in SCM

Chapter 11: Future Trends and Issues

Chapter 12: Design for Supply Chain Management and Greening the Supply Chain

Chapter 13: Supply Chain Management in Service Organizations / Non Manufacturing Sector
Business Policies and Strategic Management

Chapter 1: Strategic Management

Chapter 2: Vision, Mission and Objectives.
Inter-relationship, Vision, Mission, Objectives Goals and Targets, Importance of Objectives, Guidelines for Ideal Objectives, Factors Affecting Objectives, Classification of Objectives, Top-Down and Bottom-up Approaches, Summary, Self-Assessment Questions.

Chapter 3: Social, Environmental and Economic Responsibilities of Business.

Chapter 4: Corporate Governance
What is Corporate Governance?, Importance of Corporate Governance, Corporate Governance Determinants, Benefits of Good Corporate Governance, Benefits of Good Corporate Governance, Principles of Corporate Governance, The Indian Scenario, Summary, Self-Assessment Questions.

Chapter 5: Business Environment

Chapter 6: Environmental Forecasting and Analysis
Relevance, Techniques for Environmental Analysis, Steps in/Approaches to Environmental Forecasting, Benefits/Importance of Environmental Forecasting, Limitations of Environmental Forecasting, Summary, Self-Assessment Questions.

Chapter 7: Strategy Implementation

Chapter 8: Strategy and Structure

Chapter 9: Strategy Evaluation and Control

Entrepreneurship and Innovation Management

Chapter 1 Introduction: Introduction, What is Entrepreneurship, Who is an Entrepreneur, Summary, Self-Assessment Questions

Chapter 2 Women Entrepreneurship: Introduction, Concept, Definition of Women Entrepreneur, Economic Empowerment and Entrepreneurship, Functions of Women Entrepreneur, Growth and Development of Women Entrepreneurship, Areas for Development of Women Entrepreneur, Problems of Women Entrepreneurs, Summary, Self-Assessment Questions

Chapter 3 Creating And Starting The Venture: Defining Opportunity, Identifying a Business Opportunity, Sources Of Ideas, Steps in Idea Processing and Selection, Establishment of An Enterprise, Summary, Self-Assessment Questions

Chapter 4 Setting Up New Venture: Introduction, Role of Small-Scale Industries in Industrialization of India, Importance of Small- Scale Industries, Micro Small And Medium Enterprises, Procedure for Registration of Micro, Small and Medium Enterprises in Goa, Registration of Small-Scale Industries Units, Benefits of Registering, Objectives of the Registration Scheme, Features of the Scheme, Benefits of Provisional Registration, Procedure to Get the Provisional Registration, Benefits of Permanent Registration, Features of the Present Procedure for Registration, De-Registration, Carrying on Business (COB) Clearance, Steps to Start a New Venture, Forms of Business Organizations, Factors Influencing a Suitable Form of organization, What is Value Added Tax?, Summary, Self-Assessment Questions

Chapter 5 Entrepreneurial Support: Introduction, Entrepreneurship Development Institute of India (EDI), National Institute for Entrepreneurship and Small Business Development (NIESBUD), Small Industries Development Organization (SIDO), National Alliance of Young Entrepreneurs (NAYE), State Bank of India (SBI), District Industry Center (DIC), Small Industries Development Bank of India (SIDBI), State Financial Corporations (SFCs), National Small Industries Corporation Limited (NSIC), National Bank for Agriculture and Rural Development (NABARD), Rajiv Gandhi Udyami Mitra Yojana, Khadi and Village Industries Commission (KVIC), Goa Handicraft Rural and Small- Scale Industries Development Corporation (GHRSSIDC), Goa Industrial Development Corporation (GIDC), Economic Development Corporation (EDC), Summary, Self-Assessment Question

Chapter 6 Taxation Benefits: Introduction, Taxation Support for Small-Scale Sector, Taxation Benefits for Small-Scale Sector, Summary, Self-Assessment Questions

Chapter 7 Innovation In Entrepreneurship: Introduction, Purposeful Innovative, Seven Sources for Innovative Opportunity, The Characteristics Knowledge-Based Innovation, What Knowledge-Based Innovation Requires, Principles of Purposeful Innovation, Summary, Self-Assessment Questions

Chapter 8 Business Incubation: Introduction, Summary, Self-Assessment Questions
Bank Lending

Chapter 1: Introduction
Origin, Banking System in India, Summary, Self-Assessment Questions

Chapter 2: The Basic Principles of Lending
Safety, Liquidity, Profitability, Purpose, Security, Diversification of Risk, Period of Advance, National Priorities, Repaying Capacity, The Borrower, Summary, Self-Assessment Questions

Chapter 3: The Study of the Borrower
Character, Capacity, Capital, Collateral, Credit Rating, Conditions, Loan Application, Account with the Bank, Market Reports, Financial Statements, Income Tax / Wealth Tax Returns, Revenue and Municipal Records, Press / Government Gazette Reports, Other Bank Reports, Reserve Bank of India, Personal Meet, Summary, Self-Assessment Questions

Chapter 4: Forms of Advances (Fund Based and Non Fund Based)
Loans, Cash Credit, Overdraft, Purchase and Discounting of Bills, Letters of Credit, Guarantees and Indemnities, Summary, Self-Assessment Questions

Chapter 5: Security for Advance
Qualities of Good Tangible Security, Margin, Summary, Self-Assessment Questions

Chapter 6: Modes of Charging Securities
Pledge, Hypothecation, Mortgage, Lien, Set-off, Assignment, Summary, Self-Assessment Questions

Chapter 7: Advance against Various Securities
Goods and Commodities, Documents of Title to Goods, Stock Exchange Securities, Immovable Properties, Fixed Deposit Receipt, Life Insurance Policy, Book Debts, Supply Bills, summary, Self-Assessment Questions

Chapter 8: Working Capital Finance - Assessment of Credit Requirements

Chapter 9: Working Capital Finance - Recommendations of various Committees
Daheja Committee, Tandon Committee, Chore Committee, Marathe Committee, Nayak Committee, S.L Kapur Committee, Kannan Committee, Summary, Self-Assessment Questions

Chapter 10: Documentation and Credit Monitoring
Document, Types of Documents, Documentation, Pre-Sanction Appraisal, Follow-up and Supervision, Control, Monitoring, Summary, Self-Assessment Questions

Chapter 11: Recovery Mechanism
Recovery Procedure, Factoring Services, Recall of Advance, Debt recovery Tribunals, Summary, Self-Assessment Questions

Chapter 12: Non-Performing Assets and Securitization
Causes of Non-Performing Assets (NPAS), Prudential Norms, Managing NPA, Securitization, Assets Reconstruction, Enforcement of Security Interest, Main Features of the Act, Summary, Self-Assessment Questions
Basics of Banking


Chapter 4: Functions of Commercial Banks: Introduction, The Role of Banks, Permitted Banking Activities, Services Provided by Commercial Banks in India, Personal Loan Scheme, Loan Participation, Credit Transfer System, Collection/Payment of Certain Periodical Receipts/Payments on Behalf of Customers, Summary, Self-Assessment Questions.


Chapter 7: Credit Management: Introduction, Credit Management, Objectives of Credit Management, Importance of Credit Management, Installing a Sound Credit Culture, Administering Credit Culture as a Whole, Common Credit Problems, Knowledge of Borrower, Senior Management and the Behavioral Factor, Reporting Relationship i.e., Follow-up Mechanics Summary, Self-Assessment Questions.


Issues In Bank Management

Chapter 1 Public Relations in Banks: Introduction, What is Public Relations, Importance of Public Relations, Public Relations in Banks, Role in Attracting Talent, The Case of the Non-Merging Bank, Bank Personnel and Public Relations, Advertising, Relationship with Print Media, Conclusion, Summary, Self-Assessment Questions


Chapter 5 Quality Circles In Banks: Introduction, Complete Quality Process, What is a Quality Circle?, Quality Circle in Banks, Procedure For Meetings, Objective of Quality Circles, Areas Touched Upon, Steps Involved in Quality Circles, Mutual Independence, Managing Your Aces, Organizational Support Systems, Management Support, Middle Management Perception, Training, Quality Audit, Managing Time, Conclusion, Summary, Self-Assessment Questions


Chapter 7 Management Audit In Banking: Introduction, Origin, Concept, Definitions, Objectives of Management Audit, Scope of Management Audit Activities of Management Audit, Types of Audit, Issue
Of Management Type, Scope In India, Benefits of Banks, Application in Banks, Management Audit Team, Reporting and Follow-Up, After the Audit, The Success, Conclusion, Summary, Self-Assessment Questions

Chapter 8 Efficiency Audit In Banks: Introduction, Audit, Methodology of Efficiency Audit, Special Advantages of Efficiency Audit, Conclusion, Summary, Self-Assessment Questions

Chapter 9 Decision-Making In Banks: Introduction, Definition, Importance, Purpose, Steps, Decision-Making Methods, Approaches, Decision-Making in Banks, Conclusion, Summary, Self-Assessment Questions

Semester 4

Commercial Banks in Indian Economy


Chapter 2: Role of Commercial Banking in the Economy: Introduction and Importance, Bank with special financial activities, role of banks in economic development, risk management, role of public sector in banking, strains and challenges, reforms in banking sector, new banking order, future of banking, expansion of banking in India, summary, Self-Assessment questions.

Chapter 3: Structure, Growth and development of Banking in India: Banking for corporates, New role of banks, Developments in Indian Banking, Towards building high performing organizations, Banks to provide for unutilized portion of loans, RBI asks banks to fund Infra Projects directly, governance of banking and financial services structure, key elements of corporate governance, info trends and Indian banking industry, summary, Self-Assessment questions.

Chapter 4: Study of Commercial banks’ balance sheet, profit and loss account: A comparison of medium / small and large banks, Profitability management, Liquidity management, Interest Rate Risk Management, Capital account Management, Credit risk management, Cost Management, Summary, Self-Assessment Questions.


Chapter 6: Assets - Liabilities Management: Overview, Achievement of objectives, pre-requisites for an ALM, Assets and liabilities committee (ALCO), Non-performing Assets (NPA), Summary, Self-Assessment Questions

Team Building and Leadership

**Chapter 2:** Concept of Group, Defining Group, Group Theories, Group Development Stages, Group Norms, Group Roles, Group Cohesion, Group Decision Making Methods, Summary, Self-Assessment Questions.

**Chapter 3:** Concept of Team Building, Team Building: The Concept, Why Develop Teamwork, The 5P’s of Team Design and Development, Team Building Process, Characteristics of a Team, Ginnett’s Team Model, Team Effectiveness, Summary, Self-Assessment Questions.

**Chapter 4:** Transactional Analysis, MBO- Management by Objectives, Concept-Transactional Analysis, Analysis of Ego State, Transactional Analysis Appraisal, Johari Window, Game Analysis, Summary, Self-Assessment Questions.

**Chapter 5:** Conflict- Concept and View, Conflict-Definition, The Value of Conflict, Modes of Conflict Management, Conflict Process, Strategies for Managing Conflicts, Summary, Self-Assessment Questions.

**Chapter 6:** Negotiations, Negotiation- Definition, Opening Offers and Demands, Conditions for Negotiation, Skills, Negotiation Strategy, Summary, Self-Assessment Questions.

**Chapter 7:** Leadership, History of Leadership, Leadership in Modern Age, Concept of Leadership, Theories of Leadership, Leaders and Managers, Summary, Self-Assessment Questions.


**Business Ethics & Corporate Governance**

**Chapter 1. Introduction to Ethics**

Structure:-Definition, Derivation, Meaning, Nine Theories of Ethics, Importance of Ethics, Ethics and Morality, Ethics and Law, Summary, Self Assessment Questions.

**Chapter 2. Business Ethics**

Structure:-Definition of Business Ethics, Meaning of Business Ethics, Features of Business Ethics, Approaches to Business Ethics, Scope of Business Ethics, Importance of Business Ethics, Business Ethics and Profits, Summary, Self Assessment Questions.

**Chapter 3. Business Practices**


**Chapter 4. Whistle Blowing And Insider Trading**

Chapter5.Disclosure Requirements

Structure:-Concept of Disclosure Requirements/Norms, Objective of Disclosure, Disclosure as per the Companies Act, 1956, Disclosure as per the Listing Agreement (clause 36), Disclosure as per the Listing Agreement (clause 49), Summary, Self Assessment Questions.

Chapter6.Values

Structure:-Introduction, Definition of Values, Meaning of Values, Aspects of Value, Function of Values/Importance of Values, Classification/Type of Values, How Different are Values From Morals and Ethics?, Reasons for Deterioration of Values, Summary, Self Assessment Questions.

Chapter7.Teaching From Scriptures

Structure:-Business Ethics, India Values and Scriptures, Evolution of Management Thought Process, Teachings From the Ramayana, Teachings From the Holy Quran, Teachings From the Holy Bible, Teachings From the Bhagavat Gita, Other Scriptures, Summary, Self Assessment Questions.

Unit2:-CORPORATE GOVERNANCE

Chapter8.Corporate Governance

Structure:-Definition of Corporate Governance, Features of Corporate Governance, Objective of Corporate Governance, Importance of Corporate Governance, Main Issues That The Corporate Governance Focuses on, Mechanism of Corporate Governance, Principles of Good Corporate Governance, Role of Securities and Exchange Board of India (SEBI) Corporate Governance, Summary, Self Assessment Questions.

Chapter9.Evolution of Corporate Governance

Structure:-Evolution of Corporate Governance in Abroad, Evolution and Development of Corporate Governance in India, Summary, Self Assessment Questions.

Chapter10.Recommendations of Various Committees on Corporate Governance


Chapter12.Corporate governance in banks

Structure:-Genesis of Indian banking system, What is Corporate governance in banks, Objective of Corporate governance in banks, Importance of Corporate governance in banks, Various committee on Corporate governance in banks, Key principles recommended by Basle committee to enhance Corporate
governance in sector, General recommendation to built up effective Corporate governance in bank, Measures taken by banks towards of best practices, Measures taken by RBI towards corporate governance, Obstacles for good governance in the banking sector, Corporate governance and Cooperative banks, , Summary, Self Assessment Questions.

Chapter13.Corporate governance in insurance industry

Structure:-Genesis of Indian insurance industry, IRDA Act, 1999, Principles governance the life insurance sector, Code of best practices for life insurance companies, Key ethical issues in insurance sector, Importance of corporate governance in the insurance sector, Summary, Self Assessment Questions.

Chapter14.Corporate governance in globalised economy

Structure:-Introduction, Evolution of Corporate governance in globalised economy, Importance of policy framework in corporate governance, Role of OECD for effective Corporate governance in globalised economy, International corporate approach, Code of conduct for multinationals, Solution for effective Corporate governance in globalised economy, Summary, Self Assessment Questions.

Unit3::CODE OF CONDUCT AND CSR

Chapter15.Code of conduct

Structure:-Meaning, Reasons to have code of conduct, Factors that should be always kept in mind, Procedure -How it can be evolved>?, Highlights of code of conduct, Corporate codes, Steps involved in implementation of code of ethics, Measures to improve ethical conduct of business, Measures for effective implementation of ethical standards and morals, Summary, Self Assessment Questions.

Chapter16.Code of conduct for banks


Chapter17.Introduction to corporate social responsibility(CSR)

Structure:-Definition of CSR, Also known as, Meaning of corporate social responsibility(CSR), Nature of CSR, Definition levels at which companies undertake CSR responsibility, Scope of CSR , Ways of contributing to CSR, Models of CSR, Importance of CSR, Obstacles in developing CSR, Corporate governance and CSR, Summary, Self Assessment Questions.

Chapter18.Arguments for and against CSR

Structure:-Definition of social responsibility, Arguments for/Need for social responsibilities, Arguments against social responsibility of business, Summary, Self Assessment Questions.

Chapter19.Social responsibility towards different stakeholders

Structure:-Definition of social responsibility, Concept of social responsibility, Diagram, Responsibility towards various stakeholders, Expectation of Stakeholders, Summary, Self Assessment Questions.
Chapter 20. CSR Initiatives

Structure: Definition of CSR Initiatives, Benefits of CSR Initiatives, Drawbacks of CSR Initiatives, CSR in the Indian context, CSR Initiatives by Indian companies, Survey in regard to CSR Initiatives, Summary, Self Assessment Questions.

Chapter 21. CSR Towards social organisations

Structure: Introduction, Definition of social organisation, Contemporary social issues, Relevance of CSR in Contemporary society, Value approach to CSR, Systematic approach for managing social responsibility, Implementation of CSR, Step for integrating CSR within all aspects of operations, Summary, Self Assessment Questions.

Unit 4: Protection and Control of Business Fraud

Chapter 22. Corruption


Chapter 23. Frauds in banks

Structure: Introduction of frauds, Definition of frauds as Indian penal code, Definition of frauds as Indian contract act, Essential elements of frauds, Different areas of frauds in banks, Parties involved in frauds committed by employees, Detection of frauds committed by employees, Summary, Self Assessment Questions.

Chapter 24. Frauds in insurance industry

Structure: Introduction of fraud in insurance sector, Definition of frauds in insurance sector, Types of fraud in the insurance sector, Prevention to control fraud in insurance sector, Training to employees to control fraud, Reporting suspicion of fraud, Summary, Self Assessment Questions.

Chapter 25. Scams and scandals


Chapter 26. Competition act, 2002


Summary, Self Assessment Questions.
Chapter 27. Intellectual property rights

Structure: Introduction, Objective/Need, Type of Intellectual property rights, Advantages of Intellectual property rights, Intellectual property rights in India, Summary, Self Assessment Questions.

Chapter 28. Computer crime


Working Capital Management in Banks

CHAPTER 1: WORKING CAPITAL ASSESSMENT AND BANKING POLICY


CHAPTER 2: CASH MANAGEMENT


CHAPTER 3: CASH FORECASTING


CHAPTER 4: RECEIVABLE MANAGEMENT

STRUCTURE: Introduction, Elements of Receivable Management, Financing, Receivables, Factoring, Summary, Self Assessment Questions, References and Bibliography

CHAPTER 5: PROCESS REENGINEERING AND RECEIVABLE MANAGEMENT

STRUCTURE: Introduction, Advances in Receivable Management, Summary, Self Assessment Questions, References and Bibliography

CHAPTER 6: INVENTORY MANAGEMENT
CHAPTER 7: BANKING PERFORMANCE AND ANALYSIS

STRUCTURE: - Introduction, Performance Analysis of India Banks, Major Liabilities of Banks, Major Assets of Bank, Financial Performance of Banks, Soundness Indicators, Technological Development, Risk Management and Supervision, Financial Inclusion, Summary, Self Assessment Questions, References and Bibliography

CHAPTER 8: WORKING CAPITAL PERFORMANCE ANALYSIS

STRUCTURE: - Introduction, Ratio Analysis, Common Size Analysis, Operating Cycle and Net Operating Cycle, SWOT Analysis, Trends in Earning per Share (EPS) and price to Earning, Economic Value Added (EVA), Summary, Self Assessment Questions, References and Bibliography

Project Work
Year 2: Elective – Branding and Advertising

Business Policies and Strategic Management


Chapter 4: Corporate Governance What is Corporate Governance?, Importance of Corporate Governance, Corporate Governance Determinants, Benefits of Good Corporate Governance, Benefits of Good Corporate Governance, Principles of Corporate Governance, The Indian Scenario, Summary, Self-Assessment Questions.


Chapter 6: Environmental Forecasting and Analysis Relevance, Techniques for Environmental Analysis, Steps in/Approaches to Environmental Forecasting, Benefits/Importance of Environmental Forecasting, Limitations of Environmental Forecasting, Summary, Self-Assessment Questions.


Chapter 9: Strategy Evaluation and Control

**Entrepreneurship and Innovation Management**

**Chapter 1 Introduction:** Introduction, What is Entrepreneurship, Who is an Entrepreneur, Summary, Self-Assessment Questions

**Chapter 2 Women Entrepreneurship:** Introduction, Concept, Definition of Women Entrepreneur, Economic Empowerment and Entrepreneurship, Functions of Women Entrepreneur, Growth and Development of Women Entrepreneurship, Areas for Development of Women Entrepreneur, Problems of Women Entrepreneurs, Summary, Self-Assessment Questions

**Chapter 3 Creating And Starting The Venture:** Defining Opportunity, Identifying a Business Opportunity, Sources Of Ideas, Steps in Idea Processing and Selection, Establishment of An Enterprise, Summary, Self-Assessment Questions

**Chapter 4 Setting Up New Venture:** Introduction, Role of Small-Scale Industries in Industrialization of India, Importance of Small- Scale Industries, Micro Small And Medium Enterprises, Procedure for Registration of Micro, Small and Medium Enterprises in Goa, Registration of Small-Scale Industries Units, Benefits of Registering, Objectives of the Registration Scheme, Features of the Scheme, Benefits of Provisional Registration, Procedure to Get the Provisional Registration, Benefits of Permanent Registration, Features of the Present Procedure for Registration, De-Registration, Carrying on Business (COB) Clearance, Steps to Start a New Venture, Forms of Business Organizations, Factors Influencing a Suitable Form of organization, What is Value Added Tax?, Summary, Self-Assessment Questions

**Chapter 5 Entrepreneurial Support:** Introduction, Entrepreneurship Development Institute of India (EDI), National Institute for Entrepreneurship and Small Business Development (NIESBUD), Small Industries Development Organization (SIDO), National Alliance of Young Entrepreneurs (NAYE), State Bank of India (SBI), District Industry Center (DIC), Small Industries Development Bank of India (SIDBI), State Financial Corporations (SFCs), National Small Industries Corporation Limited (NSIC), National Bank for Agriculture and Rural Development (NABARD), Rajiv Gandhi Udyami Mitra Yojana, Khadi and Village Industries Commission (KVIC), Goa Handicraft Rural and Small- Scale Industries Development Corporation (GHRSSIDC), Goa Industrial Development Corporation (GIDC), Economic Development Corporation (EDC), Summary, Self-Assessment Question

**Chapter 6 Taxation Benefits:** Introduction, Taxation Support for Small-Scale Sector, Taxation Benefits for Small-Scale Sector, Summary, Self-Assessment Questions

**Chapter 7 Innovation In Entrepreneurship:** Introduction, Purposeful Innovative, Seven Sources for Innovative Opportunity, The Characteristics Knowledge-Based Innovation, What Knowledge-Based Innovation Requires, Principles of Purposeful Innovation, Summary, Self-Assessment Questions

**Chapter 8 Business Incubation:** Introduction, Summary, Self-Assessment Questions

**Strategic Marketing Management**
Chapter 1: Strategic Marketing- An Introduction

Chapter 2: Product And Services Strategies

Chapter 3: Competitive and Turnaround Strategies
Meaning of Competition, Natural and Strategic Competition, Theory of Competition, Classifying Competitors, Intensity, or Degree of Competition, Types of Competition, Competitive advantage, Competitive Analysis- Porter’s Five Forces Model, Sustainable Competitive Advantage- Porter’s Five Generic Competitive Strategies, Competitive Intelligence, Turnaround Strategy, Turnaround Management, Summary, Self-Assessment Questions

Chapter 4: Distribution Strategies

Fundamentals of Advertising


Chapter 5: Types of Advertising, Global Advertising, Internationalization of advertising, Summary, Self-Assessment Questions.


Chapter 8: Print Media: Newspapers and Magazines, Newspapers, Magazines, Summary, Self-Assessment Questions.


Chapter 11: Media of the New Millennium – Internet, Key Terms, Measuring On-line Advertising Audience, Summary, Self-Assessment Questions.


Practices In Advertisement

Chapter -1 The Dawn Of Advertisement : Introduction, History Growth And Evolution Of Advertising Thought, Significance And The Trends Of Advertising And Promotion, Positive And Negative Impact Of Advertising, Summary, Self-Assessment Question.


Chapter -4 Setting Advertising Objectives And Budget: Advertising Objectives, Sales As Advertising Objective, DAGMAR Approach, Setting Advertising Budget And Goals, Summary, Self-Assessment Question.


Chapter -8 Advertising Media: Media-Meaning And Definition, Different Types Of Advertising Media, Media Characteristics, Media Selection As a Process, Media Planning Process, Media Scheduling, Summary, Self-Assessment Question.


Chapter -10 Measuring Evaluation Of Advertising Effectiveness And Advertising Research: Measuring Advertising Effectiveness, Evaluating Advertising Effectiveness, Communication-Effect Research, Sales-
Effect Research, Advertising Research, Steps Of Advertisement Research Or Advertisement Research Process, Qualitative And Quantitative Research, Several Types Of Advertising Research, Summary, Self-Assessment Question.

Semester 4

Brand Positioning Strategies

Chapter 1: Definition of Marketing, Definition of marketing strategies, direct marketing, the global trends towards brands, the branding concepts, brand- As a unique differentiator, brands as business assets, branding at corporate level, branding in services sector, brand management, summary, self-assessment questions.

Chapter 2: Brand Marketing: Introduction, Need of brand marketing, Brand marketing in India, Brand marketing: An Indian perspective, suggestions, summary, self-assessment questions.


Chapter 4 : Branding and Indian Markets : What is a brand, branding the concept, Objectives and methodology, salient features of rural markets in India, branding in rural India, the profile of rural consumer in real India, nature of expenditure, nature of buyers, position of brands marketing in real India, tapping the rural brands marketing, findings, need of the hour, objectives of rural brand marketing in India, effects of brand marketing in rural India, swot analysis for brand marketing in rural India, summary, self-assessment questions.

Chapter 5: New Brand Management : Opportunity and challenges in India: Environmental forces on brand management, arrival of MNC brands, Objectives, Conceptual Framework, methodology, Analysis of findings and suggestions, a case, brand creation, the apple pie relevance, brand marketing, practices in India, a league of extraordinary gentlemen, summary, self-assessment questions.

Chapter 6: Brand Loyalty and Brand Equity – Issues: Methodology, objectives, significance of the study, limitations, hypothesis, findings of the survey, ways to create a brand, the value proposition, the benefit of strong brand, developing the framework and communicating the value proposition, the 7C’s of branding, six steps to brand management, building customer relationships, brands as wealth creators, summary, self-assessment questions.

Chapter 7: New Perspectives of Retail Brands in India: World Retail Scenario, Indian Retail Scene, The retail market, Super Market, Retail Brand Building Strategies, An insight of Indian Retail sector, Swot analysis of Indian Retail sector, Challenges of retail branding, summary, self-assessment questions.

Chapter 8: Brand Extension – An Emerging strategy of marketing: Corporate brands, Brand awareness, Managing growth through brand extensions, types of brand extensions, tips for successful brand extensions, factors responsible for the erosion of liquidity and credibility of Indian banking system, abolition of BSRB, summary self-assessment questions.

Business Ethics & Corporate Governance
Chapter 1. Introduction to Ethics

Structure: Definition, Derivation, Meaning, Nine Theories of Ethics, Importance of Ethics, Ethics and Morality, Ethics and Law, Summary, Self Assessment Questions.

Chapter 2. Business Ethics


Chapter 3. Business Practices


Chapter 4. Whistle Blowing And Insider Trading


Chapter 5. Disclosure Requirements

Structure: Concept of Disclosure Requirements/Norms, Objective of Disclosure, Disclosure as per the Companies Act, 1956, Disclosure as per the Listing Agreement (clause 36), Disclosure as per the Listing Agreement (clause 49), Summary, Self Assessment Questions.

Chapter 6. Values

Structure: Introduction, Definition of Values, Meaning of Values, Aspects of Value, Function of Values/Importance of Values, Classification/Type of Values, How Different are Values From Morals and Ethics?, Reasons for Deterioration of Values, Summary, Self Assessment Questions.

Chapter 7. Teaching From Scriptures

Structure: Business Ethics, India Values and Scriptures, Evolution of Management Thought Process, Teachings From the Ramayana, Teachings From the Holy Quran, Teachings From the Holy Bible, Teachings From the Bhagavade Gita, Other Scriptures, Summary, Self Assessment Questions.

Unit 2: CORPORATE GOVERNANCE

Chapter 8. Corporate Governance
Structure:-Definition of Corporate Governance, Features of Corporate Governance, Objective of Corporate Governance, Importance of Corporate Governance, Main Issues That The Corporate Governance Focuses on, Mechanism of Corporate Governance, Principles of Good Corporate Governance, Role of Securities and Exchange Board of India (SEBI) Corporate Governance, Summary, Self Assessment Questions.

Chapter 9. Evolution of Corporate Governance

Structure:-Evolution of Corporate Governance in Abroad, Evolution and Development of Corporate Governance in India, Summary, Self Assessment Questions.

Chapter 10. Recommendations of Various Committees on Corporate Governance


Chapter 12. Corporate governance in banks

Structure:-Genesis of indian banking system, What is Corporate governance in banks, Objective of Corporate governance in banks, Importance of Corporate governance in banks, Various committee on Corporate governance in banks, Key principles recommended by basle committee to enhance Corporate governance in sector, General recommendation to built up effective Corporate governance in bank, Measures taken by banks towards of best practices, Measures taken by RBI towards corporate governance, Obstacles for good governance in the banking sector, Corporate governance and Cooperative banks, Summary, Self Assessment Questions.

Chapter 13. Corporate governance in insurance industry

Structure:-Genesis of indian insurance industry, IRDA Act, 1999, Principles governance the life insurance sector, Code of best practices for life insurance companies, Key ethical issues in insurance sector, Importance of corporate governance in the insurance sector, Summary, Self Assessment Questions.

Chapter 14. Corporate governance in globalised economy

Structure:-Introduction, Evolution of Corporate governance in globalised economy, Importance of policy framework in corporate governance, Role of OECD for effective Corporate governance in globalised economy, International corporate approach, Code of conduct for multinationals, Solution for effective Corporate governance in globalised economy, Summary, Self Assessment Questions.

Unit 3: CODE OF CONDUCT AND CSR

Chapter 15. Code of conduct

Structure:-Meaning, Reasons to have code of conduct, Factoe that should be always kept in mind, Procedure -How it can be evolved>?, Highlights of code of conduct, Corporate codes, Steps involved in implementation of code of ethics, Measures to improve ethical conduct of business, Measures for effective implementation of ethical standards and morals, Summary, Self Assessment Questions.
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Chapter 17. Introduction to corporate social responsibility (CSR)

Structure: Definition of CSR, Also known as, Meaning of corporate social responsibility (CSR), Nature of CSR, Definition levels at which companies undertake CSR responsibility, Scope of CSR, Ways of contributing to CSR, Models of CSR, Importance of CSR, Obstacles in developing CSR, Corporate governance and CSR, Summary, Self Assessment Questions.

Chapter 18. Arguments for and against CSR

Structure: Definition of social responsibility, Arguments for/Need for social responsibilities, Arguments against social responsibility of business, Summary, Self Assessment Questions.

Chapter 19. Social responsibility towards different stakeholders

Structure: Definition of social responsibility, Concept of social responsibility, Diagram, Responsibility towards various stakeholders, Expectation of Stakeholders, Summary, Self Assessment Questions.

Chapter 20. CSR Initiatives

Structure: Definition of CSR Initiatives, Benefits of CSR Initiatives, Drawbacks of CSR Initiatives, CSR in the Indian context, CSR Initiatives by Indian companies, Survey in regard to CSR Initiatives, Summary, Self Assessment Questions.

Chapter 21. CSR Towards social organisations

Structure: Introduction, Definition of social organisation, Contemporary social issues, Relevance of CSR in Contemporary society, Value approach to CSR, Systematic approach for managing social responsibility, Implementation of CSR, Step for integrating CSR within all aspects of operations, Summary, Self Assessment Questions.

Unit 4: PROTECTION AND CONTROL OF BUSINESS FRAUD

Chapter 22. Corruption


Chapter 23. Frauds in banks

Structure: Introduction of frauds, Definition of frauds as Indian penal code, Definition of frauds as Indian contract act, Essential elements of frauds, Different areas of frauds in banks, Parties involved in frauds committed by employees, Detection of frauds committed by employees, Summary, Self Assessment Questions.
Chapter 24. Frauds in insurance industry

Structure: Introduction of fraud in insurance sector, Definition of frauds in insurance sector, Types of fraud in the insurance sector, Prevention to control fraud in insurance sector, Training to employees to control fraud, Reporting suspicion of fraud, Summary, Self Assessment Questions.

Chapter 25. Scams and scandals


Chapter 26. Competition act, 2002


Summary, Self Assessment Questions.

Chapter 27. Intellectual property rights


Chapter 28. Computer crime


Strategic Brand Management

Chapter - Market Segmentation & Targeting


Chapter 2- Product Classification


Chapter 3- Product Positioning Strategies
Structure-Introduction, Definitions, Product Positioning, Positioning Methods, Choosing & Implementing a Positioning Strategy, Summary, Self Assessment Question

Chapter 4- Branding


Chapter 5-Brand Loyalty


Chapter 6- Brand Valuation Method

Structure- Introduction, Significance of Brand Valuation, Method Of Brand Valuation, Advantages of Brand Valuation Methods, Brand Valuation In Case of Mergers & Acquisitions, Strategic Brand Management, Financial Transactions, Summary, Self Assessment Question

Chapter 7- Co-Branding


Chapter 8- Brand Logos & Mascots

Structure- Introduction, Re-branding & Logos Changes, Advantages, Brand Makeover in India, Makeover Magic, Global Re-Branding, Brand Mascots, Summary, Self Assessment Question

Chapter 9-Brand Revitalization

Structure- Introduction, Brand that Need Revitalization, Strategies for Brand Revitalization, Revitalization of Bournvita, Strategies of Rival Companies, Summary, Self Assessment Question

Chapter 10- Introduction, Some Prominent Celebrities, Advantages of Celebrity Endorsements, Some of the Ads of Brand Ambassadors, Summary, Self Assessment Question

Chapter 11- Brand Placement

Structure-Introduction, History & Growth of Brand Placement, Brand Association Beyond In-Film Ads, Need for Brand Placement, The Key Essentials of Brand Placement, Advantages of Brand Placement, Disadvantages of Brand Placement, Summary, Self Assessment Question

Chapter 12- Brand Building
Brand Marketing Programs & Performance Measurement*

CHAPTER-1 INTRODUCTORY VIEW OF BRAND ESSENTIALS
STRUCTURE:-Importance of the Brand Name, Type of Brand Names, Types of Brand Names, Brand Meaning and Extent, Branding is Imperative, Brand Analytics, Brand Stages, Type of Brands, What goes into a Brand, Branding Terminology, Supplementary Reading, Summary, Self Assessment Questions

CHAPTER-2 BRAND DESCRIPTION


CHAPTER-3 BRAND APPRAISAL

STRUCTURE:-Market Analysis, Consumer Analysis, Competitive Analysis, Competency Analysis, socio-Economic Analysis, Supplementary Reading, Summary, Self Assessment Questions

CHAPTER-4 BRAND ARTICULATION


CHAPTER 5:-BRAND EQUITY
STRUCTURE:-Cost-based Methods. Historical Cost: Replacement Cost: Market Value Method:
Discounting Cash Flow Method: Brand Contribution Method: Inter Brand Method, Price-based Methods:

CHAPTER 6:-BRAND EXTENSION

STRUCTURE:-Understanding the Types of Brand Extension, Why Brand Extension?, Risks Involved in Brand Extension, Repercussions of Brand Extension for a View Price Segment, Linking Previously Unlinked Brands, Brand Extensions Queries, Supplementary Reading, Summary, Self Assessment Questions

CHAPTER 7:-INTRICACIES INVOLVED BRAND BUILDING

STRUCTURE:-The Concept of Building and Maintaining the Brand, Data for Brand Audit, The Eight Biggest Branding Mistakes Organization Make, Summary, Self Assessment Questions

CHAPTER 8:-SUCCESS FACTORS IN BRAND BUILDING

STRUCTURE: How Vital is Brand Management?, How Significant is Brand Positioning and Design?, Prime Movers for Brand Perseverance?, Proper Focusing for Unique Differentiation, Frequent Mistakes Made by the People Conceptually Weak in Branding, A Brand is to be viewed as the Embodiment of a product, Service or the Organization, It is Important to Understand the Customers Thoroughly, Selecting the Appropriate Brand Benefits, Reflecting of Leaders Vision and Employees Passion, Maximizing Brands Effect Through its Identity Elements, Significant of Superior Quality and Services of Strong Brands, Connecting Constantly with Customers is the Future of Brands, Giving Due Important to the Brand Manager, Supplementary Reading, Summary, Self Assessment Questions

Project Work

Chapter 2: Vision, Mission and Objectives.
Inter-relationship, Vision, Mission, Objectives Goals and Targets, Importance of Objectives, Guidelines for Ideal Objectives, Factors Affecting Objectives, Classification of Objectives, Top-Down and Bottom-up Approaches, Summary, Self-Assessment Questions.

