

UNIT I - BACKGROUND AND BASICS

Business-Characteristics and features of Modern Business-Business as an Economic –Social and Mixed System- Types of Markets, Division of Business, Forms of growth of Business-Macro, Micro-Global view, Business Environment

UNIT II - BASICS OF BUSINESS POLICY

Business Policy-Types, Basic concepts of policy3-Programs, procedures, budgets, Objectives, rules, tactics - Differences among policy, strategy , Program and tactics. Environmental Scans and Forecasts, Michael Porter's Five forces-Opportunities and Threats, Internal analysis-Strength and Weaknesses, SWOT & Competitive advantage

UNIT III - STRATEGIC MANAGEMENT

Introduction, Strategic Management, Business Policy, Corporate Strategy, Basic Concept of Strategic Management, Mission, Vision, Objectives, Impact of globalization, Basic Model of Strategic Management, Strategic Decision Making.

UNIT IV - STRATEGIC PLANNING & CHOICE

Strategic planning-Types-Components of the Planning Process, Business Philosophy, Setting quantified Corporate objectives. – MBO & MBE-Generating Strategic Alternatives –Existing Business and Diversification strategies, Strategic Choice, , Functional Strategies, Portfolio Analysis-BCG Matrix, GEMatrix, Hofer's Matrix

UNIT V - STRATEGIC IMPLEMENTATION, EVALUATION AND CONTROL

McKinsey's seven 's' Model- Strategy Implementation through structure, through Human Resource Management: through values and ethics. Organization Life Cycle, Strategic Information System., Directing, Evaluation and Control of Performance; Feedbacks on overall Process

BOOKS FOR REFERENCES

1. Dr.S.Sankaran -Policy & Strategic Management–Margham Publications 2010
2. LM.Prasad -Strategic Management



UNIT I - FACTORIES ACT, 1948:

Definitions – Health – Safety – Welfare – Working hours of Adults.
Employment of women – Employment of young person's – Leave with wages.

UNIT II - THE PAYMENT OF WAGES ACT, 1936 :

Definitions – Responsibilities for payment – Wage periods – Time of payment –
Deductions – claim for wrongful deductions. **MINIMUM WAGES ACT, 1948 :**
Interpretation – Fixing minimum rates of wages – Minimum rate of wages –
Procedures for fixing – Committee and Advisory boards – Payment of
minimum wages – Register and Records – Inspectors – Claims – Penalties and
Procedures – The schedule.

UNIT III - THE INDUSTRIAL DISPUTES ACT, 1947 :

Definitions – Authorities under the Act – Reference of disputes –
Procedures and powers of authorities – Strikes and Lockouts – Layoff and
Retrenchment – Special provision relating to Lay – off – Retrenchment and
Lock - outs.

UNIT IV - TRADE UNION ACT 1926

Growth & Functions of Trade Union – Definitions – Agreements not affected
by the Act – Regulation – Rights & Privileges , Duties & Liabilities of a
Registered Trade Union – General & Special Fund – Amalgamation &
Dissolution of Trade Union.

UNIT V - WORK MEN COMPENSATION ACT 1923 -

Definition – need – Scope and coverage of act – Employer liability for
compensation including theory of national extension – Employer and occupational
diseases – Defenses available to employer - Amount and distribution of
compensation – Notice of claim – Medical examination – Obligation and
rights of employer and employee – Schedule of Act

BOOKS FOR REFERENCE

1. Dr. M.R. Sreenivasan – Industrial Law.

UNIT I - THE CONCEPT OF CUSTOMER RELATIONSHIP MANAGEMENT

Introduction-explosion of CRM in marketing and IT-enablers of growth of CRM-criticality of customer relationships- Adoption and implementation of CRM-conceptual foundations of CRM-building customer relationship and economics of CRM.

UNIT II - CRM APPLICATIONS IN CONSUMER AND BUSINESS MARKETS

CRM in service industries-Banking, Insurance, telecom, Hospitality, HealthCare, Airlines etc.,-CRM in B2B markets.

UNIT III - TECHNOLOGICAL TOOLS FOR CRM

Components of eCRM solutions-Introduction-Data Ware housing-Data mining-campaign management-sales force automation-Customer Service and Support-Role of interactive Technologies-Product offerings in the CRM Market Space-Contact Centers for CRM.

