



# Programme Specifications

## **M.B.A. (Dual Specialisation) Degree Programme**

## Programme Code: 101

# Faculty of Management and Commerce

## Batch 2025 Onwards

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M S Ramaiah University of Applied Sciences  
Bengaluru – 560 054. INDIA

# University's Vision, Mission and Objectives

The M. S. Ramaiah University of Applied Sciences (MSRUAS) focuses on student-centric professional education and motivates its staff as well as students to contribute significantly to the growth of technology, science, economy and society through their imaginative, creative and innovative pursuits. Hence, the University has articulated the following vision and objectives.

## Vision

To be an institute of excellence imparting Management Education for various Stakeholders to be Co-creators, Leaders and Entrepreneurs for Societal and Global Prosperity

## Mission

- M1. To inculcate life-long learning attribute through contemporary Pedagogical Techniques and Assessment
- M2. To cultivate critical thinking capabilities and promote multidisciplinary research for contextual problem solving through a scientific approach
- M3. To instill innovative Business Practices and Entrepreneurial Intentions for Sustainable Growth and Outreach
- M4. To develop Leaders with a holistic mindset sensible to humanity and Society

## Objectives

1. To disseminate knowledge and skills through instructions, teaching, training, seminars, workshops and symposia in Engineering and Technology, Art and Design, Management and Commerce, Health and Allied Sciences, Physical and Life Sciences, Hospitality Management, Law and Social Sciences to equip students and scholars to meet the needs of industries, business and society
2. To generate knowledge through research in Engineering and Technology, Art and Design, Management and Commerce, Health and Allied Sciences, Physical and Life Sciences, Hospitality Management, Law and Social Sciences to meet the challenges that arise in industry, business and society
3. To promote health, human well-being and provide holistic healthcare
4. To provide technical and scientific solutions to real life problems posed by industry, business and society in Engineering and Technology, Art and Design, Management and Commerce, Health and Allied Sciences, Physical and Life Sciences, Hospitality Management, Law and Social Sciences
5. To instill the spirit of entrepreneurship in our youth to and help to create more career opportunities in the society by incubating and nurturing technology product ideas, and supporting technology backed business
6. To identify and nurture leadership skills in students and help in the development of our future leaders to enrich the society we live in
7. To develop partnership with Universities, Industries, Businesses, Research Establishments, NGOs, International Organizations, Governmental Organizations in India and Abroad to enrich the experiences of faculties and students through research and developmental programmes

**Programme Specifications: M.B.A. (Dual Specialisation)**

<b>Faculty</b>	Management and Commerce
<b>Department</b>	Management Studies
<b>Programme Code</b>	101
<b>Programme Name</b>	M.B.A. (Business Analytics)
<b>Dean (I/C) of the Faculty</b>	Dr. K.M. Sharath Kumar
<b>Head of the Department</b>	Dr. K.M. Sharath Kumar

- 1. Title of the Award:** M.B.A. (Dual Specialisation)
- 2. Mode of Study:** Full-Time
- 3. Awarding Institution /Body:** M. S. Ramaiah University of Applied Sciences, Bengaluru
- 4. Joint Award:** Not Applicable
- 5. Teaching Institution:** Faculty of Management and Commerce, M. S. Ramaiah University of Applied Sciences, Bengaluru
- 6. Date of Programme Specifications:** 17<sup>th</sup> June, 2022 (BOS)
- 7. Date of Programme Approval by the Academic Council of MSRUAS:** 15<sup>th</sup> July, 2022
- 8. Next Review Date:** September 2025
- 9. Programme Approving Regulating Body and Date of Approval:** All India Council for Technical Education, New Delhi, 3<sup>rd</sup> July 2022
- 10. Programme Accredited Body and Date of Accreditation:** Not Applicable
- 11. Grade Awarded by the Accreditation Body:** Not Applicable
- 12. Programme Accreditation Validity:** Not Applicable
- 13. Programme Benchmark:** Not Applicable
- 14. Rationale for the Programme: (Appendices A to G)**

The Master of Business Administration (MBA) programme is designed to develop competent, ethical, and visionary leaders equipped to navigate the complexities of contemporary global business. Grounded in rigorous academic theory and enhanced through practical application, the programme provides a comprehensive foundation in core management disciplines while allowing students to specialize in key areas including Finance, Marketing, Human Resources, Operations, Hospitality, Pharmacy, and Data Analytics. These Specialisations address the diverse and evolving needs of industry, enabling students to tailor their learning to specific career goals and market demands. For instance, the Finance and Marketing tracks deepen strategic decision-making capabilities, while Human Resources and Operations emphasize workforce and systems efficiency. The Hospitality Specialisation prepares graduates for leadership in service-oriented sectors, and the Pharmacy track bridges healthcare knowledge with business acumen. Data Analytics, increasingly vital across industries, equips students with the tools to derive actionable insights from complex data.



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Through a blend of case studies, industry projects, internships, and experiential learning, the programme fosters critical thinking, ethical leadership, and cross-functional collaboration. The MBA ultimately prepares graduates to lead with integrity, drive innovation, and contribute meaningfully to organizational and societal progress in a variety of professional contexts.

### 15. Graduate Attributes (GAs)

- GA-1. Knowledge of Business Management:** Demonstrate deep understanding of conceptual knowledge in their chosen specialisation
- GA-2. Ethics and Social Responsibility:** Demonstrate ethical and socially responsible behaviour in Business decisions
- GA-3. Relevant Technological Literacy:** Ability to leverage appropriate technology for business decisions
- GA-4. Problem Solving and Decision Making:** Utilise critical and innovative thinking to identify and solve business problems
- GA-5. Entrepreneurial Awareness:** Acquire relevant knowledge to establish entrepreneurial ventures
- GA-6. Global Citizenship:** Exhibit team work and effective communication to adapt to cross-functional and multicultural work environments
- GA-7. Research and Lifelong Learning:** Ability to conduct business research and solve problems in a dynamic business environment
- GA-8. Leadership:** Exhibit initiative, intrapreneurial skills and lead teams effectively

### 16. Programme Outcomes (POs)

- PO-1.** Apply knowledge of management theories and practices to solve business problems.
- PO-2.** Foster Analytical and critical thinking abilities for data-based decision-making.
- PO-3.** Ability to develop Value based Leadership ability.
- PO-4.** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- PO-5.** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

### 17. Programme Goal

The programme goal is to produce postgraduates who will be able to apply management tools and techniques to optimally use scarce resources and emphasize on holistic decision-making with empathy to improve transparency as well as mitigate risks for a business process.

### 18. Program Educational Objectives (PEOs)

- PEO-1.** Practice contemporary global management principles in a wide range of business and real-world paradigm
- PEO-2.** Conduct applied research for addressing relevant business and societal concerns through an evidence based approach

PEO-3. Excel as aspiring Intrapreneurs and Entrepreneurs for Societal Well-being

PEO-4. Bestow Human Values with a rational mind-set for contingent business solutions

**19. Programme Structure:****Semester 1**

Sl. No.	Code	Course Title	Theory (H/W/S)	Tutorials (H/W/S)	Practical (H/W/S)	Total Credits	Max. Marks
1	BAC501A	Managerial Skills and Business Communication	03	00	02	04	100
2	BAC502A	Human Resource Management	03	02	00	04	100
3	BAC 503A	Managerial Economics	03	00	02	04	100
4	BAC504A	Managerial Accounts	03	02	00	04	100
5	BAC505A	Marketing Management and Marketing Research	03	00	02	04	100
6	BAC506A	Operations Management	03	00	02	04	100
<b>Total</b>		<b>18</b>	<b>04</b>	<b>08</b>	<b>24</b>	<b>600</b>	
<b>Total Number of Contact Hours Per Week</b>			<b>30</b>				

**Semester 2**

Sl. No.	Code	Course Title	Theory (H/W/S)	Tutorials (H/W/S)	Practical (H/W/S)	Total Credits	Max. Marks
1	BAC507A	Strategic Management, CSR and Sustainability	03	02	00	04	100
2	BAC513A	Business Statistics and Research Methodology	03	00	02	04	100
3	BAC509A	Management Information Systems	03	00	02	04	100
4	BAC510A	Business Law and Corporate Governance	03	00	02	04	100
5	BAC511A	Corporate Finance	03	00	02	04	100
6	BAC512A	Innovation and Entrepreneurship	03	02	00	04	100
<b>Total</b>		<b>18</b>	<b>04</b>	<b>08</b>	<b>24</b>	<b>600</b>	
<b>Total Number of Contact Hours Per Week</b>			<b>30</b>				

**Between Semester 2 and Semester 3**

Industry Internship					
Sl. No.	Code	Course Title	Practical (H/W/S)	Total Credits	Max. Marks
1	BAI513A	Industry Internship	16	08	100
<b>Total Number of Contact Hours Per Week in Industry</b>			<b>16</b>		

**Semester 3****Specialisation: Business Analytics**

Sl. No.	Code	Course Title	Theory (H/W/S)	Tutorials (H/W/S)	Practical (H/W/S)	Total Credits	Max. Marks
1	BAE541A	Data Analytics	03	00	02	04	100

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2	BAE542A	Business Intelligence and Visual Analytics	03	00	02	04	100
3	BAE543A	Introduction to Python	03	00	02	04	100
4	BAE544A	Machine Learning for Business	03	00	02	04	100
5	(Minor-1)	From Other Specialisations (Any Two Subjects from Chosen Minor Specialisation)	03	00	02	04	100
6	(Minor-2)	From Other Specialisations (Any Two Subjects from Chosen Minor Specialisation)	03	00	02	04	100
<b>Total</b>		<b>18</b>	<b>00</b>	<b>12</b>	<b>24</b>	<b>600</b>	
<b>Total Number of Contact Hours Per Week</b>			<b>30</b>				

**Specialisation: Financial Management**

Sl. No.	Code	Course Title	Theory (H/W/S)	Tutorials (H/W/S)	Practical (H/W/S)	Total Credits	Max. Marks
1	BAE525A (Major-1)	Corporate valuations mergers and acquisitions	03	02	00	04	100
2	BAE522A (Major-2)	Security Analysis and Portfolio Management	03	02	00	04	100
3	BAE523A (Major-3)	International Finance	03	00	02	04	100
4	BAE524A (Major-4)	Taxation	03	00	02	04	100
5	(Minor-1)	From Other Specialisations (Any Two Subjects from Chosen Minor Specialisation)	03	00	02	04	100
6	(Minor-2)	From Other Specialisations (Any Two Subjects from Chosen Minor Specialisation)	03	00	02	04	100
<b>Total</b>		<b>18</b>	<b>04</b>	<b>08</b>	<b>24</b>	<b>600</b>	
<b>Total Number of Contact Hours Per Week</b>			<b>30</b>				

**Specialisation: Human Resource Management**

Sl. No.	Code	Course Title	Theory (H/W/S)	Tutorials (H/W/S)	Practical (H/W/S)	Total Credits	Max. Marks
1	BAE551A (Major-1)	Recruitment, Compensation and Performance Management	03	00	02	04	100
2	BAE552A (Major-2)	International Human Resource Management	03	02	00	04	100
3	BAE553A (Major-3)	Business Leadership and Employee Relations	03	00	02	04	100
4	BAE554A (Major-4)	Strategic HRM and HR Analytics	03	00	02	04	100
5	(Minor-1)	From Other Specialisations (Any Two Subjects from Chosen Minor Specialisation)	03	02	00	04	100

6	(Minor-2)	From Other Specialisations (Any Two Subjects from Chosen Minor Specialisation)	03	00	02	04	100
		Total	18	04	08	24	600
		<b>Total Number of Contact Hours Per Week</b>	<b>30</b>				

**Specialisation: Marketing Management**

Sl. No.	Code	Course Title	Theory (H/W/S)	Tutorials (H/W/S)	Practical (H/W/S)	Total Credits	Max. Marks
1	BAE511A	Product Management and Services Marketing	3	0	2	04	100
2	BAE513A	Sales and Distribution Management	3	0	2	04	100
3	BAE512A	Consumer Behavior and Retail Marketing	3	0	2	04	100
4	BAE514A	Digital Marketing and Digital Marketing Analytics	3	0	2	04	100
5	(Minor-1)	From Other Specialisations (Any Two Subjects from Chosen Minor Specialisation)	03	00	2	04	100
6	(Minor-2)	From Other Specialisations (Any Two Subjects from Chosen Minor Specialisation)	03	00	2	04	100
		Total	18	00	12	24	600
		<b>Total Number of Contact Hours Per Week</b>	<b>30</b>				

**Specialisation: Operations Management**

Sl. No.	Code	Course Title	Theory (H/W/S)	Tutorials (H/W/S)	Practical (H/W/S)	Total Credits	Max. Marks
1	BAE531A (Major-1)	Applied Operations Research	03	00	02	04	100
2	BAE534A (Major-2)	Logistics and Supply Chain Management	03	00	02	04	100
3	BAE533A (Major-3)	Project Management and Value Analysis	03	00	02	04	100
4	BAE532A (Major-4)	TQM and Six Sigma	03	00	02	04	100
5	(Minor-1)	From Other Specialisations (Any Two Subjects from Chosen Minor Specialisation)	03	00	02	04	100
6	(Minor-2)	From Other Specialisations (Any Two Subjects from Chosen Minor Specialisation)	03	00	02	04	100
		Total	18	00	12	24	600
		<b>Total Number of Contact Hours Per Week</b>	<b>30</b>				

  
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**Specialisation: Hospitality Management**

Sl. No.	Code	Course Title	Theory (H/W/S )	Tutorials (H/W/S)	Practical (H/W/S)	Total Credits	Max. Marks
1	BAE571A (Major-1)	Hospitality Operations Management	03	00	02	04	100
2	BAE572A (Major-2)	Hospitality Revenue Management	03	00	02	04	100
3	BAE573A (Major-3)	Customer Relationship Management and Public Relations	03	00	02	04	100
4	BAE574A (Major-4)	Hospitality Information Systems	03	00	02	04	100
5	(Minor-1)	From Other Specialisations (Any Two Subjects from Chosen Minor Specialisation)	03	00	02	04	100
6	(Minor-2)	From Other Specialisations (Any Two Subjects from Chosen Minor Specialisation)	03	00	02	04	100
<b>Total</b>		<b>18</b>	<b>00</b>	<b>12</b>	<b>24</b>	<b>600</b>	
<b>Total Number of Contact Hours Per Week</b>			<b>30</b>				

**Specialisation: Pharma Business Management**

Sl. No.	Code	Course Title	Theory (H/W/S )	Tutorials (H/W/S)	Practical (H/W/S)	Total Credits	Max. Marks
1	BAE561A (Major-1)	Pharma Operations Management	03	00	02	04	100
2	BAE562A (Major-1)	Pharma Brand and Sales Management	03	02	00	04	100
3	BAE563A (Major-1)	Pharma Regulations and Green Management	03	00	02	04	100
4	BAE504A (Major-1)	Contemporary Practices in Pharma Management	03	00	02	04	100
5	(Minor-1)	From Other Specialisations (Any Two Subjects from Chosen Minor Specialisation)	03	00	02	04	100
6	(Minor-2)	From Other Specialisations (Any Two Subjects from Chosen Minor Specialisation)	03	00	02	04	100
<b>Total</b>		<b>18</b>	<b>02</b>	<b>10</b>	<b>24</b>	<b>600</b>	
<b>Total Number of Contact Hours Per Week</b>			<b>30</b>				

**Between Semester 3 and Semester 4**

<b>Industry Internship</b>					
Sl. No.	Code	Course Title	Practical (H/W/S)	Total Credits	Max. Marks
1	BAP601A	Group Project	16	08	100
<b>Total Number of Contact Hours Per Week in Industry</b>			<b>16</b>		

## Semester 4

Sl. No.	Code	Course Title	Theory (H/W/S)	Tutorials (H/W/S)	Practical (H/W/S)	Total Credits	Max. Marks
1	BAP602A	MBA Dissertation and Publication	0	0	28	14	100
		<b>Total</b>				<b>14</b>	<b>100</b>
<b>Total Number of Contact Hours Per Week in Industry</b>			<b>28</b>				

**Note:**

1. The Vacations and other activities shall be as per the Timetable and Academic Calendar for the corresponding batch
2. Students will undergo Summer Internship between 2<sup>nd</sup> and 3<sup>rd</sup> Semesters
3. Summer Internship will be evaluated in the 3<sup>rd</sup> Semester
4. Group Project will be initiated at the end of Semester 3 and evaluated before Semester 4
5. Research Methodology will be taught as a Value-Added Course
6. Minimum 20 Students are required to deliver Major Specialisation

**20. Course Delivery:** As per the Timetable**21. Teaching and Learning Methods**

1. Face to Face Lectures using Audio-Visuals
2. Workshops, Group Discussions, Debates, Presentations
3. Cases, Case study, Case lets
4. Demonstrations
5. Guest Lectures
6. Laboratory work/Field work
7. Industry Visit
8. Seminars/ Conferences
9. Group Exercises
10. Project Exhibitions
11. Management Festivals

**22. Assessment and Grading****22.1. Components of Grading**

There shall be two components of grading in the assessment of each course:

**Component 1, Continuous Evaluation (CE):** This component involves multiple subcomponents (SC1, SC2, etc.) of learning assessment. The assessment of the subcomponents of CE is conducted during the semester at regular intervals. This subcomponent represents the formative assessment of students' learning.

**Component 2, Semester-End Examination (SEE):** This component represents the summative assessment carried out in the form of an examination conducted at the end of the semester.

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Marks obtained in CE and SEE components have equal weightage (CE: 50% and SEE: 50%) in determining the final marks obtained by a student in a Course.

The complete details of Grading are given in the Academic Regulations.

## 22.2. Continuous Evaluation Policies

Continuous evaluation depends on the type of the course as discussed below:

Theory Course	
Mid-Term Exam (SC1)	Assignment/Presentation and Class Participation (SC2)
25 Marks	25 Marks

There shall be two sub - components of CE (SC1 and SC2). Each sub-component is evaluated individually for 25 marks. Apart from Mid-Term 25 Marks, the other components of CE can be of any of the following types:

- a) Online Test
- b) Assignments/Problem Solving
- c) Presentation
- d) Field Assignment
- e) Open Book Test
- f) Portfolio
- g) Reports
- h) Case Study
- i) Group Task
- j) Quiz
- k) Any other

After the two subcomponents are evaluated, the CE component marks are determined as:

$$\text{CE Component Marks} = \text{SC1} + \text{SC2} \text{ (Scaled Down to 25 Marks Each)}$$

An additional sub-component may be used at the discretion of the Faculty/Department. The Department can conduct the 3<sup>rd</sup> subcomponent SC3, if this subcomponent provides benefit to students. If the Department/Faculty conducts the SC3 subcomponent of evaluation, and the score obtained by the student in SC3 is greater than the lowest score of the previous two subcomponents SC1 and SC2, then it replaces the lower of the two scores.

## 23. Student Support for Learning

1. Course Notes
2. Reference Books in the Library
3. Magazines and Journals
4. Internet Facility
5. Computing Facility
6. Laboratory Facility
7. Staff Support
8. Lounges for Discussions
9. Any other support that enhances their learning

## 24. Quality Control Measures

1. Review of Course Notes
2. Review of Question Papers and Assignment Questions
3. Student Feedback
4. Moderation of Assessed Work
5. Opportunities for Students to see their Assessed Work
6. Review by External Examiners and their Reports
7. Staff Student Consultative Committee Meetings
8. Student Exit Feedback
9. Board of Examination

## 25. Programme Map (PO Map)

Sem.	Course Title	PO-1	PO-2	PO-3	PO-4	PO-5
1	Managerial Skills and Business Communication	3		3	1	2
1	Human Resource Management	3		2	2	1
1	Managerial Economics	2	2	1	2	
1	Managerial Accounts	3	3	1	2	
1	Marketing Management and Marketing Research	3	2	2	2	
1	Operations Management	3	3	2	2	
2	Strategic Management, CSR and Sustainability	3		2	2	
2	Business Mathematics, Statistics and Analytics	3	3	2	2	
2	Management Information Systems	3	3		3	1
2	Business Law and Corporate Governance	2	3	1		2
2	Corporate Finance	3	3	2	2	
2	Innovation and Entrepreneurship	2	1	2	2	1
B/W 2&3	Industry Internship	3	3	1		3

### Specialisation (Business Analytics)

3	Data Analytics	3	3	1	1	
3	Business Intelligence and Visual Analytics	3	3	2	2	
3	Introduction to Python	1	2	2	1	
3	Machine Learning for Business	3	3	2		1

### Specialisation (Financial Management)

3	Valuation Mergers and Acquisitions	2	3	2	2	
3	Security Analysis and Portfolio Management	2	3	2	3	
3	International Finance	1	3	2	2	
3	Taxation	3	3		2	

### Specialisation (Human Resource Management)

3	Recruitment, Compensation and Performance Management	3	2	2	2	
3	International Human Resource Management	3	1	1	3	
3	Business Leadership and Employee Relations	3	3	3	3	
3	Strategic HRM and HR Analytics	3	3	1	1	

### Specialisation (Marketing Management)

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3	Product management and Service Marketing	3	1	2	3	
3	Consumer Behavior and Retail Marketing	3	3	2	2	3
3	Sales and distribution Management	2	2	1		
3	Digital Marketing and Social Media Analysis	1	3	1	2	2
<b>Specialisation (Operations Management)</b>						
3	Applied Operations Research	3	2	2	2	
3	Total Quality Management and Six Sigma	3	3	2	2	1
3	Project Management and Value Analysis	3	3	1	2	2
3	Logistics and Supply Chain Management	3	2	2	1	
<b>Specialisation (Hospitality Management)</b>						
3	Hospitality Operations Management	3	3	3	3	2
3	Hospitality Revenue Management	3	3	3	2	2
3	Customer Relationship Management and Public Relations	3	3	3	2	2
3	Hospitality Information Systems	3	3	2	3	
<b>Specialisation (Pharma Business Management)</b>						
3	Pharma Operations Management	2	2	1	1	
3	Pharma Brand and Sales Management	3	2	1	1	
3	Pharma Regulations and Green Management	3	2		3	
3	Contemporary Practices in Pharma Management	3	2	1	2	
B/W 3&4	Group Project	2	3	2	3	3
4	MBA Dissertation and Publication	3	3		3	3

3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution

## 26. Co-curricular Activities

Students are encouraged to take part in co-curricular activities like seminars, conferences, symposia, paper writing, attending industry exhibitions, project competitions and related activities for enhancing their knowledge and networking.

## 27. Cultural and Literary Activities

Annual cultural festivals are held to showcase the creative talents in students. The Students are involved in planning and organizing the activities.

## 28. Sports and Athletics

Students are encouraged to take part in sports and athletic events regularly. Annual sports meet will be held to demonstrate sportsmanship and competitive spirit.

### Appendix A: Rationale for the Specialisation (Business Analytics)

There is large scale adoption of Business Analytics all over the world. Especially in the developed world, mere information consumption of historic events (Descriptive Statistics) has progressed into probability and forecasting models (Predictive Analytics). This leads to prediction of future events before they occur and offer recommendation to managers to improve business decisions (Prescriptive Analytics). Applied thinking is being implemented to achieve superior value for all stakeholders. Hence, there is a growing need for trained analytics professionals who can implement various business analytics solutions for profitability and eventually, competitive advantage of their firm.

The below Table 1 lays out some applications in various Industries for the various types of business analytics solutions.

Industry	Descriptive	Predictive	Prescriptive
Fraud and Risk Detection	Characteristics of defaulting customers	Probability that a customer will default	Impact of lost sale versus long term profit
Oil and Gas	Characteristics of wells with greatest production	Probability that the next well will yield results  Probability of finding oil at x feet	Isolation of variables with greatest impact on Production
Health Care	Patient profile  Traffic of patients currently  Trend in past few years	Probability of increase in number of patients  Forecast of demand for hospital services	Planning for addition of new beds, expansion of existing facility versus adding a new one
Logistics	Most profitable routes  Best delivery time and accuracy  Cost efficient means of transport	Probability that a shipment is delayed  Probability that Customer is dissatisfied with late or inaccurate delivery	Which routes to close, which to expand, which to consolidate  Where to increase warehousing  How many trucks to add to fleet
Marketing	Market Basket Reports  Customer Profitability Reports  Product Profitability Reports	Likelihood that customer will churn  Prediction of future customer purchases	Store Layout  Marketing Messages  Maintain inventory  Recommendation Engines

  
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Industry	Descriptive	Predictive	Prescriptive
Insurance	Existing Risk Profile Profitability of regions  Profitability of Customers  Profitability of products	Prediction of default in premium  Prediction of Insurance Fraud	Which customer to target and which to avoid  Detection of fraud and reduction of false payouts
Human Resource Management	Report on employee performance  Report on attrition levels	Predict productivity level by department  Predict level of compensation	Which employee should be compensated more  How to lower attrition
Finance	Performance of client portfolio  Performance relative to Market portfolio  Sectoral and firm wise analysis	Prediction of profitability Prediction of EPS	Improvement required in firm operations to increase profitability

There is a gap in knowledge as evidenced by the large number of jobs available in Data Science and Business Analytics domains. Skills required for the job of Data Scientist and Business Analytics professionals include analyzing reports on the business as to how it has performed in the past (Descriptive Analytics), creating prediction models as to what variables in the Business get impacted (Predictive Analytics) and discovering how the business needs to adapt in order to capitalize on the specific opportunity (Prescriptive Analytics)

This Analytics program aims to be innovative with the use of state-of-the-art tools and techniques. The program will use excellence in teaching with the help of case studies. It will help promote integrity and quality using objective and factual solutions. Quality will be improved with the help of accurate and timely information to facilitate managerial decision making.

Student will uncover hidden or unexpected connections, correlations, patterns, and trends to drive better decisions, to develop big data solutions that are usable and deliver value, explore the future of big data, machine learning, and artificial intelligence, use conceptual frameworks and tools to recognize the power and potential of data to implement strategic initiatives and drive competitive advantage, network with peers from diverse industries and functional areas to get fresh ideas about how data can be used effectively.

The impact on Society will be good because the standard of decision making will be of better quality. The dissemination of data will empower common people and will create a sense of objectivity in decision making in both public and private domains.

### **Appendix B: Rationale for the Specialisation (Financial Management)**

Finance Management deals with aspects related to asset selection, financing, and profit sharing. As firms internationalise, they are subject to risks from the global economic environment. There is a constant pressure to increase shareholder value while minimising exposure to global economic risks. Therefore, it is imperative to impart advanced finance skills to manage the organisations. India is an important emerging market in the world economy today. There is a need to adapt Finance Management as inflation and interest rates are mostly higher than those in developed countries. The Financial Services sector in India is seeing robust growth and with an average savings rate of 25 per cent, India is a preferred investment destination. Thus there is an increasing demand for Finance professionals in India, across industries. Karnataka recorded the highest growth rates in terms of Gross State Domestic Product (GSDP) and per capita GSDP in the last decade compared to other states. With an overall GSDP growth of 56.2% and a per capita GSDP growth of 43.9% in the last decade, Karnataka surpassed all other states in India, pushing Karnataka's per capita income in Indian Rupee terms to sixth place. Bengaluru is the knowledge capital of India due to its rich heritage of knowledge industries, universities, colleges and schools. It is an important industrial hub with an immense appetite for knowledge and expertise in financial management. This creates a requirement to develop talent in the field of Finance Management. The programme is designed to maximise student ability to understand and apply techniques and tools to real life problems in Finance. The student will have a fulfilling experience in terms of understanding the manner in which different financial decisions impact firm shareholder value. The student will gain knowledge, understand concepts, analyse and apply frameworks taught with the goal of improving firm shareholder value. MS Ramaiah University of Applied Sciences (MSRUAS) is offering a unique industry relevant programme in Financial Management. In addition, the faculty curriculum has been designed considering feedback from various industries and foreign universities to make it more comprehensive. MSRUAS acquires repute because it has created graduates with a good foundation and knowledge in the important and growing field of Finance in Industry. It will attract talented students from diverse locations as being a leading University in imparting knowledge on Finance Related Subjects. Further, the University can get project work related to Finance issues and problems from different organisations.

*Yashasvi*  
Dean

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M S Ramaiah University of Applied Sciences  
Bengaluru – 560 054. INDIA

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M.S. Ramaiah University of Applied Sciences  
Bengaluru - 560 054

### **Appendix C: Rationale for the Specialisation (Human Resource Management)**

Human Resource Management (HRM) deals with responsibilities, functions, behaviors and importance of employees. The world has become a global community making it possible for Human Resource (HR) to move across boundaries. As a result of globalisation, the world economy is interlinked and subject to regulation by international bodies. According to McKinsey's Survey 2012, the demand for employees in advanced economies is expected to increase by about 16 million over next six years. More and more people are working for international organisations and the labour force is becoming more culturally diverse and firms have to compete at global level. Hence, management of human resources is increasingly becoming crucial.

The economic growth of India has created unprecedented demand for talented and trained human resources. To meet this demand, the Government of India is encouraging private and public sectors to establish more management courses. The bustling activity in many Indian business sector organisations, indicate the criticality of managing the human resources in any organisation. Human Resource Specialists are in great demand for deploying their skills to hire, manage and retain talent in times of downturn as well as economic growth.

Karnataka State Level Skill Survey report highlights requirement of 3.5 million additional workforce by 2020. Sectors such as IT, fashion, manufacturing, retail, public and government etc. would require this infusion of workforces in order to match the growth. In addition, there is need for skilled HR professionals for competitive enterprises.

An organisation's success is critically dependent on effective management of its employees. It is increasingly vital to have skilled, committed and empowered employees in the challenging business scenario. The current developments in corporate social responsibility, talent and knowledge management are the topics of interest for research. The programme inculcates a research culture to innovate and adapt advanced human resource practices. Higher requirement of quality human resources for managing organisations has led to increase in demand for HR personnel. Realising the vital need for adequately trained HR managers, M.S. Ramaiah University of Applied Sciences (MSRUAS) gives an ideal platform for the students by exposing them to different aspects of HRM and thereby expanding their horizon. The M.B.A. in HRM provides students with managerial and leadership skills that will enable them to inculcate best HR practices. Over the years, the Department has grown intellectually and has developed a reputation amongst students, parents, and corporates. The Faculty of Management and Commerce plans for further development of Operations Management Specialisation to compete with the best Universities in the world by attracting high quality graduates as well as teaching talent from all over the Country and Abroad.

#### **Appendix D: Rationale for the Specialisation (Marketing Management)**

Marketing management is a business discipline focused on practical application of marketing techniques. It includes planning and execution of pricing, promotion, distribution of products and services to satisfy customer needs and wants. Globalisation has taken firms beyond the borders. The trend is to adapt marketing practices to achieve competitive advantages and increase profitability. Thus marketing management is important to provide superior customer value. As reported by the Ministry of Statistics, the Gross Domestic Product in India is maintaining a healthy average growth of around 6 percent during the last ten years. Further, expanding market intense competition and new opportunities enabled by leapfrogging technology are leading to 'customer-centric marketing' in Indian scenario. It is anticipated that Indian companies need efficient marketing professionals to meet challenges in dynamic environment. The turn of the millennium has witnessed the growth of Karnataka state on the industrial development front. Bengaluru, known as the silicon valley of India, is home to IT industry, Automobile industry, Health care, Hospitality, etc. engaged in marketing of goods and services. Thus there is a huge need for marketing professionals in both goods and service sectors. The specialisation in marketing management provides opportunity for students to conduct market research and analyse on the contemporary issues, challenges and strategies. The development of marketing frame work, business model, service marketing and branding strategies are the topics of interest. This course will imbibe research culture to analyse marketing strategies

This program combines the broad-based curriculum of M.B.A. programme with specialised study on marketing management, prepare students for managerial positions. M.S. Ramaiah group is a well-known group for its brand in higher education, aims to offer M.B.A. programme with interdisciplinary approach on industry relevant education. M S Ramaiah University of Applied Sciences (MSRUAS) offers post graduate degree programme in M.B.A. with Marketing Management specialisation, enrolling students from all over the world. The University has benefited by growing its expertise, breadth and depth of knowledge in national and international marketing affairs. Further, the University has opportunity for collaborative research and industry relevant projects to resolve marketing challenges faced by various organisations. The main strengths of the University are well qualified, experienced faculty who are able to provide insights on a wide range of management issues. The inhouse faculty members are well supported by the adjunct faculty members from overseas universities, industries and research establishments. In this regard, University has established good tie-ups with various industries to help students to identify and bridge the gap between academia and industry to resolve managerial problems. In addition, the faculty curriculum has been designed considering inputs from various industries and foreign universities to make it more comprehensive.



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### **Appendix E: Rationale for the Specialisation (Operations Management)**

Operations Management deals with transformation process of input resources into goods or services. Globally, Operations Management account for more than 60 per cent of cash outflow as it is deemed as a domain neutral Specialisation. Operations Manager deals with devising strategies, designing processes, planning and controlling of scarce resources. Due to opening of global markets, managing operations for diverse organisations is becoming complex. According to Deloitte's report, availability of high-quality human talent to manage operations is viewed as a critical competitiveness driver. Moreover, organisations are strategically moving their operations closer to their end markets in order to reduce costs and risks.

Based on competitiveness index survey, emerging markets like India is considered as one of the competitive regions for conducting business. Due to this unprecedented growth, there exists an ample scope for adapting to effective Operations Management practices to improve performance. In particular, Bengaluru houses world class companies like Toyota, Capgemini, Honeywell, Tesco along with large number of medium and small scale industries. To survive and grow, these organisations require around 500-600 operations personnel and managers annually with a postgraduate degree in management for the next 5-6 years. It is the primary responsibility of the Universities to produce quality graduates to leverage growth. Hence, a post graduate degree is essential to carryout analysis and recommend suitable competitive strategies for sustainable growth.

In order to fill this gap, M.S. Ramaiah University of Applied Sciences (MSRUAS) is offering Operations Management programme at the postgraduate level, since 2007. The programme inculcates a research culture to develop, analyse and adapt appropriate operations strategy for a process and is designed in consultation with industry professionals and foreign Universities. Once organisations stabilise their operation's process, the entities look for Universities for academic research to enhance their productivity. This culture envisages MSRUAS to create knowledge base in Operations Management and share experiences to student community through case studies. The graduates are getting opportunities in the well-known business houses mentioned earlier. A few are taking entrepreneurship route and many have taken research route for growth. In fact, Operations Management is one of the flagship courses of Faculty of Management and Commerce. Over the years, the Department has grown intellectually and has developed a reputation amongst students, parents, and corporates. The Faculty of Management and Commerce plans for further development of Operations Management Specialisation to compete with the best Universities in the world by attracting high quality graduates as well as teaching talent from all over the Country and Abroad.

**Appendix F: Rationale for the Specialisation (Hospitality Management)**

The 'Hospitality Industry' is a diverse and specialised service sector, employing millions of people in a wide array of jobs around the globe. United Nations World Tourism Organisation estimates an annual growth rate of approximately 10% in the hospitality industry, and the need for middle and senior level management professionals is estimated to grow proportionately. There is a shortage of qualified personnel in higher management positions in the hospitality industry. The undergraduate programmes offered by most institutions have limitations in the management component of hospitality studies which limits the growth prospects of personnel in the industry.

A Masters programme which addresses the continuous need for competent professionals in the higher echelons of hospitality management is the need of the day. At the managerial level there is a growing need for high quality education and training in hospitality to fill the gap between industry expectations and hospitality education offered today. A Master of Business Administration in Hospitality Management will ensure a strong managerial approach and well developed entrepreneurship orientation.

Individuals who will benefit from the programme include college graduates interested in entering the hospitality service sector at a managerial level, hospitality employees,+++ seeking to gain expertise and hospitality managers who want to learn about new technologies and global opportunities in the field. This Master's programme will also be beneficial to entrepreneurs looking for avenues to succeed in the hospitality business.

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M S Ramaiah University of Applied Sciences  
Bengaluru – 560 054, INDIA



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Bangalore - 560 054

### **Appendix G: Rationale for the Specialisation (Pharma Business Management)**

India, rightly coined as 'pharmacy of the world', having supplied various countries with essential medicines and medical supplies during the COVID-19 pandemic. This is evident from the fact that Indian pharmaceutical companies have indigenously created medicines for the neediest countries. The current pandemic has been proof of the fact that India can not only innovate but also rapidly distribute time-critical drugs to every part of the globe where required. India being the world's largest supplier of low-cost generics, vaccines, and affordable medicines, also produces the largest amount of drugs and has the second-largest number of Food and Drug Administration (FDA). By 2025 the Indian pharmaceutical sector is perfectly positioned to grow to US\$ 100 billion. Pharmaceuticals export from India which stood at US\$ 16.3 billion in FY20, includes bulk drugs, intermediates, drug formulations, biologicals, Ayush, and herbal products. India's biotechnology industry comprising biopharmaceuticals, bio-services, bio-agriculture, bio-industry, and bioinformatics, was valued at US\$ 64 billion in 2019 and is expected to reach US\$ 150 billion by 2025. With an aim of increasing industry revenue to \$ 120bn-130bn by 2030 from current revenue of \$ 41bn at a compound annual growth rate (CAGR) of 11-12 per cent, Indian pharmaceutical industry is poised to become the world's largest supplier of drugs.

India's advantage lies in fuelling pharmaceutical exports and strengthening the R&D ecosystem, investing in large-scale production of pharma products and expanding ancillary units, enhancing access to quality and affordable secondary/tertiary health services, strengthening India by providing technical knowledge and support to other developed and developing nations and significant availability of skill workforce and raw material.

Pharmaceutical industry has been proved to be the major driving force in economic growth for all the developed and developing countries. The pharmaceutical sector is now a key powerhouse driving the Indian economy. Hence, the importance of pharmaceutical industry in economic prosperity is undeniable. As it is the major contributor in overall production mechanism of any economy, people with special skill set and knowledge to face the challenges of services management is high in demand.

The MBA qualification is regarded internationally as the hallmark of successful managers – a pre requisite for individuals and organizations who seek to gain competitive advantage. It equips motivated individuals with an exceptional portfolio of academic and practical business skills. Studying MBA enables students to apply both creative and analytical thinking to every business issue. At the same time it also provides students with a unique framework from which to develop their experience, build on their strengths and nurture their individual talents. The wind of change towards globalisation and liberalisation is fast penetrating into the pharma industry. Industry always looks for the best of the people fit to fight with the odds of the world.

It expects the fresh business minds to demonstrate enthusiasm, be self-motivated, lead teams and motivate others. For the past few years, there has been a drastic change in pharma business trend towards global diversification. To meet this demanding strategy, Non-science graduates are also preferred apart from science graduates by many pharmaceutical companies to strengthen their demanding business and sales portfolio. If non-science graduates desires for a good career in this chosen domain, then M.B.A. Pharma Business Management Programme by Faculty of Management and Commerce is a ladder to success. The M.B.A. programme is focused on producing leading MBA graduates who truly understand the dynamics of pharmaceutical industry and business with vision, creativity and its innovativeness.

Faculty of Management and Commerce of MSRUAS offers M.B.A. programme in Pharma Business Management featured with semester which emphasizes and helps the students in understanding concepts of pharmaceutical industry, the environment, customer expectations and the best

business practices and strategies. This Programme focuses on developing the management skills and knowledge which is a pre- requisite in an expanding and constantly changing competitive global pharma businesss scenario. Apart from this, the programme specifically intends to deepen practical experience and ability to strategically manage health care industry. The Programme also focuses on conceptual thinking, analysis and research to develop and implement creative ideas and solutions to organizational issues.



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## SEMESTER 1

### Course Specifications: Managerial Skills and Business Communication

<b>Course Title</b>	Managerial Skills and Business Communication
<b>Course Code</b>	BAC501A
<b>Course Type</b>	Core Theory Course
<b>Department</b>	Management Studies
<b>Faculty</b>	Management and Commerce

#### 1. Course Summary

The aim of this course is to introduce to students, the fundamentals of Management Concepts and Managerial Skills. The course is intended to introduce the various functions of management, levels of management and skills associated with various levels of management. Students will also gain an appreciation of the roles of a Manager and Leader.

This course aims at equipping students with the essentials of business communication. Business Communication is essential since it is the important process through which managers and organizations in their entirety accomplish the set objectives culminating in the success.

#### 2. Course Size and Credits:

<b>Number of Credits</b>	04
<b>Credit Structure (Lecture: Tutorial: Practical)</b>	3:0:1
<b>Total Hours of Interaction</b>	85
<b>Number of Weeks in a Semester</b>	15
<b>Department Responsible</b>	Management Studies
<b>Total Course Marks</b>	100
<b>Pass Criterion</b>	As per the Academic Regulations
<b>Attendance Requirement</b>	As per the Academic Regulations

#### 3. Program Outcomes (POs)

- PO-1. Apply knowledge of management theories and practices to solve business problems.
- PO-2. Foster Analytical and critical thinking abilities for data-based decision-making.
- PO-3. Ability to develop Value based Leadership ability.
- PO-4. Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- PO-5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

#### 4. Course Outcomes (COs)

- CO-1.** Apply fundamental management principles for effective decision-making
- CO-2.** Analyze the managerial skills to prepare for the managerial and leadership roles
- CO-3.** Evaluate business communication strategies to accomplish organizational objectives
- CO-4.** Develop persuasive oral and written communication skills leading to efficient team environment

## 5. Course Contents

**Unit 1 (Introduction):** Concept of Fundamentals of Management, Evolution of Management Thought, Scope, Functions Principles of Scientific Management and Principles of Modern Management

**Unit 2 (Functions of Management):** Planning, Organizing, Staffing, Leading, Controlling and Leadership and Motivation theories

**Unit 3 (Managerial Skills):** Various skills required for management and leadership, Conceptual skills, Technical skills, Human skills, Leadership skills, Communication skills and associated skills

**Unit 4 (Nature of Business Communication):** Introduction, Types of Business Communication, Communication Network in Organizations; Importance of Listening in the Workplace: Introduction, Barriers to Listening, Strategies for Effective Listening, Listening in a Business Context

**Unit 5 (Reading Skills):** Introduction, Types of reading, SQ3R (Survey, Question, Read, Retrieve, and Review) Technique of Reading

**Unit 6 (Written Business Communication):** Introduction, General Principles of Writing, Principles of Business Writing, Internal Business Communication: Writing Memos, Circulars and Notices, Communicating through Email, Communication with Stakeholders

**Unit 7 (Writing and Completing Reports and Proposals):** Writing Business Reports: Introduction, Types of Business Reports, Format for Business Reports, Steps in Report Preparation; Proposals

**Unit 8 (Presentation Skills):** Public speaking including Message development, content, projection, inflection and delivery

## 6. Course Map (CO-PO Mapping)

Course Outcomes	Programme Outcomes				
	PO-1	PO-2	PO-3	PO-4	PO-5
CO-1	3				
CO-2			3		1
CO-3				1	2
CO-4					2

## 7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		30
Demonstrations		
1. Demonstration using Videos	15	
2. Demonstration using Physical Models / Systems	00	15
3. Demonstration on a Computer	00	
Numeracy		
1. Solving Numerical Problems	00	0

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Faculty of Management and Commerce  
M S Ramaiah University of Applied Sciences  
Bengaluru – 560 054, INDIA

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M.S. Ramaiah University of Applied Sciences  
Randalore - 560 054

<b>Practical Work</b>		10	
1. Course Laboratory	00		
2. Computer Laboratory	00		
3. Role Plays / Simulations		20	
<b>Others</b>			
1. HBR / Indian Case Study Presentation	05		
2. Guest Lecture (Academicians / Industry Practitioners)	05		
3. Industry / Field Visit	00		
4. Brain Storming Sessions	05		
5. Group / Panel Discussions	05		
6. Discussing Possible Innovations	00		
Term Tests, Laboratory Examination/Written Examination, Presentations		10	
<b>Total Duration in Hours</b>		<b>85</b>	

## 8. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to M.B.A Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation			
	Component 1: CE (50% Weightage)		Component 2: SEE (50% Weightage)
Subcomponent ►	SC1	SC2	
Subcomponent Type ►	Mid Term Exam	Assignment, Presentation and Class Participation	50 Marks
Maximum Marks ►	25	25	
CO-1	×	×	×
CO-2	×	×	×
CO-3		×	×
CO-4		×	×
The details of SC1 and SC2 are presented in the Programme Specifications Document			

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment as per the above template at the beginning of the Semester.

Course reassessment policies are presented in the Academic Regulations document.