Chapter 3: Social, Environmental and Economic Responsibilities of Business.

Chapter 4: Corporate Governance
What is Corporate Governance?, Importance of Corporate Governance, Corporate Governance Determinants, Benefits of Good Corporate Governance, Benefits of Good Corporate Governance, Principles of Corporate Governance, The Indian Scenario, Summary, Self-Assessment Questions.

Chapter 5: Business Environment

Chapter 6: Environmental Forecasting and Analysis
Relevance, Techniques for Environmental Analysis, Steps in/Approaches to Environmental Forecasting, Benefits/Importance of Environmental Forecasting, Limitations of Environmental Forecasting, Summary, Self-Assessment Questions.

Chapter 7: Strategy Implementation

Chapter 8: Strategy and Structure

Chapter 9: Strategy Evaluation and Control

Entrepreneurship and Innovation Management

Chapter 1 Introduction: Introduction, What is Entrepreneurship, Who is an Entrepreneur, Summary, Self-Assessment Questions

Chapter 2 Women Entrepreneurship: Introduction, Concept, Definition of Women Entrepreneur, Economic Empowerment and Entrepreneurship, Functions of Women Entrepreneur, Growth and Development of Women Entrepreneurship, Areas for Development of Women Entrepreneur, Problems of Women Entrepreneurs, Summary, Self-Assessment Questions

Chapter 3 Creating And Starting The Venture: Defining Opportunity, Identifying a Business Opportunity, Sources Of Ideas, Steps in Idea Processing and Selection, Establishment of An Enterprise, Summary, Self-Assessment Questions

Chapter 4 Setting Up New Venture: Introduction, Role of Small-Scale Industries in Industrialization of India, Importance of Small- Scale Industries, Micro Small And Medium Enterprises, Procedure for Registration of Micro, Small and Medium Enterprises in Goa, Registration of Small-Scale Industries Units, Benefits of Registering, Objectives of the Registration Scheme, Features of the Scheme, Benefits of Provisional Registration, Procedure to Get the Provisional Registration, Benefits of Permanent Registration, Features of the Present Procedure for Registration, De-Registration, Carrying on Business (COB) Clearance, Steps to Start a New Venture, Forms of Business Organizations, Factors Influencing a Suitable Form of organization, What is Value Added Tax?, Summary, Self-Assessment Questions

Chapter 5 Entrepreneurial Support: Introduction, Entrepreneurship Development Institute of India (EDI), National Institute for Entrepreneurship and Small Business Development (NIESBUD), Small Industries Development Organization (SIDO), National Alliance of Young Entrepreneurs (NAYE), State Bank of India (SBI), District Industry Centre (DIC), Small Industries Development Bank of India (SIDBI), State Financial Corporations (SFCs), National Small Industries Corporation Limited (NSIC), National Bank for Agriculture and Rural Development (NABARD), Rajiv Gandhi Udyami Mitra Yojana, Khadi and Village Industries Commission (KVIC), Goa Handicraft Rural and Small- Scale Industries Development Corporation (GHRSSIDC), Goa Industrial Development Corporation (GIDC), Economic Development Corporation (EDC), Summary, Self-Assessment Question

Chapter 6 Taxation Benefits: Introduction, Taxation Support for Small-Scale Sector, Taxation Benefits for Small-Scale Sector, Summary, Self-Assessment Questions

Chapter 7 Innovation In Entrepreneurship: Introduction, Purposeful Innovative, Seven Sources for Innovative Opportunity, The Characteristics Knowledge-Based Innovation, What Knowledge-Based Innovation Requires, Principles of Purposeful Innovation, Summary, Self-Assessment Questions

Chapter 8 Business Incubation: Introduction, Summary, Self-Assessment Questions
Management Information System and Business Intelligence

Chapter 1. **System and Information Concepts**: General Systems and Model, Types of Systems, Subsystems, Feedback Control, Organizational Structure and Function, System Approach to organization, Law of Requisite Variety, Control by Exception, Information Concepts, Quality of Information

Chapter 2. **Management Information System**: Meaning and Definitions, Role of MIS, MIS and Other Academic Disciplines, Structure of MIS based on Management Activity and Functions, Systems Concept of MIS


Chapter 4. **Decision Support System**: Definition of Decision Support System, Characteristics and Capabilities of DSS, Application of DSS, Case: Google Analytics


Chapter 6. **Executive Information and Support Systems**: Enterprise and Executive Information Systems- Concept and Definition, Enterprise and Executive Support System- Concept and Definition, need for Executive Information Systems, Characteristics of Executive Information Systems, integrated EIS and DSS, EIS Implementation

Chapter 7. **Business intelligence**: Problems faced by corporate bodies, Data Mart, Data Warehousing and Mining, Data Visualization and Presentation, Designing a Physical Database, Deploying and Supporting the BW/BI System, BI Architecture: Spreadsheets, OLAP, Decision Engineering, LIS, BI Tools-Concept of Dashboard, BI Applications in Various Domains, BI Analytics, Introduction to XL Miner

Fundamentals of Data Analytics

Chapter 1: **Introduction to Data Analytics**: Data Preparation, Descriptive Statistics, Correlation, Summary, Self-Assessment Questions.

Chapter 2: **Inferential Statistics**: The T-Test, General Linear Model, Non Equivalent Groups Analysis, Regression-Discontinuity Analysis, Regression Point Displacement Analysis, Summary, Self-Assessment Questions.

Chapter 3: **Using Microsoft Excel for Data Processing**: The Office Logo, The Home Tab, Insert Tab, Page Layout Tab, Formulas Tab, Data Tab, Sort, Sort by Color, Filter, Number and Text Filters, Date Filters Advanced Filter, Data Form, Remove Duplicates, Outlining Data, Conditional Formatting, Manage Rules, Data Bars, Color Scales, Icon Sets, What-If Analysis, Data Tables, Quadratic Equation, Review Tab, View Tab, Summary, Self-Assessment Questions.

Chapter 4: **SPSS**: Data, Chi-square and T-Test, Summary, Self-Assessment Questions.

Chapter 5: **Big Data**: Introduction, Hadoop, Summary, Self-Assessment Questions.
Presentation and Visualization of Data

Chapter 1 Data Selection And Collection: Data Selection, Considerations/Issues In Data Selection, Types/Sources Of Data, Data Collection, The Importance Of Ensuring Accurate And Appropriate Data Collection, Issues Related To Maintaining Integrity Of Data Collection, Types Of Data Collection, Data Collection Methods, Data Handling, Data Analysis, Summary, Key Terms, Self-Assessment Questions, References.

Chapter 2 The Presentation Of Data: Chart, Chart Software, Use Charts And Graphs In Your Presentation, Column, Bar And Line Charts For a Single Data Set (Chart 1-5), Column, Bar And Line Charts For a Multiple Data Set (Chart 6-8), Component/Stacked Column And Bar Charts(Chart 9), Pie Charts (Charts 10 And 11), 100% Stacked Column Or Bar Charts(Charts 12 And 13), Scatter Diagram Or XY Chart (Charts 14 And 15), Summary, Key Terms, Self-Assessment Questions, References.

Chapter 3 Data Visualization: Data Visualization, Accent Principles For Effective Graphical Display, Visual Perception And Data Visualization, Terminology, Examples Of Diagrams Used For Data Visualization, Applications Of Visualization, Geographic Information Systems, Other Perspective, Data Visualization Made Easy, Summary, Key Terms, Self-Assessment Questions, References.

Chapter 4 Visualization Tools: Analyze The Use Of Visualization Tools, Basic Computer Hardware And Software, Ethical Use Of Electronic Media, Summary, Key Terms, Self-Assessment Questions, References.

Chapter 5 Evaluating And Displaying Data: Grouping Data, Analyzing Data, Relative Frequencies, Cumulative Frequencies, Creating Histograms, Interpreting Histograms, Frequency Polygons- Probability And Statistics, Creating Box- And- Whisker Plots, Interpreting Box-And-Whisker Plots, Creating Stem-And-Leaf Diagrams, Interpreting Stem-And-Leaf Plots, Creating Scatter Plots And Line Graphs, Interpreting Scatter Plots And Line Graphs, Creating Pie Charts, Interpreting Pie Charts, Summary, Key Terms, Self-Assessment Questions, References.

Semester 4

Business Analysis

Chapter 1. Business Analysis for Business Design

Chapter 2. Enterprise Analysis
Chapter 3: Requirements Planning and Management
Introduction, Requirements Planning and Management, Identify and Document Team Roles for the Project, Identify and Document Team Role Responsibilities, The RACI Matrix, Identify Stakeholders, Define Business Analyst Work Division Strategy, Define Requirements Risk Approach, Define Requirements Risk Managements Approach, Determine Planning Considerations, Consider the SDLC Methodology, Consider the Project Life Cycle Methodology, Consider Project Risk, Expectations, and Standards, Re-planning, Consider Key Stakeholder Needs and Location, Consider the Project Type, Select Requirements Activities, Determine Requirements Elicitation Stakeholders and Activities, Determine Requirements Analysis and documentation Activities, Determine Requirements Communication Activities, Determine Solution Assessment and Validation Activities, Define Units of Work, Identify Assumptions, Identify Risks, Modify the Requirements Plan, Manage Requirements Scope, Identify Impacts to External Systems and/ or Other Areas of the Project, Identify Scope Change Resulting from Requirement Change (Change Management), Maintain Scope Approval, Measure and Report on Requirements Activity, Determine the Project Metrics, Determine the Product Metrics, Collect Project Metrics, Collect Product Metrics, Reporting Project Metrics, Manage Requirements Change, Summary, Self-Assessment Questions

Chapter 4: Requirements Elicitation
Introduction, Requirements Elicitation, Relationship to other Areas, Elicit Requirements, Summary, Self-Assessment Questions

Chapter 5: Requirements Analysis and Documentation
Introduction, Requirements Analysis and Documentation, Task to be performed for Requirements Analysis and Documentation, Summary, Self-Assessment Questions

Business Ethics & Corporate Governance

Unit-1: INTRODUCTION TO BUSINESS ETHICS

Chapter1. Introduction to Ethics
Structure:-Definition, Derivation, Meaning, Nine Theories of Ethics, Importance of Ethics, Ethics and Morality, Ethics and Law, Summary, Self Assessment Questions.

Chapter2. Business Ethics
Structure:-Definition of Business Ethics, Meaning of Business Ethics, Features of Business Ethics, Approaches to Business Ethics, Scope of Business Ethics, Importance of Business Ethics, Business Ethics and Profits, Summary, Self Assessment Questions.

Chapter3. Business Practices

Chapter4. Whistle Blowing And Insider Trading
Chapter 5. Disclosure Requirements

Structure: Concept of Disclosure Requirements/Norms, Objective of Disclosure, Disclosure as per the Companies Act, 1956, Disclosure as per the Listing Agreement (clause 36), Disclosure as per the Listing Agreement (clause 49), Summary, Self Assessment Questions.

Chapter 6. Values

Structure: Introduction, Definition of Values, Meaning of Values, Aspects of Value, Function of Values/Importance of Values, Classification/Type of Values, How Different are Values From Morals and Ethics?, Reasons for Deterioration of Values, Summary, Self Assessment Questions.

Chapter 7. Teaching From Scriptures

Structure: Business Ethics, India Values and Scriptures, Evolution of Management Thought Process, Teachings From the Ramayana, Teachings From the Holy Quran, Teachings From the Holy Bible, Teachings From the Bhagavat Gita, Other Scriptures, Summary, Self Assessment Questions.

Unit 2: CORPORATE GOVERNANCE

Chapter 8. Corporate Governance

Structure: Definition of Corporate Governance, Features of Corporate Governance, Objective of Corporate Governance, Importance of Corporate Governance, Main Issues That The Corporate Governance Focuses on, Mechanism of Corporate Governance, Principles of Good Corporate Governance, Role of Securities and Exchange Board of India (SEBI) Corporate Governance, Summary, Self Assessment Questions.

Chapter 9. Evolution of Corporate Governance

Structure: Evolution of Corporate Governance in Abroad, Evolution and Development of Corporate Governance in India, Summary, Self Assessment Questions.

Chapter 10. Recommendations of Various Committees on Corporate Governance


Chapter 12. Corporate governance in banks

Structure: Genesis of Indian banking system, What is Corporate governance in banks, Objective of Corporate governance in banks, Importance of Corporate governance in banks, Various committee on Corporate governance in banks, Key principles recommended by Basle committee to enhance Corporate
governance in sector, General recommendation to build up effective Corporate governance in bank, Measures taken by banks towards of best practices, Measures taken by RBI towards corporate governance, Obstacles for good governance in the banking sector, Corporate governance and Cooperative banks, Summary, Self Assessment Questions.

Chapter13.Corporate governance in insurance industry

Structure:-Genesis of Indian insurance industry, IRDA Act, 1999, Principles governance the life insurance sector, Code of best practices for life insurance companies, Key ethical issues in insurance sector, Importance of corporate governance in the insurance sector, Summary, Self Assessment Questions.

Chapter14.Corporate governance in globalised economy

Structure:-Introduction, Evolution of Corporate governance in globalised economy, Importance of policy framework in corporate governance, Role of OECD for effective Corporate governance in globalised economy, International corporate approach, Code of conduct for multinationals, Solution for effective Corporate governance in globalised economy, Summary, Self Assessment Questions.

Unit3::CODE OF CONDUCT AND CSR

Chapter15.Code of conduct

Structure:-Meaning, Reasons to have code of conduct, Factors that should be always kept in mind, Procedure - How it can be evolved>?, Highlights of code of conduct, Corporate codes, Steps involved in implementation of code of ethics, Measures to improve ethical conduct of business, Measures for effective implementation of ethical standards and morals, Summary, Self Assessment Questions.

Chapter16.Code of conduct for banks


Chapter17.Introduction to corporate social responsibility(CSR)

Structure:-Definition of CSR, Also known as, Meaning of corporate social responsibility(CSR), Nature of CSR, Definition levels at which companies undertake CSR responsibility, Scope of CSR, Ways of contributing to CSR, Models of CSR, Importance of CSR, Obstacles in developing CSR, Corporate governance and CSR, Summary, Self Assessment Questions.

Chapter18.Arguments for and against CSR

Structure:-Definition of social responsibility, Arguments for/Need for social responsibilities, Arguments against social responsibility of business, Summary, Self Assessment Questions.

Chapter19.Social responsibility towards different stakeholders

Structure:-Definition of social responsibility, Concept of social responsibility, Diagram, Responsibility towards various stakeholders, Expectation of Stakeholders, Summary, Self Assessment Questions.
Chapter 20. CSR Initiatives

Structure: Definition of CSR Initiatives, Benefits of CSR Initiatives, Drawbacks of CSR Initiatives, CSR in the Indian context, CSR Initiatives by Indian companies, Survey in regard to CSR Initiatives, Summary, Self Assessment Questions.

Chapter 21. CSR Towards social organisations

Structure: Introduction, Definition of social organisation, Contemporary social issues, Relevance of CSR in Contemporary society, Value approach to CSR, Systematic approach for managing social responsibility, Implementation of CSR, Step for integrating CSR within all aspects of operations, Summary, Self Assessment Questions.

Unit 4: PROTECTION AND CONTROL OF BUSINESS FRAUD

Chapter 22. Corruption


Chapter 23. Frauds in banks

Structure: Introduction of frauds, Definition of frauds as Indian penal code, Definition of frauds as Indian contract act, Essential elements of frauds, Different areas of frauds in banks, Parties involved in frauds committed by employees, Detection of frauds committed by employees, Summary, Self Assessment Questions.

Chapter 24. Frauds in insurance industry

Structure: Introduction of fraud in insurance sector, Definition of frauds in insurance sector, Types of fraud in the insurance sector, Prevention to control fraud in insurance sector, Training to employees to control fraud, Reporting suspicion of fraud, Summary, Self Assessment Questions.

Chapter 25. Scams and scandals


Chapter 26. Competition act, 2002


Summary, Self Assessment Questions.
Chapter 27. Intellectual property rights

Structure: Introduction, Objective/Need, Type of Intellectual property rights, Advantages of Intellectual property rights, Intellectual property rights in India, Summary, Self Assessment Questions.

Chapter 28. Computer crime


Data and Information Management

CHAPTER 1: UNDERSTANDING DECISION SUPPORT SYSTEM

STRUCTURE: Managerial decision making process, Decision making in MIS, Definition of DDS, An understanding of DSS, Architecture of a DSS, Characteristics of a decision support system, Components of a decision support system (DSS), The structure of decision support system, Fundamental DSS program structure, The conceptual model of a DSS, Limitation of DSS, DSS users, Capabilities of DSS, Major function of DSS application, Task environments, A group decision support system, Components of GDSS, Construction DSS with a DSS generator, DSS generator, DSS tools, DSS software, Resource pooling, Synergy, Group decision making, Executive support system (ESS)/Executive support system, Components of an ESS, Architecture of an ESS, Office automation system, video conferencing, Type of knowledge representation in an executive information system, Summary, Self assessment question

CHAPTER 2: STRATEGIC INFORMATION SYSTEM

STRUCTURE: An understanding of strategic information system planning, The benefits of SIS, Components of strategic information planning, Screening system, Intelligence data system, A business marketing intelligence system, Data system for long range planning, Special report, Computing system for strategic planning, The value chain model, Strategic role of information system, Effect of IT on strategy & competition, Internet base value chain, strategic planning matrix, Business process reengineering (BPR), Summary, Self assessment question

CHAPTER 3: DATA WAREHOUSE FUNDAMENTALS

STRUCTURE: Data warehouse fundamental, Definition data warehouse, Characteristics of data warehouse, Steps of data warehouse, Online transaction processing, Data warehouse components of framework, Data warehousing concepts, What is data warehouse, Data warehouse architecture, Database server introduction, Parallel processing, Dimensional modelling myths, Summary, Self assessment question

CHAPTER 4: BUILDING THE DATA WAREHOUSE
Structures:
- Building the data warehouse
- Project planning & managements
- Business requirements definition
- Technical architecture
- Product selection & installation
- Schema modeling techniques
- Optimizing star queries
- How Oracle chose to use star transformation
- Summary
- Self assessment question

Chapter 5: Data Warehouse Development Team

Structures:
- Data warehouse development team
- Organizational structure
- Expectation managements
- Data warehouse roles needed notes
- Data warehouse design
- Bit mapped index
- Dimensional design process
- Data warehouse project managements
- Introduction to the WBS
- Organizational standards
- Project implementation
- Summary
- Self assessment question

Chapter 6: Data Mining Fundamentals

Structures:
- An introduction data mining
- Data mining background
- Data mining models
- Profitable application
- Glossary of data mining terms
- Data mining help to improve decision making
- Data mining application & data mining tools
- Multi dimensional data base
- Summary
- Self assessments questions

Web Analytics

Chapter 1: Digital Marketing

Chapter 2: Importance of Marketing Plan
Structure- What is marketing plan, Purpose of the Marketing plan, Aims and objective, Contents, Benefits, Digital Strategy, Self Assessment Questions.

Chapter 3: Social Media Marketing

Chapter 4: Introduction, Understanding Web Analytics

Chapter 5 – Common Terminology
Structure- Introduction, Hits: The most deceptive stat of all, Page views: Getting closer to the truth, Unique visitors: The undisputable facts, The ABCs of Web Analytics, Mastering Internet Marketing Lingo, Defining Actionable Data, Untangling Technical Terms, Self-Assessment Question

Chapter 6: Understanding Web Data
Structure- Introduction, How to access your Web analytics tools, Taking a Sneak Peek at the Data, Goal Setting, Choosing the Right Web Analytics Solution, Self Assessment Question

Chapter 7: Web Analytics tool You Can Use
Structure- Introduction, Surveying Server-Side Software, Discovering Desktop Applications, Hosted Solutions, Self Assessment Question
Chapter 8- Web Analytics Tools
Structure- Introduction, Freebies, Low Cost Solutions, Valuable Capabilities for Value conscious consumers

Chapter 9- Google Analytics
Structure- Analytics Data, Self Assessment Question

Chapter 10- Getting Started with Google Analytics
Structure- Create a Google Analytics Account, Configure Your Profile, Grant Access to Other Users, Add Tracking Code to Your Website, Create Goals &Funnels, Auto-Tagging, Enabling E-Commerce on Your Site, Tracking Transactions on 3rd Party Sites, Analytics Reports, Summary and Next Steps, Self Assessment Questions

Project Work
Year 2: Elective – Business Leadership

Business Policies and Strategic Management


Chapter 4: Corporate Governance What is Corporate Governance?, Importance of Corporate Governance, Corporate Governance Determinants, Benefits of Good Corporate Governance, Benefits of Good Corporate Governance, Principles of Corporate Governance, The Indian Scenario, Summary, Self-Assessment Questions.


Chapter 6: Environmental Forecasting and Analysis Relevance, Techniques for Environmental Analysis, Steps in/Approaches to Environmental Forecasting, Benefits/Importance of Environmental Forecasting, Limitations of Environmental Forecasting, Summary, Self-Assessment Questions.


Chapter 9: Strategy Evaluation and Control

**Basics of Business Leadership**

**Chapter 1: The Concept of Leadership:** Introduction, Meaning and Definition of Leadership, Concepts and Significance of Leadership, Importance of Leadership, Leader vs. Manager, Qualities of a Leader, Difference between Leadership and Management, Formal and Informal Leadership, Leadership Trait Questionnaire(LTQ), Case on Leadership Characteristics, Exercise on Leadership Roles, Summary, Self-Assessment Questions.

**Chapter 2: Theories of Leadership:** Classification of Leadership Theories, Trait Theory, Behavioral Theory, Situational Approach, Path-goal Theory of Leadership(PGT), Fielder’s Contingency Theory, Mcgregor’s Theory X and Theory Y, Charismatic Leadership Theory, Transformational Leadership Theory, Exercise on Path-goal Leadership Questionnaire, Case Study on Transformational Leadership Theory, Experiential Learning on Leadership Traits, Exercise on Leadership Qualities, Summary, Self-Assessment Questions, References.

**Chapter 3: Leadership Ethics:** Meaning and Significance, Definition of Ethics, Ethical Theories, Central Points to Leadership Ethics, Some Research Trends on Leadership Ethics, Principles of Ethical Leadership, Exercise on Perceived Leader Integrity Scale(PLIS), Case Study A Struggling Company with Not Enough Cash, Summary, Self-Assessment Questions, References.

**Chapter 4: Nature and Significance of Management:** Meaning of Management, Definition of Management, Nature of Management, Concept of Management, Roles of a Manager, Management Skills, Effective vs. Successful Managerial Activities, Management is a Science or Art, Management is a Profession, Professional Management vs. Family Management, Functions of Management, Evolution of Management Thought, Case Study, Summary, Self-Assessment Questions, References.

**Chapter 5: Communication:** Meaning of Communication, Definitions of Communication, Qualities/Attributes of Communication, Grapevine Communication, Methods of Communications, Nonverbal Communication, Listening, Importance of Listening, Improving Listening Skills, Tips for Good Listening, Exercises and Case Studies, Case study on Communication, Analyze the Grapevine Pattern, Case Study Message Expansion, Lack of Effective Communication, Summary, Self-Assessment Questions.

**Chapter 6: Motivation:** Introduction, Definition of Motivation, Motivational Framework, Nature of Motivation, Importance of Motivation, Process of Motivation, Theories of Motivation, Content Theories, Process Theories, Case Studies, Exercise on Motivation, Summary, Self-Assessment Questions, References.

**Chapter 7: Personality And Perception:** Introduction, Type “A” and Type “B” Personalities, Perception, Elements in Perception, Definition of Perception, Sensation vs. Perception, Characteristics of Perceivers, Halo-effect and Stereo Type, Exercises, Case Study, Summary, Self-Assessment Questions.

**Chapter 8: Human Resource Development:** Significance of Human Resource Development, Difference Between HRD and Personnel Function, Features of HRD, Objectives of HRD, HRD Matrix, Techniques of
Human Resource Development, The Functions of HRD Managers, HRD Tasks of Line Manager, Qualities of an HRD Manager, Case Study, Summary, Self-Assessment Questions.

**Chapter 9: Leadership Styles of Indian Managers:** Meaning and Definitions of Leadership Styles, Styles based on Behavioral Theories, Styles based on Situational Theories, Styles based on Modern Theories, The Effective Leadership Styles of Indian Managers, Case Studies, Exercises, Summary, Self-Assessment Questions, References.

**Chapter 10: Women and Leadership:** Concept of Women Leadership, Women as Managers and Employees, Significance of Women Leadership, Can Women be Leaders, Difference between Male and Female Leaders, Why Few Women Leaders Reach the Top, Exercise on Gender Consciousness Questionnaire, Case Study on Women Leadership, Summary, Self-Assessment Questions, References.


**Team Building and Leadership**

**Chapter 1:** Contemporary Leadership, Leadership Skills, Leadership and Competency, Leaders and Their Styles, Leadership and Change Management, Assessing Leadership, Myths about Leadership, Summary, Self-Assessment Questions.

**Chapter 2:** Concept of Group, Defining Group, Group Theories, Group Development Stages, Group Norms, Group Roles, Group Cohesion, Group Decision Making Methods, Summary, Self-Assessment Questions.

**Chapter 3:** Concept of Team Building, Team Building: The Concept, Why Develop Teamwork, The 5P’s of Team Design and Development, Team Building Process, Characteristics of a Team, Ginnett’s Team Model, Team Effectiveness, Summary, Self-Assessment Questions.

**Chapter 4:** Transactional Analysis, MBO- Management by Objectives, Concept-Transactional Analysis, Analysis of Ego State, Transactional Analysis Appraisal, Johari Window, Game Analysis, Summary, Self-Assessment Questions.

**Chapter 5:** Conflict- Concept and View, Conflict-Definition, The Value of Conflict, Modes of Conflict Management, Conflict Process, Strategies for Managing Conflicts, Summary, Self-Assessment Questions.

**Chapter 6:** Negotiations, Negotiation- Definition, Opening Offers and Demands, Conditions for Negotiation, Skills, Negotiation Strategy, Summary, Self-Assessment Questions.

**Chapter 7:** Leadership, History of Leadership, Leadership in Modern Age, Concept of Leadership, Theories of Leadership, Leaders and Managers, Summary, Self-Assessment Questions.

High Performance Leadership

Chapter 1: Concepts Connected to High Performance Leadership
Managing Organizational Change, Understanding Managerial Effectiveness, Know the Traits of a Successful Manager “The A to Z Formula”, Know the Organizational Culture, Leaders Should know to Prepare a Talk, Leader as a Counsellor, The organization is the Ultimate Beneficiary, Summary, Self-Assessment Questions.

Chapter 2: Psychology and Leadership Traits.
The Science of Psychology Which Every Leader Ought to Know, Learning and Conditioning Quiz, Summary, Self-Assessment Questions.

Chapter 3: Interview Skills and Retention
Interview Evaluation-Role of HR Manager, Retention, Summary and Self-Assessment Questions.

Chapter 4: Personality Development
Defining Personality, Personality Traits, Developmental Personality, Introduction to Testing Methodologies, Personality Tests, Interpreting Your Type, Tips on Personality Improvement, SWOT Analysis, Tips on Improving Your Self-Esteem, Summary, Self-Assessment Questions.

Chapter 5: Competency Mapping and Key Result Areas
Objective, Description of KRAs, The Importance and Weightage of these Elements, Summary, Self-Assessment Questions.

Chapter 6: Balanced Scorecard.

Semester 4

Leadership and Global Business Management


Chapter 2: Leadership of Global Management, Theories of Leadership, the Essentials of Management Leadership, Managerial Leadership Styles, Summary, Self-Assessment Questions.


Chapter 4: Managing Diverse People and Culture, the Challenging Issues of Diverse People and Cultures, Defining Multiculturalism, Managing Multiculturalism organization, Managing Diversity, Management: The Personal Touch, Education at the Heart, Summary, and Self-Assessment Questions.


Business Ethics & Corporate Governance

Unit-1: INTRODUCTION TO BUSINESS ETHICS

Chapter 1. Introduction to Ethics

Structure: Definition, Derivation, Meaning, Nine Theories of Ethics, Importance of Ethics, Ethics and Morality, Ethics and Law, Summary, Self-Assessment Questions.

Chapter 2. Business Ethics


Chapter 3. Business Practices


Chapter 4. Whistle Blowing And Insider Trading

Structure: Who is Whistle Blower?, Definition of Whistle Blowing, Meaning, History, Type of Whistle Blowing, Benefits of Whistle Blowing Policy in the Organisation, Components of Whistle Blowing Policy,

Chapter 5. Disclosure requirements

Structure: Concept of Disclosure Requirements/Norms, Objective of Disclosure, Disclosure as per the Companies Act, 1956, Disclosure as per the Listing Agreement (clause 36), Disclosure as per the Listing Agreement (clause 49), Summary, Self Assessment Questions.

Chapter 6. Values

Structure: Introduction, Definition of Values, Meaning of Values, Aspects of Value, Function of Values/Importance of Values, Classification/Type of Values, How Different are Values From Morals and Ethics?, Reasons for Deterioration of Values, Summary, Self Assessment Questions.

Chapter 7. Teaching From Scriptures

Structure: Business Ethics, India Values and Scriptures, Evolution of Management Thought Process, Teachings From the Ramayana, Teachings From the Holy Quran, Teachings From the Holy Bible, Teachings From the Bhagavat Gita, Other Scriptures, Summary, Self Assessment Questions.

Unit 2: CORPORATE GOVERNANCE

Chapter 8. Corporate Governance

Structure: Definition of Corporate Governance, Features of Corporate Governance, Objective of Corporate Governance, Importance of Corporate Governance, Main Issues That The Corporate Governance Focuses on Mechanism of Corporate Governance, Principles of Good Corporate Governance, Role of Securities and Exchange Board of India (SEBI) Corporate Governance, Summary, Self Assessment Questions.

Chapter 9. Evolution of Corporate Governance

Structure: Evolution of Corporate Governance in Abroad, Evolution and Development of Corporate Governance in India, Summary, Self Assessment Questions.

Chapter 10. Recommendations of Various Committees on Corporate Governance


Chapter 12. Corporate governance in banks

Structure: Genesis of Indian banking system, What is Corporate governance in banks, Objective of Corporate governance in banks, Importance of Corporate governance in banks, Various committee on Corporate governance in banks, Key principles recommended by Basle committee to enhance Corporate governance in sector, General recommendation to built up effective Corporate governance in bank, Measures taken by banks towards of best practices, Measures taken by RBI towards corporate
governance, Obstacles for good governance in the banking sector, Corporate governance and Cooperative banks, , Summary, Self Assessment Questions.

Chapter13.Corporate governance in insurance industry

Structure:-Genesis of Indian insurance industry, IRDA Act, 1999, Principles governance the life insurance sector, Code of best practices for life insurance companies, Key ethical issues in insurance sector, Importance of corporate governance in the insurance sector, Summary, Self Assessment Questions.

Chapter14.Corporate governance in globalised economy

Structure:-Introduction, Evolution of Corporate governance in globalised economy, Importance of policy framework in corporate governance, Role of OECD for effective Corporate governance in globalised economy, International corporate approach, Code of conduct for multinationals, Solution for effective Corporate governance in globalised economy, Summary, Self Assessment Questions.

Unit3::CODE OF CONDUCT AND CSR

Chapter15.Code of conduct

Structure:-Meaning, Reasons to have code of conduct, Factors that should be always kept in mind, Procedure -How it can be evolved>?, Highlights of code of conduct, Corporate codes, Steps involved in implementation of code of ethics, Measures to improve ethical conduct of business, Measures for effective implementation of ethical standards and morals, Summary, Self Assessment Questions.

Chapter16.Code of conduct for banks


Chapter17.Introduction to corporate social responsibility(CSR)

Structure:-Definition of CSR, Also known as, Meaning of corporate social responsibility(CSR), Nature of CSR, Definition levels at which companies undertake CSR responsibility, Scope of CSR , Ways of contributing to CSR, Models of CSR, Importance of CSR, Obstacles in developing CSR, Corporate governance and CSR, Summary, Self Assessment Questions.

Chapter18.Arguments for and against CSR

Structure:-Definition of social responsibility, Arguments for/Need for social responsibilities, Arguments against social responsibility of business, Summary, Self Assessment Questions.

Chapter19.Social responsibility towards different stakeholders

Structure:-Definition of social responsibility, Concept of social responsibility, Diagram, Responsibility towards various stakeholders, Expectation of Stakeholders, Summary, Self Assessment Questions.

Chapter20.CSR Initiatives
Structure: Definition of CSR Initiatives, Benefits of CSR Initiatives, Drawbacks of CSR Initiatives, CSR in the Indian context, CSR Initiatives by Indian companies, Survey in regard to CSR Initiatives, Summary, Self Assessment Questions.

Chapter 21. CSR Towards social organisations

Structure: Introduction, Definition of social organisation, Contemporary social issues, Relevance of CSR in Contemporary society, Value approach to CSR, Systematic approach for managing social responsibility, Implementation of CSR, Step for integrating CSR within all aspects of operations, Summary, Self Assessment Questions.

Unit 4: PROTECTION AND CONTROL OF BUSINESS FRAUD

Chapter 22. Corruption


Chapter 23. Frauds in banks

Structure: Introduction of frauds, Definition of frauds as Indian penal code, Definition of frauds as Indian contract act, Essential elements of frauds, Different areas of frauds in banks, Parties involved in frauds committed by employees, Detection of frauds committed by employees, Summary, Self Assessment Questions.

Chapter 24. Frauds in insurance industry

Structure: Introduction of fraud in insurance sector, Definition of frauds in insurance sector, Types of fraud in the insurance sector, Prevention to control fraud in insurance sector, Training to employees to control fraud, Reporting suspicion of fraud, Summary, Self Assessment Questions.

Chapter 25. Scams and scandals


Chapter 26. Competition act, 2002


Summary, Self Assessment Questions.

Chapter 27. Intellectual property rights
Training and Development

CHAPTER 1:- EFFECTIVE TRAINING AND DEVELOPMENT

STRUCTURE:- Introduction, Current training & development practices, strategies for effective human resource training & development in 21st century, strategies for business process outsource training, Core competencies: From training for functional skills to learning India organization, strategies to involve line managers in training, Summary, Self assessment question.

CHAPTER 2:- TRAINING NEEDS ANALYSIS

STRUCTURE:- Why analyze training needs, Identification of training needs, steeps to conducting a need assessment, Summary, Self assessment question.

CHAPTER 3:- TRAINING DESIGN

STRUCTURE:- Introduction, Perspectives for designing training, Building a training: location based approved, Training process, Key factors in designing, General features of good demonstration, Training of trainers (TOT) programmers, Summary, Self assessment question.

CHAPTER 4:- TRAINING METHODS

STRUCTURE:- Approaches to training, Training methodology, Delivery skills & program management, Training techniques an audio visual aids, Tips for technology training, Instrumentation of training, Audio visual material, Summary, Self assessment questions.

CHAPTER 5:- SKILLS OF EFFECTIVE TRAINER

STRUCTURE:- Facilitation/ communication skills, Trainers knowledge & skills, Quality of a trainer, Evolving a functional training style, The power of body language, Designers & provides, Summary, Self assessment question.

