UNIVERSITY OF RAJASTHAN
JAIPUR

SYLLABUS

Faculty of Management

Master of Business Administration

Executive

Semester Scheme

2020 - 22
R.A. Podar Institute of Management
Faculty of Management Studies
University of Rajasthan
Jaipur

Semester Scheme
Master of Business Administration (Executive)
2020-21

Course Category:
CCC: Compulsory Core Course
ECC: Elective Core Course
OEC: Open Elective Course
SC: Supportive Course
SSC: Self Study Core Course
SEM: Seminar
PRJ: Project Work
RP: Research Publication
PRE: Presentation

Contact Hours:
L: Lecture
T: Tutorial
P: Presentation
S: Self Study

Master of Business Administration – Executive (MGE)
### Semester-I

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Subject Code</th>
<th>Course Title</th>
<th>Course Category</th>
<th>Credit</th>
<th>Contact Hours Per Week</th>
<th>EOSE Duration (Hrs.)</th>
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<tbody>
<tr>
<td></td>
<td>MGE101</td>
<td>Marketing Management</td>
<td>CCC</td>
<td>6</td>
<td>4</td>
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<tr>
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<td>MGE102</td>
<td>Human Resource Management</td>
<td>CCC</td>
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<td>MGE103</td>
<td>Accounting for Managers</td>
<td>CCC</td>
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<td>MGE104</td>
<td>Organization Behavior</td>
<td>ECC</td>
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<td>MGE105</td>
<td>Quantitative Techniques</td>
<td>ECC</td>
<td>6</td>
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<td></td>
<td>MGE106</td>
<td>Managerial Economics</td>
<td>ECC</td>
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**Total Credits in the Semester** 36

### Semester-II

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<th>Subject Code</th>
<th>Course Title</th>
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<td></td>
<td>MGE201</td>
<td>Business Research and Data Analytics</td>
<td>CCC</td>
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<tr>
<td></td>
<td>MGE202</td>
<td>Production and Operations Management</td>
<td>CCC</td>
<td>6</td>
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<tr>
<td></td>
<td>MGE203</td>
<td>Financial Management</td>
<td>CCC</td>
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<td>MGE204</td>
<td>Entrepreneurship</td>
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<td>MGE205</td>
<td>Human Resource Planning and Development</td>
<td>ECC</td>
<td>6</td>
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<td></td>
<td>MGE206</td>
<td>Organization Change and Effectiveness</td>
<td>ECC</td>
<td>6</td>
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</table>

**Total Credits in the Semester** 36

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*Syllabus: MBA (Executive) [2019-21]*
### Semester-III

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Subject Code</th>
<th>Course Title</th>
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<th>Credit</th>
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<th>EOSE Duration (Hrs.)</th>
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<tr>
<td>1</td>
<td>MGE301</td>
<td>Strategic Analysis and Choice</td>
<td>CCC</td>
<td>6</td>
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<td>2</td>
<td>MGE302</td>
<td>Global Business Management</td>
<td>CCC</td>
<td>6</td>
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<td>3</td>
<td>MGE303</td>
<td>Project Formulation and Implementation</td>
<td>CCC</td>
<td>6</td>
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<td>Elective – II</td>
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**Total Credits in the Semester** 36

**Electives in Semester-III:**

A. Marketing Electives  
B. Finance Electives  
C. Human Resource Electives  
D. Entrepreneurship Electives

### Semester-IV

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Subject Code</th>
<th>Course Title</th>
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<th>Credit</th>
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<th>EOSE Duration (Hrs.)</th>
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<tbody>
<tr>
<td>1</td>
<td>MGE401</td>
<td>Strategic Execution</td>
<td>CCC</td>
<td>6</td>
<td>4 2 0</td>
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<td>2</td>
<td>MGE402</td>
<td>Business Legislation and Regulations</td>
<td>CCC</td>
<td>6</td>
<td>4 2 0</td>
<td>3 0</td>
</tr>
<tr>
<td>3</td>
<td>MGE403</td>
<td>CSR, Ethics and Corporate Governance</td>
<td>CCC</td>
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<td>Elective – III</td>
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</table>

**Total Credits in the Semester** 36

**Electives in Semester-IV:**

A. Marketing Electives  
B. Finance Electives  
C. Human Resource Electives  
D. Entrepreneurship Electives
# Specialization Electives

## Marketing Specialization

<table>
<thead>
<tr>
<th>Course</th>
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<tbody>
<tr>
<td>MGE A01</td>
<td>Consumer and Organizational Buying Behavior</td>
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<tr>
<td>MGE A02</td>
<td>Integrated Marketing Communications</td>
</tr>
<tr>
<td>MGE A03</td>
<td>Sales and Channel Management</td>
</tr>
<tr>
<td>MGE A04</td>
<td>Supply Chain Management</td>
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<tr>
<td>MGE A05</td>
<td>Services Marketing</td>
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<tr>
<td>MGE A06</td>
<td>Strategic Product and Brand Management</td>
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<tr>
<td>MGE A07</td>
<td>Rural and Agricultural Marketing</td>
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<td>MGE A08</td>
<td>Digital Marketing</td>
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## Financial Management

<table>
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<tbody>
<tr>
<td>MGE B01</td>
<td>Strategic Financial Decision</td>
</tr>
<tr>
<td>MGE B02</td>
<td>Security Analysis and Portfolio Management</td>
</tr>
<tr>
<td>MGE B03</td>
<td>Management of Financial Services</td>
</tr>
<tr>
<td>MGE B04</td>
<td>Financial and Commodity Derivatives</td>
</tr>
<tr>
<td>MGE B05</td>
<td>Management of Financial Institutions</td>
</tr>
<tr>
<td>MGE B06</td>
<td>Corporate Taxation</td>
</tr>
<tr>
<td>MGE B07</td>
<td>International Financial Management</td>
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## Human Resource Management

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>MGE C01</td>
<td>Employee Relationship Management</td>
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<tr>
<td>MGE C02</td>
<td>Manpower Planning and Management</td>
</tr>
<tr>
<td>MGE C03</td>
<td>Performance Appraisal and Compensation Management</td>
</tr>
<tr>
<td>MGE C04</td>
<td>Knowledge Management and Learning Organization</td>
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<tr>
<td>MGE C05</td>
<td>Strategic HRM</td>
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<tr>
<td>MGE C06</td>
<td>Counselling Skills for HR Managers</td>
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<tr>
<td>MGE C07</td>
<td>International HRM</td>
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## Entrepreneurship

<table>
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<th>Title</th>
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</thead>
<tbody>
<tr>
<td>MGE D01</td>
<td>Market Analysis and Value Creation</td>
</tr>
<tr>
<td>MGE D02</td>
<td>Family Business Management</td>
</tr>
<tr>
<td>MGE D03</td>
<td>Entrepreneurial Finance</td>
</tr>
<tr>
<td>MGE D04</td>
<td>Innovation Management and Design Thinking</td>
</tr>
<tr>
<td>MGE D05</td>
<td>Building Entrepreneurial Culture and Team</td>
</tr>
<tr>
<td>MGE D06</td>
<td>Business Operations Management</td>
</tr>
<tr>
<td>MGE D07</td>
<td>Emerging Business Sectors and Technologies</td>
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</table>
Program Administration

1. The medium of instruction and examinations shall be English.

2. There will be a component of continuous assessment as per University rules. This will be conducted by the Institute under supervision of the Director. The SGPA for this continuous evaluation will be determined as per University rules and guidelines.