## 9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How Imparted During the Course
1.	Knowledge	Classroom Lectures
2.	Understanding	Classroom Lectures, Self-study
3.	Critical Skills	Assignment
4.	Analytical Skills	Assignment
5.	Problem Solving Skills	Assignment, Examination
6.	Practical Skills	Assignment
7.	Group Work	Classroom Lectures
8.	Self-Learning	Self-study
9.	Written Communication Skills	Assignment, Examination
10.	Verbal Communication Skills	Presentation
11.	Presentation Skills	Presentation
12.	Behavioral Skills	Classroom Lectures
13.	Information Management	Assignment
14.	Personal Management	Classroom Lectures
15.	Leadership Skills	Classroom Lectures

## 10. Course Resources

### a. Essential Reading

1. Course notes
2. Harold K & and Heinz. W, (2015) Essentials of Management, 6<sup>th</sup> edition, Tata McGraw-Hill, New Delhi
3. Bovée, C. L., Thill, J. V., & Raina, R. L. (2018). *Business Communication Today*, (14th ed.). Pearson

### b. Recommended Reading

1. Prasad, L. M. (2015). Principles and Practice of Management. 9th edition, S Chand and sons
2. V. Lesikar, John D. Pettit, Jr., Marie E. Flatley. (1999), Basic Business Communication, 8th Edition, Tata McGraw Hill

### c. Magazines, Periodicals and Journals

1. Economic Times, Business Standard, Hindu Business Line
2. Business Today
3. Business India
4. Business World: ABP Group - Fortnightly business magazine
5. Prabandhan: Indian Journal of Management: Informatics Publishing Limited – Monthly issue
6. Journal of Strategic Management , John Wiley & Sons: Emerald Publishing Limited – Quarterly issue

### d. Websites

[WWW.NPTEL.AC.IN](http://WWW.NPTEL.AC.IN)

[WWW.SWAYAM.GOV.IN/NC DETAILS/NPTEL](http://WWW.SWAYAM.GOV.IN/NC DETAILS/NPTEL)

  
Dean

Faculty of Management and Commerce  
M S Ramaiah University of Applied Sciences  
Bengaluru – 560 054. INDIA

  
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Bangalore - 560 054

### Course Specifications: Human Resource Management

<b>Course Title</b>	<b>Human Resource Management</b>
<b>Course Code</b>	<b>BAC502A</b>
<b>Course Type</b>	<b>Core Theory Course</b>
<b>Department</b>	<b>Management Studies</b>
<b>Faculty</b>	<b>Management and Commerce</b>

#### 1. Course Summary

This course deals with essentials of Human Resource Management and its role within the modern organisation. Students are introduced to the concepts of Personality, Attitude, Perception and Behavior in Organisations. In addition, students are taught to analyse the concepts of recruitment, training and performance management. Students are also exposed to basic concepts of organisational design and organisational life cycle. Further, students will gain hands-on experience in HR Processes.

#### 2. Course Size and Credits:

<b>Number of Credits</b>	04
<b>Credit Structure (Lecture: Tutorial: Practical)</b>	3:1:0
<b>Total Hours of Interaction</b>	85
<b>Number of Weeks in a Semester</b>	15
<b>Department Responsible</b>	Management Studies
<b>Total Course Marks</b>	100
<b>Pass Criterion</b>	As per the Academic Regulations
<b>Attendance Requirement</b>	As per the Academic Regulations

#### 3. Program Outcomes (POs)

- PO-1. Apply knowledge of management theories and practices to solve business problems.
- PO-2. Foster Analytical and critical thinking abilities for data-based decision-making.
- PO-3. Ability to develop Value based Leadership ability.
- PO-4. Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- PO-5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

#### 4. Course Outcomes (COs)

- CO-1.** Apply the concepts of Human Resource Management for effectively managing organization
- CO-2.** Analyze the contribution of Organisation Behaviour for effective utilization of human resources
- CO-3.** Design the human resource processes for recruitment, training & development, and performance management in an organizational setting
- CO-4.** Propose the principles of Industrial Relations and Conflict Management to ensure compliance

## 5. Course Contents

**Unit 1 Human Resource Management (HRM) Overview and Human Resource Planning:** Concepts and Evolution of HRM, Difference between HRM and Personnel Management, HRM Objectives, HRM Functions, Role of the HR Practitioner, Strategic HRM and its Importance, Organisation of HR Department and Best HR Practices. Objectives of HR Planning, Planning Process, Benefits, Job Analysis, Job Description and Job Specification, Job Design and its Significance

**Unit 2 Introduction to Organisational Behaviour, Culture, Structure and Design (OB):** OB Model and Goals of OB, Foundations of Individual Behavior - Individual differences, Ability, Perception, Aptitude, Attitude, Learning, Personality, Foundations of Group Behavior - Group Properties, Group Development and Johari Window, Emotional Intelligence, Role of Organisations in Society, Organisation Structure and its Elements, Organisational Design and its Importance, Organisational Culture and its Types.

**Unit 3 Recruitment, Training & Development:** Recruitment and Selection, Recruitment Planning Process, Selection - Significance and Methods, Psychometric Tests for Hiring, using Social Media for Hiring, Induction, Training and Development, Career Management, HR Audit, Separations, Promotions, Transfers.

**Unit 4 Performance and Compensation Management:** Introduction, Objectives of Performance Management, Cycle of Performance Management, Performance Appraisal System, Methods of Appraisal - Traditional and Contemporary, Reward Management - Grade and Pay Structures, Rewarding Special Groups, Employee Compensation and Benefits.

**Unit 5 Industrial Relations and Conflict Management:** Industrial Relations, Objectives, Employee Relations Process and Approaches - Employee Voice and Grievances, Causes and Effects of Grievances, Grievance Handling Procedure, Employee Health and Safety and Factories Act, Conflict Management, Conflict Resolution Process.

## 6. Course Map (CO-PO Mapping)

		Programme Outcomes				
		PO-1	PO-2	PO-3	PO-4	PO-5
Course Outcomes	CO-1	3				
	CO-2			2	1	
	CO-3				2	1
	CO-4				2	1

## 7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
<b>Face to Face Lectures</b>		45
<b>Demonstrations</b>		
1. Demonstration using Videos	05	05
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	00	
<b>Numeracy</b>		
1. Solving Numerical Problems	00	00

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<b>Practical Work</b>		07
1. Course Laboratory	00	
2. Computer Laboratory	00	
3. Role Plays / Simulations	00	
<b>Others</b>		
1. HBR / Indian Case Study Presentation	05	
2. Guest Lecture (Academicians / Industry Practitioners)	05	
3. Industry / Field Visit		18
4. Brain Storming Sessions	05	
5. Group / Panel Discussions	05	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations		10
<b>Total Duration in Hours</b>		<b>85</b>

## 8. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to M.B.A (Human Resource Management). The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation			
	Component 1: CE (50% Weightage)		Component 2: SEE (50% Weightage)
Subcomponent ►	SC1	SC2	
Subcomponent Type ►	Mid Term Exam	Assignment, Presentation and Class Participation	50 Marks
Maximum Marks ►	25	25	
<b>CO-1</b>	×	×	×
<b>CO-2</b>	×	×	×
<b>CO-3</b>	×	×	×
<b>CO-4</b>		×	×
The details of SC1 and SC2 are presented in the Programme Specifications Document			

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment as per the above template at the beginning of the Semester.

Course reassessment policies are presented in the Academic Regulations document.

## 9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How Imparted During the Course
-------	------------------------------------	--------------------------------

1.	Knowledge	Classroom Lectures
2.	Understanding	Classroom Lectures, Self-study
3.	Critical Skills	Assignment
4.	Analytical Skills	Assignment
5.	Problem Solving Skills	Assignment, Examination
6.	Practical Skills	Assignment
7.	Group Work	Case-study Presentations
8.	Self-Learning	Self-study
9.	Written Communication Skills	Assignment, Examination
10.	Verbal Communication Skills	Presentation
11.	Presentation Skills	Presentation
12.	Behavioral Skills	Classroom Lectures
13.	Information Management	Assignment
14.	Personal Management	Group Discussions
15.	Leadership Skills	Group Discussions

## 10. Course Resources

### a. Essential Reading

1. Course Notes
2. Dessler, G., 2017. *Human Resource Management*. 15<sup>th</sup> ed. Upper Saddle River (N.J.): Prentice Hall.
3. Robbins, S. and Judge, T., 2018. *Organizational Behavior*. 18<sup>th</sup> ed. New Delhi: Pearson.

### b. Recommended Reading

1. Armstrong, M. and Taylor, S., 2020. *Armstrong's Handbook of Human Resource Management Practice*. 15<sup>th</sup> ed. New York: Kogan Page.
2. Monappa, Arun. (2017) *Industrial Relations*, 2<sup>nd</sup> ed. McGraw Hill Education, New Delhi

### c. Magazines and Journals

1. HBR Magazine
2. International Journal of Organizational Analysis, Emerald Group Publishing Ltd
3. Participation and Empowerment: An International Journal, MCB UP Ltd
4. Development and Learning in Organizations, Emerald Group Publishing
5. Elsevier and springer and people matter

### d. Websites

1. Management Library. 2022. *Management Library*. [online] Available at: <<https://managementhelp.org/>> [Accessed 10 July 2022].
2. SHRM. 2022. *SHRM - The Voice of All Things Work*. [online] Available at: <<http://www.shrm.org/>> [Accessed 10 July 2022].
3. Valamis. 2022. *What Is Talent Management? Model, Strategy, Process*. [online] Available at: <<https://www.valamis.com/hub/talent-management>> [Accessed 10 July 2022].

### e. Other Electronic Resources

NA

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Bengaluru – 560 054. INDIA

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Bengaluru - 560 054

### Course Specifications: Managerial Economics

<b>Course Title</b>	Managerial Economics
<b>Course Code</b>	BAC503A
<b>Course Type</b>	Core Theory Course
<b>Department</b>	Management Studies
<b>Faculty</b>	Management and Commerce

#### 1. Course Summary

This course deals with economics for managerial decision making. Students will be introduced to concepts such as scarcity and efficiency, problems of economic society, demand and supply analysis and elasticity. Further, concepts related to consumer behavior, producer behavior, and cost analysis as well inclusion of advanced topics in economic analysis are highlighted. Students will also be familiarized with Gross Domestic Product (GDP), national income and analyze the implications of changes in fiscal and monetary policies.

#### 2. Course Size and Credits:

<b>Number of Credits</b>	04
<b>Credit Structure (Lecture: Tutorial: Practical)</b>	3:0:1
<b>Total Hours of Interaction</b>	85
<b>Number of Weeks in a Semester</b>	15
<b>Department Responsible</b>	Management Studies
<b>Total Course Marks</b>	100
<b>Pass Criterion</b>	As per the Academic Regulations
<b>Attendance Requirement</b>	As per the Academic Regulations

#### 3. Program Outcomes (POs)

- PO-1.** Apply knowledge of management theories and practices to solve business problems.
- PO-2.** Foster Analytical and critical thinking abilities for data-based decision-making.
- PO-3.** Ability to develop Value based Leadership ability.
- PO-4.** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- PO-5.** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

#### 4. Course Outcomes (COs)

- CO-1.** Apply the concepts of economics and consumer behavior for managerial decision making
- CO-2.** Analyze the industrial demand-supply using forecasting techniques
- CO-3.** Evaluate Market Structures to solve business problems
- CO-4.** Assess and propose the implications of changes in Government fiscal and monetary policies to attain economic stability and growth

## 5. Course Contents

**Unit 1 (Introduction to Managerial Economics):** Economic Systems, Principles of Managerial Economics, Integration with Other Managerial Decision-Making Process, Tools and Analysis of Optimization, Role of Government, Private, Competition Vs. Cooperation.

**Unit 2 (Demand-Supply Analysis and Consumer Behaviour):** Definitions, Determinants, Laws and Curves of Demand and Supply, Demand Forecasting, Qualitative and Quantitative Interpretation of Demand, Law of Diminishing Marginal Utility, Consumer and Producer Surplus, Analysis of Consumer Behavior, Individual Consumer Decisions, Analysis of Consumer Decisions in Terms of their Underlying Preferences Consumer Preferences, Use of Utility Function to Make Predictions about Consumer Preferences.

**Unit 3 (Analysis of Production, Costs and Revenues):** Cost of Factors Involved in Production, Variable and Fixed Cost, Average and Marginal Cost, Real and Opportunity Cost, Economies of Scale, Law of Returns: Constant, Decreasing and Increasing Returns.

**Unit 4 (Market Structures and Decision Making):** Market Types, Perfect Competition, Price Determination and Equilibrium, Monopoly - Features, Equilibrium Condition, Price Discrimination, Monopolistic Competition – Features, Oligopoly - Cartels, Pricing Strategy, Sustainability Business Model.

**Unit 5 (Fiscal and Monetary Policies):** Gross Domestic Product, Consumer Price Index, Inflation Measurement and Adjustment, Standard of Living, Physical and Human Capital, Factors Affecting Productivity, The Business Cycle, Fiscal Policy Tools, Automatic Stabilizers, Contractionary and Expansionary Gaps, Inflows, Outflows and Restrictions Exchange Rates, Currency Appreciation and Depreciation, Trade Deficits and Surpluses.

## 6. Course Map (CO-PO Mapping)

		Programme Outcomes				
		PO-1	PO-2	PO-3	PO-4	PO-5
Course Outcomes	CO-1	2				
	CO-2		2			
	CO-3			1	2	
	CO-4				2	

## 7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
<b>Face to Face Lectures</b>		45
<b>Demonstrations</b>		
1. Demonstration using Videos	05	
2. Demonstration using Physical Models / Systems		05
3. Demonstration on a Computer		
<b>Numeracy</b>		
1. Solving Numerical Problems	10	10
<b>Practical Work</b>		00

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1. Course Laboratory	00	
2. Computer Laboratory	00	
3. Role Plays / Simulations	00	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
<b>Others</b>		15
1. HBR / Indian Case Study Presentation	05	
2. Guest Lecture (Academicians / Industry Practitioners)	02	
3. Industry / Field Visit	03	
4. Brain Storming Sessions	00	
5. Group / Panel Discussions	05	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations		10
<b>Total Duration in Hours</b>		<b>85</b>

## 8. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the M.B.A. Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1, SC2, SC3 or SC4), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation			
	Component 1: CE (50% Weightage)		Component 2: SEE (50% Weightage)
Subcomponent ►	SC1	SC2	
Subcomponent Type ►	Mid Term Exam	Assignment, Presentation and Class Participation	50 Marks
Maximum Marks ►	25	25	
CO-1	×	×	×
CO-2	×	×	×
CO-3	×	×	×
CO-4		×	×

The details of SC1 and SC2 are presented in the Programme Specifications Document

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester.

Course reassessment policies are presented in the Academic Regulations document.

## 9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Classroom lectures, Assignment
2.	Understanding	Classroom lectures, Assignment, Self-study
3.	Critical Skills	Classroom lectures, Assignment
4.	Analytical Skills	Solving Numericals, Assignment, Examinations
5.	Problem Solving Skills	Class room discussions, case study
6.	Practical Skills	Group activity, field study
7.	Group Work	Assignments, case study
8.	Self-Learning	Self-study, Assignments
9.	Written Communication Skills	Assignment, Examination
10.	Verbal Communication Skills	Group discussions, Presentations
11.	Presentation Skills	Assignment
12.	Behavioral Skills	Group discussion
13.	Information Management	Assignment
14.	Personal Management	--
15.	Leadership Skills	Group discussion

## 10. Course Resources

### a. Essential Reading

1. Course notes
2. Paul A.S. and William N.D. (2010) *Economics*, 19<sup>th</sup> edition, McGraw Hill
3. Froyen, R. T. (2015) *Macroeconomics: Theory and Policies*, 10<sup>th</sup> edition, Pearson

### b. Recommended Reading

1. Perloff, J. M. (2019) *Microeconomics*, 7<sup>th</sup> edition, Pearson
2. Varshney, R.L. and Maheshwari, K. L. (2014) *Managerial Economics*, 22<sup>nd</sup> revised edition, Sultan Chand & Sons
3. Paul, J. (2018) *Business Environment*, 4<sup>th</sup> edition, McGraw Hill education

### c. Magazines and Journals

1. Economic and Political Weekly
2. Chartered Secretary
3. Chartered Accounts Today
4. Industrial Economist
5. Quarterly Journal of Economics, Oxford University Press
6. Review of Economics and Statistics, MIT Press Journals
7. Journal of Accounting and Economics, Elsevier

### d. Websites

1. Theory and Applications of Economics, Retrieved on 12 July 2022 from <https://2012books.lardbucket.org/pdfs/theory-and-applications-of-economics.pdf>

  
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<b>Course Title</b>	Managerial Accounting
<b>Course Code</b>	BAC504A
<b>Course Type</b>	Core Theory Course
<b>Department</b>	Management Studies
<b>Faculty</b>	Management and Commerce

### 1. Course Summary

This course deals with the essentials of accounting for managers. The students are taught the concepts and principles of accounting and analysis of financial statements. Students are also trained to calculate depreciation using different methods and prepare the final accounts of sole proprietary business and company

### 2. Course Size and Credits:

<b>Number of Credits</b>	04
<b>Credit Structure (Lecture: Tutorial: Practical)</b>	3:1:0
<b>Total Hours of Interaction</b>	85
<b>Number of Weeks in a Semester</b>	15
<b>Department Responsible</b>	Management Studies
<b>Total Course Marks</b>	100
<b>Pass Criterion</b>	As per the Academic Regulations
<b>Attendance Requirement</b>	As per the Academic Regulations

### 3. Program Outcomes (POs)

- PO-1.** Apply knowledge of management theories and practices to solve business problems.
- PO-2.** Foster Analytical and critical thinking abilities for data-based decision-making.
- PO-3.** Ability to develop Value based Leadership ability.
- PO-4.** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- PO-5.** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

### 4. Course Outcomes (COs)

- CO1.** Apply the accounting concepts to enable the analytical thinking and interpreting financial data
- CO2.** Prepare the financial statements of the company for data based decision making
- CO3.** Analyze the financial statements using appropriate techniques for better decision making
- CO4.** Prepare final accounts using accounting software for achievement of organizational goals

### 5. Course Contents

**Unit 1 (Introduction):** Types of Accounting, Users of Accounting information, Concepts and Conventions of Accounting, Accounting Equation, Golden rules of accounting, Accounting Cycle, Accounting Standards, Indian GAAP, Introduction to IFRS

**Unit 2 (Accounting Records):** Accounting Process, Cash Book, Petty Cash book, Trial Balance.

Depreciation: Meaning, need & importance of depreciation and types of depreciation

**Unit 3 (Final accounts):** Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietary business, preparation of final accounts of companies, Vertical form of financial statements

**Unit 4 (Ratio Analysis):** Ratio analysis concepts, Uses and demerits of ratios, Calculation various Analysis of financial statements using ratios, Dupont analysis

**Unit 5 (Cash flow statement):** Preparation of Fund flow and Cash flow Statement. Managerial decision making using Fundamental analysis

**Unit 6 (Introduction to Accounting Software):** Creation of Company, Configure and Features settings, Generating Reports, Selecting and shutting a Company

#### 6. Course Map (CO-PO Mapping)

		Programme Outcomes				
		PO-1	PO-2	PO-3	PO-4	PO-5
Course Outcomes	CO-1	3	2			
	CO-2		3		1	
	CO-3		3	1		
	CO-4	1			2	

#### 7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
<b>Face to Face Lectures</b>		45
<b>Demonstrations</b>		
1. Demonstration using Videos	00	05
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	05	
<b>Numeracy</b>		10
1. Solving Numerical Problems	10	
<b>Practical Work</b>		10
1. Course Laboratory	00	
2. Computer Laboratory	10	
3. Role Plays / Simulations	00	
<b>Others</b>		05
1. HBR / Indian Case Study Presentation	01	
2. Guest Lecture (Academicians / Industry Practitioners)	01	
3. Industry / Field Visit	00	
4. Brain Storming Sessions	00	
5. Group / Panel Discussions	03	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations	10	
<b>Total Duration in Hours</b>		<b>85</b>

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## 8. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the M.B.A. (Banking and Financial Services) Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation			
	Component 1: CE (50% Weightage)		Component 2: SEE (50% Weightage)
Subcomponent ►	SC1	SC2	
Subcomponent Type ►	Mid Term Exam	Assignment, Presentation and Class Participation	50 Marks
Maximum Marks ►	25	25	
CO-1	×		×
CO-2	×		×
CO-3		×	×
CO-4		×	
The details of SC1 and SC2 are presented in the Programme Specifications Document			

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment as per the above template at the beginning of the Semester.

Course reassessment policies are presented in the Academic Regulations document.

## 9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Class room lectures
2.	Understanding	Class room lectures
3.	Critical Skills	Assignment ,lab
4.	Analytical Skills	Class room, Assignment , Examination
5.	Problem Solving Skills	Class room, Assignment ,Examination
6.	Practical Skills	Class room, Assignment, lab
7.	Group Work	Case study Presentation
8.	Self-Learning	Assignment
9.	Written Communication Skills	Assignment, examination
10.	Verbal Communication Skills	Case Study and Presentation
11.	Presentation Skills	Assignment
12.	Behavioral Skills	Group discussions
13.	Information Management	Assignment
14.	Personal Management	Group discussions and Case study
15.	Leadership Skills	Presentation

## 10. Course Resources

### a. Essential Reading

1. Course notes
2. Rajashekaran, Lalitha (2022), Financial Accounting, Pearson Publication. available at Pearson e-library
3. Narayanaswamy, R Financial Accounting: A Managerial Perspective
4. Ramachandran N, Kakani, Ram Kumar. (2022), Financial Accounting for Management, McGraw Hill

### b. Recommended Reading

1. Rajesh Chheda. (2018), Learn Tally.ERP 9 with GST, 2nd Edition
2. Guptha Ambrish.(2016) Financial Accounting for Management, Pearson Education
3. Rajesh Agarwal & R Srinivasan. (2005) Accounting Made Easy, Tata McGraw –Hill

### c. Magazines and Journals

1. Chartered Secretary, published by The Institute of Chartered Secretary of India
2. Chartered Accounts Today , published by Arizant
3. Journal of Accountancy. The Journal of Accountancy is a monthly publication for accountants published by AICPA & CIMA
4. International Journal of Managerial and Financial Accounting, Published by Inderscience
5. The Accounting Review, Published by Willey and Sons
6. Asian Journal Accounting Research, Published by Emerald

### d. Websites

1. Accounting standards 2022. ICFAI - Accounting, standards, amendments, [online] Available at: <<http://www.icai.org>> [Accessed 11 July 2022].

### e. Other Electronic Resources

1. Software: Tally ERP 9



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### Course Specifications: Marketing Management and Marketing Research

<b>Course Title</b>	Marketing Management and Marketing Research
<b>Course Code</b>	BAC505A
<b>Course Type</b>	Core Theory Course
<b>Department</b>	Management Studies
<b>Faculty</b>	Management and Commerce

#### 1. Course Summary

This course deals with marketing management essentials required to satisfy customers' needs, wants and demand. Students are taught to integrate the elements of Consumer Behaviour, Sales and Marketing Mix. Students are also introduced to Segmentation, Targeting and Positioning, Integrated Marketing Communications. In addition, students are familiarized with concepts and process of marketing research. Emphasis will also be provided on marketing ethics and socially responsible marketing.

#### 2. Course Size and Credits:

<b>Number of Credits</b>	04
<b>Credit Structure (Lecture: Tutorial: Practical)</b>	3:0:1
<b>Total Hours of Interaction</b>	85
<b>Number of Weeks in a Semester</b>	15
<b>Department Responsible</b>	Management Studies
<b>Total Course Marks</b>	100
<b>Pass Criterion</b>	As per the Academic Regulations
<b>Attendance Requirement</b>	As per the Academic Regulations

#### 3. Programme Outcomes (POs)

- PO-1.** Apply knowledge of management theories and practices to solve business problems.
- PO-2.** Foster Analytical and critical thinking abilities for data-based decision-making.
- PO-3.** Ability to develop Value based Leadership ability.
- PO-4.** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- PO-5.** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

#### 4. Course Outcomes (COs)

- CO-1.** Apply the concepts of Marketing Management to address consumer needs and wants
- CO-2.** Analyse B2C and B2B consumer Behavior for data based Decision Making
- CO-3.** Recommend Marketing Mix strategies for the targeted segments.
- CO-4.** Develop a Marketing Plan for a product/service for global sustainable needs.

#### 5. Course Contents

**Unit 1 Fundamentals of Marketing:** Concepts - Importance and Scope - Consumer Needs and Wants – Scanning Marketing Environment and Analyzing Marketing Mix, An Introduction To Consumer Buying Behavior in B2B and B2C contexts

**Unit 2 Segmentation Targeting and Positioning and Introduction to Product:** Introduction to process of Segmenting, Targeting and Positioning, Dealing With Competition, Introduction to concept of "Product", Product Management Concepts and Product Life Cycle Management, Concepts of Brand, Branding and Brand Management

**Unit 3 Pricing Concepts** – Introduction to Pricing Strategies - Value Based, Cost Based, Market Based, Competitor Based and New Product Pricing - Process and Evaluation of Price - Types Of Pricing

**Unit 4 Distribution Management and Design Of Marketing Channels** - Role of Distribution Management and Marketing Channels, Channel Design Decisions, Channel Management Decisions, Channel Integration, Introduction to Conflict, Co-Operation and Control In Channels

**Unit 5 Marketing Communications**- Role of Marketing Communications, Types of Marketing Communication, Developing Effective Communications, Introduction to Digital Marketing, Social Media Marketing and Deciding on Marketing Communication Mix

**Unit 6 Marketing Research and Marketing Plan:** Introduction to concept of Marketing Research, Importance of Marketing Research and process of marketing Research, Typical Components of Marketing Plan and Its Relevance To Marketing Research.

#### 6. Course Map (CO-PO Mapping)

Course Outcomes	Programme Outcomes				
	PO-1	PO-2	PO-3	PO-4	PO-5
CO-1	3				
CO-2	1	2			
CO-3			2		
CO-4				2	

#### 7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
<b>Face to Face Lectures</b>		45
<b>Demonstrations</b>		
1. Demonstration using Videos	5	
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	00	
<b>Numeracy</b>		00
1. Solving Numerical Problems	00	
<b>Practical Work</b>		
1. Course Laboratory	00	
2. Computer Laboratory	00	
3. Role Plays / Simulations	00	
<b>Others</b>		
1. HBR / Indian Case Study Presentation	05	
2. Guest Lecture (Academicians / Industry Practitioners)	05	
3. Industry / Field Visit	00	

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4. Brain Storming Sessions	05	
5. Group / Panel Discussions	05	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations		10
<b>Total Duration in Hours</b>		<b>85</b>

## 8. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the M.B.A. Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation			
	Component 1: CE (50% Weightage)		Component 2: SEE (50% Weightage)
Subcomponent ►	SC1	SC2	
Subcomponent Type ►	Mid Term Exam	Assignment, Presentation and Class Participation	50 Marks
Maximum Marks ►	25	25	
CO-1	×		×
CO-2	×	×	×
CO-3	×	×	×
CO-4		×	×
The details of SC1 and SC2 are presented in the Programme Specifications Document			

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment as per the above template at the beginning of the semester.

Course reassessment policies are presented in the Academic Regulations document.

## 9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Classroom lectures
2.	Understanding	Classroom lectures,
3.	Critical Skills	Assignment
4.	Analytical Skills	Classroom discussion, Assignment, Examinations
5.	Problem Solving Skills	Classroom discussion, Assignment, Examinations
6.	Practical Skills	Classroom discussion, Assignment
7.	Group Work	Assignments, case study
8.	Self-Learning	Self-study, Assignments

9.	Written Communication Skills	Assignment, Examination
10.	Verbal Communication Skills	Case study Presentations
11.	Presentation Skills	Assignment
12.	Behavioral Skills	Group discussion
13.	Information Management	Assignment
14.	Personal Management	Assignment
15.	Leadership Skills	Group discussions and case study

## 10. Course Resources

### a. Essential Reading

1. Course notes
2. G.Shainesh Philip Kotler, Kevin lane Keller, Alexander Chernev, Jagdish N. Sheth (2022), Marketing Management, Pearson (16th Edition)
3. Ramaswamy V. S. (2017), Marketing Management: A Strategic Decision Making Approach, Tata McGraw Hill Education Private Limited, 5th Edition
4. Nargundkar Rajendra (2019), Marketing Research – Text and Cases, 4<sup>th</sup> edition, McGraw Hill

### b. Recommended Reading

1. Armstrong Gary, Kotler Philip, Cunningham, Margaret H. and Cunningham Peggy H. (2008) Principles of Marketing, 7th edition, Pearson Education
2. Naresh Malhotra. (2016), Essentials of Marketing Research, Pearson Education

### c. Magazines and Journals

1. Harvard Business Review
2. Business India
3. Business Today
4. Outlook Business
5. Entrepreneur
6. Journal of Marketing
7. Journal of Consumer behavior
8. Journal of Interactive Marketing
9. Indian Journal of Marketing

### d. Websites

1. <https://harvardmagazine.com/>
2. <https://sloanreview.mit.edu/>
3. [www.indianjournalofmarketing.com](http://www.indianjournalofmarketing.com)
4. [www.ama.org/](http://www.ama.org/)



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### Course Specifications: Operations Management

<b>Course Title</b>	Operations Management
<b>Course Code</b>	BAC506A
<b>Course Type</b>	Core Theory Course
<b>Department</b>	Management Studies
<b>Faculty</b>	Management and Commerce

#### 1. Course Summary

The course deals with concepts of operations management. The students are introduced to the importance of operations management and the various tools and techniques that aid in efficient management of manufacturing operations. The underlying concepts and frameworks for managing resources in operations, decision making under certain and uncertain environments, demand forecasting, inventory management and production planning are dealt with. The students are exposed to solve operations problems using Spreadsheet.

#### 2. Course Size and Credits:

<b>Number of Credits</b>	04
<b>Credit Structure (Lecture: Tutorial: Practical)</b>	3:0:1
<b>Total Hours of Interaction</b>	85
<b>Number of Weeks in a Semester</b>	15
<b>Department Responsible</b>	Management Studies
<b>Total Course Marks</b>	100
<b>Pass Criterion</b>	As per the Academic Regulations
<b>Attendance Requirement</b>	As per the Academic Regulations

#### 3. Program Outcomes (POs)

- PO-1.** Apply knowledge of management theories and practices to solve business problems.
- PO-2.** Foster Analytical and critical thinking abilities for data-based decision-making.
- PO-3.** Ability to develop Value based Leadership ability.
- PO-4.** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- PO-5.** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

#### 4. Course Outcomes (COs)

- CO-1.** Apply operations management concepts for business decision making
- CO-2.** Examine the concepts of decision making under certainty and uncertainty for optimal resource allocation
- CO-3.** Evaluate capacity planning, facility location and production planning strategies for attaining optimal efficiency
- CO-4.** Formulate forecasting models for prediction to balance supply and demand

## 5. Course Contents

**Unit 1 Introduction to Operations Management:** Nature, Importance, Historical Development, Transformation Processes, Differences between Services and Manufacturing - Functions, Challenges, Current Priorities, Recent Trends, Operations Strategy, Manufacturing and Service Sector Trends, Services as a Part of Operations Management

**Unit 2 Decision Making under Certainty and Uncertainty:** Framework for Decision Making, Decision Methodologies, Break-Even Analysis, Decision Trees, Discrete-Event Simulation, Sequencing under Multi-Criteria Decision-Making Framework

**Unit 3 Problem Specific Mathematical Models for Effective Decision Making:** Game Theory Models for Negotiation, Project Management Methods – Work Breakdown Structure (WBS), Schedule Planning - CPM/PERT.

**Unit 4 (Capacity and location planning):** Capacity Planning – Definition, Types and Importance; Location planning – Need, Influencing Factors, Location Models

**Unit 5 (Demand forecasting):** Objectives and Use, Forecasting Methods, Measures of Forecast Error, Applications and Controls

**Unit 6 (Materials and Inventory Management):** Functions of Materials Management, Material Planning and Control, Need, Objectives and Techniques of Inventory Management – EOQ model, Aggregate Planning and Master Schedule, Mathematical Planning Models, Development of Master Production Schedule (MPS)

## 6. Course Map (CO-PO Mapping)

		Programme Outcomes				
		PO-1	PO-2	PO-3	PO-4	PO-5
Course Outcomes	CO-1	3			1	
	CO-2		3			
	CO-3				2	
	CO-4		3	2		

## 7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
<b>Face to Face Lectures</b>		30
<b>Demonstrations</b>		
1. Demonstration using Videos	00	05
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	05	
<b>Numeracy</b>		
1. Solving Numerical Problems	20	20
<b>Practical Work</b>		
1. Course Laboratory	00	
2. Computer Laboratory	10	10
3. Role Plays / Simulations	00	
<b>Others</b>		10

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1. HBR / Indian Case Study Presentation	05	
2. Guest Lecture (Academicians / Industry Practitioners)	02	
3. Industry / Field Visit	03	
4. Brain Storming Sessions	00	
5. Group / Panel Discussions	00	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations	10	
<b>Total Duration in Hours</b>		<b>85</b>

## 8. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the M.B.A. (Operations Management) Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation			
	Component 1: CE (50% Weightage)		Component 2: SEE (50% Weightage)
Subcomponent ►	SC1	SC2	
Subcomponent Type ►	Mid Term Exam	Assignment, Presentation and Class Participation	50 Marks
Maximum Marks ►	25	25	
CO-1	×	×	×
CO-2	×	×	×
CO-3		×	×
CO-4		×	×
The details of SC1 and SC2 are presented in the Programme Specifications Document			

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment as per the above template at the beginning of the semester.

Course reassessment policies are presented in the Academic Regulations document.

## 9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Classroom lectures, Assignment
2.	Understanding	Classroom lectures, Assignment, Self-study
3.	Critical Skills	Classroom lectures, Assignment
4.	Analytical Skills	Solving Numericals, Assignment, Examinations

5.	Problem Solving Skills	Classroom discussion, Assignment, Examinations
6.	Practical Skills	Classroom discussion, Assignment
7.	Group Work	Assignments, case study
8.	Self-Learning	Self-study, Assignments
9.	Written Communication Skills	Assignment, Examination
10.	Verbal Communication Skills	Group discussions, Presentations
11.	Presentation Skills	Assignment
12.	Behavioral Skills	Group discussion
13.	Information Management	Assignment
14.	Personal Management	--
15.	Leadership Skills	Assignment

## 10. Course Resources

### a. Essential Reading

1. Course notes
2. Stevenson, William J. (2015) *Operations Management*, 11<sup>th</sup> Edition, Mc Graw Hill Education
3. Mahadevan, B. (2015) *Operations Management: Theory and Practice*, 3<sup>rd</sup> edition, Pearson

### b. Recommended Reading

1. Kumar, S. A., & Suresh, N. (2008) *Operations Management*, 2<sup>nd</sup> edition. New Age International Publishers
2. Krajewski, L.J., Malhotra, M.K., Ritzman, L.P. and Srivastava S.K., *Operations Management*, 11<sup>th</sup> edition, Pearson

### c. Magazines and Journals

1. HBR Magazine
2. Management Science, INFORMS
3. Journal of Operations Management, John Wiley & Sons
4. International Journal of Operational Research, Inderscience Publishers

### d. Websites

1. Introduction to Operations Management, Retrieved on 12 July 2022 from <https://2012books.lardbucket.org/pdfs/theory-and-applications-of-economics.pdf>
2. Production and Operations Management, Retrieved on 12 July 2022 from <https://2012books.lardbucket.org/pdfs/theory-and-applications-of-economics.pdf>

### e. Other Electronic Resources

1. MS Excel solver
2. LINDO
3. GAMS
4. QM for Windows



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M S Ramaiah University of Applied Sciences  
Bengaluru – 560 054. INDIA



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## SEMESTER 2

### Course Specifications: Strategic Management, CSR and Sustainability

<b>Course Title</b>	Strategic Management, CSR and Sustainability
<b>Course Code</b>	BAC507A
<b>Course Type</b>	Core Theory Course
<b>Department</b>	Management Studies
<b>Faculty</b>	Management and Commerce
<b>Semester</b>	3

#### 1. Course Summary

This course deals with the essentials of Strategic Management, CSR and Sustainability. Students are taught concepts of strategy, importance of strategy, formal planning in strategic management. Students are also introduced to Environmental Analysis, Strategic Formulation, Strategic Implementation, Evaluation, Control, CSR and Sustainability for making business decisions.

#### 2. Course Size and Credits:

<b>Number of Credits</b>	04
<b>Credit Structure (Lecture: Tutorial: Practical)</b>	3:0:1
<b>Total Hours of Interaction</b>	85
<b>Number of Weeks in a Semester</b>	15
<b>Department Responsible</b>	Management Studies
<b>Total Course Marks</b>	100
<b>Pass Criterion</b>	As per the Academic Regulations
<b>Attendance Requirement</b>	As per the Academic Regulations

#### 3. Program Outcomes (POs)

- PO-1.** Apply knowledge of management theories and practices to solve business problems.
- PO-2.** Foster Analytical and critical thinking abilities for data-based decision-making.
- PO-3.** Ability to develop Value based Leadership ability.
- PO-4.** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- PO-5.** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

#### 4. Course Outcomes (COs)

- CO-1.** Apply various fundamental strategic management concepts to attain organisational goals
- CO-2.** Analyse strategic plans for sustainable and competitive achievement of corporate objectives
- CO-3.** Assess value-based implementation strategies to demonstrate the ability to lead within a collaborative team environment
- CO-4.** Develop sustainable strategic initiatives and strategic control, incorporating Corporate Social Responsibility for achieving organisational success

#### 5. Course Contents

**Unit 1 Introduction to Strategic Management:** Concept of Strategy, Nature, Scope, Process and

importance of Strategic Management. Formal Planning and Strategic Intent, Strategic Planning Process, Strategic Management Vs. Operational Management.

**Unit 2 Corporate Mission, Objectives, Environment Analysis and Strategic Formulation:** Concept of Mission and Vision, Constituents of Corporate Mission, Goals, Objectives, Concepts, Factors influencing External and Internal Environment, Competitive Analysis, SWOT Analysis, PEST Analysis, Porter's Five forces model, Boston Consulting Group (BCG) Matrix, GE matrix, Blue Ocean strategies, resource, core competence & competitive advantage, Grand Strategies, Strategic Formulation, Approaches to Strategic Formulation, Grand Strategies

**Unit 3 Strategic Implementation:** important aspects of Strategic Implementation: Functional Implementation, Behavioural Implementation, Leadership Implementation

**Unit 4 Corporate Social Responsibility (CSR) and strategy for sustainability:** Introduction to CSR, social responsibility assessment, Sustainability, guiding principles for sustainability.

**Unit 5. Strategic Evaluation and Control:** Concept and Purpose of Strategic Evaluation and analysis, Gap Analysis, Strategic Control and Feed Back.

The course outcome will be calculated based on the performance, of the student in their internals {mid semester and Continuous Internal Assessment (CIA)} and semester-end examination with a weightage of 40% for CIA and 60 % weightage for University Semester End Examination

#### 6. Course Map (CO-PO Mapping)

		Programme Outcomes				
		PO-1	PO-2	PO-3	PO-4	PO-5
Course Outcomes	CO-1	3				
	CO-2			2		
	CO-3			1	1	
	CO-4				2	

#### 7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
<b>Face to Face Lectures</b>		45
<b>Demonstrations</b>		
1. Demonstration using Videos	03	
2. Demonstration using Physical Models / Systems	00	10
3. Demonstration on a Computer	00	
<b>Numeracy</b>		0
1. Solving Numerical Problems	00	
<b>Practical Work</b>		
1. Course Laboratory	00	
2. Computer Laboratory	00	00
3. Role Plays / Simulations	00	
<b>Others</b>		
1. HBR / Indian Case Study Presentation	05	
2. Guest Lecture (Academicians / Industry Practitioners)	01	15

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3. Industry / Field Visit	01	
4. Brain Storming Sessions	00	
5. Group / Panel Discussions	00	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations		15
<b>Total Duration in Hours</b>		<b>85</b>

### 8. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to M.B.A (Marketing Management) Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation			
	Component 1: CE (50% Weightage)		Component 2: SEE (50% Weightage)
Subcomponent ►↓	SC1	SC2	
Subcomponent Type ►↓	Mid Term Exam	Assignment, Presentation and Class Participation	50 Marks
Maximum Marks ►↓	25	25	
CO-1	✗	✗	✗
CO-2	✗	✗	✗
CO-3		✗	✗
CO-4		✗	✗

The details of SC1 and SC2 are presented in the Programme Specifications Document

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment as per the above template at the beginning of the Semester.

Course reassessment policies are presented in the Academic Regulations document.

### 9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How Imparted During the Course
1.	Knowledge	Classroom Lectures
2.	Understanding	Classroom Lectures, Self-study
3.	Critical Skills	Assignment
4.	Analytical Skills	Assignment
5.	Problem Solving Skills	Assignment, Examination
6.	Practical Skills	Assignment
7.	Group Work	Classroom Lectures
8.	Self-Learning	Self-study
9.	Written Communication Skills	Assignment, Examination
10.	Verbal Communication Skills	Presentation
11.	Presentation Skills	Presentation

12.	Behavioral Skills	Classroom Lectures
13.	Information Management	Assignment
14.	Personal Management	Classroom Lectures
15.	Leadership Skills	Classroom Lectures

## 10. Course Resources

### a. Essential Reading

1. Course notes
2. Pearce J.A. and Robinson. R.B. (2015), *Strategic Management*, 19<sup>th</sup> edition, Vol.5, Tata Mc Graw Hill company.

### b. Recommended Reading

1. David R. Fred (2010), *Strategic Management: Concepts and Cases*, 13th edition, Vol 5, Prentice Hall.
2. Anthony E. Henry, (2021), *Strategic Management*, 5th edition, Vol.2, Oxford University press.
3. Michael Blowfield, Alan Murray (2019), *Corporate social Responsibility*, 4th edition, Oxford University Press.
4. Michael Blowfield (2012), *Business Sustainability*, 4th edition, Oxford University Pess.

### c. Magazines and Journals

1. Business World
2. Business Today
3. Business India
4. Journal of Strategic Management, Publisher, John Wiley and Sons Ltd
5. Journal of Technology Analysis and Strategic Management, Publisher Routledge, UK.
6. Cross Culture and Strategic Management, Emerald Group of publishing, UK.
7. Sustainability and Society, Springer Publishing

### d. Websites

1. <https://www.coursera.org/learn/strategic-management>
2. <https://archive.nptel.ac.in/resources.html>
3. <https://swayam.gov.in/explorer?searchText=strategic+management>



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Bengaluru – 560 054. INDIA



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Bangalore - 560 054

### Course Specifications: Business Statistics and Research Methodology

<b>Course Title</b>	Business Statistics and Research Methodology
<b>Course Code</b>	BAC513A
<b>Course Type</b>	Core Theory Course
<b>Department</b>	Management Studies
<b>Faculty</b>	Management and Commerce

#### 1. Course Summary

The course introduces the basic concepts of Business Mathematics including Algebra and Matrices. The course also deals with statistical analyses of management problems for effective decision making. The students are taught statistical techniques and data analysis under non-deterministic conditions to solve business problems. Various types of probability distributions are explored and discussed in the context of decision making under uncertainty. Students are taught to formulate and test hypotheses for various business situations. Further, students are trained on Descriptive, Predictive and Prescriptive Analytics for improved Managerial Decision Making.

#### 2. Course Size and Credits:

<b>Number of Credits</b>	04
<b>Credit Structure (Lecture: Tutorial: Practical)</b>	3:0:1
<b>Total Hours of Interaction</b>	85
<b>Number of Weeks in a Semester</b>	15
<b>Department Responsible</b>	Management Studies
<b>Total Course Marks</b>	100
<b>Pass Criterion</b>	As per the Academic Regulations
<b>Attendance Requirement</b>	As per the Academic Regulations

#### 3. Program Outcomes

**PO-1.** Apply knowledge of management theories and practices to solve business problems.

**PO-2.** Foster Analytical and critical thinking abilities for data-based decision-making.

**PO-3.** Ability to develop Value based Leadership ability.

**PO-4.** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.

**PO-5.** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

#### 4. Course Outcomes (COs)

After the successful completion of this course, the student will be able to:

- CO-1. Examine data to summarize the descriptive statistics and underlying probability distributions
- CO-2. Interpret hypothesis for effective decision making
- CO-3. Formulate and apply appropriate analytical models to business problems and business research
- CO-4. Develop an initial problem statement which will lead to a research publication

#### 5. Course Contents

**Unit 1 Introduction to Descriptive Statistics and Analytics:** Portraying Different methods of Data Display - Bar Graphs, Histograms, and Pie Charts. Measures of Central Tendencies (Mean, Median and Mode) and Dispersions (Range, Interquartile range, Interquartile range, Variance and standard Deviation), An Introduction to Measures of Shape (Skewness, Kurtosis and Symmetric), Introduction to Probability Distributions, Binomial, Poisson and Normal Distributions, Application to Business Problems, Visual Representation of Descriptive Statistics with Statistical Software

**Unit 2 Tests of Association:** Correlation and Regression, Tests of Inference and Hypothesis Testing - t-Test, and Z-Test, Sampling, Probability Distribution and Decision Theory: Understanding the Relevance of Sampling in Statistical Analysis and select appropriate Sampling Technique, Calculating Sample Size based on the Expected Confidence Interval, Performing Statistical Calculations with Statistical Software

**Unit 3 Regression:** Introduction to the Concept of Regression, Linear and Non-Linear Regression, Single and Multiple Regression, Meaning/interpretation of Regression Coefficients, Interpretation of R-squared, Logistic Regression, Regression as a Predictor for future, run various developed models with Statistical Software

**Unit 4: Research Methodology:** Introduction to Research, Research Design, Literature Review, Formulating Research Questions, Data Collection Methods, Data Analysis, Ethics in Research, Writing and Presenting Research, Case Studies and Practical Applications: Use case studies to illustrate how research methodology is applied in real business scenarios, enhancing practical understanding

#### 6. Course Map (CO-PO-PEO Map)

Course Outcome	Programme Outcomes				
	PO-1	PO-2	PO-3	PO-4	PO-5
CO-1	2		1		
CO-2		2			
CO-3	3	3	1		
CO-4	2				

3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution

#### 7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		35
Demonstrations		10
1. Demonstration using Videos	00	

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2. Demonstration using Physical Models / Systems	00		
3. Demonstration on a Computer	10		
<b>Numeracy</b>			
1. Solving Numerical Problems	30		
<b>Practical Work</b>			
1. Course Laboratory	00		
2. Computer Laboratory	00		
3. Engineering Workshop / Course/Workshop / Kitchen	00		
4. Clinical Laboratory	00		
5. Hospital	00		
6. Model Studio	00		
<b>Others</b>			
1. Case Study Presentation	00		
2. Guest Lecture	00		
3. Industry / Field Visit	00		
4. Brain Storming Sessions	00		
5. Group Discussions	00		
6. Discussing Possible Innovations	00		
Term Tests, Laboratory Examination/Written Examination, Presentations		10	
<b>Total Duration in Hours</b>		<b>85</b>	

## 8. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the M.B.A. (Operations Management) Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation			
Subcomponent ►	Component 1: CE (50% Weightage)		Component 2: SEE (50% Weightage)
Subcomponent Type ►	SC1: Mid Term	SC -2: Assignment, Presentation and Class Participation	100 Marks
Maximum Marks ►	25	25	
CO-1	X	X	X
CO-2	X	X	X
CO-3	X	X	X
CO-4		X	X
The details of SC1, SC are presented in the Programme Specifications Document.			