CHAPTER 6:- EVALUATION OF TRAINING

STRUCTURE:- Introduction, Ascertaining reaction of the participants, Measuring training effectiveness & impact, Type of evolution technique & instruments, Evolution of training institutes, Summary, Self assessment question.
Indian Ethos and Leadership

Chapter 1- Basis of Indian Ethos

Structure- Introduction - Each Soul is a Potential god, A Holistic Approach Towards Humanity, Importance to Subjectivity/Objectivity, Karma Yoga, Yoga Karmasu Kaushalam, Human Co-operation, Summary Self Assessment Questions

Chapter 2- Modern Approach Towards Indian Ethos


Chapter 3-Indian Ethos- Management Thoughts & Practices

Structure- Introduction - Harmony With Environment, Dharma, Swadharma & Detachment, Holistic Approach to Personality, Dharmic Leadership, Personality, Heredity & Environment, Summary Self Assessment Questions

Chapter 4-Ethos In Indian Context


Chapter 5-MANAGERIAL PERFORMANCE-INDIAN CONTEXT


Chapter 6- ERA IN KNOWLEDGE ECONOMY


Chapter 7-LEARNING AND EDUCATION SYSTEM IN INDIA

Structure-Introduction – Defining Learning, Selective Theories of Learning, Importance of Learning, Gurukul System of Learning, The Beginning of Modern Education System, Distinguish the Traditional Indian Nature of Learning with the Modern Method of Learning, Achievements of the Indian Education System, Summary, Self Assessment Questions

Chapter 8-HUMAN VALUES AND ITS MPLICATIONS

Chapter 9- WORK ETHICS AND MOTIVATION

Structure- Introduction – Value Concept, Human and Ethical Values are the Wealth of Character, Need for Human Values and Ethics, Work Motivation, Indian Approach to Motivation, Western Approach to Motivation, Indian Ethos and Motivation, American Style of Motivation, Japanese Style of Motivation, Summary, Self Assessment Questions

Chapter 10-VALUE-ORIENTED HOLISTIC MANAGEMENT


Chapter 11-INDIAN STYLES OF LEADERSHIP


Chapter 12-TOP LEADERS AS ROLE MODELS


Chapter 13-VALUE-BASED LEADERSHIP-IN CONSCIOUSNESS


Chapter 14-SOCIAL HARMONY AND SOCIAL MORALITY

Structure- Introduction – Social Harmony, Mental Health, Ethics and Morality, Corporate Entity in Ethics and Morality, Holistic Approach Towards Etho-morality, Salient Aspects of Social-cultural Change in India, Summary, Self Assessment Questions

Project Work
Business Policies and Strategic Management


Chapter 4: Corporate Governance What is Corporate Governance?, Importance of Corporate Governance, Corporate Governance Determinants, Benefits of Good Corporate Governance, Benefits of Good Corporate Governance, Principles of Corporate Governance, The Indian Scenario, Summary, Self-Assessment Questions.


Chapter 6: Environmental Forecasting and Analysis Relevance, Techniques for Environmental Analysis, Steps in/Approaches to Environmental Forecasting, Benefits/Importance of Environmental Forecasting, Limitations of Environmental Forecasting, Summary, Self-Assessment Questions.


Chapter 9: Strategy Evaluation and Control

Entrepreneurship and Innovation Management

Chapter 1 Introduction: Introduction, What is Entrepreneurship, Who is an Entrepreneur, Summary, Self-Assessment Questions

Chapter 2 Women Entrepreneurship: Introduction, Concept, Definition of Women Entrepreneur, Economic Empowerment and Entrepreneurship, Functions of Women Entrepreneur, Growth and Development of Women Entrepreneurship, Areas for Development of Women Entrepreneur, Problems of Women Entrepreneurs, Summary, Self-Assessment Questions

Chapter 3 Creating And Starting The Venture: Defining Opportunity, Identifying a Business Opportunity, Sources Of Ideas, Steps in Idea Processing and Selection, Establishment of An Enterprise, Summary, Self-Assessment Questions

Chapter 4 Setting Up New Venture: Introduction, Role of Small-Scale Industries in Industrialization of India, Importance of Small- Scale Industries, Micro Small And Medium Enterprises, Procedure for Registration of Micro, Small and Medium Enterprises in Goa, Registration of Small-Scale Industries Units, Benefits of Registering, Objectives of the Registration Scheme, Features of the Scheme, Benefits of Provisional Registration, Procedure to Get the Provisional Registration, Benefits of Permanent Registration, Features of the Present Procedure for Registration, De-Registration, Carrying on Business (COB) Clearance, Steps to Start a New Venture, Forms of Business Organizations, Factors Influencing a Suitable Form of organization, What is Value Added Tax?, Summary, Self-Assessment Questions

Chapter 5 Entrepreneurial Support: Introduction, Entrepreneurship Development Institute of India (EDI), National Institute for Entrepreneurship and Small Business Development (NIESBUD), Small Industries Development Organization (SIDO), National Alliance of Young Entrepreneurs (NAYE), State Bank of India (SBI), District Industry Center (DIC), Small Industries Development Bank of India (SIDBI), State Financial Corporations (SFCs), National Small Industries Corporation Limited (NSIC), National Bank for Agriculture and Rural Development (NABARD), Rajiv Gandhi Udyami Mitra Yojana, Khadi and Village Industries Commission (KVIC), Goa Handicraft Rural and Small- Scale Industries Development Corporation (GHRSSIDC), Goa Industrial Development Corporation (GIDC), Economic Development Corporation (EDC), Summary, Self-Assessment Question

Chapter 6 Taxation Benefits: Introduction, Taxation Support for Small-Scale Sector, Taxation Benefits for Small-Scale Sector, Summary, Self-Assessment Questions

Chapter 7 Innovation In Entrepreneurship: Introduction, Purposeful Innovative, Seven Sources for Innovative Opportunity, The Characteristics Knowledge-Based Innovation, What Knowledge-Based Innovation Requires, Principles of Purposeful Innovation, Summary, Self-Assessment Questions

Chapter 8 Business Incubation: Introduction, Summary, Self-Assessment Questions

Strategic Marketing Management
Chapter 1: Strategic Marketing- An Introduction


Chapter 2: Product And Services Strategies


Chapter 3: Competitive and Turnaround Strategies

Meaning of Competition, Natural and Strategic Competition, Theory of Competition, Classifying Competitors, Intensity, or Degree, of Competition, Types of Competition, Competitive advantage, Competitive Analysis- Porter’s Five Forces Model, Sustainable Competitive Advantage- Porter’s Five Generic Competitive Strategies, Competitive Intelligence, Turnaround Strategy, Turnaround Management, Summary, Self-Assessment Questions

Chapter 4: Distribution Strategies


Consumer Behavior

Chapter 1: Introduction to Consumer Behavior: Concept of consumer behavior, relevance of consumer behavior studies, applications of consumer behavior, factors influencing consumer behavior, consumer decision making process, consumer behavior in adopting new products, diffusions of innovation, buyer behavior-business markets, consumer behavior models, summary, self-assessment questions.


Chapter 3: Social Class and Consumer Behavior: Concept of social class and consumer behavior, what is social class, the measures of social class, social class mobility, geo-demographic clustering, social class and consumer behavior, summary, self-assessment questions.

Chapter 4: Personality: Concept of personality, Basics of personality, theories of personality and marketing strategy, applications of personality concepts in marketing, summary, self-assessment questions.
Chapter 5: Attitude: Concept of Attitude, The basics of consumer attitude, the nature of attitude, models of attitude and marketing implications, attitude change strategies, summary, self-assessment questions.

Chapter 6: Perception: Concept of Perception, Basics of Perception and marketing implications, elements of perception, dynamics of perception, consumer imagery, perceived risk, summary, self-assessment questions.


Chapter 8: Learning: Concept of learning, elements of consumer learning, behavioral learning theories and their marketing applications, cognitive learning theory, involvement theory, measures of consumer learning, summary, self-assessment questions.

Introduction to Digital Marketing


Chapter 2: Traditional Marketing and Internet Marketing: Introduction, Comparison of Digital Marketing with Traditional Marketing, Summary, Key Words, Self-Assessment Questions, End Notes


Chapter 4: E-tailing in India: Introduction, Broad Differences between Traditional Retailing and E-retailing, Challenges and Opportunities on E-retailing in India, Effective Strategies on E-retailing in India, E-retailing Companies in India, Summary, Key Words, Self-Assessment Questions, End Notes

Chapter 5: E-Mail Marketing: Introduction, E-mail Marketing-What is it? Why do it? And How?, Types of E-mail Marketing, Comparison to Traditional Mail, Opt-in E-mail Advertising, Legal Requirements, Electronic Direct Mail, How to Create a Consumer E-mail Marketing Database?, Write an Effective Subject Line, Perfect Your Copy Message, Top 10 Benefits of E-mail Marketing, E-mail Marketing Strategy Checklist, Effective E-mail Marketing Techniques, Tips to Maximize E-mail Marketing Success, E-mail Marketing in India-Market Size 2013, Summary, Key Words, Self-Assessment Questions, End Notes

Chapter 6: Online Advertising: Introduction, History, Recent Trends, Delivery Methods, Search Engine Marketing(SEM), Social Media Marketing, Mobile Advertising, E-mail Advertising, Chat Advertising, Online Classified Advertising, Adware, Affiliate Marketing, Compensation Methods, Other Performance based Compensation, Benefits of Online Advertising, Demerits of Online Advertising, Technological Variations,
Privacy Concerns, Ten Advantages of Online Advertising, Five advertising Trends from 2013, Disadvantages of Online Advertising, Summary, Key Words, Self-Assessment Questions, End Notes


Chapter 8: *Social Media and Content Marketing*: Introduction, Social Media, Marketing with Social Media, Growth of Social Media Marketing, Benefits of Social Media Marketing, Social Media Marketing in India-An Overview, Social Media Marketing Strategies, Content Marketing, The Five Components of Content Marketing, How to Use Content Marketing in Social Media, Summary, Key Words, Self-Assessment Questions, End Notes

Chapter 9: *WEB 2.0*: Introduction, Features and Techniques, Technologies, Web 2.0: Services and Applications, Summary, Key Words, Self-Assessment Questions, End Notes


Chapter 11: *Privacy and Security Issues in Digital Marketing*: Introduction, Privacy, Security, Keep Computer Safe from Online Threats, the Ethical Issues in E-Commerce, Summary, Key Words, Self-Assessment Questions, End Notes

Chapter 12: *Developing Digital Marketing Website*: Introduction, Planning Your Website, Designing Your Product’s Website, Writing Effective Website Sales Copy, Selecting a Domain Name, Selecting the Web Host, Who Will Manage the Site, Who Will Make the Site’s Creative Content, What Will the Site’s Layout Be, What are Your Website, Designing Your Site’s Web Pages, Testing Your Site, Summary, Key Words, Self-Assessment Questions, End Notes

Chapter 13: *2020 India at The Axle of Digital Age*: Introduction, India’s Landscape by 2020, India’s Internet Landscape by 2020, Internet Trends, Key Drivers, Key Implications, Digital Life in India by 2020, Info graphic of the Digital Life by 2020, Growth and Prospects of E-Commerce in India, Advantages of E-Commerce to Businesses in India, Category of E-Commerce and Its Trendy Uses in India, Barriers to E-Commerce in India, Techniques to Improve E-Commerce Business in India, Summary, Key Words, Self-Assessment Questions, End Notes

Semester 4

Social Media and Search Engine Management

Chapter 1 *Fundamentals of Marketing with New Age Media*: Network and the Social Media, Social Media Marketing, Summary, Self-Assessment Questions

Chapter 2 *Marketing 4 P’s And Social Media*: Social Media-As-Promotion, Personal Visibility: It All Matters, Summary, Self-Assessment Questions
Chapter 3 Social Media Marketing: Introduction, Evolution of Technology, Internet and Social Media, An Example, What is Social Media Marketing?, The India Story, Web 3.0 and Future of Social Media Marketing, Summary, Self-Assessment Questions

Chapter 4 Social Media Marketing Strategy: Past and Present, Overview, Information, Nuts and Bolt, Tools, Summary, Self-Assessment Questions


Chapter 6 Facebook: Past and Present, Overview, Information, Nuts And Bolts, Tools, Summary, Self-Assessment Questions

Chapter 7 Twitter Marketing: Past and Present, Overview, Information, Nuts And Bolts, Tools, Summary, Self-Assessment Questions

Chapter 8 Social Media Present and Future: Desires What Your Consumer Wants?, Destiny What Your Consumer Will Do Next?, Fortune the Success of Product Launch, Marketing Campaign or Event, Fate predict a Downfall, Social Media Future, The Future of Social Media Paid vs. Organic, Summary, Self-Assessment Questions

Chapter 9 Search Engine Marketing: Pay Per Click, Search Analytics, Contextual, Behavioral Targeting, Summary, Self-Assessment Questions

Chapter 10 Affiliate Marketing: Types of Affiliate Marketing, Summary, Self-Assessment Questions

Business Ethics & Corporate Governance*

Unit-1: INTRODUCTION TO BUSINESS ETHICS

Chapter 1. Introduction to Ethics

Structure: Definition, Derivation, Meaning, Nine Theories of Ethics, Importance of Ethics, Ethics and Morality, Ethics and Law, Summary, Self Assessment Questions.

Chapter 2. Business Ethics


Chapter 3. Business Practices


Chapter 4. Whistle Blowing And Insider Trading


Chapter 5. Disclosure requirements

Structure:- Concept of Disclosure Requirements/Norms, Objective of Disclosure, Disclosure as per the Companies Act, 1956, Disclosure as per the Listing Agreement (clause 36), Disclosure as per the Listing Agreement (clause 49), Summary, Self Assessment Questions.

Chapter 6. Values

Structure:- Introduction, Definition of Values, Meaning of Values, Aspects of Value, Function of Values/Importance of Values, Classification/Type of Values, How Different are Values From Morals and Ethics?, Reasons for Deterioration of Values, Summary, Self Assessment Questions.

Chapter 7. Teaching From Scriptures

Structure:- Business Ethics, India Values and Scriptures, Evolution of Management Thought Process, Teachings From the Ramayana, Teachings From the Holy Quran, Teachings From the Holy Bible, Teachings From the Bhagavad Gita, Other Scriptures, Summary, Self Assessment Questions.

Unit 2: CORPORATE GOVERNANCE

Chapter 8. Corporate Governance

Structure:- Definition of Corporate Governance, Features of Corporate Governance, Objective of Corporate Governance, Importance of Corporate Governance, Main Issues That The Corporate Governance Focuses on Mechanism of Corporate Governance, Principles of Good Corporate Governance, Role of Securities and Exchange Board of India (SEBI) Corporate Governance, Summary, Self Assessment Questions.

Chapter 9. Evolution of Corporate Governance

Structure:- Evolution of Corporate Governance in Abroad, Evolution and Development of Corporate Governance in India, Summary, Self Assessment Questions.

Chapter 10. Recommendations of Various Committees on Corporate Governance

Chapter 12. Corporate governance in banks

Structure:
- Genesis of Indian banking system, What is Corporate governance in banks, Objective of Corporate governance in banks, Importance of Corporate governance in banks, Various committee on Corporate governance in banks, Key principles recommended by Basle committee to enhance Corporate governance in sector, General recommendation to built up effective Corporate governance in bank, Measures taken by banks towards of best practices, Measures taken by RBI towards corporate governance, Obstacles for good governance in the banking sector, Corporate governance and Cooperative banks,
- Summary, Self Assessment Questions.

Chapter 13. Corporate governance in insurance industry

Structure:
- Genesis of Indian insurance industry, IRDA Act, 1999, Principles governance the life insurance sector, Code of best practices for life insurance companies, Key ethical issues in insurance sector, Importance of corporate governance in the insurance sector, Summary, Self Assessment Questions.

Chapter 14. Corporate governance in globalised economy

Structure:
- Introduction, Evolution of Corporate governance in globalised economy, Importance of policy framework in corporate governance, Role of OECD for effective Corporate governance in globalised economy, International corporate approach, Code of conduct for multinationals, Solution for effective Corporate governance in globalised economy, Summary, Self Assessment Questions.

Unit 3: CODE OF CONDUCT AND CSR

Chapter 15. Code of conduct

Structure:
- Meaning, Reasons to have code of conduct, Factors that should be always kept in mind, Procedure -How it can be evolved>, Highlights of code of conduct, Corporate codes, Steps involved in implementation of code of ethics, Measures to improve ethical conduct of business, Measures for effective implementation of ethical standards and morals, Summary, Self Assessment Questions.

Chapter 16. Code of conduct for banks

Structure:

Chapter 17. Introduction to corporate social responsibility (CSR)

Structure:
- Definition of CSR, Also known as, Meaning of corporate social responsibility (CSR), Nature of CSR, Definition levels at which companies undertake CSR responsibility, Scope of CSR, Ways of contributing to CSR, Models of CSR, Importance of CSR, Obstacles in developing CSR, Corporate governance and CSR, Summary, Self Assessment Questions.

Chapter 18. Arguments for and against CSR

Structure:
- Definition of social responsibility, Arguments for/Need for social responsibilities, Arguments against social responsibility of business, Summary, Self Assessment Questions.
Chapter 19: Social responsibility towards different stakeholders

Structure:
- Definition of social responsibility
- Concept of social responsibility
- Responsibility towards various stakeholders
- Expectation of Stakeholders
- Summary
- Self Assessment Questions

Chapter 20: CSR Initiatives

Structure:
- Definition of CSR Initiatives
- Benefits of CSR Initiatives
- Drawbacks of CSR Initiatives
- CSR in the Indian context
- CSR Initiatives by Indian companies
- Survey in regard to CSR Initiatives
- Summary
- Self Assessment Questions

Chapter 21: CSR Towards social organisations

Structure:
- Introduction
- Definition of social organisation
- Contemporary social issues
- Relevance of CSR in Contemporary society
- Value approach to CSR
- Systematic approach for managing social responsibility
- Implementation of CSR
- Step for integrating CSR within all aspects of operations
- Summary
- Self Assessment Questions

Unit 4: PROTECTION AND CONTROL OF BUSINESS FRAUD

Chapter 22: Corruption

Structure:
- Definition of Corruption
- Type of Corruption
- Causes of Corruption
- Impact of Corruption
- Remedies of Corruption
- Corruption perception index
- Zero tolerance of Corruption
- Status of Corruption in India
- Summary
- Self Assessment Questions

Chapter 23: Frauds in banks

Structure:
- Introduction of frauds
- Definition of frauds as Indian penal code
- Definition of frauds as Indian contract act
- Essential elements of frauds
- Different areas of frauds in banks
- Parties involved in frauds committed by employees
- Detection of frauds committed by employees
- Summary
- Self Assessment Questions

Chapter 24: Frauds in insurance industry

Structure:
- Introduction of fraud in insurance sector
- Definition of frauds in insurance sector
- Types of fraud in the insurance sector
- Prevention to control fraud in insurance sector
- Training to employees to control fraud
- Reporting suspicion of fraud
- Summary
- Self Assessment Questions

Chapter 25: Scams and scandals

Structure:
- Introduction
- Definition of Scams and scandals
- Overview of Scams and scandals
- 2G Spectrum scam
- Commonwealth games scam
- Telgi scam
- Satyam scam
- Bofors scam
- The hawala scandal
- Harshad Mehta scam
- Hassan ali khan scam
- Swiss bank
- C.R. Bhansali scam
- UTI Scam
- LIC Housing finance
- Enron
- Worldcom
- Summary
- Self Assessment Questions

Chapter 26: Competition act, 2002

Summary, Self Assessment Questions.

Chapter 27. Intellectual property rights

Structure:- Introduction, Objective/Need, Type of Intellectual property rights, Advantages of Intellectual property rights, Intellectual property rights in india, Summary, Self Assessment Questions.

Chapter 28. Computer crime


SEARCH ENGINE OPTIMIZATION
Chapter 1- SEARCH ENGINES

Structure- Introduction, List of Major search Engines, Spider, Crawling, Indexing, Cache Date, What is Website?, What is Keyword?, What is Keyword Density, Keyword Research and Analysis, Google Sandbox effect, Page Rank, Summary Self Assessment Questions

Chapter 2- ON-PAGE OPTIMIZATION

Structure- Meta tag Optimization:, Meta Title Tag:, Meta Description Tags:, Keyword tags:, Image Optimization:, File Size:, File Name:, Captions:, Bounce Rate:, What is bounce rate?, robots.txt file, Sitemap:, HTML (Hyper Text Mark-up Language) Sitemap, XML Sitemap, Benefits of XML sitemaps to search optimize flash sites, XML sitemaps and Search Engines, Steps to generate XML sitemap:, Steps to generate HTML (Hypertext mark-up language) sitemap file:, Google webmaster/analytics code:, Webmasters code:, Analytics code:, URL renaming and re-writing, Anchor text, Status 404 error and Redirection, Status 301 Error and Redirection:, Status 302 Error and Redirection, What is Domain?, What is Hosting?, Difference between hosting and domain, How to register your own domain name?, Name of the few hosting/domain companies, What are different domain extensions?, Factors affecting a website’s Google placement, Alexa ranking, Summary Self Assessment Questions

Chapter 3- Advanced SEO

Structure- Names of search engine spiders, Google Analytics Cookies:, E-mail tracking in Google analytics:, Conversion tracking in Google Analytics, How do you track conversion rates on your website?, How to set up Google Analytics in Thesis, How to Track Newsletter and Product Conversion Rates with Google Analytics, E-commerce tracking in Google analytics, What are annotations in Google analytics?, Goals and Funnels in Google Analytics, Clarifying Goals & Funnels, Thinking about Great Goals, Setting up Goals, Exploring Goal Type, URL Destination, Time on Site, Page/Visit, Event, Defining Custom Funnels, Purpose of Using Funnelled Goals, Custom reporting in Google Analytics, About Custom
Reports, About dimensions and metrics in custom reports, Metrics are the numeric measurements. Admin section in Google Analytics, Summary Self Assessment Questions

Chapter 4- Google Algorithm


Chapter 5- Off-Page Optimization


Chapter 6- Social Media Marketing

Structure-Introduction:, Why does my company need social media, Relationships, Feedback, Integration, Building and engaging a community, Moving from "like" to "love" to "defend", It's not just about marketing, Content creation Learn and improve, Explore and discover, Question and answer, Customer service, Product development, Human resources, Recruiting, Internal social networking, Career advancement, How to get social media buy-in, Social Media Metrics and ROI, Quantitative:, Qualitative:, Facebook, How are people using Facebook?, Features, Facebook Messenger, Strategies and tactics for success, Etiquette tips and guidelines, Recommended tools, Facebook Brand:, Facebook Ads:, Twitter, How are people using Twitter?, Strategies and tactics for success, Etiquette tips and guidelines, Recommended tools, Twitter for Business, Simply Measured, Google+, How are people using Google+?, Strategies and tactics for success, Promote Google+ pages in other platforms:, Image sharing:, Format posts:, Find and befriend tastemakers:, Etiquette tips and guidelines, Recommended tools, Google's Official Policy Guidelines, Simply Measured, LinkedIn, How are people using LinkedIn?, Business development, Establishing thought leadership, Building customer advocates, Strategies and tactics for success, Etiquette tips and guidelines, Recommended tools, YouTube, Key stats and demographics, How
the network is being used by consumers, Strategies and tactics for success, Content Strategy;, Etiquette tips and guidelines, Recommended tools, Pinterest, Key stats and demographics, How are people using Pinterest?, Strategies and tactics for success, Etiquette tips and guidelines, Recommended tools, Summary Self Assessment Questions

Chapter 7- SEARCH ENGINES

Structure-Introduction, Know your Audience:, Craft your Message:, Choose the Right Format:, Look for Measurable Results Page Rank, Summary Self Assessment Questions

Chapter 8-Mobile Search Engine Optimization

Structure-Introduction, Choose your mobile configuration, Understand the difference between devices, Understand key points for going mobile, Choose your mobile configuration:, Frequently Asked Questions, Signal your configuration to search engine, Responsive Web Design, Dynamic serving, Separate URLs, Annotations for desktop and mobile URLs, Annotations in the HTML, Avoid Common Mistakes, Blocked JavaScript, CSS, and Image Files, Unplayable Content:, Faulty Redirects, Mobile-Only 404s, App Download Interstitials, Irrelevant Cross Links, Slow mobile pages, Summary Self Assessment Questions

Project Work
Year 2: Elective - E-Commerce Marketing and Management

Business Policies and Strategic Management


Chapter 2: Vision, Mission and Objectives.
Inter-relationship, Vision, Mission, Objectives Goals and Targets, Importance of Objectives, Guidelines for Ideal Objectives, Factors Affecting Objectives, Classification of Objectives, Top-Down and Bottom-up Approaches, Summary, Self-Assessment Questions.

Chapter 3: Social, Environmental and Economic Responsibilities of Business.

Chapter 4: Corporate Governance
What is Corporate Governance?, Importance of Corporate Governance, Corporate Governance Determinants, Benefits of Good Corporate Governance, Benefits of Good Corporate Governance, Principles of Corporate Governance, The Indian Scenario, Summary, Self-Assessment Questions.

Chapter 5: Business Environment

Chapter 6: Environmental Forecasting and Analysis
Relevance, Techniques for Environmental Analysis, Steps in/Approaches to Environmental Forecasting, Benefits/Importance of Environmental Forecasting, Limitations of Environmental Forecasting, Summary, Self-Assessment Questions.

Chapter 7: Strategy Implementation

Chapter 8: Strategy and Structure

Chapter 9: Strategy Evaluation and Control

Entrepreneurship and Innovation Management

Chapter 1 Introduction: Introduction, What is Entrepreneurship, Who is an Entrepreneur, Summary, Self-Assessment Questions

Chapter 2 Women Entrepreneurship: Introduction, Concept, Definition of Women Entrepreneur, Economic Empowerment and Entrepreneurship, Functions of Women Entrepreneur, Growth and Development of Women Entrepreneurship, Areas for Development of Women Entrepreneur, Problems of Women Entrepreneurs, Summary, Self-Assessment Questions

Chapter 3 Creating And Starting The Venture: Defining Opportunity, Identifying a Business Opportunity, Sources Of Ideas, Steps in Idea Processing and Selection, Establishment of An Enterprise, Summary, Self-Assessment Questions

Chapter 4 Setting Up New Venture: Introduction, Role of Small-Scale Industries in Industrialization of India, Importance of Small- Scale Industries, Micro Small And Medium Enterprises, Procedure for Registration of Micro, Small and Medium Enterprises in Goa, Registration of Small-Scale Industries Units, Benefits of Registering, Objectives of the Registration Scheme, Features of the Scheme, Benefits of Provisional Registration, Procedure to Get the Provisional Registration, Benefits of Permanent Registration, Features of the Present Procedure for Registration, De-Registration, Carrying on Business (COB) Clearance, Steps to Start a New Venture, Forms of Business Organizations, Factors Influencing a Suitable Form of organization, What is Value Added Tax?, Summary, Self-Assessment Questions

Chapter 5 Entrepreneurial Support: Introduction, Entrepreneurship Development Institute of India (EDI), National Institute for Entrepreneurship and Small Business Development (NIESBUD), Small Industries Development Organization (SIDO), National Alliance of Young Entrepreneurs (NAYE), State Bank of India (SBI), District Industry Center (DIC) , Small Industries Development Bank of India (SIDBI), State Financial Corporations (SFCs), National Small Industries Corporation Limited (NSIC), National Bank for Agriculture and Rural Development (NABARD), Rajiv Gandhi Udyami Mitra Yojana, Khadi and Village Industries Commission (KVIC), Goa Handicraft Rural and Small- Scale Industries Development Corporation (GHRSSIDC), Goa Industrial Development Corporation (GIDC), Economic Development Corporation (EDC), Summary, Self-Assessment Question

Chapter 6 Taxation Benefits: Introduction, Taxation Support for Small-Scale Sector, Taxation Benefits for Small-Scale Sector, Summary, Self-Assessment Questions

Chapter 7 Innovation In Entrepreneurship: Introduction, Purposeful Innovative, Seven Sources for Innovative Opportunity, The Characteristics Knowledge-Based Innovation, What Knowledge-Based Innovation Requires, Principles of Purposeful Innovation, Summary, Self-Assessment Questions

Chapter 8 Business Incubation: Introduction, Summary, Self-Assessment Questions

Strategic Marketing Management
Chapter 1: Strategic Marketing- An Introduction

Chapter 2: Product and Services Strategies

Chapter 3: Competitive and Turnaround Strategies
Meaning of Competition, Natural and Strategic Competition, Theory of Competition, Classifying Competitors, Intensity, or Degree, of Competition, Types of Competition, Competitive advantage, Competitive Analysis- Porter’s Five Forces Model, Sustainable Competitive Advantage- Porter’s Five Generic Competitive Strategies, Competitive Intelligence, Turnaround Strategy, Turnaround Management, Summary, Self-Assessment Questions

Chapter 4: Distribution Strategies

Consumer Behavior

Chapter 1: Introduction to Consumer Behavior: Concept of consumer behavior, relevance of consumer behavior studies, applications of consumer behavior, factors influencing consumer behavior, consumer decision making process, consumer behavior in adopting new products, diffusions of innovation, buyer behavior-business markets, consumer behavior models, summary, self-assessment questions.


Chapter 3: Social Class and Consumer Behavior: Concept of social class and consumer behavior, what is social class, the measures of social class, social class mobility, geo-demographic clustering, social class and consumer behavior, summary, self-assessment questions.

Chapter 4: Personality: Concept of personality, Basics of personality, theories of personality and marketing strategy, applications of personality concepts in marketing, summary, self-assessment questions.
Chapter 5:  Attitude: Concept of Attitude, The basics of consumer attitude, the nature of attitude, models of attitude and marketing implications, attitude change strategies, summary, self-assessment questions.

Chapter 6: Perception: Concept of Perception, Basics of Perception and marketing implications, elements of perception, dynamics of perception, consumer imagery, perceived risk, summary, self-assessment questions.


Chapter 8: Learning: Concept of learning, elements of consumer learning, behavioral learning theories and their marketing applications, cognitive learning theory, involvement theory, measures of consumer learning, summary, self-assessment questions.

Information Technology and Retailing


Chapter-3 -Competitive Strategies- Customer Relationship Management Improving Customer Care, Myths about Customers Loyalty, The Strategic Foundation of Customer Relationship Management, Online Pricing, Logistics and Supply Chain Management, Strategies for Customer Integration, Summary, Self-Assessment Questions.


Chapter 7 - Radio Frequency Identification: New Era Technology and Application Domain - RFID Overview, Barcodes, RFID in Retail Operation, Retail RFID System and Smart Shelves, RFID Market in Asia, Expected Indian RFID Market Growth, Summary, Self-Assessment Questions.

 Semester 4  

E-Commerce  


Chapter 2 Getting Started On E-Commerce: E-Services, E-Commerce Communities, Cyber Music Management, Supply Chain Management, Reseller Program, E-Commerce Strategy, Summary, Self-Assessment Questions  

Chapter 3 How To Build E-Commerce System? : Teleshopping, Telemarketing, New Marketing Technology, Bar Codes, Electronic Mailing List, E-Commerce And Disintermediation, Hyper Banner, E-Commerce Education And Training, E-Commerce - A Science and A Art, Summary, Self-Assessment Questions  

Chapter 4 Electronic Data Interchange (EDI) : Introduction, Types of Business Data Transfer Systems, Electronic Data Interchange (EDI), UN/EDI Fact Training Guide, EDI in India, EDI And Wide Area Network (WAN), Gateway Electronic Data Interchange (GEDIS) and Videsh Sanchar Nigam Limited (VSNL), NIC Net and EDI, Electronic Data Interchange Services, EDI and Internet, Electronic Trading Options, Summary, Self-Assessment Questions  


Chapter 6 Payment System : Digital Certificate or Authentication Certificate, Electronic Cheques, GM Card Easy Pay Wallet, Internet Payment Services, Smart Card (Electronic Credit Card), Card Service International - Payment Solutions, Credit Card Fraud, Processing of Financial Transactions (E-Commerce Process), EDI Traditional Standard, E-Commerce Solutions, PSI Net, Summary, Self-Assessment Questions  

Chapter 7 E-Commerce Solutions: Sillcomm Internet and E-Commerce Solutions, E-Commerce Merchant Accounts Merchant Credit Cards, Summary, Self-Assessment Questions  

Business Ethics & Corporate Governance  

Unit-1: INTRODUCTION TO BUSINESS ETHICS
Chapter 1. Introduction to Ethics

Structure: Definition, Derivation, Meaning, Nine Theories of Ethics, Importance of Ethics, Ethics and Morality, Ethics and Law, Summary, Self Assessment Questions.

Chapter 2. Business Ethics


Chapter 3. Business Practices


Chapter 4. Whistle Blowing And Insider Trading


Chapter 5. Disclosure requirements

Structure: Concept of Disclosure Requirements/Norms, Objective of Disclosure, Disclosure as per the Companies Act, 1956, Disclosure as per the Listing Agreement (clause 36), Disclosure as per the Listing Agreement (clause 49), Summary, Self Assessment Questions.

Chapter 6. Values

Structure: Introduction, Definition of Values, Meaning of Values, Aspects of Value, Function of Values/Importance of Values, Classification/Type of Values, How Different are Values From Morals and Ethics?, Reasons for Deterioration of Values, Summary, Self Assessment Questions.

Chapter 7. Teaching From Scriptures

Structure: Business Ethics, India Values and Scriptures, Evolution of Management Thought Process, Teachings From the Ramayana, Teachings From the Holy Quran, Teachings From the Holy Bible, Teachings From the Bhagavat Gita, Other Scriptures, Summary, Self Assessment Questions.

Unit 2. CORPORATE GOVERNANCE

Chapter 8. Corporate Governance

Structure: Definition of Corporate Governance, Features of Corporate Governance, Objective of Corporate Governance, Importance of Corporate Governance, Main Issues That The Corporate
Governance Focuses on Mechanism of Corporate Governance, Principles of Good Corporate Governance, Role of Securities and Exchange Board of India (SEBI) Corporate Governance, Summary, Self Assessment Questions.

Chapter 9. Evolution of Corporate Governance

Structure: Evolution of Corporate Governance in Abroad, Evolution and Development of Corporate Governance in India, Summary, Self Assessment Questions.

Chapter 10. Recommendations of Various Committees on Corporate Governance


Chapter 12. Corporate governance in banks

Structure: Genesis of Indian banking system, What is Corporate governance in banks, Objective of Corporate governance in banks, Importance of Corporate governance in banks, Various committee on Corporate governance in banks, Key principles recommended by Basle committee to enhance Corporate governance in sector, General recommendation to built up effective Corporate governance in bank, Measures taken by banks towards of best practices, Measures taken by RBI towards corporate governance, Obstacles for good governance in the banking sector, Corporate governance and Cooperative banks, Summary, Self Assessment Questions.

Chapter 13. Corporate governance in insurance industry

Structure: Genesis of Indian insurance industry, IRDA Act, 1999, Principles governance the life insurance sector, Code of best practices for life insurance companies, Key ethical issues in insurance sector, Importance of corporate governance in the insurance sector, Summary, Self Assessment Questions.

Chapter 14. Corporate governance in globalised economy


Unit 3: CODE OF CONDUCT AND CSR

Chapter 15. Code of conduct

Structure: Meaning, Reasons to have code of conduct, Factors that should be always kept in mind, Procedure - How it can be evolved >?, Highlights of code of conduct, Corporate codes, Steps involved in implementation of code of ethics, Measures to improve ethical conduct of business, Measures for effective implementation of ethical standards and morals, Summary, Self Assessment Questions.

Chapter 16. Code of conduct for banks
Chapter 17. Introduction to corporate social responsibility (CSR)

Structure: Definition of CSR, Also known as, Meaning of corporate social responsibility (CSR), Nature of CSR, Definition levels at which companies undertake CSR responsibility, Scope of CSR, Ways of contributing to CSR, Models of CSR, Importance of CSR, Obstacles in developing CSR, Corporate governance and CSR, Summary, Self Assessment Questions.

Chapter 18. Arguments for and against CSR

Structure: Definition of social responsibility, Arguments for/Need for social responsibilities, Arguments against social responsibility of business, Summary, Self Assessment Questions.

Chapter 19. Social responsibility towards different stakeholders

Structure: Definition of social responsibility, Concept of social responsibility, Diagram, Responsibility towards various stakeholders, Expectation of Stakeholders, Summary, Self Assessment Questions.

Chapter 20. CSR Initiatives

Structure: Definition of CSR Initiatives, Benefits of CSR Initiatives, Drawbacks of CSR Initiatives, CSR in the Indian context, CSR Initiatives by Indian companies, Survey in regard to CSR Initiatives, Summary, Self Assessment Questions.

