FOR ADMISSION BATCH 2024–25
MASTER OF BUSINESS ADMINISTRATION
SECOND YEAR (THIRD SEMESTER)

Category	Speciliazation	Course Code	Course	Contact Hrs. L-T-P	Credit	University Marks	Internal Evaluation
Subject (Theory)							
PC	Marketing	MBPC3001	Digital Marketing	3-0-0	3	100	50
PC		MBPC3002	Sales & Distribution Management	3-0-0	3	100	50
PC		MBPC3003	Retail Management	3-0-0	3	100	50
PC		MBPC3004	Services Marketing	3-0-0	3	100	50
PC	Finance	MBPC3005	Security Analysis & Portfolio Management	3-0-0	3	100	50
PC		MBPC3006	Derivatives and Risk Management	3-0-0	3	100	50
PC		MBPC3007	Indian Financial System and Services (IFSS)	3-0-0	3	100	50
PC		MBPC3008	Project Appraisal and Financing	3-0-0	3	100	50
PC	Human Resources	MBPC3009	Manpower Planning and Development	3-0-0	3	100	50
PC		MBPC3010	Performance Management System	3-0-0	3	100	50
PC		MBPC3011	HR Analytics and HRIS	3-0-0	3	100	50
PC		MBPC3012	Industrial Relations and Labour Legislations	3-0-0	3	100	50
PC	Operations	MBPC3013	Supply Chain Management & Logistics	3-0-0	3	100	50
PC		MBPC3014	Project Management	3-0-0	3	100	50
PC		MBPC3015	Operations Strategy	3-0-0	3	100	50
PC		MBPC3016	Total Quality Management	3-0-0	3	100	50
PC	System Management	MBPC3017	Data Mining for Business Decisions	3-0-0	3	100	50
PC		MBPC3018	Managing Digital Innovation and Transformation	3-0-0	3	100	50
PC		MBPC3019	E-Commerce and Digital Markets	3-0-0	3	100	50
PC		MBPC3020	Managing Digital Platforms	3-0-0	3	100	50
PC	Rural Management	MBPC3021	Agribusiness Management	3-0-0	3	100	50
PC		MBPC3022	Rural Marketing	3-0-0	3	100	50
PC		MBPC3023	Rural Development	3-0-0	3	100	50
PC		MBPC3024	Livelihood and Development Management	3-0-0	3	100	50
PC	(Agribusiness Management / Entrepreneurship)/ (Agribusiness Management)	MBPC3021	Agribusiness Management	3-0-0	3	100	50
PC		MBPC3026	Agricultural Commodity Trading	3-0-0	3	100	50
PC		MBPC3027	Agricultural Marketing Management	3-0-0	3	100	50
PC		MBPC3028	Agricultural Input Management	3-0-0	3	100	50
PC	International Business	MBPC3029	International Business	3-0-0	3	100	50
PC		MBPC3030	International Finance	3-0-0	3	100	50
PC		MBPC3031	International HRM	3-0-0	3	100	50
PC		MBPC3032	International Marketing	3-0-0	3	100	50
PC	Retail Management	MBPC3033	Retail Marketing Management	3-0-0	3	100	50
PC		MBPC3034	Retail Integrated Communications	3-0-0	3	100	50
PC		MBPC3035	Visual Merchandising	3-0-0	3	100	50
PC		MBPC3036	Inventory & Logistic Management	3-0-0	3	100	50
PC	Logistics & Supply Chain Management	MBPC3037	Logistics Management	3-0-0	3	100	50
PC		MBPC3038	International Logistics	3-0-0	3	100	50
PC		MBPC3039	Retail Supply Chain Management	3-0-0	3	100	50
PC		MBPC3040	Procurement, Storage and Warehouse Management	3-0-0	3	100	50
Subject (Sessional / Practical)							
PSI		MBPS3201	Summer Internship Project	0-0-6	6	–	100
			TOTAL	**12-0-6**	**18**	**400**	**300**

Note : *Students have to take any two of the Specilizations out of the Specified Groups.*
Click here to view / download the syllabus of the subjects.

MBPC3001 DIGITAL MARKETING (3-0-0)

Course Objectives:
1. To familiarize students with the operation of digital media and help them develop the critical insights required
2. To focus on e-commerce, digital marketing for competitive advantage
3. To focus on Search Engine Optimization & enable the students to use it effectively
4. To provide insights on Social media marketing.

Module-I:
Basics of Digital Marketing: Evolution of Digital Marketing, Digital – the next wave of marketing, Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities, Gen Y & Netizen's expectation & influence,

Module-II:
Search Engine Marketing: PPC and online marketing through social media, Social Media strategy, SEO techniques, On page and off page, Keyword advertising, Google web-master and analytics overview, Customer engagement, Affiliate Marketing & strategic partnership, CRM & CX in digital marketing – Email Marketing, Content strategies, consumer segmentation and positioning by online tools.

Module-III:
Google Analytics, AdWords, Ad Sense: Display adverting, different type of ad tools, remarketing, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, ROI measurement techniques, Mobile Marketing: Best practices of mobile marketing, types of mobile marketing.

Course Outcomes:
CO-1: Gain knowledge about the designing, developing and promoting through Blogs, Website, and Social Networks.
CO-2: Utilise the search engines for better visibility in the online world.
CO-3: Create and implement different strategies in the social networking sites.
CO-4: Design e-mail marketing, Affiliate Marketing, Content Marketing, Display Advertising and Mobile marketing campaigns for promotional activities.
CO-5: Implement google analytics for identifying, filtering and tracking the day today business activities in the organisation.

Text Books:
- Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation by Damian Ryan, Kogan Page Publisher
- Marketing 4.0: Moving from Traditional to Digital by Philip Kotler, Publisher Wiley
- Digital Marketing by Seema Gupta, McGraw Hill Education
- Fundamentals of Digital Marketing by Punit Singh Bhatia, Pearson
- The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns by Ian Dodson, Wiley Publisher
- Digital Marketing: Cases from India by Rajendra Nargundkar and Romi Sainy, Notion Press, Inc

MBPC3002 SALES & DISTRIBUTION MANAGEMENT (3-0-0)

Course Objectives:
1. Understand the core objectives and functions of logistics management.
2. Learn effective logistics planning strategies to optimize inventory and transportation decisions.
3. Explore the intricacies of supply chain management, particularly in the context of online marketing and retailing.
4. Gain insights into the role of logistics in enhancing overall operational efficiency and customer satisfaction.