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment as per the above template at the beginning of the semester.

Course reassessment policies are presented in the Academic Regulations document.

## 9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Classroom lectures, Assignment
2.	Understanding	Classroom lectures, Assignment, Self-study
3.	Critical Skills	Classroom lectures, Assignment
4.	Analytical Skills	Solving Numericals, Assignment, Examinations
5.	Problem Solving Skills	Classroom discussion, Assignment, Examinations
6.	Practical Skills	Classroom discussion, Assignment
7.	Group Work	Assignments, case study
8.	Self-Learning	Self-study, Assignments
9.	Written Communication Skills	Assignment, Examination
10.	Verbal Communication Skills	Group discussions, Presentations
11.	Presentation Skills	Assignment
12.	Behavioral Skills	Group discussion
13.	Information Management	Assignment
14.	Personal Management	--
15.	Leadership Skills	--

## 10. Course Resources

### a. Essential Reading

1. Course notes
2. Amir, D. Aczel and Jayavel Sounderpandian (2018) *Complete Business Statistics*, 7<sup>th</sup> Edition, Tata McGraw-Hill
3. Kothari CR and Garg G (2019) Research Methodology, New Age International publishers

### b. Recommended Reading

1. Camm, Jeffrey D, Cochran, James J, Anderson David R and Williams, Thomas A (2017), *Essentials of Business Analytics*, 2<sup>nd</sup> Edition, Cengage publications, ISBN-10: 1305627733, ISBN-13: 9781305627734.

### c. Magazines and Journals

1. Harvard Magazine – Trends in Business decision making, 6 times per year
2. Sloan Management Review – MIT, Quarterly
3. Analytics India Magazine
4. Journal of Computational and Applied Mathematics, Elsevier
5. Sankhya: The Indian Journal of Statistics, Indian Statistical Institute
6. International Journal of Data Science and Analytics, Springer

### d. Websites

*Shanay* 1. Harvard Magazine (2022) N.A, *Harvard Magazine*, Retrieved on 3<sup>rd</sup> July 2022

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from <https://harvardmagazine.com/tags/quantitative-methods>

2. Sloan Management Review (2022) N.A , *MIT Sloan Magazine*, Retrieved on 3<sup>rd</sup> July 2022 from <https://sloanreview.mit.edu/>
3. Analytics India Magazine (2022) N.A, *Analytics Magazine*, Retrieved on 3<sup>rd</sup> July 2022 from <https://analyticsindiamag.com/>

**e. Other Electronic Resources**

- Statistical software by SAS (JMP) and IBM (SPSS)

### Course Specifications: Management Information Systems

<b>Course Title</b>	Management Information Systems
<b>Course Code</b>	BAC509A
<b>Course Type</b>	Core Theory Course
<b>Department</b>	Management Studies
<b>Faculty</b>	Management and Commerce

#### 1. Course Summary

This aim of this course is to equip the students with the skills required to conceptualize and design Management Information Systems (MIS). Students are taught to analyse and design MIS in a business environment. In addition, students are taught information search and retrieval skills, essentials of data management, data privacy, data protection and Enterprise Resource Planning (ERP) software for effective decision making. They are also introduced to applications of MIS in all functional areas in an organisation. Emphasis is given to identify, evaluate and apply solutions to critical business issues along with associated techniques for designing information systems. In addition, students are trained to create tables, forms, reports and execute queries using Structured Query Language (SQL) in database application.

#### 2. Course Size and Credits:

<b>Number of Credits</b>	04
<b>Credit Structure (Lecture: Tutorial: Practical)</b>	3:0:1
<b>Total Hours of Interaction</b>	85
<b>Number of Weeks in a Semester</b>	15
<b>Department Responsible</b>	Management Studies
<b>Total Course Marks</b>	100
<b>Pass Criterion</b>	As per the Academic Regulations
<b>Attendance Requirement</b>	As per the Academic Regulations

#### 3. Programme Outcomes (POs)

- PO-1.** Apply knowledge of management theories and practices to solve business problems.
- PO-2.** Foster Analytical and critical thinking abilities for data-based decision-making.
- PO-3.** Ability to develop Value based Leadership ability.
- PO-4.** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- PO-5.** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

#### 4. Course Outcomes (COs)

- CO-1.** Apply the concepts of Information Technology, IT Infrastructure and ERP to improve managerial decision-making
- CO-2.** Analyse data governance, data privacy and data protection in compliance with corporate policies and regulatory bodies
- CO-3.** Design Information Systems for an organisation using appropriate tools and techniques
- CO-4.** Create and maintain a database for effective decision making

#### 5. Course Contents

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**Unit 1 Organisations, Management and the Networked Enterprise:** Managing the Digital Firm, Information Systems in the Enterprise, Data vs. Information, Strategic Role of Information in Management, Business Systems, Information Architecture and Information Technology Infrastructure, Essentials and Types of Business Information Systems, Electronic Business, Electronic Commerce and E-Governance.

**Unit 2 Information Technology Infrastructure:** IT Infrastructure and Platforms, Managing Data Resources, Networking Concepts, Telecommunications Networks and the Internet.

**Unit 3 Organisation and Management Support Systems for the Digital Firm:** Enterprise Applications and Business Process Integration, Enterprise Applications, ERP Concepts, ERP Packages, ERP Implementation, Managing Knowledge in the Digital Firm, Decision Making for the Digital Firm.

**Unit 4 Data Governance, Data Privacy and Data Protection:** Ethical and Social issues in the Digital Firm, Goals of Information Security, Risks to Information Systems, Security Measures, Authentication and Encryption, Digital Signatures and Digital Certificates, Ethical, Social, and Political Issues in Data Management, Privacy & Personal Data Protection Policy, Security and Control.

**Unit 5 Building and Managing Information Systems:** Redesigning the Organisation with Information Systems, System Development Life Cycle, Stages of the SDLC, Types of SDLC, Methodology for the Design and Analysis of Information Systems, Information systems Development, Tools and Techniques for Analysis and Design of Information System, Role of Systems and Business Analysts, Business Intelligence, Cloud Computing and Big Data, The Internet of Things (IoT), AI, Mobile Computing, Block Chain Technology, Business Value of Systems, Introduction to 5G, Introduction to Dashboards

**Unit 6 Database Management System and ERP:** Types of Data, Data Collecting Methods, Concept and Characteristics of Database and Database Management System, Database Lifecycle (DBLC), Data Warehouse and Data Mining, Data and Relational Models, Role of Database Administrators, Role of Database Designers, DBMS Architecture, Data Models, Categories of Data Models, Schemas, Instance, DBMS Language and Interface, Classifications of Database Management Systems, Introduction to Relational Model, Data Normalization Concepts, Structure of Relational Databases, Microsoft Access Database System, Understanding Access Objects: Objects, Tables, Queries, Forms, Reports, Modules, Creation of Tables, Designing Tables, Data Types and Indexes, Creation of Forms, Auto Forms, Main Form and Sub Form, Reports, Creation of Queries and Sorting the Records in a Database, Introduction to SQL, SQL Data Definition and Data Types, Specifying Constraints in SQL, Schema Change Statements, Basic Queries, INSERT, DELETE and UPDATE statements in SQL, Functional and Business Modules in an ERP Package.

#### 6. Course Map (CO-PO Mapping)

	Programme Outcomes (POs)				
	PO-1	PO-2	PO-3	PO-4	PO-5
CO-1	3				
CO-2		2		3	
CO-3		3			1
CO-4	1	2			

3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution

## 7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
<b>Face to Face Lectures</b>		30
<b>Demonstrations</b>		10
1. Demonstration using Videos	05	
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	05	
<b>Numeracy</b>		00
1. Solving Numerical Problems	00	
<b>Practical Work</b>		30
1. Course Laboratory	00	
2. Computer Laboratory	30	
<b>Others</b>		05
1. HBR / Indian Case Study Presentation	02	
2. Guest Lecture (Academicians / Industry Practitioners)	01	
3. Industry / Field Visit	00	
4. Brain Storming Sessions	00	
5. Group / Panel Discussions	01	
6. Discussing Possible Innovations	01	
Term Tests, Laboratory Examination/Written Examination, Presentations		10
<b>Total Duration in Hours</b>		<b>85</b>

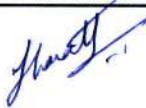
## 8. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to M.B.A Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation			
	Component 1: CE (50% Weightage)		Component 2: SEE (50% Weightage)
Subcomponent ►	SC1	SC2	
Subcomponent Type ►	Mid Term Exam	Assignment, Presentation and Class Participation	50 Marks
Maximum Marks ►	25	25	
CO-1	×	×	×
CO-2	×	×	×
CO-3	×	×	×
CO-4		×	×

The details of SC1 and SC2 are presented in the Programme Specifications Document



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The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment as per the above template at the beginning of the Semester.

Course reassessment policies are presented in the Academic Regulations document.

### 9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How Imparted During the Course
1.	Knowledge	Classroom Lectures
2.	Understanding	Classroom Lectures, Self-study
3.	Critical Skills	Assignment
4.	Analytical Skills	Laboratory, Examination and Assignment
5.	Problem Solving Skills	Assignment, Examination
6.	Practical Skills	Assignment, Laboratory Exercises
7.	Group Work	Classroom Lectures, Case study Discussion
8.	Self-Learning	Self-study
9.	Written Communication Skills	Assignment, Examination, Laboratory Report
10.	Verbal Communication Skills	Presentation
11.	Presentation Skills	Presentation
12.	Behavioral Skills	Classroom Lectures
13.	Information Management	Assignment, Laboratory Report
14.	Personal Management	Classroom Lectures
15.	Leadership Skills	Classroom Lectures

### 10. Course Resources

#### a. Essential Reading

1. Class Notes
2. Laudon, Kenneth C. and Laudon, Jane P. (2018) *Management Information Systems – Managing the Digital Firm*, 15<sup>th</sup> edition, Prentice-Hall: India
3. Magal Simha R. (2011) *Integrated Business Processes with ERP Systems*, 1<sup>st</sup> edition, Wiley: US
4. Avi Silberschatz, Henry F. Korth and S. Sudarshan (2019) *Database System Concepts*, 7<sup>th</sup> edition, McGraw-Hill: India

#### b. Recommended Reading

1. O'Brien, James, A., Marakas, George M. and Ramesh Behl (2019) *Management Information Systems*, 11<sup>th</sup> edition, McGraw Hill: India
2. Jawadekar, Waman S. (2020) *Management Information Systems*, India, 6<sup>th</sup> edition, Tata McGraw-Hill: India

#### c. Magazines and Journals

1. Information Technology Management, Maximilian Press
2. Silicon India, siliconindia Inc., Monthly
3. Data Quest, Cyber Media India Ltd, Fortnightly
4. Journal of Database Management, IGI Publishing
5. MIS Quarterly, Management Information Systems Research Center (United States)
6. International Journal of Information Management, Elsevier

**d. Websites**

1. Practical Web-Based ERP Software (2019) *webERP*, Retrieved on 07 July 2022 from <http://www.weberp.org/>
2. Write better code (2022) *Start with a pull request*, Retrieved on 07 July 2022 from <https://github.com/features/code-review>
3. TC Sessions(2022): Robotics 2022 Retrieved on 07 July 2022 from <https://techcrunch.com/events/tc-sessions-robotics-2022/>

**e. Other Electronic Resources**

1. Software: Database, MS Excel



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### Course Specifications: Business Law and Corporate Governance

<b>Course Title</b>	Business Law and Corporate Governance
<b>Course Code</b>	BAC510A
<b>Course Type</b>	Core Theory Course
<b>Department</b>	Management Studies
<b>Faculty</b>	Management and Commerce

#### 1. Course Summary

This course deals with essentials of Business Laws in India. Students are introduced to the rights and obligations of persons arising out of commercial transactions. The students are taught provisions of key business legislations governing business activities that facilitate them to take decisions conforming to the law of the land. Also this course emphasizes on protection of Consumers' rights. Students are familiarized with basics of corporate governance.

#### 2. Course Size and Credits:

<b>Number of Credits</b>	04
<b>Credit Structure (Lecture: Tutorial: Practical)</b>	3:0:1
<b>Total Hours of Interaction</b>	85
<b>Number of Weeks in a Semester</b>	15
<b>Department Responsible</b>	Management Studies
<b>Total Course Marks</b>	100
<b>Pass Criterion</b>	As per the Academic Regulations
<b>Attendance Requirement</b>	As per the Academic Regulations

#### 3. Program Outcomes (POs)

- PO-1.** Apply knowledge of management theories and practices to solve business problems.
- PO-2.** Foster Analytical and critical thinking abilities for data-based decision-making.
- PO-3.** Ability to develop Value based Leadership ability.
- PO-4.** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- PO-5.** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

#### 4. Course Outcomes (COs)

- CO-1** Identify fundamental legal principles in contractual agreements of business and its role in an economic, political and social context for legal compliance.
- CO-2** Examine legal concepts and principles of the law relating to the obligations that can arise between parties in a business relationship
- CO-3** Recommend legal and fiscal structure governing the different forms of business organizations.
- CO-4** Develop critical legal arguments for business issues to enhance business decision making

#### 5. Course Contents

**Unit 1 Introduction**, nature, scope, objectives, Justice delivery system in India

**Indian Contract Act, 1872**- Essentials of Valid Contract types of Contracts, breach of contract and remedies for breach of contract, Performance of Contract, termination and discharge of contract, Special Contracts

**The Sale of Goods Act, 1930**- Contract Of Sale, Difference Between Sale And Agreement To Sell - Conditions And Warranties - Transfer Of Ownership In Goods Including Sale By Non-Owners - Performance Of Contract Of Sale - Unpaid Seller - Meaning And Rights Of An Unpaid Seller Against The Goods And The Buyer, Auction Sale.

**Unit 2 Business Acts: Competition Act, 2002**- Definitions, Competition Commission of India – its establishment and composition, Duties, Powers and functions of Commission, Penalties, Competition Advocacy, Prohibition of certain agreements, Abuse of Dominant position, and regulation of combinations

**Consumer Protection Act, 1986**: definition of consumer, goods and defect, consumer rights, services and deficiency, consumer forums, procedure to approach consumer forums,

**Information Technology Act, 2000**- Objectives, Scope, Major concepts, Role of government, Electronic records, Digital signature, Certifying authorities, Offences and penalties.

**Unit 3 The Limited Liability Partnership Act, 2008** - Salient Features of LLP - Difference between LLP and Partnership, LLP and Company - LLP Agreement - Nature of LLP - Partners and Designated Partners - Incorporation Document - Incorporation by registration

**Incorporation of Companies** –Meaning – Promoters – their functions – Duties of Promoters – Key provisions of Companies act 1956 and 2013, Incorporation – Meaning – certification of Incorporation – Memorandum of Association – Meaning – Purpose – Alteration of Memorandum – Doctrine of Ultravires – Articles of Association - Meaning – Contents – Alteration of Article – Relationship between Articles and Memorandum, Directors, types of companies, management of companies: directors and meetings; winding up of companies

**Unit 4 The Negotiable Instruments Act, 1881** - Definition, Features and types of negotiable instruments; Methods of negotiation of Instruments; holder and holder-in-due Course; Endorsement and delivery of a negotiable instrument; Presentation of Negotiable Instrument, Banker and Customer: An introduction; Crossing of a cheque; Types of crossing; Bouncing of cheques; Obligations of Banker and Customer; Dishonor and discharge of negotiable instruments.

**Corporate Governance** – Evolution, practices and regulations, Triple Bottom Line, Models of Corporate Governance

**6. Course Map (CO-PO Mapping)**  
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		Programme Outcomes				
		PO-1	PO-2	PO-3	PO-4	PO-5
Course Outcomes	CO-1	3			1	
	CO-2		3	1		2
	CO-3	2				
	CO-4		3	1		

## 7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
<b>Face to Face Lectures</b>		35
<b>Demonstrations</b>		
1. Demonstration using Videos	15	15
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	00	
<b>Numeracy</b>		00
1. Solving Numerical Problems	00	
<b>Practical Work</b>		25
1. Course Laboratory	00	
2. Computer Laboratory	00	
3.. Role Plays / Simulations	00	
<b>Others</b>		25
1. HBR / Indian Case Study Presentation	10	
2. Guest Lecture (Academicians / Industry Practitioners)	05	
3. Industry / Field Visit	00	
4. Brain Storming Sessions	05	
5. Group / Panel Discussions	05	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations	10	
<b>Total Duration in Hours</b>	<b>85</b>	

## 8. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to M.B.A Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation			
Subcomponent ►	Component 1: CE (50% Weightage)		Component 2: SEE (50% Weightage)
	SC1	SC2	
Subcomponent Type ►	Mid Term Exam	Assignment, Presentation and Class Participation	50 Marks
Maximum Marks ►	25	25	

CO-1	x	x	x
CO-2	x	x	x
CO-3		x	x
CO-4		x	x
CO-5		x	x

The details of SC1 and SC2 are presented in the Programme Specifications Document

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment as per the above template at the beginning of the Semester.

Course reassessment policies are presented in the Academic Regulations document.

## 9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How Imparted During the Course
1.	Knowledge	Classroom Lectures
2.	Understanding	Classroom Lectures, Self-study
3.	Critical Skills	Assignment
4.	Analytical Skills	Assignment
5.	Problem Solving Skills	Assignment, Examination
6.	Practical Skills	Assignment
7.	Group Work	Classroom Lectures
8.	Self-Learning	Self-study
9.	Written Communication Skills	Assignment, Examination
10.	Verbal Communication Skills	Presentation
11.	Presentation Skills	Presentation
12.	Behavioral Skills	Classroom Lectures
13.	Information Management	Assignment
14.	Personal Management	Classroom Lectures
15.	Leadership Skills	Classroom Lectures

## 10. Course Resources

### a. Essential Reading

4. Class Notes
5. Kuchhal M.C. and Kuchhal V., (2018), Business Law, New Delhi, Vikas Publishing
6. Kevin Keasey, Steve Thompson and Mike Wright, (2005) Corporate Governance Accountability, Enterprise and International Comparisons, John Wiley and Sons Ltd.
7. N.D.Kapoor, (2014) "Company Law" Sultan Chand & Sons, New Delhi

### b. Recommended Reading

1. Aggarwal S K, (2017), Business Laws, New Delhi, Galgotia Publishers Company
2. Maheshwari S N and Maheshwari S K, (2014), Principles of Business Law, New Delhi, Himalaya Publishing House
3. Ravinder Kumar, (2016), Legal Aspects of Business, New Delhi, Cengage Learning

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**c. Magazines and Journals**

1. Business India
2. Business Today
3. Business World: ABP Group, Fortnightly business magazine
4. Prabandhan: Indian Journal of Management: Informatics Publishing Limited, Monthly issue
5. Journal of Strategic Management, John Wiley & Sons: Emerald Publishing Limited, Quarterly issue
6. Business Strategy: PwC Strategy& Inc., Quarterly issue

**d. Websites**

1. <http://doj.gov.in/>
2. [www.LiveLaw.in](http://www.LiveLaw.in)

**11. Course Organization**

<b>Course Code</b>	Business Law and Corporate Governance	
<b>Course Title</b>	BAC510A	
<b>Course Leader's Name</b>	As per Time Table	
<b>Course Leader's Contact Details</b>	<b>Phone:</b>	080-4536 6666
	<b>E-mail:</b>	As per time table
<b>Course Specifications Approval Date</b>	17 <sup>th</sup> July 2022	
<b>Next Course Specifications Review Date</b>	May-2024	

### Course Specifications: Corporate Finance

<b>Course Title</b>	Corporate Finance
<b>Course Code</b>	BAC511A
<b>Course Type</b>	Core Theory Course
<b>Department</b>	Management Studies
<b>Faculty</b>	Management and Commerce

#### 1. Course Summary

The course deals with formulation and implementation of financial decisions in a company. Analytical ability of students is honed through concepts to increase firm shareholder value. Students are taught concepts of cash management, inventory management, capital budgeting and cost of capital. In addition, value-based management and dividend decision will be discussed. Students are taught to evaluate tradeoff between risk and return. Further, students are taught tools and techniques to measure asset volatility and performance in the context of a corporation.

#### 2. Course Size and Credits:

<b>Number of Credits</b>	04
<b>Credit Structure (Lecture: Tutorial: Practical)</b>	3:0:1
<b>Total Hours of Interaction</b>	85
<b>Number of Weeks in a Semester</b>	15
<b>Department Responsible</b>	Management Studies
<b>Total Course Marks</b>	100
<b>Pass Criterion</b>	As per the Academic Regulations
<b>Attendance Requirement</b>	As per the Academic Regulations

#### 3. Program Outcomes (POs)

- PO-1.** Apply knowledge of management theories and practices to solve business problems.
- PO-2.** Foster Analytical and critical thinking abilities for data-based decision-making.
- PO-3.** Ability to develop Value based Leadership ability.
- PO-4.** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- PO-5.** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

#### 4. Course Outcomes (COs)

- CO-1.** Apply the essential principles of Financial Management for value maximization
- CO-2.** Analyze the optimization of cost of capital, working capital and enable effective capital budgeting
- CO-3.** Evaluate financial decisions with the objective of sustainable firm profitability
- CO-4.** Formulate financial techniques for solving problems related to firm capital structure

*Tharshini*  
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## 5. Course Contents

**Unit 1 Indian Financial system and Financial Markets:** Salient features of Indian Financial System, Resource Mobilization, Channelization of Funds, Equity, Debt and Currency Markets, Markets for Short Term Financing requirements, Financial Sector Reforms and Financial Markets, Contemporary Issues

**Unit 2 Introduction to Financial management:** The role of Financial Management, Introduction, The goal of a firm, Corporate Governance, Organization of Financial Management Function, The Business Environment, The Tax Environment, The Financial Environment.

**Unit 3 Valuation:** The Time Value of Money, The Valuation of Long-term securities; Bond Valuation, Preferred Stock Valuation, Common Stock Valuation, Risk and Return; Defining Risk and Return, Risk and Return in Portfolio Context, The Capital –Asset Pricing Model (CAPM), Efficient Financial Market. Flow of Funds Statements, Cash Flow forecasting, Cash flow estimates.

**Unit 4 Working capital Management:** Overview of Working Capital Management, Cash and Marketable, Securities Management, Accounting Receivables, and Inventory Management, Short – Term Financing.

**Unit 5 Investment in Capital Assets:** Capital Budgeting and Estimating Cash flows, Capital Budgeting Techniques

**Unit 6 The Cost of Capital, Capital Structure, and Dividend Policy:** Required Returns and the Cost of Capital, Operating and Financial Leverage, Capital Structure Determination, Dividend Policy

**Unit 7 Intermediate and Long-Term Financing:** The Capital Market, Long-Term Debt, Preferred Stock, and Common Stock, Term Loans and Leases

## 6. Course Map (CO-PO Mapping)

The course outcome will be calculated based on the performance, of the student in their internals {mid semester and Continuous Internal Assessment (CIA)} and semester-end examination with a weightage of 40% for CIA and 60 % weightage for University Semester End Examination

Course Outcome	Programme Outcomes				
	PO-1	PO-2	PO-3	PO-4	PO-5
CO-1	3	2			
CO-2	1	3			
CO-3			2		
CO-4				2	

3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution

## 7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
<b>Face to Face Lectures</b>		30
<b>Demonstrations</b>		
1. Demonstration using Videos	05	
2. Demonstration using Physical Models / Systems	00	05

3. Demonstration on a Computer	00	
<b>Numeracy</b>		
1. Solving Numerical Problems	10	10
<b>Practical Work</b>		
1. Course Laboratory	05	
2. Computer Laboratory	00	
3. Role Plays / Simulations	00	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
<b>Others</b>		
1. HBR / Indian Case Study Presentation	05	
2. Guest Lecture (Academicians / Industry Practitioners)	00	
3. Industry / Field Visit	00	
4. Brain Storming Sessions	00	
5. Group / Panel Discussions	00	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations	10	
<b>Total Duration in Hours</b>	<b>85</b>	

### 8. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to M.B.A (Financial Management) Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation			
	Component 1: CE (50% Weightage)		Component 2: SEE (50% Weightage)
Subcomponent u	SC1	SC2	
Subcomponent Type u	Mid Term Exam	Assignment, Presentation and Class Participation	50 Marks
Maximum Marks u	25	25	
CO-1	X	X	Ø
CO-2	X	X	Ø
CO-3		X	Ø
CO-4		X	Ø
The details of SC1 and SC2 are presented in the Programme Specifications Document			

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment as per the above template at the beginning of the Semester.

Course reassessment policies are presented in the Academic Regulations document.

  
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## 9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Classroom lectures
2.	Understanding	Classroom lectures, Self-study
3.	Critical Skills	Assignment
4.	Analytical Skills	Assignment
5.	Problem Solving Skills	Assignment, Examination
6.	Practical Skills	Assignment
7.	Group Work	Classroom Lectures
8.	Self-Learning	Self-study
9.	Written Communication Skills	Assignment, Examination
10.	Verbal Communication Skills	Presentation
11.	Presentation Skills	Presentation
12.	Behavioral Skills	Classroom Lectures
13.	Information Management	Assignment
14.	Personal Management	Classroom Lectures
15.	Leadership Skills	Classroom Lectures

## 10. Course Resources

### a. Essential Reading

1. Class Notes
2. Van Horne, James C and Wachowicz, John M (2015) Fundamentals of Financial Management, 13th edition, Pearson Education India

### b. Recommended Reading

1. Brealey, R. and Myers, S. (2014) Principles of corporate Finance. 7th edition, McGraw Hill.
2. Gitman, L. and Zutter, C. (2012) Principles of Managerial Finance. 13th Edition, Prentice Hall.
3. Keown, A., Martin, J. and Petty, W. (2017) Foundations of Finance. 9th Edition, Pearson Education Limited.

### c. Magazines and Journals

1. The Economist
2. CFO magazine
3. E-Journal of Management Accounting Research, American Accounting Association
4. Chartered Secretary, CSA publications
5. Finance India, Review Publishing Company Ltd
6. Forbes India – Reliance Industries, Monthly
7. Business India - Fortnightly
8. Business Today – Bi-weekly

### d. Websites

1. [https://exinfm.com/training/video\\_finance\\_lessons.htm](https://exinfm.com/training/video_finance_lessons.htm), Retrieved on 8th July 2022

from <https://exinfm.com>

- 2. <http://www.quickmba.com/finance/>, Retrieved on 8th July 2022 from www.quickmba.com
- 3. <https://www.economist.com/the-world-this-week>, Retrieved on 8th July 2022 from www.economist.com
- 4. <https://www.ft.com/markets>, Retrieved on 8th July 2022 from www.ft.com

**e. Other Electronic Resources**

- 1. Software: MS Excel

  
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**Course Specifications: Innovation and Entrepreneurship**

<b>Course Title</b>	Innovation and Entrepreneurship
<b>Course Code</b>	BAC512A
<b>Course Type</b>	Core Theory Course
<b>Department</b>	Management Studies
<b>Faculty</b>	Management and Commerce

**1. Course Summary**

The aim of course is to impart comprehensive knowledge of an innovative and entrepreneurial ecosystem. The students are encouraged to develop entrepreneurial spirit by imparting skills to start-up, grow and sustain an enterprise. This course emphasizes on igniting the innovation thought process, thereby leading to new business ventures. Students will be trained to prepare and pitch a business plan to investors using lean canvas model.

**2. Course Size and Credits:**

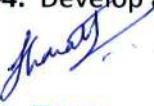
<b>Number of Credits</b>	04
<b>Credit Structure (Lecture: Tutorial: Practical)</b>	3:1:0
<b>Total Hours of Interaction</b>	85
<b>Number of Weeks in a Semester</b>	15
<b>Department Responsible</b>	Management Studies
<b>Total Course Marks</b>	100
<b>Pass Criterion</b>	As per the Academic Regulations
<b>Attendance Requirement</b>	As per the Academic Regulations

**3. Programmee Outcomes (POs)**

- PO-1.** Apply knowledge of management theories and practices to solve business problems.
- PO-2.** Foster Analytical and critical thinking abilities for data-based decision-making.
- PO-3.** Ability to develop Value based Leadership ability.
- PO-4.** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- PO-5.** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

**4. Course Outcomes (COs)**

- CO-1.** Identify the concepts and process of entrepreneurship for evaluating new business opportunities
- CO-2.** Analyse laws and regulations pertaining to innovative ideas for the creation and management of Business venture
- CO-3.** Evaluate the financial ecosystem for start-ups to formulate funding strategies for new venture
- CO-4.** Develop a viable business plan for the investor's appraisal using Lean Canvas Model


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## 5. Course Contents

**Unit 1 (Entrepreneur & Entrepreneurship):** Meaning of Entrepreneur, Evolution of the concept, Functions of an Entrepreneur, Entrepreneurial process, Types of Entrepreneurships - Social entrepreneurship, Rural entrepreneurship, Key Elements in an Entrepreneur's Background, Key Entrepreneurial Feelings and Motivations - Role Models and Support Systems - MSME Policies. Make-In India, Start-Up India, Stand-Up India,

**Unit 2 Laws and Regulations:** Intellectual Property Rights of a New Venture, Process for Filing Patent, Trademark, Copyrights, Protection of Venture's Trade Secrets Through Licensing, Geographical Indicators, Design Act, internal Auditing Processes - Contracts, Insurance, and Product Safety and Liability

**Unit 3 Innovation and Creativity:** Types of Innovations. Identify Various Sources of Ideas for New Ventures - Methods Available for Generating New Venture Ideas - Creativity, Design Thinking and the Techniques for Creative Problem Solving. Aspects of the Product Planning and Development Process.

**Unit 4 Creating and Managing New Venture:** Creating Opportunities, Resources, Role of New Ventures and Small Businesses in the Economy, Types of Entry Strategies, Feasibility Analysis and Launching a New Venture. Generic Strategies, Strategies for Expansion, Joint Ventures, Acquisitions, Mergers, Franchising,

**Unit 5 Raising Capital and financial ecosystem for the Start-up Ventures:** Financial Need, New Venture Financials and Business Valuation, Sources of Funds for Enterprises, Financial Aspect of Business Plan - Preparation for Generating Funds. Bootstrapping, Banks, Angel finance, Venture Capitalist, Private Equity, Crowd Funding, Online platforms and Informal Risk Capital.

**Unit 6 The Business plan:** Business Plan, Scope and Value of the Business Plan to Investors, Lenders, Employees, Suppliers, and Customers, Critical Section of the Business Plan, Step-By-Step Explanation of the Business Plan, Monitor the Business Plan, Marketing Plan, Organizational Plan, Financial Plan. Preparation of lean canvas Model, Project Report Preparation, Preparation and Pitching Business plan to investors.

## 6. Course Map (CO-PO Mapping)

		Programme Outcomes				
		PO-1	PO-2	PO-3	PO-4	PO-5
Course Outcomes	CO-1	2				
	CO-2		1			
	CO-3					1
	CO-4			2	2	

### 7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
<b>Face to Face Lectures</b>		45
<b>Demonstrations</b>		
1. Demonstration using Videos	05	05
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	00	
<b>Numeracy</b>		00
1. Solving Numerical Problems	00	
<b>Practical Work</b>		05
1. Course Laboratory	00	
2. Computer Laboratory	00	
3. Role Plays / Simulations	05	
<b>Others</b>		20
1. HBR / Indian Case Study Presentation	04	
2. Guest Lecture (Academicians / Industry Practitioners)	02	
3. Industry / Field Visit	03	
4. Brain Storming Sessions	03	
5. Group / Panel Discussions	04	
6. Discussing Possible Innovations	04	
Term Tests, Laboratory Examination/Written Examination, Presentations	10	
<b>Total Duration in Hours</b>		<b>85</b>

### 8. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to M.B.A Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation			
	Component 1: CE (50% Weightage)		Component 2: SEE (50% Weightage)
Subcomponent ►	SC1	SC2	
Subcomponent Type ►	Mid Term Exam	Assignment, Presentation and Class Participation	50 Marks
Maximum Marks ►	25	25	
CO-1	×	×	×
CO-2	×	×	×
CO-3	×	×	×
CO-4		×	×

The details of SC1 and SC2 are presented in the Programme Specifications Document

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The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment as per the above template at the beginning of the Semester.

Course reassessment policies are presented in the Academic Regulations document.

### 9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How Imparted During the Course
1.	Knowledge	Class room lectures, Brainstorming Sessions
2.	Understanding	Class room lectures
3.	Critical Skills	Assignment, Brainstorming Sessions
4.	Analytical Skills	Class room, assignment, examination
5.	Problem Solving Skills	Assignment, examination
6.	Practical Skills	Assignment
7.	Group Work	Case study Presentation
8.	Self-Learning	Assignment
9.	Written Communication Skills	Assignment, examination
10.	Verbal Communication Skills	Case study and group discussions
11.	Presentation Skills	Case study and group discussions
12.	Behavioral Skills	Group discussions
13.	Information Management	Assignment
14.	Personal Management	Assignment and Group Discussion
15.	Leadership Skills	Group discussions and Case study

### 10. Course Resources

#### a. Essential Reading

1. Course Notes
2. Hisrich, R., Peters, M. and Shepherd, D., 2020. *Entrepreneurship*. 11th ed. McGraw Hill.
3. Innovation textbooks and Venture Capital reference material

#### b. Recommended Reading

1. Charantimath, P., 2018. *Entrepreneurship development and small business enterprises*. 3rd ed. Belgaum, India: Pearson Education.
2. Roy, R., 2020. *Entrepreneurship*. 3rd ed. Noida: Oxford University Press.
3. Innovation textbooks and venture capital

#### c. Magazines and Journals

1. Business World: ABP Group - Fortnightly business magazine
2. Business Today
3. Business World
4. Journal of Small Business Management , Blackwell publishing- yearly
5. Business Strategy: PwC Strategy & Inc. - Quarterly issue
6. International Journal of Entrepreneurship – Sage Publications

M.B.A

7. The International Journal of Entrepreneurship and Innovation - Sage Publications
8. International Journal of Entrepreneurship and Small Business - Inderscience Enterprises Ltd.

**d. Websites**

1. India, S., 2022. *Homepage*. [online] Start-up India. Available at: <<https://www.startupindia.gov.in/>> [Accessed 10 July 2022].
2. Allsharktank, Products., 2022. *Homepage*. [online] All Shark Tank Products. Available at: <<https://www.allsharktankproducts.com/>> [Accessed 10 July 2022].
3. India, M., 2022. *Make In India*. [online] Makeinindia.com. Available at: <<https://www.makeinindia.com/>> [Accessed 10 July 2022].
4. Funds seeking and crowd sourcing websites



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## Course Specifications: Industry Internship

<b>Course Title</b>	Industry Internship
<b>Course Code</b>	BAI513A
<b>Course Type</b>	Project
<b>Department</b>	Management Studies
<b>Faculty</b>	Faculty of Management and Commerce

### 1. Course Summary

This Industry Internship course is designed to enable students to apply theoretical knowledge gained during the MBA program to real-world management problems. The course requires students to engage with organizations to solve practical challenges, develop insights from field-based data, and recommend viable solutions. It emphasizes structured project execution, professional communication, teamwork, and analytical decision-making, thereby enhancing students' career readiness and managerial acumen.

### 2. Course Size and Credits:

<b>Number of Credits</b>	08
<b>Credit Structure (Lecture: Tutorial: Practical)</b>	0:0:16
<b>Total Hours of Interaction</b>	250
<b>Number of Weeks in a Semester</b>	15
<b>Department Responsible</b>	Management Studies supported by Training and Placement Department
<b>Total Course Marks</b>	100
<b>Pass Criterion</b>	As per the Academic Regulations
<b>Attendance Requirement</b>	As per the Academic Regulations

### 3. Programme Outcomes (POs)

- PO-1.** Apply knowledge of management theories and practices to solve business problems.
- PO-2.** Foster Analytical and critical thinking abilities for data-based decision-making.
- PO-3.** Ability to develop Value based Leadership ability.
- PO-4.** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business
- PO-5.** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

### 4. Course Outcomes (COs)

- CO1:** Apply knowledge and project skills to address industry-based challenges through the internship.
- CO2:** Analyze organizational data for solving the business problem
- CO3:** Evaluate internship outcomes using management concepts and critical thinking in order to propose suitable value-based recommendations.
- CO4:** Create high-quality reports and deliver professional presentations in a team context on the internship findings and conclusions related to the organisation

## 5. Course Contents

### Industry Internship in the relevant organization

Internships are educational and career development opportunities, providing practical experience in a field or discipline. They are structured, short-term, supervised placements in an organisation often focused around particular tasks or projects with defined timescales. An internship may be compensated or non-compensated. The internship has to be meaningful and mutually beneficial to the intern and to the organization. It is important that the course learning outcomes and the activities of the internship program are clearly defined and understood.

A student is advised to select an organization for internship pertaining to the field of chosen specialization. A student can focus his/her study in the field on specialization such as finance, marketing, etc. An internee is advised to select a section or unit of a large / reputed organization for work. An internee should do extensive work on work allotted by the industry supervisor and prepare recommendations for areas of improvement. The internship report at the end of the internship period must give all information with regard to the learning, observations, and results accomplished during the internship period.

Thus, the Internship, involves Industry engagement and data collection under organizational guidance, Application of conceptual frameworks and managerial tools, Report writing, presentation preparation, stakeholder communication, Review and defense of findings in front of an academic panel.

## 6. Course Map (CO-PO Mapping)

		Programme Outcomes				
		PO-1	PO-2	PO-3	PO-4	PO-5
Course Outcome	CO-1	3				
	CO-2		2			
	CO-3		3	1		
	CO-4					3

## 7. Course Teaching and Learning Methods

Topics	Methods	Hours
Industry Internship	Field Work in the relevant Organisation where Internship is being carried out	160
	Writing report of the work assigned, work done, results, findings, conclusions	40
	Preparations and Delivery of Presentations	40
Review of Report and Presentations based on feedback by Industry Mentor and Academic Mentor		10
		<b>Total</b> 250




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## 8. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the M.B.A. Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component CE or SEE, COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation		
	Component 1: CE (50% Weightage)	Component 2: SEE (50% Weightage)
Subcomponent ►	SC1	SEE
Subcomponent Type ►	Presentation	Internship Report
Maximum Marks ►	50	50
CO-1	×	×
CO-2	×	×
CO-3	×	×
CO-4	×	×

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester. Course reassessment policies are presented in the Academic Regulations document.

## 9. Achieving Learning Outcomes

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Internship
2.	Understanding	Internship
3.	Critical Skills	Internship
4.	Analytical Skills	Internship
5.	Problem Solving Skills	Internship
6.	Practical Skills	Internship
7.	Group Work	Internship
8.	Self-Learning	Internship
9.	Written Communication Skills	Report
10.	Verbal Communication Skills	Presentation
11.	Presentation Skills	Presentation
12.	Behavioral Skills	Interaction with staff of the organization
13.	Information Management	Report
14.	Leadership Skills	Effective management of learning, time management, achieving the learning outcomes

## 10. Course Resources

### a. Essential Reading

1. Organization website and Literature provided by the organisation
2. Discussions with stakeholders Eg. Faculty Supervisor, Company representatives



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**SEMESTER - 3****BUSINESS ANALYTICS****Course Specifications: Data Analytics**

<b>Course Title</b>	Data Analytics
<b>Course Code</b>	BAE541A
<b>Course Type</b>	Specialisation – Elective
<b>Department</b>	Management Studies
<b>Faculty</b>	Management and Commerce

**1. Course Summary**

This course aims to introduce to students to different types of data and methods for their analyses. The students are taught about the importance of data, its types and analyses of data. They also learn about dimension reduction techniques and clustering of data according to business requirements. The students are introduced to spread sheet and other analytic tools used for data management and analysis. Cases related to the application of these techniques in business for data cleaning, pattern recognition and in market research are also discussed.

**2. Course Size and Credits:**

<b>Number of Credits</b>	04
<b>Credit Structure (Lecture: Tutorial: Practical)</b>	3:0:1
<b>Total Hours of Interaction</b>	85
<b>Number of Weeks in a Semester</b>	15
<b>Department Responsible</b>	Management Studies
<b>Total Course Marks</b>	100
<b>Pass Criterion</b>	As per the Academic Regulations
<b>Attendance Requirement</b>	As per the Academic Regulations

**3. Program Outcome (POs)**

- PO-1.** Apply knowledge of management theories and practices to solve business problems.
- PO-2.** Foster Analytical and critical thinking abilities for data-based decision-making.
- PO-3.** Ability to develop Value based Leadership ability.
- PO-4.** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- PO-5.** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

**4. Course Outcomes (COs)**

- CO-1.** Apply Exploratory Data Analysis (EDA), linear and logistic regression analysis for effective decision making

- CO-2. Examine the concepts of ridge regression and Linear Discriminant Analysis (LDA) and its use in solving business problems
- CO-3. Evaluate Principal Component Analysis (PCA) and its applications to enhance value based problem solving
- CO-4. Propose data classification using clustering techniques to identify patterns and group similar data

## 5. Course Contents

**Unit 1 Introduction:** Role of Data Analytics in Business, Types of Data, Analyzing Data Sets to Summarise their Main Characteristics

**Unit 2 Logistic Regression and Multivariate Linear Regression:** The Logit Model, Odds, Odds Ratio, Inverse Logistic Function, Interpretation of Coefficients; Ordinary Least Square Concept, Variable Selection, Homoscedasticity or Constancy in Error Variance, Independence or Non-Correlation of Error Terms, Interpretation of Coefficients of a Multiple Regression

**Unit 3 Ridge regression and Linear discriminant Analysis (LDA):** Regularized Least Squares (RLS), Concept of Diagonal Ridge in Co-variance Matrix, Application of Ridge Regression, Continuous Independent Variables and a Categorical Dependent Variable, Assumptions, Discriminant functions, Discriminant Rules, Eigen Values

**Unit 5 Exploratory Data Analysis (EDA):** Discuss the Tools and Techniques including Box Plot, Histograms, Run-Chart, Pareto Charts, Hypothesize Causes of a Problem, Assess Assumptions of EDA, Appropriate Tool Selection, Data Collection through Experiments

**Unit 6 Principal Component Analysis (PCA):** Concept of Orthogonal Linear Transformation, Dimensionality Reduction, Applications, Limitations of PCA Methodologies, Open Source and Spread Sheet Tools

**Unit 7 Cluster analysis:** Connectivity-Based Clustering (Hierarchical Clustering), Centroid-Based Clustering, Distribution-Based Clustering, Density-Based Clustering, Grid-Based Clustering - Applications and Methods. Discuss Methods for Two Dimensional and Higher Dimensional Clustering Algorithms

Case discussions and applications of all data analysis techniques in business

## 6. Course Map (CO-PO Mapping)

		Programme Outcomes				
		PO-1	PO-2	PO-3	PO-4	PO-5
Course Outcome	CO-1		3			
	CO-2	3				
	CO-3	2		1		
	CO-4		2		1	

## 7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration
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		M.B.A
		in Hours
<b>Face to Face Lectures</b>		35
<b>Demonstrations</b>		
1. Demonstration using Videos	00	10
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	10	
<b>Numeracy</b>		07
1. Solving Numerical Problems	07	
<b>Practical Work</b>		20
1. Course Laboratory	00	
2. Computer Laboratory	20	
3. Role Plays / Simulations	00	
<b>Others</b>		03
1. HBR / Indian Case Study Presentation	03	
2. Guest Lecture (Academicians / Industry Practitioners)	00	
3. Industry / Field Visit	00	
4. Brain Storming Sessions	00	
5. Group / Panel Discussions	00	
6. Discussing Possible Innovations	00	
Term Tests and Written Examination		10
<b>Total Duration in Hours</b>		<b>85</b>

## 8. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the M.B.A. (Business Analytics) Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE - Continuous Evaluation or SEE – Semester End Exam) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation			
Subcomponent ►	Component 1: CE (50% Weightage)		Component 2: SEE (50% Weightage)
	SC1	SC2	
Subcomponent Type ►	Mid Term Exam	Assignment, Presentation and Class Participation	50 Marks
Maximum Marks ►	25	25	
CO-1	X	X	X
CO-2	X	X	X
CO-3		X	X
CO-4		X	X
The details of SC1 and SC2 are presented in the Programme Specifications Document			

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment as per the above template at the beginning of the semester.

Course reassessment policies are presented in the Academic Regulations document.