Chapter 21. CSR Towards social organisations

Structure: Introduction, Definition of social organisation, Contemporary social issues, Relevance of CSR in Contemporary society, Value approach to CSR, Systematic approach for managing social responsibility, Implementation of CSR, Step for integrating CSR within all aspects of operations, Summary, Self Assessment Questions.

Unit 4: PROTECTION AND CONTROL OF BUSINESS FRAUD

Chapter 22. Corruption


Chapter 23. Frauds in banks

Structure: Introduction of frauds, Definition of frauds as Indian penal code, Definition of frauds as Indian contract act, Essential elements of frauds, Different areas of frauds in banks, Parties involved in frauds committed by employees, Detection of frauds committed by employees, Summary, Self Assessment Questions.

Chapter 24. Frauds in insurance industry
Structure: Introduction of fraud in insurance sector, Definition of frauds in insurance sector, Types of fraud in the insurance sector, Prevention to control fraud in insurance sector, Training to employees to control fraud, Reporting suspicion of fraud, Summary, Self Assessment Questions.

Chapter 25. Scams and scandals


Chapter 26. Competition act, 2002


Summary, Self Assessment Questions.

Chapter 27. Intellectual property rights


Chapter 28. Computer crime


E-Business Communication & Network Security*

CHAPTER 1: ELECTRONIC MARKET


CHAPTER 2: ELECTRONICS SECURITY

CHAPTER 3: CUSTOMER RELATIONSHIP MANAGEMENT

STRUCTURE: Introduction to CRM, Definition of customer relationship management (CRM), Marketing automation, Processes, Technology, CRM areas, Components of CRM, CRM architecture, architecture component of a CRM solution, Time schedule projection, Grouping of enterprise, Electronic CRM, Need for electronic CRM, CRMs goal: Satisfy customer much more than what competitors do, CRM suppliers & customer information convergence, Customer relationship management demystified, e-CRM architecture, Electronic CRM application, The electronic CRM market in India, Major trends of electronic CRM, Global scenario for electronic CRM, CRM - customer relationship management buzz, CRM in Indian banking, CRM concept, Understanding the processes, CRM is iterative, Networking vendors continue invasion of CRM market, Customer relationship portal, CRM utility in India, Quality management moves to be forefront, A better more challenging job, Where does a customer figure in relationship marketing & network marketing, New approaches to marketing: Emergence of the relationship marketing paradigm, New approaches to marketing: Emergence of the network marketing paradigm, Technology use in CRM, Summery, Self assessment question.

CHAPTER 4: E-BUSINESS COMMUNICATION

STRUCTURE: Introduction, Importance of E-technology in E-business communication, VSNL AND TMI, Universal connect data fast, Summery, Self assessment question.

Project Work
Year 2: Elective – Entrepreneurship

Business Policies and Strategic Management


Chapter 2: Vision, Mission and Objectives.
Inter-relationship, Vision, Mission, Objectives, Goals and Targets, Importance of Objectives, Guidelines for Ideal Objectives, Factors Affecting Objectives, Classification of Objectives, Top-Down and Bottom-up Approaches, Summary, Self-Assessment Questions.

Chapter 3: Social, Environmental and Economic Responsibilities of Business.

Chapter 4: Corporate Governance
What is Corporate Governance?, Importance of Corporate Governance, Corporate Governance Determinants, Benefits of Good Corporate Governance, Benefits of Good Corporate Governance, Principles of Corporate Governance, The Indian Scenario, Summary, Self-Assessment Questions.

Chapter 5: Business Environment

Chapter 6: Environmental Forecasting and Analysis
Relevance, Techniques for Environmental Analysis, Steps in/Approaches to Environmental Forecasting, Benefits/Importance of Environmental Forecasting, Limitations of Environmental Forecasting, Summary, Self-Assessment Questions.

Chapter 7: Strategy Implementation

Chapter 8: Strategy and Structure

Chapter 9: Strategy Evaluation and Control

Entrepreneurship and Innovation Management

Chapter 1 Introduction: Introduction, What is Entrepreneurship, Who is an Entrepreneur, Summary, Self-Assessment Questions

Chapter 2 Women Entrepreneurship: Introduction, Concept, Definition of Women Entrepreneur, Economic Empowerment and Entrepreneurship, Functions of Women Entrepreneur, Growth and Development of Women Entrepreneurship, Areas for Development of Women Entrepreneur, Problems of Women Entrepreneurs, Summary, Self-Assessment Questions

Chapter 3 Creating And Starting The Venture: Defining Opportunity, Identifying a Business Opportunity, Sources Of Ideas, Steps in Idea Processing and Selection, Establishment of An Enterprise, Summary, Self-Assessment Questions

Chapter 4 Setting Up New Venture: Introduction, Role of Small-Scale Industries in Industrialization of India, Importance of Small- Scale Industries, Micro Small And Medium Enterprises, Procedure for Registration of Micro, Small and Medium Enterprises in Goa, Registration of Small-Scale Industries Units, Benefits of Registering, Objectives of the Registration Scheme, Features of the Scheme, Benefits of Provisional Registration, Procedure to Get the Provisional Registration, Benefits of Permanent Registration, Features of the Present Procedure for Registration, De-Registration, Carrying on Business (COB) Clearance, Steps to Start a New Venture, Forms of Business Organizations, Factors Influencing a Suitable Form of organization, What is Value Added Tax?, Summary, Self-Assessment Questions

Chapter 5 Entrepreneurial Support: Introduction, Entrepreneurship Development Institute of India (EDI), National Institute for Entrepreneurship and Small Business Development (NIESBUD), Small Industries Development Organization (SIDO), National Alliance of Young Entrepreneurs (NAYE), State Bank of India (SBI), District Industry Center (DIC), Small Industries Development Bank of India (SIDBI), State Financial Corporations (SFCs), National Small Industries Corporation Limited (NSIC), National Bank for Agriculture and Rural Development (NABARD), Rajiv Gandhi Udyami Mitra Yojana, Khadi and Village Industries Commission (KVIC), Goa Handicraft Rural and Small- Scale Industries Development Corporation (GHRSSIDC), Goa Industrial Development Corporation (GIDC), Economic Development Corporation (EDC), Summary, Self-Assessment Question

Chapter 6 Taxation Benefits: Introduction, Taxation Support for Small-Scale Sector, Taxation Benefits for Small-Scale Sector, Summary, Self-Assessment Questions

Chapter 7 Innovation In Entrepreneurship: Introduction, Purposeful Innovative, Seven Sources for Innovative Opportunity, The Characteristics Knowledge-Based Innovation, What Knowledge-Based Innovation Requires, Principles of Purposeful Innovation, Summary, Self-Assessment Questions

Chapter 8 Business Incubation: Introduction, Summary, Self-Assessment Questions

Project Management

Chapter-2 Project Identification: Identification of Project, Generation of Ideas, SWOT Analysis, Preliminary Screening, Project Rating Index, Entrepreneurial Qualities, Summary, Summary, Self-Assessment Question.

Chapter-3 Market And Demand Analysis: Collection Of Data, Primary Sources, Secondary Sources, Market Survey, Market Planning, Marketing Environment, Project Risk Analysis, Demand Forecasting Techniques, Summary, Self-Assessment Question.


Chapter-5 Financial Estimation: Project Cost, Sources of Finance, Cost of Production, Projection of Annual Sales and Annual Production, Summary, Self-Assessment Question.


Women Entrepreneurship
Chapter 1: Introduction
Genesis of the Study, Importance of the Study, Objectives of the Study, Hypothesis of the Study, Methodology of the Study, The Profile of the Study Area, Limitation of the Study, Presentation of the Study, Summary, Self-Assessment Questions

Introduction, Review of Empirical Studies on Women Entrepreneurship, Importance of Economic Independence to Women, Participation of Women in Economics Development, Concept of Entrepreneur And Entrepreneurship, Concept of Women Entrepreneurship, Characteristics/ Qualities of Women Entrepreneurs, Functions of Women Entrepreneurs, Classification/Types of Women Entrepreneurs, Problems of Women Entrepreneurs, Development of Women Entrepreneurship in India, Summary, Self-Assessment Questions

Chapter 3: Government Policy on Women Entrepreneurship
Introduction, Constitutional of Women Entrepreneurs, Development of Women Entrepreneurship through five year Plans, Policy Framework Supporting Women Entrepreneurs, Supportive Program/Schemes for Women Entrepreneurs, Entrepreneurial Support Organizations in the Services of Women Entrepreneurs, Summary, Self-Assessment Questions

Chapter 4: Demographic Profile of Women Entrepreneurs
Introduction, Personal Information of Women Entrepreneurs, Family Background of Women Entrepreneurs, Summary, Self-Assessment Questions

Chapter 5: Occupational Profile of Women Enterprises
Introduction, Location of the Enterprise, Occupation of Respondents before Starting Enterprise, Age of respondent at the Time of Starting Enterprise, Nature of Enterprise, Classification / Type of Enterprises, Form of Organization, Main Reason for Starting Enterprise in Particular Area, Having Employees in the Enterprise, Preference Given to Women Employees and Facilities Given to Them, Training Facilities to Employees and the Methods of Training the Employees, Sources of Procurement of Raw Materials/Products, Initial Investment Made while Starting the Enterprise, Amount of Loan Taken for Initial Investment, Position of Repayment of Loan, Annual Business Turnover, Annual Income From the Enterprise, Opinion about having Satisfaction with Present Occupation and Reasons for Dissatisfaction, Plans of Expansion of Business, Summary, Self-Assessment Questions

Chapter 6: Problems of Women Entrepreneurs
Introduction, Opinions of Women Entrepreneurs about the Problems Faced by them as an Entrepreneur, Opinions of District Managers about the problems of Women Entrepreneurs, Summary, Self-Assessment Questions.

Chapter 7: Prospects of Women Entrepreneurs
Introduction, Opinions of Women Entrepreneurs about the Prospects of Women Entrepreneur, Opinions of District Managers about the Prospects of Women Entrepreneurs, Summary, Self-Assessment Questions

Chapter 8: Conclusions and Recommendations
Entrepreneurial Support and Finance

Chapter 1 Sources of Development Finance: Introduction, Types of Industrial Finance, Sources of Finance, Balance Sheet of Institutional and Non Institutional Borrowings, Norms for Inventory and Receivables, Scientific Approach to Working Capital, Management, Summary, Self-Assessment Questions

Chapter 2 Project Finance: Introduction, Project Financing, the Paradigm Shift in Project Finance, Capital, Capitalization, Capital Structure, Finance for Large-Scale Industries, Public Subscription to Capital, Summary, Self-Assessment Questions


Chapter 5 Budgetary Control: Introduction, Definitions, Total Systems Approach, Budget Objectives, Types of Budgets, Advantages of Budgetary Control, Steps in Budgetary Control, Conscious Budgetary Control, Mechanics of Budgetary Control, Summary, Self-Assessment Questions


Semester 4

Business Ethics & Corporate Governance

Unit-1: INTRODUCTION TO BUSINESS ETHICS

Chapter1. Introduction to Ethics

Structure:--Definition, Derivation, Meaning, Nine Theories of Ethics, Importance of Ethics, Ethics and Morality, Ethics and Law, Summary, Self Assessment Questions.

Chapter2. Business Ethics

Structure:--Definition of Business Ethics, Meaning of Business Ethics, Features of Business Ethics, Approaches to Business Ethics, Scope of Business Ethics, Importance of Business Ethics, Business Ethics and Profits, Summary, Self Assessment Questions.
Chapter 3. Business Practices


Chapter 4. Whistle Blowing And Insider Trading


Chapter 5. Disclosure requirements

Structure: - Concept of Disclosure Requirements/Norms, Objective of Disclosure, Disclosure as per the Companies Act, 1956, Disclosure as per the Listing Agreement (clause 36), Disclosure as per the Listing Agreement (clause 49), Summary, Self Assessment Questions.

Chapter 6. Values

Structure: - Introduction, Definition of Values, Meaning of Values, Aspects of Value, Function of Values/Importance of Values, Classification/Type of Values, How Different are Values From Morals and Ethics?, Reasons for Deterioration of Values, Summary, Self Assessment Questions.

Chapter 7. Teaching From Scriptures

Structure: - Business Ethics, India Values and Scriptures, Evolution of Management Thought Process, Teachings From the Ramayana, Teachings From the Holy Quran, Teachings From the Holy Bible, Teachings From the Bhagavat Gita, Other Scriptures, Summary, Self Assessment Questions.

Unit 2: CORPORATE GOVERNANCE

Chapter 8. Corporate Governance

Structure: - Definition of Corporate Governance, Features of Corporate Governance, Objective of Corporate Governance, Importance of Corporate Governance, Main Issues That The Corporate Governance Focuses on Mechanism of Corporate Governance, Principles of Good Corporate Governance, Role of Securities and Exchange Board of India (SEBI) Corporate Governance, Summary, Self Assessment Questions.

Chapter 9. Evolution of Corporate Governance

Structure: - Evolution of Corporate Governance in Abroad, Evolution and Development of Corporate Governance in India, Summary, Self Assessment Questions.

Chapter 10. Recommendations of Various Committees on Corporate Governance
Chapter 12. Corporate governance in banks

Structure: - Genesis of Indian banking system, What is Corporate governance in banks, Objective of Corporate governance in banks, Importance of Corporate governance in banks, Various committee on Corporate governance in banks, Key principles recommended by Basle committee to enhance Corporate governance in sector, General recommendation to built up effective Corporate governance in bank, Measures taken by banks towards of best practices, Measures taken by RBI towards corporate governance, Obstacles for good governance in the banking sector, Corporate governance and Cooperative banks,

Chapter 13. Corporate governance in insurance industry

Structure: - Genesis of Indian insurance industry, IRDA Act, 1999, Principles governance the life insurance sector, Code of best practices for life insurance companies, Key ethical issues in insurance sector, Importance of corporate governance in the insurance sector, Summary, Self Assessment Questions.

Chapter 14. Corporate governance in globalised economy

Structure: - Introduction, Evolution of Corporate governance in globalised economy, Importance of policy framework in corporate governance, Role of OECD for effective Corporate governance in globalised economy, International corporate approach, Code of conduct for multinationals, Solution for effective Corporate governance in globalised economy, Summary, Self Assessment Questions.

Chapter 15. Code of conduct

Unit 3 - CODE OF CONDUCT AND CSR

Chapter 16. Code of conduct for banks

Chapter 17. Introduction to corporate social responsibility (CSR)
Chapter 18. Arguments for and against CSR

Structure:- Definition of social responsibility, Arguments for/Need for social responsibilities, Arguments against social responsibility of business, Summary, Self Assessment Questions.

Chapter 19. Social responsibility towards different stakeholders

Structure:- Definition of social responsibility, Concept of social responsibility, Diagram, Responsibility towards various stakeholders, Expectation of Stakeholders, Summary, Self Assessment Questions.

Chapter 20. CSR Initiatives

Structure:- Definition of CSR Initiatives, Benefits of CSR Initiatives, Drawbacks of CSR Initiatives, CSR in the Indian context, CSR Initiatives by Indian companies, Survey in regard to CSR Initiatives, Summary, Self Assessment Questions.

Chapter 21. CSR Towards social organisations

Structure:- Introduction, Definition of social organisation, Contemporary social issues, Relevance of CSR in Contemporary society, Value approach to CSR, Systematic approach for managing social responsibility, Implementation of CSR, Step for integrating CSR within all aspects of operations, Summary, Self Assessment Questions.

Unit 4: PROTECTION AND CONTROL OF BUSINESS FRAUD

Chapter 22. Corruption

Structure:- Definition of Corruption, Type of Corruption, Causes of Corruption, Impact of Corruption, Remedies of Corruption, Corruption perception index, Zero tolerance of Corruption, Status of Corruption in India, Summary, Self Assessment Questions.

Chapter 23. Frauds in banks

Structure:- Introduction of frauds, Definition of frauds as Indian penal code, Definition of frauds as Indian contract act, Essential elements of frauds, Different areas of frauds in banks, Parties involved in frauds committed by employees, Detection of frauds committed by employees, Summary, Self Assessment Questions.

Chapter 24. Frauds in insurance industry

Structure:- Introduction of fraud in insurance sector, Definition of frauds in insurance sector, Types of fraud in the insurance sector, Prevention to control fraud in insurance sector, Training to employees to control fraud, Reporting suspicion of fraud, Summary, Self Assessment Questions.

Chapter 25. Scams and scandals

Structure:- Introduction, Definition of Scams and scandals, Overview of Scams and scandals, 2G Spectrum scam, Commonwealth games scam, Telgi scam, Satyam scam, Bofors scam, The hawala scandal, Harshad
Mehta scam, Hassan ali khan scam, Swiss bank, C.R. Bhansali scam, UTI Scam, LIC Housing finance, Enron, Worldcom, Summary, Self Assessment Questions.

Chapter 26. Competition act, 2002


Summary, Self Assessment Questions.

Chapter 27. Intellectual property rights

Structure: Introduction, Objective/Need, Type of Intellectual property rights, Advantages of Intellectual property rights, Intellectual property rights in India, Summary, Self Assessment Questions.

Chapter 28. Computer crime


Entrepreneurship and Small Industry Development

CHAPTER 1: INTRODUCTION TO ENTREPRENEURSHIP

STRUCTURES: Classification of industries, Historical development of entrepreneur, Emergence of the entrepreneur, Being entrepreneur, Summary, Self assessment questions

CHAPTER 2: THE ENTREPRENEUR

STRUCTURES: Definition, Characteristics of an entrepreneur, Significance of an entrepreneur, entrepreneur vs entrepreneurship, Qualities of an entrepreneur, Discussion entrepreneur are born & not made, entrepreneur & enterprise, Entrepreneur, Examples of entrepreneur, Classification of entrepreneur, Dos & don’ts of an entrepreneur, The entrepreneur & Economics developments, Who can be an entrepreneur, A doer not a dreamer, The new entrepreneur: myths vs reality, Summary, Self assessments question

CHAPTER 3: ENTREPRENEURIAL MOTIVATION

STRUCTURES: Introduction, Motivation theories, Maslow’s need hierarchy theory, McClelland acquired needs theory, Motivation factors, Achievements Motivation, Kakinada experiments, Current theories of ENTREPRENEURSHIP, Psychological theories & the needs for achievements, Definition of entrepreneurship, Entrepreneur, Entrepreneurship, Summary, Self assessments question

CHAPTER 4: Entrepreneurship

CHAPTER 5 :- ENTREPRENERSHIEP DEVELOPMENT

STRUCTURES:- Personality characteristics of entrepreneur, entrepreneurial competencies, entrepreneur in India, Phase of entrepreneur development, entrepreneur development program in India, Effectiveness of entrepreneur development program in India, Environment for entrepreneurship, Barrier, Position of entrepreneurship in India, Summery, Self assessment questions

CHAPTER 6 :- ENTREPRENERSHIEP DEVELOPMENT PROGRAMME

STRUCTURES:- Introduction, Meaning, Need, ENTREPRENERSHIEP DEVELOPMENT, Organization of EDP, National institute of entrepreneurship & small business developments, Emerging scene, entrepreneurship as field of academic enquire, Definition & domain of entrepreneurship research, Summery, Self assessment question

CHAPTER 7 :- EMERGING AREAS OF ENTREPRENERSHIEP

STRUCTURES:- Women entrepreneurship, Function & role of women entrepreneurs, Profile of an entrepreneur, Problem of women entrepreneurs, Development of an entrepreneurs - current trends, Rural entrepreneurship, Need for rural entrepreneurship, Problem of rural entrepreneurship, How to develop entrepreneurship, Social entrepreneurship, Genesis of social entrepreneurship, Characteristics of a social entrepreneurship, Characteristics of a social entrepreneurship, sustainable entrepreneurship & SMES, Gains of sustainable & SMES, Gains of sustainable entrepreneurship, Summery, Self assessment questions

CHAPTER 8 :-INTRODUCTION ROLE OF GOVERMENTS

STRUCTURES:- The small scale industries (SSI) sector in India, Impact of WTO, Summery, Self assessment question

CHAPTER 9:- ROLE OF CENTRAL AND STATE GOVERMENTS

STRUCTURES:- Role of governments in programing entrepreneurship, Procedural Consequences, Various incentives sub side & grand, Subsides in india, incentive for agriculture, Export oriented unit, Other mergers to induced investment growth, Summery, Self assessment question

CHAPTER 10 :- GOVERMENTS PRODUCRE FOR STRAING VENTURES

STRUCTURES:- naming & registering business, Producer for registration of private limited company, Producer for registration of a public limited company, Regulatory requirements, Industrial licensing policy, taxation, Summery, Self assessment question
CHAPTER 11: FORMS OF ORGANIZATION

STRUCTURES:- Sole proprietorship business, Partnership, Joint stock company form of enterprise, Summary, Self assessment question

CHAPTER 12: RELEVANT ACTS FOR ENTREPRENEURS


CHAPTER 13: GOVERNMENTS POLICIES SMALL SCALE INDUSTRIES


CHAPTER 14: ROLE OF AGENCIES

STRUCTURES:- Introduction, Indian institute of entrepreneurship (IIE), Small industries service institute (SISI), National institute of entrepreneurship & small business development (NIESDUD), Guideline for national entrepreneurship development board (NEDB) scheme, Summery, Self assessment question.

CHAPTER 15: PROBLEMS OF SMALL SCALE INDUSTRIES

STRUCTURES:- Diagnosis of emerging problem, strategies for revival of SSIs, summetry, Self assessment question.

CHAPTER 16: CAUSES OF SICKNESS IN SMALL INDUSTRIES

STRUCTURES:- Causes of sickness, reasons of a sickness, Summary, Self assessment question.

Industrial Entrepreneurship Development

CHAPTER 1: THE FOUNDATIONS OF ENTREPRENEURSHIP


CHAPTER 2: ENTREPRENEURIAL CULTURE

Introduction, Nature of Culture, Features of Culture, Components/Elements of Culture, Entrepreneurial Culture, Corporate Subcultures, Methods to Classify Organizational Culture, Summary, Self Assessment Questions
CHAPTER 3: ENTREPRENEURSHIP AND INTRAPRENEURSHIP COMPARATIVE ANALYSIS

STRUCTURE: Introduction, Meaning of Intrapreneurs/Corporate Entrepreneurs, History of Entrepreneurs, Definitions, General Framework for Understanding corporate Entrepreneurship, Need for Corporate Entrepreneur, Activities Related to Intrapreneurship, Advantages and Disadvantages of Intrapreneurship, Role of Entrepreneurs/Corporate Entrepreneurs, Essentials for Intrapreneurship, Responsibilities of Intrapreneurs, Similarities and Differences between Entrepreneurship and entrepreneurship, Similarities between Corporate and Start up Entrepreneurship, Summary, Self Assessment Questions

CHAPTER 4: Entrepreneurship and Entrepreneurship-Comparative Analysis


CHAPTER 5: ENTREPRENEURSHIP AND INNOVATION: OPPORTUNITY ANALYSIS

STRUCTURE: Introduction, Meaning, Definitions of Innovation, Characteristics of Innovation in Entrepreneurship, Type of Innovation, Sources of Innovation, Innovation vs. Invention, Barriers to Innovation, Innovation and Entrepreneurship, Summary, Self Assessment Questions

CHAPTER 6: ENTREPRENEURSHIP DEVELOPMENT PROGRAMMS (EDPs)

STRUCTURE: Introduction, Definition, Concept of Entrepreneurship Development, Need for Entrepreneurial Development Programme, Objective of Entrepreneurial Development Programme, Phases of Entrepreneurial Development Programme, EDP Strategy for industrialization and Economic Diversification, Problems Faced in Conduct of EDPs, Criteria for Assessment or Evaluation of EDPs, Suggestions to make EDPs Successful, Success Rate of EDP Trainings and Time Lag in Establishing an Enterprise, Summary, Self Assessment Questions

CHAPTER 7: ENTREPRENEURSHIP DEVELOPMENT PROGRAMMES AND ROLE GOVERNMENT


CHAPTER 8: ROLE OF VARIOUS AGENCIES IN ENTREPRENEURSHIP DEVELOPMENT

STRUCTURE: Introduction, District Industries Centres (DICs), Small Industries Service Institutes (SISI), Entrepreneurship Development Institute of India (EDII), National Institutes of Entrepreneurship and Small
Business Development (NIESBUD), National Entrepreneurship Development Board (NEDB), National Science and Technology Entrepreneurship Development Board (NSTEDB), Birla Institute of Technology-Science and Technology Entrepreneurs’ Parks (BIT-STEP), Technical Consultancy Organization (TCOs), Kerala Industrial and Technical Consultancy Organization, Institutes of Entrepreneurship Development (IED), National Productivity Council (NPC), Summary, Self-Assessment Questions

CHAPTER 9: PROJECT IDENTIFICATION

STRUCTURE: Introduction, Meaning, Types of Opportunities by Peter Drucker, Dimensions of Project Identification of Investment Opportunities, Projects Selection, Importance of Project Identification, Summary, Self-Assessment Questions

CHAPTER 10: PROJECTS FEASIBILITY ANALYSIS


CHAPTER 11: FEASIBILITY REPORTS


CHAPTER 12: PROJECT FORMULATION AND PROJECT REPORT


New Ventures*

CHAPTER 1- FIRST GENERATION ENTREPRENEURS

Structure-Six E’s for the New Entrepreneurs, First Generation Entrepreneur, First Generation Entrepreneurs (FGEs) – Constructing Businesses in India, First Generation Entrepreneurs’ Lessons they have Learnt, Notes From A First Generation Entrepreneur, Young and First Generation Entrepreneur – The Issues, Traits of First Generation Entrepreneurs, An Entrepreneur’s Challenge, Summary, Self Assessment Questions

Chapter 2- ENTREPRENEURS’ ACHIEVEMENT AND BUSINESS FAILURE

Chapter 3 - CREATIVITY AND INNOVATION

Structure - What is Creativity?, What is Creative Thinking?, Characteristics of the Creative Personality, What is not Creative?, The Myths of Creativity, Creativity and Business Development, Defining Innovation, How to Find Innovation, How Creative Entrepreneurs Succeed, Obstacles to Creativity, Overcoming Barriers to Creative Thinking, Why is Idea Generation Important?, New Product Development (NPD), How to Evaluate your Business Idea, Summary, Self Assessment Questions

Chapter 4 - ENTREPRENEURS' THOUGHTS ON BUSINESS START-UP

Structure - Reasons not to Become an Entrepreneur, Bad Reasons to Become an Entrepreneur, How to be a Better Entrepreneur, Reasons for Becoming an Entrepreneur, What to Think when Starting a Business, Business Success Factors, Types of Business Ownerships, Corporate Social Responsibility, Summary, Self Assessment Questions

Chapter 5 - BUSINESS OPPORTUNITIES TRANSFORMATION OBSTACLES


Chapter 6 - SELECTING BUSINESS RELATED OBSTACLES


Chapter 7 - BUILDING BUSINESS INFRASTRUCTURE RELATED OBSTACLES

Chapter 8-GETTING BUSINESS KNOWLEDGE OBSTACLES


Chapter 9-BUSINESS PLAN
Structure-What is Business Plan?, Contents of Business Plan, Documents to be included in Business Financial Analysis Papers, Imaginary Example: Restaurant Sample Business Plan Outline, Miscalculations in Business Plan, Features to be Considered in Business Plan, Top Ten Do’s and Don’ts, Summary, Self Assessment Questions

Chapter 10-FINANCIAL OBSTACLES

Project Work
Year 2: Elective – Financial Planning and Analysis

Business Policies and Strategic Management


Chapter 2: Vision, Mission and Objectives.
Inter-relationship, Vision, Mission, Objectives Goals and Targets, Importance of Objectives, Guidelines for Ideal Objectives, Factors Affecting Objectives, Classification of Objectives, Top-Down and Bottom-up Approaches, Summary, Self-Assessment Questions.

Chapter 3: Social, Environmental and Economic Responsibilities of Business.

Chapter 4: Corporate Governance
What is Corporate Governance?, Importance of Corporate Governance, Corporate Governance Determinants, Benefits of Good Corporate Governance, Benefits of Good Corporate Governance, Principles of Corporate Governance, The Indian Scenario, Summary, Self-Assessment Questions.

Chapter 5: Business Environment

Chapter 6: Environmental Forecasting and Analysis
Relevance, Techniques for Environmental Analysis, Steps in/Approaches to Environmental Forecasting, Benefits/Importance of Environmental Forecasting, Limitations of Environmental Forecasting, Summary, Self-Assessment Questions.

Chapter 7: Strategy Implementation

Chapter 8: Strategy and Structure

Chapter 9: Strategy Evaluation and Control
Entrepreneurship and Innovation Management

Chapter 1 Introduction: Introduction, What is Entrepreneurship, Who is an Entrepreneur, Summary, Self-Assessment Questions

Chapter 2 Women Entrepreneurship: Introduction, Concept, Definition of Women Entrepreneur, Economic Empowerment and Entrepreneurship, Functions of Women Entrepreneur, Growth and Development of Women Entrepreneurship, Areas for Development of Women Entrepreneur, Problems of Women Entrepreneurs, Summary, Self-Assessment Questions

Chapter 3 Creating and Starting the Venture: Defining Opportunity, Identifying a Business Opportunity, Sources Of Ideas, Steps in Idea Processing and Selection, Establishment of An Enterprise, Summary, Self-Assessment Questions

Chapter 4 Setting Up New Venture: Introduction, Role of Small-Scale Industries in Industrialization of India, Importance of Small- Scale Industries, Micro Small And Medium Enterprises, Procedure for Registration of Micro, Small and Medium Enterprises in Goa, Registration of Small-Scale Industries Units, Benefits of Registering, Objectives of the Registration Scheme, Features of the Scheme, Benefits of Provisional Registration, Procedure to Get the Provisional Registration, Benefits of Permanent Registration, Features of the Present Procedure for Registration, De-Registration, Carrying on Business (COB) Clearance, Steps to Start a New Venture, Forms of Business Organizations, Factors Influencing a Suitable Form of organization, What is Value Added Tax?, Summary, Self-Assessment Questions

Chapter 5 Entrepreneurial Support: Introduction, Entrepreneurship Development Institute of India (EDI), National Institute for Entrepreneurship and Small Business Development (NIESBUD), Small Industries Development Organization (SIDO), National Alliance of Young Entrepreneurs (NAYE), State Bank of India (SBI), District Industry Center (DIC), Small Industries Development Bank of India (SIDBI), State Financial Corporations (SFCs), National Small Industries Corporation Limited (NSIC), National Bank for Agriculture and Rural Development (NABARD), Rajiv Gandhi Udyami Mitra Yojana, Khadi and Village Industries Commission (KVIC), Goa Handicraft Rural and Small- Scale Industries Development Corporation (GHRSSIDC), Goa Industrial Development Corporation (GIDC), Economic Development Corporation (EDC), Summary, Self-Assessment Question

Chapter 6 Taxation Benefits: Introduction, Taxation Support for Small-Scale Sector, Taxation Benefits for Small-Scale Sector, Summary, Self-Assessment Questions


Chapter 8 Business Incubation: Introduction, Summary, Self-Assessment Questions

Essentials of Business Finance

Chapter 1: Nature, Scope and Significance of Business Finance

Chapter 2: Financial Techniques
Concept of Financial Techniques, Importance of Financial Techniques, Different Types of Financial Techniques, Summary, Self-Assessment Questions

Chapter 3: Ratio Analysis
Nature of Ratio, Significance of Ratios as Tool of Financial Analysis, Limitations of Ratios, Classification of Ratios, Summary, Self-Assessment Questions

Chapter 4: Funds Flow Statement
Nature of Funds Flow Statement, Significance of Funds Flow Statement, Preparation of Funds Flow Statement, Incorporation of Additional Information, Summary, Self-Assessment Questions

Chapter 5: Profit Planning
Nature of Profit Planning, Basics of Profit Planning, Approaches to Profit Planning, Summary, Self-Assessment Questions

Chapter 6: Financial Planning

Chapter 7: Capital Structure

Chapter 8: Budgeting - A Planning Technique
Concept of Budget, Budgeting and Budgetary Control, Purpose and Objective of Budgeting, Classification of Budgets, the Budgeting Process, Utility of Budgeting, Limitations of Budgeting, Fundamental Principles of Budgeting, Summary, Self-Assessment Questions

Chapter 9: Capital Budgeting
Concept of Capital Budgeting, Significance of Capital Budgeting, Limitations of Capital Budgeting, Components of Investment Analysis, Computation of Present Value, Investment in Working Capital, Methods of Ranking Projects, Capital Rationing, Summary, Self-Assessment Questions

Chapter 10: Cost of Capital
Concept of Cost Capital, Importance of Cost of Capital, Calculation Composite Cost of Capital, Calculation of Cost of Individual Capital Components, Composite Cost of Capital, Cut-Off-Point, Summary, Self-Assessment Questions

Analysis of Financial Statements
Chapter 1: Preparation of Financial Statements: Profit & Loss Accounts
Adjustment of entries, Types of Adjusting Entries, Provision for bad debts, Cash discounts, payable and receivable, closing entries, preparing profit and loss accounts, summary, self-assessment questions.

Chapter 2: Balance Sheet
What is balance sheet, arrangement of assets and liability items on the balance sheet, meaning of balance sheet items, adjusting items, limitations of balance sheet, summary, self-assessment questions.

Chapter 3: Statement of Changes in Financial Position
Concept of Statement of changes in financial position, effect of transactions on working capital, main steps in preparing the statement, treatment of provision for taxation and proposed dividends, significance of statement of changes in financial position- working capital basis, summary, self-assessment questions.

Chapter 4: Cash Flow Statement
Concept, Definition in AS 3, Classification of Cash Inflows and Outflows, Cash Flow statement and cash receipts and disbursements, cash flow and income statement, cash profit (cash net income), presentation of cash flow statement, preparing cash flow statement, provision of AS 3 on treatment of certain items, significance of cash flow statement, statement of changes in total financial resources, summary, self-assessment questions.

Chapter 5: Financial Statement Analysis
Meaning of financial statement analysis, objectives of financial statement analysis, techniques of financial statement analysis, common size statements, focus of financial statement analysis, limitation of financial ratios, summary, self-assessment questions.

Cost Accounting & Control

Chapter 1: Cost Concepts and Classification Marginal (Variable) Costing: Cost, Expenses, Loss, Classification of Costs, Natural Classification of Cost, Cost Behavior (In relation to change in output or activity or volume), Degree of traceability to the product, association with the product, functional classification of costs, relationship with accounting period, cost for decision making and planning, cost for control, other costs, cost control, cost reduction, cost statement/cost sheet, summary, self-assessment questions.


Chapter 3: Budgeting: Concept of Budgeting, Budgeting and Forecasting, Concept of Budgetary control, objectives and functions of budgeting, advantages of budgeting, limitations of budgeting, budgeting process, organization of budgeting (budget committee), Budget manual, budget period, elements of successful budgeting plan, budget centers, limiting or principal budget factor, budget and standard costs, fixed and flexible budgeting, types of budget, revision of budgets, zero base budgeting (ZBB), performance budgeting, summary, self-assessment questions.

Chapter 4: Responsibility Accounting, Divisional Performance Measurement and Transfer Pricing: Decentralization, advantages of divisionalization, dis-advantages of divisionalization, responsibility center, types of responsibility centers, responsibility accounting, responsibility performance reporting,
measuring divisional performance, non-financial measures of performance, transfer pricing, methods of transfer pricing, summary and self-assessment questions.

**Chapter 5: Labour Costs accounting and Control**: Organization for Labour control, wage system, incentive wage plan, profit sharing and co-partnership, work study, job evaluation and merit rating, merit rating, time and motion study, Labour turnover, treatment of Labour cost-related items, summary, self-assessment questions.