3. No candidate shall be considered to be eligible to pursue End of Semester Examinations unless he/she passes the Continuous Internal Assessment with 25% marks. Continuous Internal Assessment will consist of Written Test (weightage 80% in calculation of Internal Continuous Assessment result) and Presentation / Assignments / Projects / Viva (weightage 20% in calculation of Internal Continuous Assessment result)

4. The rules of passing, readmission and EOSE (end term semester exam) will be as per University rules and guidelines.

5. Courses/papers are inter-changeable from one year to another. The optional are given separately for each semester.

6. The Optional Groups (Electives) for functional area to be introduced will be announced in the beginning of Semester-III. It is not necessary to introduce all the optional groups. Only a few optional groups will be introduced, keeping in view the teaching faculty / students' position.

7. There will be 7 questions out of which the candidate is required to answer 5 questions. Out of 7 questions one will be a case/ problem which will be compulsory. The exercise/ case can be from any part of the syllabus.

8. No candidate shall be considered to have pursued a regular course or study unless he/she is certified by the Director of the Institute to have attended 75% of the total number of lectures, tutorials, seminars and case discussions in each year during the course of study.
9. Promotion from one semester to another will be as per University rules.

10. The CGPA (of the end term University exam EoSE) will be determined as per University rules and guidelines.

11. The student will submit the choice of papers as per university guidelines and by the date announced by the institute.

12. There will be a credit monitoring committee of the Institute whose decisions regarding credits and allied domain will be final and binding.

13. Credit registration at least once in all compulsory credit courses shall be binding but earning all CCC credits for accumulation of minimum 120 credits.

14. All students are required to fill in readmission and examination form for each semester complete in all respects by the due date/late fee date as announced by the Director of the Institute. Incomplete examination forms are likely not to be forwarded to the University.

15. A student will opt for total 6 specialization papers. 3 out of these will be from one functional area and 3 from another. He/She cannot choose from more than two functional areas.

16. There should be adequate number of students willing to opt for an elective (if the number is less than 5 then the elective will not be offered).
Semester-1
Marketing Management

Subject Code: MGE101  

Credits: 06

Objective: The course has been designed keeping in mind the specific need of managers to understand and appreciate the concept of Marketing and various dimensions related to Exploring, Creating, Delivering and Communicating Customer Value. It also aims to equip students with contemporary knowledge, skill and competencies to manage efficiently and effectively.

Content

Market and Marketing, Marketing Management, Core Marketing Concepts - Need, Want, Demand, Value, Satisfaction, Consumer, Customer, Goods and Services, Competition, Company Orientation towards Market Place, Functions and Importance of Marketing Management

Modern Marketing Mix for Goods and Services, Developing an Effective Marketing Mix


Developing products - Classification, Product Levels, Product Classification, Product Life Cycle. Produce: Line and Mix, Packaging and Labeling, Product Quality, Concept and Role of Branding

Pricing Decisions - Pricing Process, Methods, E - Pricing

Delivering Product - Marketing Channels, Retailing and Wholesaling, Logistics, E- Distribution

Marketing Communications – Process and Tools

Marketing Evaluation and Control, Marketing Management in the world of Hi-tech and Innovation

Case Studies

Reference

Human Resource Management

Subject Code: MGE102

Credits: 06

Objective: The course has been designed keeping in mind the specific need of managers to understand and appreciate the concept of Human Resource Management and various dimensions related to managing Human Resource in the organization. It also aims to equip students with knowledge, skill and competencies to manage efficiently and effectively.

Course contents


Human Resource Procurement- Recruitment, Selection and Induction.


Case and Problems.

Note: The text books and reference books will be announced in the class at the beginning of the course by the teacher.

Reference

Accounting for Managers

Subject Code: MGE103

Credit: 06

Paper Objective: The course has been designed keeping in mind the specific need of managers to understand and appreciate the concept of Managerial Accounting for analyzing Financial Statements. This paper will help students to know corporate sector with the help of analysis of financial statements.

Content

Accounting – Functions and scope of Accounting, Accounting concepts and conventions; Accounting Process – Recording and analyzing business transactions

Capital and Revenue expenditure/receipts; Preparation of Final Accounts with adjustments. Inventory Valuation, Depreciation. Overview of International Financial Reporting Standards (IFRS) and Ind-AS

Regulatory framework governing accounting and reporting practices

Analysis of Financial Statements – Ratio Analysis, Analysis of Corporate performance and drawing inferences; Cash Flow Statement – preparation and analysis

Cost and Management Accounting – Cost Concepts and Classification; Cost Structure analysis through Cost Sheet; Techniques of Costing; Cost Volume Profit Analysis; Marginal Costing; Budgetary Control. Contemporary issues in Cost and Management Accounting

Suggested Readings

1. Narayanaswamy, R.; Financial Accounting - A Managerial Perspective, PHI Learning, New Delhi
2. Rajasekaran, V. and Lalitha, R.; Financial Accounting, Pearson
6. Anthony, Robert: Management Accounting
8. Wheldon: Cost Accounting and Cost Methods
Objective: This paper will facilitate students to define, relate and recognize concepts/theories/constructs related to understanding of human behaviour in organizations and to interpret, estimate and relate issues of performance/behaviour/conflict/cooperation based on cases/exercises. It will also help them to analyse, inspect, debate and diagnose issues related to intra and interpersonal behaviour.

Contents
Organization Evolution- Classical to post modern theories (Brief description).

Organization Behavior – Personality, Perception, Attitudes and their measurement, Learning and Emotional Intelligence

Concept of Role; Role Space; Role Set; Role Efficacy; Role Conflict, Work Life Balance, Stress Management.

Work Groups and Teams, Group Dynamics, Conflict and Cooperation in Organizations.

Leadership, Behaviour- Leadership Styles, Leadership Theories.

Motivation at Workplace-Theories, Process and Impact.

Managing Millennials in the work place. Work place diversity. Working with Artificial Intelligence.