Module-I :
Sales Management: Objectives and Functions, Setting up a sales organization,Selling process, Management of Sales force, Recruitment & Selection, Training, sales force motivation, Compensating Sales Force, Sale forecasting, Territory design and Management,Evaluation of sales force, Sales Budget, Sales Quota, concept of Sales analytics

Module -II :
Distribution Management: Designing customer-oriented marketing channel, own sales channel vs intermediary,Managing channel member behavior, Channel Conflict, Co-operation & competition. Omni Channel. Distribution analysis- Depth and width of distribution, Per Dealer Stocking, Percentage Dealer Stocking, Per Dealer Off take, Stock Turnover Ratio, Weighted Distribution. Vertical marketing system, Horizontal Marketing system.

Module -III :
Logistics management:Objectives of logistics, Logistics planning, Inventory management decisions, Transportation decisions, Supply chain Management in Online Marketing and Retailing.

Course Outcomes:
CO-1: Develop effective sales strategies: Gain the knowledge and skills to develop comprehensive sales strategies that align with business objectives, market conditions, and customer needs, resulting in increased sales revenue and market share.
CO-2: Optimize distribution channels: Learn to evaluate and select appropriate distribution channels, including direct and indirect channels, to ensure efficient product delivery, maximize market reach, and minimize costs.
CO-3: Build and manage sales teams: Acquire the ability to recruit, train, motivate, and manage sales teams, enabling them to effectively engage with customers, meet sales targets, and contribute to the overall success of the organization.
CO-4: Analyse logistics operations, identify areas for improvement, and propose effective solutions that enhance overall supply chain performance. Develop an effective online marketing strategy to drive customer engagement, increase brand visibility, and optimize logistics operations within an e-commerce environment.

Text Books:
• Sales and Distribution Management, Krishna K. Havaldar, V.M. Cavale, TataMcGraw
• Sales and Distribution Management – Bhatt K S -Himalay
• Fundamentals of Sales Management, Ramneek Kapoor, Macmillan
• Sales and Distribution Management, Dr.S.L.Gupta, Excel Books
• Sales Management, Tanner, Honeycutt and Erffmeyer, Pearson

MBPC3003 RETAIL MANAGEMENT (3-0-0)

Course Objectives:
1. To understand & familiarize the unique challenges inherent in managing retail services.
2. To explain the concepts and theories of retail management
3. To apply retail management concepts and utilize tools and strategies to address challenges in retail management.
4. To evaluate the effectiveness of different retail strategies in achieving business objectives.

Module-I :
Emergence of organized retail in India,Retailing–Role, Relevance and Trends, Retail organization, Types of retailers,Retail Formats, Retail Consumer Behaviour, Retail Marketing Mix., Retail Market Strategy, Technology in Retail.

Module-II:
Retail Location Decisions, Merchandise Planning, Managing Assortments,44 StoreManagement, Layout, Design, Space Management, Visual Merchandising, Retail Aesthetics, Retail Atmospherics, Retail Equity.

Module- III:
Retail Communication Mix, Selection of promotion mix, Retail sales Promotion,Retail Pricing: Price Setting, Pricing Strategies, GMROI, Managing Retail Brands- Branding strategies in retail: Brand equity, Retail brand extension, Creating brand value. Overview of Retail Analytics.

Course Outcomes:
CO-1: Interpret retail industry fundamentals: Gain a solid understanding of the fundamental principles, concepts, and dynamics of the retail industry, including market trends, consumer behaviour, and competitive analysis.
CO-2: Apply effective retail management strategies: Develop the ability to apply strategic thinking and decision-making skills to manage key aspects of retail operations, such as merchandising, inventory control, store layout, and pricing.
CO-3: Enhance customer service and sales techniques: Acquire the knowledge and skills necessary to provide exceptional customer service and employ effective sales techniques to drive customer satisfaction, loyalty, and maximize sales revenue.
CO-4: Develop and disseminate a strategic roadmap for building and managing a successful retail brand that drives customer loyalty, increases market share, and enhances the overall brand equity of the retail business.

Text Books :
•   Retailing Management Text and Cases, by Swapna Pradhan, Mc GrawHill
•   Retailing Management, Michael Levy, Borton A Weitz, Ajay Pandit, Mc GrawHill
•   Retailing Environment and Operations, Andrew J. Newman and Peter Cullen, Cengage Learning
•   Retail Management A Strategic Approach, Barry Berman, Joel Evans, Mini Mathur, Pearson
•   Retail Management, Suja Nair, Himalaya Publishing Home

MBPC3004 SERVICES MARKETING (3-0-0)

Course Objectives:
1. To understand the meaning of services and the significance of marketing the services.
2. To introduce and apply skills for the 7 Ps of services marketing and design the market plan.
3. To analyze the factors contributing to customer satisfaction in a service Organization.

Module I : Introduction to Services Marketing
What are included in Services, Emergence of Service Economy and contribution to GDP, Tangibility Spectrum, Characteristics of services (Intangibility, Inseparability, Variability, Perishability), Difference betweenGoods and Services.
Goods and Services Continuum: (Search qualities, Experience qualities, Credence qualities), Challenges in Services Marketing.
Customer Value Hierarchy (Five Service Levels: Core, Basic, Expected, Augmented, Potential), Services Marketing Mix: 7 Ps, Service scape.
Service Marketing Triangle, Service Encounters (Phone, Face to Face, Remote), Customer defined Service Standards: (Hard Standards , Soft Standards)
Customer Expectations (Types or Levels of expectations), Zone of Tolerance.

Module II : Service Quality and Strategies
Customer's Perceived Value, GAPS model , SERVQUAL (RATER), Application of SERVQUAL, Demand and Capacity management, Service Flower (Basic Service Package), Pricing strategies in services.
Service Innovation, New Service Development Process, Service Delivery Channels (direct channels, franchising, agents, brokers, internet channels, channel conflicts and resolution), Branding Strategies for services.

Module III : Service Failure and Recovery and CRM Strategies
Customer Complaints: Why do consumers complaint? Is complaining good? Types of consumers (Passives, Voicers, Irates, Activists), H.E.A.T technique of handling consumer complaints Causes of Service Failure, Service Recovery and strategies, Service Blueprint Customer Profitability Segment, Customer's Life Time Value
Relationship Marketing - Bucket Theory, Relationship Development Strategies, e-CRM, Services Consumer Behavior Marketing of service Sector-Financial Services, Health Services, Tourism Services, Education Services, ITES, Telecom services, Hospitality.
Course Outcomes:

CO-1:   Interpret the Concept of Services and intangible products.
CO-2:   Discuss the relevance of the services Industry to Industry.
CO-3:   Examine the characteristics of the services industry and the modus operandi.
CO-4:   Analyse and evaluate the role and relevance of Quality in Services

Text Books:
• Services Marketing, Valarie A. Zeithaml, Mary Jo Bitner, D. Gremler, Ajay Pandit, Mcgraw Hill
• Services Marketing –Karunakaran K - Himalaya
• Services marketing, Christopher Lovelock, JochenWirtz, Jayanta Chatterjee, Pearson Services marketing, Govind Apte, Oxford University Press
• Services marketing, Rajendranargundkar, Tata McgrawHill

MBPC3005 SECURITY ANALYSIS & PORTFOLIO MANAGEMENT (3-0-0)

Course Objectives:
1. Comprehend the investment scenario, including investment objectives, alternatives, and basics of stock market operations.
2. Analyze risk and return on investment, including total risk factors, historical and expected returns, and systematic versus unsystematic risk.
3. Understand portfolio analysis and selection methods, such as the Markowitz Model, Sharpe's Single Index model, and CAPM, for optimal portfolio construction.
4. Explore fundamental and technical analysis techniques, efficient market hypothesis, and portfolio management strategies for effective investment decision-making.