**Semester 4**

Financial Planning and Analysis

**Chapter 1 Preparation and Presentation of Banking Company Final Accounts**: Introduction, Meaning of Banking Company, Principal Provisions of Banking Regulation Act, Preparation and Presentation of Final Accounts, Form of Final Account, Important Items of the Final Accounts, Non-Performing Assets, Summary, Self-Assessment Questions

**Chapter 2 Preparation And Presentation of Corporate Final Accounts For Insurance Company**: Introduction, Final Accounts of Life Insurance Companies, Points in Insurance Company Accounts, Important Provisions, Final Accounts of General Insurance Companies, Reserve for Unexpired Risk, Summary, Self-Assessment Questions

**Chapter 3 Preparation and Presentation of Company Final Accounts**: Meaning of Financial Statements, Preparation and Presentation of Final Accounts, Forms of Final Account, Profit and Loss Account, Summary, Self-Assessment Questions

**Chapter 4 Study of Accounting Policies**: Introduction, Accounting Policies, Disclosure of Accounting Policies, Selection of an Accounting Policy, Significant Accounting Policy, Change in Accounting Policy, Application of Different Accounting Policies for Similar Items, Disclosure of Accounting Policies Requirements, Fundamental Accounting Assumptions, Change in Basis of Accounting, Application of Accounting Policies, Standardization of Accounting Policies, Summary, Self-Assessment Questions

**Chapter 5 Analysis and Interpretation of Annual Report**: Introduction, Disclosure by Way Of Notes, Disclosures by Banking Company, Analysis and Interpretation of Annual Report of Companies, Summary, Self-Assessment Questions

**Business Ethics & Corporate Governance**

Unit-1: INTRODUCTION TO BUSINESS ETHICS

Chapter1. Introduction to Ethics

Structure:- Definition, Derivation, Meaning, Nine Theories of Ethics, Importance of Ethics, Ethics and Morality, Ethics and Law, Summary, Self Assessment Questions.
Chapter 2. Business Ethics


Chapter 3. Business Practices


Chapter 4. Whistle Blowing and Insider Trading


Chapter 5. Disclosure Requirements

Structure: Concept of Disclosure Requirements/Norms, Objective of Disclosure, Disclosure as per the Companies Act, 1956, Disclosure as per the Listing Agreement (clause 36), Disclosure as per the Listing Agreement (clause 49), Summary, Self Assessment Questions.

Chapter 6. Values

Structure: Introduction, Definition of Values, Meaning of Values, Aspects of Value, Function of Values/Importance of Values, Classification/Type of Values, How Different are Values From Morals and Ethics?, Reasons for Deterioration of Values, Summary, Self Assessment Questions.

Chapter 7. Teaching From Scriptures

Structure: Business Ethics, India Values and Scriptures, Evolution of Management Thought Process, Teachings From the Ramayana, Teachings From the Holy Quran, Teachings From the Holy Bible, Teachings From the Bhagavat Gita, Other Scriptures, Summary, Self Assessment Questions.

Unit 2: CORPORATE GOVERNANCE

Chapter 8. Corporate Governance

Structure: Definition of Corporate Governance, Features of Corporate Governance, Objective of Corporate Governance, Importance of Corporate Governance, Main Issues That The Corporate Governance Focuses on Mechanism of Corporate Governance, Principles of Good Corporate Governance, Role of Securities and Exchange Board of India (SEBI) Corporate Governance, Summary, Self Assessment Questions.

Chapter 9. Evolution of Corporate Governance
Structure: Evolution of Corporate Governance in Abroad, Evolution and Development of Corporate Governance in India, Summary, Self Assessment Questions.

Chapter 10. Recommendations of Various Committees on Corporate Governance


Chapter 12. Corporate governance in banks

Structure: Genesis of Indian banking system, What is Corporate governance in banks, Objective of Corporate governance in banks, Importance of Corporate governance in banks, Various committee on Corporate governance in banks, Key principles recommended by Basle committee to enhance Corporate governance in sector, General recommendation to built up effective Corporate governance in banks, Measures taken by banks towards of best practices, Measures taken by RBI towards corporate governance, Obstacles for good governance in the banking sector, Corporate governance and Cooperative banks, Summary, Self Assessment Questions.

Chapter 13. Corporate governance in insurance industry

Structure: Genesis of Indian insurance industry, IRDA Act, 1999, Principles governance the life insurance sector, Code of best practices for life insurance companies, Key ethical issues in insurance sector, Importance of corporate governance in the insurance sector, Summary, Self Assessment Questions.

Chapter 14. Corporate governance in globalised economy


Unit 3: CODE OF CONDUCT AND CSR

Chapter 15. Code of conduct

Structure: Meaning, Reasons to have code of conduct, Factors that should be always kept in mind, Procedure - How it can be evolved>, Highlights of code of conduct, Corporate codes, Steps involved in implementation of code of ethics, Measures to improve ethical conduct of business, Measures for effective implementation of ethical standards and morals, Summary, Self Assessment Questions.

Chapter 16. Code of conduct for banks


Chapter 17. Introduction to corporate social responsibility (CSR)
Structure:-Definition of CSR, Also known as, Meaning of corporate social responsibility(CSR), Nature of CSR, Definition levels at which companies undertake CSR responsibility, Scope of CSR, Ways of contributing to CSR, Models of CSR, Importance of CSR, Obstacles in developing CSR, Corporate governance and CSR, Summary, Self Assessment Questions.

Chapter18.Arguments for and against CSR

Structure:-Definition of social responsibility, Arguments for/Need for social responsibilities, Arguments against social responsibility of business, Summary, Self Assessment Questions.

Chapter19.Social responsibility towards different stakeholders

Structure:-Definition of social responsibility, Concept of social responsibility, Diagram, Responsibility towards various stakeholders, Expectation of Stakeholders, Summary, Self Assessment Questions.

Chapter20.CSR Initiatives

Structure:-Definition of CSR Initiatives, Benefits of CSR Initiatives, Drawbacks of CSR Initiatives, CSR in the Indian context, CSR Initiatives by Indian companies, Survey in regard to CSR Initiatives, Summary, Self Assessment Questions.

Chapter21.CSR Towards social organisations

Structure:-Introduction, Definition of social organisation, Contemporary social issues, Relevance of CSR in Contemporary society, Value approach to CSR, Systematic approach for managing social responsibility, Implementation of CSR, Step for integrating CSR within all aspects of operations, Summary, Self Assessment Questions.

Unit4:- PROTECTION AND CONTROL OF BUSINESS FRAUD

Chapter22.Corruption


Chapter23.Frauds in banks

Structure:-Introduction of frauds, Definition of frauds as Indian penal code, Definition of frauds as Indian contract act, Essential elements of frauds, Different areas of frauds in banks, Parties involved in frauds committed by employees, Detection of frauds committed by employees, Summary, Self Assessment Questions.

Chapter24.Frauds in insurance industry

Structure:-Introduction of fraud in insurance sector, Definition of frauds in insurance sector, Types of fraud in the insurance sector, Prevention to control fraud in insurance sector, Training to employees to control fraud, Reporting suspicion of fraud, Summary, Self Assessment Questions.
Chapter 25. Scams and scandals


Chapter 26. Competition act, 2002


Chapter 27. Intellectual property rights


Chapter 28. Computer crime


Ratio Analysis*

Chapter 1-Ratio Analysis

Structure- Introduction -Ratio, Accounting Ratio & Ratio Analysis, Step in Ratio Analysis, Benefits or Advantages or Uses & Objectives of Ratio Analysis or Ratios, Modes or Methods of Expression of Ratios, Interpretation of Ratios, Classification of Ratios, Advantages of Ratio Analysis, Limitations of Ratio Analysis, Precautions, Illustrations, Summary, Self Assessment Questions

Chapter 2-Management Reporting

Structure- Introduction, Management Reporting - Meaning & Definitions, Fundamentals Principles of Managerial Reports, Requisites of a Good Reporting System, Modes & Kinds or Types of Reporting, Drafting of Repots Under Different Situations, Summary, Assessment Questions

Chapter 3- Budgetary Control

Structure- Introduction, Meaning of Budget, Budgeting, Budgetary Control, etc, Organization for Budgetary Control, Objectives or Purposes of Budgeting or Budgetary Control, Classification Budgets According to Flexibility, Functional Classification of Budgets, Illustrations-I: Preparation of Flexible Budgets, Illustrations-I: Preparation of Cash Budgets, Advantages of Budgetary Control System, Limitations of Budgetary Control System, Summary, Assessment Questions
Strategic Cost Management

CHAPTER 1: COST ANALYSIS FOR STRATEGIC BUSINESS DECISIONS


CHAPTER 2: DIFFERENT ASPECTS OF STRATEGIC COST MANAGEMENT


CHAPTER 3: ACTIVITY BASED COSTING

STRUCTURE: Introduction, Activity Based Costing, Identifying Activity, Development of ABC, Activity Based Costing Procedure, Benefits of Activity Based Costing, Implementation of Activity Based Costing System, Activity Based Costing in Services Sector, Activity Based Management, Limitation of Activity Based Costing, Illustration, Target Costing, Summary, Self Assessment Question

CHAPTER 4: VALUE CHAIN ANALYSIS AND LONG-TERM COST MANAGEMENT


CHAPTER 5: OBJECTIVE BASED COSTING


CHAPTER 6: BALANCE SCORECARD CONCEPT

STRUCTURE: Introduction, Balanced Scorecard, Four Basic Business Perspectives, Component and Measures of Performance, Evaluation of Responsibility Centers, Summary, Self Assessment Questions

CHAPTER 7: AUDIT

STRUCTURE: Introduction, Definition of Auditing, Compulsory Audit, The Auditor, Internal Audit, Cost Audit, Efficiency Audit, Management Audit, strategic Assessment of Cost and Managerial Performances, Summary, Self Assessment Questions
CHAPTER 8: STRATEGIC COST- BENIFITS ANALYSIS

STRUCTURE:- Introduction, Strategic Cost Benefit Analysis, Entrepreneurial Approach to Cost Management, Strategic Advantages, Long-Term perspectives of Cost Management, Summary, Self Assessment Questions

Project Work
Business Policies and Strategic Management


Chapter 4: Corporate Governance What is Corporate Governance?, Importance of Corporate Governance, Corporate Governance Determinants, Benefits of Good Corporate Governance, Benefits of Good Corporate Governance, Principles of Corporate Governance, The Indian Scenario, Summary, Self-Assessment Questions.


Chapter 6: Environmental Forecasting and Analysis Relevance, Techniques for Environmental Analysis, Steps in/Approaches to Environmental Forecasting, Benefits/Importance of Environmental Forecasting, Limitations of Environmental Forecasting, Summary, Self-Assessment Questions.


Fundamentals of Global Business Management


Chapter 4 Foreign Direct Investment: Meaning, International Investment Theories, Factors Influencing FDI, Reasons for FDI, Cost and Benefits of FDI, Trends in FDI, Foreign Direct Investment in India, Summary, Self-Assessment Questions


Chapter 6 Multinational Corporations: Definitions and Concepts, Factors that Contributed for the Growth of MNCs, Advantages and Disadvantages of MNCs, Organization Structure of MNCs, Relationship Between Headquarters and Subsidiaries, MNCs in India, The Indianization of Transnationals, Summary, Self-Assessment Questions

Chapter 7 Conflicts and Negotiations in International Business: Introduction, Factors Causing Conflicts, Conflicts Between the Host Country and the Transnational Company, Negotiations, Role of International Agencies in Conflicts Resolution, Summary, Self-Assessment Questions

Export Import Procedures and Documents

Chapter 1 Registration Formalities: Registration Formalities for Exports, Importer Exporter Code (IEC) Number, Procedure for Obtaining IEC Number, Exemptions form IEC Number, Registration- Cum -Membership Certificate (RCMC), Export License, Application for Import and Export of Restricted Items, Electronic Data Interchange (EDI), Questions Bank, Summary, Self-Assessment Questions

Chapter 2 Selection of Products and Markets For Exports: Introduction, Selection of Export Products, Focus Market Scheme (FMS), Selection of Overseas Buyers, Summary, Self-Assessment Questions

Chapter 3 Export Pricing And Methods Of Payment: Meaning of Price, Factors Affecting Determination of Export Price, Importance of Export Pricing, Export Pricing Strategies, Incoterms 2000 or Export Price Quotations, FOB Quotation vs CIF Quotation, Components of Export Price, Skimming Pricing vs
Penetration Pricing, Computation of FOD and CFR Price, Conditions for realization of export Payment, Factors Affecting Export Payment Terms, Methods of Payment, Meaning of Letter of Credit, Parties to Letter of Credit, Procedure for Opening Letter of Credit, Types of Letter of Credit, Advantages of Letter Credit, A Not on Documentary Letter of Credit, Documents Against Payment vs Documents Against Acceptance, Summary, Self-Assessment Questions

**Chapter 4 Preliminaries for Imports**: Liberalization of Imports, Negative List for Imports, Categories of Importers, Special Schemes for Importers, Summary, Self-Assessment Questions

**Chapter 5 Export Procedure And Export Contract**: Steps in Export Procedure, Pre-Shipment Procedure, Shipment Procedure, Post-Shipment Procedure, Meaning of Export Contract, Elements of Export Contract, FOB Contact, CIF Contract, Exchange Rate Fluctuation Risks, Forward Contacts, Summary, Self-Assessment Questions

**Chapter 6 Arrangement Of Export Finance**: Meaning of Export Finance, Meaning of Pre-shipment Finance, Features of Pre-Shipment Finance, Types or Forms of Pre-Shipment Finance, Meaning of Post-shipment Finance, Features of Post-shipment Finance, Types or Forms of Post-Shipment Finance, Pre-Shipment Finance vs Post-Shipment Finance, Institutional Framework for Export Finance, Role of Reserve Bank of India in Export Finance, Financial Assistances From Commercial Banks, Financial Assistances form EXIM of India, Forfeiting Scheme of EXIM Bank of India, Summary, Self-Assessment Questions


**Chapter 8 Shipment and Post-shipment Formalities**: Role of Clearing and Forwarding (C&F) Agents, Shipping and Customs Formalities, Indian Customs EDI System, Advantages of Indian Customs EDI System, Procedure for Online Generation of Shipping Bill, Procedure for Realization of Export Proceeds, Procedure for Realization of Export Incentives, Summary, Self-Assessment Questions


**Chapter 11 Import Documentation**: Transport Documents, Bill of Entry, Airway Bill, Certification, of Inspection, Certificate of Measurement, Freight Declaration, Summary, Self-Assessment Questions

**Chapter 12 Export Promotion Measures In India**: Export Promotion Measures in India, Duty Drawback, Producer for Claiming Duty Drawback, Deemed Export, Assistance to States for Developing Infrastructure and Allied Activities (ASIDE), Market Development Assistance (MDA), Market Access Initiative (MAI),
Chapter 13 Institutional Framework For Foreign Trade: Export Promotion Councils (EPCs), Export Promotion Councils for Services, Commodity Boards (CBs), Federation of Indian Export Organizations (FIEO), Indian Institute of Foreign Trade (IIFT), Indian Institute of Packaging (IIP), Indian Council of Arbitration (ICA), Indian Trade Promotion Organization (ITPO), Special Economic Zone (SEZs), 100 % EOU, EHTPs, STPs And BTPs, Export Credit and Guarantee Corporation of Indian (ECGC), Financial Guarantees of ECGC, Policies Issued by ECGC, Special Schemes of ECGC, Summary, Self-Assessment Questions

International Marketing Strategy


Chapter 6: MNCS and International Business, Organizational Transformation, Globalization of Business, MNCs and International Trade, Multinationals in India, Summary, Self-Assessment Questions.

Chapter 7: International Marketing Intelligence, Information Requirements, Sources of Information, International Marketing Information system and Marketing Research, Types of Research, Phases of a Research Project, Methods of Data Collection, Sampling, Research Agencies, Problems in Research, Summary, Self-Assessment Questions.


**Chapter 10**: International Organization, Built-in Export Department, Separate Export Department, Global Organizational Structures, Summary, Self-Assessment Questions.


**Chapter 14**: International Distribution, International Channel System, Types of Foreign Intermediaries, Marketing Environment and Internal Distribution, International Logistics, Summary, Self-Assessment Questions.

**Chapter 15**: International Promotion, Marketing Environment and Promotion Strategies, Major Decisions in International Marketing Communication, Communication Mix, Role of Export Promotion Organizations, Trade Fairs and Exhibitions, Personal Selling in International Marketing, Management of Personal Selling, Management of Sales Force, Personal Selling Process, Problems in International marketing Communication, Summary, Self-Assessment Questions.

**International Finance**

**Chapter 1: Foreign Trade**
Foreign Trade: Meaning, Dumping, Balance of Trade, Balance of Payments - Meaning and Accounting, Disequilibrium Current A/c Deficit (CAD), Correcting the Deficit, Foreign Contracts, Summary, Self-Assessment Questions

**Chapter 2: Instruments of Foreign Trade**
Documents Used in foreign trade, Marine Insurance Policy, Marine Risks and Losses, Bills of exchange, Consular Invoice, Packing List, GR Form, Summary, Self-Assessment Questions

**Chapter 3: Import/Export Control**
Trade under Deficit, Import Trade Control, Import License, Export Management, Exporters’ Code Number and Exchange Control regulations vis-a-vis Nepal and Bhutan, Summary, Self-Assessment Questions

**Chapter 4: Exchange control in India**
Control of exchange rate, Transactions Subject to Control, Permitted Currencies, Approved/Permitted Methods for Receipts and of Payments, Convertible Currencies, Choice of Currency in international Transaction, Authorized Dealer, FEDAI, Correspondent, Foreign Currency Account Overseas, Foreign Account Overseas, Countertrade, Escrow Account, Barter Trade, Summary, Self-Assessment Questions
Chapter 5: Cross-Border Financing Export Finance: Pre-Shipment
Introduction to Cross Border Banking, Cross-Border Trade Finance, Export Finance, Export Finance, Buyer’s Credit, Supplier’s Credit, Turnkey Projects, Joint Venture Abroad, Bank Credit, Summary, Self-Assessment Questions

Chapter 6: Cross-Border Banking Export Finance: Post-Shipment
Post-Shipment Finance, GR Form, Permissible Deductions, Irregular Documents, Negotiation under Reserve, Accounting, Normal Transit Period, Direct and Indirect Bills, Grace Period, Bills Register, Dispatch, Endorsement, on L/C, Exchange Cover, E.C.G.C Policy, External Commercial Borrowing (ECB), Summary, Self-Assessment Questions

Chapter 7: Foreign Exchange
Definition, Foreign Exchange Transactions, Foreign Exchange Market, Rate of Exchange, Exchange Rates and Their Application, System of exchange Rate, Fixed Rate of Exchange, Present System, Flexible Rate of Exchange, Intermediary Arrangements, Factors Influencing Exchange Rate, Official Intervention, Purchasing power Parity, Currency Forecasting, Summary, Self-Assessment Questions

Chapter 8: Futures, Options, Forwards and Swaps
Outright Forwards, What Are Derivatives, Options Forwards, Rules of Quoting Option Forward Rates, Working out of option Forward Rates, Swap and Deposit, Swap and Investment, Hedging Commodity Price Risk, Futures, Types of Futures, Commodity Derivatives, Uses of Futures, Interest Rate Futures, Summary, Self-Assessment Questions

Chapter 9: International Capital Markets
Flow of Finance Market to Cross Border, Why FDIs Required?, Cost Associated with FDIs and its Repercussions, Other Sources of Capital Flows FCNR, ECBs, GDRs, etc, Debt and Non-debt Flows, Volatile and Stable Flows, Interest rate differentials and their role is demand for and supply of funds across borders, Summary, Self-Assessment Questions

Chapter 10: Various Risk In Banking
Risk in International Banking, Introduction- Risk in Banking, Risk in International Banking Transactions, Summary Self-Assessment Questions

Semester 4

Global Logistics and Supply Chain Management


Business Ethics & Corporate Governance

Unit-1: INTRODUCTION TO BUSINESS ETHICS

Chapter1. Introduction to Ethics

Structure:- Definition, Derivation, Meaning, Nine Theories of Ethics, Importance of Ethics, Ethics and Morality, Ethics and Law, Summary, Self Assessment Questions.

Chapter2. Business Ethics

Structure:- Definition of Business Ethics, Meaning of Business Ethics, Features of Business Ethics, Approaches to Business Ethics, Scope of Business Ethics, Importance of Business Ethics, Business Ethics and Profits, Summary, Self Assessment Questions.

Chapter3. Business Practices
Chapter 4. Whistle Blowing and Insider Trading

Structure:
- Who is Whistle Blower?
- Definition of Whistle Blowing
- Meaning
- History
- Type of Whistle Blowing
- Benefits of Whistle Blowing Policy in the Organisation
- Components of Whistle Blowing Policy
- Consequence of Whistle Blowing
- Legal Protection for Whistle Blowing
- Whistle Blower Protection in India
- Whistle Blowers Protection Act, 2011
- Insider Trading
- Summary
- Self Assessment Questions.

Chapter 5. Disclosure Requirements

Structure:
- Concept of Disclosure Requirements/Norms
- Objective of Disclosure
- Disclosure as per the Companies Act, 1956
- Disclosure as per the Listing Agreement (clause 36)
- Disclosure as per the Listing Agreement (clause 49)
- Summary
- Self Assessment Questions.

Chapter 6. Values

Structure:
- Introduction
- Definition of Values
- Meaning of Values
- Aspects of Values
- Function of Values/Importance of Values
- Classification/Type of Values
- How Different are Values From Morals and Ethics?
- Reasons for Deterioration of Values
- Summary
- Self Assessment Questions.

Chapter 7. Teaching From Scriptures

Structure:
- Business Ethics
- India Values and Scriptures
- Evolution of Management Thought Process
- Teachings From the Ramayana
- Teachings From the Holy Quran
- Teachings From the Holy Bible
- Teachings From the Bhagavat Gita
- Other Scriptures
- Summary
- Self Assessment Questions.

Unit 2: CORPORATE GOVERNANCE

Chapter 8. Corporate Governance

Structure:
- Definition of Corporate Governance
- Features of Corporate Governance
- Objective of Corporate Governance
- Importance of Corporate Governance
- Main Issues That The Corporate Governance Focuses on
- Mechanism of Corporate Governance
- Principles of Good Corporate Governance
- Role of Securities and Exchange Board of India (SEBI)
- Corporate Governance
- Summary
- Self Assessment Questions.

Chapter 9. Evolution of Corporate Governance

Structure:
- Evolution of Corporate Governance in Abroad
- Evolution and Development of Corporate Governance in India
- Summary
- Self Assessment Questions.

Chapter 10. Recommendations of Various Committees on Corporate Governance
Chapter 12. Corporate governance in banks

Structure: Genesis of Indian banking system, What is Corporate governance in banks, Objective of Corporate governance in banks, Importance of Corporate governance in banks, Various committee on Corporate governance in banks, Key principles recommended by Basle committee to enhance Corporate governance in sector, General recommendation to built up effective Corporate governance in bank, Measures taken by banks towards of best practices, Measures taken by RBI towards corporate governance, Obstacles for good governance in the banking sector, Corporate governance and Cooperative banks, Summary, Self Assessment Questions.

Chapter 13. Corporate governance in insurance industry

Structure: Genesis of Indian insurance industry, IRDA Act, 1999, Principles governance the life insurance sector, Code of best practices for life insurance companies, Key ethical issues in insurance sector, Importance of corporate governance in the insurance sector, Summary, Self Assessment Questions.

Chapter 14. Corporate governance in globalised economy


Unit 3: CODE OF CONDUCT AND CSR

Chapter 15. Code of conduct

Structure: Meaning, Reasons to have code of conduct, Factors that should be always kept in mind, Procedure - How it can be evolved>, Highlights of code of conduct, Corporate codes, Steps involved in implementation of code of ethics, Measures to improve ethical conduct of business, Measures for effective implementation of ethical standards and morals, Summary, Self Assessment Questions.

Chapter 16. Code of conduct for banks


Chapter 17. Introduction to corporate social responsibility (CSR)

Structure: Definition of CSR, Also known as, Meaning of corporate social responsibility (CSR), Nature of CSR, Definition levels at which companies undertake CSR responsibility, Scope of CSR, Ways of contributing to CSR, Models of CSR, Importance of CSR, Obstacles in developing CSR, Corporate governance and CSR, Summary, Self Assessment Questions.
Chapter 18. Arguments for and against CSR

Structure: Definition of social responsibility, Arguments for/Need for social responsibilities, Arguments against social responsibility of business, Summary, Self Assessment Questions.

Chapter 19. Social responsibility towards different stakeholders

Structure: Definition of social responsibility, Concept of social responsibility, Diagram, Responsibility towards various stakeholders, Expectation of Stakeholders, Summary, Self Assessment Questions.

Chapter 20. CSR Initiatives

Structure: Definition of CSR Initiatives, Benefits of CSR Initiatives, Drawbacks of CSR Initiatives, CSR in the Indian context, CSR Initiatives by Indian companies, Survey in regard to CSR Initiatives, Summary, Self Assessment Questions.

Chapter 21. CSR Towards social organisations

Structure: Introduction, Definition of social organisation, Contemporary social issues, Relevance of CSR in Contemporary society, Value approach to CSR, Systematic approach for managing social responsibility, Implementation of CSR, Step for integrating CSR within all aspects of operations, Summary, Self Assessment Questions.

Unit 4: PROTECTION AND CONTROL OF BUSINESS FRAUD

Chapter 22. Corruption


Chapter 23. Frauds in banks

Structure: Introduction of frauds, Definition of frauds as Indian penal code, Definition of frauds as Indian contract act, Essential elements of frauds, Different areas of frauds in banks, Parties involved in frauds committed by employees, Detection of frauds committed by employees, Summary, Self Assessment Questions.

Chapter 24. Frauds in insurance industry

Structure: Introduction of fraud in insurance sector, Definition of frauds in insurance sector, Types of fraud in the insurance sector, Prevention to control fraud in insurance sector, Training to employees to control fraud, Reporting suspicion of fraud, Summary, Self Assessment Questions.

Chapter 25. Scams and scandals

Structure: Introduction, Definition of Scams and scandals, Overview of Scams and scandals, 2G Spectrum scam, Commonwealth games scam, Telgi scam, Satyam scam, Bofors scam, The hawala
scandal, Harshad Mehta scam, Hassan ali khan scam, Swiss bank, C.R. Bhansali scam, UTI Scam, LIC Housing finance, Enron, Worldcom, Summary, Self Assessment Questions.

Chapter 26: Competition act, 2002


Summary, Self Assessment Questions.

Chapter 27: Intellectual property rights

Structure:- Introduction, Objective/Need, Type of Intellectual property rights, Advantages of Intellectual property rights, Intellectual property rights in india, Summary, Self Assessment Questions.

Chapter 28: Computer crime


Leadership and Global Business Management


International Business
Chapter 1- Country Evaluation & Selection

Chapter 2- Modes of Entering International Business

Chapter 3- World Trade Organization

Chapter 4- International Trade: Policies & Relations

Chapter 5-Trade Blocks & Business Centre

Chapter 6- International Business : Size & Growth
Chapter 7- Global Strategic Management & Business Ethics,


Chapter 8- International Accounting

Structure- Introduction, Variations in Accounting System, Country Differences in Accounting, Accounting Clusters, Consequences of Absence of Comparability, Harmonisation of Differences, Accounting for International Business, Accounting Aspects of Control System, Summary, Self Assessment Questions, References

Chapter 9- Balance of Payments

Structure- Introduction, Components of Balance of Payments, Disequilibrium in the Balance Payments, Methods of Correction of Disequilibrium, India’s balance of payment Crisis of 1990, Summary, Self Assessment Questions, References

Chapter 10- Foreign Trade Procedures


Project Work
Year 2: Elective – International Marketing

Business Policies and Strategic Management


Chapter 4: Corporate Governance. What is Corporate Governance?, Importance of Corporate Governance, Corporate Governance Determinants, Benefits of Good Corporate Governance, Benefits of Good Corporate Governance, Principles of Corporate Governance, The Indian Scenario, Summary, Self-Assessment Questions.


Chapter 6: Environmental Forecasting and Analysis. Relevance, Techniques for Environmental Analysis, Steps in/Approaches to Environmental Forecasting, Benefits/Importance of Environmental Forecasting, Limitations of Environmental Forecasting, Summary, Self-Assessment Questions.


Entrepreneurship and Innovation Management

Chapter 1 Introduction: Introduction, What is Entrepreneurship, Who is an Entrepreneur, Summary, Self-Assessment Questions

Chapter 2 Women Entrepreneurship: Introduction, Concept, Definition of Women Entrepreneur, Economic Empowerment and Entrepreneurship, Functions of Women Entrepreneur, Growth and Development of Women Entrepreneurship, Areas for Development of Women Entrepreneur, Problems of Women Entrepreneurs, Summary, Self-Assessment Questions

Chapter 3 Creating and Starting the Venture: Defining Opportunity, Identifying a Business Opportunity, Sources of Ideas, Steps in Idea Processing and Selection, Establishment of an Enterprise, Summary, Self-Assessment Questions

Chapter 4 Setting Up New Venture: Introduction, Role of Small-Scale Industries in Industrialization of India, Importance of Small-Scale Industries, Micro Small And Medium Enterprises, Procedure for Registration of Micro, Small and Medium Enterprises in Goa, Registration of Small-Scale Industries Units, Benefits of Registering, Objectives of the Registration Scheme, Features of the Scheme, Benefits of Provisional Registration, Procedure to Get the Provisional Registration, Benefits of Permanent Registration, Features of the Present Procedure for Registration, De-Registration, Carrying on Business (COB) Clearance, Steps to Start a New Venture, Forms of Business Organizations, Factors Influencing a Suitable Form of organization, What is Value Added Tax?, Summary, Self-Assessment Questions

Chapter 5 Entrepreneurial Support: Introduction, Entrepreneurship Development Institute of India (EDI), National Institute for Entrepreneurship and Small Business Development (NIESBUD), Small Industries Development Organization (SIDO), National Alliance of Young Entrepreneurs (NAYE), State Bank of India (SBI), District Industry Center (DIC), Small Industries Development Bank of India (SIDBI), State Financial Corporations (SFCs), National Small Industries Corporation Limited (NSIC), National Bank for Agriculture and Rural Development (NABARD), Rajiv Gandhi Udyami Mitra Yojana, Khadi and Village Industries Commission (KVIC), Goa Handicraft Rural and Small Scale Industries Development Corporation (GHRSSIDC), Goa Industrial Development Corporation (GIDC), Economic Development Corporation (EDC), Summary, Self-Assessment Question

Chapter 6 Taxation Benefits: Introduction, Taxation Support for Small-Scale Sector, Taxation Benefits for Small-Scale Sector, Summary, Self-Assessment Questions


Chapter 8 Business Incubation: Introduction, Summary, Self-Assessment Questions

Strategic Marketing Management

Chapter 1: Strategic Marketing- An Introduction

**Chapter 2: Product and Services Strategies**

**Chapter 3: Competitive and Turnaround Strategies**
Meaning of Competition, Natural and Strategic Competition, Theory of Competition, Classifying Competitors, Intensity, or Degree, of Competition, Types of Competition, Competitive advantage, Competitive Analysis- Porter’s Five Forces Model, Sustainable Competitive Advantage- Porter’s Five Generic Competitive Strategies, Competitive Intelligence, Turnaround Strategy, Turnaround Management, Summary, Self-Assessment Questions

**Chapter 4: Distribution Strategies**

**Fundamentals of Global Business Management**


**Chapter 3 International Business Environment** : Introduction, Social and Cultural Environment, Technological Environment, Economic Environment, Political Environment, Summary, Self-Assessment Questions

**Chapter 4 Foreign Direct Investment** : Meaning, International Investment Theories, Factors Influencing FDI, Reasons for FDI, Cost and Benefits of FDI, Trends in FDI, Foreign Direct Investment in India, Summary, Self-Assessment Questions

Chapter 6 Multinational Corporations: Definitions and Concepts, Factors that Contributed for the Growth of MNCs, Advantages and Disadvantages of MNCs, Organization Structure of MNCs, Relationship Between Headquarters and Subsidiaries, MNCs in India, The Indianization of Transnationals, Summary, Self-Assessment Questions

Chapter 7 Conflicts and Negotiations in International Business: Introduction, Factors Causing Conflicts, Conflicts Between the Host Country and the Transnational Company, Negotiations, Role of International Agencies in Conflicts Resolution, Summary, Self-Assessment Questions

International Marketing Strategy


Chapter 6: MNCS and International Business, Organizational Transformation, Globalization of Business, MNCs and International Trade, Multinationals in India, Summary, Self-Assessment Questions.

Chapter 7: International Marketing Intelligence, Information Requirements, Sources of Information, International Marketing Information system and Marketing Research, Types of Research, Phases of a Research Project, Methods of Data Collection, Sampling, Research Agencies, Problems in Research, Summary, Self-Assessment Questions.


Chapter 10: International Organization, Built-in Export Department, Separate Export Department, Global Organizational Structures, Summary, Self-Assessment Questions.


Chapter 15: International Promotion, Marketing Environment and Promotion Strategies, Major Decisions in International Marketing Communication, Communication Mix, Role of Export Promotion Organizations, Trade Fairs and Exhibitions, Personal Selling in International Marketing, Management of Personal Selling, Management of Sales Force, Personal Selling Process, Problems in International Marketing Communication, Summary, Self-Assessment Questions.

Semester 4

Business Ethics & Corporate Governance

Unit-1: INTRODUCTION TO BUSINESS ETHICS

Chapter1. Introduction to Ethics

Structure:- Definition, Derivation, Meaning, Nine Theories of Ethics, Importance of Ethics, Ethics and Morality, Ethics and Law, Summary, Self Assessment Questions.

Chapter2. Business Ethics

Structure:- Definition of Business Ethics, Meaning of Business Ethics, Features of Business Ethics, Approaches to Business Ethics, Scope of Business Ethics, Importance of Business Ethics, Business Ethics and Profits, Summary, Self Assessment Questions.

Chapter3. Business Practices

Chapter 4. Whistle Blowing And Insider Trading


Chapter 5. Disclosure Requirements

Structure: Concept of Disclosure Requirements/Norms, Objective of Disclosure, Disclosure as per the Companies Act, 1956, Disclosure as per the Listing Agreement (clause 36), Disclosure as per the Listing Agreement (clause 49), Summary, Self Assessment Questions.

Chapter 6. Values

Structure: Introduction, Definition of Values, Meaning of Values, Aspects of Value, Function of Values/Importance of Values, Classification/Type of Values, How Different are Values From Morals and Ethics?, Reasons for Deterioration of Values, Summary, Self Assessment Questions.

Chapter 7. Teaching From Scriptures

Structure: Business Ethics, India Values and Scriptures, Evolution of Management Thought Process, Teachings From the Ramayana, Teachings From the Holy Quran, Teachings From the Holy Bible, Teachings From the Bhagavat Gita, Other Scriptures, Summary, Self Assessment Questions.

Unit 2: CORPORATE GOVERNANCE

Chapter 8. Corporate Governance

Structure: Definition of Corporate Governance, Features of Corporate Governance, Objective of Corporate Governance, Importance of Corporate Governance, Main Issues That The Corporate Governance Focuses on, Mechanism of Corporate Governance, Principles of Good Corporate Governance, Role of Securities and Exchange Board of India (SEBI) Corporate Governance, Summary, Self Assessment Questions.

Chapter 9. Evolution of Corporate Governance

Structure: Evolution of Corporate Governance in Abroad, Evolution and Development of Corporate Governance in India, Summary, Self Assessment Questions.

Chapter 10. Recommendations of Various Committees on Corporate Governance
Chapter 12. Corporate governance in banks

Structure: Genesis of Indian banking system, What is Corporate governance in banks, Objective of Corporate governance in banks, Importance of Corporate governance in banks, Various committee on Corporate governance in banks, Key principles recommended by Basle committee to enhance Corporate governance in sector, General recommendation to built up effective Corporate governance in bank, Measures taken by banks towards of best practices, Measures taken by RBI towards corporate governance, Obstacles for good governance in the banking sector, Corporate governance and Cooperative banks, Summary, Self Assessment Questions.

Chapter 13. Corporate governance in insurance industry

Structure: Genesis of Indian insurance industry, IRDA Act, 1999, Principles governance the life insurance sector, Code of best practices for life insurance companies, Key ethical issues in insurance sector, Importance of corporate governance in the insurance sector, Summary, Self Assessment Questions.

Chapter 14. Corporate governance in globalized economy


Unit 3: CODE OF CONDUCT AND CSR

Chapter 15. Code of conduct

Structure: Meaning, Reasons to have code of conduct, Factors that should be always kept in mind, Procedure -How it can be evolved>, Highlights of code of conduct, Corporate codes, Steps involved in implementation of code of ethics, Measures to improve ethical conduct of business, Measures for effective implementation of ethical standards and morals, Summary, Self Assessment Questions.