References
4. Sing: Pritam and Asha Bhandarkar, Millennials and the Work Place Challenges for Architecting the Organizations of Tomorrow, AlMA- Sage.
Objective: The course has been designed keeping in mind the specific need of managers to understand and appreciate Quantitative Techniques for managerial decision making and various dimensions related to the application of such techniques in any organization. It also aims to equip students with knowledge, skill and competencies to manage efficiently and effectively.

Contents

Game Theory and Applications – Concepts, Zero Sum Game, Pure and Mixed Strategy
Transportation and Assignment Theory and Applications – Concepts, Methods
Decision Theory and Applications - Decision under Uncertainty, Decision under Risk, Methods
Matrix and its applications

Probability Theory and Distribution - Set theory, Sample space, Probability function, Events, Axioms.

Linear Programming – Concepts, Methods (Simplex, Duality, Graphical)

Case Studies and application of all these techniques for managers

References

1. Levin and Kirlpetuck – Quantitative approach to Management
2. CR Kothari, Quantitative Techniques
3. Sharma, Quantitative Techniques for Managerial Decisions, MacMillian
Objectives: The course has been designed keeping in mind the specific need of managers to understand and appreciate the concept of Micro and Macro Economics in Managerial Decision Making and various dimensions related to Demand, Supply, Production, Cost, Revenue, Market and Macro Economic Variables. It also aims to equip students with knowledge, skill and competencies to manage efficiently and effectively.

Contents

Introduction to Managerial Economics - Basic Concepts, Scope, Positive and Normative, Deductive and Inductive Analysis, Objectives of Firms

Theory of Consumer Behavior - Utility Analysis (Cardinal and Ordinal), Theory of Demand, Elasticity of Demand and Business Decision Making, Demand Forecasting (Importance, Quantitative and Qualitative Techniques)


Market Structure - Perfect Competition, Monopolistic, Oligopoly, Duopoly, Monopoly, Monopsony, Market Equilibrium


Cases Studies

Reference

Semester-II
Objective: The course has been designed keeping in mind the specific need of managers to understand and appreciate the concept of Research in Business and Analysis of Data and various dimensions related to Business Research and Data Analytics. It also aims to equip students with knowledge, skill and competencies to manage efficiently and effectively.

Contents
Introduction to Business Research - Meaning, Significance, Research Process, Approaches (Inductive and Deductive, Scientific and Non Scientific), Features of a Good Research, Types of Research

Research Design - Research Problem, Hypothesis Formulation, Defining Research Design, Sources of Information (Primary and Secondary), Methods of Primary Data Collection (Interview, Observation, Designing Questionnaire, Schedule), Sample Design (Universe, Sample Size, Validity Analysis and Reliability Analysis, Probability and Non Probability Sampling, Errors in Sampling, Scaling Techniques)

Data Processing and Analytics - Tabulation and Classification of Data, Level of Significance, Univariate Analysis (Mean, Mode, Median, Dispersion), Bi-variate Analysis (Correlation, Regression, Cluster Analysis, Analysis of Variance), Parametric and Non Parametric Tests (t-Test, z-Test, f-Test, Chi-Square, One and Two Way ANOVA, Mann-Whitney Analysis, Kruskal-Wallis), Basics of SPSS

Report Writing and Decision Making - Format of Report, Guidelines for Effective Report Writing, Reaching to Conclusions

Cases

References
1. CR Kothari, Research Methodology, New Age International Publisher
4. Maxwel Joseph, Qualitative Research Design. Sage Publication
5. Dwivedi, Research methods in Behavioural Science, McMillian
Objective: The course has been designed keeping in mind the specific need of managers to understand and appreciate the concept of Production and Operations Management and various dimensions of Production, Business Processes, Logistics and Operational issues in the organization. It also aims to equip students with knowledge, skill and competencies to manage efficiently and effectively.

Contents


Network Techniques - Project Planning and Control, Project monitoring through Network Techniques, PERT-CPM, Concept of Time Estimates. Project Costs, Project Crashing


Cases

Reference
1. Bula and Sarin, Modern Production and Operation Management, Wiley
3. Adam Jr. and Ebert, Production and Operation Management, Pearson
4. Anil Kumar and N Suresh, Production and Operation Management, New Age
5. Rendex et al., Production and Operation Management, Pearson

By Registrar (Acting)
Objective: The course has been designed to impart knowledge of financial management as a foundation paper. Students will be exposed to various facets of financial management and related decisions including investment, financing and dividend decisions as well as sources of finances. Students will also learn about emerging issues in corporate finance.

Contents
Understanding contemporary financial environment (Financial Markets, Financial Institutions, Financial Instruments and Financial Services); Objectives of Financial Management; Financing and Investment decisions
Understanding the concept of Time Value of Money; Risk – Return relation and Valuation of Securities; Working Capital Management; Inventory Management; Receivables Management; Cash Management
Cost of Capital; Leverage; Capital Structure; Capital Budgeting; Risk Analysis in Capital Budgeting; Dividend Policy decision

Suggested Readings
1. Brealey, Richard A. and Myers Steward C.; Principles of Corporate Finance; Tata McGraw Hill
3. Bhalla V. K.; Financial Management and Policy; Anmol, New Delhi
4. Chandra, Prasanna; Financial Management; Tata McGraw Hill
6. Hampton, John; Financial Decision Making; Prentice Hall Inc., New Jersey
8. Damodaran Aswath; Corporate Finance; Wiley
Objective: The course has been designed keeping in mind the specific need of students to understand and appreciate the concept of Entrepreneurship as a career option. This subject aims at making students familiar with various dimensions and the process of creating a new venture. It also aims to equip students with knowledge, skill and competencies to develop into an entrepreneur.

Contents

Introduction to Entrepreneurship (Nature, Importance, Drawbacks, Evolution), Entrepreneurial Process, Entrepreneurial Traits and Competences, Types of Entrepreneurs, Creativity (concept and process), Innovation, Role of Entrepreneurship in Society and Economy, Star Model of Entrepreneurship, Institutional Void

Idea to Feasibility - Idea and Opportunity identification (Sources, Methods), Feasibility Analysis (Technical, Social, Legal, Economic, Market, Financial, Managerial)

Business Plan - Objective, Features of a Winning Business Plan, Structure of B-Plan


Growth and Future - Growth and Stabilization Strategies, Managing Competitive Advantage, Institutional Assistance to New Enterprises, Exit strategies, Worldwide patterns observed in Entrepreneurship

Cases

References

Objective: The course has been designed keeping in mind the specific need of managers to understand and appreciate the concept of Human Resource Planning and Development in the corporate world and various dimensions related to planning and developing Human Resource in the organization. It also aims to equip students with knowledge, skill and competencies to manage efficiently and effectively.

Course contents

Human Resource Development – Concept, Need, Mechanism, HRD as a total system. Principles in Designing HRD System.


