

FORE School of Management

FUTURE MANAGERS GROUP

SYLLABUS – QUANTITATIVE TECHNIQUES & OPERATIONS MANAGEMENT

Area	Course Title	Learning objective
QUANTITATIVE TECHNIQUES AND OPERATIONS MANAGEMENT	DECISION MAKING MODELS	<ul style="list-style-type: none"> • To familiarize the students with various concepts of quantitative techniques. • To equip the students with tools and techniques for application of concepts to real life problems for efficient managerial decision making. • To acquaint the students with computerized
QUANTITATIVE TECHNIQUES AND OPERATIONS MANAGEMENT	BUSINESS STATISTICS	<ul style="list-style-type: none"> • To illustrate how proper application of statistics in the business world goes hand in hand with good decision making. The topics that have been included are those the applications of which are encountered by all managers in different spheres of their work. • To cultivate in students logical reasoning and critical thinking so that they can interpret statistical data and make
QUANTITATIVE TECHNIQUES AND OPERATIONS MANAGEMENT	OPERATIONS MANAGEMENT-I	<ul style="list-style-type: none"> • To develop a conceptual and practically applicable understanding of nature and relevance of operations management • To inculcate the need and understanding about the interaction of operations function with respect to other managerial functions. • To acquaint and equip the students with the basic operations management tools so that they can use them when required. • To provide the students with an opportunity of watching the operations management methods being used in real life through industry visit(s).
QUANTITATIVE TECHNIQUES AND OPERATIONS MANAGEMENT	OPERATIONS MANAGEMENT-II	<p>This course is in continuation with Operations Management I. The aim is to lead to knowledge of</p> <ul style="list-style-type: none"> • The role of forecasting in the planning process and models used for forecasting • The concept of aggregate planning, generic strategies used in aggregate planning, concept and applications of Materials Requirement Planning • Models used for inventory planning and control, the importance and elements of purchasing and supply management, the philosophy of JIT manufacturing and implementation issues • The role and methodology of managing projects • Contemporary technology in OM.

<p>QUANTITATIVE TECHNIQUES AND OPERATIONS MANAGEMENT</p>	<p>BUSINESS RESEARCH METHODS</p>	<ul style="list-style-type: none"> • To develop an understanding of the conceptual frameworks to analyze and understand a business issue or a problem and formulate a research proposal • To provide inputs on qualitative methods and quantitative techniques of research and their applications to business research situations • To acquire knowledge and skills of various scientific and statistical techniques used in business research
<p>QUANTITATIVE TECHNIQUES AND OPERATIONS MANAGEMENT</p>	<p>TOTAL QUALITY MANAGEMENT</p>	<ul style="list-style-type: none"> • To inculcate the appreciation of the quality philosophy amongst the students and its relevance in the modern business. • Be able to select and use basic quality concepts and statistical tools besides being able to economically justify the investment in quality related activities. • Understand the importance of the employee role in quality implementation and the specific quality problems faced by the Indian industry.
<p>QUANTITATIVE TECHNIQUES AND OPERATIONS MANAGEMENT</p>	<p>ADVANCED STATISTICAL METHODS</p>	<ul style="list-style-type: none"> • To explore the students to Advanced Statistical Methods which are frequently used in management decision making in the area such as marketing, finance, operation management etc. • Importance of data and data transformation before we select the methods of analysis • Interpretation of results
<p>QUANTITATIVE TECHNIQUES AND OPERATIONS MANAGEMENT</p>	<p>PROJECT MANAGEMENT</p>	<ul style="list-style-type: none"> • To provide the participants an integrative approach to management of projects including theory, techniques, pitfalls and best practices. • To give an understanding of project phases, project planning and project monitoring tools. • To develop amongst the participants the ability to design and develop a project through its complete life-cycle. • To expose the students the available project softwares and their capabilities.
<p>QUANTITATIVE TECHNIQUES AND OPERATIONS MANAGEMENT</p>	<p>MATERIALS MANAGEMENT</p>	<p>To inculcate among the students proper appreciation and importance of materials management in modern business. This would lead to awareness of</p> <ul style="list-style-type: none"> • The concepts and evolution of materials management. • The economic justification of investing in materials management related activities. • The process of determining how much, from whom and when to buy? • Issues related to storage and preservation. • Documentation, accounting and other commercial issues. • Contemporary techniques of procurement. • Cost reduction tools available to a materials manager.