Chapter 16. Code of conduct for banks


Chapter 17. Introduction to corporate social responsibility (CSR)

Structure: Definition of CSR, Also known as, Meaning of corporate social responsibility (CSR), Nature of CSR, Definition levels at which companies undertake CSR responsibility, Scope of CSR, Ways of contributing to CSR, Models of CSR, Importance of CSR, Obstacles in developing CSR, Corporate governance and CSR, Summary, Self Assessment Questions.
Chapter 18. Arguments for and against CSR

Structure: Definition of social responsibility, Arguments for/Need for social responsibilities, Arguments against social responsibility of business, Summary, Self Assessment Questions.

Chapter 19. Social responsibility towards different stakeholders

Structure: Definition of social responsibility, Concept of social responsibility, Diagram, Responsibility towards various stakeholders, Expectation of Stakeholders, Summary, Self Assessment Questions.

Chapter 20. CSR Initiatives

Structure: Definition of CSR Initiatives, Benefits of CSR Initiatives, Drawbacks of CSR Initiatives, CSR in the Indian context, CSR Initiatives by Indian companies, Survey in regard to CSR Initiatives, Summary, Self Assessment Questions.

Chapter 21. CSR Towards social organizations


Unit 4: PROTECTION AND CONTROL OF BUSINESS FRAUD

Chapter 22. Corruption

Structure: Definition of Corruption, Type of Corruption, Causes of Corruption, impact of Corruption, Remedies of Corruption, Corruption perception index, Zero tolerance of Corruption, Status of Corruption in India, Summary, Self Assessment Questions.

Chapter 23. Frauds in banks

Structure: Introduction of frauds, Definition of frauds as Indian penal code, Definition of frauds as Indian contract act, Essential elements of frauds, Different areas of frauds in banks, Parties involved in frauds committed by employees, Detection of frauds committed by employees, Summary, Self Assessment Questions.

Chapter 24. Frauds in insurance industry

Structure: Introduction of fraud in insurance sector, Definition of frauds in insurance sector, Types of fraud in the insurance sector, Prevention to control fraud in insurance sector, Training to employees to control fraud, Reporting suspicion of fraud, Summary, Self Assessment Questions.

Chapter 25. Scams and scandals

Structure: Introduction, Definition of Scams and scandals, Overview of Scams and scandals, 2G Spectrum scam, Commonwealth games scam, Telgi scam, Satyam scam, Bofors scam, The hawala
scandal, Harshad Mehta scam, Hassan ali khan scam, Swiss bank, C.R. Bhansali scam, UTI Scam, LIC Housing finance, Enron, Worldcom, Summary, Self Assessment Questions.

**Chapter 26. Competition act, 2002**


Summary, Self Assessment Questions.

**Chapter 27. Intellectual property rights**

Structure:- Introduction, Objective/Need, Type of Intellectual property rights, Advantages of Intellectual property rights, Intellectual property rights in india, Summary, Self Assessment Questions.

**Chapter 28. Computer crime**


**Export Import Procedures and Documents**

**Chapter 1 Registration Formalities** : Registration Formalities for Exports, Importer Exporter Code (IEC) Number, Procedure for Obtaining IEC Number, Exemptions form IEC Number, Registration- Cum - Membership Certificate (RCMC), Export License, Application for Import and Export of Restricted Items, Electronic Data Interchange (EDI), Questions Bank, Summary, Self-Assessment Questions

**Chapter 2 Selection of Products and Markets for Exports**: Introduction, Selection of Export Products, Focus Market Scheme (FMS), Selection of Overseas Buyers, Summary, Self-Assessment Questions

**Chapter 3 Export Pricing And Methods Of Payment** : Meaning of Price, Factors Affecting Determination of Export Price, Importance of Export Pricing, Export Pricing Strategies, Incoterms 2000 or Export Price Quotations, FOB Quotation vs CIF Quotation, Components of Export Price, Skimmin Pricing vs Penetration Pricing, Computation of FOD and CFR Price, Conditions for realization of export Payment, Factors Affecting Export Payment Terms, Methods of Payment, Meaning of Letter of Credit, Parties to Letter of Credit, Procedure for Opening Letter of Credit, Types of Letter of Credit, Advantages of Letter Credit, A Not on Documentary Letter of Credit, Documents Against Payment vs Documents Against Acceptance, Summary, Self-Assessment Questions

**Chapter 4 Preliminaries for Imports**: Liberalization of Imports, Negative List for Imports, Categories of Importers, Special Schemes for Importers, Summary, Self-Assessment Questions

Chapter 6 Arrangement Of Export Finance: Meaning of Export Finance, Meaning of Pre-shipment Finance, Features of Pre-Shipment Finance, Types or Forms of Pre-Shipment Finance, Meaning of Post-shipment Finance, Features of Post-shipment Finance, Types or Forms of Post-Shipment Finance, Pre-Shipment Finance vs Post-Shipment Finance, Institutional Framework for Export Finance, Role of Reserve Bank of India in Export Finance, Financial Assistances From Commercial Banks, Financial Assistances form EXIM of India, Forfeiting Scheme of EXIM Bank of India, Summary, Self-Assessment Questions


Chapter 8 Shipment and Post-shipment Formalities: Role of Clearing and Forwarding (C&F) Agents, Shipping and Customs Formalities, Indian Customs EDI System, Advantages of Indian Customs EDI System, Procedure for Online Generation of Shipping Bill, Procedure for Realization of Export Proceeds, Procedure for Realization of Export Incentives, Summary, Self-Assessment Questions


Chapter 11 Import Documentation: Transport Documents, Bill of Entry, Airway Bill, Certification, of Inspection, Certificate of Measurement, Fright Declaration, Summary, Self-Assessment Questions

Chapter 12 Export Promotion Measures In India: Export Promotion Measures in India, Duty Drawback, Producer for Claiming Duty Drawback, Deemed Export, Assistance to States for Developing Infrastructure and Allied Activities (ASIDE), Market Development Assistance (MDA), Market Access Initiative (MAI), Towns of Export Excellence, Export Promotion Capital Goods (EPCG) Scheme, Summary, Self-Assessment Question

Chapter 13 Institutional Framework For Foreign Trade: Export Promotion Councils (EPCs), Export Promotion Councils for Services, Commodity Boards (CBs), Federation of Indian Export Organizations (FIEO), Indian Institute of Foreign Trade (IIIFT), Indian Institute of Packaging (IIP), Indian Council of Arbitration (ICA), Indian Trade Promotion Organization (ITPO), Special Economic Zone (SEZs), 100 % EOUs, EHTPs, STPs And BTPs, Export Credit and Guarantee Corporation of Indian (ECGC), Financial Guarantees of ECGC, Policies Issued by ECGC, Special Schemes of ECGC, Summary, Self-Assessment Questions

Export Financing & Foreign Exchange Management

Chapter 1-- Objective, Cross Border Banking, Cross Border Trade Finance, Export Finance And international Banking Function: Pre-shipment Finance: Export Under Deferred Payment Arrangement And
Turnkey Contracts, Buyers Credit, Exim Banks Buyers Credit Scheme, Suppliers Credit, Suppliers Credit Under Contract Not Involving The Exim Bank Credit, Suppliers Credit Under Other Supply Contracts, Turnkey Project, Joint Ventures Abroad, Bank Credit, Summary, Self Assessment Questions

CHAPTER 2: Cross Border Banking Export Finance Post Shipment (External Commercial Borrowings)

Structure: post Shipment Finance, GR Form, Permissible Deduction, Irregular Documents, Negotiation Under Reserve, Accounting, normal Transit Period, Direct & Indirect Bills Grace Period, Bills Register, Dispatching, Endorsement on L/C, Exchange Cover, ECGC Policy / Guarantee, In case of advance payment, On payment, Bills agents’ export order, permissible changes, Reduction in value, Reversal of entries, partial drawings bills, Writing of overdue bills, Re-import of unsold goods, Lost shipment, Gift parcels, External funds monition, External commercial borrowing (ECBs):syndication of loans, Floating rate notes, Raising of equity through, Foreign technology agreements, non resident account, Bilateral /multilateral assistance, Summary, Self assessment question.

CHAPTER 3: IMPORT FINANCE (DOCUMENTARY CREDIT)


CHAPTER 4: EXPORT PROMOTION INCENTIVES

STYLE: Export promotion, Role of the governments, Role of the reverse bank of India, Role of Exim bank, Role of bank, Export incentive by the RBI, Duty entitlement pass book scheme (DEPB), Export assistance by the Exim bank, Export credit Guarantee insurance by ECGC, Cover issue by ECGC, Reporting default, Extension of due dates, Export promotion institution, Economics &technical co-operation agreement, Concession Granted to exporters, Combined transport documents, Summery, Self assessment question.

CHAPTER 5: EXCHANGE CONTROL IN INDIA

STYLE: Introduction, Control of exchange rate, transaction subject to control, permitted currencies, Approved / permitted method for reception &of payment, Convertible currencies, Choice of currency in international transaction, authorized dealer, Authorize dealers transaction with RBI, FEDAI, Corresponding, Foreign currency accounting overseas, Opening of foreign currency accounts overseas, Countertrade, Escrow accounts, barter trade, Summery, Self assessment question.

CHAPTER 6: FOREIGN EXCHANGE
STRUCTURE :- Definition, Foreign Exchange transaction, Sale / purchase transaction, Spot/ forward transaction, Foreign Exchange market, Rate of exchange, Exchange rate & there application, System of exchange rates, Fixed rate of exchange, Present system (under IMF agreement), Floating / Flexible rate of exchange, Intermediary arrangements, Other exchange rate system, Other exchange rate, Factors influencing exchange rate, official intervention, purchasing power parity, Currency forecasting, Summery, Self assessment, question.

Export Marketing Promotion

Chapter 1- Basics of Export Marketing


Chapter 2- Global Framework Basics of Export Marketing

Structure- Concept of Trade Barriers, Influence of Trade Barriers, Types of Tariff Trade Barriers, Types of Non-Tariff Trade Barriers, Tariff Trade Barriers Vs Non-Tariff Trade Barriers, Concept of Regional Economics Group, Types of Regional Economics Groups,


Chapter 3-Preliminaries for Starting Export business


Chapter 4-Export Marketing & Promotional Organizations in India

Structure- Export Marketing Organizations, Export Promotion Organizations, Federation of Indian Export Organizations, Indian Institute of Foreign Trade, National Centre for Trade Information, India Trade Promotion Organization, Export Inspection Council, Indian Institute of Packaging, Indian Council, Indian Council of Arbitration, Directorate General of Commercial, Chamber of Commerce, Software Technology Parks of India, Export Oriented Units, Special Economic Zones, DTA Sale by SEZ Units, DTA Supplies to SEZ, Incentives & Facilities offered to SEZ's, Summary, Self Assessment Question
Chapter 5- Foreign Trade Policy & Promotional Measures


Chapter 6-Product & Pricing Decision in Export


Chapter 7- Export Assistance & Incentives

Structure- Main Export Incentives Extended by the Government, Duty Drawback, EPCG Scheme, MDA Market Development Assistance, Market Access Initiatives, DEPB Scheme - Duty Entitlement Passbook Scheme, Standard Input : SION, Deemed Exports, ASIDE: Assistance to States for Infrastructure Development & Allied Activities For Export, Other Incentives Available, Summary, Self Assessment Questions

Project Work
Year 2: Elective - Investment Banking & Wealth Management

Business Policies and Strategic Management


Chapter 2: Vision, Mission and Objectives.
Inter-relationship, Vision, Mission, Objectives Goals and Targets, Importance of Objectives, Guidelines for Ideal Objectives, Factors Affecting Objectives, Classification of Objectives, Top-Down and Bottom-up Approaches, Summary, Self-Assessment Questions.

Chapter 3: Social, Environmental and Economic Responsibilities of Business.

Chapter 4: Corporate Governance
What is Corporate Governance?, Importance of Corporate Governance, Corporate Governance Determinants, Benefits of Good Corporate Governance, Benefits of Good Corporate Governance, Principles of Corporate Governance, The Indian Scenario, Summary, Self-Assessment Questions.

Chapter 5: Business Environment

Chapter 6: Environmental Forecasting and Analysis
Relevance, Techniques for Environmental Analysis, Steps in/Approaches to Environmental Forecasting, Benefits/Importance of Environmental Forecasting, Limitations of Environmental Forecasting, Summary, Self-Assessment Questions.

Chapter 7: Strategy Implementation

Chapter 8: Strategy and Structure

Chapter 9: Strategy Evaluation and Control
Entrepreneurship and Innovation Management

Chapter 1 Introduction: Introduction, What is Entrepreneurship, Who is an Entrepreneur, Summary, Self-Assessment Questions

Chapter 2 Women Entrepreneurship: Introduction, Concept, Definition of Women Entrepreneur, Economic Empowerment and Entrepreneurship, Functions of Women Entrepreneur, Growth and Development of Women Entrepreneurship, Areas for Development of Women Entrepreneur, Problems of Women Entrepreneurs, Summary, Self-Assessment Questions

Chapter 3 Creating and Starting the Venture: Defining Opportunity, Identifying a Business Opportunity, Sources of Ideas, Steps in Idea Processing and Selection, Establishment of an Enterprise, Summary, Self-Assessment Questions

Chapter 4 Setting Up New Venture: Introduction, Role of Small-Scale Industries in Industrialization of India, Importance of Small-Scale Industries, Micro Small And Medium Enterprises, Procedure for Registration of Micro, Small and Medium Enterprises in Goa, Registration of Small-Scale Industries Units, Benefits of Registering, Objectives of the Registration Scheme, Features of the Scheme, Benefits of Provisional Registration, Procedure to Get the Provisional Registration, Benefits of Permanent Registration, Features of the Present Procedure for Registration, De-Registration, Carrying on Business (COB) Clearance, Steps to Start a New Venture, Forms of Business Organizations, Factors Influencing a Suitable Form of organization, What is Value Added Tax?, Summary, Self-Assessment Questions

Chapter 5 Entrepreneurial Support: Introduction, Entrepreneurship Development Institute of India (EDI), National Institute for Entrepreneurship and Small Business Development (NIESBUD), Small Industries Development Organization (SIDO), National Alliance of Young Entrepreneurs (NAYE), State Bank of India (SBI), District Industry Center (DIC), Small Industries Development Bank of India (SIDBI), State Financial Corporations (SFCs), National Small Industries Corporation Limited (NSIC), National Bank for Agriculture and Rural Development (NABARD), Rajiv Gandhi Udyami Mitra Yojana, Khadi and Village Industries Commission (KVIC), Goa Handicraft Rural and Small-Scale Industries Development Corporation (GHRSSIDC), Goa Industrial Development Corporation (GIDC), Economic Development Corporation (EDC), Summary, Self-Assessment Question

Chapter 6 Taxation Benefits: Introduction, Taxation Support for Small-Scale Sector, Taxation Benefits for Small-Scale Sector, Summary, Self-Assessment Questions

Chapter 7 Innovation in Entrepreneurship: Introduction, Purposeful Innovative, Seven Sources for Innovative Opportunity, the Characteristics Knowledge-Based Innovation, What Knowledge-Based Innovation Requires, Principles of Purposeful Innovation, Summary, Self-Assessment Questions

Chapter 8 Business Incubation: Introduction, Summary, Self-Assessment Questions

Introduction to Investment Banking


Chapter 8: Hedge Funds, Introduction, What is a Hedge Fund?, Hedge Funds - Comparison to Other Pooled Funds, Hedging Strategies, Why Invest in Hedge Funds?, Structure, Principles of Hedging, Regulation of Hedge Funds, Hedge Fund in International Scenario, Problems, Summary, Self-Assessment Questions.

Project Finance


Chapter-5 Budgetary Control: Introduction, More Than Mere Accounting, Total Systems Approach, Budget Objectives, Budgetary Control, Advantages of Budgetary Control, Steps in Budgetary Control, Programs, Budgets, Controls, Conscious Budgeting, Summary, Self-Assessment.


Chapter-10 Incentives and Subsidies: Introduction, the Power Of Incentives, Incentives And Facilities To Exporters, Summary, Self-Assessment.

Role of Mergers, Acquisitions and Re-Organizations

Chapter 1: Introduction
Corporate Restructuring, Introduction to Concept, Takeover, Accounting Standard (AS) 14, Demerger, Reserve Merger, Merger Failures, Pre-Merger Strategies, Review of Literature, Studies Conducted in India, Mergers and Acquisitions in India, Summary, Self-Assessment Questions

Chapter 2: Regulatory Framework of Mergers and Takeovers in India
The Companies Act Regulations, Regulatory Framework of Takeover in India, Listing Agreement, SEBI (Substantial Acquisition of Share and Takeovers) Regulations, 1997, Taxation Aspects of Mergers, Procedure for Merger and Amalgamation, Summary, Self-Assessment Questions

Chapter 3: Valuation of Firm
Modes of Valuation, Financing Of Deal, Exchange Ratio, Earnings per Share of Merged Company, Highest Offer Price, Future Earnings per Share, Summary, Self-Assessment Questions

Chapter 4: Defenses against Hostile Takeover
Recent High Profile Hostile Bids Include, Aggressive Tactics, Take Over Defenses, Preventive Anti-takeover Defenses, Friendly Takeover Negotiation, Types Of leverage Acquisition, Junk Bond, Management Buy Outs, The MBO Value Matrix, Summary, Self-Assessment Questions

Chapter 5: HR Issues in Merger
Introduction, Reasons to Consider HR Transformation, HR Specific Factors, Recommendations, Step to Handle HR Issue during Merger and Acquisition, Strengthen HRD Role, Summary, Self-Assessment Questions
Chapter 6: Case Studies on Mergers and Acquisitions

Semester 4

Personal Wealth Management

Chapter -1 Personal Wealth Management-An Overview: Summary, Self-Assessment Question.


Chapter -4 Movable Properties: Bed Room Or Bed Rooms, Living Room, Kitchen/Dining Area/Dining Room, Terrace Or Garden Area Or Terrace Garden Or Balcony, Bath Rooms, Housing Improvement Loans From Banks, Home Contents Insurance, Automobiles, a Preamble To The Vehicle Loan, Summary, Self-Assessment Question.


Chapter -6 Deposits-Banks And Corporate: Type Of Bank In India, How To Choose a Bank?, Different Products In Personal Banking In India, How To Open A Bank Account?, The Rule Of 72, Deposit Insurance, Conclusion, Company Fixed Deposits, Summary, Self-Assessment Question.

Chapter -7 Mutual Funds: Introduction, Definition, Meaning, Gen-SIS Of Mutual Funds, History Of Mutual Funds In India, The Organization Of a Mutual Fund House, Establishment Of SEBI, Summary, Self-Assessment Question.

Chapter-8 Shares And Stock Market: The 5 W’S Of The Stock Market, The Financial Market, Primary Market, Follow On Public Offerings(FPO), Secondary Market, Origin Of Stock Market In India, Bombay Stock Exchange(BSE), National Stock Exchange(NSE), BSE In-DICES, NSE In-DICES, Common Term In Stock Market, Glossary Of Other Terms, Sip For Investments In Equity, Portfolio Management, Advantages And Disadvantages In Investing In Stock Market, Direct Taxes Implication, Concluding Observations, Summary, Self-Assessment Question.

Chapter-9 Gold: Gold-Few Facts About India, Gold- A Yellow Metal: Myths And Truths, Summary, Self-Assessment Question.

Chapter -10 Derivatives And Commodities Market: Derivatives, Why The Term “Derivatives”, Types Of Derivatives, Forwards, Features, Swaps, Options, Advantages Of Derivatives, Disadvantages Of Derivative
Market, New Circular From SEBI, Conclusion, A Word Of Caution, Commodities Market, Summary, Self-Assessment Question.

**Chapter -11 Business Ventures:** Intense Thinking, Small Business, and Source Of Finance, Summary and Self-Assessment Question.

**Chapter -12 Liabilities- Personal And Family Obligations:** Ethos Of An Indian Family, Children S Education- Parent’s Involvement, Children S Education- Is It So Expensive In India?, Wedding Cost Of Our Children, How To Finance Wedding Costs, Summary, Self-Assessment Question.

**Chapter -13 Credit Cards- a Dept./Death Trap:** Credit Card- Interesting History, Credit Card-Is It An Evil?, Concluding Remarks, Summary, Self-Assessment Question.


**Chapter -15 Proposed Direct Tax Code:** Introduction, Other Highlights, Wealth Tax, A Word Of Caution, Summary, Self-Assessment Question.


**Chapter -17 Scams-Beware! :** What Is Scam?, Scam Can Be Of Two Types, Moral Of The Story, Summary, Self-Assessment Question.

**Business Ethics & Corporate Governance**

**Unit-1: INTRODUCTION TO BUSINESS ETHICS**

**Chapter1. Introduction to Ethics**

Structure:-Definition, Derivation, Meaning, Nine Theories of Ethics, Importance of Ethics, Ethics and Morality, Ethics and Law, Summary, Self Assessment Questions.

**Chapter2. Business Ethics**

Structure:-Definition of Business Ethics, Meaning of Business Ethics, Features of Business Ethics, Approaches to Business Ethics, Scope of Business Ethics, Importance of Business Ethics, Business Ethics and Profits, Summary, Self Assessment Questions.

**Chapter3. Business Practices**

Chapter 4. Whistle Blowing And Insider Trading


Chapter 5. Disclosure Requirements

Structure:- Concept of Disclosure Requirements/Norms, Objective of Disclosure, Disclosure as per the Companies Act, 1956, Disclosure as per the Listing Agreement (clause 36), Disclosure as per the Listing Agreement (clause 49), Summary, Self Assessment Questions.

Chapter 6. Values

Structure:- Introduction, Definition of Values, Meaning of Values, Aspects of Value, Function of Values/Importance of Values, Classification/Type of Values, How Different are Values From Morals and Ethics?, Reasons for Deterioration of Values, Summary, Self Assessment Questions.

Chapter 7. Teaching From Scriptures

Structure:- Business Ethics, India Values and Scriptures, Evolution of Management Thought Process, Teachings From the Ramayana, Teachings From the Holy Quran, Teachings From the Holy Bible, Teachings From the Bhagavat Gita, Other Scriptures, Summary, Self Assessment Questions.

Unit 2: CORPORATE GOVERNANCE

Chapter 8. Corporate Governance

Structure:- Definition of Corporate Governance, Features of Corporate Governance, Objective of Corporate Governance, Importance of Corporate Governance, Main Issues That The Corporate Governance Focuses on, Mechanism of Corporate Governance, Principles of Good Corporate Governance, Role of Securities and Exchange Board of India (SEBI) Corporate Governance, Summary, Self Assessment Questions.

Chapter 9. Evolution of Corporate Governance

Structure:- Evolution of Corporate Governance in Abroad, Evolution and Development of Corporate Governance in India, Summary, Self Assessment Questions.

Chapter 10. Recommendations of Various Committees on Corporate Governance


Chapter 12. Corporate governance in banks
Structure:: Genesis of Indian banking system, What is Corporate governance in banks, Objective of Corporate governance in banks, Importance of Corporate governance in banks, Various committee on Corporate governance in banks, Key principles recommended by Basle committee to enhance Corporate governance in sector, General recommendation to built up effective Corporate governance in bank, Measures taken by banks towards of best practices, Measures taken by RBI towards corporate governance, Obstacles for good governance in the banking sector, Corporate governance and Cooperative banks, , Summary, Self Assessment Questions.

Chapter13. Corporate governance in insurance industry

Structure:: Genesis of Indian insurance industry, IRDA Act, 1999, Principles governance the life insurance sector, Code of best practices for life insurance companies, Key ethical issues in insurance sector, Importance of corporate governance in the insurance sector, Summary, Self Assessment Questions.

Chapter14. Corporate governance in globalized economy


Unit3:: CODE OF CONDUCT AND CSR

Chapter15. Code of conduct

Structure:: Meaning, Reasons to have code of conduct, Factors that should be always kept in mind, Procedure - How it can be evolved > ?, Highlights of code of conduct, Corporate codes, Steps involved in implementation of code of ethics, Measures to improve ethical conduct of business, Measures for effective implementation of ethical standards and morals, Summary, Self Assessment Questions.

Chapter16. Code of conduct for banks


Chapter17. Introduction to corporate social responsibility (CSR)

Structure:: Definition of CSR, Also known as, Meaning of corporate social responsibility (CSR), Nature of CSR, Definition levels at which companies undertake CSR responsibility, Scope of CSR, Ways of contributing to CSR, Models of CSR, Importance of CSR, Obstacles in developing CSR, Corporate governance and CSR, Summary, Self Assessment Questions.

Chapter18. Arguments for and against CSR

Structure:: Definition of social responsibility, Arguments for/Need for social responsibilities, Arguments against social responsibility of business, Summary, Self Assessment Questions.

Chapter19. Social responsibility towards different stakeholders
Structure:-Definition of social responsibility, Concept of social responsibility, Diagram, Responsibility towards various stakeholders, Expectation of Stakeholders, Summary, Self Assessment Questions.

Chapter20.CSR Initiatives

Structure:-Definition of CSR Initiatives, Benefits of CSR Initiatives, Drawbacks of CSR Initiatives, CSR in the Indian context, CSR Initiatives by Indian companies, Survey in regard to CSR Initiatives, Summary, Self Assessment Questions.

Chapter21.CSR Towards social organizations

Structure:-Introduction, Definition of social organization, Contemporary social issues, Relevance of CSR in Contemporary society, Value approach to CSR, Systematic approach for managing Social responsibility, Implementation of CSR, Step for integrating CSR within all aspects of operations, Summary, Self Assessment Questions.

Unit4-: PROTECTION AND CONTROL OF BUSINESS FRAUD

Chapter22.Corruption


Chapter23.Frauds in banks

Structure:-Introduction of frauds, Definition of frauds as Indian penal code, Definition of frauds as Indian contract act, Essential elements of frauds, Different areas of frauds in banks, Parties involved in frauds committed by employees, Detection of frauds committed by employees, Summary, Self Assessment Questions.

Chapter24.Frauds in insurance industry

Structure:-Introduction of fraud in insurance sector, Definition of frauds in insurance sector, Types of fraud in the insurance sector, Prevention to control fraud in insurance sector, Training to employees to control fraud, Reporting suspicion of fraud, Summary, Self Assessment Questions.

Chapter25.Scams and scandals


Chapter26.Competition act, 2002

Chapter 27. Intellectual property rights

Structure: Introduction, Objective/Need, Type of Intellectual property rights, Advantages of Intellectual property rights, Intellectual property rights in India, Summary, Self Assessment Questions.

Chapter 28. Computer crime


Security & Investment analysis

Chapter 1 - Security Markets Analysis

Structure: What is Security Analysis, Factors Influencing the Market Behaviour, What is Market Analysis?, Theoretical Framework, Schematic Presentation of Theory, Investment & Time Value of Money, Summary, Self Assessment Questions

Chapter 2 - Investment Analysis & Theory


Chapter 3 - Security Pricing


Chapter 4 - Fundamental Analysis

Structure: Influence of the Economy, Indicators of the Economy, Economy Vs. Industry & Company, Industry Analysis, Conclusion, Summary, Self Assessment Questions

Chapter 5 - Corporate Finance & Industry Studies


Chapter 6 - Balance Sheet Analysis & Blue Chips

Structure: Annual Reports, Market price & Corporate Performance, Types of Shares In The Market, Net Financial Result & Profitability, Corporate Performance, How to Locate Emerging Blue Chips, Established Blue Chips, Summary, Self Assessment Questions

Chapter 7 - Technical Analysis of the Market

Chapter 9-Mutual Funds & Their Schemes

Structure- Introduction, Definition, Types of Funds, Investment Policy, Structure & Growth of M.F. Industry, Regulation of Mutual Funds, Authorization of Existing Mutual Funds, Money Market Mutual Funds, Saga of Fortunes of MFs, Stock Lending By Mutual Funds, Evaluation of the Performance of the MFs, Summary, Self Assessment Questions

Chapter 10- Non-Resident Indian Investments

Structure- Who is a NRI?, Encouragement to NRI Investment, Investment on Repatriation Basis, Foreign Institutional Investor, Summary, Self Assessment Questions

Security Markets In India

Chapter 1- Securities & Securities Markets


Chapter 2- Investment Avenues


Chapter 3-The Security & Exchange Board of India

Structure- Introduction, Objectives, SEBI & Free Pricing of Equity Shares, SEBI Powers, SEBI in The New Millennium, Summary, Self Assessment Questions
Chapter 4-Financial System in India


Chapter 5- Capital Issues & Government Regulations


Chapter 6- New Issue Market


Chapter 7-Merchant Banking & Venture Capital

Chapter 8- Lease Financing

Structure-Introduction, What is Lease?, Finance Lease, Operating Lease, Lease and hire Purchase, Type of Finance Lease, Cash Flow and Lease Finance, Advantages of Leasing, Advantages to Lessor, Advantages to Lessee, Leasing in India, Sources of Funds, Problems of Leasing Companies s, Tax Problems, Legal Aspects, Legislation of Leases, Accounting Problems, Leasing vs. Buy Decision, Banks and Leasing, Use of Funds, Marketing Aspects, Lease Rentals, RBI and NBFCs, Finance Lease Features, Operating Lease Accounting, Problems of Lease and Hire Purchase, Hire Purchase Alternative, Factors to be Considered from Lessee's Point of, Take the Buying Option, Hire Purchase and Instalment Credit, Break even Lease Rental, BELR Calculation, Negotiation, IRR Based pricing, Gross Yield Based Pricing, Appendix, Summary, Self Assessment Questions

Project Work
Year 2: Elective – Mass Communication

Business Policies and Strategic Management


Chapter 2: Vision, Mission and Objectives.
Inter-relationship, Vision, Mission, Objectives Goals and Targets, Importance of Objectives, Guidelines for Ideal Objectives, Factors Affecting Objectives, Classification of Objectives, Top-Down and Bottom-up Approaches, Summary, Self-Assessment Questions.

Chapter 3: Social, Environmental and Economic Responsibilities of Business.

Chapter 4: Corporate Governance
What is Corporate Governance?, Importance of Corporate Governance, Corporate Governance Determinants, Benefits of Good Corporate Governance, Benefits of Good Corporate Governance, Principles of Corporate Governance, The Indian Scenario, Summary, Self-Assessment Questions.

Chapter 5: Business Environment

Chapter 6: Environmental Forecasting and Analysis
Relevance, Techniques for Environmental Analysis, Steps in/Approaches to Environmental Forecasting, Benefits/Importance of Environmental Forecasting, Limitations of Environmental Forecasting, Summary, Self-Assessment Questions.

Chapter 7: Strategy Implementation

Chapter 8: Strategy and Structure

Chapter 9: Strategy Evaluation and Control
Entrepreneurship and Innovation Management

Chapter 1 Introduction: Introduction, What is Entrepreneurship, Who is an Entrepreneur, Summary, Self-Assessment Questions

Chapter 2 Women Entrepreneurship: Introduction, Concept, Definition of Women Entrepreneur, Economic Empowerment and Entrepreneurship, Functions of Women Entrepreneur, Growth and Development of Women Entrepreneurship, Areas for Development of Women Entrepreneur, Problems of Women Entrepreneurs, Summary, Self-Assessment Questions

Chapter 3 Creating and Starting the Venture: Defining Opportunity, Identifying a Business Opportunity, Sources of Ideas, Steps in Idea Processing and Selection, Establishment of an Enterprise, Summary, Self-Assessment Questions

Chapter 4 Setting Up New Venture: Introduction, Role of Small-Scale Industries in Industrialization of India, Importance of Small-Scale Industries, Micro Small And Medium Enterprises, Procedure for Registration of Micro, Small and Medium Enterprises in Goa, Registration of Small-Scale Industries Units, Benefits of Registering, Objectives of the Registration Scheme, Features of the Scheme, Benefits of Provisional Registration, Procedure to Get the Provisional Registration, Benefits of Permanent Registration, Features of the Present Procedure for Registration, De-Registration, Carrying on Business (COB) Clearance, Steps to Start a New Venture, Forms of Business Organizations, Factors Influencing a Suitable Form of organization, What is Value Added Tax?, Summary, Self-Assessment Questions

Chapter 5 Entrepreneurial Support: Introduction, Entrepreneurship Development Institute of India (EDI), National Institute for Entrepreneurship and Small Business Development (NIESBUD), Small Industries Development Organization (SIDO), National Alliance of Young Entrepreneurs (NAYE), State Bank of India (SBI), District Industry Center (DIC), Small Industries Development Bank of India (SIDBI), State Financial Corporations (SFCs), National Small Industries Corporation Limited (NSIC), National Bank for Agriculture and Rural Development (NABARD), Rajiv Gandhi Udyami Mitra Yojana, Khadi and Village Industries Commission (KVIC), Goa Handicraft Rural and Small-Scale Industries Development Corporation (GHRSSIDC), Goa Industrial Development Corporation (GIDC), Economic Development Corporation (EDC), Summary, Self-Assessment Question

Chapter 6 Taxation Benefits: Introduction, Taxation Support for Small-Scale Sector, Taxation Benefits for Small-Scale Sector, Summary, Self-Assessment Questions

Chapter 7 Innovation in Entrepreneurship: Introduction, Purposeful Innovative, Seven Sources for Innovative Opportunity, the Characteristics Knowledge-Based Innovation, What Knowledge-Based Innovation Requires, Principles of Purposeful Innovation, Summary, Self-Assessment Questions

Chapter 8 Business Incubation: Introduction, Summary, Self-Assessment Questions

Fundamentals of Mass Communication

Chapter 1 Nature and Scope of Communication: Evolution and Growth of communication, Leading international broadcasting operations, process of communications, Communication as management tool,
Purpose of communication, Essentials of good communication, ten commandments of good communications, the seven C’s of communications, objectives of communications, A poser to modern communicator, importance of communication, factors responsible for growing importance of communications, media of communication, origin and growth of media, communication media, factors in selection of technology, factors on selection of media, advantages and disadvantages of mechanization of communication, how to overcome communication barrier, feedback in communication, participatory communication, future of communication, summary, self-assessment questions.

Chapter 2 Oral Communication: Meaning, Nature Scope, principles of effective oral communications, techniques of effective speech, guidelines of effective communications, media of oral communications, interviewing as communications, interview style, interviewer, planning the interview, process of interview, mechanical device of oral communication, the art of listening, advantages and disadvantages of oral communications, style, words have no meaning, summary, self-assessment questions.

Chapter 3 Written Communication: Essentials and media of communication, house journal, suggestions of good house journal, determinants or factors, mechanical device in written communication, communication services, transmitting written communication, filing of written communication, indexing, classification, objectives, importance, merits and demerits of written communication, summary, self-assessment questions.

Chapter 4 Communication Channels- Classification: according to organizational structure, according to direction of flow, according to way of expressions, diagonal communications, internal and external communications, communication pattern, silence, other communication types, types of networks, summary, self-assessment questions.

Media Law and Regulations*

Consumer Behavior

Chapter 1: Introduction to Consumer Behavior: Concept of consumer behavior, relevance of consumer behavior studies, applications of consumer behavior, factors influencing consumer behavior, consumer decision making process, consumer behavior in adopting new products, diffusions of innovation, buyer behavior-business markets, consumer behavior models, summary, self-assessment questions.


Chapter 3: Social Class and Consumer Behavior: Concept of social class and consumer behavior, what is social class, the measures of social class, social class mobility, geo-demographic clustering, social class and consumer behavior, summary, self-assessment questions.

Chapter 4: Personality: Concept of personality, Basics of personality, theories of personality and marketing strategy, applications of personality concepts in marketing, summary, self-assessment questions.

Chapter 5: Attitude: Concept of Attitude, The basics of consumer attitude, the nature of attitude, models of attitude and marketing implications, attitude change strategies, summary, self-assessment questions.
Chapter 6: Perception: Concept of Perception, Basics of Perception and marketing implications, elements of perception, dynamics of perception, consumer imagery, perceived risk, summary, self-assessment questions.


Chapter 8: Learning: Concept of learning, elements of consumer learning, behavioral learning theories and their marketing applications, cognitive learning theory, involvement theory, measures of consumer learning, summary, self-assessment questions.