### 9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Classroom lectures, Assignment
2.	Understanding	Classroom lectures, Assignment
3.	Critical Skills	Classroom lectures, Assignment
4.	Analytical Skills	Solving Numerical, Assignment
5.	Problem Solving Skills	Classroom discussion, Assignment, Examinations
6.	Practical Skills	Classroom discussion
7.	Group Work	Assignments, case study
8.	Self-Learning	Assignment
9.	Written Communication Skills	Assignment, examination
10.	Verbal Communication Skills	Group discussions, Presentations
11.	Presentation Skills	Assignment
12.	Behavioral Skills	Group Discussion
13.	Information Management	Assignment, examination
14.	Personal Management	Course work
15.	Leadership Skills	--

### 10. Course Resources

#### a. Essential Reading

1. Course notes
2. Maheshwari, A. (2017), *Data Analytics*, 1<sup>st</sup> Edition, Mc Graw Hill Education
3. Hair, J.F., Black, W.C., Babin, B. J. and Anderson, R.E. (2018), *Multivariate Data Analysis*, 8<sup>th</sup> Edition, Cengage
4. Jolliffe, I.T. (2010), *Principal Component Analysis*, 2<sup>nd</sup> Edition, Springer

#### b. Recommended Reading

1. Sampathkumar, A. (2022), *Data Delivers Dollars: Quality of Data Determines Quality of Profits*, 1<sup>st</sup> Edition, Notion Press
2. Jones, H. (2020), *Data Science: The Ultimate Guide to Data Analytics, Data Mining, Data Warehousing, Data Visualization, Regression Analysis, Database Querying, Big Data for Business and Machine Learning for Beginners*, Kindle edition, Bravex Publications

#### c. Magazines and Journals

1. Analytics Magazine
2. Analytics Insight Magazine

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3. AI Magazine
4. International Journal of Data Science and Analytics, Springer
5. Journal of Management Analytics, Taylor and Francis
6. International Journal of Business Analytics, IGI Global

**d. Websites**

1. Big Data Analytics, Retrieved on 07 July 2022 from <https://www.cis.upenn.edu/~cis545/2019A/>

e. **Other Electronic Resources**

## 1. Software: JMP, MS Excel, Python

**Course Specifications: Introduction to Python**

<b>Course Title</b>	Introduction to Python
<b>Course Code</b>	BAE543A
<b>Course Type</b>	Specialisation – Elective
<b>Department</b>	Management Studies
<b>Faculty</b>	Management and Commerce

**1. Course Summary**

This course deals with essentials of python programming. Students are taught to design and develop python code which will eventually be useful in Business Analytics subjects, in order to solve business problems. In particular, design of basic python programs after logical problem formulation, editing program in interactive editor, testing and debugging python programs, accessing data from variety of sources are taught. Problems in domain of marketing (segmentation), finance (portfolio management) are modeled and solved with simple python programs.

**2. Course Size and Credits:**

<b>Number of Credits</b>	04
<b>Credit Structure (Lecture: Tutorial: Practical)</b>	3:0:1
<b>Total Hours of Interaction</b>	85
<b>Number of Weeks in a Semester</b>	15
<b>Department Responsible</b>	Management Studies
<b>Total Course Marks</b>	100
<b>Pass Criterion</b>	As per the Academic Regulations
<b>Attendance Requirement</b>	As per the Academic Regulations

**3. Program Outcomes**

- PO1. Apply knowledge of management theories and practices to solve business problems.
- PO2. Foster Analytical and critical thinking abilities for data-based decision making.
- PO3. Ability to develop Value based Leadership ability.
- PO4. Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- PO5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

**4. Course Outcomes (COs)**

- CO-1. Apply basic frameworks and libraries of Python to solve business problems
- CO-2. Analyze simple Python programs using interactive editors for finance and marketing applications
- CO-3. Select data from varied sources and apply to business problems
- CO-4. Create programs with grouping, sorting and reporting tools to perform prescriptive and predictive analytics

**5. Course Contents**

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**Unit 1 Introduction to Python Programming:** Object Oriented Programming Concepts, Introduction to Programming, History, Numbers, Strings, Variables, Comments, Comparison Operators, Lists, Dictionaries, Tuples, and Functions

**Unit 2 Introduction to Built-in Packages:** Packages, Importing Packages, Selective ways of Importing Packages, Different ways of Importing Packages, Matplotlib Basics, Pandas Basics including Data Frame Handling, Numpy Basics including Array Handling

**Unit 3 Program Flow and String Handling:** Introduction to if else, elif, for, while loops, break, for Range, Nested Loops, Continue Statements, String Handling in Python, Functions, Classes, Inheritance, Recursion

**Unit 4 Database I/O and Data Operations in Python:** Read Data from csv, Excel and Text Formats for Varied Data Sets, Perform Descriptive Statistics and Use Matplotlib to produce Reports and Graphs, Read List of Files in a Directory, Open Command in Python, Try and Catch Error for File not found, Read file into Data Frame, Sort and Group Data Frame, Index Handling in Data Frame, Join Data Frame using Join and Merge Data Frame Statements.

**Unit 5 Applications of Python:** Import Stock Prices, Compute Stock Returns and Associated Descriptive Statistics, Deduce Correlations between Stock Returns, Construct Portfolios with Various Stocks, Compute Portfolio Risk and Return, Compute Sharpe Ratio and Optimise Portfolios, Perform K means Clustering on Market Mall Data

## 6. Course Map (CO-PO Mapping)

		Programme Outcomes				
		PO-1	PO-2	PO-3	PO-4	PO-5
Course Outcome	CO-1	1	2			
	CO-2	1	2			
	CO-3			2		
	CO-4				1	

## 7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
<b>Face to Face Lectures</b>		35
<b>Demonstrations</b>		
1. Demonstration using Videos	00	15
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	15	
<b>Numeracy</b>		00
1. Solving Numerical Problems	00	25
<b>Practical Work</b>		
1. Course Laboratory	00	
2. Computer Laboratory	25	
3. Role Plays / Simulations	00	

4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
<b>Others</b>		
1. HBR / Indian Case Study Presentation	00	00
2. Guest Lecture (Academicians / Industry Practitioners)	00	
3. Industry / Field Visit	00	
4. Brain Storming Sessions	00	
5. Group / Panel Discussions	00	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations		10
<b>Total Duration in Hours</b>		<b>85</b>

## 8. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the B.Tech. (Electronics and Communication Engineering) Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation			
	Component 1 – 50% Weightage CE 50 Marks		Component 2 – 50% Weightage – SEE 50 Marks
Subcomponent Type ►	SC -1 Mid Term Exam	SC -2: Assignment, Presentation and Class Participation	
Maximum Marks ►	25	25	
CO-1	X	X	X
CO-2	X	X	X
CO-3		X	X
CO-4		X	X
The details of SC1 and SC2 are presented in the Programme Specifications Document			

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment as per the above template at the beginning of the semester.

Course reassessment policies are presented in the Academic Regulations document.

## 9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and

  
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learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Classroom lectures
2.	Understanding	Classroom lectures, Self-study
3.	Critical Skills	Assignment
4.	Analytical Skills	Assignment
5.	Problem Solving Skills	Assignment, Examination
6.	Practical Skills	Assignment
7.	Group Work	--
8.	Self-Learning	Self-study
9.	Written Communication Skills	Assignment, Examination
10.	Verbal Communication Skills	--
11.	Presentation Skills	--
12.	Behavioral Skills	--
13.	Information Management	Assignment
14.	Personal Management	--
15.	Leadership Skills	--

## 10. Course Resources

### a. Essential Reading

1. Class Notes
2. Gaddis, Tony (2018) *Starting out with Python*, 4<sup>th</sup> Edition, Pearson Education

### b. Recommended Reading

### c. Magazines and Journals

1. Python App developer magazine
2. Python Code Magazine
3. Analytics India
4. Journal of Business Analytics Online, Taylor and Francis
5. Journal of Database Management, IGI Global
6. Journal of Management Analytics, Taylor and Francis
7. International Journal of Business Analytics, IGI Global
8. Journal of Visualization, Springer
9. Journal of Big Data, Springer

### d. Websites

1. Python App developer magazine (2022) N.A, *Python Development*, Retrieved on 3<sup>rd</sup> July 2022 from [www.appdevelopermagazine.com](http://www.appdevelopermagazine.com)
2. Python Code Magazine (2022) N.A, *Python Code*, Retrieved on 3<sup>rd</sup> July 2022 from [www.codemag.com](http://www.codemag.com)
3. w3schools (2022) N.A, *world-wide web schools*, Retrieved on 3<sup>rd</sup> July 2022 [www.w3schools.com](http://www.w3schools.com)
4. Stack exchange (2022) N.A, *Stack Exchange*, Retrieved on 3<sup>rd</sup> July 2022 [www.stackexchange.com](http://www.stackexchange.com)

5. Github (2022) N.A, *Github platform*, Retrieved on 3<sup>rd</sup> July 2022 [www.github.com](http://www.github.com)

**e. Other Electronic Resources**

1. Anaconda Software (Open Source)



### Course Specifications: Machine Learning for Business

<b>Course Title</b>	Machine Learning for Business
<b>Course Code</b>	BAE544B
<b>Course Type</b>	Specialization Course
<b>Department</b>	Management Studies
<b>Faculty</b>	Management and Commerce

#### 1. Course Summary

This course aims to introduce students to the Machine Learning techniques. The students are taught the basics of machine learning, its types and the techniques for learning and classification like Artificial Neural Networks (ANN), Decision Trees and Support Vector Machines (SVM). Cases related to the application of these techniques in business are also discussed. The students are trained to apply these algorithms for regression and classification problems in business.

#### 2. Course Size and Credits:

<b>Number of Credits</b>	04
<b>Credit Structure (Lecture: Tutorial: Practical)</b>	3:0:1
<b>Total Hours of Interaction</b>	85
<b>Number of Weeks in a Semester</b>	15
<b>Department Responsible</b>	Management Studies
<b>Total Course Marks</b>	100
<b>Pass Criterion</b>	As per the Academic Regulations
<b>Attendance Requirement</b>	As per the Academic Regulations

#### 3. Program Outcome

**PO-1.** Apply knowledge of management theories and practices to solve business problems.

**PO-2.** Foster Analytical and critical thinking abilities for data-based decision-making.

**PO-3.** Ability to develop Value based Leadership ability.

**PO-4.** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.

**PO-5.** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

#### 4. Course Outcomes (COs)

After the successful completion of this course, the student will be able to:

- CO-1.** Apply machine learning concepts to solve real-world business problems effectively.
- CO-2.** Implement data preprocessing techniques to prepare quality datasets for modeling.

**CO-3.** Construct and evaluate supervised and unsupervised models for business applications.

**CO-4.** Develop deep learning models and analyze their Generative AI business applications innovatively.

## 5. Course Contents

**Unit 1 Introduction to Machine Learning:** Definition, History and Evolution of ML, Challenges, Uses and Applications in Different Areas of Business, ML Lifecycle and Pipeline, Types: Supervised, Unsupervised, Semi Supervised, Reinforcement Learning and Key concepts: Bias, Variance, Underfit, Overfit, Training data, Testing data, Models, Predictions

**Unit 2 Data Preprocessing and Feature Engineering:** Data Collection and Cleaning – Handling missing data, outliers, noise reduction, Feature Selection and Extraction – Dimensionality reduction: PCA, LDA, Feature scaling: Normalization, Standardization, Handling Imbalanced Data – Techniques: Over-sampling, Under-sampling, Synthetic Data Generation (SMOTE)

**Unit 3 Supervised Learning Algorithms :** Linear Regression – Model building, assumptions, evaluation metrics, Logistic Regression – Classification problems, probability estimation, Decision Trees and Random Forests – Tree structure, pruning, Bagging techniques, Support Vector Machines (SVM) – Kernel tricks, margin maximization, K-Nearest Neighbors (KNN) – Non-parametric model, distance measures, Naive Bayes Classifier – Bayes theorem, Gaussian Naive Bayes, Model Evaluation – Regularization, Confusion Matrix, Accuracy, Precision, Recall, F1 Score, AUC-ROC Curve, Cross Validation and Hyperparameter Tuning

**Unit 4 Unsupervised Learning Algorithms:** Clustering Techniques – K-Means, DBSCAN, Hierarchical Clustering, Association Rule Learning – Apriori Algorithm, Market Basket Analysis, Dimensionality Reduction – PCA, t-SNE

**Unit 5 Artificial Neural Networks (ANN):** Evolution, Applications, Neural Networks: Architecture and Back propagation, Convolutional Neural Networks (CNN) – Image classification, CNN layers, applications, Recurrent Neural Networks (RNN) and LSTMs – Sequence prediction, time-series forecasting, Generative Models – Auto encoders, GANs (Generative Adversarial Networks), Transfer Learning – Fine-tuning pre-trained models

**Unit 6 Generative AI applications in Business:** Introducing Gen AI and the Role of Data, The Historical Context of Gen AI, The Role of Data in AI Projects, Explaining the Importance of Generative AI to the Enterprise, Managing Gen AI Projects with a Cloud Data Platform, Understanding Large Language Models-Categorizing LLMs, Reviewing the Technology Behind LLMs. LLM App Project Lifecycle, Bringing LLM Apps into Production, Reviewing Security and Ethical Considerations. Five Steps to Generative AI

## 6. Course Map (CO-PO-PEO Map)

	Programme Outcomes (POs)				
	PO-1	PO-2	PO-3	PO-4	PO-5
CO-1	3				
CO-2		3			
CO-3		3			
CO-4		3			

3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution

### 7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
<b>Face to Face Lectures</b>		35
<b>Demonstrations</b>		
1. Demonstration using Videos		
2. Demonstration using Physical Models / Systems		
3. Demonstration on a Computer	10	
<b>Numeracy</b>		
1. Solving Numerical Problems	10	
<b>Practical Work</b>		
1. Course Laboratory	00	
2. Computer Laboratory	15	
3. Engineering Workshop / Course/Workshop / Kitchen	00	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
<b>Others</b>		
1. Case Study Discussion / Presentation	05	
2. Guest Lecture	00	
3. Industry / Field Visit	00	
4. Brain Storming Sessions	00	
5. Group Discussions	00	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations	10	
<b>Total Duration in Hours</b>		<b>85</b>

### 8. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the M.B.A. (Operations Management) Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE – Continuous Evaluation or SEE – Semester End Exam) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation		
	Component 1 – 50% Weightage CE 50 Marks	Component 2 – 50% Weightage – SEE 50 Marks
Subcomponent Type	SC -1 Mid Term Exam	
Maximum Marks	25	25

CO-1	X	X	X
CO-2	X	X	X
CO-3		X	X
CO-4		X	X
The details of SC1 and SC2 are presented in the Programme Specifications Document			

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment as per the above template at the beginning of the semester.

Course reassessment policies are presented in the Academic Regulations document.

## 9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Classroom lectures, Assignment
2.	Understanding	Classroom lectures, Assignment, Self-study
3.	Critical Skills	Classroom lectures, Assignment
4.	Analytical Skills	Solving Numericals, Assignment, Examinations
5.	Problem Solving Skills	Classroom discussion, Case discussions, Assignment, Examinations
6.	Practical Skills	Classroom discussion, Assignment
7.	Group Work	Assignments, case discussions
8.	Self-Learning	Self-study, Assignments
9.	Written Communication Skills	Assignment, Examination
10.	Verbal Communication Skills	Group discussions, Presentations
11.	Presentation Skills	Assignment
12.	Behavioral Skills	Group discussion
13.	Information Management	Assignment
14.	Personal Management	--
15.	Leadership Skills	--

## 10. Course Resources

### a. Essential Reading

1. Course notes
2. Srinivasaraghavan, A. and Joseph, V. (2019), *Machine Learning*, 1st Edition, John Wiley & Sons.
3. Aurelien Geron.(2022) *Hands-On Machine Learning with Scikit-Learn, Keras, and TensorFlow: Concepts, Tools, and Techniques to Build Intelligent Systems*, Third Edition, O'Reilly Media, Inc.
4. Omar Sanseviero, Pedro Cuenca, Apolinário Passos, Jonathan Whitaker (2024) *Hands-On Generative AI with Transformers and Diffusion Model*, O'Reilly Medias , Inc.

### b. Recommended Reading

1. Mueller, J. P. and Massaron, L. (2016), *Machine Learning (in Python and R) For*

*Dummies*, 1st Edition, John Wiley & Sons

2. Bernard Marr and Matt Ward.(), *Artificial Intelligence in Practice: How 50 Successful Companies Used AI and Machine Learning to Solve Problems* , 1st Edition, Wiley
3. Generative AI and LLMs for Dummies Book by Snowflake Written by David Baum, 2024

**c. Magazines and Journals**

1. IEEE Spectrum
2. Analytics Insight
3. KDnuggets
4. Journal of Machine Learning Research, Microtome
5. Machine Learning, Springer
6. IEEE Transactions on Pattern Analysis and Machine Intelligence, IEEE Xplore

**d. Websites**

1. Supervised Machine Learning: Regression and Classification, Retrieved on 07 July 2022 from <https://www.coursera.org/learn/machine-learning/lecture/zcAuT/welcome-to-machine-learning>
2. Advanced Learning Algorithms, Retrieved on 07 July 2022 from <https://www.coursera.org/learn/advanced-learning-algorithms?specialization=machine-learning-introduction#about>

**e. Other Electronic Resources**

1. MS Excel, Python, SPSS, JMP

*Shivaji*  
**Dean**  
**Faculty of Management and Commerce**  
**M S Ramaiah University of Applied Sciences**  
Bengaluru - 560 054, INDIA

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Dean - Academics  
M.S. Ramaiah University of Applied Sciences  
Bangalore - 560 054

MS Research Foundation  
National Institutes of Health  
Science

## FINANCIAL MANAGEMENT

### Course Specifications: Corporate Valuation, Mergers and Acquisitions

<b>Course Title</b>	Corporate Valuation, Mergers and Acquisitions
<b>Course Code</b>	BAE525A
<b>Course Type</b>	Specialisation – Elective
<b>Department</b>	Management Studies
<b>Faculty</b>	Management and Commerce

#### **Program Outcomes**

- PO-1.** Apply knowledge of management theories and practices to solve business problems.
- PO-2.** Foster Analytical and critical thinking abilities for data-based decision-making.
- PO-3.** Ability to develop Value based Leadership ability.
- PO-4.** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- PO-5.** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

#### **1. Course Summary**

This course deals with the essentials of corporate valuation and the importance of Mergers and Acquisitions in the corporate world. Students are taught the concepts of corporate valuation, corporate restructuring and shareholder value creation. Students are taught to analyze cases based on leveraged buyouts and recapitalizations, mergers and acquisitions, divestitures, joint ventures and alliances.

#### **2. Course Size and Credits:**

<b>Number of Credits</b>	04
<b>Credit Structure (Lecture: Tutorial: Practical)</b>	3:1:0
<b>Total Hours of Interaction</b>	85
<b>Number of Weeks in a Semester</b>	15
<b>Department Responsible</b>	Management Studies
<b>Total Course Marks</b>	100
<b>Pass Criterion</b>	As per the Academic Regulations
<b>Attendance Requirement</b>	As per the Academic Regulations

#### **3. Course Outcomes (COs)**

After the successful completion of this course, the student will be able to:

- CO-1.** Apply essential principles of corporate valuation ,concept of corporate merger, acquisition activity and restructuring
- CO-2.** Analyze concept of intrinsic value and various approaches to compute intrinsic value
- CO-3.** Justify valuation techniques to measure value of the firm



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**CO-4.** Create models on various forms of corporate restructuring and synergies of mergers & acquisition deals

#### 4. Course Contents (Order has been changed, old Unit 2 is now Unit 4)

**Unit 1 Essential Principles of Corporate Valuation:** Introduction to Valuation, Project Valuation, Discounted Cash Flow method, Investment Cash Flows, Free Cash Flow, Uncertainty and Investment Analysis, Sensitivity Analysis, Decision Trees. Case study Introduction to Cash flow Valuation Methods

**Unit 2 Cost of Capital:** Levering and Unlevering Beta, Estimation of project WACC, Factor Models for cost of equity estimation, Single vs. Multiple WACC in firms, Cost of Risky Debt, Adjusted Present Value concept, Case study Nike Cost of Capital

**Unit 3 Valuation Using Relative Multiples:** Enterprise Valuation Using EBITDA, Equity Valuation Using PE Multiples, Pricing Initial Public Offerings, Two Step Approach to Estimate Enterprise Value, Terminal Value EBITDA Multiple, Use of Adjusted Present Value to Estimate Enterprise Value.

**Unit 4 Mergers and Acquisitions:** Types of Mergers, Merger Consideration, Merger Professional, Merger Arbitrage, Corporate Restructuring, Laws Regulating Mergers and Acquisitions in India, Statutory Requirement for Mergers and Acquisitions.

**Unit 5 Corporate Structuring – Significance, Forms Of Restructuring, Joint Ventures, Sell-off and Spin-off, Divestitures, Equity Carve Out, Leveraged Buy Outs (LBO), Management Buy Outs, Master Limited Partnerships, Limited Liability Partnership (LLP) In India: Nature And Incorporation Of LLP-Merger Strategic Alliance, Buyback Of Shares.**

**Unit 6 Methods of Financing Mergers - Cash Offer, Share Exchange Ratio, Mergers as a Capital Budgeting Decision. Synergies from M&A: Operating and Financial Synergy. Case study Elon Musk's Twitter Deal: Valuation and Financing of the Leveraged Buyout**

#### 5. Course Map (CO-PO-PEO Map)

Course Outcome	Programme Outcomes				
	PO-1	PO-2	PO-3	PO-4	PO-5
CO-1	2	1			
CO-2	1	3			
CO-3			2		
CO-4				2	

#### 6. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		45
Demonstrations		05
1. Demonstration using Videos	03	

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M S Ramaiah University of Applied Sciences  
Bengaluru – 560 054. INDIA

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Bangalore - 560 054

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2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	02	
<b>Numeracy</b>		
1. Solving Numerical Problems	20	20
<b>Practical Work</b>		
1. Course Laboratory	00	00
2. Computer Laboratory	00	
<b>Others</b>		
1. Case Study Presentation	03	
2. Guest Lecture	01	
3. Industry / Field Visit	00	05
4. Brain Storming Sessions	00	
5. Group Discussions	01	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations	10	
<b>Total Duration in Hours</b>	<b>85</b>	

## 7. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the M.B.A. (Financial Management) Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation			
	Component 1: CE (50% Weightage)		Component 2: SEE (50% Weightage)
Subcomponent	SC1	SC2	
Subcomponent Type	Mid Term Exam	Assignment, Presentation and Class Participation	50 Marks
Maximum Marks	25	25	
CO-1	X		X
CO-2	X		X
CO-3		X	X
CO-4		X	X

The details of SC1 and SC2 are presented in the Programme Specifications Document

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment as per the above template at the beginning of the semester.

Course reassessment policies are presented in the Academic Regulations document.

## 8. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Classroom lectures
2.	Understanding	Classroom lectures, Self-study
3.	Critical Skills	Assignment
4.	Analytical Skills	Assignment
5.	Problem Solving Skills	Assignment, Examination
6.	Practical Skills	Assignment
7.	Group Work	Group Discussion
8.	Self-Learning	Self-study
9.	Written Communication Skills	Assignment, Examination
10.	Verbal Communication Skills	Presentations
11.	Presentation Skills	Presentation
12.	Behavioral Skills	--
13.	Information Management	Assignment
14.	Personal Management	--
15.	Leadership Skills	--

## 9. Course Resources

### a. Essential Reading

1. Class Notes
2. Titman, S and Martin John D, Valuation *The Art and Science of Corporate Investment Decisions*, 3rd Edition, Pearson Education,
3. Fred W, Kwang S C, Susan E H(2015)- *Mergers, Restructuring And Corporate Control*, 4<sup>th</sup> Edition, Pearson Education

### b. Recommended Reading

1. Vishwanath, S., R (2018), *Mergers, Acquisitions and Corporate Restructuring: Text and Cases*, 2nd edition, Sage Publications.
2. Damodaran A.,(2012), *Valuation* . 2<sup>nd</sup> edition, Wiley India.
3. Gaughan, P.,(2015) *Mergers , Acquisitions and Corporate Restructurings* , 6<sup>th</sup> edition, Wiley Education

### c. Magazines and Journals

1. The Economist
2. CFO magazine
3. Finance India, Review Publishing Company Ltd
4. Forbes India – Reliance Industries, Monthly
5. Business India - Fortnightly
6. Business Today – Bi-weekly
7. Mergers and Acquisitions – The New Phase
8. M & A Critique



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9. Counsel Conflict Dilemmas in Mergers and Acquisitions
10. eJournal of Management Accounting Research - American Accounting Association
  
11. Advances in Mergers and Acquisitions- Emerald Insight
12. Journal of Valuation – Emerald Insight

**d. Websites**

1. *Excellence in Financial Management*, Retrieved on 13 July 2022 <https://exinfm.com>
2. *The Economist*, Retrieved on 13 July 2022 <https://www.economist.com/>
3. *Financial Times*, Retrieved on 13 July 2022 <https://www.ft.com/>
4. *Domain Market*, Retrieved on 13 July 2022 <https://www.domainmarket.com/buynow/middlemarket.com>
5. *Mergers India Info*, Retrieved on 13 July 2022 <http://www.mergersindiainfo.com/>
6. *Quick MBA – Knowledge to Power Your Business* Retrieved on 13 July 2022 <http://www.quickmba.com/>

**e. Other Electronic Resources**

1. Software: MS Excel

**Course Specifications: Security and Analysis Portfolio Management**

<b>Course Title</b>	Security Analysis and Portfolio Management
<b>Course Code</b>	BAE522A
<b>Course Type</b>	Specialisation – Elective
<b>Department</b>	Management Studies
<b>Faculty</b>	Management and Commerce

**1. Course Summary**

This course deals with preparation of students to manage practical implications of investments in share markets. Students will be taught importance of investment in share market, security analysis, portfolio management and evaluation. Students will be trained on technical and fundamental analysis of shares, risk and portfolio management using financial models. Training will be imparted on analytical models in tracking performance measurement, active and passive trading methods. Also, Students will gain an understanding of how individuals make financial decisions and explore the existence of psychological biases in financial decision-making and examine the impacts of these biases in financial markets and other financial settings.

**2. Course Size and Credits:**

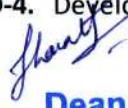
<b>Number of Credits</b>	04
<b>Credit Structure (Lecture: Tutorial: Practical)</b>	3:1:0
<b>Total Hours of Interaction</b>	85
<b>Number of Weeks in a Semester</b>	15
<b>Department Responsible</b>	Management Studies
<b>Total Course Marks</b>	100
<b>Pass Criterion</b>	As per the Academic Regulations
<b>Attendance Requirement</b>	As per the Academic Regulations

**3. Program Outcomes**

- PO-1. Apply knowledge of management theories and practices to solve business problems.
- PO-2. Foster Analytical and critical thinking abilities for data-based decision-making.
- PO-3. Ability to develop Value based Leadership ability.
- PO-4. Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- PO-5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

**4. Course Outcomes (COs)**

- CO-1.** Develop essential principles of Investment Analysis and Portfolio Management for efficient portfolios
- CO-2.** Analyse concepts of securities, stock market, portfolio, and risk management to reduce risk and maximize returns
- CO-3.** Evaluate portfolio performance problems using various analytical measures to improve asset allocation decisions
- CO-4.** Develop asset prices models to observe the impact and forecast consequences of behavioral



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biases in the decision-making process

### 5. Course Contents

**Unit 1 The Investment Environment:** Investments and the Investment Process, Types of Investments, Making Your Investment Plan, Careers in Finance, Securities Market and Transactions

The Concept of Return, Measuring Return, Risk: The Time Value of Money and Modern Portfolio Concepts: Principles of Portfolio Planning, The Capital Asset Pricing Model, Traditional Versus Modern Portfolio Management.

**Unit 2 Investment in Securities:** Basic Characteristics of Common Stock, Common Stock Dividends, Types and Uses of Common Stock, Analysing Common Stock: Security Analysis, Economic Analysis, Industry Analysis, Fundamental Analysis, Technical Analysis. Fixed- Income Securities: Essential Features of a Bond, The Market for Debt Securities, Convertible Securities Bond Valuation: The Behavior of Market Interest Rates, The Pricing of Bonds, Measures of Yield and Return, Duration and Immunization, Bond Investment The Mutual Fund Concept, Types of Funds and Services, Investing in Mutual Funds, ETFS, managing your own portfolio: Constructing a Portfolio Using an Asset Allocation Scheme, Evaluating the Performance of Individual Investments, Assessing Portfolio Performance, Timing Transactions

**Unit 3 Derivative Securities:** Options: Puts and Calls: Put and Call Options, Options Pricing and Trading, Stock-Index and Other Types of Options, Future Market and Securities: The Futures Market, Commodities, Financial Futures

**Unit 4 Behavioral finance:** Introduction: Psychology- market- people. Investors, portfolio managers, analysts are they rational- Bounded rationality in real market conditions. Decision-making process and behavioral biases. Simple experiments on anchoring

**Unit 5 Efficient market hypothesis:** Empirical tests of efficient market hypothesis. Testing quick and correct price reactions to the news. Testing no reaction of asset prices to no news. The value of stale information. Forms of EMH. Theoretical challenges to the EMH. Empirical challenges to EMH.

**Unit 6 Behavioral Economics and Finance:** Prospect theory and asset pricing: Prospect theory. Bounded rationality. Expected Utility theory vs. prospect theory. Risk-taking behavior. Endowment effect: experiments. Sentiment and asset pricing.

### 6. Course Map (CO-PO Mapping)

		Programme Outcomes				
		PO-1	PO-2	PO-3	PO-4	PO-5
Course Outcomes	CO-1	2	1			
	CO-2	1	3			
	CO-3			2		
	CO-4				3	

### 7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
<b>Face to Face Lectures</b>		40
<b>Demonstrations</b>		
1. Demonstration using Videos	05	
2. Demonstration using Physical Models / Systems	00	10

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3. Demonstration on a Computer	05	
<b>Numeracy</b>		10
1. Solving Numerical Problems	10	
<b>Practical Work</b>		05
1. Course Laboratory	05	
2. Computer Laboratory	00	
3. Role Plays / Simulations	00	
<b>Others</b>		
1. HBR / Indian Case Study Presentation	03	
2. Guest Lecture (Academicians / Industry Practitioners)	02	
3. Industry / Field Visit	00	
4. Brain Storming Sessions	00	
5. Group / Panel Discussions	05	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations	10	
<b>Total Duration in Hours</b>		<b>85</b>

#### 8. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment is presented in the Programme Specifications document pertaining to M.B.A (Financial Management) Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE – Continuous Evaluation or SEE – Semester End Exam) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation			
	Component 1: CE (50% Weightage)		Component 2: SEE (50% Weightage)
Subcomponent ►	SC1	SC2	
Subcomponent Type ►	Mid Term Exam	Assignment, Presentation and Class Participation	50 Marks
Maximum Marks ►	25	25	
CO-1	X		X
CO-2	X		X
CO-3		X	X
CO-4		X	X

The details of SC1 and SC2 are presented in the Programme Specifications Document

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment as per the above template at the beginning of the Semester.

Course reassessment policies are presented in the Academic Regulations document.

#### 9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching

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### and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Classroom lectures
2.	Understanding	Classroom lectures, Self-study
3.	Critical Skills	Assignment
4.	Analytical Skills	Assignment
5.	Problem Solving Skills	Assignment, Examination
6.	Practical Skills	Assignment
7.	Group Work	Classroom Lectures
8.	Self-Learning	Self-study
9.	Written Communication Skills	Assignment, Examination
10.	Verbal Communication Skills	Presentation
11.	Presentation Skills	Presentation
12.	Behavioral Skills	Classroom Lectures
13.	Information Management	Assignment
14.	Personal Management	Classroom Lectures
15.	Leadership Skills	Classroom Lectures

## 10. Course Resources

**a. Essential Reading**

1. Class Notes
2. Security Analysis And Portfolio Management, Third Edition. (2022). (n.p.): PHI Learning Pvt. Ltd..
3. Robert J. Shiller (2015), Irrational Exuberance 3rd edition, Princeton University press, US

**b. Recommended Reading**

1. Prasanna Chandra (2019), Behavioral Finance, Third edition, Mc Graw Hill

**c. Magazines and Journals**

1. Personal Finance Magazine
2. Money Magazine
3. Bloomberg Markets
4. Journal of Investment Management
5. The Quarterly Review of Economics and Finance, Elsevier
6. The Journal of Portfolio Management, Euromoney Publications
7. Indian Journal of Finance, Associated Management Consultants Private Limited
8. Journal of Behavioral Finance, Taylor & Francis and Routledge imprints

**d. Websites**

1. 'How to deal with despots', Retrieved on 8th July 2022 from www. economist.com
2. 'Recession? We just don't know yet', Retrieved on 8th July 2022 from www. ft.com
3. 'Security Analysis and portfolio Management', Retrieved on 8th July 2022 from NPTEL.

**Course Specifications: International Finance**

<b>Course Title</b>	International Finance
<b>Course Code</b>	BAE523A
<b>Course Type</b>	Specialisation - Elective
<b>Department</b>	Management Studies
<b>Faculty</b>	Management and Commerce

**1. Course Summary**

This module deals with understanding the characteristics and organisation of the international financial markets and instruments. In addition, students will be able to identify and evaluate their potential uses in multinational business situations. Students are taught to identify the potential risks and shortcomings in foreign investments and international project appraisal. Students are also trained to assess cross-border valuation of multiple currencies, international financial regulations and risk management with the help of problem-solving approach, case studies and group discussions.

**2. Course Size and Credits:**

<b>Number of Credits</b>	04
<b>Credit Structure (Lecture: Tutorial: Practical)</b>	3:0:1
<b>Total Hours of Interaction</b>	85
<b>Number of Weeks in a Semester</b>	15
<b>Department Responsible</b>	Management Studies
<b>Total Course Marks</b>	100
<b>Pass Criterion</b>	As per the Academic Regulations
<b>Attendance Requirement</b>	As per the Academic Regulations

**3. Program Outcomes**

- PO-1.** Apply knowledge of management theories and practices to solve business problems.
- PO-2.** Foster Analytical and critical thinking abilities for data-based decision-making.
- PO-3.** Ability to develop Value based Leadership ability.
- PO-4.** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- PO-5.** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

**4. Course Outcomes (COs)**

- CO-1.** Apply the concepts of international finance to maximize the MNC Value
- CO-2.** Examine the structure of forex markets and derivatives along with their numerical implications to mitigate currency risk
- CO-3.** Measure types of forex exposures to illustrate transfer pricing mechanism
- CO-4.** Formulate strategies using techniques and tools of financial decision making to improve international capital budgeting


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## 5. Course Contents

**Unit 1 Foundations of International Financial Management (IFM):** Environment for International Financial Management, Developing Rationale for the existence IFM, IFM versus Domestic Finance Management, Analysing Challenges in IFM, Elucidating functions in a Global Context, Analysing the International Monetary System, Gold Standard and Bretton Woods, Illustrating the Balance of Payments

**Unit 2 The Foreign Exchange Market:** The Market for Foreign Exchange, Bid-Ask Spread, Triangular Arbitrage, Forward Agreements, Cross Rates, Analysing Structure of Foreign Exchange Market, Demonstrating Mechanics of Currency Trading, Elucidating Types of Transactions and Settlement Dates, Expounding Exchange Rate Quotations and Arbitrage, International Parity Conditions, Futures and Options, Currency Futures Transactions

**Unit 3 Foreign Exchange Exposure and Management:** Management of Transaction Exposure, Economic Exposure and Translation Exposure, Transfer Pricing and Netting

**Unit 4 Financial Management for Multinational firms:** Explicating the Basic Techniques of Managing Currency Exposure, Critically Evaluating Risk Management Process, Expounding Hedging Policy and Associated Organisational Issues, Explaining Basic Concepts in International Project Appraisal and Capital Budgeting, Critically Reviewing the NPV approach, Applying the Adjusted Present Value (APV) Framework, Evaluating Approach to Project Appraisal, Illustrating the Determination of Cost of Capital-International Capital Asset Pricing model (CAPM), Applying Theory of Investment Appraisal, Analysing International Joint Ventures

## 6. Course Map (CO-PO Mapping)

		Programme Outcomes				
		PO-1	PO-2	PO-3	PO-4	PO-5
Course Outcome	CO-1	1	2			
	CO-2	1	3			
	CO-3			2		
	CO-4				2	

## 7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
<b>Face to Face Lectures</b>		35
<b>Demonstrations</b>		
1. Demonstration using Videos	00	05
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	05	
<b>Numeracy</b>		
1. Solving Numerical Problems	25	25
<b>Practical Work</b>		
1. Course Laboratory	00	
2. Computer Laboratory	00	

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3. Role Plays / Simulations	00	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
<b>Others</b>		
1. HBR / Indian Case Study Presentation	10	
2. Guest Lecture (Academicians / Industry Practitioners)	00	
3. Industry / Field Visit	00	
4. Brain Storming Sessions	00	
5. Group / Panel Discussions	00	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations		10
<b>Total Duration in Hours</b>		<b>85</b>

## 8. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the B.Tech. (Electronics and Communication Engineering) Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC5), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation			
	Component 1: CE (50% Weightage)		Component 2: SEE (50% Weightage)
Subcomponent ►	SC1	SC - 2	
Subcomponent Type ►	Mid-Term Test	Assignment, Presentation and Class Participation	100 Marks
Maximum Marks ►	25	25	
CO-1	X	X	X
CO-2	X	X	X
CO-3	X	X	X
CO-4		X	X

The details of SC1, SC2 are presented in the Programme Specifications Document.

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment as per above template at the beginning of the semester. Course reassessment policies are presented in the Academic Regulations document. The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Classroom lectures
2.	Understanding	Classroom lectures, Self-study

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3.	Critical Skills	Assignment
4.	Analytical Skills	Assignment
5.	Problem Solving Skills	Assignment, Examination
6.	Practical Skills	Assignment
7.	Group Work	--
8.	Self-Learning	Self-study
9.	Written Communication Skills	Assignment, Examination
10.	Verbal Communication Skills	--
11.	Presentation Skills	--
12.	Behavioral Skills	--
13.	Information Management	Assignment
14.	Personal Management	--
15.	Leadership Skills	--

## 9. Course Resources

### a. Essential Reading

1. Class Notes
2. Cheol Eun and Bruce Resnick (2018) *International Financial Management*, 8<sup>th</sup> edition, McGraw Hill

### b. Recommended Reading

1. Mihir Desai (2012), *International Finance, A Casebook*, 1<sup>st</sup> Edition, Wiley publications
2. Apte P.G. (2017), *International Finance Management*, 2<sup>nd</sup> Edition, Tata McGraw Hill

### c. Magazines and Journals

1. The Economist
2. CFO magazine
3. eJournal of Management Accounting Research, American Accounting Association
4. Chartered Secretary, CSA publications
5. Forbes India – Reliance Industries, Monthly
6. Business India - Fortnightly
7. Business Today – Bi-weekly
8. The Journal of Finance, Wiley Online Library
9. International Finance, Wiley Online Library
10. Journal of International Money and Finance, Elsevier

### d. Websites

1. Excellence in Finance (2022) N.A, *Finance Topics*, Retrieved on 3<sup>rd</sup> July 2022 from <http://www.exinfm.com>
2. Economist Magazine (2022) N.A, *Economist*, Retrieved on 3<sup>rd</sup> July 2022 from <http://www.economist.com>
3. Financial Times (2022) N.A, *Financial Times*, Retrieved on 3<sup>rd</sup> July 2022 from <http://www.ft.com>

### e. Other Electronic Resources

1. Software: MS Excel

**Course Specifications: Taxation**

<b>Course Title</b>	Taxation
<b>Course Code</b>	BAE524A
<b>Course Type</b>	Specialisation – Elective
<b>Department</b>	Management Studies
<b>Faculty</b>	Management and Commerce

**1. Course Summary**

The course deals with essentials of direct tax planning and management. Students are taught the concepts of Heads of income, Tax evasion, Tax avoidance and Tax planning. Students are trained to compute tax liability and file returns. Students are taught the concepts, principles, types and methods of computing Goods and Service Tax (GST). Students are also introduced to major Indirect Tax Reforms. Students are trained on computation of GST using software.

**2. Course Size and Credits:**

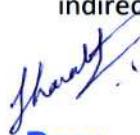
<b>Number of Credits</b>	04
<b>Credit Structure (Lecture: Tutorial: Practical)</b>	3:0:1
<b>Total Hours of Interaction</b>	85
<b>Number of Weeks in a Semester</b>	15
<b>Department Responsible</b>	Management Studies
<b>Total Course Marks</b>	100
<b>Pass Criterion</b>	As per the Academic Regulations
<b>Attendance Requirement</b>	As per the Academic Regulations

**3. Program Outcomes**

- PO-1.** Apply knowledge of management theories and practices to solve business problems.
- PO-2.** Foster Analytical and critical thinking abilities for data-based decision-making.
- PO-3.** Ability to develop Value based Leadership ability.
- PO-4.** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- PO-5.** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

**4. Course Outcomes (COs)**

- CO-1.** Apply the concepts of residential status to determine the taxability of assessee under the Income Tax Act
- CO-2.** Analyze taxable income under various heads to compute the tax liability of an individual
- CO-3.** Evaluate the implications of tax laws on business decisions to formulate strategies for effective tax planning
- CO-4.** Create Goods and Services Tax invoices for business scenarios by applying concepts of indirect tax



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## 5. Course Contents

**Unit 1 (Basic Concepts of Income Tax Act, 1961):** Meaning, Basic Concepts of Taxation – Assessment Year, Previous Year, Person, Assessee, Five Heads of Income, Charges on Income, Gross Total Income, Capital and Revenue Receipts. Residential Status of a Person, Receipt and Accrual of Income, Deemed to Accrue or arise in India, Connotation of Income for Resident of India and Non-Resident of India. Concept of Tax Planning and Tax Management, Tax Avoidance, Tax Evasion.

**Unit 2 (Income from Salary):** Meaning, Definition, Advance Salary, Arrears of Salary, Perquisites, Provident Fund, Gratuity, Commutation of Pension, Encashment of Leave, Deductions from Salary U/s 16, Problems on Income from Salary ,IT forms..

**Unit 3 (Income from House Property):** Basics of Charges, Deemed Owners, Exempted Income from House Property, Annual Value, Determination of Annual Value, Problems on Income from House Property.

**Unit 4 (Computation of Income from Business and Profession):** Concepts, Objectives and basis of Charge for business and profession, Introduction to income from Capital Gain and Income from Other Sources.

**Unit 5 (Setoff and Carry Forward of Losses):** Concepts, Permissible Deductions –under Sec. 80C to 80U, Sec 10, Return of Income, Advance Payment of Tax, Collection at Source, Computation of Gross Total Income.

**Unit 6 (Basic Concepts of Indirect Tax):** Concept of Tax reforms, Advantages and Disadvantages of Indirect Tax Reforms – Custom Duty and Goods and Services Tax (GST), Concept and Meaning of GST, Types of GST – Central GST (CGST) and State GST (SGST), GST Working Model, GST-Exemption, Preparation of Purchase and Sales Invoice with GST.

## 6. Course Map (CO-PO Mapping)

		Programme Outcomes				
		PO-1	PO-2	PO-3	PO-4	PO-5
Course Outcome	CO-1	3				
	CO-2		3			
	CO-3				2	
	CO-4	1			2	

3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution

## 7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
<b>Face to Face Lectures</b>		35
<b>Demonstrations</b>		
1. Demonstration using Videos	00	
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	05	
<b>Numeracy</b>		
1. Solving Numerical Problems	10	10
<b>Practical Work</b>		
1. Course Laboratory	00	
2. Computer Laboratory	00	

3.Role Plays / Simulations	00	
<b>Others</b>		
1. HBR / Indian Case Study Presentation	05	
2. Guest Lecture (Academicians / Industry Practitioners)	05	
3. Industry / Field Visit	00	
4. Brain Storming Sessions	10	
5. Group / Panel Discussions	05	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations	10	
<b>Total Duration in Hours</b>	<b>85</b>	

## 8. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the M.B.A (Financial Management) Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation		
	Component 1: CE (50% Weightage)	Component 2: SEE (50% Weightage)
Subcomponent ►	SC1	SC2
Subcomponent Type ►	Mid Term Exam	Assignment, Presentation and Class Participation
Maximum Marks ►	25	25
CO-1	×	
CO-2	×	
CO-3		×
CO-4		×

The details of SC1 and SC2 are presented in the Programme Specifications Document

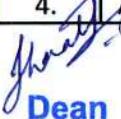
The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment as per the above template at the beginning of the Semester.

Course reassessment policies are presented in the Academic Regulations document.

## 9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Class room lectures
2.	Understanding	Class room lectures
3.	Critical Skills	Assignment
4.	Analytical Skills	Class room, Assignment , Examination

  
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5.	Problem Solving Skills	Class room, Assignment ,Examination
6.	Practical Skills	Class room, Assignment
7.	Group Work	Case study Presentation
8.	Self-Learning	Assignment
9.	Written Communication Skills	Assignment, examination
10.	Verbal Communication Skills	Case study and Presentation
11.	Presentation Skills	Assignment
12.	Behavioral Skills	Group discussions
13.	Information Management	Assignment
14.	Personal Management	Group discussions and Case study
15.	Leadership Skills	Class room lectures

## 10. Course Resources

### a. Essential Reading

1. Course notes
2. Singhania Vinod (2022) *Direct Tax Laws and Practice*, 61<sup>st</sup> edition, New Delhi, Taxman's Publications (p) Ltd.
3. Datey V.S. (2022) *GST Ready Reckoner*, 43<sup>rd</sup> edition, Taxman's Publications, New Delhi

### b. Recommended Reading

1. Ravi Chhawchharia (2022) *Direct Tax Laws & International Taxation (DT)*, 4th Edition, Taxmann's Publications, New Delhi
2. Guptha S.S. (2022) *GST law and Practices*, 1<sup>st</sup> edition, Taxmann's Publications, New Delhi

### c. Magazines and Journals

1. Management Accounting, publisher The Institute of Cost Accountant of India (ICAI), monthly.
2. Chartered Accounts Today, publisher The Institute of Cost Accountant of India (ICAI), monthly.