Module-I:
Investment:Investment Scenario: Concept of investment, investment objectives and constraints, Investment alternatives, Basics of Stock Market Operations, Concept of Index and methodology; Risk & Return on investment: total risk and its factors-concept and components of total risk-security returns: measuring historical and ex ante (expected) returns, systematic and unsystematic risk

Module-II
Portfolio Analysis and Selection: Risk and Return on a portfolio, Markowitz Model for portfolio selection, feasible set portfolios, efficient set, selection of optional portfolio. Sharpe's Single Index model, Alpha, Beta, Efficient frontier with risk free lending and borrowing. CAPM, pricing of securities with CAPM, Arbitrage pricing theory.

Module-III:
Fundamental and Technical Analysis and evaluation: Economic, Industry and Company Analysis, Technical Analysis, Charting tools, Volume and price trends, technical indicators, Efficient Market Hypothesis, Performance Evaluation of portfolio, Portfolio management strategies.

Course Outcomes:
CO-1: Identify the investment opportunities and the nature of investment decisions.
CO-2: Design optimal portfolio and evaluate them using models.
CO-3: Apply precise modules to securities performance and forecasting.
CO-4: Outline and examine the relational and exploratory methods and influences considered by technical analysts.

Books:
• Security Analysis & Portfolio Management, S.Kevin, PHI
• Investments, Bodie, Kane Marcus and Mohanty, McGraw Hill
• Security Analysis & Portfolio Management, P Singh, HPH
• Security Analysis & Portfolio Management, A P Dash, IK International, New Delhi

MBPC3006 DERIVATIVES AND RISK MANAGEMENT (3-0-0)

Course Objectives:
1. To gain knowledge of various derivative instruments such as forwards, futures, swaps, and options, including their definitions, characteristics, and types.
2. To examine the economic functions of derivatives, focusing on price discovery mechanisms and risk management strategies in financial markets.
3. To study the mechanics of forward and future contracts, including their pricing principles, value calculations, and hedging strategies for different asset classes.
4. To explore option contracts, their types (e.g., call, put), trading mechanics, and pricing models (e.g., Binomial, Black-Scholes-Merton), and explore trading strategies using options spreads and combinations.

Module-I :
Introduction to Derivatives - Meaning of Derivative, Insurance V/s. Derivatives, Types of Derivatives Instruments (Forwards, Futures, Swaps, Options), Types of derivative traders (Hedger, Speculator, Arbitrageur), Economic Functions of Derivative- Price Discovery and Risk Management, Use and Misuses of Derivatives.
Derivative Market - Size of Derivative Market, Exchange Traded Derivative Market, Over the Counter Derivative Market, Trading and Settlement Mechanism.
Fundamentals of Forward and Future Contract - Meaning of Forward and Future Contract, Pricing of forward and future contract, Value of forward and future contract, Pricing Model- Cost of Carry Model, Short Selling, Stock Index, Index Arbitrage, Futures and Forwards on Currencies. Pay-off of forward and future.
Hedging with Forward and Futures - Why Hedge, Hedging Concepts, Basis Risk, Hedging Strategies - Long hedge, short hedge and cross hedge.

Module-II:
Option Contracts - Meaning of Option Contract, Development of Option Market, Types of Option Contracts- Call Option, Put Option, Concept of ITM, ATM and OTM. Exchange Traded Vs. Over-the-Counter Options Market, Mechanics of Option Trading, Option Price Quotations.
Principle of Option Pricing - Basic notations and terminologies, Put – Call Parity, Principle of Call Option Pricing and Principle of put Option Pricing. Pay-off of Option Contract.
Trading Strategies Using Options Spreads, Combinations.
Option Pricing Models - The Binomial Model – Concept of Risk Neutral Arbitrage, One- Period Binomial Model, Two Period Binomial Model.
Option Pricing Models - The Black- Scholes-Merton Model - Assumption of BSM Model, Factors in the BSM Model, Valuation of Call and Put Option.

Module-III:
Swaps -Introduction, concept, Nature, Evolution, Features,Market for Swap Contacts.
Types of Swaps: Interest Rate Swap –Basic concept of Interest Rate Swap, Currency Swap- Basic Concept of Currency Swap.

Course Outcomes:
CO-1: Describe about basics of financial derivative productsand traders etc. of financial derivative and concept about Risk Management.
CO-2: Analyse different concept and technicalities of forward and future contracts and evaluating the value of the contracts.
CO-3: Apply different concept and technicalities of Options contacts and determining the pricing of options using Binomial and Black Scholes model.
CO-4: Describe different concept and technicalities of Swap contacts.

Books:
- Options, Futures and other Derivatives, Hull J.C, Pearson
- Financial Derivatives-Theory, concepts and problems, Gupta, PHI
- Derivatives and Risk Management, Srivastava, Oxford
- Derivatives and Risk Management, Verma J.R, TMH
- Fundamentals of Financial Derivatives, NR Parasuraman, Wiley India

MBPC3007 INDIAN FINANCIAL SYSTEM AND SERVICES (IFSS) (3-0-0)

Course Objectives:
1. To understand the structure and functions of the Indian financial system, including banks, insurance, and regulatory bodies.
2. To explore the operations and instruments of money markets, capital markets, and online trading platforms.
3. To analyze various financial products such as mutual funds, venture capital, leasing, and insurance, including their features and regulatory aspects.
4. To develop skills in financial decision-makingincluding mutual funds, stock market investments, venture capital, leasing, and hire purchase,

MODULE-I:
Indian Financial System: Introduction, Components and Functions of Indian Financial System. Reforms in Indian Financial Systems. Indian Banking and Insurance Systems: Definition of Banks, Structure and Types of Banks in India. Roles & Functions of Banks in India, Banking Products – Deposit and Loan products, Recent trends of banking system in India. Definition & Principles of insurance, Types of insurance: Life and Nonlife Insurance, Re-Insurance & Micro Insurance. IRDA: Role, Functions & Powers. Different Insurance Product & their Applicability. (Pension plans, Banc-assurance, ULIPs, Endowment Plan, and Money back Plan). Microfinance: Overview of Microfinance, Self Help Group Approach, Models of Microfinance

MODULE- II:
Money Market and Capital Market: Features of Money Market, Composition of Money Market: Players, Instruments and Institutions in Money Market. Primary Market: Functions of Primary market, IPO, SEBI guidelines for IPO, Methods of issuing IPO. Secondary Market: Functions of Secondary Market, Instruments Traded in Secondary Market: Trading Mechanism in Secondary Market. Online Trading, De-Materialization Account. Brokers, Kinds of brokers,

MODULE-III:
Mutual funds: Introduction, Classification of funds, Organization Structure of Mutual fund company (Powers& Functions), Mutual fund investment vs Stock market investment. Venture Capital: Meaning, Types of venture capital, Stages of venture capital financing, exit routes, Leasing: Concept and classification, Hire Purchase: Conceptual framework, Leasing vs hire purchase.