References:

Organisational Change and Effectiveness

Objective: This paper will enable students to appreciate the central role of change in ensuring organization's growth and sustainability. Being proactively change oriented is a leadership challenge and integral to organization's culture. The paper educates about change concept, management challenges and creation of organization effectiveness.

Contents
A brief history of organization change, scientific management, Hawthorne studies, survey feedback. Sensitivity training, Socio-technical systems, management grid and organization development, Open system strategy.

Organization Change- Context (What); Process. Process Theories- Technological: Lifecycle; Dialectic and Evolutionary.


Technological Change: Culture and organization change. Burke Letwin Model of organization performance and change.

Organization Effectiveness- Models and Sustaining effectiveness.

Cases

Reference
2. French and Bell, Organizational Development, Prentice Hall.
Semester-III
Objectives: The course aims to develop an integrated perspective about an organization. It builds upon the integrative nature of organization and strategic decision making explain the competitive and the internal environment of business. This paper will develop skills to analyse the competitive and internal environment and to analyse the different strategies within a given context.

Contents


The internal context of Strategic Decision Making- Resources bases view VRIO framework, Concept of Competitive Advantage, Measurement of competitive advantage.


Business Strategies: Generic Cost, Differentiation and Focus Strategies, Competitors and complementors in business strategy.

Strategy in Global Context- Internationalization process, subsidiary level strategy, Headquarter level strategy.

Cases

References

1. Saloner, Garth Andrea Shepard and Joel Podolny, Strategic Management (2001), John Wiley; New York


Objective: The course has been designed keeping in mind the specific need of managers to understand and appreciate the concept of Global Business and various dimensions related to managing cross border businesses. It also aims to equip students with knowledge, skill and competencies to manage efficiently and effectively.

Contents

Introduction to Global Business - Globalization (Concept, Evolution, Drivers, Challenges, Opportunities, Stages of Global Involvement- EPRG framework, Guarded Globalization), International Trade Theories, Global Business (Meaning, Difference from Domestic Business)

Global Business Environment - Socio-Cultural Environment, Political Environment and Systems, Technological, Demographic, Natural, Legal Environment, Impact on Business


Contemporary Trends in GBM – India an emerging market, Global Trade in Pre-liberalization and liberalization Era, Export Performance and Direction of India, Brief of Indian Trade Policy, Brief of Export Import Documentation

Cases

References

Objective: The course has been designed keeping in mind the specific need of managers to understand and appreciate the concept of Project Formulation and Implementation. It will also deal with various dimensions related to the managerial decision making regarding managerial projects. It also aims to equip students with knowledge, skill and competencies to manage efficiently and effectively.

Course Contents


Cases

References:

1. Matto P.K.; Project Formulation in Developing Countries.
2. Little I.M.D. and J.A. Mirrless; Project Appraisal and Planning for Developing Countries.
7. Little I.M.D. and J.A. Mirrless; Manual of Industrial Project Analysis in Developing Countries (OECD).
8. Chitale V.P.; Project Viability in Inflationary Conditions.
Semester-IV
Subject Code: MGE401

Objectives: The learning objectives of the course are to describe the nature and scope of strategy implementation and to analyse the interrelationship between the various elements of implementation. It will also help students to learn the implementation of strategies as an integrating framework for multi-level multifunctional changes.

Contents


Organizational Culture and Implementation, Technology Specific and Strategic Implementation. Implementing cross border strategies - issues and challenges.

Balanced Score Card and strategy maps as tools of implementation

Cases

References

1. Saloner, Garth Andrea Shepard and Joel Podolny, Strategic Management (2001), John Wiley; New York


5. Henry Anthony, Understanding Strategic Management, Oxford University Press
Objective: The course has been designed keeping in mind the specific need of managers to understand and appreciate the concept of Business Law and various dimensions related to Regulations for businesses. It also aims to equip students with knowledge, skill and competencies to manage efficiently and effectively.

Contents

Sales of Goods Act and Negotiable Instrument Act


Regulatory Framework in India - Concept of Regulatory Organizations, Objectives and Functions of RBI, IRDA, SEBI, TRAI, PFRDA, FSDC, Competition Commission, NGT

Cases

References
1. Avtar Singh, Mercantile Law, Estern
2. SK Tuteja, Business Law for Managers, Sultan Chand
3. RL Nowalkha, Mercantile Law, RBD
Objective: The course has been designed keeping in mind the specific needs of managers to understand and appreciate the concept of Ethics, Corporate Governance and Corporate Social Responsibility and various dimensions related to being a socially responsible organization. It also aims to equip students with knowledge, skill and competencies to manage efficiently and effectively.

Contents

Overview of Business Ethics - Concept of Ethics, Meaning of Business Ethics, Nature of Business Ethics, Significance, Arguments For and Against, Framework for Ethical Decision Making, Factors Affecting Business Ethics (Individual Factors, Organizational Factors, Environmental Factors)

Corporate Governance - Meaning, Accountability Issues, Current Context of CG in India, Objectives and Strategies, Role of Independent Directors, Board Structure, Performance Evaluation of Board, Training and Development of Directors, Accounting Standards & Accounting Disclosures

Corporate Social Responsibility - Concept of CSR, Significance, Good Corporate Citizenship, Balancing Profits and Social Objectives, Strategic CSR

Cases

References

1. SK Chakrabarti, Management by Values Towards Cultural Congruence, Oxford Univ. Press
3. Ackerman, The Social Challenge to Business
Marketing Electives (III / IV Semester)
Objective: The course has been designed keeping in mind the specific need of marketing managers to understand and appreciate the concept and application of Consumer and Organizational Buying Behavior and various dimensions and managerial implication of consumer and organizational buying behavior in an organization. It also aims to equip students with knowledge, skill and competencies to manage efficiently and effectively.

Content

Consumer Behavior Concept, Diversity of Consumer Behavior, Digital Consumers, Individual Determinants of Consumer Behavior – Needs and Motivation, Perception, Memory, Learning, Attitude and Personality

Organizational Buying Behavior – Concept, Comparison with Consumer Buying, Factors affecting Organizational Buying Behavior, Buying Situations, System Buying and Selling Participants – Buying Center, Buying Center Influences, Targeting within the Business Center, Stages of Organizational Buying Decision Process, Managing Business to Business Customer Relationship – Business Relationships, Analyzing Buyers’ Strengths and Negotiation Capabilities, Buying Roles, Institutional and Government Markets

Reference

1. Schiffman and Kaunk, Consumer Behaviour, Prentice Hall of India
Objective: The course has been designed keeping in mind the specific need of marketing managers to understand and appreciate the concept and application of integrated marketing communications and various dimensions associated with IMC for an organization. It also aims to equip students with knowledge, skill and competencies to manage efficiently and effectively.