Semester 4

Communication and Media


Chapter 7: Communication Methods: Oral Communication, Network Communication, Role of Tactile Communication, Additional Types, Communication by General Public, Communication by Customer, Communication, by Government, Communication by Dealer, Communication among Organizations, Grievance Communication, Role of Scalar Communication, Role of Written Communication, Role of


Chapter 9: Basic Aspects of Information: Problems and Solutions, Personal Differentiation, the Concerns, the Exactitude, Summary, Self-Assessment Questions.


New Age Media

Chapter-1 Media Of The New Millennium-Internet: Credit Card Transaction, Internet As Media, Internet, Key Terms, Portals, Types Of Websites, Factors Affecting Page Views, Advertising And Portals, Search Engines, Vinton Cerf And The Net, The New Wave In Media, Internet Usage, Mobile Internet, Mobile Me, Careers, Internet Browsers, Opportunity, Future Estimate, To Be Or Not To Be, Accept, Advertising On The Net, Digital Agencies, Measuring Online Advertising Audience, Net Surfing Habits, Summary, Self-Assessment Questions.


Chapter-3 Cinema And Films: Cinema, Indian Cinema, Films, Reality Check, Film-Making, Films-A Powerful Medium, Films Archives, Multiplexes, Equal Right For Friday Nights, Documentary Films, Documentary Films, Documentaries In India, Types Of Documentaries, Documentaries In The Collection Of FD, Training In Cinema, Digital Intermediate (DI) Processing, Producers, Distribution, Exhibitor, Project Cost, In-Film Placements, In-Film Advertising, Box Office Terminology, Gross Collections, Definition Of a Flop, Average Life Of a Film, Merits Of Cinema, Regional Films, Summary, Self-Assessment Questions.

Chapter-4 Non-Traditional Media: Trade Shows, Exhibitions and Fairs, Emergence of New Media Options, Non-Traditional Media, Content or Conversation, Summary, Self-Assessment Questions.

Chapter-5 TV Commercial/Film Production: Production, Basic Understanding Of Films And Tapes, Aspect Ratio(Width To Height Ratio), Film Sound, Major Factors Affecting The Budget, TV Commercial: Concept To Commissioning To TV Screen, Advertising Strategy Stage, Creative Strategy, Script Layout And Technical Terms, Shots, Camera Movement, Sound, Sound Recording, TV Production, Production Of a Commercial or Films, Small Agencies Making TV Ads, Cinematography, Special Effects, Special Effects (FX), Reproduction System, Summary, Self-Assessment Questions.

Chapter-6 Post- Production: Post-Production, Dubbing Methods For Films/TV, Video-Tape Editing, Online And Offline Editing, Project Cost And Pricing, Cost Of Production Of TV Commercials In The UK, Post-Production Hardware Infrastructure, Summary, Self-Assessment Questions.

Business Ethics & Corporate Governance

Unit 1: INTRODUCTION TO BUSINESS ETHICS

Chapter 1. Introduction to Ethics
Structure:- Definition, Derivation, Meaning, Nine Theories of Ethics, Importance of Ethics, Ethics and Morality, Ethics and Law, Summary, Self Assessment Questions.

Chapter 2. Business Ethics
Structure:- Definition of Business Ethics, Meaning of Business Ethics, Features of Business Ethics, Approaches to Business Ethics, Scope of Business Ethics, Importance of Business Ethics, Business Ethics and Profits, Summary, Self Assessment Questions.

Chapter 3. Business Practices

Chapter 4. Whistle Blowing And Insider Trading

Chapter 5. Disclosure Requirements
Structure:- Concept of Disclosure Requirements/Norms, Objective of Disclosure, Disclosure as per the Companies Act, 1956, Disclosure as per the Listing Agreement (clause 36), Disclosure as per the Listing Agreement (clause 49), Summary, Self Assessment Questions.

Chapter 6. Values
Structure:- Introduction, Definition of Values, Meaning of Values, Aspects of Value, Function of Values/Importance of Values, Classification/Type of Values, How Different are Values From Morals and Ethics?, Reasons for Deterioration of Values, Summary, Self Assessment Questions.
Chapter 7. Teaching From Scriptures

Structure: Business Ethics, India Values and Scriptures, Evolution of Management Thought Process, Teachings From the Ramayana, Teachings From the Holy Quran, Teachings From the Holy Bible, Teachings From the Bhagavade Gita, Other Scriptures, Summary, Self Assessment Questions.

Unit 2: CORPORATE GOVERNANCE

Chapter 8. Corporate Governance

Structure: Definition of Corporate Governance, Features of Corporate Governance, Objective of Corporate Governance, Importance of Corporate Governance, Main Issues That The Corporate Governance Focuses on, Mechanism of Corporate Governance, Principles of Good Corporate Governance, Role of Securities and Exchange Board of India (SEBI) Corporate Governance, Summary, Self Assessment Questions.

Chapter 9. Evolution of Corporate Governance

Structure: Evolution of Corporate Governance in Abroad, Evolution and Development of Corporate Governance in India, Summary, Self Assessment Questions.

Chapter 10. Recommendations of Various Committees on Corporate Governance


Chapter 12. Corporate governance in banks

Structure: Genesis of Indian banking system, What is Corporate governance in banks, Objective of Corporate governance in banks, Importance of Corporate governance in banks, Various committee on Corporate governance in banks, Key principles recommended by Basle committee to enhance Corporate governance in sector, General recommendation to built up effective Corporate governance in bank, Measures taken by banks towards of best practices, Measures taken by RBI towards corporate governance, Obstacles for good governance in the banking sector, Corporate governance and Cooperative banks, Summary, Self Assessment Questions.

Chapter 13. Corporate governance in insurance industry

Structure: Genesis of Indian insurance industry, IRDA Act, 1999, Principles governance the life insurance sector, Code of best practices for life insurance companies, Key ethical issues in insurance sector, Importance of corporate governance in the insurance sector, Summary, Self Assessment Questions.

Chapter 14. Corporate governance in globalized economy

Structure: Introduction, Evolution of Corporate governance in globalized economy, Importance of policy framework in corporate governance, Role of OECD for effective Corporate governance in globalized
economy, International corporate approach, Code of conduct for multinationals, Solution for effective Corporate governance in globalized economy, Summary, Self Assessment Questions.

**Unit 3: CODE OF CONDUCT AND CSR**

**Chapter 15. Code of conduct**

Structure: Meaning, Reasons to have code of conduct, Factors that should be always kept in mind, Procedure - How it can be evolved>, Highlights of code of conduct, Corporate codes, Steps involved in implementation of code of ethics, Measures to improve ethical conduct of business, Measures for effective implementation of ethical standards and morals, Summary, Self Assessment Questions.

**Chapter 16. Code of conduct for banks**


**Chapter 17. Introduction to corporate social responsibility (CSR)**

Structure: Definition of CSR, Also known as, Meaning of corporate social responsibility (CSR), Nature of CSR, Definition levels at which companies undertake CSR responsibility, Scope of CSR, Ways of contributing to CSR, Models of CSR, Importance of CSR, Obstacles in developing CSR, Corporate governance and CSR, Summary, Self Assessment Questions.

**Chapter 18. Arguments for and against CSR**

Structure: Definition of social responsibility, Arguments for/Need for social responsibilities, Arguments against social responsibility of business, Summary, Self Assessment Questions.

**Chapter 19. Social responsibility towards different stakeholders**

Structure: Definition of social responsibility, Concept of social responsibility, Diagram, Responsibility towards various stakeholders, Expectation of Stakeholders, Summary, Self Assessment Questions.

**Chapter 20. CSR Initiatives**

Structure: Definition of CSR Initiatives, Benefits of CSR Initiatives, Drawbacks of CSR Initiatives, CSR in the Indian context, CSR Initiatives by Indian companies, Survey in regard to CSR Initiatives, Summary, Self Assessment Questions.

**Chapter 21. CSR Towards social organizations**


**Unit 4: PROTECTION AND CONTROL OF BUSINESS FRAUD**
Chapter 22. Corruption

Structure: Definition of Corruption, Type of Corruption, Causes of Corruption, impact of Corruption, Remedies of Corruption, Corruption perception index, Zero tolerance of Corruption, Status of Corruption in India, Summary, Self Assessment Questions.

Chapter 23. Frauds in banks

Structure: Introduction of frauds, Definition of frauds as Indian penal code, Definition of frauds as Indian contract act, Essential elements of frauds, Different areas of frauds in banks, Parties involved in frauds committed by employees, Detection of frauds committed by employees, Summary, Self Assessment Questions.

Chapter 24. Frauds in insurance industry

Structure: Introduction of fraud in insurance sector, Definition of frauds in insurance sector, Types of fraud in the insurance sector, Prevention to control fraud in insurance sector, Training to employees to control fraud, Reporting suspicion of fraud, Summary, Self Assessment Questions.

Chapter 25. Scams and scandals


Chapter 26. Competition act, 2002


Chapter 27. Intellectual property rights

Structure: Introduction, Objective/Need, Type of Intellectual property rights, Advantages of Intellectual property rights, Intellectual property rights in India, Summary, Self Assessment Questions.

Chapter 28. Computer crime


Advertising and Public Relations*

CHAPTER-1. Introduction to public relations in mass media
budget, Preparation of budget, Crisis communications: JetBlue, Consumer marketing: Caribou coffee, Community relations: Starbucks, Case study of McDStories, Summary, Self assessment questions.

CHAPTER-10.PR and crisis management

STRUCTURE:-Public relations and crisis/Damages, Preparing for damage control-The fine act of crisis communication, Managing uncertainty-PR strategy, Do's and Dont's, Qualities of a good crisis manager, Crisis communication plan, Public meetings, General meeting, Public notice, Communication plan for customer care, Guidelines for complaint handling and resolutions, Process to collect the dues and keep the customer, Communication with also to trade, Crisis management case study: Nestle's Maggi noodles banned in India, Summary, Self assessment questions.

CHAPTER-11.Social responsibilities and public relations

STRUCTURE:-Corporate citizenship, Corporate citizenship and Public relations, Corporate social responsibility -Why PR needs it?, Case study of Godrej mangrove, Summary, Self assessment questions.

CHAPTER-12.Code of ethics in public relations management

STRUCTURE:-Code of ethics, the public relations personnel code of corporate ethics, Code of professional standards for the practice of public relations, Values to public -Philips Lesly, Social audit, Code of conduct in advertisement, Advertising agencies association of India (AAAI), Top 10 Memorable AD campaigns in India, NGO activism, Need of PR, Public relations education Programme, Action plan, Valuable aid, Public relations society of India (PRSI), The membership, National public relations day, Summary, Self assessment questions.

Project Work
Year 2: Elective – Media & Entertain Management

Business Policies and Strategic Management


Chapter 2: Vision, Mission and Objectives.
Inter-relationship, Vision, Mission, Objectives Goals and Targets, Importance of Objectives, Guidelines for Ideal Objectives, Factors Affecting Objectives, Classification of Objectives, Top-Down and Bottom-up Approaches, Summary, Self-Assessment Questions.

Chapter 3: Social, Environmental and Economic Responsibilities of Business.

Chapter 4: Corporate Governance
What is Corporate Governance?, Importance of Corporate Governance, Corporate Governance Determinants, Benefits of Good Corporate Governance, Benefits of Good Corporate Governance, Principles of Corporate Governance, The Indian Scenario, Summary, Self-Assessment Questions.

Chapter 5: Business Environment

Chapter 6: Environmental Forecasting and Analysis
Relevance, Techniques for Environmental Analysis, Steps in/Approaches to Environmental Forecasting, Benefits/Importance of Environmental Forecasting, Limitations of Environmental Forecasting, Summary, Self-Assessment Questions.

Chapter 7: Strategy Implementation

Chapter 8: Strategy and Structure

Chapter 9: Strategy Evaluation and Control
Entrepreneurship and Innovation Management

**Chapter 1 Introduction:** Introduction, What is Entrepreneurship, Who is an Entrepreneur, Summary, Self-Assessment Questions

**Chapter 2 Women Entrepreneurship:** Introduction, Concept, Definition of Women Entrepreneur, Economic Empowerment and Entrepreneurship, Functions of Women Entrepreneur, Growth and Development of Women Entrepreneurship, Areas for Development of Women Entrepreneur, Problems of Women Entrepreneurs, Summary, Self-Assessment Questions

**Chapter 3 Creating and Starting the Venture:** Defining Opportunity, Identifying a Business Opportunity, Sources of Ideas, Steps in Idea Processing and Selection, Establishment of an Enterprise, Summary, Self-Assessment Questions

**Chapter 4 Setting Up New Venture:** Introduction, Role of Small-Scale Industries in Industrialization of India, Importance of Small-Scale Industries, Micro Small And Medium Enterprises, Procedure for Registration of Micro, Small and Medium Enterprises in Goa, Registration of Small-Scale Industries Units, Benefits of Registering, Objectives of the Registration Scheme, Features of the Scheme, Benefits of Provisional Registration, Procedure to Get the Provisional Registration, Benefits of Permanent Registration, Features of the Present Procedure for Registration, De-Registration, Carrying on Business (COB) Clearance, Steps to Start a New Venture, Forms of Business Organizations, Factors Influencing a Suitable Form of organization, What is Value Added Tax?, Summary, Self-Assessment Questions

**Chapter 5 Entrepreneurial Support:** Introduction, Entrepreneurship Development Institute of India (EDI), National Institute for Entrepreneurship and Small Business Development (NIESBUD), Small Industries Development Organization (SIDO), National Alliance of Young Entrepreneurs (NAYE), State Bank of India (SBI), District Industry Center (DIC), Small Industries Development Bank of India (SIDBI), State Financial Corporations (SFCs), National Small Industries Corporation Limited (NSIC), National Bank for Agriculture and Rural Development (NABARD), Rajiv Gandhi Udyami Mitra Yojana, Khadi and Village Industries Commission (KVIC), Goa Handicraft Rural and Small-Scale Industries Development Corporation (GHRSSIDC), Goa Industrial Development Corporation (GIDC), Economic Development Corporation (EDC), Summary, Self-Assessment Question

**Chapter 6 Taxation Benefits:** Introduction, Taxation Support for Small-Scale Sector, Taxation Benefits for Small-Scale Sector, Summary, Self-Assessment Questions

**Chapter 7 Innovation in Entrepreneurship:** Introduction, Purposeful Innovative, Seven Sources for Innovative Opportunity, the Characteristics Knowledge-Based Innovation, What Knowledge-Based Innovation Requires, Principles of Purposeful Innovation, Summary, Self-Assessment Questions

**Chapter 8 Business Incubation:** Introduction, Summary, Self-Assessment Questions

**Media and Campaign Management**
Chapter 1: **Fundamentals Issues in Media Management**: Managing Essentials Elements of Media, Inland Press on Frontline, Liberty for Media, Real State of Affairs, Various Dimensions, Practical Aspects of Journalism, Summary, Self-Assessment Questions

Chapter 2: **Values and Traditions of Media Management**: Human Values, Fundamental Ideologies, Summary, Self-Assessment Questions

Chapter 3: **Common Elements of Media Management**: Managing Practical Aspects, Inside Matters, Basic Dimensions, Various issues, Real Stuff, General Observation, Summary, Self-Assessment Questions

Chapter 4: **Managing Social Orientation of Media**: Managing Various Dimensions, Society’s Effective Role, Various Theories, Many a Rule, Research in Communication Matters, Summary, Self-Assessment Questions

Chapter 5: **Managing Market Research in Media**: Managing Market Research Features, Functions of Marketing Research, Scope of Marketing Research, Marketing Test, Concept and Perception, Fundamental Research Values, Summary, Self-Assessment Questions

Chapter 6: **Communication Management in India**: Communication Tools, Managing Significant Elements, Communication by Tongue, Types of Impact, Basic Matters, Various Techniques, significance of Radio, Various Methods, Common Tools, Exchange of Knowledge, Mechanical Aids, Collective Efforts, Motives and Objectives, Summary, Self-Assessment Questions


Chapter 9: **Newspaper’s Position under Media Management**: Managing Newspaper’s Significance, Objective and Goals of Media, Media Achievements, Correct Attitude, Fundamental Guidelines, Rural Belt Media, Various Techniques, Media in India, Legacy of the Past, Various Matters, Summary, Self-Assessment Questions

Chapter 10: **Managing Future Prospects of Media**: Managing Media to Create a New Society, Role of Mass Media in Contemporary Democracy, Mass Media’s Role in Making News, New Media Technology, Mobile Phone Technology, Internet as Mass Medium, Three Great Media Revolutions, Mass Media Influence, Outlook for Future, Summary, Self-Assessment Questions

**Consumer Behavior**

**Chapter 1: Introduction to Consumer Behavior**: Concept of consumer behavior, relevance of consumer behavior studies, applications of consumer behavior, factors influencing consumer behavior, consumer
decision making process, consumer behavior in adopting new products, diffusions of innovation, buyer behavior-business markets, consumer behavior models, summary, self-assessment questions.

**Chapter 2: Market Segmentation**: Concept of Market Segmentation, significance of market segmentation, determinants of market segmentation, tasks involved in segmentation, summary, self-assessment questions.

**Chapter 3: Social Class and Consumer Behavior**: Concept of social class and consumer behavior, what is social class, the measures of social class, social class mobility, geo-demographic clustering, social class and consumer behavior, summary, self-assessment questions.

**Chapter 4: Personality**: Concept of personality, Basics of personality, theories of personality and marketing strategy, applications of personality concepts in marketing, summary, self-assessment questions.

**Chapter 5: Attitude**: Concept of Attitude, The basics of consumer attitude, the nature of attitude, models of attitude and marketing implications, attitude change strategies, summary, self-assessment questions.

**Chapter 6: Perception**: Concept of Perception, Basics of Perception and marketing implications, elements of perception, dynamics of perception, consumer imagery, perceived risk, summary, self-assessment questions.

**Chapter 7: Motivation**: Concept of Motivation, Basics of Motivations, Motivation Process, Motivation Theories and Marketing Strategy, Summary, Self-Assessment Questions.

**Chapter 8: Learning**: Concept of learning, elements of consumer learning, behavioral learning theories and their marketing applications, cognitive learning theory, involvement theory, measures of consumer learning, summary, self-assessment questions.

**Media Law and Regulations**

Chapter 1-1 CONSTITUTION AND COMMUNICATION
Structure-Freedom of Speech and Expression, Press Censorship, Guidelines for the Press, General Guidance, Summary, Self Assessment Questions

Chapter 2-THE PRESS COUNCIL ACT, 1978 (ACT NO. 37 OF 1978)

Chapter 3-THE PRESS AND REGISTRATION OF BOOKS ACT, 1867
Structure-Definitions, Penalties for Contravention of Provisions, Summary, Self Assessment Questions

Chapter 4-THE PRIZE COMPETITIONS ACT, 1955
Structure-Definitions: (Section 2), Interpretation, Prohibition of Prize Competitions where the Prize Offered Exceeds One Thousand Rupees a Month, Licensing of Prize Competitions where the Prize Offered does not Exceed One Thousand Rupees of Month, Licenses for Prize Competitions, Promoters of Prize Competitions to Keep Accounts and Submit the same to the Licensing Authority, Power to
Cancel or Suspend Licences, Penalty for Promoting or Conducting any Prize Competition in Contravention of the Provisions of Sections 4 and 5, Penalty for Failure to Keep and Submit Accounts, Penalty for Other Offences in Connection with Prize Competitions, Offences by Corporations, Power to Licensing Authority to Call for and Inspect Accounts and Documents, Power of Entry and Search, Forfeiture of Newspapers and Publications Containing Prize Competitions, Appeals, Licensing Authority and other Officers to be Public Servants, Jurisdiction to Try Offences, Summary, Self Assessment Questions

Chapter 5- THE DELIVERY OF BOOKS AND NEWSPAPERS ACT, 1954
Structure-Definitions, Summary, Self Assessment Questions

Chapter 6- THE YOUNG PERSONS (HARMFUL PUBLICATIONS) ACT, 1956
Structure-Statement of Object and Reasons, Definition (Section 2), Penalty for Harmful Publications, Power of the Government, Appeal against Forfeiture Order, Seizure and Destruction, Summary, Self Assessment Questions

Chapter 7- WORKING JOURNALISTS AND OTHER NEWSPAPER EMPLOYEES (CONDITIONS OF SERVICE) AND MISCELLANEOUS PROVISIONS ACT, 1955 (ACT 45 OF 1955)
Structure- Definitions (Section 2), Non-Journalist Newspaper Employees, Summary, Self Assessment Questions

Chapter- 8- THE DRUGS AND MAGIC REMEDIES (OBJECTIONABLE ADVERTISEMENTS) ACT, 1954
Structure-Definitions, Summary, Self Assessment Questions

Chapter 9- CINEMATOGRAPH ACT, 1952


Chapter 11- THE COPYRIGHT ACT, 1957
Structure-Interpretation (Section 2), Infringement of Copyright, Acts not Infringement of Copyright (Section 52), Registrar of Copyrights, Register of Copyrights and Registration, Terms of Copyright or Period, Assignment of Copyright, Ownership of Copyright and the Rights of the First Owner, Broadcast Reproduction Right, Remedies Available to the Owner, Licences, Offences of Copyright, Appeals, Copyright Board, Performing Rights Society, Determination of Objections and Procedure (Section 35), Powers of the
Communication and Media


Chapter 9: Basic Aspects of Information: Problems and Solutions, Personal Differentiation, the Concerns, he Exactitude, Summary, Self-Assessment Questions.

New Age Media

Chapter-1 Media Of The New Millennium-Internet: Credit Card Transaction, Internet As Media, Internet, Key Terms, Portals, Types Of Websites, Factors Affecting Page Views, Advertising And Portals, Search Engines, Vinton Cerf And The Net, The New Wave In Media, Internet Usage, Mobile Internet, Mob me, Careers, Internet Browsers, Opportunity, Future Estimate, To Be Or Not To Be, Accept, Advertising On The Net, Digital Agencies, Measuring Online Advertising Audience, Net Surfing Habits, Summary, Self-Assessment Questions.


Chapter-3 Cinema And Films: Cinema, Indian Cinema, Films, Reality Check, Film-Making, Films-A Powerful Medium, Films Archives, Multiplexes, Equal Right For Friday Nights, Documentary Films, Documentary Films, Documentaries In India, Types Of Documentaries, Documentaries In The Collection Of FD, Training In Cinema, Digital Intermediate (DI) Processing, Producers, Distribution, Exhibitor, Project Cost, In-Film Placements, In-Film Advertising, Box Office Terminology, Gross Collections, Definition Of a Flop, Average Life Of a Film, Merits Of Cinema, Regional Films, Summary, Self-Assessment Questions.

Chapter-4 Non-Traditional Media: Trade Shows, Exhibitions and Fairs, Emergence of New Media Options, Non-Traditional Media, Content or Conversation, Summary, Self-Assessment Questions.

Chapter-5 TV Commercial/Film Production: Production, Basic Understanding Of Films And Tapes, Aspect Ratio(Width To Height Ratio), Film Sound, Major Factors Affecting The Budget, TV Commercial: Concept To Commissioning To TV Screen, Advertising Strategy Stage, Creative Strategy, Script Layout And Technical Terms, Shots, Camera Movement, Sound, Sound Recording, TV Production, Production Of a Commercial Or Films, Small Agencies Making TV Ads, Cinematography, Special Effects, Special Effects (FX), Reproduction System, Summary, Self-Assessment Questions.

Chapter-6 Post-Production: Post-Production, Dubbing Methods For Films/TV, Video-Tape Editing, Online And Offline Editing, Project Cost And Pricing, Cost Of Production Of TV Commercials In The UK, Post-Production Hardware Infrastructure, Summary, Self-Assessment Questions.


Business Ethics & Corporate Governance

Unit-1: INTRODUCTION TO BUSINESS ETHICS
Chapter 1. Introduction to Ethics

Structure: Definition, Derivation, Meaning, Nine Theories of Ethics, Importance of Ethics, Ethics and Morality, Ethics and Law, Summary, Self Assessment Questions.

Chapter 2. Business Ethics


Chapter 3. Business Practices


Chapter 4. Whistle Blowing And Insider Trading


Chapter 5. Disclosure Requirements

Structure: Concept of Disclosure Requirements/Norms, Objective of Disclosure, Disclosure as per the Companies Act, 1956, Disclosure as per the Listing Agreement (clause 36), Disclosure as per the Listing Agreement (clause 49), Summary, Self Assessment Questions.

Chapter 6. Values

Structure: Introduction, Definition of Values, Meaning of Values, Aspects of Value, Function of Values/Importance of Values, Classification/Type of Values, How Different are Values From Morals and Ethics?, Reasons for Deterioration of Values, Summary, Self Assessment Questions.

Chapter 7. Teaching From Scriptures

Structure: Business Ethics, India Values and Scriptures, Evolution of Management Thought Process, Teachings From the Ramayana, Teachings From the Holy Quran, Teachings From the Holy Bible, Teachings From the Bhagavat Gita, Other Scriptures, Summary, Self Assessment Questions.

Unit 2: CORPORATE GOVERNANCE

Chapter 8. Corporate Governance

Structure: Definition of Corporate Governance, Features of Corporate Governance, Objective of Corporate Governance, Importance of Corporate Governance, Main Issues That The Corporate
Governance Focuses on, Mechanism of Corporate Governance, Principles of Good Corporate Governance, Role of Securities and Exchange Board of India (SEBI) Corporate Governance, Summary, Self Assessment Questions.

Chapter 9. Evolution of Corporate Governance

Structure: Evolution of Corporate Governance in Abroad, Evolution and Development of Corporate Governance in India, Summary, Self Assessment Questions.

Chapter 10. Recommendations of Various Committees on Corporate Governance


Chapter 12. Corporate Governance in Banks

Structure: Genesis of Indian banking system, What is Corporate governance in banks, Objective of Corporate governance in banks, Importance of Corporate governance in banks, Various committee on Corporate governance in banks, Key principles recommended by Basle committee to enhance Corporate governance in sector, General recommendation to built up effective Corporate governance in bank, Measures taken by banks towards of best practices, Measures taken by RBI towards corporate governance, Obstacles for good governance in the banking sector, Corporate governance and Cooperative banks, Summary, Self Assessment Questions.

Chapter 13. Corporate Governance in Insurance Industry

Structure: Genesis of Indian insurance industry, IRDA Act, 1999, Principles governance the life insurance sector, Code of best practices for life insurance companies, Key ethical issues in insurance sector, Importance of corporate governance in the insurance sector, Summary, Self Assessment Questions.

Chapter 14. Corporate Governance in Globalized Economy


Unit 3: CODE OF CONDUCT AND CSR

Chapter 15. Code of Conduct

Structure: Meaning, Reasons to have code of conduct, Factors that should be always kept in mind, Procedure - How it can be evolved, Highlights of code of conduct, Corporate codes, Steps involved in implementation of code of ethics, Measures to improve ethical conduct of business, Measures for effective implementation of ethical standards and morals, Summary, Self Assessment Questions.

Chapter 16. Code of Conduct for Banks
Chapter 17. Introduction to corporate social responsibility (CSR)

Structure: Definition of CSR, Also known as, Meaning of corporate social responsibility (CSR), Nature of CSR, Definition levels at which companies undertake CSR responsibility, Scope of CSR, Ways of contributing to CSR, Models of CSR, Importance of CSR, Obstacles in developing CSR, Corporate governance and CSR, Summary, Self Assessment Questions.

Chapter 18. Arguments for and against CSR

Structure: Definition of social responsibility, Arguments for/Need for social responsibilities, Arguments against social responsibility of business, Summary, Self Assessment Questions.

Chapter 19. Social responsibility towards different stakeholders

Structure: Definition of social responsibility, Concept of social responsibility, Diagram, Responsibility towards various stakeholders, Expectation of Stakeholders, Summary, Self Assessment Questions.

Chapter 20. CSR Initiatives

Structure: Definition of CSR Initiatives, Benefits of CSR Initiatives, Drawbacks of CSR Initiatives, CSR in the Indian context, CSR Initiatives by Indian companies, Survey in regard to CSR Initiatives, Summary, Self Assessment Questions.

Chapter 21. CSR Towards social organizations


Unit 4: PROTECTION AND CONTROL OF BUSINESS FRAUD

Chapter 22. Corruption

Structure: Definition of Corruption, Type of Corruption, Causes of Corruption, impact of Corruption, Remedies of Corruption, Corruption perception index, Zero tolerance of Corruption, Status of Corruption in India, Summary, Self Assessment Questions.

Chapter 23. Frauds in banks

Structure: Introduction of frauds, Definition of frauds as Indian penal code, Definition of frauds as Indian contract act, Essential elements of frauds, Different areas of frauds in banks, Parties involved in frauds committed by employees, Detection of frauds committed by employees, Summary, Self Assessment Questions.

Chapter 24. Frauds in insurance Industry
Structure::-Introduction of fraud in insurance sector, Definition of frauds in insurance sector, Types of fraud in the insurance sector, Prevention to control fraud in insurance sector, Training to employees to control fraud, Reporting suspicion of fraud, Summary, Self Assessment Questions.

Chapter 25. Scams and scandals


Chapter 26. Competition act, 2002


Summary, Self Assessment Questions.

Chapter 27. Intellectual property rights

Structure::-Introduction, Objective/Need, Type of Intellectual property rights, Advantages of Intellectual property rights, Intellectual property rights in india, Summary, Self Assessment Questions.

Chapter 28. Computer crime


Media Management on Print and Radio*

Chapter - MEDIA OVERVIEW

Structure- Hitting the Trillion Mark, Media Planning for TV, Telecast Time, Media Cost Inflation, Media Marketing, Frequency and Irritational Level, NRS-VI or IRS-1998, Media Innovation, Prime Time, Summary, Self Assessment Questions

Chapter 2- MEDIA SELECTION, PLANNING, SCHEDULING & STRATEGY

Structure- Types of Media, Media Selection, Media Planning: New Perspective Media Plan, Media Planning Process, Designing a Media Plan, Media Cost and Media Ability, Matching Media and Market, Geographical Selectivity, Media Strategy, Geographic Allocation, The Media Mix, Media Scheduling, Summary, Self Assessment Questions

Chapter 3- PRINT MEDIA

Structure-Print, Newspaper Advertising, Magazines, Sex and the Glossies, Newspapers VS TV, Internet and Print Media, Summary, Self Assessment Questions
Chapter 4 - ELECTRONIC Media-TV
Structure-TV Earnings, Special Demerits of TV Ads, Present Scenario, Business News Channels, Summary, Self Assessment Question

Chapter 5 - ELECTRONIC MEDIA - RADIO
Structure-FM Broadcasting, Summary, Self Assessment Questions

Chapter 6 - OUTDOOR AND TRANSIT MEDIA
Structure-Outdoor versus Other Media, What is a Billboard?, Advantages and Limitations of Outdoor Media, Posters are a 24-hour Medium of Advertising, Neon Signs, Outdoor Advertising, Ten Commandments of Outdoor Creative, Transit Advertising, Outdoor Advertising, Technology and Outdoors, New Trends, Summary, Self Assessment Questions

Chapter 7 - PRINT PRODUCTION
Structure- Art Work and Photography, Printing and Art, Typography, Engraving, Processing, Colour Reproduction, Summary, Self Assessment Questions

Chapter 8 - PRODUCTION OF ANIMATION FILMS
Structure-Cartooning, Animation Films, Types Of Animation, Summary, Self Assessment Questions

Chapter 9 - PUBLIC RELATIONS
Structure- Introduction, Crisis Marketing, Summary, Self Assessment Questions

Chapter 10 - MEDIA PERSONALITIES
Structure-Summary, Self Assessment Questions

**Project Work**
Year 2: Elective – Project Leadership and Management

Business Policies and Strategic Management

Chapter 1: Strategic Management

Chapter 2: Vision, Mission and Objectives.
Inter-relationship, Vision, Mission, Objectives Goals and Targets, Importance of Objectives, Guidelines for Ideal Objectives, Factors Affecting Objectives, Classification of Objectives, Top-Down and Bottom-up Approaches, Summary, Self-Assessment Questions.

Chapter 3: Social, Environmental and Economic Responsibilities of Business.

Chapter 4: Corporate Governance
What is Corporate Governance?, Importance of Corporate Governance, Corporate Governance Determinants, Benefits of Good Corporate Governance, Benefits of Good Corporate Governance, Principles of Corporate Governance, The Indian Scenario, Summary, Self-Assessment Questions.

Chapter 5: Business Environment

Chapter 6: Environmental Forecasting and Analysis
Relevance, Techniques for Environmental Analysis, Steps in/Approaches to Environmental Forecasting, Benefits/Importance of Environmental Forecasting, Limitations of Environmental Forecasting, Summary, Self-Assessment Questions.

Chapter 7: Strategy Implementation

Chapter 8: Strategy and Structure

Chapter 9: Strategy Evaluation and Control
Entrepreneurship and Innovation Management

Chapter 1 Introduction: Introduction, What is Entrepreneurship, Who is an Entrepreneur, Summary, Self-Assessment Questions

Chapter 2 Women Entrepreneurship: Introduction, Concept, Definition of Women Entrepreneur, Economic Empowerment and Entrepreneurship, Functions of Women Entrepreneur, Growth and Development of Women Entrepreneurship, Areas for Development of Women Entrepreneur, Problems of Women Entrepreneurs, Summary, Self-Assessment Questions

Chapter 3 Creating and Starting the Venture: Defining Opportunity, Identifying a Business Opportunity, Sources of Ideas, Steps in Idea Processing and Selection, Establishment of an Enterprise, Summary, Self-Assessment Questions

Chapter 4 Setting Up New Venture: Introduction, Role of Small-Scale Industries in Industrialization of India, Importance of Small-Scale Industries, Micro Small And Medium Enterprises, Procedure for Registration of Micro, Small and Medium Enterprises in Goa, Registration of Small-Scale Industries Units, Benefits of Registering, Objectives of the Registration Scheme, Features of the Scheme, Benefits of Provisional Registration, Procedure to Get the Provisional Registration, Benefits of Permanent Registration, Features of the Present Procedure for Registration, De-Registration, Carrying on Business (COB) Clearance, Steps to Start a New Venture, Forms of Business Organizations, Factors Influencing a Suitable Form of organization, What is Value Added Tax?, Summary, Self-Assessment Questions

Chapter 5 Entrepreneurial Support: Introduction, Entrepreneurship Development Institute of India (EDI), National Institute for Entrepreneurship and Small Business Development (NIESBUD), Small Industries Development Organization (SIDO), National Alliance of Young Entrepreneurs (NAYE), State Bank of India (SBI), District Industry Center (DIC), Small Industries Development Bank of India (SIDBI), State Financial Corporations (SFCs), National Small Industries Corporation Limited (NSIC), National Bank for Agriculture and Rural Development (NABARD), Rajiv Gandhi Udyami Mitra Yojana, Khadi and Village Industries Commission (KVIC), Goa Handicraft Rural and Small-Scale Industries Development Corporation (GHRSSIDC), Goa Industrial Development Corporation (GIDC), Economic Development Corporation (EDC), Summary, Self-Assessment Question

Chapter 6 Taxation Benefits: Introduction, Taxation Support for Small-Scale Sector, Taxation Benefits for Small-Scale Sector, Summary, Self-Assessment Questions

Chapter 7 Innovation in Entrepreneurship: Introduction, Purposeful Innovative, Seven Sources for Innovative Opportunity, the Characteristics Knowledge-Based Innovation, What Knowledge-Based Innovation Requires, Principles of Purposeful Innovation, Summary, Self-Assessment Questions

Chapter 8 Business Incubation: Introduction, Summary, Self-Assessment Questions

Project Management

Chapter-2 Project Identification: Identification of Project, Generation of Ideas, SWOT Analysis, Preliminary Screening, Project Rating Index, Entrepreneurial Qualities, Summary, Summary, Self Assessment Question.

Chapter-3 Market And Demand Analysis: Collection Of Data, Primary Sources, Secondary Sources, Market Survey, Market Planning, Marketing Environment, Project Risk Analysis, Demand Forecasting Techniques, Summary, Self-Assessment Question.