Course Outcomes:
CO-1: Analyse the structure, functions, and recent trends in the Indian banking system and describe the role of different types of banks in providing various banking services and products, including deposit and loan products.
CO-2: Analyse the principles and types of insurance, and explain the applicability of different insurance products in the Indian market.
CO-3: Outline the functioning of money market and capital market, including the role and functions of various players, instruments, and institutions, as well as the trading mechanisms and regulations in place for primary and secondary markets.
CO-4: Illustrate and differentiate between different investment options available in the financial market, including mutual funds, stock market investments, venture capital, leasing, and hire purchase, and evaluate their suitability for different types of investors.

Books:
• Financial Markets and Services, Gordon &Natarajan,HPH
• Financial Services, Gupta, Agrawal,Kalyani
• Financial Services, Khan,TMH
• Financial Markets and Financial Services, Clifford, Gourang,PHI
• Indian Financial System, Guruswamy,TMH

MBPC3008 PROJECT APPRAISAL AND FINANCING (3-0-0)

Course Objectives:
1.   To understand the importance of project preparation and management in present context
2.   To familiarize students about various means of project appraisal
3.   To identify various sources for project financing

Module - I:
Project Identification and Formulation
Project characteristics, Taxonomy of projects, Attributes of a Good Project Manager, Project Identification, Project formulation, Screening of Project Ideas, Tax Incentives and Tax Planning for project investment decisions, Zero based project formulation, Project objectives, establishing the Project, UNIDO manuals, Detailed Feasibility Study Report.

Module-II:
Project Cost Estimation and Project Appraisal:
Cost of project, Components of capital cost of a project, Order of Magnitude estimate, Technical appraisal, Commercial appraisal, Economic appraisal, Financial Appraisal, Management appraisal, Govt. projects and social projects, Social Cost benefit analysis. Environmental Appraisal.

Module -III:
Project Financing and Risk Analysis
Sources of financing, Role of Financial institutions in project financing, covenants attached to lending, Project Risk Analysis, Techniques of Risk Analysis, Project Organization. Infrastructure projects- characteristics and issues related to infrastructure projects, state of infrastructure in India, New Approaches for infrastructure, PPP. Government support and regulation. Project evaluation objectives, evaluation methods, Project monitoring and control, Various types of Project Termination.

Course Outcomes:
CO-1:   Describe the basic features of a project management.
CO-2:   Evaluate the   project by using various appraisal techniques.
CO-3:   Do financial appraisal of a project (Cost Benefit Analysis of a Project).
CO-4:   Identify about various sources of project financing.
CO-5:   Analyse about the state of infrastructure project in India.

Books:
•   Project Appraisal and Financing – Lath, Prasar-Himalaya
•   Project Management- K. Nagarajan- New Age International
•   Project Management and Appraisal-S.Khatua-Oxford
•   Project Management-Pinto-Pearson
•   Project Management and Control-N.Singh-HPH
•   Projects Management, Prasanna Chandra, Mc GrawHill

MBPC3009 MANPOWER PLANNING AND DEVELOPMENT (3-0-0)

Course Objective:
1. To understand the importance and process of manpower planning, including forecasting techniques and recent trends.
2. To develop skills in creating a comprehensive manpower plan using qualitative analysis and various planning models.
3. To gain insights into competency mapping and career development planning.
4. To explore the fundamentals of Human Resource Development (HRD), including training needs analysis, program design, implementation, and evaluation.

Module-I
Manpower Planning: Objectives (Micro & Macro Levels), Factors affecting Manpower Planning, Manpower Planning Linkage with other HR functions, Manpower Forecasting: Need, Steps in forecasting, Demand & Supply Forecasting Techniques, Benefits, Manpower planning Process-Job analysis, Problems in manpower planning, Recent trends in Manpower planning- Corporate cutting back, Contingent workers, Outsourcing, Employee leasing, Social recruiting, Use of Analytics, Benefits expansion, Employer branding, Remote work, Flexi-scheduling.

Module-II
Developing a Manpower Plan: Introduction, Qualitative side of Manpower planning, Models of Manpower planning: Cohort Analysis, Census Analysis and Markov Analysis. Career development planning: Stages,Succession plan, Succession Planning V/s Manpower planning. Competency Mapping: Steps & procedure, Methods of data collection for Mapping, Developing Competency Models.

Module-III
Introduction to Human Resource Development: Emergence of HRD,Training V/s Development, TNA, Critical HRD roles, challenges for HRD, HRD Matrix- HRD Process Model: identification of HRD needs and Design and Development of HRD programmes, Implementation Methods, Evaluation of HRD programmes.

Course Outcomes:
After the completion of the course the students will be able to-
CO-1:   Apply the conceptual knowledge of Manpower Planning and development in managing the work force.
CO-2:   Analyse the various models involved in manpower planning and Competency Mapping.
CO-3:   Evaluate HRD Roles and challenges for producing Intellectual Capital to the organization.
CO-4:   Implementing Need assessment result and design training programmes.

Books
- Human Resource Planning & Strategic Change-Acharya, Tripathy-Himalaya
- Manpower planning and the development of Human Resources by Thomas Henery Patten-Wiley Interscience, 1971
- Human Resource Planning by Dipak kumar Bhattacharya, Excel Books
- Human Resource Developemnt- P.C.Tripathy, Sultan Chand & Sons
- Human Resource Developemnt by Dipak kumar Bhattacharya-Himalaya
- Training For Development, by R.K Sahu, Excel

MBPC3010 PERFORMANCE MANAGEMENT SYSTEM (3-0-0)

Course Objectives:
1. To describe the nature of performance management and outline the core objectives of performance management
2. To identify the different performance appraisal techniques that can be used by organizations.

Module-I:
Conceptual Approach to Performance Management:
Introduction to Performance Management, Process for Managing Performance, Implications for Performance Management, principles of performance Management, benefits of performance Management, Performance Management strategies. Performance Appraisal & Potential Appraisal: Meaning of Performance appraisal, methods and approaches to performance appraisal, Obstacles in appraisal, Potential Appraisal.