Content
IMC Concept, Communication Models, Process, Importance, Partners in IMC

Advertising Management- Classification, Creative Strategies of Advertising- Creative School, Appeals and Execution Styles, Media – Types, Media Planning Process, Advertising Research - Copy Research, Media Research, Motivational Research

Interactive and Digital Communication – Online Communication Strategies including Social Media, Digital Analytics, Mobile Marketing Essentials

Publicity and PR - Community Relations, Industrial Relations, Government Relations, Press Conferences

Events, Trade Fairs and Exhibitions
Sales Promotion – Types, Relationship with Advertising
Direct Marketing and Personal Selling as an element of IMC
CRM – Importance, Barriers, Process, Customer Loyalty, Database Marketing

Developing IMC Campaign - Integration Strategies, Customer Lifetime Value and Strategic Cycle, Evaluating Marketing Communication Programs, Ethical aspects in IMC campaigns

References
3. Sirgy and Don. Integrated Marketing Communications, Cengage
Subject Code: MGE A03

Objective: The course has been designed keeping in mind the specific need of marketing managers to understand and appreciate the concept and application of Retail business management and various dimensions and managerial implication of consumer and organizational buying behavior in an organization. It also aims to equip students with knowledge, skill and competencies to manage efficiently and effectively.

Content
Sales Management – Introduction, Objectives, Nature, Responsibilities, Approaches to Personal Selling, Selling and Negotiation Skills, Process of Personal Selling, Automation in Personal Selling
Managing Sales Force - Sales Planning, Organization Design, Recruitment, Selection, Training, Motivation, Compensation, Territory Management, Sales Forecasting and Quota, Sales Budgeting and Control

Marketing Channels – Definition, Importance, Functions of Marketing Channels, Types, Wholesaling (Concept, Importance, Functions, Trends, Types)

Retail Management – Offline and Online Retail Formats, Retail Location, Store Design and Layout, Store Image, Store Façade, Store Administration (Floor Space Management, Managing Store Inventories and Display), Merchandising (Concept, Importance, Functions, Steps in Merchandising Planning), Category Management (Definition, Process), Private Label Brands, Planning Retail Communication (Managing In-Store Promotions and Events)

Integrated Marketing Channels - Channels for Consumer Goods, Industrial Goods and Services (Horizontal, Vertical, Multi-channel), Channel Management (Channel Selection, Channel Conflicts and Resolution, Channel Performance Evaluation), Technology in Distribution (Bar Coding, RFID, Electronic Payment Systems)

References
1. Barry Berman. Retail Management, Pearson
2. Bajaj and Tuli. Retail Management, Oxford
Objective: The course has been designed keeping in mind the specific need of marketing managers to understand and appreciate the concept and application of supply chain management and various dimensions and managerial implication of SCM for an organization. It also aims to equip students with knowledge, skill and competencies to manage efficiently and effectively.

Content
Building a strategic framework to analyze Supply Chain – Understanding Supply Chain, Objectives, Importance and Phases, Supply Chain Performance – Achieving Strategic Fit and Scope

Supply Chain Drivers and Metrics, Designing the Supply Chain Network – Distribution Networks and Online Sales, Network Designs, Global Supply Chain Networks

Planning and Coordinating Demand and Supply – Demand Forecasting, Aggregate Planning in a Supply Chain, Sales and Operations Planning, Coordination – Bull Whip Effect

Planning and Managing Inventories – Economies of Scale, Managing Uncertainty and Optimal Level of Product availability, Transportation Networks, Managing Cross Functional Drivers – Sourcing Decisions, Pricing and Revenue Management and Sustainability

Information Technology in Supply Chain

References
1. Bowersox, Closs, Cooper, Supply Chain Logistics Management, McGraw Hill
2. Chopra and Kalra, Supply Chain Management, Pearson
3. Soble, Supply Chain Management, Pearson
4. Khalid Zaidan, Supply Chain Management, Createspace
Objective: The course has been designed keeping in mind the specific need of marketing managers to understand and appreciate the concept and application of marketing services specifically and various dimensions and managerial implication of services marketing for an organization. It also aims to equip students with knowledge, skill and competencies to manage efficiently and effectively.

Content
Service Marketing Mix, Service Trinity, Service Consumer Behavior, Segmentation, Targeting and Positioning in Services

Developing Service Product – New Service Development Process, Service Innovation. PLC, Branding service products

Service Pricing – Objectives, Methods

Delivering of Services – Factors affecting distribution of services, Physical and Electronic Channels, Role of Customers and Intermediaries

People – Role of Employees, Challenges

Promoting Services – Marketing Communication Mix, Challenges of Service Communication

Process - Service Designing, Concept of Blueprinting and Redesign, Service Process Matrix, Guarantee

Physical Evidence and Servicescape

References
1. Zeithaml and Bitner, Services Marketing, McGraw Hill
2. Lovelock and Chatterjee, Services Marketing, Pearson
Subject Code: MGE A06

Course Title: The course has been designed keeping in mind the specific need of marketing managers to understand and appreciate the concept and application of brand as a source of competitive advantage and various dimensions and managerial implication of effective brand management for an organization. It also aims to equip students with knowledge, skill and competencies to manage efficiently and effectively.

Content


Brand Management – Meaning, Elements, Brand and Product, Significance, Challenges, Brand Equity, Strategic Brand Management Process

Branding Decision - Brand Positioning, Brand Resonance and Brand Value Chain, Building Brands, Choosing Brand Elements to Build Brand Equity, Designing Marketing Programs and IMC to Build Brand Equity, Brand Identity, Brand Personality, Brand Image and Brand Associations and Leveraging Brand Associations, Brand Equity Measurement and Management Systems, Measuring Sources and Outcomes of Brand Equity

Strategies for Growing and Sustaining Brand Equity - Brand Portfolio, Brand Proliferation, Multi-brand, Global Branding, Brand Rejuvenation

References

1. Keller, Parameshwaran and Jacob, Strategic Brand Management, Pearson
2. Kirti Dutta, Brand Management, Oxford
3. Harsh Verma, Brand Management, Pillappa
Objective: The course has been designed keeping in mind the specific need of marketing managers to understand and appreciate the concept and application of marketing of agricultural products and rural marketing. It aims at making students familiarize with various dimensions and managerial implication of rural and agricultural marketing for an organization. It also aims to equip students with knowledge, skill and competencies to manage efficiently and effectively.