UNIT IV - CRM IMPLEMENTATION

Implementation road map-Developing a relationship orientation- customer centric marketing and processes- Building organizational capabilities through Internal Marketing-Issues in Implementing a Technology solution for CRM

UNIT V - OPERATIONAL ISSUES IN IMPLEMENTING CRM

Process view of CRM-learning from customer defections-customer retention plans-evaluating retention programmes.

BOOKS FOR REFERENCES

1. Jill Dyche, 'The CRM Handbook 'Pearson Education.
2. Francis Buttle, "CRM Concepts & Technologies", Rout ledge, Second Edition

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UNIT I**Financial System**

Introduction to Financial System – Features, Constituents of Financial System; Financial Institutions; Financial Services; Financial Markets and Financial Instruments, Financial Regulators (a brief profile of RBI, SEBI, IRDAI).

UNIT II**Financial Institutions**

Meaning, Need for Financial Institutions; **Banks** – Meaning, Types of Banks, Role of Banks, **Insurance Companies** – Meaning, Types of Insurance, Role of Insurance; **NBFC'S** – Meaning, Types of NBFC's, Role of NBFC's, **EXIM Bank** – Meaning, Role and Objectives; Asset Management Companies (AMC) – Meaning, Role of AMC in Mutual Funds.

UNIT III**Financial Services**

Financial Services – Meaning, Objectives, Functions, Characteristics; Types of Financial Services - Merchant Banking – Functions and Operations, Leasing, Factoring, Bill Discounting, Credit Card, Debit Card, Loans and Advances – Meaning and Types, Venture Capital & Credit Rating.

UNIT IV**Financial Markets**

Meaning and Definition, Types of Financial Markets, Role and Functions of Financial Markets, Constituents of Financial Markets- Money Market, Capital Market – Primary and Secondary Market, Methods of Issue of shares in the primary market, -Stock Exchange – Role and Function of Stock Exchange.

UNIT V**Financial Instruments**

Meaning, Types of Instruments-Money Market Instruments-Commercial Paper, CD's Treasury Bills, Promissory Notes, Bills of Exchange, Money at Call and Short Notice; Capital Market and Instruments- Equity Shares, Preference Shares, Debenture/ Bonds, Public Deposits.

Books for References:

1. Khan. M.Y, Indian Financial System, Vikas Pub. House
2. H.R Machiraju, Indian Financial System, Vikas Pub. House
3. E.Gorden & K. Nataraj, Financial Markets and Ser



UNIT - I: Introduction to Data Analytics: Introduction to Data- Importance of Analytics- Data for Business Analytics –Big Data - Business Analytics in Practice. Data Visualization – Data Visualization tools,Data queries, Statistical methods for Summarizing data, Exploring data using pivot tables.

UNIT - II: Descriptive Statistical Measures – Population and samples, Measures of location, Measures of Dispersion, Measures of variability, measures of Association. Probability distribution and Data Modeling – Discrete Probability distribution, Continuous Probability distribution, Random sampling from Probability Distribution, Data Modeling and Distribution fitting.

UNIT - III: Predictive Analytics: Karl Pearson Correlation Techniques - Multiple Correlation-Spearman's Rank correlation-Simple and Multiple regression-Regression by the method of least squares – Building good regression models – Regression with categorical independent variables - - Linear Discriminant Analysis-One way and Two Way ANOVA

UNIT - IV: Data Mining : Scope of Data Mining, Data Exploration and Reduction, Unsupervised learning – cluster analysis, Association rules, Supervised learning- Partition Data, Classification Accuracy, prediction Accuracy, k-nearest neighbors, Classification and regression trees, Logistics Regression.

UNIT - V: Simulation: Random Number Generation, Monte Carlo Simulation, What if Analysis, Verification and Validation, Advantages and Disadvantages of Simulation, Risk Analysis, Decision Tree Analysis.