<p>QUANTITATIVE TECHNIQUES AND OPERATIONS MANAGEMENT</p>	<p>SUPPLY CHAIN MANAGEMENT</p>	<p>SCM is an applied paper that tries to integrate the cross-discipline needs of marketing as well as operations students. SCM is a key functional focus area in industry today. The course aims at making students appreciate the importance of SCM modern business. This would lead to:</p> <ul style="list-style-type: none"> • Understanding the nature of supply chain, its functions, differences from the conventional marketing channel approach. • Appreciate the similarities and interaction between Purchasing, Distribution and Supply Chain systems. • Learn the function and role of Warehousing and Distribution centres. • Knowledge related of selection of channel partners and transportation options including in global scenario. • Contemporary techniques like Role of IT in supply chain, 3 PL and 4 PL.
<p>QUANTITATIVE TECHNIQUES AND OPERATIONS MANAGEMENT</p>	<p>ADVANCED OPERATIONS MANAGEMENT</p>	<p>Continuing from the basics of operations management that were covered during the foundation courses, this course takes up more contemporary and complex real world situations aiming at equipping the students with:</p> <ul style="list-style-type: none"> • appreciation of real life scenario under which industry works • learning to design and implement real life operations model • tools for optimizing the given operations scenario • ability to use lean manufacturing concepts and practices
<p>QUANTITATIVE TECHNIQUES AND OPERATIONS MANAGEMENT</p>	<p>SIX SIGMA APPROACH FOR QUALITY MANAGEMENT</p>	<p>Having understood quality management in TQM course, this course is meant to take course participants on journey of Six Sigma. Thus aim of the course is:</p> <ul style="list-style-type: none"> • to bring awareness of six sigma approach to quality management • to develop statistical thinking required for managing quality • to learn other mathematical tools related to reliability and • to discuss implementation of Six Sigma.
<p>QUANTITATIVE TECHNIQUES AND OPERATIONS MANAGEMENT</p>	<p>MANUFACTURING STRATEGY</p>	<p>Manufacturing Strategy is an integrating course that bonds the learning from other courses in the operations area to forge a comprehensive action plan that is implementable and in consonance with the broader organizational objectives. This course would enable the participant to:</p> <ul style="list-style-type: none"> • Appreciate the role of manufacturing function with respect to the related business functions leading to better coordination. • Understand the importance of various components of operations management and how are they all part of the organizational jigsaw puzzle.

		<ul style="list-style-type: none"> • Be able to evolve a workable manufacturing strategy that is right for the organization whose operations are under review.
--	--	---