Content
Overview of Rural Markets and Rural Marketing - Rural Economy in India, Rural Marketing (Meaning, Scope, Characteristics of Rural Markets, Taxonomy of Rural Markets, Changing Patterns, Attractiveness of Rural markets, Challenges and Constraints)

The Rural Consumer - Classification and Characteristics of Rural Consumers, Unique Rural Consumer Behavior, Innovation Adoption, Factors Influencing Rural Consumer Behavior, Rural Shopping Habits and Growing Consumerism, Rural Market Segmentation, Targeting, Positioning

Strategies for Indian Rural Marketing - Product Strategy, Rural Branding, Product Life Cycle, Rural Pricing, Rural Distribution, Rural Communication Mix

Agricultural Marketing - Trends in Agricultural Marketing, Agricultural Products, Agro and Food Processing Sector in India, Challenges, Classification of Agricultural Markets, Unique Strategies for Agricultural Marketing

References
1. Kashyap, Rural Marketing, Pearson
2. Rais Ahmed, Agriculture and Rural Marketing, Regal
3. Ramkishan, Rural and Agriculture Marketing, Jaico
Digital Marketing

Subject Code: MGE A08

Credits: 06

Getting Started
Introduction to Digital Marketing, Overview, Digital Marketing Umbrella

Search Engine Optimisation
Campaign Types – Search and Display (Incl. Video), E-commerce specific campaigns, Creation of Search Network Campaign, Google Display Ads, E-commerce Ads, Tracking Performance, You tube Marketing, You Tube Ad Formats and Campaign Creation,

Google Analytics: Basics of Google Analytics, Understanding SEO Metrics and SEO reporting Technical Reports

Social Media Marketing
Introduction to Social Media, Creating Content for Social Media Marketing,
Facebook Marketing: Introduction to Facebook Marketing, KPIs to measure the success of a campaign, Facebook Insights, Facebook Business Manager, Facebook Ad Targeting,
Instagram Marketing: Optimizing Instagram Profile, Crafting Content Strategy, Influencer marketing on Instagram, Analytics & Measurement, LinkedIn Marketing: LinkedIn for Personal Branding, LinkedIn for Brand Marketing, Twitter Marketing: Twitter marketing for brand awareness, Twitter Analytics. E-Mail Marketing: Introduction to E-Mail Marketing, Creating an effective E-Mail Marketing Campaign, Creative & Content, Relevance, Timing, Attributes, Analytics of Email Marketing Campaigns

Case Studies
Finance Electives (III & IV Semester)
Objective: The objective of this course is to develop concepts and techniques that are applied to financial modelling and financial decisions.

Course contents
Application of Linear Programming; Goal Programming; Regression Analysis and Simulation Technique in Financial Decision Making Areas
Corporate Debt Capacity Management Decision; Business Failure and Reorganization- Application of Multiple Discriminate Analysis; Decision Tree Analysis; Capital Expenditure Decision Under Conditions of Risk and Uncertainty.
Mergers and Acquisitions; takeover code; Goodwill and Valuation of Shares; Dividend Valuation Model; Determination of the Exchange Ratio; Legal and Procedural Aspects of Merger Decision; Specific Areas and Problems in the Area of Financial Decision Making; Estimation and Projection of Working Capital Decisions.

Suggested Readings
Course Objective:
The objective of this course is to impart knowledge regarding the theory and practice of Security Analysis and Investment Decision Making.

Course Content
Investment: Nature and scope of investment analysis, Elements of investments. Avenues of investment, Approaches to investment analysis
Valuation of Securities: Bonds; Debentures; Preference Shares; and Equity Shares.
Concept of return and risk, Security return and risk analysis, Measurement of risk and return.
Estimating rate of return and risk of portfolio returns; Effect of combining securities; Markowitz risk-return optimization.
Capital Market Theory: Capital market line, security market line; Risk free lending and borrowing:
Single Index Model: Portfolio total risk, portfolio market risk and unique risk; Sharpe’s optimization solution.
Factor Models: Arbitrage pricing theory, principle of arbitrage, arbitrage portfolios; Two factor and multi factor models. Efficient Market Hypothesis, etc.

Portfolio Management: Meaning, importance, objectives and various issues in portfolio construction, revision of portfolio and evaluation. Portfolio Performance Evaluation.

Suggested Readings
Course Objective:
The objective of this course is to understand the role of Financial Services in Business Organisations and to give an insight into the strategic, regulatory, operating and managerial issues concerning financial services. In addition, the course also covers the developments taking place in financial service sector.

Course Content
Concept, Nature and scope of financial services; Regulatory framework for financial services; Recent trends in marketing of financial services

Capital Market Services; Merchant, banking services; Managing of public issues of shares and boards; SEBI guidelines on public issue; Size of issue; Pricing of issue; Promoters contribution; Underwriting; Brokers; Registrars; Managers, Bankers to an Issue.

Secondary Market: Role, Importance, Type of brokers; Trading mechanism; Listing of security: Depository - Role, and Need.

Other Financial Services - Leasing and Hire Purchase; Debt Securitization; housing finance; Credit Rating; Credit cards.

Mutual funds; Venture Capital, Factoring, Insurance; Tax Environment and financial services.

Suggested Readings
**Course Objective:**

The objective of this course is to acquaint the participants with derivative securities, markets, pricing, hedging and trading strategies of derivative instruments.

**Course Content**


Trading Strategies involving Futures, Options and Swaps: Hedging strategies using futures, basic option trading strategies, Spreads and combination strategies, Working of Future Options and Swaptions.

Derivatives Mishaps and learning: This unit covers some cases which experienced spectacular losses in derivatives market and the lessons that can be learned from them.

**Suggested Readings**

1. Hull, John C.; Options, Futures and Other Derivatives; Pearson
2. Gardner: Futures & Options - MacMillan
5. Gardner: Derivatives - MacMillan
Course Objective:
The course is aimed at imparting knowledge on the working of different financial institutions, especially Banking sector and Insurance sector.

Course Contents


Development Banks - Role of Development Banking in Industrial Financing in India: Strategy of Growth; Problems of Time and Cost Over Runs;


Risk Management; Operations of Insurance Companies; Regulatory environment for Insurance Sector

Suggested Readings
Course Objective:
The course covers the important aspects of corporate tax and describes the intricacies of the fundamentals of corporate tax issues.

Course contents
Basic framework of tax laws in India; Tax – Meaning, Types, Principles of Direct and Indirect Taxation; Basic Concepts – Assesses, Assessment, Person, Assessment Year, Previous Year, Heads of Income, Deductions, Total Income, Salient Features of Corporate Taxation


Concepts of Tax Management- Filing of Returns and Assessments, Penalties and Prosecutions, Appeals and Revisions, Advance Tax, TDS, Advance Rulings, Avoidance of Double Taxation Agreements, other related miscellaneous provisions

Tax Planning with reference to location, nature and form of organization of new business (partnership firm vs. company). Tax Planning relating to capital structure decision, dividend policy: bonus shares, own or lease, make or buy, sale of asset used for scientific research, close or continue, sale in domestic market or exports replacement and capital budgeting decisions, employee remuneration, foreign collaboration and joint venture. Tax planning regarding amalgamation and demerger of Companies.