Module-II:
Measuring Performance:
Criteria for performance measures, classification of measures, Types of measures: organizational (Balance score-card, EFQM, EVA), Team, Individual; Guidelines for defining performance measures, Performance reviews.
Reward Systems and Legal issues: Performance Management linked Reward Systems, Reward Management, Objectives, Components of Reward System, Linkage of Performance Management to Reward and Compensation Systems "Do only what you get paid for" Syndrome, Types of pay for Performance Plans – Individual based, Team Based, Plant Wide Plans and Corporate Wide Plans.

Module-III:
Performance Management Application & Improvement:
Performance Management in practice, Performance Management in Manufacturing and Service sectors. Strategies for Improving performance. Analyzing performance problems, Performance counseling and coaching: Concept, Principles and Skills.

Course Outcomes:
CO-1: Interpret an organization's performance management process that is compliant with law and support organizational mission and strategy.
CO-2: Identify various organizational performance management program and best practice and define attributes of effective performance management systems.
CO-3: Develop and apply job-related performance standard and performance indicators that reflect the employee's range of responsibilities.
CO-4: Integrate the knowledge to implement appropriate actions with employees (e.g. training and development, wage increase, promotion, bonus etc.) based on their performance strengths and weakness.

Text Books :
• Performance Management, Kohli, Deb, Oxford
• Performance Management System, Davinder Sharma, HPH
• Performance Management, Aquinis, Pearson
• Performance Management, Cardy, PHI

MBPC3011 HR ANALYTICS AND HRIS (3-0-0)

Course Objectives:
1. To help the students to discover the basics of HR analytics
2. To enable the students towards critical thinking about data for HR decisions.
3. To familiarize with the importance of HRIS in the organization

Module I : Introduction to HR Analytics and HR Metric
HR Analytics, Benefits and challenges of HR Analytics, Types of HR Analytics, Process of HR Analytics, LAMP Framework, HR measurement and purpose, Introduction to HR data, Importance and types of HR Data, Sources of HR Data. Types and Scales of Data, reliability and validity of data, HR data Examination and Purification

Module II : HR Metrics:
Concept of HR Metrics, HR Metrics and HR Analytics, Various HR Metrics: Recruitment Metrics: cost per hire, time to fill, time to hire, employee retention, Employee Net Promotion Score, Training Metrics: Training cost per employee, Training ROI, revenue per Employee, employee engagement metrics: Employee engagement ratio, turnover rate, turnover cost,

Module III : HRIS
Introduction, need of HRIS, types of HRIS, HRIS need Analysis, Implementation of HRIS, Benefits and limitations of HRIS, information security and HRIS, future of HRIS

Course Outcomes:
CO-1:   Understand the key concepts of HR Analytics, HR metrics and HRIS and its importance in the present workplace scenario,
CO-2:   Applying the method of capturing, examining and purifying data and calculation of various metrics.
CO-3:   Analyse the HR metrics, employee records and for predictive insights.
CO-4:   Design strategies for the successful implementation of HRIS.

Books:
*   Subhashini Sharma Tripathi and Reuben Ray, HR Analytics in-Depth: using Excel tools to solve HR Analytics at work, bpb publications
*   Dipak Kumar Bhatacharya, HR Analytics Understanding Theories and Applications, Sage Publications, 2017
*   Martin R. Edwards and Kristen Edwards, Predictive HR Analytics: Mastering the HR Metric. Kogan Page, 2019
*   Rama Shankar Yadav & Sunil Maheshwari, HR Analytics, Wiley, 2021.
*   Dr. Michael Kavanagh, Dr. Mohan Thite& Richard D. Johnson: Human Resource Information Systems- Basics, application, future and directions
*   P.K.Gupta and Sushil Chaabra: Human Resource Information Systems
*   The New HR Analytics: Predicting the Economic Value of Your Company's Human By Jac FITZ-ENZ, 2010.
*   https://onlinecourses.swayam2.ac.in/imb24_mg56/preview, instructor: Dr. Subbulakshmi Somu

MBPC3012 INDUSTRIAL RELATIONS AND LABOUR LEGISLATIONS (3-0-0)

Course Objectives:
1. To understand the foundational concepts and components of industrial relations within the framework of the Industrial Relations Code 2020.
2. To comprehend the regulatory framework and obligations concerning occupational safety, health, and working conditions.
3. To analyze the provisions and implications of the Code on Social Security 2020 and the Code on Wages 2019 in relation to employee welfare, social security, and wage regulation.
4. To evaluate the challenges and opportunities for both workers and employers in the implementation of labour codes.

Module-I: Industrial Relation Code 2020
Industrial Relations Code 2020: Concept, Components of IR, Scope and Approaches to Industrial Relations, Bi-partite forums, Tri-partite forums (ILC and SLC), Trade unions, standing orders, Notice of change and Collective bargaining, Voluntary reference of disputes to arbitration, Mechanism for resolution of industrial disputes, Strikes and lock-outs, Lay-off, Retrenchment and Closure, Special provisions relating to lay-off, retrenchment and closure in certain establishments, Worker re-skilling fund, Unfair labour practices, Offences and penalties and Miscellaneous and Contemporary issues in IR.

Module-II: The Occupational Safety, Health and Working Conditions Code, 2020
Registration, Duties of Employer and Employees, Etc., Occupational Safety and Health, Health, Safety and Working Conditions, Welfare Provisions, Hours of Work and Annual Leave With Wages, Maintenance of Registers, Records and Returns, Inspector-Cum-Facilitators and Other Authority, Special Provision Relating To Employment of Women, Sexual Harassment of Women at Workplace, Special Provisions For Contract Labour and Inter-State Migrant Worker, Etc. in Mines, Factories Etc., Offences and Penalties, Labor codes: implications for workers and employers; challenges in implementation.

Module-III: The Code on Social Security, 2020 and The Code on Wages, 2019
Social Security Organizations, Employees' Provident Fund, Employees State Insurance Corporation, Gratuity, Maternity Benefit, Employee's Compensation, Social Security and Cess in Respect of Building and Other Construction Workers, Social Security for Unorganised Workers, Gig Workers and Platform Workers, Finance and Accounts, Authorities, Assessment, Compliance and Recovery, Offences and Penalties, Employment Information and Monitoring and Miscellaneous.
Minimum wages, Payment of wages, Payment of Bonus, Advisory Board, Payment of Dues, Claims and Audit, Inspector-Cum-Facilitator, Offences and Penalties and Miscellaneous.

Course Outcomes:
CO-1: Define and understand different principles of industrial relations, including the scope, approaches, and mechanisms for dispute resolution.
CO-2: Acquire knowledge of occupational safety, health, and working condition regulations to ensure compliance and promote a safe working environment.
CO-3: Develop and evaluate the effectiveness of social security provisions and wage regulations.
CO-4: Assess the effectiveness and challenges of implementing labour codes, in the context of contemporary industrial relations issues.