### d. Websites

1. Central Board of Indirect Tax. gov.in. 2022. [online] Available at: <<http://www.cbig.gov.in>> [Accessed 11 July 2022].
2. Central Board of Direct Tax. gov.in. 2022. [online] Available at: <<http://www.cbdt.gov.in>> [Accessed 11 July 2022].
3. Gstcouncil.gov.in. 2022. Goods and Services Tax Council | GST. [online] Available at: <<http://www.gstcouncil.gov.in>> [Accessed 11 July 2022].

### e. Other Electronic Resources

Accounting Software

## 11. Course Organization

Course Code	BAE524A	
Course Title	Taxation	
Course Leader's Name	As per Timetable	
Course Leader's Contact Details	Phone:	080 4536 6666

M.B.A

	E-mail:	Dean.mc@msruas.ac.in
<b>Course Specifications Approval Date</b>	17 July 2022	
<b>Next Course Specifications Review Date</b>	May-2024	



**Dean**

Faculty of Management and Commerce  
M S Ramaiah University of Applied Sciences  
Bengaluru – 560 054, INDIA



Dean - Academics  
M.S. Ramaiah University of Applied Sciences  
Bangalore - 560 054

## HUMAN RESOURCE MANAGEMENT

### Course Specifications: Recruitment, Compensation and Performance Management

<b>Course Title</b>	Recruitment, Compensation and Performance Management
<b>Course Code</b>	BAE551A
<b>Course Type</b>	Specialization Theory Course
<b>Department</b>	Management Studies
<b>Faculty</b>	Management and Commerce

#### 1. Course Summary

This course deals with recruitment process, compensation and performance management in an organization. The students are taught the concept of strategic staffing, steps and procedure of competency mapping and different methods of data collection for mapping. Students will be trained to analyze selection process, building highly integrated performance culture, rewards and ethics in performance management. The students are also taught the concepts, methods in compensation, reward management, bonus calculations as part of compensation and laws pertaining to wages, bonus, reward and compensation in an organization.

#### 2. Course Size and Credits:

<b>Number of Credits</b>	04
<b>Credit Structure (Lecture: Tutorial: Practical)</b>	3:0:1
<b>Total Hours of Interaction</b>	85
<b>Number of Weeks in a Semester</b>	15
<b>Department Responsible</b>	Management Studies
<b>Total Course Marks</b>	100
<b>Pass Criterion</b>	As per the Academic Regulations
<b>Attendance Requirement</b>	As per the Academic Regulations

#### 3. Program Outcomes (POs)

- PO-1.** Apply knowledge of management theories and practices to solve business problems.
- PO-2.** Foster Analytical and critical thinking abilities for data-based decision-making.
- PO-3.** Ability to develop Value based Leadership ability.
- PO-4.** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- PO-5.** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

#### 4. Course Outcomes (COs)

- CO1:** Apply Competency Mapping concepts for effective Strategic Staffing in an organization
- CO2:** Analyze Recruitment and Selection Strategies for hiring competent workforce
- CO3:** Evaluate Compensation components and ethics in Performance Management for building highly integrated performance culture
- CO4:** Formulate Compensation and Performance Outcome Plans for developing human resources in an organization

## 5. Course Contents

**Unit 1 (Competency mapping):** Definitions, types of competencies (core, functional, behavioral), and the importance of competency frameworks; Theories and models (McClelland's Competency Theory and the Iceberg Model) Developing Competency Process, Mapping Business Competency to People Competency, Methods of Data Collection for Mapping, Developing Competency Models from Raw Data, Employee Referrals, Recruitment Process Outsourcing, Head Hunting, Interviewing Preparations and Legal Considerations, Case studies

**Unit 2 (Recruitment and selection):** Concept, Nature of Recruitment, Purpose, Importance, Challenges, Process and Sources of Recruitment, e- Recruitment, International e-Recruitment, Internship – Concept, Importance, Benefits and Process of Internship, Documenting the Interview, Pre-Employment Testing for Selection of Employees, Computer Based Testing, Use of Psychometric Test, Selection Process, Interviewing Skills, Background and Reference Checks, Selection Process, Selection as a Source Of Competitive Advantage, Notifying Rejected Applicants, Evaluation of Selection Process and Errors in Selection. Employer Branding – Concept, Benefits and Strategies, (AI tools used for Recruitment and selection), Case studies.

**Unit 3 (Performance Management, Performance Models and Metrics):** Concept, Managing Performance and Strategic Planning, Performance Management Framework, Integrated Performance Framework, Performance Management Cycle, Issues and Impact on the Performance, Performance Measures and Assessments, Balance Scorecard, European Foundation for Quality Management (EFQM) Model, Economic Value Added (EVA), Building a High-Performance Culture, Performance Management Role and Employee Development, Performance Management Reviews and Evaluations and Rewards, Ethics in Performance Management, Case studies.

**Unit 4 Compensation Management and Bonuses:** definition, objectives, and components of compensation systems, Theories of compensation (Equity, Expectancy, and Reinforcement Theory), types of bonuses and incentive plans, statutory and discretionary bonuses, and incentive schemes at individual, team, and organizational levels. Payment of Bonus Act, 1965, and global perspectives on compensation laws. Pay-for-performance systems, competency-based and skill-based pay, ensuring equity and fairness in compensation, and designing executive compensation packages, rewards programs, tax planning strategies. Case studies, Case studies.

## 6. Course Map (CO-PO Mapping)

		Programme Outcomes				
		PO-1	PO-2	PO-3	PO-4	PO-5
Co urs	CO-1	3				
	CO-2	2	2			

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	CO-3				2	
	CO-4			2		

3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution

### 7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
<b>Face to Face Lectures</b>		45
<b>Demonstrations</b>		
1. Demonstration using Videos	05	05
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	00	
<b>Numeracy</b>		03
1. Solving Numerical Problems	03	
<b>Practical Work</b>		
1. Course Laboratory	03	
2. Computer Laboratory	00	
3. Role Plays / Simulations	02	05
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
<b>Others</b>		
1. HBR / Indian Case Study Presentation	05	
2. Guest Lecture (Academicians / Industry Practitioners)	03	
3. Industry / Field Visit	03	22
4. Brain Storming Sessions	03	
5. Group / Panel Discussions	05	
6. Discussing Possible Innovations	03	
Term Tests, Laboratory Examination/Written Examination, Presentations	10	
<b>Total Duration in Hours</b>		85

### 8. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to M.B.A (Human Resource Management) Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation			
	Component 1: CE (50% Weightage)		Component 2: SEE (50% Weightage)
Subcomponent ►↓	SC1	SC2	
Subcomponent Type ►↓	Mid Term Exam	Assignment, Presentation and Class Participation	50 Marks
Maximum Marks ►↓	25	25	
CO-1	X -	X -	X

CO-2	x.	x.	x
CO-3	x.	x.	x
CO-4		x.	x.
The details of SC1 and SC2 are presented in the Programme Specifications Document			

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment as per the above template at the beginning of the Semester.

Course reassessment policies are presented in the Academic Regulations document.

### 9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How Imparted During the Course
1.	Knowledge	Class room lectures, Assignments
2.	Understanding	Class room lectures, Assignments
3.	Critical Skills	Class room lectures, Assignments
4.	Analytical Skills	Solving Numerical, Assignment, Examinations
5.	Problem Solving Skills	Classroom discussion, Assignment, Examinations
6.	Practical Skills	Classroom discussion
7.	Group Work	Assignments, case study
8.	Self-Learning	Assignment
9.	Written Communication Skills	Assignment, Examinations
10.	Verbal Communication Skills	Group discussions, Presentations
11.	Presentation Skills	Assignment
12.	Behavioral Skills	Group discussion
13.	Information Management	Assignment
14.	Personal Management	Role play
15.	Leadership Skills	Role play

### 10. Course Resources

#### a. Essential Reading

1. Course Notes
2. Arthur, D., 2020. *Recruiting, Interviewing, Selecting, And Orienting New Employees [Sixth Edition]*. 6<sup>th</sup> ed. Nashville, USA: HarperCollins Leadership.
3. Sherman, G., 2011. *Competency based HRM*. 3<sup>rd</sup> ed. New Delhi: Tata McGraw-Hill Pub. Co.
4. Singh, B D., 2012. *Compensation and Reward Management*. Excel books, 2<sup>nd</sup> ed. New Delhi,
5. Verweire, K. and Berghe, L., 2005. *Integrated performance management: a guide to strategy implementation*. London: Sage.

#### b. Recommended Reading

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1. Imelauer, G., 2016. *Recruitment Process Outsourcing*. Wiesbaden: Gabler.
2. Gomez-Mejia, L., Berrone, P. and Franco-Santos, M., 2011. *Compensation and organizational performance*. 3<sup>rd</sup> ed. New Delhi: Laxmi Publications.
3. Armstrong, M., 2009. *Armstrong's handbook of performance management*. 4<sup>th</sup> ed. London: Kogan Page Ltd.,

c. **Magazines and Journals**

1. HR Magazine
2. HRM Review: Human Resources Management Review
3. The International Journal of Human Resource Management, Routledge
4. Human Resource Management International Digest, ABI/INFORM Global
5. International Journal of Productivity and Performance Management, Emerald Insight

d. **Websites**

1. Process, R., 2022. *Recruitment Process*. [online] Recruiter. Available at: <<https://www.recruiter.com/recruitment-process.html>> [Accessed 10 July 2022].
2. Management, P., 2022. *Performance Management*. [online] U.S. Office of Personnel Management. Available at: <<https://www.opm.gov/services-for-agencies/performance-management>> [Accessed 10 July 2022].
3. Management, C., 2022. *Compensation Management*. [online] Compensation Management softwares. Available at: <<https://www.trustradius.com/compensation-management>> [Accessed 10 July 2022].
4. Laws, C., 2022. *Compensation*. [online] WageIndicator subsite collection. Available at: <<https://paycheck.in/labour-law-india/compensation>> [Accessed 10 July 2022].

e. **Other Electronic Resources**

1. Software: ERP – HR Module

## 10. Course Organization

<b>Course Code</b>	BAE551A	
<b>Course Title</b>	Recruitment, Compensation and Performance Management	
<b>Course Leader's Name</b>	As per Time Table	
<b>Course Leader's Contact Details</b>	<b>Phone:</b>	080-4536 6666
<b>Course Specifications Approval Date</b>	<b>E-mail:</b> As per time table	
<b>Next Course Specifications Review Date</b>	17 July 2022	
<b>Next Course Specifications Review Date</b>	May-2024	

**Course Specifications: International Human Resource Management**

<b>Course Title</b>	<b>International Human Resource Management</b>
<b>Course Code</b>	BAE552A
<b>Course Type</b>	Specialisation Theory Course
<b>Department</b>	Management Studies
<b>Faculty</b>	Management and Commerce

**1. Course Summary**

This course deals with essentials of human resources management in an international environment.

The students are taught strategic role of Human Resource (HR) in recruitment, expatriate training, performance management and compensation in global scenario. This course emphasizes on cross cultural training, joint ventures, challenges as well as organisational strategies in an international scenario and importance of international HR management skills to manage Human capital for a trans-national organisation. Also, this course discusses the laws pertaining to international labour relations and the practices of HRM in different countries.

**2. Course Size and Credits:**

<b>Number of Credits</b>	04
<b>Credit Structure (Lecture: Tutorial: Practical)</b>	3:0:1
<b>Total Hours of Interaction</b>	85
<b>Number of Weeks in a Semester</b>	15
<b>Department Responsible</b>	Management Studies
<b>Total Course Marks</b>	100
<b>Pass Criterion</b>	As per the Academic Regulations
<b>Attendance Requirement</b>	As per the Academic Regulations

**3. Program Outcomes (POs)**

- PO-1.** Apply knowledge of management theories and practices to solve business problems.
- PO-2.** Foster Analytical and critical thinking abilities for data-based decision-making.
- PO-3.** Ability to develop Value based Leadership ability.
- PO-4.** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- PO-5.** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

**4. Course Outcomes (COs)**

- CO-1.** Apply the Essentials of International HR Management to demonstrate the understanding of global HR functions
- CO-2.** Analyze Cross-Cultural Management Dynamics to evaluate effective communication and leadership strategies in MNCs
- CO-3.** Evaluate Strategies for International Staffing, Performance Management, and Compensation for Expatriates to enhance their performance


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**CO-4.** Propose Comprehensive Approaches to International HR Skills in Labour Relations to manage global workplace conflicts

## 5. Course Contents

**Unit 1 Introduction to International Human Resource Management (IHRM):** Fundamentals of IHRM, Definition, Scope, Reasons for Globalisation, IHRM and Domestic HRM, Human Resources in a Comparative Perspective, Models of IHRM - Matching Model, Harvard Model, Contextual Model, 5P Model European Model, SHRM in Multinational Companies, Organisational Processes in IHRM, Organisational Dynamics and IHRM, Challenges of IHRM, Adding Value to the Global Business Environment Knowledge of Business.

**Unit 2 Cross-Cultural Management and International Growth:** Socio cultural context, Culture and Employee Management Issues, Cultural and Non-cultural Influence of HRM, The Challenges of Managing Multicultural/Cross-cultural Workgroups, Cross Border Alliance, Mergers and Acquisitions, and International Teams, Virtual and Multi-cultural Teams, Cross Cultural Communications and Negotiation – Decision Making with in Diverse Cultures, Linking HR to International Expansion Strategies, Exploiting Global Integration, Mastering Expatriation, Traditional Expatriate Model, Limits of Global Integration, Diversity and Responding to Diversity, Challenges of Localization, Role of an Expatriate and Inpatriates, Female Expatriates, Expatriation Process.

**Unit 3 International Staffing and Recruitment for Transnational Orgaisations:** Staffing in International Context, International Training, Training and Development-Expatriate Training, Training and Development of International Staff, Types of Expatriate Training, Repatriate Training, Dual Career Couples, Developing International Staff and Multinational Teams.

**Unit 4 International Compensation and Performance Management:** International Compensation-Approaches, composition, social security systems across Countries, Appraisal of Expatriate - Third and Host Country Employees, Issues in International Performance Management, Emerging Issues.

**Unit 5 Repatriation and International Labour Relations:** Expatriate Re-entry, Changed by Expatriation, Process and Stages of Repatriation, Re-entry and Career Issues. International Labour Relations and HRM International Joint Ventures - Key Issues, Response of Labour Unions to MNC's Social Dumping, Analysing HRM Practices in Different Countries, International HRM Strategies, Differentiation or Integration.

## 6. Course Map (CO-PO Mapping)

Course Outcome	Programme Outcomes				
	PO-1	PO-2	PO-3	PO-4	PO-5
CO-1	3				
CO-2			1	3	
CO-3		1		3	
CO-4				2	

## 7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		45

<b>Demonstrations</b>		04
1. Demonstration using Videos	04	
2. Demonstration using Physical Models / Systems	00	
<b>Numeracy</b>		03
1. Solving Numerical Problems	03	
<b>Practical Work</b>		03
1. Course Laboratory	00	
2. Computer Laboratory	00	
3. Role Plays / Simulations	03	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
<b>Others</b>		
1. HBR / Indian Case Study Presentation	05	
2. Guest Lecture (Academicians / Industry Practitioners)	03	
3. Industry / Field Visit	03	
4. Brain Storming Sessions	03	
5. Group / Panel Discussions	03	
6. Discussing Possible Innovations	03	
Term Tests, Laboratory Examination/Written Examination, Presentations		10
<b>Total Duration in Hours</b>		<b>55</b>

## 8. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to M.B.A (Human Resource Management) Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation			
	Component 1: CE (50% Weightage)		Component 2: SEE (50% Weightage)
Subcomponent ►	SC1	SC2	
Subcomponent Type ►	Mid Term Exam	Assignment, Presentation and Class Participation	50 Marks
Maximum Marks ►	25	25	
CO-1	×	×	×
CO-2	×	×	×
CO-3	×	×	×
CO-4		×	×

The details of SC1 and SC2 are presented in the Programme Specifications Document



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The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment as per the above template at the beginning of the Semester.

Course reassessment policies are presented in the Academic Regulations document.

## 9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How Imparted During the Course
1.	Knowledge	Class room lectures, Assignment
2.	Understanding	Classroom lectures, Assignment
3.	Critical Skills	Classroom lectures, Assignment
4.	Analytical Skills	Solving Numerical, Assignment, Examinations
5.	Problem Solving Skills	Classroom discussion, Assignment, Examinations
6.	Practical Skills	Classroom discussion
7.	Group Work	Assignments, case study
8.	Self-Learning	Assignment
9.	Written Communication Skills	Assignment, Examinations
10.	Verbal Communication Skills	Group discussions, Presentations
11.	Presentation Skills	Assignment
12.	Behavioral Skills	Group discussion
13.	Information Management	Assignment
14.	Personal Management	Role play
15.	Leadership Skills	Role play

## 10. Course Resources

### a. Essential Reading

8. Course Notes
9. Dowling, P., Festing, M. and Engle, A., 2017. *International human resource management*. 7th ed. Andover: Cengage Learning.

### b. Recommended Reading

1. Dowling, P. and Welch, D., 2006. *International human resource management*. 3rd ed. Mason, Ohio: Thomson/South-Western.
2. Aswathappa, K. and Dash, S., 2017. *International human resource management*. 2nd ed. New Delhi: Tata McGraw-Hill.

### c. Magazines and Journals

1. HR Magazine - Mark Allen Group
2. HRM Review: Human Resources Management Review – Science Direct
3. The International Journal of Human Resource Management, Routledge
4. Human Resource Management International Digest, ABI/INFORM Global

**d. Websites**

1. *IHRIM Membership Benefits for Individuals, Organizations and Vendors*. [online] Available at: <<https://www.ihrim.org/membership/>> [Accessed 10 July 2022].
2. *International Association for Human Resources Information Management*. [online] Available at: <<https://www.ihrim.org/>> [Accessed 10 July 2022].
3. *The Only Global Association of HR Professionals Focused on Technology*. [online] Available at: <<https://www.ihrim.org/about/>> [Accessed 10 July 2022].
4. *Webinars - International Association for Human Resources Information* [online] Available at: <<https://www.ihrim.org/education/webinars/>> [Accessed 10 July 2022].

**e. Other Electronic Resources**

1. Software: ERP – HR Module



**Dean**

Faculty of Management and Commerce  
M S Ramaiah University of Applied Sciences  
Bengaluru – 560 054, INDIA



Dean - Academics

M.S. Ramaiah University of Applied Sciences  
Bangalore - 560 054

**Course Specifications: Business Leadership and Employee Relations**

<b>Course Title</b>	<b>Business Leadership and Employee Relations</b>
<b>Course Code</b>	BAE553A
<b>Course Type</b>	Specialization Course
<b>Department</b>	Management Studies
<b>Faculty</b>	Management and Commerce

**1. Course Summary**

The aim of this course is to introduce students to key concepts of teams, leadership and helps to develop team skills by actively participating in a team for the entire semester in the context of collaborative and experiential learning about self and team dynamics. Students will acquire an understanding of frameworks and their relationship to the Psychological Contract, leadership, team roles and group development as well as the theories of the same. In addition, they will gain experience with practical techniques for improving effectiveness in high performing teams. This course also deals with essentials of industrial relations and labour laws in India. The students are taught the scope of grievance redressal procedure and discipline management

**2. Course Size and Credits:**

<b>Number of Credits</b>	04
<b>Credit Structure (Lecture: Tutorial: Practical)</b>	3:0:1
<b>Total Hours of Interaction</b>	85
<b>Number of Weeks in a Semester</b>	15
<b>Department Responsible</b>	Management Studies
<b>Total Course Marks</b>	100
<b>Pass Criterion</b>	As per the Academic Regulations
<b>Attendance Requirement</b>	As per the Academic Regulations

**3. Program Outcomes (POs)**

- PO-1.** Apply knowledge of management theories and practices to solve business problems.
- PO-2.** Foster Analytical and critical thinking abilities for data-based decision-making.
- PO-3.** Ability to develop Value based Leadership ability.
- PO-4.** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- PO-5.** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

**4. Course Outcomes (COs)**

- CO-1** Apply the contemporary theories of leadership to manage team dynamics
- CO-2** Analyze problems and issues to effectively manage industrial relations
- CO-3** Evaluate strategies to resolve industrial disputes and employee grievances for better working environment
- CO-4** Propose a framework for compliance of labour laws and regulations for the Industries

## 5. Course Contents

**Unit 1:** Leadership theories: Trait theories, Behavioral theories, contingency theory, contemporary theories on leadership, Organizational Leadership, Strategic leadership, Leadership and power for Creating high performance culture. Leadership Development –Emotional Intelligence-Personal and Social competencies, leadership development through self-awareness and self-discipline, Development through education and training, mentoring, Evaluation of development efforts.

**Unit 2:** Teams: Team composition, formation, and types of team-problem solving teams, Types of teams, Ethical values in teams, creating effective teams, Interpersonal orientation through FIRO-B, Experiential learning methodologies-T group sensitivity training, encounter groups, appreciative enquiry, Discovering facets of interpersonal trust through Johari Model window, communication skills, Negotiation skills and strategies for team building, team morale, conflict resolution in teams.

**Unit 3:** Industrial Relation (IR): Introduction, stakeholders of industrial relations, government interventions, objectives, scope, development of IR in India, Approaches to Industrial relations, Code of discipline, cases on code of discipline. Trade Unionism: Definition and concept of Trade Unions, Characteristics, objectives, Approaches, Theories of trade unionism, Evolution of Trade Unions in India, Types of Trade Unions, Challenges faced by trade unions, Trade Union Act, Future trends of trade union movements

**Unit 4:** Industrial Disputes: introduction, causes, Forms of industrial disputes, Preventive and settlement machinery of industrial disputes in India, dispute settlement measures, Industrial Dispute Act 1947. Collective Bargaining: Objectives, concepts of collective bargaining, bargaining structures and issues, Prerequisites for effective collective bargaining, Process of collective bargaining, methods of collective bargaining, Negotiation process, forms of bargaining structures, Collective bargaining in India

**Unit 5:** Grievance Management: Introduction, Approaches to grievance machinery, factors leading to grievance, forms and causes of grievance, effect of grievances, Grievance management in India, grievance redressal procedure, committees. Discipline Management: Introduction, aim and objectives of discipline, approaches to discipline management, Disciplinary procedures, Standing orders, Industrial Employment Act, 1946, Remedial counseling code of discipline

**Unit 6 :** Labour Laws: Introduction, nature, scope, importance, objectives, Growth of labour laws in India, role of International Labour Organisation, Impact of ILO on India, Law making process in India. Labour and social security Legislations: Contract Labour (Regulation and Abolition) Act 1970, Factory Act 1948, Plantation Labour Act 1951, Shops and Establishment Act, Payment of wage Act 1936, Minimum wages Act, Employee Compensation Act, Equal Remuneration Act-1976, Maternity Benefit Act 1961, ESI Act, Employee Provident Fund Act, Payment of Bonus Act 1965, Gratuity Act 1972, cases on legislations.

## 6. Course Map (CO-PO Mapping)

		Programme Outcomes				
		PO-1	PO-2	PO-3	PO-4	PO-5
Course Outcome	CO-1	3		3		
	CO-2		3			
	CO-3	2			2	
	CO-4				3	

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## 7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
<b>Face to Face Lectures</b>		45
<b>Demonstrations</b>		
1. Demonstration using Videos	05	05
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	00	
<b>Numeracy</b>		00
1. Solving Numerical Problems	00	
<b>Practical Work</b>		07
1. Course Laboratory	00	
2. Computer Laboratory	00	
3. Role Plays / Simulations	07	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
<b>Others</b>		18
1. HBR / Indian Case Study Presentation	05	
2. Guest Lecture (Academicians / Industry Practitioners)	02	
3. Industry / Field Visit	03	
4. Brain Storming Sessions	03	
5. Group / Panel Discussions	05	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations	10	
<b>Total Duration in Hours</b>		<b>85</b>

## 8. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to M.B.A (Human Resource Management) Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation			
	Component 1: CE (50% Weightage)		Component 2: SEE (50% Weightage)
Subcomponent ►	SC1	SC2	
Subcomponent Type ►	Mid Term Exam	Assignment, Presentation and Class Participation	50 Marks
Maximum Marks ►	25	25	
CO-1	×	×	×
CO-2	×	×	×

			M.B.A
CO-3	x	x	x
CO-4		x	x
The details of SC1 and SC2 are presented in the Programme Specifications Document			

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment as per the above template at the beginning of the Semester.

Course reassessment policies are presented in the Academic Regulations document.

## 9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How Imparted During the Course
1.	Knowledge	Classroom Lectures
2.	Understanding	Classroom Lectures, Self-study
3.	Critical Skills	Assignment
4.	Analytical Skills	Assignment
5.	Problem Solving Skills	Assignment, Examination
6.	Practical Skills	Assignment
7.	Group Work	Case-study Presentations
8.	Self-Learning	Self-study
9.	Written Communication Skills	Assignment, Examination
10.	Verbal Communication Skills	Presentation
11.	Presentation Skills	Presentation
12.	Behavioral Skills	Classroom Lectures
13.	Information Management	Assignment
14.	Personal Management	Group Discussions
15.	Leadership Skills	Group Discussions

## 10. Course Resources

### a. Essential Reading

- Robbins, S. Judge, P. Vohra, 2018., Organisational Behaviour ,18<sup>th</sup> ed, Pearson Publication ,India
- Schein, Edgar H. 2016.,Organizational Culture and Leadership (The Jossey-Bass Business & Management Series) 5<sup>th</sup> ed,
- Taxmann, 2022. Taxmann's Labour Laws, Taxmann Publications, New Delhi
- Srivatsav. S C, 2019. Industrial Relations and Labour Laws, 7<sup>th</sup> ed. Vikas Publishing House, New Delhi
- Paul D and Sthanohar. 2004. Personnel Management and Industrial Relations, 2<sup>nd</sup> ed. Prentice Hall of India

### b. Recommended Reading

- Pillai. C, Madhavan, 2007. A text Book of Labour and Industrial Laws, Allahabad Law Agency, Allahabad

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- b. Mishra, L 2006. Case Laws on Indian Relations Issues and Implications, Excel Books, New Delhi
- c. Monappa, Arun, 2009. Industrial Relations, Tata McGraw Hill, New Delhi
- d. Goswami V G, 2011. Industrial and Business Laws, Central Law Agency, Allahabad

**c. Magazines and Journals**

- a. Harvard Business Review on Leadership at the Top (2018), Harvard Business School Press
- b. Harvard Business Review on Leadership in a changing world (2018), Harvard Business School Press
- c. Indian Journal of International Law – Springer Publications
- d. The Indian Society of International Law - The Indian Society of International Law
- e. Journal of Legal Environment Online, Routledge
- f. Indian Journal of Industrial Relations, HighBeam Research

**d. Websites**

- 2022. Visit Whitepapers Hbr.org. 2022. Harvard Business Review - Ideas and Advice for Leaders. [online] Available at: <<https://hbr.org/>> [Accessed 12 September 2022].
- 2022. [online] Available at: <<https://www.industrialrelations.nsw.gov.au/>> [Accessed 10 September 2022].
- 2022. [online] Available at: <<https://labour.gov.in/>> [Accessed 15 September 2022].
- Links.giveawayoftheday.com. 2022. Visit Whitepapers.businessweek.com - Information Technology - Technical white papers - IT Webcasts / Information - Bi..... [online] Available at: <<https://links.giveawayoftheday.com/whitepapers.businessweek.com>> [Accessed 17 September 2022].

**e. Other Electronic Resources**

NA

**Course Specifications: Business Leadership and Employee Relations**

<b>Course Title</b>	<b>Business Leadership and Employee Relations</b>
<b>Course Code</b>	BAE553A
<b>Course Type</b>	Specialization Course
<b>Department</b>	Management Studies
<b>Faculty</b>	Management and Commerce

**1. Course Summary**

The aim of this course is to introduce students to key concepts of teams, leadership and helps to develop team skills by actively participating in a team for the entire semester in the context of collaborative and experiential learning about self and team dynamics. Students will acquire an understanding of frameworks and their relationship to the Psychological Contract, leadership, team roles and group development as well as the theories of the same. In addition, they will gain experience with practical techniques for improving effectiveness in high performing teams. This course also deals with essentials of industrial relations and labour laws in India. The students are taught the scope of grievance redressal procedure and discipline management

**2. Course Size and Credits:**

<b>Number of Credits</b>	04
<b>Credit Structure (Lecture: Tutorial: Practical)</b>	3:0:1
<b>Total Hours of Interaction</b>	85
<b>Number of Weeks in a Semester</b>	15
<b>Department Responsible</b>	Management Studies
<b>Total Course Marks</b>	100
<b>Pass Criterion</b>	As per the Academic Regulations
<b>Attendance Requirement</b>	As per the Academic Regulations

**3. Program Outcomes (POs)**

- PO-1.** Apply knowledge of management theories and practices to solve business problems.
- PO-2.** Foster Analytical and critical thinking abilities for data-based decision-making.
- PO-3.** Ability to develop Value based Leadership ability.
- PO-4.** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- PO-5.** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

**4. Course Outcomes (COs)**

- CO-1** Apply the contemporary theories of leadership to manage team dynamics
- CO-2** Analyze problems and issues to effectively manage industrial relations
- CO-3** Evaluate strategies to resolve industrial disputes and employee grievances for better working environment
- CO-4** Propose a framework for compliance of labour laws and regulations for the Industries



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## 5. Course Contents

**Unit 1:** Leadership theories: Trait theories, Behavioral theories, contingency theory, contemporary theories on leadership, Organizational Leadership, Strategic leadership, Leadership and power for Creating high performance culture. Leadership Development –Emotional Intelligence-Personal and Social competencies, leadership development through self-awareness and self-discipline, Development through education and training, mentoring, Evaluation of development efforts.

**Unit 2:** Teams: Team composition, formation, and types of team-problem solving teams, Types of teams, Ethical values in teams, creating effective teams, Interpersonal orientation through FIRO-B, Experiential learning methodologies-T- group sensitivity training, encounter groups, appreciative enquiry, Discovering facets of interpersonal trust through Johari Model window, communication skills, Negotiation skills and strategies for team building, team morale, conflict resolution in teams.

**Unit 3:** Industrial Relation (IR): Introduction, stakeholders of industrial relations, government interventions, objectives, scope, development of IR in India, Approaches to Industrial relations, Code of discipline, cases on code of discipline. Trade Unionism: Definition and concept of Trade Unions, Characteristics, objectives, Approaches, Theories of trade unionism, Evolution of Trade Unions in India, Types of Trade Unions, Challenges faced by trade unions, Trade Union Act, Future trends of trade union movements

**Unit 4:** Industrial Disputes: introduction, causes, Forms of industrial disputes, Preventive and settlement machinery of industrial disputes in India, dispute settlement measures, Industrial Dispute Act 1947. Collective Bargaining: Objectives, concepts of collective bargaining, bargaining structures and issues, Pre-requisites for effective collective bargaining, Process of collective bargaining, methods of collective bargaining, Negotiation process, forms of bargaining structures, Collective bargaining in India

**Unit 5:** Grievance Management: Introduction, Approaches to grievance machinery, factors leading to grievance, forms and causes of grievance, effect of grievances, Grievance management in India, grievance redressal procedure, committees. Discipline Management: Introduction, aim and objectives of discipline, approaches to discipline management, Disciplinary procedures, Standing orders, Industrial Employment Act, 1946, Remedial counseling code of discipline

**Unit 6 :** Labour Laws: Introduction, nature, scope, importance, objectives, Growth of labour laws in India, role of International Labour Organisation, Impact of ILO on India, Law making process in India. Labour and social security Legislations: Contract Labour (Regulation and Abolition) Act 1970, Factory Act 1948, Plantation Labour Act 1951, Shops and Establishment Act, Payment of wage Act 1936, Minimum wages Act, Employee Compensation Act, Equal Remuneration Act-1976, Maternity Benefit Act 1961, ESI Act, Employee Provident Fund Act, Payment of Bonus Act 1965, Gratuity Act 1972, cases on legislations.

## 6. Course Map (CO-PO Mapping)

Course Outcome	Programme Outcomes				
	PO-1	PO-2	PO-3	PO-4	PO-5
CO-1	3		3		
CO-2		3			
CO-3	2			2	

	CO-4				3	
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## 7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
<b>Face to Face Lectures</b>		45
<b>Demonstrations</b>		
1. Demonstration using Videos	05	
2. Demonstration using Physical Models / Systems	00	05
3. Demonstration on a Computer	00	
<b>Numeracy</b>		00
1. Solving Numerical Problems	00	
<b>Practical Work</b>		
1. Course Laboratory	00	
2. Computer Laboratory	00	
3. Role Plays / Simulations	07	07
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
<b>Others</b>		
1. HBR / Indian Case Study Presentation	05	
2. Guest Lecture (Academicians / Industry Practitioners)	02	
3. Industry / Field Visit	03	
4. Brain Storming Sessions	03	
5. Group / Panel Discussions	05	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations	10	
<b>Total Duration in Hours</b>		85

## 8. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to M.B.A (Human Resource Management) Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation			
	Component 1: CE (50% Weightage)		Component 2: SEE (50% Weightage)
Subcomponent ►	SC1	SC2	
Subcomponent Type ►	Mid Term Exam	Assignment, Presentation and Class Participation	50 Marks
Maximum Marks ►	25	25	
CO-1	x	x	x

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CO-2	x	x	x
CO-3	x	x	x
CO-4		x	x

The details of SC1 and SC2 are presented in the Programme Specifications Document

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment as per the above template at the beginning of the Semester.

Course reassessment policies are presented in the Academic Regulations document.

## 9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How Imparted During the Course
1.	Knowledge	Classroom Lectures
2.	Understanding	Classroom Lectures, Self-study
3.	Critical Skills	Assignment
4.	Analytical Skills	Assignment
5.	Problem Solving Skills	Assignment, Examination
6.	Practical Skills	Assignment
7.	Group Work	Case-study Presentations
8.	Self-Learning	Self-study
9.	Written Communication Skills	Assignment, Examination
10.	Verbal Communication Skills	Presentation
11.	Presentation Skills	Presentation
12.	Behavioral Skills	Classroom Lectures
13.	Information Management	Assignment
14.	Personal Management	Group Discussions
15.	Leadership Skills	Group Discussions

## 10. Course Resources

### a. Essential Reading

- Robbins, S. Judge, P. Vohra, 2018., Organisational Behaviour ,18<sup>th</sup> ed, Pearson Publication ,India
- Schein, Edgar H. 2016.,Organizational Culture and Leadership (The Jossey-Bass Business & Management Series) 5<sup>th</sup> ed,
- Taxmann, 2022. Taxmann's Labour Laws, Taxmann Publications, New Delhi
- Srivatsav. S C, 2019. Industrial Relations and Labour Laws, 7<sup>th</sup> ed. Vikas Publishing House, New Delhi
- Paul D and Sthanohar. 2004. Personnel Management and Industrial Relations, 2<sup>nd</sup> ed. Prentice Hall of India

### b. Recommended Reading

- Pillai. C, Madhavan, 2007. A text Book of Labour and Industrial Laws, Allahabad Law Agency,

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- b. Mishra, L 2006. Case Laws on Indian Relations Issues and Implications, Excel Books, New Delhi
- c. Monappa, Arun, 2009. Industrial Relations, Tata McGraw Hill, New Delhi
- d. Goswami V G, 2011. Industrial and Business Laws, Central Law Agency, Allahabad

**c. Magazines and Journals**

- a. Harvard Business Review on Leadership at the Top (2018), Harvard Business School Press
- b. Harvard Business Review on Leadership in a changing world (2018), Harvard Business School Press
- c. Indian Journal of International Law – Springer Publications
- d. The Indian Society of International Law - The Indian Society of International Law
- e. Journal of Legal Environment Online, Routledge
- f. Indian Journal of Industrial Relations, HighBeam Research

**d. Websites**

- 2022. Visit Whitepapers Hbr.org. 2022. Harvard Business Review - Ideas and Advice for Leaders. [online] Available at: <<https://hbr.org/>> [Accessed 12 September 2022].
- 2022. [online] Available at: <<https://www.industrialrelations.nsw.gov.au/>> [Accessed 10 September 2022].
- 2022. [online] Available at: <<https://labour.gov.in/>> [Accessed 15 September 2022].
- Links.giveawayoftheday.com. 2022. Visit Whitepapers.businessweek.com - Information Technology - Technical white papers - IT Webcasts / Information - Bi..... [online] Available at: <<https://links.giveawayoftheday.com/whitepapers.businessweek.com>> [Accessed 17 September 2022].

**e. Other Electronic Resources**

NA



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## **MARKETING MANAGEMENT**

### **Course Specifications: Product Management and Services Marketing**

<b>Course Title</b>	Product Management and Services Marketing
<b>Course Code</b>	BAE511A
<b>Course Type</b>	Specialization Theory Course
<b>Department</b>	Management Studies
<b>Faculty</b>	Management and Commerce

#### **1. Course Summary**

This course deals with the essentials of product management and services marketing in an organization. Students are taught new product development, product launch, and marketing of a product or products at all stages of the product lifecycle. Students are also taught services marketing mix strategies and trained to develop service quality models.

#### **2. Course Size and Credits:**

<b>Number of Credits</b>	04
<b>Credit Structure (Lecture: Tutorial: Practical)</b>	3:0:1
<b>Total Hours of Interaction</b>	85
<b>Number of Weeks in a Semester</b>	15
<b>Department Responsible</b>	Management Studies
<b>Total Course Marks</b>	100
<b>Pass Criterion</b>	As per the Academic Regulations
<b>Attendance Requirement</b>	As per the Academic Regulations

#### **3. Program Outcomes (POs)**

- PO-1.** Apply knowledge of management theories and practices to solve business problems.
- PO-2.** Foster Analytical and critical thinking abilities for data-based decision-making.
- PO-3.** Ability to develop Value based Leadership ability.
- PO-4.** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- PO-5.** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

#### **4. Course Outcomes (COs)**

After the successful completion of this course, the student will be able to:

- CO-1** Apply the fundamental aspects of product management to develop products or services.
- CO-2** Analyze the service quality framework and gaps to enhance service delivery
- CO-3** Recommend segmentation strategies with integrated marketing communication through Value-based leadership to proposing a positioning statement for a product or service
- CO-4** Design a service marketing model that incorporates global and ethical factors to achieve sustainable and strategic service delivery

## 5. Course Contents

**Unit 1 Product Management:** Product management overview, Levels of products, classification of products, consumer products, business products, product lines and product mix, factors influencing change in product mix, product strategies, product brand management and advertising

**Unit 2 New Product development:** Importance of new products, new product development process, product life cycle, strategies during introduction of new products, causes for new product failures, consumer adoption process

**Unit 3: Introduction to services marketing:** Introduction to services marketing - Evolution and growth of service sector – Nature and Scope of Services – Unique characteristics of services - Challenges and issues in Services Marketing, Service Marketing Expanded Marketing Mix and STP, Classification of services – Expanded marketing mix –Service marketing – Environment and trends – Service market segmentation, targeting and positioning, services brand management and advertising.

**Unit 4 Service Design, GAP model and Services Marketing Strategies:** Service Life Cycle – New service development – Service Blue Printing – GAP's model of service, quality – Measuring service quality – SERVQUAL,

**Unit 5 Service Delivery and Promotion:** Designing service delivery, importance CRM and technology in services delivery service recovery, Service Channel – Pricing of services, methods – Service marketing triangle - Integrated Services marketing communication, Services Marketing Strategies in Various Sectors: Service Marketing Strategies and service leadership for – Financial services, Hospital - Tourism , Educational services.

## 6. Course Map (CO-PO Mapping)

		Programme Outcomes				
		PO-1	PO-2	PO-3	PO-4	PO-5
Course Outcomes	CO-1	3				
	CO-2	2	1			
	CO-3			2		
	CO-4				3	

## 7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
<b>Face to Face Lectures</b>		30
<b>Demonstrations</b>		
1. Demonstration using Videos		05
2. Demonstration using Physical Models / Systems		
3. Demonstration on a Computer	05	
<b>Numeracy</b>		12
1. Solving Numerical Problems	12	
<b>Practical Work</b>		00
1. Course Laboratory	00	

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M.B.A		
2. Computer Laboratory	00	
3. Engineering Workshop / Course/Workshop	00	
<b>Others</b>		
1. Case Study Discussion / Presentation	10	
2. Guest Lecture	01	
3. Industry / Field Visit	00	
4. Brain Storming Sessions	07	
5. Group Discussions	10	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations	10	
<b>Total Duration in Hours</b>		<b>85</b>

## 8. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the M.B.A Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1, SC2) COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation			
	Component 1: CE (50% Weightage)		Component 2: SEE (50% Weightage)
Subcomponent ►	SC1	SC2	
Subcomponent Type ►	Mid Term Exam	Assignment, Presentation and Class Participation	50 Marks
Maximum Marks ►	25	25	
CO-1	×	×	×
CO-2	×	×	×
CO-3	×	×	×
CO-4		×	×

The details of SC1 and SC2 are presented in the Program Specifications Document

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment as per the above template at the beginning of the semester.

Course reassessment policies are presented in the Academic Regulations document.

## 9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Classroom lectures, Assignment
2.	Understanding	Classroom lectures, Assignment, Self-study
3.	Critical Skills	Classroom lectures, Assignment

4.	Analytical Skills	Solving Numericals, Assignment, Examinations
5.	Problem Solving Skills	Classroom discussion, Case discussions, Assignment, Examinations
6.	Practical Skills	Classroom discussion, Assignment
7.	Group Work	Assignments, case discussions
8.	Self-Learning	Self-study, Assignments
9.	Written Communication Skills	Assignment, Examination
10.	Verbal Communication Skills	Group discussions, Presentations
11.	Presentation Skills	Assignment
12.	Behavioral Skills	Group discussion
13.	Information Management	Assignment
14.	Personal Management	--
15.	Leadership Skills	--

## 10. Course Resources

### a. Essential Reading

1. Course notes
2. Panda T K (2017), *Product and Brand Management* 7<sup>th</sup> edition, Oxford Higher Education.
3. Christopher Lovelock, Jayanta Chatterjee, Gopal Das (2015), *Essentials of Services Marketing* 3<sup>rd</sup> Pearson Education
4. Valarie A. Zeithaml (2018), *Services Marketing - Integrating Customer Focus Across the Firm*, 2<sup>nd</sup> edition, Tata McGraw Hill
5. Srinivasan R (2010), *Services Marketing: The Indian Context*, 2nd edition, Prentice Hall Education.

### b. Recommended Reading

1. Mujumdar R (2017), *Product Management* 3rd edition, PHI. 3<sup>rd</sup> Elliot Richard and Percy Larry (2007) *Strategic brand management*, 12th edition, Oxford University press
2. Kotler Philip and Keller Kevin Lane. (2017) *Marketing Management*, 15<sup>th</sup> edition, Pearson Education
3. Bitner and Dwayne Gremler (2018), *Services Marketing: Integrating Customer Focus Across the Firm*, 7<sup>th</sup> Edition, Mac Graw Hill publishing
4. Douglas Hoffman K, John E.G. Bateson (2017), *Services Marketing Concepts Strategies & Cases*, 5th edition, Cengage India Publishing

### c. Magazines and Journals

1. *International Journal of Brand Management*, Emerald Publishing Company.
2. *Journal of brand management*, Palgrave Macmillan Ltd.
3. *Journal of Service Marketing*, Emerald Publishing Company.
4. *Journal of financial service marketing*, Palgrave Macmillan Ltd.
5. *Product Management Today (TMT)*- Magazine
6. *B2B Product Manager*, Magazine
7. *Boston Product Management*

### d. Websites

*Hojda*

1. Hojda, V. (2020) *The top 50 product management blogs and publications*, *Product Management Resources* | Roadmunk. Available at:

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<https://roadmunk.com/guides/product-management-blogs-publications-product-managers/> (Accessed: July 15, 2022)

2. *Magazine, Product Management Today*. Available at:  
<https://www.productmanagementtoday.com/magazine/> (Accessed: July 15, 2022).

**Course Specifications: Sales and Distribution Management**

<b>Course Title</b>	Sales and Distribution Management
<b>Course Code</b>	BAE513A
<b>Course Type</b>	Core Theory Course
<b>Department</b>	Management Studies
<b>Faculty</b>	Management and Commerce
<b>Semester</b>	3

**4. Course Summary**

This course deals with essentials of sales and distribution management. Students are taught sales and distribution concepts. Students are also taught the concepts of selling process, channel management, trends in distribution, logistics and supply chain management, and their importance for effective sales and distribution management.