Set-off and carry forward of losses; Deductions from gross total income relating to companies;


Suggested Readings
1. Direct taxes: Law and Practice Direct Tax Planning by V.K. Singhania; Taxman
2. Corporate Tax Planning and Management: Ahuja and Gupta; Bharat Law House
Course Objective: The objective of this paper is to give students an overall view of the International Financial System and how Multinational Corporation Operative.

Course Contents
Multinational / Transnational Corporations and their operations
International finance: Issues & dimensions, Nature, role; International monetary/financial system; Balance of Trade and Balance of Payment; Foreign Exchange Market and Operations; Exchange rate movements and theories

International Investments - Direct investments and forms, Portfolio investments and instruments. Foreign investments in India, Indian investments abroad.
International Financial Markets and Operations – International Issues, ADRs / GDRs, FCCBs, ECB; International banking and role of BIS; Euro-currency markets.

Financial Management in MNCs - International cost of capital, Capital budgeting, Working Capital Management; Transfer pricing; International Accounting and Taxation including DTAA.

Foreign Exchange Risk Management – Introduction and need of risk management, Types of risks and instruments to hedge forex risks; Hedging products – Currency futures and currency options, Currency Swaps.

Foreign Exchange Exposure and its management

Suggested Readings
1. Kim and Suk H. Kim Seung H., Global Corporate Finance: Text and Cases
7. Shapiro Alan C., Multinational Financial Management
Human Resource Electives (III / IV Electives)
Objective: The course has been designed keeping in mind the specific need of human resource managers to understand and appreciate the concept and application of Employee Relationship Management and various dimensions of such decisions in an organization. It also aims to equip students with knowledge, skill and competencies to manage efficiently and effectively.

Content
Labor Relations - Meaning, Objectives, Importance, Approaches to Industrial Relations (Unitary, Pluralistic, Marxist), Role of Three Actors to Industrial Relations – State, Employer & Employees, Causes for poor IR, Developing sound IR, Ethical approach to IR, Idea of Trusteeship (Principles, Features), Code of Conduct, Characteristic Features of IR in India, Law on IR, Collective Bargaining (Meaning, Importance, Union Bargaining Process), Productivity Bargaining

Trade Unions - Meaning, Objectives, Types, Functions, Theories of Trade Unions, Trade Union Law, Trade Unionism in India, Issues and Problems, Employees Associations, Managerial Unionism

Industrial Disputes - Definition, Causes, Types, Prevention, Settlement, Industrial Dispute Act (Conditions to Strikes, Lock-outs, Lay-off & Retrenchment and Laws relating to Standing Orders), Grievance & Disciplinary Procedure, Labor Court, Industrial Tribunal, National Tribunal, Role of Judiciary and its Impact, ILO


Cases

References
1. Elizabeth Aylott, Employee Relations. Kogan
2. Singh and Kumar, Employee Relations Management. Dorling Kindersley
3. Paul Blyton, Dynamics of Employee Relations. Palgrave Macmillan
Objective: The course has been designed keeping in mind the specific need of human resource managers to understand and appreciate the concept and application of acquiring and developing human resource and various dimensions of such decisions in an organization. It also aims to equip students with knowledge, skill and competencies to manage efficiently and effectively.

Contents:

The course is designed to develop understanding the need and process of manpower planning in corporate sector.

Manpower planning – Introduction, significance, process.
Manpower planning at macro and micro level – National, Corporate, Unit

Manpower forecasting – need, process, Inventorying available talent.
Projecting manpower requirements
Planning manpower supply – Simple and Change models

Work analysis – a basis for planning origin, applications, and methods.

Career management – concept, process, career planning.
Management succession and development planning: Succession Planning, Replacement Planning.

Manpower Audit

Emerging trends and issues in HRP.

Cases/ Problems.

Suggested Readings:
Objective: The course has been designed keeping in mind the specific need of human resource managers to understand and appreciate the concept and application of performance appraisal and compensation management for employees and various dimensions of such decisions in an organization. It also aims to equip students with knowledge, skill and competencies to manage efficiently and effectively.

Contents
Performance Management - Definition, Objectives, Need for Appraisal, Essentials, Problems, Methods (Traditional and Modern Methods- Graphic Rating-Scale, Straight Ranking Method, Paired Comparison Method, Critical Incident Method, Group Appraisal, Confidential Methods, Behavioral Anchored Rating Scale (BARS), Assessment centers)


Incentives and Retirement Plans - Basic Pay, Calculation of Total Compensation Package (Provisions for Dearness Allowance, Various Methods of Compensating Cost of Living), Executive Compensation Plan, Retirement Plan and VRS

Planning For Improved Competitiveness - Diagnosis and Bench Marking, Obtaining Commitment, Determination of Inter and Intra-Industry Compensation Differentials, Internal and External Equity in Compensation Systems

Cases

References
1. Goel D. Performance Appraisal and Compensation Management, PHI
3. Dipak Bhattacharya, Compensation Management, Oxford
Objective: The course has been designed keeping in mind the specific need of human resource managers to understand and appreciate the concept and application of Knowledge Management and Learning Organizations and various dimensions of such decisions in an organization. It also aims to equip students with knowledge, skill and competencies to manage efficiently and effectively.

Contents


Knowledge Management – Introduction, Meaning of Knowledge, Components (Data, Information, Knowledge, Wisdom), Organizational Knowledge Mapping Techniques, Knowledge Life Cycle, Value of Knowledge, Global Knowledge Economy, Knowledge-Based Competition


Cases

References

1. Carla O’Dell and Elliott, Knowledge Management, McGraw Hill
2. Shelda, Knowledge Management, Wiley
3. The Learning Organisation, The Economist Intelligence Uni, Orient Longman

Dy. Registrar
University of Rajiv"
Objective: The course has been designed keeping in mind the specific need of human resource managers to understand and appreciate the concept and application of Human resource management to gain competitive advantage and various dimensions of such decisions in an organization. It also aims to equip students with knowledge, skill and competencies to manage efficiently and effectively.

Contents

Manifestation of HR Strategies - HR and Change Management, HR and OD Interventions (General OD Competencies, OD Skills, Designing OD Interventions – Personal, Team, Intergroup and Systems, Evaluation, Future of OD), Human Side of Mergers and Acquisitions

Evaluating the HR Function - Scope, Importance, 5 C Model, HR Scorecard, Challenges in Evaluating HR Impact

Cases

References
1. Jeffrey, Strategic Human Resource Management, Cengage
2. Tanuja Agarwala, Strategic Human Resource Management, Oxford
3. Greer, Strategic Human Resource Management, Pearson
Objective: The course has been designed keeping in mind the specific need of human resource managers to understand and appreciate the concept and application of counseling and various dimensions of such activities in an organization. It also aims to equip students with knowledge, skill and competencies to manage efficiently and effectively.