Text Book(s)
1. Venkataratnam. C. S. Industrial Relations: Text and Cases. Delhi. Oxford UniversityPress.
2. Industrial Relations, Trade Union &Labor Legislation, Sinha, Sinha, Shekhar, Pearson
3. Vikas Publications Industrial Relations and Labour Laws by S C Srivastava Edition 2022
4. Industrial Relations and Labour Laws, 7E Paperback – 1 January 2020

Reference Books/Material
1. https://labour.gov.in/industrial-relations-code
2. https://labour.gov.in/code-wages
3. https://labour.gov.in/occupational-safety-health-and-working-conditions-code
4. https://labour.gov.in/code-social-security

MBPC3013 SUPPLY CHAIN MANAGEMENT & LOGISTICS (3-0-0)

Course Objectives:
1. To analyze the supply chain scenario and to make understand the students the insights on supply chain process from sourcing to distribution
2. To enhance the supply chain integration and sustainable supply chain strategic skills among the students

Module I: Supply Chain Foundations:
Supply Chain as a network of entities, concept of Value Chain, Impact of Supply Chain Management on Sales, Cost, Profit, Profitability, Profit and Loss Account, and Customer Accounts Profitability. Centralized and Decentralized Supply Chains: their coordination and aligning business activities. Demand forecasting and management: Methods, Bull whip effect, CRM in supply Chain Management.

Module II: Distribution Management:
Distribution Channels: Structure and Operation,Distribution Cost Components, Pipe line Inventory and Response Considerations, Hub and Spoke Models, Cross docking, Lots streaming, Container Selection, Vendor Consolidation, Warehousing : Facility location and Network design, Vehicle Loading and Vehicle Routing Methods, Lead time Components and their Compression, Use of IT for tracking in supply chain. Supply chain sustainability in business management.

Module III: Aligning logistics to customer needs:
Quick response logistics, Green Logistics, Reverse Logistics, Vendor Managed Inventory, Cross docking, Packaging Innovations, Third Party Logistic and Service concepts and applications. Procurement Logistics: Global Vs. Domestic Sourcing, Landed CostComputation, Vendor Rating: Contract Negotiation, Consolidation, Self Certified Vendor Management, Individual component Vs. Module Purchases, Vendor Development and Vendor Relationship Management, Vendor Performance Monitoring.

Course Outcomes:
CO-1: Estimate and evaluate the concept of operational integration and global supply chain integration, different process of supply chain, role of different drivers and demand forecasting. Define and establish the strategic importance of logistics to achieve business success by creating value through supply chains.
CO-2: Interpret the foundational role of logistics as it relates to transportation and warehousing. How to align the management of a supply chain with corporate goals and strategies. Strengthen integrative management analytical and problem-solving skills.
CO-3: Learn how logistic and supply chain strategies can create value generation and utilize IT applications. Design and provide a practical approach to support the business' decision-making within the context of supply chain management and the real world.
CO-4: Analyse performance measures to achieve sustainability in supply chain operations. Evaluate environmental, social, and governance risks in end-to-end supply chains. Interpret reverse logistics, recall and recovery operations and spillover effect.

Books:
• Supply Chain and Logistics Management, Bowersos, Mc Graw Hill
• Operations and Supply Chain Management, Chase,Shankar, Jacobs, Mc GrawHill
• Supply Chain and Logistics Management, Janat Shah

MBPC3014 PROJECT MANAGEMENT (3-0-0)

Course Objectives:
1. Define The Basic Terms Associated with Modern Project Management and Organizational Strategy.
2. Understand the Organizational Structure and Culture and Defining the Project.
3. Estimate Project Times & Cost for Defining the Project Plan.Estimate The Risk Involved in Projects
4. Analyse Leadership Traits for Being an Effective Project Manager and Managing Project Teams and Create Project Closure Reports.

Module-I: Project Management: Introduction
Project Concepts, Types of Projects, Project Selection, Project Life Cycle, Introduction to Project Management, Project Management Characteristics, Project Management Structures, Work Breakdown Structure, Project Identification, Formulation and Implementation, System Approach to Project Management, Establishing Project Priorities, Project Communication Plan. Project Management in different sectors: Construction, Service Sector, Public Sector and Government Projects.

Module-II: Project Planning and Appraisal
Project Planning, Project Appraisal, feasibility Study-Technical, Commercial, Economic, Financial, Management, Social cost benefits analysis, Project Risk Analysis, Methods for Estimating Project Times and Costs, Progress and Performance Measurement and Evaluation, MIS, KPIs and KPMs, Developing status Report.

Module-III: Project Planning and Control
Scheduling and Resource Allocation Methods. Developing the Project Network, Project Network Diagram, PERT and CPM, Project Execution, Monitoring and Control, Conflict Management in Projects, Agile Project Management, Scrum: Concept, Project Closure, Project Audits.

Course Outcomes:
CO-1: Students will be able to familiarize with the basic concept and framework of Project Management
CO-2: To apply and evaluate success parameters of cost, time and quality in project management.
CO-3: To apply various techniques as CPM, PERT and Project Financial Statements etc.
CO-4: To enable students to conceive, evaluate project management feasibility and make it workable.

Suggested Text Books:
1) Prasanna Chandra, Projects, Planning, Analysis, Selection, Financing, Implementation and Review, Tata McGraw Hill
2) Samuel Mantel, Jack Meredith, Scott Shafer, Margret Sutton and MRGopalan, Project Management, Wiley India
3) Effective Project Management, Clements and Gido, Thomson – India Edition.
4) Clifford Gray, Erik Larson and Gautam Desai, Project Management, The Managerial Process, Tata McGraw Hill

MBPC3015 OPERATIONS STRATEGY (3-0-0)

Course Objectives:
1. To make understand the students about what is operations strategy and how it is applied in the field of operations management
2. To offer operations strategy in terms of business process, capacity, technology and facilities domains
3. To analyse the operations strategy in terms of quality and cost perspective
4. To build the students to use operations strategy in the field of purchasing/sourcing and supply chain management.

Module – I: Operations Strategy
Introduction, Innovation and operations discipline– Operations performance – Operations Strategy framework– Developing an operations strategy – Value chain dynamics and operations decisions – Manufacturing Architecture and operations strategy in sales, service, Operation strategy model for service and product, Operational Strategy formulation, operation strategy evaluation and control, operation strategy competitiveness.