Books for References:

1. James Evans, Business Analytics, 2e, Pearson, 2017.
2. Thomas Eri, Wajid Khattack & Paul Buhler : Big Data Fundamentals, Concepts, drivers and Techniques by Prentice Hall of India, New Delhi, 2015
3. Akil Maheswari: Big Data, Upskill ahead by Tata McGraw Hill, New Delhi, 2016



UNIT-I

The evolution of the concept of entrepreneurship. John Kao's Model on Entrepreneurship. Entrepreneurship: Meaning and objective. Idea Generation, identifying opportunities and Evaluation; Building the Team / Leadership; Strategic planning for business.

UNIT-II

Stimulating Creativity; Organisational actions that enhance/hinder creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity.

UNIT-III

Introduction to Social Entrepreneurship; Characteristics and Role of Social Entrepreneurs; Innovation and Entrepreneurship in a Social Context; Start-Up and Early Stage Venture. Business Strategies and Scaling up.

UNIT-IV

The Entrepreneur; Role and personality; Family Business: Concept, structure and kinds of family firms; Culture and evolution of family firm.

UNIT -V

Financing The Entrepreneurial Business: Arrangement of funds; Traditional sources of financing, Loan syndication, Consortium finance, role played by commercial banks

Books for References:

1. Burns, P. (2001). Entrepreneurship and small business. New Jersey: Palgrave.
2. Drucker, P. F. (2006). Innovation and entrepreneurship: Practice and principles. USA: Elsevier.
3. Gersick, K. E., Davis, J. A., Hampton, M. M., and Lansberg, I. (2000), Generation to generation: Life cycles of the family business. Boston: Harvard Business School Press. Kumar



UNIT I

Operations Research – Meaning, Scope, Nature, Role Characteristics and Modeling.

UNIT II

Linear Programming – Formulating a linear programming model – graphical solutions – standard form – simplex method – Big –mll Method (Simple Problems Only)

UNIT III

Transportation and Assignment Problems – Unbalanced Unlearned – Degeneracy Maximizing of Profits – Difference between Transportation and Assignment Problems.

UNIT IV

Theory of Games – Characteristics – Pure Strategies – Saddle Point – Value of the game – Mixed Strategies – Rules of Dominance – Two Persons Game – 3 x 3 persons game – Graphical Solutions of 2 x M and N x 2 game (excluding (LPP) – Limitations.

UNIT V

Queuing Theory – Meaning – Elements of Queuing System – Single Channel model only. Network Analysis
- PERT/CPM – Objectives, Advantages and limitations, Similarities and dissimilarities (excluding crash cost method).

TEXT BOOKS

1. C.R.Kothari–Quantitative Techniques
2. H.M. Wagner – Principles of Operations Research

REFERENCES

1. K.S. Ramaswami - Quantitative Techniques
2. M. Satyanarana & Lalitha Raman – Management Operations Research
3. Kanti Swarup et,al.–Operations Research
4. Richard Levin & Charles Kirpatrich– Quantitative Approach and Management.



COURSE OBJECTIVES:

- To bridge the gap between industry and institution.
- To gain 'on the field' experience and identify contemporary problems faced by the industry
- To equip students for placements.
- To gain practical exposure to become future professionals.

INTERNSHIP AND PROJECT WORK

Each candidate has to undergo internship for not less than 30 days in any industry /company during the 5th Semester and has to submit the report for the same before the end of 5th semester .

GUIDELINES FOR PROJECT WORK

1. Candidate should submit the internship certificate to the Head Of The Department
2. Internship / Project can be in any field of specialization (HR, Finance, Marketing and related Management based topics)
3. The project report should be neatly presented in not less than 60 pages.
4. Paper size should be A4
5. 1.5 spacing should be used for typing the general text. The text should be 'justified' and typed in the font style (Font: Times New Roman, Font Size: 12 pt for text, 14pt for sub-headings).
6. The candidate should submit the periodical report of the project to the Class Coordinator.
7. TWO reviews would be conducted before the final viva-voce.
8. Each candidate should submit 2 hard copies and one soft copy to the Department at the time of final viva – voce.

EVALUATION SCHEME

Internal

-50 Marks

Project Evaluation and Viva voce-External Examiner- 50 Marks.

Total Marks

- 100 Marks

NOTE: If a candidate fails to submit the Project report or fails to appear for the viva-voce examination then it will be considered as 'Arrear' Paper.