**2. Course Size and Credits:**

<b>Number of Credits</b>	04
<b>Credit Structure (Lecture: Tutorial: Practical)</b>	3:0:1
<b>Total Hours of Interaction</b>	85
<b>Number of Weeks in a Semester</b>	15
<b>Department Responsible</b>	Management Studies
<b>Total Course Marks</b>	100
<b>Pass Criterion</b>	As per the Academic Regulations
<b>Attendance Requirement</b>	As per the Academic Regulations

**3. Program Outcomes (POs)**

- PO-1.** Apply knowledge of management theories and practices to solve business problems.
- PO-2.** Foster Analytical and critical thinking abilities for data-based decision-making.
- PO-3.** Ability to develop Value based Leadership ability.
- PO-4.** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- PO-5.** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

**5. Course Outcomes (COs)**

After the successful completion of this course, the student will be able to:

- CO-5.** Apply knowledge of Sales theories and practices to solve real-world sales challenges
- CO-6.** Analyze impact of various factors influencing the planning, formulation and implementation of Sales Strategies
- CO-7.** Evaluate supply chain and related concepts and strategies required for effective planning of optimal Distribution Networks
- CO-8.** Propose appropriate Value-based Sales and Distribution Models for a product or service for effective leadership in Sales and Distribution Teams


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## 11. Course Contents

**Unit 1 Introduction to Sales Management:** Introduction to sales management, Evolution, Nature and Importance of Sales Management, Role of Sales Management in Marketing, Sales Responsibilities, Importance of Personal Selling, Modern Roles and Required Skills for Sales Managers, Levels of Sales Management Positions, Careers in Sales Management, Emerging Trends in Sales Management

**Unit 2 Sales Strategies and Sales Organisation:** Sales Objectives, Sales Tactics, Sales Planning, Sales Forecasting and Sales Budgeting, Sales Metrics, Sales Strategies, Concepts of Sales Organization, Purpose of Sales Organization, Types and characteristics of Sales Organizations, influencing factors, Strategic Selling, Key Account sales

**Unit 3: Management of the Sales Force and Sales Leadership:** Structure of the Sales Force, Recruiting, Selecting and Training the sales force, Sales Coaching, Territory Management, Sales Territories and Sales quotas, Compensating sales force, Motivating the sales force, Controlling the sales force, Evaluating the sales force, Sales Automation, Sales Analytics, Customer Relationship Management, Selling skills, Selling process and Sales Cycle, Selling Techniques, Sales Negotiation, Sales Leadership

**Unit 4 Channel Management and Logistics Strategies :** Introduction to Distribution Channels, Role of Intermediaries, Nature and importance of Marketing channels, Channel Functions, Channel Levels, Wholesaling, Retailing, Types of Channels, New Trends in Distribution such as B2B and B2C Ecommerce , Global Distribution Channels, Multi-channel and Omnichannel Distribution, Channel power, Channel Conflict, Ethical concerns in Sales and Distribution, Vertical Marketing Systems, Innovations in Marketing Systems, Channel Design Decisions, Channel Management Decisions

**Unit 5 Logistics and Supply Chain strategies:** Logistics and Supply Chain related Strategies: Introduction to Logistic Management, Goals of Logistics system, Logistics Functions, Transportation Modes, Integrated Logistics Management, Controllable Elements in a Logistics System, Transportation Planning and Selection, Planning the Logistics Network, Overview of Supply Chains, Reverse Logistics, Inventory Management, Warehouse management, Role of IT in Logistics and Supply Chain

## 12. Course Map (CO-PO-PEO Map)

		Programme Outcomes				
		PO-1	PO-2	PO-3	PO-4	PO-5
Course Outcomes	CO-1	3				
	CO-2		3			
	CO-3		3			
	CO-4			3		

## 13. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		45
Demonstrations		10

1. Demonstration using Videos	10	
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	00	
<b>Numeracy</b>		0
1. Solving Numerical Problems	00	
<b>Practical Work</b>		00
1. Course Laboratory	00	
2. Computer Laboratory	00	
3. Engineering Workshop / Course/Workshop	00	
<b>Others</b>		15
1. Case Study Presentation	08	
2. Guest Lecture	02	
3. Industry / Field Visit	05	
4. Brain Storming Sessions	00	
5. Group Discussions	00	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations		15
<b>Total Duration in Hours</b>		<b>85</b>

#### 14. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to M.B.A (Marketing Management) Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation			
	Component 1: CE (50% Weightage)		Component 2: SEE (50% Weightage)
Subcomponent ►↓	SC1	SC2	
Subcomponent Type ►↓	Mid Term Exam	Assignment, Presentation and Class Participation	50 Marks
Maximum Marks ►↓	25	25	
CO-1	✗	✗	✗
CO-2	✗	✗	✗
CO-3		✗	✗
CO-4		✗	✗

The details of SC1 and SC2 are presented in the Programme Specifications Document

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment as per the above template at the beginning of the Semester.

Course reassessment policies are presented in the Academic Regulations document.

#### 15. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods

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S. No	Curriculum and Capabilities Skills	How Imparted During the Course
1.	Knowledge	Classroom Lectures
2.	Understanding	Classroom Lectures, Self-study
3.	Critical Skills	Assignment
4.	Analytical Skills	Assignment
5.	Problem Solving Skills	Assignment, Examination
6.	Practical Skills	Assignment
7.	Group Work	Classroom Lectures
8.	Self-Learning	Self-study
9.	Written Communication Skills	Assignment, Examination
10.	Verbal Communication Skills	Presentation
11.	Presentation Skills	Presentation
12.	Behavioral Skills	Classroom Lectures
13.	Information Management	Assignment
14.	Personal Management	Classroom Lectures
15.	Leadership Skills	Classroom Lectures

## 16. Course Resources

### a. Essential Reading

1. Course notes
2. Krishna Havaldar and Vasant Cavale , (2011), Sales and Distribution Management, Tata McGraw Hill Education Private Limited, 2nd Edition
3. Richard R. Still, Edward W. Cundiff and Noman A.P. Govani (2010), Sales Management - Decisions, Strategies and Cases, 5th edition. New Delhi, Phi Learning
4. Bert Rosenbloom, Marketing Channels, 7th Edition, Cengage learning,

### b. Recommended Reading

1. Thomas N. Ingram, Raymond W. LaForge et al, Sales Management – Analysis and Decision Making, South Western, 6th Edition
2. Magazines, Periodica Chopra, S., Meindl, P. and Kalra, D.V. (2016) *Supply Chain Management*, 6<sup>th</sup> edition, Pearson Education.

### c. Magazines and Journals

1. Harvard Business Review, Harvard Business School Press, Alternate Months
2. **Journal of Personal Selling & Sales Management (JPSSM): Published by the American Marketing Association (AMA).**
3. **International Journal of Retail & Distribution Management (IJRDM): Published by Emerald Publishing.**
4. **Journal of Supply Chain Management (JSCM): Published by John Wiley & Sons.**
5. Supply Chain Management, Emerald Group Publishing Ltd.
6. Journal of Supply Chain Management, Wiley-Blackwell

### d. Websites

1. [https://swayam.gov.in/nc\\_details/NPTEL](https://swayam.gov.in/nc_details/NPTEL)

**Course Specifications: Consumer Behaviour and Retail Marketing**

<b>Course Title</b>	Consumer Behaviour and Retail Marketing
<b>Course Code</b>	BAE512A
<b>Course Type</b>	Core Theory Course
<b>Department</b>	Management Studies
<b>Faculty</b>	Management and Commerce

**1. Course Summary**

This course offers an in-depth understanding of consumer behaviour and retail marketing with a strong focus on both foundational theories and modern industry practices. It equips students to critically analyze consumer decision-making processes, psychological and sociological influences, and models of buying behaviour. The course further explores the dynamics of the evolving retail landscape. Students are introduced to strategic retail operations such as merchandise planning, store layout, and category management, supported by the latest practices in customer relationship management (CRM), including analytical CRM and privacy-respecting data practices. Emphasis is placed on practical application through case studies, guest lectures, and industry visits. Students develop analytical, strategic, and communication skills essential for building consumer-centric retail strategies and leading effective retail marketing campaigns in a competitive global market.

**2. Course Size and Credits:**

<b>Number of Credits</b>	04
<b>Credit Structure (Lecture: Tutorial: Practical)</b>	3:0:1
<b>Total Hours of Interaction</b>	85
<b>Number of Weeks in a Semester</b>	15
<b>Department Responsible</b>	Management Studies
<b>Total Course Marks</b>	100
<b>Pass Criterion</b>	As per the Academic Regulations
<b>Attendance Requirement</b>	As per the Academic Regulations

**3. Program Outcomes**

- PO-1. Apply knowledge of management theories and practices to solve business problems.
- PO-2. Foster Analytical and critical thinking abilities for data-based decision-making.
- PO-3. Ability to develop Value based Leadership ability.
- PO-4. Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- PO-5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

**4. Course Outcomes (COs)**

After the successful completion of this course, the student will be able to:

- CO-1.** Apply key concepts of consumer behavior to assess the factors influencing decision-making processes.
- CO-2.** Analyze factors Influencing Consumer behaviour to design effective marketing strategies
- CO-3.** Evaluate the effectiveness of various retail marketing strategies on driving consumer engagement
- CO-4.** Create consumer-focused retail marketing strategies to build and maintain a competitive edge in the retail sector



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## 5. Course Contents

**Unit 1 Consumer Behaviour:** Introduction to consumer Behaviour, Approaches to the Study of Consumer Behaviour, Consumer Buying Decision Process, Buying and Disposing, Consumer Influences vs. Organizational Influences, Cognitive Dissonance, Digital Consumer, Neuromarketing, Responsible consumption, Models of Consumer Behaviour

**Unit 2 Psychological and Sociological Influences on Consumer Behaviour:** Perception, Perceived Risk, Learning and Memory, Motivation, Personality, Attitude and Models of Attitude, Attitude Change Strategies, Culture and Sub-culture, Social Class, Role of Groups and Family, Consumer Adoption and Diffusion, Implications of Life cycles, Lifestyle and Changing Lifestyles (VALSTM Typology, Subscription Lifestyles, Gig-Economy Lifestyles), Profiling consumers and their needs

**Unit 3: Introduction to the world of Retailing:** Meaning, economic significance, opportunities in retailing, the retail management decision process, Trends in retail industry, retailer characteristics, Types of Retailers, services retailing, types of ownership, retail formats in store-based and non-store retailing, multi-channel retailing, omni-channel retailing, retailing in global markets, Technology in retail, D2C, Q-commerce, experiential marketing, retail media networks

**Unit 4: Retail Strategic Planning, Retail Merchandising, Retail store location, Store Layout, Retail Operations:** Strategic retail planning process, Organising the buying process by categories, merchandise buying process, merchandise planning, Category Management, retail store location, store layout and design, retail store operations

**Unit 5: Customer Relationship Management:** Strategic Imperatives, Customer Pyramid, Concepts of Customer Value, Analytical CRM (Traditional Marketing Metrics; Strategic Customer-Based Value Metrics), CRM in B2B Context, Using Databases, Customer Privacy Concerns and Privacy Protective Responses

**Unit 6 Retail Store Pricing and Retail Communications Mix:** Pricing strategies, Approaches for setting prices, Price adjustments, Introduction to Retail Communications Mix, Retail communications channels and their integration to achieve retail marketing objectives. cross-device engagement tracking.

## 6. Course Map (CO-PO Mapping)

		Programme Outcomes				
		PO-1	PO-2	PO-3	PO-4	PO-5
Course Outcome	CO-1	3	1			
	CO-2	2	3		2	
	CO-3	2			2	3
	CO-4	2		2		3

3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution

### 7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
<b>Face to Face Lectures</b>		45
<b>Demonstrations</b>		
1. Demonstration using Videos	10	
2. Demonstration using Physical Models / Systems	05	15
3. Demonstration on a Computer	00	
<b>Numeracy</b>		0
1. Solving Numerical Problems	00	
<b>Practical Work</b>		
1. Course Laboratory	00	
2. Computer Laboratory	00	05
3. Engineering Workshop / Course/Workshop	00	
<b>Others</b>		
1. Case Study Presentation	10	
2. Guest Lecture	01	
3. Industry / Field Visit	02	
4. Brain Storming Sessions	00	15
5. Group Discussions	02	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations		05
	<b>Total Duration in Hours</b>	<b>85</b>

### 8. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to M.B.A (Marketing Management) Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation			Component 2: SEE (50% Weightage)
Subcomponent ►	SC1	SC2	
Subcomponent Type ►	Mid Term Exam	Assignment, Presentation and Class Participation	50 Marks
Maximum Marks ►	25	25	
CO-1	×	×	×
CO-2	×	×	×
CO-3		×	×
CO-4		×	×

The details of SC1 and SC2 are presented in the Programme Specifications Document

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment as per the above template at the beginning of the Semester.

  
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Course reassessment policies are presented in the Academic Regulations document.

## 9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How Imparted During the Course
1.	Knowledge	Classroom Lectures
2.	Understanding	Classroom Lectures, Self-study
3.	Critical Skills	Assignment
4.	Analytical Skills	Assignment
5.	Problem Solving Skills	Assignment, Examination
6.	Practical Skills	Assignment
7.	Group Work	Classroom Lectures
8.	Self-Learning	Self-study
9.	Written Communication Skills	Assignment, Examination
10.	Verbal Communication Skills	Presentation
11.	Presentation Skills	Presentation
12.	Behavioral Skills	Classroom Lectures
13.	Information Management	Assignment
14.	Personal Management	Classroom Lectures
15.	Leadership Skills	Classroom Lectures

## 10. Course Resources

### a. Essential Reading

1. Course notes
2. Leon Schiffman, Joseph Wisenblit, Ramesh Kumar – Consumer Behaviour, Pearson Education, 12th Edition
3. Levi. Michael, Weitz. Rarton A and Grewal. Dhruv (2019) Retail Management, 10e, McGraw-Hill Education (India) Private Limited. New Delhi
4. Berman. Barry and Evans. Joel (2018) Retail Management – A strategic Approach, 12e, Prentice Hall India
5. Kumar, V., & Reinartz, W. (2018). *Customer relationship management*. Springer-Verlag GmbH Germany, part of Springer Nature 2006, 2012, 2018.

### b. Recommended Reading

1. Roger D. Blackwell, Paul W. Miniard, et al., Consumer Behaviour, Cengage India Private Limited, 10th Edition
2. Del Hawkins, Roger Best, Kenneth Coney and Amit Mookerjee , Consumer Behaviour, Tata McGraw Hill, 9th Edition
3. Shainesh, G., Sheth, J. N., & Jain, V. (2025). *Customer Relationship Management in the Digital Age*. Routledge.

### c. Magazines, Periodicals and Journals

**Journal of Consumer Psychology**

**Psychology & Marketing**

**Journal of Consumer Research**

**Journal of Consumer Behaviour**

**International Journal of Retail & Distribution Management**

**Journal of Retailing and Consumer Services**

## 11. Course Organization

Course Code	BAE512A	
Course Title	Consumer Behaviour and Retail Marketing	
Course Leader's Name	As per Time Table	
Course Leader's Contact Details	Phone:	080-4536 6666
	E-mail:	As per time table
Course Specifications Approval Date	17 July 2022	
Next Course Specifications Review Date	May-2024	



**Dean**  
 Faculty of Management and Commerce  
 M S Ramaiah University of Applied Sciences  
 Bengaluru – 560 054. INDIA



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 M.S. Ramaiah University of Applied Sciences  
 Bangalore - 560 054

**Course Specifications: Digital Marketing and Digital Marketing Analytics**

<b>Course Title</b>	<b>Digital Marketing and Digital Marketing Analytics</b>
<b>Course Code</b>	BAE514A
<b>Course Type</b>	Specialization - Elective
<b>Department</b>	Management Studies
<b>Faculty</b>	Management and Commerce

**1. Course Summary**

This course deals with the theory and practice of conducting sales and marketing on digital platforms. It enables students to create digital marketing strategy and apply appropriate digital marketing tactics for a firm/ organization/ individual business and gives the students an opportunity to develop the required skills. Students are taught to apply Search Engine Optimisation (SEO), Display / Banner advertisements, Design website for marketing, email marketing strategy, mobile marketing, and Social Media Marketing.

In addition, students are introduced to important analytics applicable for digital marketing practice. Social media analytics is about converting unstructured social media data into useful business insights. This course also deals with how social media data can be used to arrive at appropriate insights and take necessary actions.

This course involves concepts, techniques, and tools used to extract business insights from social media that helps generate leads, drive traffic, increase brand loyalty, and enables timely and good business decisions. The social media analytics covered would encompass Analytics of  
– Texts, Actions, Networks, Hyperlinks

**2. Course Size and Credits:**

<b>Number of Credits</b>	04
<b>Credit Structure (Lecture: Tutorial: Practical)</b>	3:0:1
<b>Total Hours of Interaction</b>	85
<b>Number of Weeks in a Semester</b>	15
<b>Department Responsible</b>	Management Studies
<b>Total Course Marks</b>	100
<b>Pass Criterion</b>	As per the Academic Regulations
<b>Attendance Requirement</b>	As per the Academic Regulations

**3. Program Outcomes (POs)**

- PO-1.** Apply knowledge of management theories and practices to solve business problems.
- PO-2.** Foster Analytical and critical thinking abilities for data-based decision-making.
- PO-3.** Ability to develop Value based Leadership ability.
- PO-4.** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- PO-5.** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

**4. Course Outcomes (COs)**

After the successful completion of this course, the student will be able to:

- CO-1:** Apply analytics-driven Search Engine Optimization (SEO) and Search Engine Advertising strategies (Search Engine Marketing) to achieve better visibility
- CO-2:** Analyze competitors' websites and propose an appropriate website design for a business
- CO-3:** Evaluate and select user-centric Email Marketing, Mobile Marketing, and Social Media Marketing campaigns using analytics to maximize Return on Investment (ROI)
- CO-4:** Develop a comprehensive digital marketing strategy to achieve improved marketing outcomes

## 5. Course Contents

**Unit 1 Introduction To Digital Marketing Strategy:** Online Vs. Traditional Marketing, Changing Online Marketing Landscape, Customer Purchase Funnel, Introduction To Customer Journey Maps, Introduction To Digital Marketing Tactics – Search Engine Optimisation (SEO) , Pay Per Click, Per Mile and Per Conversion Advertisements, Mobile Marketing, Affiliate Marketing, Website for Marketing, Emails for Marketing, Social Media Marketing, Digital Marketing Analytics.

**Unit 2 Search Engine Marketing - A) Search Engine Optimisation – SEO and B) Paid Search Engine Advertisements :**

- A) **SEO** - Introduction to Working of Search Engine, Importance of Need to Stay on Top in Online Search, Keyword Generation Tactics (Manual And Software Based) , SEO – White Hat and Black Hat Practices, On Page SEO and Off Page SEO Strategy. Use Analytics and Tools Required To Analyse Page Ranks And Hyperlinks and Create A SEO Strategy.
- B) **Paid Search Engine Advertisements:** Creating Campaigns, Pay per Click, Pay per Mile And Pay per Conversion, Banner Advertisements – For Multiple Devices including Mobile Devices, Bidding Strategies.

**Unit 3: Website for Marketing :** Tracing developments in website, Categories of website and their importance for digital business models, Website design using wireframes, Introduction to web hosting and registration services – wordpress, wix.com, blogspots, google services etc

**Unit 4 Email Marketing and Mobile Marketing:** Importance of Emails in Digital Marketing, Email Lists, Opt –Ins, Elements of A Good Email Campaign, Funnel Of E – Mail Conversion, Return On Investments On Email Campaign, Essentials Of Mobile Marketing

**Unit 5 Social Media Marketing:** Competitor Analysis, Media Strategy, Content Strategy, Marketing Using Facebook, Introduction To Twitter, Linkedin, Pinterest, Instagram, CRM. An Introduction To Social Networks And Their Characteristics Like Strong And Weak Relationships, , Influential Nodes (E.G., People And Organizations) And Their Position In The Network. **Social Media Analytics** – Involves Extracting, Analyzing And Interpreting The Actions Performed By Social Media Users, Such As Likes, Dislikes, Shares, Mentions, and Endorsement (Social Listening). Analyzing Social Media Sentiments Post Social Media Campaigns To Change Business Tactics Appropriately

**Unit 6 Legal And Ethical Issues Of Digital Marketing:** Legal And Ethical Aspects Governing Digital

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And Social Media Marketing

### 6. Course Map (CO-PO Mapping)

Course Outcomes	Programme Outcomes				
	PO-1	PO-2	PO-3	PO-4	PO-5
CO-1	2	3			
CO-2		3		2	
CO-3	1	3	1	2	
CO-4		3			2

### 7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
<b>Face to Face Lectures</b>		30
<b>Demonstrations</b>		
1. Demonstration using Videos	10	10
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	00	
<b>Numeracy</b>		00
1. Solving Numerical Problems	00	
<b>Practical Work</b>		15
1. Course Laboratory	00	
2. Computer Laboratory	10	
3. Role Plays / Simulations	00	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
<b>Others</b>		20
1. HBR / Indian Case Study Presentation	05	
2. Guest Lecture (Academicians / Industry Practitioners)	02	
3. Industry / Field Visit	03	
4. Brain Storming Sessions	00	
5. Group / Panel Discussions	05	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations	10	
<b>Total Duration in Hours</b>		<b>85</b>

### 8. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to M.B.A (Marketing Management) Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation			
Subcomponent ►	Component 1: CE (50% Weightage)		Component 2: SEE (50% Weightage) 50 Marks
Subcomponent Type ►	SC1	SC2	
Mid Term Exam		Assignment, Presentation and Class Participation	
Maximum Marks ►	25	25	
CO-1	×		×
CO-2	×	×	×
CO-3		×	×
CO-4		×	×

The details of SC1 and SC2 are presented in the Programme Specifications Document

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment as per the above template at the beginning of the Semester.

Course reassessment policies are presented in the Academic Regulations document.

## 9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How Imparted During the Course
1.	Knowledge	Classroom Lectures
2.	Understanding	Classroom Lectures, Self-study
3.	Critical Skills	Assignment
4.	Analytical Skills	Assignment
5.	Problem Solving Skills	Assignment, Examination
6.	Practical Skills	Assignment
7.	Group Work	Classroom Lectures
8.	Self-Learning	Self-study
9.	Written Communication Skills	Assignment, Examination
10.	Verbal Communication Skills	Presentation
11.	Presentation Skills	Presentation
12.	Behavioral Skills	Classroom Lectures
13.	Information Management	Assignment
14.	Personal Management	Classroom Lectures
15.	Leadership Skills	Classroom Lectures

## 10. Course Resources

### e. Essential Reading

1. Class Notes

  
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2. Seema Gupta (2018), *Digital Marketing*, McGraw Hill Education (India)
3. Gohar .F. Khan (2015), *Seven layers of Social media Analytics: Mining Business Insights from Social Media*, CreateSpace Independent Publishing Platform (2015)

**f. Recommended Reading**

1. Bhatia P S, *Fundamentals of Digital Marketing*, 2<sup>nd</sup> Edition, Pearson Education (India)
2. Urban Glen L (2004), *Digital Marketing Strategy –Text and cases*, Pearson Prentice Hall
3. David Easley and Jon Kleinberg , *Networks, Crowds and Markets*, Cambridge University Press, 2010

**g. Magazines and Journals**

1. <http://digitalmarketingmagazine.co.uk/>
2. <https://www.thedrum.com/location/india>
3. Journal of Interactive Marketing, SAGE Publications
4. Journal of Digital and Social Media Marketing, Henry Stewart Publications
5. International Journal of Internet Marketing and Advertising, InderScience Publishers

**h. Websites**

1. 7-tips-to-do-brand-awareness-through-digital-marketing-in-2022(2022), Retrieved on 13<sup>th</sup> July 2022 from <https://digitalmarketingtrends.in/>
2. Marketers-here-what-the-new-age-consumer-really-cares-about (2022), Retrieved on 13<sup>th</sup> July 2022 from <https://www.thedrum.com/>
3. Unlock a new world of unstructured data analysis (2022), Retrieved on 13th July 2022 from <https://www.lexalytics.com/semantria/excel>
4. EFQM Web Document (2022) N.A., *Improving Organizations*, Retrieved on 03 July 2022 from <http://www.efqm.org>
5. ISIXSIGMA (2022) N.A., *Six Sigma Resources*, Retrieved on 03 July 2022 from <http://www.isixsigma.com/me/tqm/>
6. Business Balls (2022) N.A., Performance and Talent Management, Retrieved on 03 July 2022 from <http://www.businessballs.com/qualitymanagement.htm>
7. <https://nodexl.com/>
8. [www.hootsuite.com/](http://www.hootsuite.com/)
9. [www.vosonlab.net](http://www.vosonlab.net)
10. <https://developers.google.com/apps-script/advanced/fusion-tables>
11. [trends.google.com](http://trends.google.com)
12. <https://neilpatel.com/>
13. [www.emarketeer.com](http://www.emarketeer.com)
14. <https://techcrunch.com/>

**i. Other Electronic Resources**

1. Software: MS Excel
2. Six Sigma Suite

## OPERATIONS MANAGEMENT

### Course Specifications: Applied Operations Research

<b>Course Title</b>	Applied Operations Research
<b>Course Code</b>	BAE531A
<b>Course Type</b>	Specialisation Course
<b>Department</b>	Management Studies
<b>Faculty</b>	Management and Commerce

#### 1. Course Summary

This course deals with applied Operations Research for quantitative analysis of problems faced by management to arrive at optimal decisions. The students are taught quantitative methods for business decision making when provided with various strategies and multiple criteria. The students are also introduced to Data Envelopment Analysis as a part of Multi-Criteria Decision-Making approach.

#### 2. Course Size and Credits:

<b>Number of Credits</b>	04
<b>Credit Structure (Lecture: Tutorial: Practical)</b>	3:0:1
<b>Total Hours of Interaction</b>	85
<b>Number of Weeks in a Semester</b>	15
<b>Department Responsible</b>	Management Studies
<b>Total Course Marks</b>	100
<b>Pass Criterion</b>	As per the Academic Regulations
<b>Attendance Requirement</b>	As per the Academic Regulations

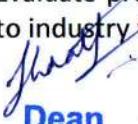
#### 3. Program Outcomes (POs)

- PO-1.** Apply knowledge of management theories and practices to solve business problems.
- PO-2.** Foster Analytical and critical thinking abilities for data-based decision-making.
- PO-3.** Ability to develop Value based Leadership ability.
- PO-4.** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- PO-5.** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

#### 4. Course Outcomes (COs)

After the successful completion of this course, the student will be able to:

- CO-1.** Solve managerial problems mathematically using OR techniques to arrive at optimal solutions
- CO-2.** Analyse the queuing models in the operational context for data driven decision making
- CO-3.** Evaluate problem specific models pertaining to Transportation and Assignment related to industry for effective resource allocation

  
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**CO-4.** Formulate Multi-Criteria Decision Making (MCDM) models to attain solutions to multi objectives real life problem solving

## 5. Course Contents

**Unit 1 Linear and Non-Linear Models for Decision Making:** Historical Development of Operations Research (OR) along with Applications, Assimilating the Meaning of Feasible, Optimum, Unbounded Solutions etc. Formulation of Linear Programming Problem (LPP) with Primal and Dual Representation, Application of Sensitivity Analysis for Decision Making, Applying Solver Package to Solve LPPs, Formulation and Solution Methods for Integer Programming Problems (IPP).

**Unit 2 Dynamic Programming (DP):** Introduction, Recursive Nature of Computations in DP, Forward and Backward Recursion, Selected DP Applications like Knapsack Problem, Investment Models, Inventory Models, Problem of Dimensionality.

**Unit 3 Queueing Theory:** Description of Queueing System, Basic Model of Queueing, Introduction to Markovian Queueing System and its Application.

**Unit 4 Transportation and Assignment Problems:** Current Trends and Modern Applications, Matrix Form of Transportation Problem, Feasible Solution, Basic Feasible Solution, Optimum Solution, Resolution of Degeneracy (Initial and Solution Stage), Hungarian Method for Assignment Problem.

**Unit 5 Multi-Criteria Decision-Making Models:** Introduction, Solution Methods and Applications of Multicriteria Decision Making Models such as Goal Programming, Analytical Hierarchy Process (AHP), Data Envelopment Analysis (DEA).

## 6. Course Map (CO-PO Mapping)

		Programme Outcomes				
		PO-1	PO-2	PO-3	PO-4	PO-5
Course Outcomes	CO-1	3				
	CO-2		2			
	CO-3	3				
	CO-4			2	2	

3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution

## 7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
<b>Face to Face Lectures</b>		25
<b>Demonstrations</b>		
1. Demonstration using Videos	03	
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	02	
<b>Numeracy</b>		
1. Solving Numerical Problems	20	20
<b>Practical Work</b>		20

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1. Course Laboratory	00	
2. Computer Laboratory	20	
3. Role Plays / Simulations	00	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
<b>Others</b>		
1. HBR / Indian Case Study Presentation	02	
2. Guest Lecture (Academicians / Industry Practitioners)	00	
3. Industry / Field Visit	00	
4. Brain Storming Sessions	03	
5. Group / Panel Discussions	00	
6. Discussing Possible Innovations	00	
<b>Term Tests, Laboratory Examination/Written Examination, Presentations</b>	<b>10</b>	
	<b>Total Duration in Hours</b>	<b>85</b>

## 8. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the M.B.A. (Operations Management) Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation			
	Component 1: CE (50% Weightage)		Component 2: SEE (50% Weightage)
Subcomponent ►	SC1	SC2	
Subcomponent Type ►	Mid Term Exam	Assignment, Presentation and Class Participation	50 Marks
Maximum Marks ►	25	25	
CO-1	×	×	×
CO-2	×	×	×
CO-3		×	×
CO-4		×	×

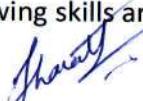
The details of SC1 and SC2 are presented in the Programme Specifications Document

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment as per the above template at the beginning of the semester.

Course reassessment policies are presented in the Academic Regulations document.

## 9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching



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and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Classroom lectures, Assignment
2.	Understanding	Classroom lectures, Assignment, Self-study
3.	Critical Skills	Classroom lectures, Assignment
4.	Analytical Skills	Solving Numericals, Assignment, Examinations
5.	Problem Solving Skills	Classroom discussion, Assignment, Examinations
6.	Practical Skills	Classroom discussion, Assignment
7.	Group Work	Assignments, case study
8.	Self-Learning	Self-study, Assignments
9.	Written Communication Skills	Assignment, Examination
10.	Verbal Communication Skills	Group discussions, Presentations
11.	Presentation Skills	Assignment
12.	Behavioral Skills	Group discussion
13.	Information Management	Assignment
14.	Personal Management	--
15.	Leadership Skills	Assignment

## 10. Course Resources

### a. Essential Reading

1. Course Notes
2. Sharma S.D. (2009) *Operations Research*, Kedar Nath Ram Nath, India
3. William W. Cooper, Lawrence M. Seiford, and Kaoru Tone (2006) *Introduction to Data Envelopment Analysis*, 1<sup>st</sup> Edition, Springer, USA
4. Taha, A.H. (2019), *Operations Research: An Introduction*, 10<sup>th</sup> Edition, Pearson Education

### b. Recommended Reading

1. Hillier, F.S., Lieberman, G.J. and Liberman, G. (1995), *Introduction to Operations Research*, 8<sup>th</sup> Edition, The McGraw Hill
2. William W. C., Seiford, L.M. and Tone, K. (2007) *Introduction to Data Envelopment Analysis*, 2<sup>nd</sup> Edition, Springer, USA

### c. Magazines and Journals

1. Inside OR
2. IMPACT
3. International Journal of Operational Research, Inderscience Publications
4. European Journal of Operational Research, Elsevier
5. Management Science, INFORMS Institute for Operations Research and the Management Sciences
6. Annals of Operations Research, Springer

### d. Websites

1. Case Studies and Management Resources (2022) ICMR, *IBS Center for Management Research*, Retrieved on 08 July 2022 from [https://www.icmrindia.org/casestudies/Case\\_Studies\\_Concept\\_Wise.asp?cat=Operations%20research](https://www.icmrindia.org/casestudies/Case_Studies_Concept_Wise.asp?cat=Operations%20research)

M.B.A  
2. Case Centre (1988) Charles Corbett, Overmeer W., Luk N. Van Wassenhove, OilCo and BOR Consultants, Retreived on 08 July 2022 from <https://www.thecasecentre.org/products/view?id=7955>

**e. Other Electronic Resources**  
LINDO, GAMS, QM for Windows



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M S Ramaiah University of Applied Sciences  
Bengaluru – 560 054. INDIA

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**Course Specifications: TQM and Six Sigma**

<b>Course Title</b>	TQM and Six Sigma
<b>Course Code</b>	BAE532A
<b>Course Type</b>	Core Theory Course
<b>Department</b>	Management Studies
<b>Faculty</b>	Management and Commerce

**1. Course Summary**

This course deals with essentials of Total Quality Management (TQM) and Six Sigma. Students are taught to use quality as a strategy for continuous improvement. Quality Management System and Six Sigma with lean approach to identify, analyse, and improve processes are also taught. In particular, the underlying techniques and tools necessary for quality planning and design for Lean Six Sigma are dealt. Students are also trained on reduction of process variations for a business application.

**2. Course Size and Credits:**

<b>Number of Credits</b>	04
<b>Credit Structure (Lecture: Tutorial: Practical)</b>	3:0:1
<b>Total Hours of Interaction</b>	85
<b>Number of Weeks in a Semester</b>	15
<b>Department Responsible</b>	Management Studies
<b>Total Course Marks</b>	100
<b>Pass Criterion</b>	As per the Academic Regulations
<b>Attendance Requirement</b>	As per the Academic Regulations

**3. Program Outcomes (POs)**

- PO-1.** Apply knowledge of management theories and practices to solve business problems.
- PO-2.** Foster Analytical and critical thinking abilities for data-based decision-making.
- PO-3.** Ability to develop Value based Leadership ability.
- PO-4.** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- PO-5.** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

**4. Course Outcomes (COs)**

After the successful completion of this course, the student will be able to:

- CO-9.** Apply TQM philosophies and six sigma problem-solving techniques to real world problems
- CO-10.** Analyze the problem statement using TQM and DMAIC methodology of Six Sigma for process improvement
- CO-11.** Evaluate continuous improvement strategies to enhance customer focus and achieve quality excellence
- CO-12.** Develop key change management process model and BPR initiatives to enhance cost

reduction, quality and gain performance.

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## 5. Course Contents

**Unit 1 Principles of TQM:** Quality Dimensions of a Product/Service and Terminologies used in Quality Management, Enumerating Basic Principles of TQM along with Historical Milestones, Assimilating Cost of Quality and Quality Council, Demonstrating Philosophical Framework of TQM and Development of Core Values and Concepts, Quality Awards Practiced Globally (The Malcolm Baldrige National Quality Award, Deming Prize, European Quality Award, Golden Peacock Award)

**Unit 2 Strategic Quality Management and Organisation for Quality:** Elucidating Elements of Strategic Management in TQM, Integration of Quality into Strategic Management, Implementation Procedure of TQM in Practice with Obstacles, Formulation Steps of Quality Circle, Demonstration of Employee Involvement, Rewards and Recognition Programmes in TQM Aspired Organisations, Building QMS Framework for Managing Processes Effectively and Efficiently, OSHA, Environmental Control Requirements, Green House Effects

**Unit 3 Creating Customer Focus and Continuous Improvement:** Creating Value to the Customers through TQM, Development of Quality Function Deployment for Converting Customer Voice into Technical Descriptors, Implications of Concepts like Juran Trilogy, FMEA, Reliability, Kaizen, Poka Yoke, Japanese 5S Practices, TPM, Demonstration of Statistical Process Control (SPC) and Management Tools for Data Driven Decision Making Process, Hands-On Experience with Cases for Utilising SPC Tools and Techniques.

**Unit 4 Business Process Reengineering (BPR) and Service Quality Management:** Implementing BPR in Practice and Reengineering Structure, Products Liability Law, Identifying Rationale for Benchmarking by Understanding Current Performance to Achieve Excellence, Service Quality along with Classifications, Assimilating Difference Between Product and Service Quality, Measuring and Analyzing Service Quality for a Process

**Unit 5 Overview of Six Sigma and Lean Methodology:** Historical Perspective and Statistical Framework for Six Sigma and Lean Management, Application of DMAIC Methodology for Process Improvement, Analysis of Processes in DMAIC Projects like SIPOC, Flowchart and Value Stream Mapping, Demonstration on Calculating Sigma Level of a Process using Appropriate Software, Hidden Truths and Myths of Six Sigma, Development of Quality By Design Philosophy, Introduction to Essentials of Lean Six Sigma, Design for Lean Six Sigma

## 6. Course Map (CO-PO Mapping)

Course Outcome	Programme Outcomes				
	PO-1	PO-2	PO-3	PO-4	PO-5
CO-1	3				
CO-2		3			
CO-3			2		1
CO-4				2	

3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution

  
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## 7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
<b>Face to Face Lectures</b>		35
<b>Demonstrations</b>		
1. Demonstration using Videos	00	
2. Demonstration using Physical Models / Systems	00	15
3. Demonstration on a Computer	15	
<b>Numeracy</b>		
1. Solving Numerical Problems	10	10
<b>Practical Work</b>		
1. Course Laboratory	00	
2. Computer Laboratory	00	
3. Role Plays / Simulations	00	05
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
<b>Others</b>		
1. HBR / Indian Case Study Presentation	05	
2. Guest Lecture (Academicians / Industry Practitioners)	02	
3. Industry / Field Visit	03	10
4. Brain Storming Sessions	00	
5. Group / Panel Discussions	00	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations		10
	<b>Total Duration in Hours</b>	<b>85</b>

## 8. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to M.B.A (Operations Management) Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation			Component 2: SEE (50% Weightage)
	Component 1: CE (50% Weightage)		Component 2: SEE (50% Weightage)
Subcomponent ►	SC1	SC2	
Subcomponent Type ►	Mid Term Exam	Assignment, Presentation and Class Participation	50 Marks
Maximum Marks ►	25	25	

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CO-1	x	x	x	
CO-2	x	x	x	
CO-3	x	x	x	
CO-4	x	x	x	
The details of SC1 and SC2 are presented in the Programme Specifications Document				

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment as per the above template at the beginning of the Semester.

Course reassessment policies are presented in the Academic Regulations document.

## 9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How Imparted During the Course
1.	Knowledge	Classroom Lectures
2.	Understanding	Classroom Lectures, Self-study
3.	Critical Skills	Assignment
4.	Analytical Skills	Assignment
5.	Problem Solving Skills	Assignment, Examination
6.	Practical Skills	Assignment
7.	Group Work	Classroom Lectures
8.	Self-Learning	Self-study
9.	Written Communication Skills	Assignment, Examination
10.	Verbal Communication Skills	Presentation
11.	Presentation Skills	Presentation
12.	Behavioral Skills	Classroom Lectures
13.	Information Management	Assignment
14.	Personal Management	Classroom Lectures
15.	Leadership Skills	Classroom Lectures

## 10. Course Resources

### j. Essential Reading

10. Class Notes
11. Besterfield, D. (2008) *Total Quality Management*, 3<sup>rd</sup> edition, New Delhi: PHI.

### k. Recommended Reading

1. Bank, J. (2000) *The Essence of TQM*, 5<sup>th</sup> edition, New Delhi: PHI
2. Juran, J.M. and Blanton, G. A. (1999) *Juran's Quality Handbook*, 5<sup>th</sup> edition, McGraw Hill: New York
3. Taghizadegan, S. (2006) *Essentials of Lean Six Sigma*, Butterworth-Heinemann: UK

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**i. Magazines and Journals**

1. TQM and Business Excellence
2. Environmental Quality Management
3. Quality Assurance
4. Quality Digest
5. Total Quality Management and Business Excellence, Routledge
6. The TQM Journal, Emerald Group Publishing, Ltd.
7. Quality Management Journal, ASQ
8. International Journal of Lean Six Sigma, Emerald
9. International Journal of Six Sigma and Competitive Advantage, Inderscience

**m. Websites**

1. EFQM Web Document (2022) N.A., *Improving Organizations*, Retrieved on 03 July 2022 from <http://www.efqm.org>
2. ISIXSIGMA (2022) N.A., *Six Sigma Resources*, Retrieved on 03 July 2022 from <http://www.isixsigma.com/me/tqm/>
3. Business Balls (2022) N.A., Performance and Talent Management, Retrieved on 03 July 2022 from <http://www.businessballs.com/qualitymanagement.htm>

**n. Other Electronic Resources**

1. MS Excel
2. Six Sigma Suite

**Course Specifications: Logistics and Supply Chain Management**

<b>Course Title</b>	Logistics and Supply Chain Management
<b>Course Code</b>	BAE534A
<b>Course Type</b>	Specialisation Course
<b>Department</b>	Management Studies
<b>Faculty</b>	Management and Commerce

**1. Course Summary**

The course aims to develop an understanding of logistics and supply chain management in the context of an integrated organisation for sustainability. The students are trained to develop an understanding of logistics and supply chain management in alignment with overall business strategies. They are taught the conceptual and analytical framework for designing, planning and sourcing the supply in a supply chain network.

**2. Course Size and Credits:**

<b>Number of Credits</b>	04
<b>Credit Structure (Lecture: Tutorial: Practical)</b>	3:0:1
<b>Total Hours of Interaction</b>	85
<b>Number of Weeks in a Semester</b>	15
<b>Department Responsible</b>	Management Studies
<b>Total Course Marks</b>	100
<b>Pass Criterion</b>	As per the Academic Regulations
<b>Attendance Requirement</b>	As per the Academic Regulations

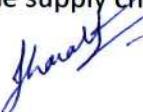
**3. Program Outcomes (POs)**

- PO-1.** Apply knowledge of management theories and practices to solve business problems.
- PO-2.** Foster Analytical and critical thinking abilities for data-based decision-making.
- PO-3.** Ability to develop Value based Leadership ability.
- PO-4.** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- PO-5.** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

**4. Course Outcomes (COs)**

After the successful completion of this course, the student will be able to:

- CO-1.** Apply the concepts of supply chain management to balance supply and demand
- CO-2.** Examine competitiveness of supply chain strategies by assessing drivers and metrics for planning of distribution networks
- CO-3.** Design distribution networks by considering influencing factors for modelling supply chains
- CO-4.** Evaluate demand and supply aggregate planning techniques to mitigate the challenges in the supply chain



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## 5. Course Contents

**Unit 1 (Understanding the Supply Chain):** Objectives, Importance, Decision Phases, Process Views and Examples.

**Unit 2 (Competitive and Supply Chain Strategies):** Supply Chain Drivers and Metrics, Framework for Structuring Drivers.

**Unit 3 (Distribution Networks):** Role, Influencing Factors, Design Options and Applications, the Role of Network Design in the Supply Chain, Designing Global Supply Chain Networks, Case Studies.

**Unit 4 (Planning and Coordinating Demand and Supply in a Supply chain):** Demand Forecasting – Characteristics and Components of Forecast, Basic Approaches, Forecast Errors, Aggregate Planning in a Supply Chain using Linear Programming and MS Excel, Role of IT in Aggregate Planning, Inventory Planning, Managing Demand and Supply, Implementing Sales and Operations Plans, Coordination in a Supply Chain and Effects of Lack of Coordination: Bullwhip Effect, The Beer Game.

**Unit 5 (Transportation in a Supply Chain):** Roles, Modes and their Performance Characteristics, Transportation Infrastructure and Policies, Transportation Network Design, Role of IT in Transportation, Technology for Visibility and Traceability of the Supply Chain – Radio Frequency Identification (RFID), Enterprise Resource Planning (ERP), Blockchains.

## 6. Course Map (CO-PO Mapping)

		Programme Outcomes				
		PO-1	PO-2	PO-3	PO-4	PO-5
Course Outcomes	CO-1	3				
	CO-2		2			
	CO-3			2		
	CO-4		2		1	

## 7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
<b>Face to Face Lectures</b>		45
<b>Demonstrations</b>		
1. Demonstration using Videos		00
2. Demonstration using Physical Models / Systems		
3. Demonstration on a Computer	00	
<b>Numeracy</b>		10
1. Solving Numerical Problems	10	
<b>Practical Work</b>		05
1. Course Laboratory	00	
2. Computer Laboratory	05	
3. Role Plays / Simulations	00	
4. Clinical Laboratory	00	
5. Hospital	00	

		M.B.A
6. Model Studio	00	
<b>Others</b>		
1. HBR / Indian Case Study Presentation	03	
2. Guest Lecture (Academicians / Industry Practitioners)	02	
3. Industry / Field Visit	03	
4. Brain Storming Sessions	00	
5. Group / Panel Discussions	07	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations	10	
<b>Total Duration in Hours</b>	<b>85</b>	

## 8. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the M.B.A. (Operations Management) Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation			
	Component 1: CE (50% Weightage)		Component 2: SEE (50% Weightage)
Subcomponent ►	SC1	SC2	
Subcomponent Type ►	Mid Term Exam	Assignment, Presentation and Class Participation	50 Marks
Maximum Marks ►	25	25	
CO-1	×	×	×
CO-2	×	×	×
CO-3		×	×
CO-4		×	×

The details of SC1 and SC2 are presented in the Programme Specifications Document

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment as per the above template at the beginning of the semester.

Course reassessment policies are presented in the Academic Regulations document.