Module – II : Systems & Processes and Capacity Strategy and Management
Vertical integration and outsourcing –Business processes –Process of operations strategy substitution for strategy – Process of operations strategy implementation – Service Strategy– Service development and organization strategy, Capacity Strategy and Management–How to make decisions on capacity and capacity expansion – Technology Strategy–Process technology decisions – Facilities strategy – facilities strategy and globalization

Module – III : Quality Strategy, Purchasing and Supply network strategy
Quality Strategy and Change / Action programs–Sources of quality – Measures of quality – Competing on cost versus availability, cost versus features and innovativeness –Competition in the housing industry: Improving cost, quality, Purchasing and Supply network strategy–Sourcing and supplier management, Logistics systems and the fulfillment of supply chain – Supplier power and overseas sourcing: Moving up the value chain in outsourcing – Environmental and Social sustainability strategy – Models for gaining advantage in a global environment; How to position within a value chain.

Course Outcomes:
CO-1:   Interpret the students about what is operations strategy and how it's applied in the field of operations management.
CO-2:   Apply operations strategy in terms of business process, capacity, technology and facilities domains.
CO-3:   Analyse the operations strategy in terms of quality and cost perspective.
CO-4:   Use operations strategy in the field of purchasing/sourcing and supply chain management.
CO-5:   Analyse the operations strategy application in real world scenario.

Books :
1) Nigel Slack and Michael Lewis, Operations strategy, Second edition, Pearson publication,
2) C. Donald J. Waters, Donald Waters, Operations Strategy, Thomson publications,
3) Terry Hill, Operations Strategy: Design, Implementation and Delivery, Macmillan Education,
4) Yeming Gong, Global Operations Strategy: Fundamentals and Practice, Springer publication,
5) Norman Gaither and Greg Frazier, Operations Management, 9th Edition, Cengage publications.

MBPC3016 TOTAL QUALITY MANAGEMENT (3-0-0)

Course Objectives:
1. This course is designed to enable the students to organize an internal team to lead the quality improvement efforts and to create awareness about the philosophy of Total Quality Management.
2. Students would understand comprehensive and strong conceptual foundation pertaining to the management of quality in services and manufacturing industries.
3. To identify the problems relating to quality through Customer Satisfaction, Employee Involvement, Failure mode and Effect Analysis, etc.
4. Students would be designing and installing best practices for quality improvement through Benchmarking, Process Improvement and adherence to International Quality Standards.

Module-I: Concept of Total Quality Management
Definition of Quality and its important. Concept, Objective &Scope of TQM, Need and Significance of TQM,Components of TQM, Evolution of TQM, Customer Supplier Relationship in TQM System, Management, Leaders in TQM System, Practices for TQM: TQM and Human Resource Development Process of TQM.Difference in Western And Japanese Approach of TQM.Total Quality and Ethics.

Module-II: Quality Systems: Overviews
Quality Systems: Concept, Integrated Management System (IMS), Requirement and Benefits.Benchmarking: Reasons to Benchmark, Benchmarking Process, Quality Function Development, (QFD) – Cost of Quality, QFD Process, Zero Defects and Continuous Improvement, PDCA Cycle, Juran Trilogy, Crosby's 10 points and Deming's 14 Points, Toyota Production System,Poka Yoke, Kanban, Kaizen, 5-S Principles, Six Sigma, Lean Management.

Module-III: Quality Circle, Statistical Tools and Techniques
Quality Circle: Purpose, Benefits, Problem in implementation of Quality Circles, Requirements of Elective Circle. Statistical Tools and Techniques: Role of Statistics in Business, Common Statistical Tools, Flow Diagram, Check Sheets, Correlation or Scatter Diagram, Cause-and-Effect Diagrams, Quality Assurance, Quality Control and inspection, Control Chart, Histogram, Pareto Chart.

Course Outcomes:
CO-1: Students will be able to familiarize with the basic concept and framework of Total Quality Management (TQM).
CO-2: To understand the contribution of quality Gurus in TQM journey.
CO-3: To grasp the nature and importance of different components, Principles, Tools & techniques that constitute TQM.
CO-4: To describe and discuss the role of techniques used in TQM for various industry and organizations.

Suggested Text Books:
1) Total Quality Management by N.V.R Naidu, G. Rajendra New Age international, First Edition, Jan 2006
2) Quality Control & Application by B. L. Hanson & P. M. Ghare, Prentice Hall of India, 2004.
3) Total Quality Management by R.S Naagarazan, New Age international,3e, 2015

Reference Books:
1) Total Quality Management by V.S Bagad Technical Publications, First Edition, Jan 2008
2) Total Quality Management by S. Rajaram Dreamtech Press, First Edition, Jan 2008.

MBPC3017 DATA MINING FOR BUSINESS DECISIONS (3-0-0)

Course Objectives:
1. Understand data mining concepts and techniques for effective data utilization.
2. Learn to analyze data using R/Rattle, covering basic metrics, PCA, correlational analysis, and visualization.
3. Gain proficiency in decision trees, ANN, clustering, regression, logistic regression for predictive analysis.
4. Explore advanced techniques like clustering, decision trees, neural networks, association analysis, market basket analysis, and text mining.

Module-I:
Introduction to Data Mining – Deriving Value from Data Mining – Applications– Basic concepts, Exploratory Analytics using R/Rattle – Basic metrics– Principal Component Analysis– Correlational analysis–Visualizing Data– Applications

Module-II :
Predictive Modeling using R/Rattle– Decision Trees– ANN – Clustering– Regression– Logistic Regression– Applications. Market Basket Analysis – Association rule mining – Naïve Bayes Analysis –Applications

Module-III :
Best Practices in Data Analytics and BI – clustering – Decision trees-Neural networks-Associations/Market Basket analysis-Text Mining

Course Outcomes:
CO-1:   Ability to identify patterns and trends in data for informed decision-making.
CO-2:   Skills in exploratory analysis, basic metrics, PCA, correlational analysis, and data visualization.
CO-3:   Build and interpret predictive models using various techniques for diverse applications.
CO-4:   Apply advanced analytics techniques to address complex business challenges and extract actionable insights.

Books :
*   Anil Maheshwari ,Data Analytics. McGraw Hill, 2017.
*   Eric Siegel, Thomas H. Davenport, ―Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die‖, Wiley, 2013
*   Anasse Bari, Mohamed Chaouchi and Tommy Jung ,PredictiveAnalytics, Willey,2015
*   Alberto Cordoba, ―Understanding the Predictive Analytics Lifecycle‖,Wiley, 2014.
*   Dean Abbott, Applied Predictive Analytics, Willey, 2014

MBPC3018 MANAGING DIGITAL INNOVATION AND TRANSFORMATION (3-0-0)

Course Objectives:
1. Understand the core domains of digital transformation and their significance for organizational change.
2. Learn to classify digital transformations and develop strategies for business model evolution, data management, social media utilization, and cloud computing adoption.
3. Develop skills to leverage social media effectively by setting goals, defining tactics, and conducting gap analysis for implementation.
4. Address challenges in ongoing digital transformations, manage employee transitions, and develop comprehensive company-wide digital strategies.