Chapter-5 Financial Estimation: Project Cost, Sources of Finance, Cost of Production, Projection of Annual Sales and Annual Production, Summary, Self-Assessment Question.


**Total Quality Management**

**Chapter 1: Introduction to Quality Management**

Modern Quality Management, Summary, Self-Assessment Questions

Chapter 2: Tools of TQM - Measurement Tools

Chapter 3: Tools of TQM - Analytical Tools
Process Mapping, Regression Analysis, Resources Utilization, Customer Service Analysis, the “Five Whys” Techniques (Why-why Diagram), Overall Equipment Effectiveness (OEE), Summary, Self-Assessment Questions

Chapter 4: Tools of TQM - Improvement Tools and Techniques
Continuous Improvement (KAIZEN), Just-in-Time System (JIT), Quality Circles, Force Field Analysis, Japanese 5 ‘s’ Principles, Summary, Self-Assessment Questions

Chapter 5: Six-Sigma Quality

Chapter 6: Total Quality Management in services
Total Quality Management in Services, Models of Services Quality, Quality Assurances in Services, Return on services Quality, Measuring Services Quality, Building a Services Quality Information System, Summary, Self-Assessment Questions.

Team Building and Leadership


Chapter 2: Concept of Group, Defining Group, Group Theories, Group Development Stages, Group Norms, Group Roles, Group Cohesion, Group Decision Making Methods, Summary, Self-Assessment Questions.

Chapter 3: Concept of Team Building, Team Building: The Concept, Why Develop Teamwork, The 5P’s of Team Design and Development, Team Building Process, Characteristics of a Team, Ginnett’s Team Model, Team Effectiveness, Summary, Self-Assessment Questions.

Chapter 4: Transactional Analysis, MBO- Management by Objectives, Concept-Transactional Analysis, Analysis of Ego State, Transactional Analysis Appraisal, Johari Window, Game Analysis, Summary, Self-Assessment Questions.


Chapter 7: Leadership, History of Leadership, Leadership in Modern Age, Concept of Leadership, Theories of Leadership, Leaders and Managers, Summary, Self-Assessment Questions.


Semester 4

Project Finance


Chapter-5 Budgetary Control: Introduction, More Than Mere Accounting, Total Systems Approach, Budget Objectives, Budgetary Control, Advantages Of Budgetary Control, Steps In Budgetary Control, Programs, Budgets, Controls, Conscious Budgeting, Summary, Self-Assessment.


**Chapter-10 Incentives and Subsidies:** Introduction, the Power of Incentives, Incentives and Facilities To Exporters, Summary, Self-Assessment.

**Management of Project**


Chapter 5: The SWOT Analysis, Introduction, Summary, Self-Assessment Questions.


Chapter 7: The Essence of Control, Introduction, Summary, Self-Assessment Questions.


**Business Ethics & Corporate Governance**

**Unit-1: INTRODUCTION TO BUSINESS ETHICS**

**Chapter1. Introduction to Ethics**

Structure:-Definition, Derivation, Meaning, Nine Theories of Ethics, Importance of Ethics, Ethics and Morality, Ethics and Law, Summary, Self Assessment Questions.

**Chapter2. Business Ethics**
Chapter 3. Business Practices


Chapter 4. Whistle Blowing And Insider Trading


Chapter 5. Disclosure Requirements

Structure: Concept of Disclosure Requirements/Norms, Objective of Disclosure, Disclosure as per the Companies Act, 1956, Disclosure as per the Listing Agreement (clause 36), Disclosure as per the Listing Agreement (clause 49), Summary, Self Assessment Questions.

Chapter 6. Values

Structure: Introduction, Definition of Values, Meaning of Values, Aspects of Value, Function of Values/Importance of Values, Classification/Type of Values, How Different are Values From Morals and Ethics?, Reasons for Deterioration of Values, Summary, Self Assessment Questions.

Chapter 7. Teaching From Scriptures

Structure: Business Ethics, India Values and Scriptures, Evolution of Management Thought Process, Teachings From the Ramayana, Teachings From the Holy Quran, Teachings From the Holy Bible, Teachings From the Bhagavat Gita, Other Scriptures, Summary, Self Assessment Questions.

Unit 2: CORPORATE GOVERNANCE

Chapter 8. Corporate Governance

Structure: Definition of Corporate Governance, Features of Corporate Governance, Objective of Corporate Governance, Importance of Corporate Governance, Main Issues That The Corporate Governance Focuses on, Mechanism of Corporate Governance, Principles of Good Corporate Governance, Role of Securities and Exchange Board of India (SEBI) Corporate Governance, Summary, Self Assessment Questions.

Chapter 9. Evolution of Corporate Governance
Chapter 10. Recommendations of Various Committees on Corporate Governance

Chapter 12. Corporate governance in banks

Chapter 13. Corporate governance in insurance industry

Chapter 14. Corporate governance in globalised economy

Unit 3: CODE OF CONDUCT AND CSR

Chapter 15. Code of conduct

Chapter 16. Code of conduct for banks

Chapter 17. Introduction to corporate social responsibility (CSR)
Chapter 18. Arguments for and against CSR

Chapter 19. Social responsibility towards different stakeholders

Chapter 20. CSR Initiatives

Chapter 21. CSR Towards social organisations

Unit 4: PROTECTION AND CONTROL OF BUSINESS FRAUD

Chapter 22. Corruption

Chapter 23. Frauds in banks

Chapter 24. Frauds in insurance industry
Chapter 25. Scams and scandals


Chapter 26. Competition act, 2002


Summary, Self Assessment Questions.

Chapter 27. Intellectual property rights


Chapter 28. Computer crime


Project Formulation & Analysis

CHAPTER 1 :- CONCEPT OF PROJECT

STRUCTURE: Introduction, what is a project, project level, project features, project profile, project life cycle phases, Summery, Self assessment question.

CHAPTER 2: - PROJECT IDENTIFICATION

STRUCTURE: Introduction, Identification of project opportunities, Source for project ideas, Importance of project identification, Summery, Self assessment question.

CHAPTER 3:- PROJECT FORMULATION


CHAPTER 4: - PROJECT RISKS

STRUCTURE: Introduction, Focusing on the contain, Identifying the risks, Summery, Self assessment question.

CHAPTER 5 :-PROJECT REPORTS
CHAPTER 6: PROJECT APPRAISAL


CHAPTER 7: PROJECT ANALYSIS

STRUCTURE: Introduction, Social analysis, Institutional analysis, Environmental analysis, Logistics, Use of consultants, Summery, Self assessment question.

CHAPTER 8: ECONOMICS ANALYSIS


CHAPTER 9: DISTRIBUTION ANALYSIS

STRUCTURE: Introduction, Scope & Components of a physical distribution system, physical distribution objective, Summery, Self assessment question.

CHAPTER 10: LEVERAGE ANALYSIS

STRUCTURE: Introduction, Definition, Type of leverage, Summery, Self assessment question.

CHAPTER 11: PROFITABILITY ANALYSIS

STRUCTURE: Introduction, Indicator for measuring income, Profit planning, Steps in the preparation of profit plane, Characteristics of a profit planning & control, Advantages of profit maximization, Return of investment (ROI), Internal rate of return (IRR), Net present value method (NPV), Summery, Self assessment question.

CHAPTER 12: SOCIAL COST - BENIFITS ANALYSIS

STRUCTURE: Introduction, Cost of project, Main feature of cost benefits analysis, The LM TECHNIQUE, Element of cost, Classification costs, The prime costs, The factor cost, Analysis of variance, Product mix, The economic indicator, Unit cost of production (UCP), Summery, Self assessment question.

Project Work
Year 2: Elective – Risk Management

Business Policies and Strategic Management


Chapter 4: Corporate Governance What is Corporate Governance?, Importance of Corporate Governance, Corporate Governance Determinants, Benefits of Good Corporate Governance, Benefits of Good Corporate Governance, Principles of Corporate Governance, The Indian Scenario, Summary, Self-Assessment Questions.


Chapter 6: Environmental Forecasting and Analysis Relevance, Techniques for Environmental Analysis, Steps in/Approaches to Environmental Forecasting, Benefits/Importance of Environmental Forecasting, Limitations of Environmental Forecasting, Summary, Self-Assessment Questions.


Chapter 9: Strategy Evaluation and Control
Why Control?

Strategic Control, Operational Control, Types of Operational Control, PERT/CPM, Preventive Control, Essential Features of An Effective Evaluation and Control System, Contingency Planning, Summary, Self-Assessment Questions.

Entrepreneurship and Innovation Management

Chapter 1 Introduction: Introduction, What is Entrepreneurship, Who is an Entrepreneur, Summary, Self-Assessment Questions

Chapter 2 Women Entrepreneurship: Introduction, Concept, Definition of Women Entrepreneur, Economic Empowerment and Entrepreneurship, Functions of Women Entrepreneur, Growth and Development of Women Entrepreneurship, Areas for Development of Women Entrepreneur, Problems of Women Entrepreneurs, Summary, Self-Assessment Questions

Chapter 3 Creating and Starting the Venture: Defining Opportunity, Identifying a Business Opportunity, Sources of Ideas, Steps in Idea Processing and Selection, Establishment of an Enterprise, Summary, Self-Assessment Questions

Chapter 4 Setting Up New Venture: Introduction, Role of Small-Scale Industries in Industrialization of India, Importance of Small- Scale Industries, Micro Small And Medium Enterprises, Procedure for Registration of Micro, Small and Medium Enterprises in Goa, Registration of Small-Scale Industries Units, Benefits of Registering, Objectives of the Registration Scheme, Features of the Scheme, Benefits of Provisional Registration, Procedure to Get the Provisional Registration, Benefits of Permanent Registration, Features of the Present Procedure for Registration, De-Registration, Carrying on Business (COB) Clearance, Steps to Start a New Venture, Forms of Business Organizations, Factors Influencing a Suitable Form of organization, What is Value Added Tax?, Summary, Self-Assessment Questions

Chapter 5 Entrepreneurial Support: Introduction, Entrepreneurship Development Institute of India (EDI), National Institute for Entrepreneurship and Small Business Development (NIESBUD), Small Industries Development Organization (SIDO), National Alliance of Young Entrepreneurs (NAYE), State Bank of India (SBI), District Industry Center (DIC) , Small Industries Development Bank of India (SIDBI), State Financial Corporations (SFCs), National Small Industries Corporation Limited (NSIC), National Bank for Agriculture and Rural Development (NABARD), Rajiv Gandhi Udyami Mitra Yojana, Khadi and Village Industries Commission (KVIC), Goa Handicraft Rural and Small- Scale Industries Development Corporation (GHRSSIDC), Goa Industrial Development Corporation (GIDC), Economic Development Corporation (EDC), Summary, Self-Assessment Question

Chapter 6 Taxation Benefits: Introduction, Taxation Support for Small-Scale Sector, Taxation Benefits for Small-Scale Sector, Summary, Self-Assessment Questions

Chapter 7 Innovation in Entrepreneurship: Introduction, Purposeful Innovative, Seven Sources for Innovative Opportunity, the Characteristics Knowledge-Based Innovation, What Knowledge-Based Innovation Requires, Principles of Purposeful Innovation, Summary, Self-Assessment Questions

Chapter 8 Business Incubation: Introduction, Summary, Self-Assessment Questions

Basic of Risk Management


Chapter 3: Enterprise Risk Management: ERM basis, COSO framework for erm, identifying risk exposures, emerging role of CRO, ERM in insurance, summary, Self-assessment questions.

Chapter 4: Introduction to Insurance: Definitions of Insurance, cost and benefits of Insurance, elements of an Insurable risk, insurance as a macroeconomics issue, kinds of insurance, summary, self-assessment questions.


Chapter 7: Insurance and Economy: The Economic importance of insurance, contribution to Indian economy, role of insurance in economic system, liberalization of insurance markets – issues and concerns, summary, self-assessment questions.


Chapter 9: Insurance in Global Perspective: Globalization and liberalization, globalization of insurance market, need for globalization, global picture of insurance, globalization and its impact on India, summary, self-assessment questions.

General Insurance

Chapter 1: Introduction to General Insurance
Historical Framework of General Insurance in India, Industry Structure, GIC- Organization and Working, Performance Statistics, Summary, Self-Assessment Question,

Chapter 2: Practice of Non-Life Insurance
Issue of Insurance Policies, Rating Procedures, Claim Settlements, Summary, Self-Assessment Questions

Chapter 3: Fire Insurance
Chapter 4: Marine Insurance

Chapter 5: Automobile Insurance
Overview of the Losses Due to Automobile Ownership and Usage, Need for Automobile Insurance, Types of Motor Insurance Policies, Factors Considered for Premium Rating, Motor Insurance Claim, Summary, Self-Assessment Questions

Chapter 6: Health Insurance
Health Insurance Basics, Current Scenario, Imperative for Health Insurance in India, Micro Health Insurance in India, Summary, Self-Assessment Question

Chapter 7: Rural Insurance
Need and Potential of Rural Insurance, Legal Framework, Various Rural Insurance Policies, Summary, Self-Assessment Questions

Chapter 8: Social Insurance

Chapter 9: Project and Engineering Insurance
Risks Associated with New Projects, The History of Engineering Insurance, Engineering Insurance, Engineering All Risk Insurance, Contractor’s Plant and Machinery Insurance Policy, Deterioration of Stock Insurance, Summary, Self-Assessment Questions

Chapter 10: Liability Insurance
Tort Liabilities, Specific Statutory Liabilities, Liability Insurance, Summary, Self-Assessment Questions

Chapter 11: Miscellaneous Insurance
Aviation Insurance, Other Insurance, Summary, Self-Assessment Questions

Chapter 12: Product Design and Development

Chapter 13: Insurance Intermediaries
Distribution of insurance Products, Insurance Intermediaries and Their Functioning, Surveyors and Loss Assessors, Third Party Administration, Agents, Brokers, Corporate Agents, Banc assurance, Statistics On Intermediaries, Ombudsman, Lok Adalats, Summary, Self-Assessment Questions

Life Insurance
Chapter 1: Introduction to Life Insurance
Life Insurance: Meaning and Definition, Features Of Life Insurance, Nature of Insurance, Benefits of Life Insurance, Life Insurance Demand and Outlook, Summary, Self-Assessment Questions


Chapter 3: Life Insurance Products
Approaches to Valuation, Type of Policies, Term Life Policies, Whole Life Insurance Policies, Endowment Insurance Policies, Annuities, Policies Based on Other Classification, Summary, Self-Assessment Questions

Chapter 4: Life Insurance Underwriting and Rating
Underwriting in Life Insurance, Method of Risk Classification in Life Insurance, Factors Affecting the Pricing of Life Insurance Products, Treatment of Sub-Standard Life Insurance Risks, Calculation of Premium, Documents Required, Summary, Self-Assessment Questions

Chapter 5: Life Insurance Claim Management
Types of claims, Additional Benefits, Claims Procedure in Respect of a Life Insurance Policy, Policy or Claim Amount, Claim Concession, Presumption of Death, Summary, Self-Assessment Questions

Chapter 6: Group Insurance
Group Insurance, Factors Led to Growth in Group Insurance, Importance of Group Insurance, Eligibility or Underwrite Considerations, Eligible Group for Group Insurance, Types of Group Insurance Schemes, Social Insurance Covers, Summary, Self-Assessment Questions

Chapter 7: Life Assurance Management
Maintenance of Books, Valuation, Surplus and Distribution, Summary, Self-Assessment Questions

Chapter 8: Marketing of Insurance Products

Chapter 9: Life Insurance - Policies
Judicial Pronouncement, Unconcluded Contract, Summary, Self-Assessment Question

Chapter 10: Life Insurance - Salesmanship
Rules of Agency, After-Sales Services, Age Admission, Nomination, Summary, Self-Assessment Questions

Semester 4

Legal Aspects of Insurance


Organization and Management of Insurance Companies

Chapter 1 Functions and Organization of Insurance: Type of Insurance or Organization, Organizational Structure of Insurance Companies, Functions of Insurance, Summary, Self-Assessment Questions, Suggested Readings

Chapter 2 Underwriting: Philosophy of Underwriting, The Objective and Principles of Underwriting, Underwriting in Life Insurance, Underwriting in Non-life Insurance, Summary, Self-Assessment Questions, Suggested Readings, Web Resources


Chapter 4 Claims Management: Introduction to Claims Management, Claim Settlement in General Insurance, Claims Management in Life Insurance, Repudiation of Claims, Summary, Self-Assessment Questions, Suggested Readings

Chapter 5 Insurance Intermediaries: Distribution of Insurance Products, Insurance Intermediaries and Their Functioning, Surveyors and Loss Assessors, Third Party Administrators, Agents, Broker, Corporate Agents, Banc assurance, Statistics on Intermediaries, Ombudsman, Lok Adalats, Summary, Self-Assessment Questions, Suggested Readings

Chapter 7 Reinsurance: In Reinsurance, Role of the Reinsurers, Techniques of Reinsurance, Nature of Reinsurance Risks, Reinsurance in Indian Perspective, Global Reinsurance Market, Reinsurance Trading, Summary, Self-Assessment Questions, Suggested Readings, Web Resources


Team Building and Leadership


Chapter 2: Concept of Group, Defining Group, Group Theories, Group Development Stages, Group Norms, Group Roles, Group Cohesion, Group Decision Making Methods, Summary, Self-Assessment Questions.

Chapter 3: Concept of Team Building, Team Building: The Concept, Why Develop Teamwork, The 5P’s of Team Design and Development, Team Building Process, Characteristics of a Team, Ginnett’s Team Model, Team Effectiveness, Summary, Self-Assessment Questions.

Chapter 4: Transactional Analysis, MBO- Management by Objectives, Concept-Transactional Analysis, Analysis of Ego State, Transactional Analysis Appraisal, Johari Window, Game Analysis, Summary, Self-Assessment Questions.


Chapter 7: Leadership, History of Leadership, Leadership in Modern Age, Concept of Leadership, Theories of Leadership, Leaders and Managers, Summary, Self-Assessment Questions.


Business Ethics & Corporate Governance

Unit-1: INTRODUCTION TO BUSINESS ETHICS

Chapter1. Introduction to Ethics

Structure:-Definition, Derivation, Meaning, Nine Theories of Ethics, Importance of Ethics, Ethics and Morality, Ethics and Law, Summary, Self Assessment Questions.
Chapter2. Business Ethics

Structure:-Definition of Business Ethics, Meaning of Business Ethics, Features of Business Ethics, Approaches to Business Ethics, Scope of Business Ethics, Importance of Business Ethics, Business Ethics and Profits, Summary, Self Assessment Questions.

Chapter3. Business Practices


Chapter4. Whistle Blowing And Insider Trading


Chapter5. Disclosure Requirements

Structure:-Concept of Disclosure Requirements/Norms, Objective of Disclosure, Disclosure as per the Companies Act, 1956, Disclosure as per the Listing Agreement (clause 36), Disclosure as per the Listing Agreement (clause 49), Summary, Self Assessment Questions.

Chapter6. Values

Structure:-Introduction, Definition of Values, Meaning of Values, Aspects of Value, Function of Values/Importance of Values, Classification/Type of Values, How Different are Values From Morals and Ethics?, Reasons for Deterioration of Values, Summary, Self Assessment Questions.

Chapter7. Teaching From Scriptures

Structure:-Business Ethics, India Values and Scriptures, Evolution of Management Thought Process, Teachings From the Ramayana, Teachings From the Holy Quran, Teachings From the Holy Bible, Teachings From the Bhagavat Gita, Other Scriptures, Summary, Self Assessment Questions.

Unit2:-CORPORATE GOVERNANCE

Chapter8. Corporate Governance

Structure:-Definition of Corporate Governance, Features of Corporate Governance, Objective of Corporate Governance, Importance of Corporate Governance, Main Issues That The Corporate Governance Focuses on, Mechanism of Corporate Governance, Principles of Good Corporate Governance, Role of Securities and Exchange Board of India (SEBI) Corporate Governance, Summary, Self Assessment Questions.

Chapter9. Evolution of Corporate Governance
Chapter 10. Recommendations of Various Committees on Corporate Governance

Chapter 12. Corporate governance in banks

Chapter 13. Corporate governance in insurance industry

Chapter 14. Corporate governance in globalised economy

Unit 3: CODE OF CONDUCT AND CSR

Chapter 15. Code of conduct

Chapter 16. Code of conduct for banks

Chapter 17. Introduction to corporate social responsibility (CSR)
Chapter 18. Arguments for and against CSR

Chapter 19. Social responsibility towards different stakeholders

Chapter 20. CSR Initiatives

Chapter 21. CSR towards social organisations

Unit 4: PROTECTION AND CONTROL OF BUSINESS FRAUD

Chapter 22. Corruption

Chapter 23. Frauds in banks

Chapter 24. Frauds in insurance industry
Chapter 25. Scams and scandals


Chapter 26. Competition act, 2002


Summary, Self Assessment Questions.

Chapter 27. Intellectual property rights


Chapter 28. Computer crime


Project Work
Year 2: Elective – Strategic Management

Business Policies and Strategic Management


Chapter 2: Vision, Mission and Objectives.
Inter-relationship, Vision, Mission, Objectives Goals and Targets, Importance of Objectives, Guidelines for Ideal Objectives, Factors Affecting Objectives, Classification of Objectives, Top-Down and Bottom-up Approaches, Summary, Self-Assessment Questions.

Chapter 3: Social, Environmental and Economic Responsibilities of Business.

Chapter 4: Corporate Governance
What is Corporate Governance?, Importance of Corporate Governance, Corporate Governance Determinants, Benefits of Good Corporate Governance, Benefits of Good Corporate Governance, Principles of Corporate Governance, The Indian Scenario, Summary, Self-Assessment Questions.

Chapter 5: Business Environment

Chapter 6: Environmental Forecasting and Analysis
Relevance, Techniques for Environmental Analysis, Steps in/Approaches to Environmental Forecasting, Benefits/Importance of Environmental Forecasting, Limitations of Environmental Forecasting, Summary, Self-Assessment Questions.

Chapter 7: Strategy Implementation

Chapter 8: Strategy and Structure

Chapter 9: Strategy Evaluation and Control
Introduction to Strategic Management


Chapter 3: Corporate Governance and Social Responsibility, Board of Directors, Role of Board of Directors, Responsibilities of Board, Chief Executive Officers (CEO), Corporate Planning Staff, Consultants, Board of Committees, Getting Women on Board, Corporate Social Responsibility, Theories, Wealth Creation, Corporate Affairs Ministry and CSR, Business Ethics, Summary, Self-Assessment Questions.


Chapter 7: Role of Technology and Knowledge Management, Knowledge, Knowledge Management, Characteristics of Knowledge, Classification of Knowledge, Knowledge Management Process, Approaches to the Study of Knowledge Management, Knowledge Management Tools, Limitations of Knowledge Management, Summary, Self-Assessment Questions.


Strategic Human Resource Management

Chapter 1: Strategic Human Resource Management- An Overview
Introduction, the Process of Strategic Management, Value Chain Analysis, Challenges for HRM, Overview of the Text Book, Summary, Self-Assessment Questions

Chapter 2: Importance of Aligning Human Resource with Strategy
Introduction, HR’s Emerging Role in the Formulation and Implementation of Strategy, Models Integrating Strategy and HR, Economics Indicators of HRM, Summary, Self-Assessment Questions

Chapter 3: HR and Organizational Strategies

Chapter 4: Job Analysis and Job Design
Chapter 5: Strategic Acquisition of Human Resources
Introduction, Strategic Recruitment, Strategic Staffing, Strategic Approaches on Staffing, Strategic Issues in Staffing, Summary, Self-Assessment Questions.

Chapter 6: Strategic Implication of Training and Development

Chapter 7: Strategic Challenges for Leadership
Introduction, Strategic Challenges for the HR Manager, Managing in the Global Environment, Managing Workforce Diversity, CEO Succession Planning, Leadership in Family-Owned and Professionally-Owned, Level 5 Leadership, Women CEO's, Managing Technological Innovation, Summary, Self-Assessment Questions.

Chapter 8: Strategic Issues in Employee Safety, Health and Labour Relations

Chapter 9: Career Management
Introduction, Importance of Career, Major Career Transitions, Types of Corporate Career Management, Summary, Self-Assessment Questions.

Chapter 10: Employee Separation and Downsizing
Introduction, Concept of Employee Separation, Areas Affected by Downsizing, Concept of Turnover, Downsizing Versus Outsourcing, Summary, Self-Assessment Questions.

Chapter 11: Knowledge Management and Human Resources
Introduction, Characteristics of a Knowledge Organization, Relationship between Knowledge Management and HR, Importance of Intellectual Capital, Managing Intellectual Capital, Role of the Knowledge Manager, Summary, Self-Assessment Questions.

Chapter 12: Mergers and Acquisitions
Introduction, Mergers and Acquisitions, Strategic Management of Human Resources During Mergers and Acquisitions, Significance of Organization Culture During Mergers, Role of HR Department and HR Professionals in Mergers, HR Managers Role During Mergers Facilitator, Avoiding Job Cuts During Mergers, Summary, Self-Assessment Questions.

Strategic Marketing Management

Chapter 1: Strategic Marketing- An Introduction
Chapter 2: Product and Services Strategies

Chapter 3: Competitive and Turnaround Strategies
Meaning of Competition, Natural and Strategic Competition, Theory of Competition, Classifying Competitors, Intensity, or Degree, of Competition, Types of Competition, Competitive advantage, Competitive Analysis- Porter’s Five Forces Model, Sustainable Competitive Advantage- Porter’s Five Generic Competitive Strategies, Competitive Intelligence, Turnaround Strategy, Turnaround Management, Summary, Self-Assessment Questions

Chapter 4: Distribution Strategies

Environment for Strategic Management.

Chapter 1: Nature of Business

Chapter 2: Business Environment.

Chapter 3: Meaning and Rationale of Globalization.

Chapter 4: Strategies for Going Global
Strategies of Globalization, Summary, Self-Assessment Questions.

Chapter 5: From Domestic Market to Global Market

Chapter 6: India, WTO and the Trading Blocks
Basic Principles of WTO, Functions, Differences between GATT and the WTO, The WTO Structure, The Final Act, Common Misunderstandings About the WTO, Implications for India, Agenda for the Next
Chapter 7: Technological Environment

Chapter 8: Political Institutions.
Three Institutions, Summary, Self-Assessment Questions.

Chapter 9: Economic Environment

Chapter 10: Cultural Environment
Nature of Culture, Levels of Culture, Impacts of Culture on Business, Business Participation in Cultural Affairs, Summary, Self-Assessment Questions

Chapter 11: Natural Environment
Nature of Physical Environment, Impacts of Business, Analysis of Natural Environment, Summary, Self-Assessment Questions

Semester 4

Global Strategic Management

Chapter 1 Global Economy: The Road to Global Economy, International Management, Impact of Regional Developments on Internationalizations, International Investment and Trade, the Economic Status and Issues of the Regions, Summary, Self-Assessment Questions

Chapter 2 Globalization and World Developments: Globalization, Global Development and Trades, Cultural Awareness and Implications, Cross-Cultural Management, Global Strategic Skills, Culture and Cross Cultural Research Findings, the Global Manager, Management Perspective to Globalization, Summary, Self-Assessment Questions

Chapter 3 Cultural Context of Global Management: Types of Organizational Cultural, Cultural Synergy, Culture has Four Social Dimensions which can Lead to Development, Organization Culture-Exercises, Understanding the Culture of Your Workplace, Differences in Cultures, Communicating Across Cultures, Cross-Cultural Interaction Limitations, Cross Cultural Negotiation and Decision Making, Summary, Self-Assessment Questions


Chapter 6 Innovation and Global Organizations: The Foundation For Innovation - Is Your Groundwork in Place, Cultivating the Habit of Innovation, Managing for Innovation - The Only Sustainable Advantage, Innovation Through Global Collaboration A New Source of Competitive Advantage, Summary, Self-Assessment Questions

Chapter 7 Challenges of Global Management: The Trajectory to Global Issues Blocking the Passage Ahead, Strategy Based On a New Global Perspective, Summary, Self-Assessment Questions

Implementation of Strategies


Chapter 4: Behavioral Implementation, Positive Attitude and Mindset, Leadership, Corporate Culture, Values, Power, Organizational Changes, Organizational Development, Summary, Self-Assessment Questions.


Chapter 6: Strategic Evaluation and Control, Introduction, Process of Strategic Control, Reluctance to Use Strategic Control, Strategic Control and Environmental Factors, Information for Strategic Control, Implementing Strategic Control, Successful Maintenance of Strategic Control, Summary, Self-Assessment Questions.

Chapter 7: Corporate Strategic Failures, Introduction, Enron Scandal, Strategic Failure of Satyam Computer Services, Failure of Dotcoms, Sony’s Strategic Failures, Summary, Self-Assessment Questions.

Business Ethics & Corporate Governance*

Unit-1: INTRODUCTION TO BUSINESS ETHICS
Chapter 1. Introduction to Ethics

Structure: - Definition, Derivation, Meaning, Nine Theories of Ethics, Importance of Ethics, Ethics and Morality, Ethics and Law, Summary, Self Assessment Questions.

Chapter 2. Business Ethics

Structure: - Definition of Business Ethics, Meaning of Business Ethics, Features of Business Ethics, Approaches to Business Ethics, Scope of Business Ethics, Importance of Business Ethics, Business Ethics and Profits, Summary, Self Assessment Questions.

Chapter 3. Business Practices


Chapter 4. Whistle Blowing And Insider Trading


Chapter 5. Disclosure requirements

Structure: - Concept of Disclosure Requirements/Norms, Objective of Disclosure, Disclosure as per the Companies Act, 1956, Disclosure as per the Listing Agreement (clause 36), Disclosure as per the Listing Agreement (clause 49), Summary, Self Assessment Questions.

Chapter 6. Values

Structure: - Introduction, Definition of Values, Meaning of Values, Aspects of Value, Function of Values/Importance of Values, Classification/Type of Values, How Different are Values From Morals and Ethics?, Reasons for Deterioration of Values, Summary, Self Assessment Questions.

Chapter 7. Teaching From Scriptures

Structure: - Business Ethics, India Values and Scriptures, Evolution of Management Thought Process, Teachings From the Ramayana, Teachings From the Holy Quran, Teachings From the Holy Bible, Teachings From the Bhagavat Gita, Other Scriptures, Summary, Self Assessment Questions.

Unit 2: CORPORATE GOVERNANCE

Chapter 8. Corporate Governance

Structure: - Definition of Corporate Governance, Features of Corporate Governance, Objective of Corporate Governance, Importance of Corporate Governance, Main Issues That The Corporate...
Governance Focuses on Mechanism of Corporate Governance, Principles of Good Corporate Governance, Role of Securities and Exchange Board of India (SEBI) Corporate Governance, Summary, Self Assessment Questions.

Chapter 9. Evolution of Corporate Governance

Structure: - Evolution of Corporate Governance in Abroad, Evolution and Development of Corporate Governance in India, Summary, Self Assessment Questions.

Chapter 10. Recommendations of Various Committees on Corporate Governance


Chapter 12. Corporate Governance in Banks

Structure: - Genesis of Indian banking system, What is Corporate governance in banks, Objective of Corporate governance in banks, Importance of Corporate governance in banks, Various committee on Corporate governance in banks, Key principles recommended by Basle committee to enhance Corporate governance in sector, General recommendation to built up effective Corporate governance in bank, Measures taken by banks towards of best practices, Measures taken by RBI towards corporate governance, Obstacles for good governance in the banking sector, Corporate governance and Cooperative banks, Summary, Self Assessment Questions.

Chapter 13. Corporate Governance in Insurance Industry

Structure: - Genesis of Indian insurance industry, IRDA Act, 1999, Principles governance the life insurance sector, Code of best practices for life insurance companies, Key ethical issues in insurance sector, Importance of corporate governance in the insurance sector, Summary, Self Assessment Questions.

Chapter 14. Corporate Governance in Globalized Economy


Unit 3: Code of Conduct and CSR

Chapter 15. Code of Conduct

Structure: - Meaning, Reasons to have code of conduct, Factors that should be always kept in mind, Procedure - How it can be evolved?, Highlights of code of conduct, Corporate codes, Steps involved in implementation of code of ethics, Measures to improve ethical conduct of business, Measures for effective implementation of ethical standards and morals, Summary, Self Assessment Questions.

Chapter 16. Code of Conduct for Banks

Chapter 17. Introduction to corporate social responsibility (CSR)

Structure:- Definition of CSR, Also known as, Meaning of corporate social responsibility (CSR), Nature of CSR, Definition levels at which companies undertake CSR responsibility, Scope of CSR, Ways of contributing to CSR, Models of CSR, Importance of CSR, Obstacles in developing CSR, Corporate governance and CSR, Summary, Self Assessment Questions.

Chapter 18. Arguments for and against CSR

Structure:- Definition of social responsibility, Arguments for/Need for social responsibilities, Arguments against social responsibility of business, Summary, Self Assessment Questions.

Chapter 19. Social responsibility towards different stakeholders

Structure:- Definition of social responsibility, Concept of social responsibility, Diagram, Responsibility towards various stakeholders, Expectation of Stakeholders, Summary, Self Assessment Questions.

Chapter 20. CSR Initiatives

Structure:- Definition of CSR Initiatives, Benefits of CSR Initiatives, Drawbacks of CSR Initiatives, CSR in the Indian context, CSR Initiatives by Indian companies, Survey in regard to CSR Initiatives, Summary, Self Assessment Questions.

Chapter 21. CSR Towards social organizations

Structure:- Introduction, Definition of social organization, Contemporary social issues, Relevance of CSR in Contemporary society, Value approach to CSR, Systematic approach for managing social responsibility, Implementation of CSR, Step for integrating CSR within all aspects of operations, Summary, Self Assessment Questions.

Unit 4: PROTECTION AND CONTROL OF BUSINESS FRAUD

Chapter 22. Corruption

Structure:- Definition of Corruption, Type of Corruption, Causes of Corruption, Impact of Corruption, Remedies of Corruption, Corruption perception index, Zero tolerance of Corruption, Status of Corruption in India, Summary, Self Assessment Questions.

Chapter 23. Frauds in banks

Structure:- Introduction of frauds, Definition of frauds as Indian penal code, Definition of frauds as Indian contract act, Essential elements of frauds, Different areas of frauds in banks, Parties involved in frauds committed by employees, Detection of frauds committed by employees, Summary, Self Assessment Questions.

Chapter 24. Frauds in insurance industry
Structure:-Introduction of fraud in insurance sector, Definition of frauds in insurance sector, Types of fraud in the insurance sector, Prevention to control fraud in insurance sector, Training to employees to control fraud, Reporting suspicion of fraud, Summary, Self Assessment Questions.

Chapter25.Scams and scandals


Chapter26.Competition act, 2002


Chapter27.Intellectual property rights

Structure:-Introduction, Objective/Need, Type of Intellectual property rights, Advantages of Intellectual property rights, Intellectual property rights in India, Summary, Self Assessment Questions.

Chapter28.Computer crime


**Strategic Finance**

CHAPTER-1.Introduction to strategic finance

STRUCTURE:-Financial policy and corporate strategy, Financial policy and Strategic management, Strategic financial policy, shareholders value creation, Economic value approach, Summary, Self assessment questions.

CHAPTER-2.Project planning and capital budgeting

STRUCTURE:-Project planning, Project finance, Project implementation, Project monitoring, Project evaluation, Capital budgeting, Importance of Capital budgeting, Capital budgeting appraisal methods, Practical problems in Capital budgeting, Summary, Self assessment questions.

CHAPTER-3.Capital market

STRUCTURE:-Functions of financial market, Efficiency, Primary market, Secondary market, The Bombay stock exchange, Summary, Self assessment questions.

CHAPTER-4.Security Analysis

STRUCTURE:-Introduction, Technical Analysis, Summary, Self assessment questions.
CHAPTER-5. Portfolio theory and asset pricing

STRUCTURE:- Precautions for investment, Approaches in portfolio construction, Capital asset pricing method (CAPM), Summary, Self assessment questions.

CHAPTER-6. Mergers, Acquisition and restructuring

STRUCTURE:- Mergers, Valuation related to mergers and Acquisition, Mergers and Acquisition laws: The Indian scenario, Terms relating to mergers and Acquisition, International mergers and Acquisition, Self assessment questions.

Project Work