## 9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Classroom lectures, Assignment
2.	Understanding	Classroom lectures, Assignment, Self-study

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3.	Critical Skills	Classroom lectures, Assignment
4.	Analytical Skills	Solving Numericals, Assignment, Examinations
5.	Problem Solving Skills	Classroom discussion, Case discussions, Assignment, Examinations
6.	Practical Skills	Classroom discussion, Assignment
7.	Group Work	Assignments, case discussions
8.	Self-Learning	Self-study, Assignments
9.	Written Communication Skills	Assignment, Examination
10.	Verbal Communication Skills	Group discussions, Presentations
11.	Presentation Skills	Assignment
12.	Behavioral Skills	Group discussion
13.	Information Management	Assignment
14.	Personal Management	Assignment
15.	Leadership Skills	Group discussion

## 10. Course Resources

### a. Essential Reading

1. Course notes
2. Chopra, S., Meindl, P. and Kalra, D.V. (2016) *Supply Chain Management*, 6<sup>th</sup> edition, Pearson Education.

### b. Recommended Reading

1. Shah, J., (2016) *Supply Chain Management – Text and Cases*, 2<sup>nd</sup> Edition, India, Pearson Education
2. Singh, K., (2021). *Handbook on Supply Chain Management*. 1st ed. [S.I.]: NOTION PRESS

### c. Magazines and Journals

1. Harvard Business Review, Harvard Business School Press, Alternate Months
2. Supply Chain Management Review, Emerald Group Publishing, 7 times per year
3. Supply Chain Management, Emerald Group Publishing Ltd.
4. Journal of Supply Chain Management, Wiley-Blackwell
5. Journal of Humanitarian Logistics and Supply Chain Management, Emerald Group Publishing Ltd.
6. International Journal of Business Performance and Supply Chain Modeling, Inderscience

### d. Websites

1. Supply Chain Today, Retrieved on 11 July 2022 from <https://www.supplychaintoday.com/>
2. Supply Chain Metric, Retrieved on 11 July 2022 from <http://www.supplychainmetric.com/>

### e. Other Electronic Resources

1. MS Excel
2. LINDO
3. QM for Windows

**Course Specifications: Project Management and Value Analysis**

<b>Course Title</b>	Project Management and Value Analysis
<b>Course Code</b>	BAE533A
<b>Course Type</b>	Specialisation Course
<b>Department</b>	Management Studies
<b>Faculty</b>	Management and Commerce

**1. Course Summary**

With the advent of technology, changing business environments, varying economic conditions and prevailing political situations, varied types of projects are being undertaken. This is seen in different segments such as infrastructure, construction, Information Technology, Manufacturing, Engineering, Health Care, Hospitality, Logistics and Services. Along with these, there is a big need for manpower with competencies in Managing different types and sizes of projects. A Project Management Professional equipped with,

- Appropriate tools and techniques,
- An ability to apply appropriate methods and processes
- Appropriate project leadership skills and
- A structured approach to manage a project in its entirety will be in a better position to ensure a project's defined success.

The course aims at imparting knowledge and developing competencies on various aspects of Project Management as per International Project Management Association's (PMA) framework. In particular, an exposure to interrelate and apply Value Analysis methodology for achieving competitiveness shall be dealt. This course also provides a glimpse of tools, techniques, methods and process for managing a project effectively. This course offers a structured approach in managing Projects and Value Analysis which are derived from the experiences from successful global organizations.

Primarily, this course deliberates on predictive approach of Project Management. This is keeping in view the VUCA (Volatile, Uncertain, Complex and Ambiguous) environment of Projects. However, a separate section is dedicated to Value Analysis job plan and methodology to critically analyze and develop change proposal.

**2. Course Size and Credits:**

<b>Number of Credits</b>	04
<b>Credit Structure (Lecture: Tutorial: Practical)</b>	3:0:1
<b>Total Hours of Interaction</b>	85
<b>Number of Weeks in a Semester</b>	15
<b>Department Responsible</b>	Management Studies
<b>Total Course Marks</b>	100
<b>Pass Criterion</b>	As per the Academic Regulations
<b>Attendance Requirement</b>	As per the Academic Regulations



**Dean**

Faculty of Management and Commerce  
M S Ramaiah University of Applied Sciences  
Bengaluru – 560 054. INDIA



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### 3. Program Outcomes (POs)

- PO-1.** Apply knowledge of management theories and practices to solve business problems.
- PO-2.** Foster Analytical and critical thinking abilities for data-based decision-making.
- PO-3.** Ability to develop Value based Leadership ability.
- PO-4.** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- PO-5.** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

### 4. Course Outcomes (COs)

After the successful completion of this course, the student will be able to:

- CO-1** Apply the principles of project management and value analysis to attain organizational competitiveness
- CO-2** Examine the Project Management Competency Elements as per PMA's Individual Competence Baseline Ver 4.0 to effectively manage projects
- CO-3** Determine the tools for Project planning, execution, monitoring and control to optimally allocate resources
- CO-4** Develop a project management plan for a real life scenario to enhance the status-quo

### 5. Course Contents

**Unit 1 Introduction to Projects:** Introduction to Project, Programmes, Portfolio and Operations Governance, Structure and Process - Apply Project Management Principles and Guidelines, Apply Programme Management Principles And Guidelines, Apply Portfolio Management Principles And Guidelines, Follow The Guidelines For Reports, Decisions And Quality, Follow The Guidelines For Personnel, Follow The Guidelines For Financial Management; Project Organization And Permanent Organization; Project Management Success – KRAs; Strategy - Gain More In-Depth Knowledge About The Mission And Vision Of The Organization, Bring The Goals And Benefits Of Your Initiative In Line With Those, Ensure That This Remains The Case Throughout The Execution, Develop Measurement Tools To Keep Track Of This, Ensure That Initiatives Deliver Benefits, Strategy Implementation Through Projects, Case Study – Scandinavian Airlines; Creation Of Project - Need Analysis, Business Case; Project Charter, Evaluation of Proposed Projects and Design.

**Unit 2 Requirements, Scope and Resources:** Requirements, Objectives & Benefits - Hierarchy of Goals and Benefits, Benefit Mapping, Planning; Scope – PBS, WBS, Scope Baseline, Configuration Management, Change Management; Time Management – Lifecycle, AOA (ADM), AON (PDM), CPM, Floats, Network Exercises, Gantt Charts, Bar Charts, PERT; Managing Schedules in Project – Crashing, Fast Tracking, Numerical Exercises; Resources - Resource Calendar, Resource Histogram; Constraint Optimization - Levelling, Smoothening, Numerical Exercises; Finance - Types of Cost, Cost Baseline, Cost Reserves, Control Account; Chart of Accounts

**Unit 3 Control, Quality, Procurement and Risks:** Controlling, Handling Changes, Phase End and Close Out, Earned Value Management System - Variances, SPI and CPI, Numerical Exercises; Milestone Slip Chart, Quality Management - Quality Planning, Quality Assurance, Quality Control, Quality Tools - Pareto Chart, Control Chart, Inspections, Benchmarking; Procurement &

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Partnerships - Legal Imperatives, Procurement Planning, Make or Buy, Free Issues to Contractor, Logistics Management of Items - Process of Contracting, Types of Contracts, Fixed Price and Cost Reimbursement, EPC Contracts, Managing Contractors and PMC, Compliance Issues like Payments to Labor; Risk & Opportunity - Risk Categories, Identification, Risk Analysis, Qualitative and Quantitative tools

**Unit 4 Project Organisation and Planning:** Organisation and Information, Stakeholder Management, Compliance, Standards and Regulations, Power and Interest, Culture and Values, Self – reflection and Self – management, Personal Integrity and Reliability, Personal Communication - Communication Planning, Communication Methods, Communication Barriers; Relations and Engagements, Leadership, Teamwork, Conflict and Crisis, Resourcefulness, Negotiation, Result Orientation

**Unit 5 Value Analysis:** Value Analysis Job Plan and Methodology – General Phase, Information Phase, Function Phase, Creation Phase, Evaluation Phase, Investigation Phase, Implementation Phase, Target Costing, Use of Advanced Technique like FAST (Function Analysis System Technique), Function-Cost-Worth Analysis, Creativity Techniques

## 6. Course Map (CO-PO Mapping)

		Programme Outcomes				
		PO-1	PO-2	PO-3	PO-4	PO-5
Course Outcomes	CO-1	3				
	CO-2		1		2	
	CO-3		3			
	CO-4			1		2

## 7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
<b>Face to Face Lectures</b>		30
<b>Demonstrations</b>		
1. Demonstration using Videos	10	
2. Demonstration using Physical Models / Systems	00	20
3. Demonstration on a Computer	10	
<b>Numeracy</b>		
1. Solving Numerical Problems	00	00
<b>Practical Work</b>		
1. Course Laboratory	00	
2. Computer Laboratory	00	
3. Role Plays / Simulations	00	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
<b>Others</b>		
1. HBR / Indian Case Study Presentation	10	
2. Guest Lecture (Academicians / Industry)	00	25

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Practitioners)		
3. Industry / Field Visit	00	
4. Brain Storming Sessions	05	
5. Group / Panel Discussions	05	
6. Discussing Possible Innovations	05	
Term Tests, Laboratory Examination/Written Examination, Presentations	10	
<b>Total Duration in Hours</b>		<b>85</b>

## 8. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to M.B.A (Operations Management) Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation			
	Component 1: CE (50% Weightage)		Component 2: SEE (50% Weightage)
Subcomponent ►	SC1	SC2	
Subcomponent Type ►	Mid Term Exam	Assignment, Presentation and Class Participation	50 Marks
Maximum Marks ►	25	25	
CO-1	×		×
CO-2	×		×
CO-3	×	×	×
CO-4		×	×

The details of SC1 and SC2 are presented in the Programme Specifications Document

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment as per the above template at the beginning of the Semester.

Course reassessment policies are presented in the Academic Regulations document.

## 9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How Imparted During the Course
1.	Knowledge	Classroom Lectures
2.	Understanding	Classroom Lectures, Self-study
3.	Critical Skills	Assignment
4.	Analytical Skills	Assignment
5.	Problem Solving Skills	Assignment, Examination
6.	Practical Skills	Assignment

7.	Group Work	Classroom Lectures, Assignment
8.	Self-Learning	Self-study
9.	Written Communication Skills	Assignment, Examination
10.	Verbal Communication Skills	Assignment
11.	Presentation Skills	Assignment
12.	Behavioral Skills	Self-study
13.	Information Management	Assignment
14.	Personal Management	Classroom Lectures
15.	Leadership Skills	Assignment

## 10. Course Resources

### o. Essential Reading

1. Course notes
2. Jeffrey, P. K. (2019) *Project Management: Achieving Competitive Advantage*, 5<sup>th</sup> Edition, Pearson: UK
3. Lawrence D. Miles (2015) *Techniques of Value Analysis and Engineering*, 3rd Edition, Eleanor Miles Walker: USA

### p. Recommended Reading

1. Meredith, J.R. and Mantel, S.J. (2005) *Project Management – a Managerial Approach*, 6<sup>th</sup> edition, Wiley: New York
2. Ghattas, R.G. and Sandra L. McKee (2001) *Practical Project Management*, Prentice Hall: New Jersey
3. Uttewaal, E. (2003) *Dynamic Scheduling*, J. Ross Publishing: Florida
4. Gage E.L., Value Analysis, McGraw-Hill Book Company

### q. Magazines and Journals

1. Project Manager Today
2. PM Network
3. International Journal of Project and Operation Research, Inderscience
4. International Journal of Project Management, Elsevier
5. Project Management Journal, SAGE
6. Proceedings of the International Conference on Value Engineering and Management: Innovation in the Value Methodology, ICVEM 2012, Hongkong

### r. Websites

1. Project Management Associates (2022) NA, Individual Competence Baseline, Retrieved on 03 July 2022 from [https://www.pma-india.org/assets/frontend/img/pdf-files/IPMA-ICB4\\_18.12.2015.pdf](https://www.pma-india.org/assets/frontend/img/pdf-files/IPMA-ICB4_18.12.2015.pdf)
2. Project Management Institute (2022) NA, Standards and Publications, Retrieved on 03 July 2022 from <https://www.pmi.org/pmbok-guide-standards>

### s. Other Electronic Resources

1. MS Project



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**Course Specifications: TQM and Six Sigma**

<b>Course Title</b>	TQM and Six Sigma
<b>Course Code</b>	BAE532A
<b>Course Type</b>	Core Theory Course
<b>Department</b>	Management Studies
<b>Faculty</b>	Management and Commerce

**1. Course Summary**

This course deals with essentials of Total Quality Management (TQM) and Six Sigma. Students are taught to use quality as a strategy for continuous improvement. Quality Management System and Six Sigma with lean approach to identify, analyse, and improve processes are also taught. In particular, the underlying techniques and tools necessary for quality planning and design for Lean Six Sigma are dealt. Students are also trained on reduction of process variations for a business application.

**2. Course Size and Credits:**

<b>Number of Credits</b>	04
<b>Credit Structure (Lecture: Tutorial: Practical)</b>	3:0:1
<b>Total Hours of Interaction</b>	85
<b>Number of Weeks in a Semester</b>	15
<b>Department Responsible</b>	Management Studies
<b>Total Course Marks</b>	100
<b>Pass Criterion</b>	As per the Academic Regulations
<b>Attendance Requirement</b>	As per the Academic Regulations

**3. Program Outcomes (POs)**

- PO-1.** Apply knowledge of management theories and practices to solve business problems.
- PO-2.** Foster Analytical and critical thinking abilities for data-based decision-making.
- PO-3.** Ability to develop Value based Leadership ability.
- PO-4.** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- PO-5.** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

**4. Course Outcomes (COs)**

After the successful completion of this course, the student will be able to:

- CO-1.** Apply TQM philosophies and six sigma problem-solving techniques to real world problems
- CO-2.** Analyze the problem statement using TQM and DMAIC methodology of Six Sigma for process improvement
- CO-3.** Evaluate continuous improvement strategies to enhance customer focus and achieve quality excellence

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**CO-4.** Develop key change management process model and BPR initiatives to enhance cost reduction, quality and gain performance.

## 5. Course Contents

**Unit 1 Principles of TQM:** Quality Dimensions of a Product/Service and Terminologies used in Quality Management, Enumerating Basic Principles of TQM along with Historical Milestones, Assimilating Cost of Quality and Quality Council, Demonstrating Philosophical Framework of TQM and Development of Core Values and Concepts, Quality Awards Practiced Globally (The Malcolm Baldrige National Quality Award, Deming Prize, European Quality Award, Golden Peacock Award)

**Unit 2 Strategic Quality Management and Organisation for Quality:** Elucidating Elements of Strategic Management in TQM, Integration of Quality into Strategic Management, Implementation Procedure of TQM in Practice with Obstacles, Formulation Steps of Quality Circle, Demonstration of Employee Involvement, Rewards and Recognition Programmes in TQM Aspired Organisations, Building QMS Framework for Managing Processes Effectively and Efficiently, OSHA, Environmental Control Requirements, Green House Effects

**Unit 3 Creating Customer Focus and Continuous Improvement:** Creating Value to the Customers through TQM, Development of Quality Function Deployment for Converting Customer Voice into Technical Descriptors, Implications of Concepts like Juran Trilogy, FMEA, Reliability, Kaizen, Poka Yoke, Japanese 5S Practices, TPM, Demonstration of Statistical Process Control (SPC) and Management Tools for Data Driven Decision Making Process, Hands-On Experience with Cases for Utilising SPC Tools and Techniques.

**Unit 4 Business Process Reengineering (BPR) and Service Quality Management:** Implementing BPR in Practice and Reengineering Structure, Products Liability Law, Identifying Rationale for Benchmarking by Understanding Current Performance to Achieve Excellence, Service Quality along with Classifications, Assimilating Difference Between Product and Service Quality, Measuring and Analyzing Service Quality for a Process

**Unit 5 Overview of Six Sigma and Lean Methodology:** Historical Perspective and Statistical Framework for Six Sigma and Lean Management, Application of DMAIC Methodology for Process Improvement, Analysis of Processes in DMAIC Projects like SIPOC, Flowchart and Value Stream Mapping, Demonstration on Calculating Sigma Level of a Process using Appropriate Software, Hidden Truths and Myths of Six Sigma, Development of Quality By Design Philosophy, Introduction to Essentials of Lean Six Sigma, Design for Lean Six Sigma

## 6. Course Map (CO-PO Mapping)

Course Outcome	Programme Outcomes				
	PO-1	PO-2	PO-3	PO-4	PO-5
CO-1	3				
CO-2		3			
CO-3			2		1
CO-4				2	

3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution

  
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## 7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
<b>Face to Face Lectures</b>		35
<b>Demonstrations</b>		
1. Demonstration using Videos	00	
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	15	
<b>Numeracy</b>		
1. Solving Numerical Problems	10	
<b>Practical Work</b>		
1. Course Laboratory	00	
2. Computer Laboratory	00	
3. Role Plays / Simulations	00	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
<b>Others</b>		
1. HBR / Indian Case Study Presentation	05	
2. Guest Lecture (Academicians / Industry Practitioners)	02	
3. Industry / Field Visit	03	
4. Brain Storming Sessions	00	
5. Group / Panel Discussions	00	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations	10	
<b>Total Duration in Hours</b>		85

## 8. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to M.B.A (Operations Management) Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation			
Subcomponent ►	Component 1: CE (50% Weightage)		Component 2: SEE (50% Weightage)
	SC1	SC2	
Subcomponent Type ►	Mid Term Exam	Assignment, Presentation and Class Participation	50 Marks

<b>Maximum Marks ►</b>	<b>25</b>	<b>25</b>	
<b>CO-1</b>	<b>×</b>	<b>×</b>	<b>×</b>
<b>CO-2</b>	<b>×</b>	<b>×</b>	<b>×</b>
<b>CO-3</b>	<b>×</b>	<b>×</b>	<b>×</b>
<b>CO-4</b>	<b>×</b>	<b>×</b>	<b>×</b>

The details of SC1 and SC2 are presented in the Programme Specifications Document

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment as per the above template at the beginning of the Semester.

Course reassessment policies are presented in the Academic Regulations document.

## 9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

<b>S. No</b>	<b>Curriculum and Capabilities Skills</b>	<b>How Imparted During the Course</b>
1.	Knowledge	Classroom Lectures
2.	Understanding	Classroom Lectures, Self-study
3.	Critical Skills	Assignment
4.	Analytical Skills	Assignment
5.	Problem Solving Skills	Assignment, Examination
6.	Practical Skills	Assignment
7.	Group Work	Classroom Lectures
8.	Self-Learning	Self-study
9.	Written Communication Skills	Assignment, Examination
10.	Verbal Communication Skills	Presentation
11.	Presentation Skills	Presentation
12.	Behavioral Skills	Classroom Lectures
13.	Information Management	Assignment
14.	Personal Management	Classroom Lectures
15.	Leadership Skills	Classroom Lectures

## 10. Course Resources

### t. Essential Reading

12. Class Notes
13. Besterfield, D. (2008) *Total Quality Management*, 3<sup>rd</sup> edition, New Delhi: PHI.

### u. Recommended Reading

1. Bank, J. (2000) *The Essence of TQM*, 5<sup>th</sup> edition, New Delhi: PHI
2. Juran, J.M. and Blanton, G. A. (1999) *Juran's Quality Handbook*, 5<sup>th</sup> edition, McGraw Hill: New York
3. Taghizadegan, S. (2006) *Essentials of Lean Six Sigma*, Butterworth-Heinemann: UK

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**v. Magazines and Journals**

1. TQM and Business Excellence
2. Environmental Quality Management
3. Quality Assurance
4. Quality Digest
5. Total Quality Management and Business Excellence, Routledge
6. The TQM Journal, Emerald Group Publishing, Ltd.
7. Quality Management Journal, ASQ
8. International Journal of Lean Six Sigma, Emerald
9. International Journal of Six Sigma and Competitive Advantage, Inderscience

**w. Websites**

1. EFQM Web Document (2022) N.A., *Improving Organizations*, Retrieved on 03 July 2022 from <http://www.efqm.org>
2. ISIXSIGMA (2022) N.A., *Six Sigma Resources*, Retrieved on 03 July 2022 from <http://www.isixsigma.com/me/tqm/>
3. Business Balls (2022) N.A., Performance and Talent Management, Retrieved on 03 July 2022 from <http://www.businessballs.com/qualitymanagement.htm>

**x. Other Electronic Resources**

1. MS Excel
2. Six Sigma Suite

## HOSPITALITY MANAGEMENT

### Course Specifications: Hospitality Operations Management

<b>Course Title</b>	Hospitality Operations Management
<b>Course Code</b>	BAE571A
<b>Course Type</b>	Combination Course
<b>Department</b>	Hotel Management
<b>Faculty</b>	Hospitality Management and Catering Technology (FHMCT)

#### 1. Course Summary

This course deals with principles of hospitality operations for effective problem-solving and decision-making. The students are taught to deal with issues related to resource management and effective operating procedures to achieve high levels of customer satisfaction, with an emphasis on quality management and maximization of revenue.

#### 2. Course Size and Credits:

<b>Number of Credits</b>	04
<b>Credit Structure (Lecture: Tutorial: Practical)</b>	3:0:1
<b>Total Hours of Interaction</b>	85
<b>Number of Weeks in a Semester</b>	15
<b>Department Responsible</b>	Hotel Management
<b>Total Course Marks</b>	100
<b>Pass Criterion</b>	As per the Academic Regulations
<b>Attendance Requirement</b>	As per the Academic Regulations

#### 3. Program Outcomes

**PO-1.** Apply knowledge of management theories and practices to solve business problems.

**PO-2.** Foster Analytical and critical thinking abilities for data-based decision-making.

**PO-3.** Ability to develop Value based Leadership ability.

**PO-4.** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.

**PO-5.** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

#### 4. Course Outcomes (COs)

After the successful completion of this course, the student will be able to:

After the successful completion of this course, the student will be able to:

**CO-1.** *Apply management techniques commonly used in hospitality operations for effective resource utilization and safety of stakeholders*

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**CO-2.** Analyse security and environmental needs in an ever-changing hospitality business for promoting safety and sustainability

**CO-3.** Appraise and employ the latest methods of financial management for profit maximization and control of funds in hospitality operations

**CO-4.** Formulate standard operating procedures for establishing high standards of customer satisfaction and employ control measures in terms of ethics, workforce, inventory, and equipment.

## 5. Course Contents

**Unit 1 Hospitality Operations:** Overview of Hospitality Sectors, Manpower Management, Equipment, Standard Operating Procedures, Hospitality Ethics

**Unit 2 Security and Hospitality Industry:** Development of Security Programs, Emergency Planning, Disaster Management

**Unit 3 Safety and Quality Management in Hospitality:** Safety Procedures, Hazard Identification and Control, Fire Protection, First Aid Procedures, Total Quality Management, Quality Assurance Programme, Quality Audits, Quality and Ethics

**Unit 4 Financial Considerations in Hospitality Operations:** Designing Budgets, Performance Evaluation, Performance Improvement

**Unit 5 Logistics and Supply Chain Management (SCM) in Hospitality Sectors:** Procurement, Distribution Management, Logistics Management, Inventory Management, Green Supply Chain, Information Technology, Challenges, Strategic Methods

**Unit 6 Trends in Hospitality Operations:** Post Pandemic - Products and Services, Outsourcing and Contractual Services, Diversity of Guests and Workforce, Varied Travel Needs, Technology Advancements, Eco Concepts, Use of Alternate Sources of Energy, Water Saving Measures, Waste Management, Environmental Aspects

## 6. Course Map (CO-PO Map)

Course Outcomes	Programme Outcomes				
	PO-1	PO-2	PO-3	PO-4	PO-5
CO-1	3			2	
CO-2				3	2
CO-3		3			
CO-4			3		

3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution

## 7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		20
Demonstrations		03

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1. Demonstration using Videos	02	
2. Demonstration using Physical Models / Systems	01	
3. Demonstration on a Computer	00	
<b>Numeracy</b>		
1. Solving Numerical Problems	04	
<b>Practical Work</b>		
1. Course Laboratory	30	
2. Computer Laboratory	04	
3. Role Plays / Simulations	00	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
<b>Others</b>		
1. HBR / Indian Case Study Presentation	04	
2. Guest Lecture (Academicians / Industry Practitioners)	02	
3. Industry / Field Visit	04	
4. Brain Storming Sessions	02	
5. Group / Panel Discussions	02	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations		10
<b>Total Duration in Hours</b>		<b>85</b>

### 8. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the M.B.A. (Hospitality Management) Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE – Continuous Evaluation or SEE – Semester End Examination) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following table.

Focus of COs on each Component or Subcomponent of Evaluation			
Subcomponent ►	Component 1: CE (50% Weightage)		Component 2: SEE (50% Weightage)
Subcomponent Type ►	SC1	SC2	
Maximum Marks ►	25	25	50 Marks
CO-1	×		×
CO-2	×		×
CO-3	×		×
CO-4		×	×

The details of SC1 and SC2 are presented in the Programme Specifications Document

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M S Ramaiah University of Applied Sciences  
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The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester.

Course reassessment policies are presented in the Academic Regulations document.

### 9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Face to Face Lectures
2.	Understanding	Demonstration using Videos, Demonstration using Physical Models
3.	Critical Skills	Assignment
4.	Analytical Skills	Assignment
5.	Problem Solving Skills	Assignment
6.	Practical Skills	Course Laboratory, Computer Laboratory
7.	Group Work	Course Laboratory, Brain Storming Sessions, Group Discussions
8.	Self-Learning	Self-study
9.	Written Communication Skills	Assignment, Examination
10.	Verbal Communication Skills	Brain Storming Sessions, Group Discussions
11.	Presentation Skills	Case Study Presentation
12.	Behavioral Skills	Group Discussions
13.	Information Management	Assignment
14.	Personal Management	Group Discussions
15.	Leadership Skills	Brain Storming Sessions, Group Discussions, Course Laboratory

### 10. Course Resources

#### a. Essential Reading

1. Course notes
2. David K. Hayes, Jack D. Ninemeier, Allisha A. Miller (2016), Hotel Operations Management, Pearson.
3. Katsigris Costas, Porter Mary, Thomas Chris (2003), Bar and Beverage Book, 3rd Ed., Wiley, John and Sons.
4. Ninemeier D. Jack (1995), Food and Beverage Management, 5th Ed., Educational Institute of American Hotel and Motel Association

#### b. Recommended Reading

1. Deji Badiru, Iswat Badiru (2020). Kitchen Project Management: The Art and Science of an Organized Kitchen. Universe.
2. Peter Alcott & Ioannis S. Pantelidis Bernard Davis, Andrew Lockwood (2018), Food and Beverage Management, 6th Ed, Routledge Publication
3. G. Raghulanan, SmriteeRaghulanan (2015), Hotel Housekeeping: Operations and Management. 3rd Ed., Oxford University Press.

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4. Hayes David K., Miller Allisha (2011), Revenue Management for the Hospitality Industry, Wiley.
5. Dittmer Paul R., Keefe J. Desmond (2009), Principles of Food, Beverage and Labor Cost Controls, 9th Ed., Wiley
6. Hale Andrew and Stetanelli John M., (2005)-Purchasing. 8th Edition, New York, Wiley
7. Hayter Roy (1994) Safety in Catering, New York, Macmillan / McGraw Hill Publishers

**c. Magazines and Journals**

1. Food and Beverage Business Review- Hammer Publishers Pvt. Ltd
2. Food and Wine- American Express Publishing
3. Food and Hospitality World - Indian Express Group
4. Caterer and Hotelkeeper- Travel Week Group
5. Food Technology
6. Food and Hospitality World
7. Caterer and Hotel Keeper
8. Asian Hotel and Catering Times

**d. Websites**

1. [www.runningrestaurants.com](http://www.runningrestaurants.com)
2. [www.hospitalityupgrade.com](http://www.hospitalityupgrade.com)
3. [www.ers.usda.gov/topics/food-markets-prices/food-service-industry.aspx](http://www.ers.usda.gov/topics/food-markets-prices/food-service-industry.aspx)
4. [www.foodandhospitalityworld.com](http://www.foodandhospitalityworld.com)
5. [www.ers.usda.gov/topics/food-markets-prices/food-service-industry.aspx](http://www.ers.usda.gov/topics/food-markets-prices/food-service-industry.aspx)
6. [www.hospitalitymagazine.com](http://www.hospitalitymagazine.com)

**e. Other Electronic Resources**

1. EBSCO
2. DELNET



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**Course Specifications: Hospitality Revenue Management**

<b>Course Title</b>	Hospitality Revenue Management
<b>Course Code</b>	BAE572A
<b>Course Type</b>	Combination Course
<b>Department</b>	Hotel Management
<b>Faculty</b>	Hospitality Management and Catering Technology

**1. Course Summary**

The course deals with the strategies of revenue management and its significance in management decisions in the hospitality industry. The students are taught revenue management techniques and strategies relating to demand management, capacity optimization, channel management, benchmarking and decision making.

**2. Course Size and Credits:**

<b>Number of Credits</b>	04
<b>Credit Structure (Lecture: Tutorial: Practical)</b>	3:0:1
<b>Total Hours of Interaction</b>	85
<b>Number of Weeks in a Semester</b>	15
<b>Department Responsible</b>	Hotel Management
<b>Total Course Marks</b>	100
<b>Pass Criterion</b>	As per the Academic Regulations
<b>Attendance Requirement</b>	As per the Academic Regulations

**3. Program Outcomes**

**PO-1.** Apply knowledge of management theories and practices to solve business problems.

**PO-2.** Foster Analytical and critical thinking abilities for data-based decision-making.

**PO-3.** Ability to develop Value based Leadership ability.

**PO-4.** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.

**PO-5.** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

**4. Course Outcomes (COs)**

After the successful completion of this course, the student will be able to:

**CO1.** Identify the significance of revenue management and distribution channels in the global hospitality business for professional development

**CO2.** Analyze the contemporary pricing strategies used for demand and supply management in hospitality operations for revenue augmentation

**CO3.** Appraise the data-driven decisions based on hotel market-level statistics and data analysis for effective decision making

**CO4.** Discuss the benchmarking and performance reports that are used by the hospitality industry for competitive business strategies

## 5. Course Contents

**Unit 1 Revenue Management in the Hospitality Industry:** Concept of Revenue Management and its importance, Elements and Strategic approach to Revenue Management, Role of Revenue Manager, Revenue Management in Rooms Division and Food and Beverage Operations, Trends in Hospitality Industry Post Pandemic

**Unit 2 Managing Demand and Capacity:** Demand and Elasticity of Demand, Demand Management, Demand Forecasting Techniques, Managing Capacity, Capacity allocation and Management

**Unit 3 Pricing Strategies:** Demand Based Pricing, Differential pricing, Dynamic Value based Pricing using Artificial Intelligence, Setting Price, Competition based Pricing, Sorting mechanism and Rate Fences

**Unit 4 Distribution Channel Management:** Reservation & Global Distribution Systems, Channels of Distribution: Intermediation, Disintermediation and Re- intermediation, Case study of OYO rooms

**Unit 5 Revenue Management Statistics and Data Analysis:** Computation of Yield in Rooms Division: Potential Average Single Rate, Potential Average Double Rate, Multiple Occupancy Percentage, Rate Spread, Potential Average Rates, Room Rate Achievement Factor, Yield Statistic and Decision Making

**Unit 6 Benchmarking and Performance Reports:** Introduction to Benchmarking, Levels/types of Benchmarking, Comp Set- Key Performance Indicators (KPI), Percent Changes, Introduction to STAR reports, Ad-hoc Reports, and Trend Reports for Business Sustainability

## 6. Course Map (CO-PO Map)

		Programme Outcomes				
		PO-1	PO-2	PO-3	PO-4	PO-5
Course Outcomes	CO-1	3				
	CO-2		3		2	
	CO-3		3			
	CO-4			3		2

3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution

## 7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		30
Demonstrations		09
1. Demonstration using Videos	02	

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2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	02	
<b>Numeracy</b>		<b>16</b>
1. Solving Numerical Problems	30	
<b>Practical Work</b>		<b>17</b>
1. Course Laboratory	06	
2. Computer Laboratory	06	
3. Role Plays / Simulations	00	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
<b>Others</b>		<b>03</b>
1. HBR / Indian Case Study Presentation	02	
2. Guest Lecture (Academicians / Industry Practitioners)	01	
3. Industry / Field Visit	00	
4. Brain Storming Sessions	00	
5. Group / Panel Discussions	00	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations		<b>10</b>
<b>Total Duration in Hours</b>		<b>85</b>

### 8. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the M.B.A. (Hospitality Management) Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE – Continuous Evaluation or SEE – Semester End Examination) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following table.

Focus of COs on each Component or Subcomponent of Evaluation			
	Component 1: CE (50% Weightage)		Component 2: SEE (50% Weightage)
Subcomponent ►	SC1	SC2	
Subcomponent Type ►	Mid Term Exam	Assignment, Presentation and Class Participation	50 Marks
Maximum Marks ►	25	25	
CO-1	✓		✓
CO-2	✓		✓
CO-3		✓	✓
CO-4		✓	✓
The details of SC1 and SC2 are presented in the Programme Specifications Document			

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester.

Course reassessment policies are presented in the Academic Regulations document.

### 9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Classroom lectures
2.	Understanding	Classroom lectures, Self-study
3.	Critical Skills	Assignment
4.	Analytical Skills	Assignment
5.	Problem Solving Skills	Assignment, Lab Activity
6.	Practical Skills	Lab Activity
7.	Group Work	Case Studies, Assignment, Group Discussions
8.	Self-Learning	Case Studies, Assignment, Examination
9.	Written Communication Skills	Assignment, Examination
10.	Verbal Communication Skills	Presentation
11.	Presentation Skills	Presentation
12.	Behavioral Skills	--
13.	Information Management	Assignment
14.	Personal Management	Lab Activity
15.	Leadership Skills	Group Discussions

### 10. Course Resources

#### a. Essential Reading

1. Course Notes
2. Dave Roberts (2022). Hotel Revenue Management the Post-Pandemic Evolution to Revenue Strategy. Business Expert Press
3. Stanislav Ivanov (2014). Hotel Revenue Management: From Theory to Practice
4. Zangador Hayes, D. K. & Miller, A. A. (2011). Revenue Management for the Hospitality Industry. Hoboken, NJ: John Wiley & Sons
5. Tranter K., Hill Stuart, T., Parker J (2009) An introduction to Revenue Management for the Hospitality Industry: Principles and Practice for the Real World, Pearson Prentice Hall

#### b. Recommended Reading

1. Ingold, A., McMahon-Beattie and Yeoman I. (2005), Yield Management Strategies for the Service Industries, Thomson
2. Phillips, R. (2005) Pricing and Revenue Optimisation, Stanford Business Books
3. Vinod, B (2004) Unlocking the value of revenue management in the hotel industry, Palgrave Macmillan



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4. Talluri, K. Ryzin G. (2004) The Theory and Practice of Revenue Management, Springer
5. Yeoman I., McMahon-Beattie U. (2004) Revenue Management and Pricing; Case Studies and Applications, Thomson
6. Rushmore, Stephen. Baum, Eric. (2001) Hotels and Motels: Valuations and Market Studies. Appraisal Institute.
7. Ingold, Anthony. (2002) Yield Management: Strategies for the Service Industries. Continuum Books, NY
8. Lieberman Karen, Nissen Bruce (2005), Ethics in the hospitality and tourism industry - Educational Institute, American Hotel & Lodging Association

**c. Magazines and Journals**

1. HVS Journal
2. Indian Management
3. Cornell Quarterly
4. Express Hospitality
5. Harvard Business Review

**d. Websites**

1. <https://www.revfine.com/what-is-revenue-management/>
2. [www.revenueyourhotel.com/](http://www.revenueyourhotel.com/)
3. <https://www.hospitalitynet.org/search.html?q=revenue+management>
4. <https://www.siteminder.com/r/hotel-revenue-management-strategies/>

**e. Other Electronic Resources**

1. EBSCO (Hospitality & Tourism)
2. DELNET

**Course Specifications: Customer Relationship Management and Public Relations**

<b>Course Title</b>	Customer Relationship Management and Public Relations
<b>Course Code</b>	BAE573A
<b>Course Type</b>	Combination Course
<b>Department</b>	Hotel Management
<b>Faculty</b>	Hospitality Management and Catering Technology

**1. Course Summary**

The course deals with the essentials of Customer Relationship Management (CRM) and Public Relations. The students are taught the CRM process, the role of information technology in CRM, the measurement of the effectiveness of CRM as well as media and public relations in the context of hospitality management. Latest marketing trends and customer relationship programs are also covered.

**2. Course Size and Credits:**

<b>Number of Credits</b>	04
<b>Credit Structure (Lecture: Tutorial: Practical)</b>	3:0:1
<b>Total Hours of Interaction</b>	85
<b>Number of Weeks in a Semester</b>	15
<b>Department Responsible</b>	Hotel Management
<b>Total Course Marks</b>	100
<b>Pass Criterion</b>	As per the Academic Regulations
<b>Attendance Requirement</b>	As per the Academic Regulations

**3. Program Outcomes**

**PO-1.** Apply knowledge of management theories and practices to solve business problems.

**PO-2.** Foster Analytical and critical thinking abilities for data-based decision-making.

**PO-3.** Ability to develop Value based Leadership ability.

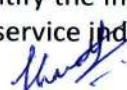
**PO-4.** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.

**PO-5.** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

**4. Course Outcomes (COs)**

After the successful completion of this course, the student will be able to:

**CO1.** Identify the importance of customer relationship management (CRM) and public relations in the service industry to build customer-oriented environment

  
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**CO2.** Analyse various information technology-enabled sales and marketing practices used in CRM to achieve competitive edge

**CO3.** Evaluate the effectiveness of customer relationship programs for business sustainability

**CO4.** Discuss the role of media in public relations and customer relationship management for effective public image

## 5. Course Contents

**Unit 1 Cultural Analysis and Relationship Management:** Cultural Characteristics of Hospitality, Elements of Customer Relationship Management, Nature of Customer Complaints, Types of Complaints, Types of Complainants, Resolution, Documentation and Feedback-Building, Customer Loyalty through Effective Complaint Handling

**Unit 2 Hospitality CRM and Public Relations:** Principles of Customer Relationship Management, CRM Culture, Database Marketing, Strategic CRM, Public Relations Practices, Successful PR initiatives and Strategies, Ethics in PR and CRM

**Unit 3 Media Relations:** PR and Media, Networking, Norms, Press Conference, Press Packs and Media Events, Press Trips/FAM Tours, Writing for the Media - Press Release

**Unit 4 Information Technology in building CRM:** Tools of Information Technology, Information Technology and Sales Process, Client Profiling and Transaction Analysis, CRM Application Software and Hardware, Information Systems- Designing and Managing Products

**Unit 5 CRM Process Structure and Strategies:** Marketing for Hospitality and Tourism Environment, Product Promotion, CRM Levels, Business Process Integration, Sales Process, Marketing Campaign Process, Customer Contact and Activity Management Process

### Unit 6 Measuring effectiveness of Customer Relationship Programs:

Loyalty Programs in Hospitality Industry, Behavioral and Attitudinal Aspects, ROI Metrics, Strategic Customer Based Value Metrics, Contemporary Approaches to Measuring CRM Effectiveness

## 6. Course Map (CO-PO Map)

Course Outcomes	Programme Outcomes				
	PO-1	PO-2	PO-3	PO-4	PO-5
CO-1		3		2	
CO-2	3				
CO-3		3			2
CO-4			3		

## 7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
<b>Face to Face Lectures</b>		32
<b>Demonstrations</b>		
1. Demonstration using Videos	02	
2. Demonstration using Physical Models / Systems	02	
3. Demonstration on a Computer	02	06

<b>Numeracy</b>	1. Solving Numerical Problems	00	27	
<b>Practical Work</b>				
1. Course Laboratory	20			
2. Computer Laboratory	07			
3. Role Plays / Simulations	00			
4. Clinical Laboratory	00			
5. Hospital	00			
6. Model Studio	00			
<b>Others</b>			10	
1. HBR / Indian Case Study Presentation	02			
2. Guest Lecture (Academicians / Industry Practitioners)	02			
3. Industry / Field Visit	01			
4. Brain Storming Sessions	02			
5. Group / Panel Discussions	02			
6. Discussing Possible Innovations	01			
Term Tests, Laboratory Examination/Written Examination, Presentations			10	
<b>Total Duration in Hours</b>			<b>85</b>	

### 8. Course Assessment and Reassessment

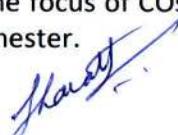
The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the M.B.A. (Hospitality Management) Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE – Continuous Evaluation or SEE – Semester End Examination) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following table.

Focus of COs on each Component or Subcomponent of Evaluation			
Subcomponent ►	Component 1: CE (50% Weightage)		Component 2: SEE (50% Weightage)
Subcomponent Type ►	SC1	SC2	
Subcomponent Type ►	Mid Term Exam	Assignment, Presentation and Class Participation	50 Marks
Maximum Marks ►	25	25	
CO-1	✓		✓
CO-2	✓		✓
CO-3		✓	✓
CO-4		✓	✓

The details of SC1 and SC2 are presented in the Programme Specifications Document

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester.



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Course reassessment policies are presented in the Academic Regulations document.

## 9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Classroom lectures
2.	Understanding	Classroom lectures, Self-study
3.	Critical Skills	Assignment
4.	Analytical Skills	Assignment
5.	Problem Solving Skills	Assignment, Lab Activity
6.	Practical Skills	Lab Activity
7.	Group Work	Case Studies, Assignment, Group Discussions
8.	Self-Learning	Case Studies, Assignment, Examination
9.	Written Communication Skills	Assignment, Examination
10.	Verbal Communication Skills	Presentation
11.	Presentation Skills	Presentation
12.	Behavioral Skills	--
13.	Information Management	Assignment
14.	Personal Management	Lab Activity
15.	Leadership Skills	Group Discussions

## 10. Course Resources

### a. Essential Reading

1. Course Notes
2. V. Kumar, WeinerReinartz (2018). Customer Relationships Management Concept, Strategy and Tools. 3<sup>rd</sup> Edn. Springer
3. Zikmund G. William, McLeod Raymond Jr. & Gilbert W. Faye (2010), Customer Relationship Management. Wiley
4. Sachdeva S Iqbal (2009). Public Relations, Principles and Practices. Oxford University Press

### b. Recommended Reading

1. Metz Adam (2011). The Social Customer: How Brands Can Use Social CRM to Acquire, Monetize, and Retain Fans, Friends, and Followers. Mc Graw Hill
2. Peeru H. Mohammed, and Sagadevan A (2005), Customer Relationship Management – Vikas Publishing House, Delhi
3. 2. Wilcox L. Dennis and Cameron T. Glen (2011), Public Relations : Strategies and Tactics, 10th Edition – Pearson Publishing
4. 3. Heath L. Robert (2012), Encyclopedia of Public Relations, 2nd Edition, Sage Publications
5. Berson Alex, Smith Stephen & Thearling Kurt (1999), Building Data Mining Applications for CRM - Tata McGraw Hill.
6. Peeru H. Mohammed, and Sagadevan A (2005), Customer Relationship Management - Vikas Publishing House, Delhi.

7. Greenberge Paul (2005), CRM-Essential Customer Strategies for the 21st Century - Tata McGraw Hill
8. Allen H. & Jackson Patrick, et.al. (2011)Public Relations Practices: Managerial Case
9. Studies and Problems –7th Edition - Prentice Hall
10. Kendall, Robert (1996), Public Relations Campaign Strategies - 2nd Edition – Harper Collins Publishers.
11. Lieberman Karen, Nissen Bruce (2005), Ethics in the hospitality and tourism industry - Educational Institute, American Hotel & Lodging Association

**c. Magazines and Journals**

1. HVS Journal
2. Indian Management
3. Cornell Quarterly
4. Express Hospitality
5. Harvard Business Review

**d. Websites**

1. <https://www.techtarget.com/searchcustomerexperience/definition/CRM-customer-relationship-management>
2. <https://mailchimp.com/crm/what-is-crm/>
3. [https://www.investopedia.com/terms/c/customer\\_relation\\_management.asp](https://www.investopedia.com/terms/c/customer_relation_management.asp)

**e. Other Electronic Resources**

1. EBSCO (Hospitality & Tourism)
2. DELNET



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Bengaluru – 560 054. INDIA

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M.S. Ramaiah University of Applied Sciences  
Bangalore - 560 054

**Course Specifications: Hospitality Information Systems**

<b>Course Title</b>	Hospitality Information Systems
<b>Course Code</b>	BAE574A
<b>Course Type</b>	Combination Course
<b>Department</b>	Hotel Management
<b>Faculty</b>	Management and Commerce (FMC)

**1. Course Summary**

The course deals with the latest concepts of Hospitality Information Systems. The students are trained in proficient operation of property management and accounting systems in the management of rooms, food and beverage, security and accounting. The students are also taught internet marketing, self-service technologies and guest operated devices.