Contents
Introduction - Meaning, Significance, Features of Good Counseling, Historical Evolution, Approaches to Counseling (Psychoanalysis, Behaviorism, Humanism), Objectives, Process of Counseling (Beginning to Termination to Follow Up), Counseling Knowledge, Skills and Attitude, Dimensions of Counseling, Basics of Counseling

Organizational Application - Changing Behaviors, Techniques of Counseling, Role Conflicts of Managers and Counseling, Application of Counseling in Specific Organizational Situations (Dealing with Problem Subordinates, Performance Management, Absenteeism, Employee Exit, Employee Retention, Stress Management through Counseling, Change Management, Alcoholism and Other Behavioral Problems), Ethics in Counseling, Evaluation of Counseling

Cases

References
1. Kavita Singh, Counselling Skills for Managers, PHI
2. Premvir Kapoor, Counselling and Negotiation Skills for Managers, Dream-tech Press
3. Alok Sarsangi, Counselling Skills for Managers, Laxmi Publishers
Objective: The course has been designed keeping in mind the specific need of human resource managers to understand and appreciate the concept and application of counseling and various dimensions of such activities in an organization. It also aims to equip students with knowledge, skill and competencies to manage efficiently and effectively.

Contents
Introduction to IHRM – Meaning, Scope, Reasons for going global, Difference between domestic HRM and IHRM, Forces of change and Global work environment, Challenges

Organizational dynamics and IHRM, Role of culture in IHRM, Culture and employee management issues, Organization processes in IHRM, Linking HR to international operations

Issues and Challenges in International Recruitment, Selection and Transfers, International Training and Development

Issues and Challenges in International Performance Appraisal and Compensation Management

Global HR Issues – Re-entry and career issues, Standardization and adaptation of work practices, HR implications for language standardization, HRM in host country context, Monitoring HR practices of Host subcontractor

Cases

References
1. Peter J Dowling and Danice E Welch, International HRM, Cengage Learning
2. Ashwathappa, International HRM, TMH
Entrepreneurship Electives (III / IV Semester)
Value Creation Process: Innovation, Renovation and Continuous Improvement and Integration. Marketing and Stakeholder Value (new challenges of the information age: global markets, changing industrial structures, the information revolution and rising consumer expectations)

The Marketing Value Drivers, Developing High-Value Strategies, Value Creation Strategies and Market Evolution, Strategic Position Assessment, Value Based Marketing Strategy

Implementing High - Value Strategies

Building Brands (different types of intangible assets and how they contribute to value creation), Pricing for Value - making pricing decisions, Value-Based Communications, Value-Based Marketing in the Digital Age

Market Research - identifying and quantifying potential markets in which to sell a product or service, Feasibility analysis, Competitive analysis, Market analysis tools
Introduction

Developing Effective Governance
Understanding the relationships between family and business, management and ownership. Governance issues in family owned business, behavioral issues in closely held and family owned business & managed business. Conflict management and transition in family business.

Growth Strategy
Growth strategy for family owned business. Different models in family business. Developing sustainable family business organization structure, ownership, team of advisors, board of directors and corporate governance.

Succession Planning
Family succession, issues of succession in a family firm, preparing for succession planning. Legal norms of succession-succession acts, important provisions

Future Prospects
Involving non-family members, power struggles and issues of succession in a family firm, Valuation of the closely held firm, the changing role of family in the family business.

Debt Financing: Introduction, types of debt, sources of debt financing, creative ways to structure long-term debt, long-term debt rules to live by, debt financing for working capital. Equity Financing: Introduction, sources of equity capital, private placements, corporate venture capital, private equity firms, international private equity, advice for raising private equity, small-business investment companies, initial public offerings, direct public offerings, the financing spectrum

Crowdfunding: Introduction, crowdfunding with pledges, crowdfunding campaigns, crowd fund investing through the jobs act, alternative crowd fund investing approaches, a note on crowdfunding versus crowdsourcing.
Innovation Management and Design Thinking

Subject Code: MGE D04

Credits: 06

Content:

A Brief Introduction to Design Thinking

Design Thinking Tools:


Design Thinking within the Firm:


Design Thinking For Specific Contexts:


Consumer Responses and Values:

Consumer Response to Product Form, Drivers of Diversity in Consumers' Aesthetic Response to Product Design. Future-Friendly Design: Designing for and with Future Consumers

Special Topics in Design Thinking


Dy. Registrar (Acting) University of Rajasthan JALPUR
Building Entrepreneurial Culture & Team

Subject Code: MGE D05       Credits: 06

Content:
Co-Founding a Venture, Building an Early Team, Recruiting and Building a Founding Team Formation: Team Building Principles, Different Types of Teams, Team Building - Project Team, Team Building - Support Team, Team Building - Steering Team

Managing a Project Team: Building a Effective Project Team, Developing the Project Team, Dealing with Conflict in the Project Team, Planning Project Communications, Identifying Project Stakeholders.

Team Development: Bruce Tuckman's 'Stages for a Group' Theory, Richard Hackman's 'Five Factor Model'. Developing Competencies: Competency Development Process, Competency Framework Example, Example Competency Framework, Measure Competencies, Knowledge, Skills and Attitudes, Developing Competencies at Work,


Entrepreneurial Culture: Meaning and Concept of Entrepreneurial Competency - Developing Entrepreneurial Competencies, Entrepreneurial Culture- Entrepreneurial Motivation -Entrepreneurial Values, Ethics and Attitudes -Culture and Society- Risk Taking Behaviour, The Three Levels of an Entrepreneurial Culture, Cultural Styles, Social Dimensions, Cross-cultural Dialogue, Elements of Entrepreneurial Culture, Cultural Attitudes & Cultural Values, Entrepreneurial Culture as a Competitive Advantage, Organizational communication perspective on culture
Content:

Introduction to Operations Management, Competitiveness, Strategy, and Productivity, Forecasting, Product and Service Design, Strategic Capacity Planning for Products and Services, Process Selection and Facility Layout, Work Design and Measurement, Location Planning and Analysis, Management of Quality, Quality Control, Aggregate Planning and Master Scheduling, MRP and ERP, Inventory Management, JIT and Lean Operations,

Supply Chain Management, Scheduling, Project Management, Management of Waiting Lines.
Content:

Innovation: - Need - Objectives of innovation - Technology innovation - its importance - Knowledge Management - need - Business strategies related to knowledge management - Knowledge Management Approaches - Transformation of an enterprise through Knowledge Management - Creating Knowledge Management System in Organization Establishing Knowledge Management through IT - Organizational culture for Knowledge Management - Future of Knowledge Management


Entrepreneurship in emerging sectors Sector – Rural Entrepreneurship – Entrepreneurship in Sectors like IT and Artificial Intelligence (AI), Agriculture, Tourism, health case, Transport and allied services.