Module-I:
Introduction to Digital Transformations: The five domains of digital transformations – customer, competition, data, innovation, and value, Harness customer networks, turn data into assets, adapt value proposition

Module-II:
Classification of Digital Transformations: Business Model, product development, data, processes, knowledge, self–service, and organizational culture; Social Media Transformation: understand requirements, document goals, objective and social media tactics, establish potential future state operating model, gap analysis and recommendations.

Module-III:
Building digital capabilities: challenges ongoing digital, handling employee during digital transformations, developing companywide strategy; Digital transformations in the space ofcloud   computing: prepare   and   drive   digital transformations.

Course Outcomes:
CO-1:   Gain strategic insights into digital transformation domains to align organizational goals effectively.
CO-2:   Develop targeted strategies for various digital transformation areas to drive organizational change
CO-3:   Master social media utilization for business transformation, from goal setting to implementation.
CO-4:   Acquire skills to manage ongoing digital transformations and develop comprehensive digital strategies for organizational success.

Books:
- Herbert, Lindsay; Digital Transformation : Build your organization's Future for the Innovation Age, Bloomsbury Publication, 2017
- Venkatraman,V;TheDigitalMatrix:Newrulesforbusinesstransformationthrough technology; Lifetree Media Ltd, 2017
- Velte,A.T;Velte,T.J;andElsenpeter,R;CloudComputing:APracticalApproach, Mcgraw Hill Education (India) Private Limited,2017 (23rd reprint)
- Rogers, David, The Digital Transformation Playbook–Rethink your Business for the Digital Age (Columbia Business School Publishing),2016.
- Westerman,G; Bonnet, D; and McAfee, A; Leading Digital:Turning Technology into Business Transformation; Harvard Business Review Press, 2014.
- Srinivasan.J,andSuresh.J,CloudComputing:APracticalApproachforlearningand   implementation,   Pearson Publication, 2014.

MBPC3019 E-COMMERCE AND DIGITAL MARKETS (3-0-0)

Course Objectives:
1. Grasp the concepts of e-commerce, e-business models, and their impact on the global economy.
2. Gain insights into digital marketing strategies, e-CRM, electronic payment methods, payment gateways, digital currencies, and digital signatures for effective e-commerce operations.
3. Understand the functions of e-business channels, explore various business models on the internet, and analyze intermediation and dis-intermediation phenomena.
4. Develop entrepreneurial skills in the context of e-commerce, including understanding electronic market design, utilizing e-marketing tools, and fostering innovation in e-business ventures.

Module – I:
E–Commerce: Understanding E–Commerce –E–Business models – E– Business and the global economy –Creating E–Business plan – Social and Behavioral issues – Ethical and regulatory issues Technology and growth of E–Commerce – Economic foundations of E–Commerce– The strategy of e–business – Economics of e–business– E–Business Technologies

Module – II :
Digital Payment Systems Introduction to digital marketing – E–Marketing strategies – E–CRM –Electronic payment methods – Types of payment gateway – Digital Currencies – Digital signature

Module – III:
E–business Channel functions & E–Business Entrepreneurship Business models on the Internet – Intermediation and dis–intermediation in e–commerce – Business Incubators – Distribution channel length function, Designing Electronic market – strategic E–Marketing – E – Marketing Tool –E–Business Entrepreneurship

Course Outcomes:
CO-1: Gain a thorough understanding of e-commerce fundamentals, including business models, technological foundations, and economic principles
CO-2: Acquire proficiency in digital marketing strategies, e-CRM techniques, and various digital payment methods
CO-3: Develop expertise in managing e-business channels, optimizing distribution networks, and leveraging strategic e-marketing tactics to enhance market reach and competitiveness.
CO-4: Cultivate entrepreneurial skills essential for success in e-commerce ventures.

Books :
• Kenneth Claudin Carol Guercio Traver ―E–Commerce‖ , 14th edition, 2018, Pearson.
• Russ, Henneberry ―Digital Marketing for Dummies‖ Willey January 2017
• S.J.P.T.JOSEPH ―E–Commerce: An Indian Perspective PHI , Edition, 2016
• Gary P.Schneider ―Electronic Commerce‖ Course Technology Inc 12th edition 2017
• VandanaAhuja ―Digital marketing‖ OXFORD HIGHER Education, 3th edition 2017
• ShivaniArora ―E–Commerce‖ 2017 edition.

MBPC3020 MANAGING DIGITAL PLATFORMS (3-0-0)

Course Objectives:
1. Gain insights into different types of digital platforms, enterprise digital ecosystems, and challenges faced by modern digital enterprises.
2. Understand the dynamics of platform competition, the influence of technology on political culture.
3. Learn about the roots of marketing strategy in digital media, cross-media marketing strategies, self-branding techniques, digital business innovation, and decision rights and control in the digital realm.
4. Develop the ability to adapt strategic approaches to evolving digital landscapes, enabling agility and responsiveness to changes in digital platforms.

Module – I:
Digital Platforms – Introduction – Types – Enterprise Digital Ecosystems – Challenges in modern digital enterprises – Platform Economics – Platform Architecture – Governance – Media Optimization – Channel optimization – Audience platform Utilization.

Module – II:
Platform competition – Platform Technologies and political culture –Intellectual properties in Digital Economy – Pricing Policies ,Future of Digital Platforms – Participation – SocialMedia   Strategies.

Module – III:
Digital Media and the Roots of Marketing Strategy – Cross media Marketing Strategy Marketing self-Branding Strategies – Digital business Innovation – Decision Rights and Control

Course Outcomes:
CO-1:   Develop a comprehensive understanding of digital platforms, including their types, economics, architecture, and governance
CO-2:   Gain insights into platform competition dynamics, technological influences, intellectual property considerations
CO-3:   Acquire proficiency in digital media and marketing strategies, including cross-media marketing, self-branding techniques, and innovative approaches
CO-4:   Develop decision-making skills relevant to digital business innovation, including understanding decision rights and control mechanisms

Books:
- Shailesh Kumar Shivakumar, Enterprise Content and Search Management for Building Digital Platforms, John Wiley & Sons, 16– Dec–2016
- Craig Dempster, John Lee,The Rise of the Platform Marketer: Performance Marketing with Google, Facebook, and Twitter, Plus the Latest High–Growth Digital Advertising Platforms, John Wiley & Sons, 2015.
- Yu–li Liu, Robert G. Picard,Policy and Marketing Strategies forDigital Media, Routledge, 2014.
- Dal Yong Jin,Digital Platforms, Imperialism and Political Culture,Routledge, 2015
- Don Passey, Steve Higgins,Learning Platforms and Learning Outcomes, Routledge, 08–Apr–2016