**2. Course Size and Credits:**

<b>Number of Credits</b>	04
<b>Credit Structure (Lecture: Tutorial: Practical)</b>	3:0:1
<b>Total Hours of Interaction</b>	85
<b>Number of Weeks in a Semester</b>	15
<b>Department Responsible</b>	Hotel Management
<b>Total Course Marks</b>	100
<b>Pass Criterion</b>	As per the Academic Regulations
<b>Attendance Requirement</b>	As per the Academic Regulations

**3. Program Outcomes**

- PO-1.** Apply knowledge of management theories and practices to solve business problems
- PO-2.** Foster Analytical and critical thinking abilities for data-based decision-making
- PO-3.** Ability to develop Value based Leadership ability
- PO-4.** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business
- PO-5.** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment

**4. Course Outcomes (COs)**

After the successful completion of this course, the student will be able to:

- CO-1.** Identify the role of information systems and various accounting and control processes used in hospitality operations for effective management
- CO-2.** Analyse and apply principles of operational planning in hospitality management
- CO-3.** Assess the impact of the latest technology used in rooms and food service operations for maintaining competitive edge
- CO-4.** Discuss essential information system software to demonstrate proficiency in the ethical operation of property management and accounting systems

**5. Course Contents**

**Unit 1 Introduction to Hospitality Information Systems:** Functions, Design, Applications and Security Issues, Property Management Systems, Multi-Processor Environments, Networking, Types of Data Base Used, Use of E-commerce, Latest Trends in ICT in Hospitality Post Pandemic

**Unit 2 Selecting and Implementing Computer Systems:** Needs Analysis, Establishing System

requirements, Selecting Software and Hardware, Selection of Vendor and installation factors

**Unit 3 Computer Based Reservation Systems:** Global Distribution System, Central Reservation Systems, Property level Reservation Systems, Online Reservation Portals

**Unit 4 Rooms and Food Service Management:** Rooms Management Systems, Housekeeping Management Systems, Rooms Division Control, Food Service Management Systems, Bar and Beverage Management Systems, Kitchen Management Systems, Inventory Management Systems

**Unit 5 Guest Accounting Application and Information System:** Guest Room Sales, Guest Accounting Systems, Generation of Reports, Analysis of Reports, Night Audit, Food and Beverage Accounting System, Guest Room Interface

**Unit 6 Planning Systems for Operations:** Yield Management, Sales Analysis, Budgeting, Developing Operating Plans, Profit Planning, Manpower Planning

#### 6. Course Map (CO-PO Map)

Course Outcomes	Programme Outcomes				
	PO-1	PO-2	PO-3	PO-4	PO-5
CO-1	3				
CO-2		3			
CO-3		3		2	
CO-4			2	3	

3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution

#### 7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
<b>Face to Face Lectures</b>	30	
<b>Demonstrations</b>		
1. Demonstration using Videos	05	10
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	05	
<b>Numeracy</b>		
1. Solving Numerical Problems	00	00
<b>Practical Work</b>		
1. Course Laboratory	00	28
2. Computer Laboratory	28	
3. Role Plays / Simulations	00	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
<b>Others</b>		
1. HBR / Indian Case Study Presentation	07	07
2. Guest Lecture (Academicians / Industry Practitioners)	00	

  
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3. Industry / Field Visit	00	10
4. Brain Storming Sessions	00	
5. Group / Panel Discussions	00	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations		
<b>Total Duration in Hours</b>		<b>85</b>

### 8. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment is presented in the Programme Specifications document pertaining to the M.B.A. (Hospitality Management) Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE-Continuous Evaluation or SEE-Semester End Examination) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following table:

Focus of COs on each Component or Subcomponent of Evaluation		
Subcomponent ►	Component 1: CE (50% Weightage)	Component 2: SEE (50% Weightage)
Subcomponent Type ►	SC1	
Mid Term Exam	Assignment, Presentation and Class Participation	50 Marks
Maximum Marks ►	25	25
CO-1	X	X
CO-2		X
CO-3		X
CO-4	X	X

The details of SC1 and SC2 are presented in the Programme Specifications Document

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester.

Course reassessment policies are presented in the Academic Regulations document.

### 9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Classroom lectures
2.	Understanding	Classroom lectures, Self-study
3.	Critical Skills	Assignment
4.	Analytical Skills	Assignment
5.	Problem Solving Skills	Assignment, Examination
6.	Practical Skills	Assignment
7.	Group Work	--
8.	Self-Learning	Self-study

9.	Written Communication Skills	Assignment, Examination
10.	Verbal Communication Skills	--
11.	Presentation Skills	--
12.	Behavioral Skills	--
13.	Information Management	Assignment
14.	Personal Management	--
15.	Leadership Skills	--

## 10. Course Resources

### a. Essential Reading

1. Course Notes
2. Agustinus Borgy Waluyo, Ling Tan (2022). Mobile Computing and Technology Applications in Tourism and Hospitality. IGI Global
3. Kasavana Michael, Cahill John J. (2008), Managing Technology in the Hospitality Industry, Butterworth-Heinemann

### b. Recommended Reading

1. Nyheim, McFadden, and Connolly (2005), Technology Strategies for the Hospitality Industry, Prentice Hall
2. Zhou, Thomson (2004), E-commerce and Information Technology in Hospitality and Tourism, Delmar Learning
3. Laudon, (2007), Essentials of Management Information Systems, Prentice Hall
4. Tesone Dana V (2005), Hospitality Information Systems and E-Commerce, Wiley and Sons
5. Nyheim Peter, Connolly Daniel (2011), Technology Strategies for the Hospitality Industry, Prentice Hall
6. O'Connor Peter (2004), Using Computers in Hospitality, Cengage Learning Business Press

### c. Magazines and Journals

1. Hospitalitybiz
2. HVS Journal
3. ExpressHospitality

### d. Websites

1. Wikipedia
2. <http://www.elotouch.com/Solutions/CaseStudies/kioskwp.asp>
3. <http://www.slideshare.net/govindabiswas/management-information-systems-16719623>

### e. Other Electronic Resources

1. EBSCO (Hospitality & Tourism)
2. DELNET

## 11. Course Organization

Course Code	Hospitality Information Systems	
Course Title	BAE574A	
Course Leader's Name	As per Timetable	
Course Leader's Contact Details	Phone: 080-23601829	

  
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	E-mail: <a href="mailto:dean@msruas.ac.in">dean@msruas.ac.in</a>
<b>Course Specifications Approval Date</b>	17 July 2022
<b>Next Course Specifications Review Date</b>	May 2024

**Course Specifications: Pharma Operations Management**

<b>Course Title</b>	Pharma Operations Management
<b>Course Code</b>	BAE561A
<b>Course Type</b>	Specialisation -Elective
<b>Department</b>	Management Studies
<b>Faculty</b>	Management and Commerce

**1. Course Summary**

The aim of this course is to provide essential knowledge in management of pharmaceutical operations like manufacturing, quality control and stability aspects of pharmaceutical dosage forms. Students are also trained to forecast, plan and handle man power and material resources effectively and efficiently for increased outputs. It also provides an understanding of rational in drug design and product development process.

**2. Course Size and Credits:**

<b>Number of Credits</b>	04
<b>Credit Structure (Lecture: Tutorial: Practical)</b>	3:1:0
<b>Total Hours of Interaction</b>	85
<b>Number of Weeks in a Semester</b>	15
<b>Department Responsible</b>	Management Studies
<b>Total Course Marks</b>	100
<b>Pass Criterion</b>	As per the Academic Regulations
<b>Attendance Requirement</b>	As per the Academic Regulations

**3. Course Outcomes (COs)**

After the successful completion of this course, the student will be able to:

- CO 1.** Apply the concepts of Pharma plant layout to design an appropriate plant layout for the Pharma business
- CO 2.** Analyze the manufacturing process and design pharmaceutical dosage forms
- CO 3.** Explain TQM concepts in pharma management systems to enhance the quality operations
- CO 4.** Estimate quality control measures to enable drug design and product development processes

**4. Course Contents****Unit 1 Pharma Plant Operations**

Plant Location and Layout: Planning of Pharmaceutical industrial layout, location, Design, Primary and secondary requirements, Utilities and services, Safety measures, Industrial Pollution and control

Pharma Plant Maintenance systems: Preventive measures and Break down repair

**Unit 2 Pharma Product Operations**


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M.B.A

Introduction to various conventional and novel pharmaceutical dosage forms; packaging design and materials, labeling requirements

Manufacturing suites: Departmental layout, utilities, flowchart, Planning and creation of batch records, SoPs, MFRs, BMRs

Unit operation process: Non-parenteral dosage forms- tablets, capsules, solutions, suspensions, ointments, gels; Parenteral dosage forms - Injectable solutions, suspensions, Dry Powder Parenterals, Biologicals

### **Unit 3 Pharma Total Quality Management Systems**

Concept of TQM; Elements & Organizing for TQM, Process Management; Tools for Process Management. Quality Control Systems: Physical, Chemical, Microbiological – Raw materials, In-process, Finished products, Quality Assurance – Validation, Process, System. Audit – Internal and External

### **Unit 4 Stability Testing Operations**

Guidelines for stability testing of pharmaceutical products and protocol operations

### **Unit 5 Pharma Ware house Management Systems**

Forecasting and Planning, Raw materials, Packaging materials, suppliers, stores, Inventory control

## **5. Course Map (CO-PO-PSO Map)**

	Programme Outcomes (POs)				
	PO-1	PO-2	PO-3	PO-4	PO-5
CO-1	2				
CO-2	2	1			
CO-3	1		1		
CO-4		2		1	
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution					

## **6. Course Teaching and Learning Methods**

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
<b>Face to Face Lectures</b>		45
<b>Demonstrations</b>		
1. Demonstration using Videos	05	
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	00	
<b>Numeracy</b>		
1. Solving Numerical Problems	00	
<b>Practical Work</b>		
1. Course Laboratory	00	07

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2. Computer Laboratory	00	
3. Role Plays / Simulations	07	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
<b>Others</b>		
1. HBR / Indian Case Study Presentation	05	
2. Guest Lecture (Academicians / Industry Practitioners)	02	
3. Industry / Field Visit	03	
4. Brain Storming Sessions	03	
5. Group / Panel Discussions	05	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations	10	
<b>Total Duration in Hours</b>		<b>85</b>

## 7. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to M.B.A (Pharma Business Management) Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE – Continuous Evaluation or SEE- Semester End Examination) or subcomponent of CE (Mid Term and Assignment), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation			
	Component 1: CE (50% Weightage)		Component 2: SEE (50% Weightage)
Subcomponent ►	SC1	SC2	
Subcomponent Type ►	Mid Term Exam	Assignment, Presentation and Class Participation	50 Marks
Maximum Marks ►	25	25	
CO-1	x	x	x
CO-2	x	x	x
CO-3	x	x	x
CO-4	x	x	x

The details of SC1 and SC2 are presented in the Programme Specifications Document

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment as per the above template at the beginning of the Semester.

Course reassessment policies are presented in the Academic Regulations document.

## 8. Achieving COs

  
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The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Classroom lectures
2.	Understanding	Classroom lectures, Self-study
3.	Critical Skills	Assignment
4.	Analytical Skills	Assignment
5.	Problem Solving Skills	Assignment, Examination
6.	Practical Skills	Assignment
7.	Group Work	Case study Presentation
8.	Self-Learning	Self-study
9.	Written Communication Skills	Assignment, Examination
10.	Verbal Communication Skills	Assignment
11.	Presentation Skills	Assignment
12.	Behavioral Skills	Assignment, Group discussions
13.	Information Management	Assignment
14.	Personal Management	Assignment, Group discussions
15.	Leadership Skills	Group discussions and Case study

## 9. Course Resources

### a. Essential Reading

1. Course notes
2. Mohan, P., Glassey, J. & Montague, G.A. (2006) *Pharmaceutical Operations Management: Manufacturing for competitive advantage* hardcover. 4<sup>th</sup> ed. USA: McGraw-Hill Professional.
3. Shayne Cox Gad. (ed.) (2008) *Pharmaceutical Manufacturing Handbook: Production and Processes*. 1<sup>st</sup> ed. Wiley-Blackwell Publishers.
4. Friedli, TH., Basu, P., Bellm, D., Werani, J. (2013) *Leading Pharmaceutical Operational Excellence: Outstanding Practices and Cases*. 1<sup>st</sup> ed. Verlag Berlin Eidelberg: Springer Publishers

### b. Recommended Reading

1. Preece, D. (2002), *Understanding, Managing and Implementing Quality: Frameworks, Techniques and Cases*. London: Routledge publications.
2. Chowdhary, K. (2014), *Total Quality Management*. New Delhi: Omega Publications
3. Koontz, H. & Weihrich, H. (2012) *Essentials of Management*. 9<sup>th</sup> ed. New Delhi: Tata McGraw Hill.

### c. Magazines and Journals

1. Business world
2. Business strategy
3. Prabandhan: Indian Journal of Management
4. Journal of strategic management, John Wiley & Sons
5. Marketing Matrix

**d. Websites**

1. www.pharmabiz.com
2. www.vox.com

**e. Other Electronic Resources**

1. Hardware: PCs
2. MS Office

**10. Course Organization**

<b>Course Code</b>	BAE561A	
<b>Course Title</b>	Pharma Operations Management	
<b>Course Leader's Name</b>	As per Timetable	
<b>Course Leader's Contact Details</b>	<b>Phone:</b>	+91-804-536-6666
	<b>E-mail:</b>	dean.mc@msruas.ac.in
<b>Course Specifications Approval Date</b>	17-July 2022	
<b>Next Course Specifications Review Date</b>	May 2024	


**Dean**

Faculty of Management and Commerce  
 M S Ramaiah University of Applied Sciences  
 Bengaluru – 560 054. INDIA



Dean - Academics  
 M.S. Ramaiah University of Applied Sciences  
 Bangalore - 560 054

**Course Specifications: Pharma Brand and Sales Management**

<b>Course Title</b>	Pharma Brand and Sales Management
<b>Course Code</b>	BAE562A
<b>Course Type</b>	Specialisation - Elective
<b>Department</b>	Management Studies
<b>Faculty</b>	Management and Commerce

**1. Course Summary**

The aim of this course is to provide essential knowledge in acquisition of managerial skills relating to brand concept in pharma business. Students are taught concepts related to product life cycle and trained with the process of new product development, campaign design, promotional management and pricing strategies. The students are trained on brand creation with hands on workshop and live demonstrations.

**2. Course Size and Credits:**

<b>Number of Credits</b>	04
<b>Credit Structure (Lecture: Tutorial: Practical)</b>	3:1:0
<b>Total Hours of Interaction</b>	85
<b>Number of Weeks in a Semester</b>	15
<b>Department Responsible</b>	Management Studies
<b>Total Course Marks</b>	100
<b>Pass Criterion</b>	As per the Academic Regulations
<b>Attendance Requirement</b>	As per the Academic Regulations

**3. Course Outcomes (COs)**

After the successful completion of this course, the student will be able to:

- CO-1.** Apply the concept of brand equity for solving brand-related issues
- CO-2.** Analyze the current product life cycle and suggest suitable pharma advertisement and promotion policies
- CO-3.** Evaluate the product life cycle and suggest strategies for optimal sales operations
- CO-4.** Develop strategies for new product development, advertising and price fixation

**4. Course Contents**

**Unit 1 Pharma Product and Brand Culture:** Definition, Classification, Combinations, Product Mix, Promotion Brand Equity, Brand Strategy. Brand culture and concept in Pharma Business: Introduction, Concept and Role of brand, Brand culture, Advantages of Branding, Core Values of Brand, Segmenting – Targeting – Positioning (STP). Role of Brand Manager and strategies: Impact of collaboration with partners, Agency interaction, Communication with various stake holders.

**Unit 2 Pharma Advertisement & Promotion:** Media, Communication Channels and techniques, KOL (Key Opinion Leaders), Expansions (SKU – Stock Keeping Unit), Marketing strategies involved, Marketing Orientation for Product Manager- Need for market orientation, components and promotional strategies

for a pharmaceutical product.

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**Unit 3 Product Launch:** Steps involved in launching a product. Campaign design (Related to brand aspect) - Importance of design in marketing campaigns, Effective strategies for designing a brand campaign. Global branding. Psychological marketing (Hit the target customers)- Consumer behavior and psychology in prescribing Medicines. Competitor's analysis in business trends. Prescription, OTC, Research / Patent product, Branded Generics, Generics

**Unit 4 Introduction to Pharma Sales Management:** Objectives of sales management, sales management and control, types of sales organization, organogram and functions of sales management.

**Unit 4 Emerging trends in sales Operations:** Professional Buying and Selling Processes, analysing market potential, sales potential and forecasting evaluation, Sales budget, sales territories, sales Quota's, control of sales , selling sequence.

**Unit 5 Sales professionals:** Sales professional- Qualities and functions, types of salesman, prospecting, pre-approach & approach, sales meeting and contest.

**Sales force Management:** Recruitment and selection, training, formulation and conduction of sales training programme, motivation, supervision and evaluation of sales personnel

**Unit 6 Distribution channels and network system in pharmaceutical industry:** Manufacturer, warehouse, stockists, Wholesale, Retail, Hospital and Government Agencies, returned goods and complaints, Physical distribution management

## 5. Course Map (CO-PO Mapping)

	Programme Outcomes (POs)				
	PO-1	PO-2	PO-3	PO-4	PO-5
CO-1	3				
CO-2	2	1			
CO-3		2	1		
CO-4	2			1	

3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution

## 6. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
<b>Face to Face Lectures</b>		45
<b>Demonstrations</b>	05	05
1. Demonstration using Videos		
2. Demonstration using Physical Models / Systems		
<b>Numeracy</b>	00	00
1. Solving Numerical Problems		
<b>Practical Work</b>		07

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1. Course Laboratory	00	18
2. Computer Laboratory	00	
3. Role Plays / Simulations	07	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
<b>Others</b>		
1. HBR / Indian Case Study Presentation	05	
2. Guest Lecture (Academicians / Industry Practitioners)	02	
3. Industry / Field Visit	03	
4. Brain Storming Sessions	03	
5. Group / Panel Discussions	05	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations		10
<b>Total Duration in Hours</b>		<b>85</b>

## 7. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to M.B.A (Pharma Business Management) Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE – Continuous assessment or SEE – Semester End Exam) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation			
	Component 1: CE (50% Weightage)		Component 2: SEE (50% Weightage)
Subcomponent ►	SC1	SC2	
Subcomponent Type ►	Mid Term Exam	Assignment, Presentation and Class Participation	50 Marks
Maximum Marks ►	25	25	
CO-1	×	×	×
CO-2	×	×	×
CO-3	×	×	×
CO-4	×	×	×

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment as per the above template at the beginning of the Semester.

Course reassessment policies are presented in the Academic Regulations document.

## 8. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Classroom lectures, Assignment
2.	Understanding	Classroom lectures, Assignment, Self-study
3.	Critical Skills	Classroom lectures, Assignment
4.	Analytical Skills	Solving Numericals, Assignment, Examinations
5.	Problem Solving Skills	Classroom discussion, Case discussions, Assignment, Examinations
6.	Practical Skills	Classroom discussion, Assignment
7.	Group Work	Assignments, case discussions
8.	Self-Learning	Self-study, Assignments
9.	Written Communication Skills	Assignment, Examination
10.	Verbal Communication Skills	Group discussions, Presentations
11.	Presentation Skills	Assignment
12.	Behavioral Skills	Group discussion
13.	Information Management	Assignment
14.	Personal Management	--
15.	Leadership Skills	--

## 9. Course Resources

### a. Essential Reading

1. Course notes
2. Kotler, P., Armstrong, G., Agnihotri, P.Y. & Haque, E. (2010) *Marketing Management*. 13<sup>th</sup> Edition, India: Pearson Education
3. Parameswaran, M.G. (2006) *Building Brand Value-Five steps to Building powerful brands*. 1<sup>st</sup> ed. New Delhi: Tata McGraw-Hill.
4. Moorthi, Y.L.R. (2000) *Brand Management: The Indian Context*. 1<sup>st</sup> ed. New Delhi: Vikas Publishing House Pvt. Ltd.
5. Jones, J.P (1998) *What's in a Brand? Building Brand equity through advertising*. New Delhi:Tata McGraw-Hill
6. Sengupta, S. (2006) *Brand Positioning: Strategies for competitive Advantage*. New Delhi:Tata Mc Graw-Hill.

### b. Recommended Reading

1. Das, R. (2003) *Crafting the strategy: Concepts and Cases in Strategic Management*. New Delhi: Tata McGraw-Hill.
2. Aaker, D.A. & Joachimsthaler, E. (2000) *Brand Leadership*. 1<sup>st</sup> ed. New York: The Free

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Press.

3. Aaker, D.A. (1991) *Managing Brand Equity*. 1st ed. New York: The Free Press**c. Magazines and Journals**

1. Business world
2. Business strategy
3. Prabandhan: Indian Journal of Management
4. Journal of strategic management, John Wiley & Sons
5. Marketing Matrix

**d. Websites**

1. www.pharmabiz.com
2. www.vox.com

**10. Course Organization**

<b>Course Code</b>	BAE562A	
<b>Course Title</b>	Pharma Brand and Sales Management	
<b>Course Leader's Name</b>	As per Timetable	
<b>Course Leader's Contact Details</b>	<b>Phone:</b>	+91-80-4536-6666
	<b>E-mail:</b>	dean.mc@msruas.ac.in
<b>Course Specifications Approval Date</b>	17-July-2022	
<b>Next Course Specifications Review Date</b>	May-2024	

**Course Specifications: Pharmaceutical Regulations and Green Management**

<b>Course Title</b>	Pharmaceutical Regulations and Green Management
<b>Course Code</b>	BAE563A
<b>Course Type</b>	Specialisation -Elective
<b>Department</b>	Management Studies
<b>Faculty</b>	Management and Commerce

**1. Course Summary**

The aim of this course is to introduce students various regulations governing Pharma sector. The course also deals with pharmaceutical waste management for environmental green protection. The students are taught the rights and liabilities of both Employers and Employees in the business organization and industries, policies governing drug pricing, patents and consumer protection.

**2. Course Size and Credits:**

<b>Number of Credits</b>	04
<b>Credit Structure (Lecture: Tutorial: Practical)</b>	3:1:0
<b>Total Hours of Interaction</b>	85
<b>Number of Weeks in a Semester</b>	15
<b>Department Responsible</b>	Management Studies
<b>Total Course Marks</b>	100
<b>Pass Criterion</b>	As per the Academic Regulations
<b>Attendance Requirement</b>	As per the Academic Regulations

**3. Course Outcomes (COs)**

After the successful completion of this course, the student will be able to:

- CO-1.** Apply the concepts of legal regulations to resolve business problems relating to labour laws
- CO-2.** Discover the rights and liabilities of both employers and employees in the business organization to ensure smooth operations of Pharma business
- CO-3.** Evaluate the Government Policies to resolve IPR, and export related problems of Pharma sector
- CO-4.** Develop strategies in pharmaceutical waste management for well-being and safe green practices

**4. Course Contents****Unit 1 Pharmaceutical Regulations**

Pharmaceutical Policy in India, National Pharmaceutical Pricing Authority: National list of Essential Medicines, National Pharmaceutical Pricing policies, Drug pricing mechanism

**Drugs and Cosmetics Act 1940 and its rules 1945:** Study of all schedules, Sale of drugs – Wholesale, Retail sale and Restricted license, General labeling requirements and specimen labels for drugs and cosmetics, List of permitted colors, Administration of the Act and Rules, Offences and penalties


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**Unit 2**

**Intellectual Property Rights:** Introduction to Patent, Trade mark, Copy right. IPR fundamentals - IP and conventional property, Importance of IPRs in business management, introduction to different IP mechanisms and their characteristics, Patent mapping – Introduction and practical utility in business development Elements of national and international patent applications: Forms and formats. Drafting of patent applications; fee; time schedules and related aspects

WHO list of Essential Medicines: Essential Medicines for adults and children

Export dossier and procedures, International Audit - UK MHRA, US FDA, TGA - Generics, Dossier (IND, NDA, ANDA, DMF, eCTD, BA/BE studies), - Active Pharmaceutical Ingredient/Biopharmaceuticals/ Biosimilars; AYUSH, Natural products

**Unit 3 Occupational Safety, Health and Working conditions Code, 2020:** Background, Objectives and Provisions of the act, Case studies

**Green Management:**

**Unit 4 Environment Protection Act:** Occupational Hazards, Safety and Health measures, Biomedical Waste Management Act and their applications and relevance in healthcare

**Unit 5 Green Practices in Pharma Company** - Green synthesis, Green manufacturing practices, Impact of green manufacturing on organizational performance, Green marketing

**Unit 6 Pharma Waste Management:** Sources of Entry of Pharmaceuticals into Environment, Impact of Improper Disposal, Disposal Methods and Remedial Measures, Role of Pharmacist

Pharmaceutical and radioactive wastes in a healthcare setting, Risks and management associated with exposure to these specific wastes, Treatment and disposal methods.

## 5. Course Map (CO-PO Mapping)

	Programme Outcomes (POs)				
	PO-1	PO-2	PO-3	PO-4	PO-5
CO-1	2			1	
CO-2	3				
CO-3				3	
CO-4	1	2			
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution					

## 11. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
<b>Face to Face Lectures</b>		45
<b>Demonstrations</b>		
1. Demonstration using Videos	05	05
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	00	
<b>Numeracy</b>		
1. Solving Numerical Problems	00	00
<b>Practical Work</b>		
1. Course Laboratory	00	07
2. Computer Laboratory	00	
3. Role Plays / Simulations	07	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
<b>Others</b>		
1. HBR / Indian Case Study Presentation	05	18
2. Guest Lecture (Academicians / Industry Practitioners)	02	
3. Industry / Field Visit	03	
4. Brain Storming Sessions	03	
5. Group / Panel Discussions	05	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations	10	
<b>Total Duration in Hours</b>		<b>85</b>

## 6. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to M.B.A (Pharma Business Management) Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE – Continuous Evaluation or SEE – Semester End Evaluation) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation			
Subcomponent ►	Component 1: CE (50% Weightage)		Component 2: SEE (50% Weightage)
	SC1	SC2	
Subcomponent Type ►	Mid Term Exam	Assignment, Presentation and Class Participation	50 Marks
Maximum Marks ►	25	25	
CO-1	x	x	x



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CO-2	x	x	x
CO-3	x	x	x
CO-4	x	x	x
CO-5		x	

The details of SC1 and SC2 are presented in the Programme Specifications Document

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment as per the above template at the beginning of the Semester.

Course reassessment policies are presented in the Academic Regulations document.

## 7. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Classroom lectures, Assignment
2.	Understanding	Classroom lectures, Assignment, Self-study
3.	Critical Skills	Classroom lectures, Assignment
4.	Analytical Skills	Classroom discussion, Case discussions, Assignment, Examinations
5.	Problem Solving Skills	Classroom discussion, Case discussions, Assignment, Examinations
6.	Practical Skills	Classroom discussion, Assignment
7.	Group Work	Assignments, case discussions
8.	Self-Learning	Self-study, Assignments
9.	Written Communication Skills	Assignment, Examination
10.	Verbal Communication Skills	Group discussions, Presentations
11.	Presentation Skills	Assignment
12.	Behavioral Skills	Group discussion
13.	Information Management	Assignment
14.	Personal Management	--
15.	Leadership Skills	--

## 8. Course Resources

### a. Essential Reading

1. Course notes
2. Garg, A. (2012) Labour Laws. 1<sup>st</sup> edition. Delhi: Nabi Publication.
3. Wadhera, B.L. (2012). Law relating to Intellectual property. 5<sup>th</sup> edition. Delhi: Universal. Law publication.
4. Bansal, P. (2008) IPR Handbook for Pharma students and Researchers. 1<sup>st</sup> edition. Hyderabad: Pharma Med Press.

M.B.A

5. Berry, I.R. & Martin, R.P. (2008) The Pharmaceutical Regulatory Process. 2<sup>nd</sup> edition. USA: CRC Press.
6. Bharath, S. (ed.) (2013) Pharmaceutical Technology: Concepts and Applications. 1<sup>st</sup> edition. India: Pearson.

**b. Recommended Reading**

1. Kuchhal, M.C. & Kuchhal Vivek. (2013) Business laws. 6<sup>th</sup> edition. Jaipur: Vikas Publishing house.
2. Gulshan, S.S & Kapoor, G.K. (2006) Business Law including company law. 14<sup>th</sup> edition. New Delhi: New Age International.
3. Saravanavel, P. (2011) Industrial and Labour laws. 1<sup>st</sup> edition. New Delhi: Galgotia Publications.
4. Francis, C. M. (2007) Medical Ethics, 2nd ed. New Delhi: Jaypee Brothers medical publishers.
5. Lighter, D. & Fair, D.C. (2004) Quality Management in Healthcare, Principles and methods. Massachusetts: Jones and Barlett Publishers.
6. The Patents Act, 1970. (2016) New Delhi: Universal Law Publishing Company Pvt. Ltd.
7. Munshi, P. (2014) Making Breakthrough innovation happen: How 11 Indians Pulled off the Impossible. 1<sup>st</sup> edition. Collins Business
8. Bradshaw, A.D., Southwood, R. & Warner, F. (1992) Treatment and Handling of Wastes. 16<sup>th</sup> edition. Netherlands: Springer.

**c. Magazines and Journals**

1. Business world
2. Business strategy
3. Prabandhan: Indian Journal of Management
4. Journal of strategic management, John Wiley & Sons
5. Technology Analysis and Strategic Management: Informa UK Limited

**d. Websites**

1. Official websites related to various guidelines
2. [www.ich.org](http://www.ich.org)

**9. Course Organization**

<b>Course Code</b>	BAE563A	
<b>Course Title</b>	Pharmaceutical Regulations and Green Management	
<b>Course Leader's Name</b>	As per Timetable	
<b>Course Leader's Contact Details</b>	<b>Phone:</b>	+91-804-536-6666
	<b>E-mail:</b>	dean.mc@msruas.ac.in
<b>Course Specifications Approval Date</b>	17-July-2022	
<b>Next Course Specifications Review Date</b>	May-2024	

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**Course Specifications: Contemporary Practices in Pharma Management**

<b>Course Title</b>	Contemporary Practices in Pharma Management
<b>Course Code</b>	BAE564A
<b>Course Type</b>	Specialisation - Elective
<b>Department</b>	Management Studies
<b>Faculty</b>	Management and Commerce

**1. Course Summary**

The aim of this course is to unveil various paradigm trends that can occur in pharma business. The students are enlightened with the concepts of Industry-academia collaborations, Corporate Social Responsibility, Global Knowledge Management Systems for effective business in global scenario.

**2. Course Size and Credits:**

<b>Number of Credits</b>	04
<b>Credit Structure (Lecture: Tutorial: Practical)</b>	3:1:0
<b>Total Hours of Interaction</b>	85
<b>Number of Weeks in a Semester</b>	15
<b>Department Responsible</b>	Management Studies
<b>Total Course Marks</b>	100
<b>Pass Criterion</b>	As per the Academic Regulations
<b>Attendance Requirement</b>	As per the Academic Regulations

**3. Course Outcomes (COs)**

After the successful completion of this course, the student will be able to:

- CO-1.** Apply the concepts to find the paradigm shifts in pharmaceutical business
- CO-2.** Discover a protocol for industry-academia collaboration
- CO-3.** Compare the disruptive thinking concepts in pharma business
- CO-4.** Solve the impact of patient touch point analysis in pharma business

**4. Course Contents**

**Unit 1 Disruptive Thinking Concepts in Pharma Business** – Concept of disruptive thinking, general examples of disruptive innovations, characteristics of disruptive innovations/innovators

**Unit 2 Industry-Academia Collaborations** – Current barriers to innovation in pharma industry, rationale for collaboration, impediments to collaboration, effective management of academia - pharma collaborations

**Unit 3 Pharmaceutical marketing channels and Transformation to Digital Business** – Designing channel, channel members, selecting the appropriate channel, conflict in channels, physical distribution management- Strategic importance, tasks in physical distribution management. Concept of digitalization in pharma industry, impact of digitalization, areas of digital opportunity

M.B.A

**Unit 4 Translational Medicine** – Introduction to translational medicine, Challenges faced in translational medicine, industrial perspective of translational medicine, drivers and barriers of translational medicine

**Unit 5 Shifts in Pharmaceutical Marketing Strategies** – Evolution of marketing concept; production oriented, sales oriented, promotion oriented and consumer oriented, Concept of marketing mix in pharmaceutical marketing. Concepts and organizational strategies in marketing, Pharmaceutical market segmentation (Human & Animal health, Biological, Non-biological, Prescription and OTC products), marketing strategy dynamics, impact of marketing strategies

**Unit 7 Patient Touch Point Analysis** - Creating a Patient Touchpoint Map, Evaluating Patient Touchpoints Effectiveness, Designing Patient Touchpoint Optimization Strategy, Assessing Patient Touchpoint Optimization Strategy

**Unit 8 Global Knowledge Management** – Introduction to knowledge management, significance of knowledge management in meeting the challenges of pharmaceutical industry, linking knowledge management to business strategy

#### 5. Course Map (CO-PO-PSO Map)

	Programme Outcomes (POs)				
	PO-1	PO-2	PO-3	PO-4	PO-5
CO-1	3				
CO-2		2	1		
CO-3	2		1		
CO-4				2	

3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution

#### 6. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
<b>Face to Face Lectures</b>		45
<b>Demonstrations</b>		
1. Demonstration using Videos	05	05
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	00	
<b>Numeracy</b>		00
1. Solving Numerical Problems	00	
<b>Practical Work</b>		07
1. Course Laboratory	00	
2. Computer Laboratory	00	
3. Role Plays / Simulations	07	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
<b>Others</b>		18



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M S Ramaiah University of Applied Sciences  
Bengaluru – 560 054. INDIA



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1. HBR / Indian Case Study Presentation	05	
2. Guest Lecture (Academicians / Industry Practitioners)	02	
3. Industry / Field Visit	03	
4. Brain Storming Sessions	03	
5. Group / Panel Discussions	05	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations	10	
<b>Total Duration in Hours</b>		<b>85</b>

## 7. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to M.B.A (Pharma Business Management) Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE – Continuous Evaluation or SEE – Semester End Examination) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation			
	Component 1: CE (50% Weightage)		Component 2: SEE (50% Weightage)
Subcomponent ►	SC1	SC2	
Subcomponent Type ►	Mid Term Exam	Assignment, Presentation and Class Participation	50 Marks
Maximum Marks ►	25	25	
CO-1	×	×	×
CO-2	×	×	×
CO-3	×	×	×
CO-4	×	×	×
CO-5		×	

The details of SC1 and SC2 are presented in the Programme Specifications Document

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment as per the above template at the beginning of the Semester.

Course reassessment policies are presented in the Academic Regulations document.

## 8. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Classroom lectures
2.	Understanding	Classroom lectures, Self-study

3.	Critical Skills	Assignment
4.	Analytical Skills	Assignment
5.	Problem Solving Skills	Assignment, Examination
6.	Practical Skills	Assignment
7.	Group Work	Case study presentation
8.	Self-Learning	Assignment
9.	Written Communication Skills	Assignment, Examination
10.	Verbal Communication Skills	Group discussion, Case study
11.	Presentation Skills	Assignment
12.	Behavioral Skills	Group discussion
13.	Information Management	Assignment
14.	Personal Management	Group discussion
15.	Leadership Skills	Group discussion, Case study presentation

## 9. Course Resources

### a. Essential Reading

1. Crowther, D. & Aras, G. (2008) Corporate Social Responsibility. Copenhagen:Ventus Publishers
2. Kozhami, A. (2008) Business Policy and Strategic Management. 3rd ed. New Delhi: Tata Mc Graw Hill

### b. Recommended Reading

1. OPPI Code of Pharmaceutical Practices, 2012

### c. Magazines and Journals

1. Pharma Voice
2. Business World
3. Journal of Entrepreneurship Management and innovation

### d. Websites

1. [www.businessstandard.com/b2-connect](http://www.businessstandard.com/b2-connect)
2. [www.mydigitalfc.com/](http://www.mydigitalfc.com/)
3. [www.ncbi.nlm.nih.gov/pmc/](http://www.ncbi.nlm.nih.gov/pmc/)
4. [www.imshealth.com](http://www.imshealth.com)
5. [www.pharmabiz.com](http://www.pharmabiz.com)
6. [www.pwcc.in](http://www.pwcc.in)

## 10. Course Organization

Course Code	BAE564A
Course Title	Contemporary Practices in Pharma Management
Course Leader's Name	As per Timetable
Course Leader's Contact Details	<b>Phone:</b> +91-80 4536-6666 <b>E-mail:</b> dean.mc@msruas.ac.in
Course Specifications Approval Date	17-July-2022
Next Course Specifications Review Date	May 2024

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**SEMESTER 4**  
**Course Specifications: Group Project**

Course Title	Group Project
Course Code	BAP601A
Course Type	Project
Department	Management Studies
Faculty	Management and Commerce

**1. Course Summary**

This course is intended to apply and synergise the learning outcomes of team work through a group project. This activity focuses on the application of appropriate management practices and use of relevant university resources to solve societal relevant. In addition, the group project enables the student to gain practical experience of working in a project mode, requiring interactions with the inter disciplinary domain specialist to meet the managerial challenges of the project undertaken. The significant feature of the project will be the demonstration of its applicability and quantification of benefits.

**2. Course Size and Credits:**

Number of credits	05
Credit Structure (Lecture: Tutorial: Practical)	00:01:04
Total hours of interaction during the semester	30
Number of semester weeks	4
Department responsible	Management Studies and Commerce
Course marks	Total Marks: 100
Pass requirement	As per the Academic Regulations
Attendance requirement	As per the Academic Regulations

**3. Programme Outcomes (PO)**

- PO-1.** Apply knowledge of management theories and practices to solve business problems.
- PO-2.** Foster Analytical and critical thinking abilities for data-based decision-making.
- PO-3.** Ability to develop Value based Leadership ability.
- PO-4.** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- PO-5.** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

#### 4. Course Outcomes (COs)

**CO1:** Construct societal relevant problems to appreciate managerial decision making from the societal and mankind perspective

**CO2:** Critique the management principles for executing the project to address the identified social problem

**CO3:** Evaluate appropriate research design in a team environment which warrants for inter-disciplinary problems solving

**CO4:** Develop a report comprising the key finding and recommend appropriate solutions for the relevant stake holders

#### 5. Course Contents

Course Content (Indicative)					
Need for undertaking a project, project specifications, Strategy analysis, and presentation Project Management, Project Development, Project Validation, Project Evaluation, Exhibition, Presentation, Team building, Team work, Leadership skills					

#### 6. Course Map (CO-PO Mapping)

		Programme Outcomes				
		PO-1	PO-2	PO-3	PO-4	PO-5
Course Outcomes	CO-1	3				
	CO-2	2			1	
	CO-3			2		3
	CO-4				3	

#### 7. Course Teaching and Learning Methods

Topics	Teaching methods	Hours
Critical Review, Problem Formulation and stating Objectives	Reading Journal papers , books and other relevant materials and problem formulation Presentation to Reviewers	25 5
Data collection for problem solving	Group work with supervisors guidance	35
Analysis and conclusions	Group work with supervisors guidance	35
Video creation, Presentation, Thesis/Report Writing and Viva Voce	Thesis/Report writing - Group Project Exhibition and Video creation - Group	30 10
	Presentations	5
	Total	145

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Note: The above time calculation is for a group of 5 students and can be modified depending on the number of students. The project chosen should justify the time allotted.

## 8. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the B.Tech. (Electronics and Communication Engineering) Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE, COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation		
Subcomponent	CE - SC1 (50 %)	SEE (50%)
Subcomponent Type	Presentation and Exhibition	
Maximum Marks	25	25
CO-1	X	
CO-2	X	
CO-3		X
CO-4		X

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester.

Course reassessment policies are presented in the Academic Regulations document.

## 9. Achieving Learning Outcomes

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S.No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Literature Review and group Interactions
2.	Understanding	Literature Review and group Interactions
3.	Critical Skills	Assignment - (problem identification)
4.	Analytical Skills	Assignment (data analysis)
5.	Problem Solving Skills	Assignment
6.	Practical Skills	Assignment

7.	Group Work	Assignment
8.	Self-Learning	Assignment
9.	Written Communication Skills	Report
10.	Verbal Communication Skills	Presentation
11.	Presentation Skills	Presentation
12.	Behavioural Skills	Assignment
13.	Information Management	Report
14.	Leadership Skills	Assignment

#### 10. Course Resources

a) Essential Reading- Relevant papers and articles




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Faculty of Management and Commerce  
 M S Ramaiah University of Applied Sciences  
 Bengaluru – 560 054. INDIA

Dean - Academics  
 M.S. Ramaiah University of Applied Sciences  
 M.S. Ramaiah University of Applied Sciences  
 Bengaluru - 560 054

**Course Specifications: MBA Dissertation and Publication**

Course Title	MBA Dissertation and Publication
Course Code	BAP602A
Course Type	Project
Department	Management Studies
Faculty	Management and Commerce

**1. Course Summary**

This course is intended to give an insight to the students on application of principles of research methodology, preparation of research project proposal, research project management, execution of research project and effective technical communication and presentation. It also emphasizes the need and the relevance of a structured approach to identify a research topic and undertake research. This module provides an opportunity for students to apply theories and techniques learnt during program work. The student is also required to submit the paper to a conference approved by the department and make a presentation to the examiners in the faculty.

**2. Course Size and Credits:**

<b>Number of credits</b>	14
<b>Credit Structure (Lecture: Tutorial: Practical)</b>	01:01:12
<b>Total hours of interaction during the semester</b>	400
<b>Number of semester weeks</b>	15
<b>Department responsible</b>	Management Studies/ Commerce
<b>Course marks</b>	Total Marks : 200
<b>Pass requirement</b>	As per the Academic Regulations
<b>Attendance requirement</b>	As per the Academic Regulations

**3. Programme Outcomes (PO)**

**PO-1.** Apply knowledge of management theories and practices to solve business problems.

**PO-2.** Foster Analytical and critical thinking abilities for data-based decision-making.

**PO-3.** Ability to develop Value based Leadership ability.

**PO-4.** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.

**PO-5.** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

**4. Course Outcomes**

**CO1:** Apply information search and retrieval techniques to identify a research problem.

**CO2:** Analyze the research problem to propose an appropriate research design.

**CO3:** Interpret research findings to propose novel contributions to managerial practices and the body of research literature.

**CO4:** Produce high-quality research outputs—such as a dissertation and a research paper suitable for submission to a high-quality peer-reviewed journal or conference.

## 5. Course Contents

Course Content (Indicative)
Research Methodology : Information search, retrieval and review
Use of conceptual models and frameworks
Problem solving, Evaluation Interpretations, Drawing conclusions
Proposing ideas or methods for further work
Thesis writing, Oral presentation, Authoring Research paper
Presentation of Research Paper in a conference or Publishing in SCOPUS indexed /UGC Care journals

## 6. Course Map (CO-PO Mapping)

		Programme Outcomes				
		PO-1	PO-2	PO-3	PO-4	PO-5
Course Outcomes	CO-1	3				
	CO-2		3			
	CO-3		3		3	
	CO-4					3
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution						

## 7. Course Teaching and Learning Methods

Topics	Teaching methods	Hours
Information search, retrieval and review, Project definition and project planning	ReadingJournalpapers,books and otherrelevantmaterialsand problem formulation	150
Use of conceptual models and Frameworks	Individual work with supervisors guidance	50
Problem solving and Evaluation	Individual work with supervisors guidance	50
Interpretations and drawing Conclusions	Individual work with supervisors guidance	50
Proposing ideas or methods for further work	Individual work with supervisors guidance	20
Create research document and write research papers for publications	Thesis/Report writing/Presentation	20
	Authoring research paper/Publication	20
Defend the research findings in front of scholarly audience	Presentation Preparation	20
Tests/Examinations/presentations preparation		20
	Total	400

## 8. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the M.B.A Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.



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The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

	Component 1: CE (50% Weightage)		Semester End Examination: SEE (50% weightage)
Subcomponent	SC1	SC2	
Subcomponent Type	Interim and Final Report Presentation	Paper Development and Upload	Report
Maximum Marks	50	50	100
CO-1	X	X	X
CO-2	X	X	X
CO-3	X	X	X
CO-4	X	X	X

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester.

Course reassessment policies are presented in the Academic Regulations document.

## 9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S.No	Curriculum and Capabilities	How imparted during the course
1.	Knowledge	Thesis
2.	Understanding	Thesis
3.	Critical Skills	Thesis
4.	Analytical Skills	Thesis
5.	Problem Solving Skills	Thesis
6.	Practical Skills	Thesis
7.	Group Work	---
8.	Self-Learning	Thesis
9.	Written Communication Skills	Report writing
10.	Verbal Communication Skills	Presentation
11.	Presentation Skills	Presentation
12.	Behavioural Skills	Thesis
13.	Information Management	Thesis
14.	Leadership Skills	Thesis

## 10. Course Resources

### a. Essential Reading

- Kumar R. (2011). *Research Methodology: a step-by-step guide for beginners* (3rd ed.). SAGE.
- Bougie, R., & Sekaran, U. (2019). *Research methods for business: A skill building approach*. John Wiley & Sons.
- DeVellis, Robert F., and Carolyn T. Thorpe. *Scale development: Theory and applications*. Sage publications, 2021.
- Jaccard, James, and Jacob Jacoby. *Theory construction and model-building skills: A practical guide for social scientists*. Guilford publications, 2019.

### b. Recommended Reading

- Cooper Donald R. and Schindler Parnela.; Business Research Methods; McGraw Hill International Editions, Ninth Edition.
- Malhotra Naresh K; Marketing Research- An Applied Orientation, Pearson Education Asia
- Zikmund William G; Business Research methods, Thomson South-Western

### c. Magazines and Journals

1. Websites – Google Scholar
2. Other Electronic Resources- EBSCO, Google Scholar



**Dean**

Faculty of Management and Commerce  
S Ramaiah University of Applied Sciences  
Bengaluru – 560 054. INDIA



Dean - Academics  
M.S. Ramaiah University of Applied Sciences  
Bangalore - 560 054

1000  
University of Alberta  
Edmonton, Alberta, Canada T6G 2E4  
(403) 492-1200