SYLLABUS – FINANCE AND ACCOUNTING

Area	Course Title	Learning objective
FINANCE & ACCOUNTING	MANAGEMENT ACCOUNTING-I	<p>To develop sound understanding of:</p> <ul style="list-style-type: none"> • Conceptual framework, regulatory environment and nuances of corporate financial accounting and reporting. • Asset valuation. • Annual reports, other published financial statements, information other than the annual reports and cash flow statements. • Tools and techniques of financial analysis for decision making.
FINANCE & ACCOUNTING	MANAGEMENT ACCOUNTING-II	<ul style="list-style-type: none"> • Understand the mechanics of Cost accounting and preparation of Cost sheet. • Methods of costing of product from a managerial perspective • Using the Cost Information for decision-making and control. • Profit planning and Budgeting using the cost analysis.
FINANCE& ACCOUNTING	CORPORATE FINANCE-I	<ul style="list-style-type: none"> • Understanding of the central ideas and theories of modern finance • Provide a framework for analyzing investment and financing decisions in the real world situation. • Develop an in-depth knowledge of the applied tools and techniques helpful in cost of capital analysis.. • Analyzing techniques for optimum capital structure.
FINANCE	CORPORATE FINANCE-II	<ul style="list-style-type: none"> • Understanding and analyzing the basic concepts, techniques and application of capital budgeting models. • Understanding of the central ideas, theories and application of dividend distribution policies. • Provide a framework for working capital management and financing. • Managing inventory, receivables and Cash
FINANCE & ACCOUNTING	MANAGEMENT OF COMMERCIAL BANKS	<ul style="list-style-type: none"> • To give an insight into the strategic, managerial, regulatory and operating issues facing commercial banks. • To study the impact of changes that is taking place globally upon the structure and operations of banking companies. • To develop skills among the students to enable them to identify, evaluate and apply knowledge acquired in an integrated manner within the overall corporate strategy and day-to-day

		functioning of the banking companies.
FINANCE & ACCOUNTING	SECURITY RESEARCH & STOCK DERIVATIVES	<p>Students opting for this elective are expected to</p> <ul style="list-style-type: none"> • Familiarise with the process, analysis and implications of investing in security and financial derivatives • Develop analytical ability in evaluating investment opportunities with special emphasis on quantitative research and analysis.
FINANCE & ACCOUNTING	MANAGEMENT OF INSURANCE	<p>Students opting for this elective are expected to</p> <ul style="list-style-type: none"> • Gain Industry perspective from Global and local standpoint • Appreciate role of IRDA and gain deeper understanding of Insurance Industry regulations in India. • Acquire broad understanding of Life, General and Re-insurance Industry • Understand actuarial analysis and evaluation of performance of Insurance companies.
FINANCE & ACCOUNTING	PERSONAL MANAGEMENT WEALTH	<ul style="list-style-type: none"> • Giving an insight into the perspectives, principles and practices of personal financial planning industry • Examining the present status and developments that are taking place in the personal financial planning industry and • Developing an integrated knowledge for application of personal financial planning process in an understandable, step-by-step format.
FINANCE & ACCOUNTING	MANAGEMENT OF FINANCIAL SERVICES	<ul style="list-style-type: none"> • Giving an insight into the strategic, regulatory, operating and managerial issues concerning various financial services. • Examining the present status and developments that are taking place in the financial services sector. • Developing an integrated knowledge of the functional areas of financial services industry in the real world situation.
FINANCE & ACCOUNTING	PROJECT APPRAISAL & FINANCING	<p>To enable the students develop an insight and in depth knowledge in the area of</p> <ul style="list-style-type: none"> • Project Ideas, Preliminary Feasibility and Project Identification • Project Formulation , Analysis and Appraisal • Project Funding with special reference to Debt financing as per the requirements of Indian Financial Institutions and various other schemes. • Project Review and Overruns

<p>FINANCE & ACCOUNTING</p>	<p>SHAREHOLDER VALUE: STRATEGIES, REPORTING & ANALYSIS</p>	<p>The course seeks to:</p> <ul style="list-style-type: none"> • Enable the students understand and appreciate the strategies and techniques of shareholder value and wealth creation and enhancement-both tangible and intangible. • Sensitize the students with the advancements in and emerging dimensions of voluntary financial reporting and analysis in India. • Enable the students analyse key management strategies for assessing their impact on shareholder value. • Enable them identify the strategic issues emanating out of their analysis to make necessary decision making towards creating more wealth for the shareholders and further enable them identify and recommend more transparent disclosures in the financial reports towards creating more wealth. • Enable them understand the key factors leading to change in profitability when Indian GAAP financial statements are converted into US GAAP statements, their impact assessment and their relation with shareholder value.
<p>FINANCE & ACCOUNTING</p>	<p>MERCHANT BANKING: CORPORATE RESOURCE RAISING FROM THE CAPITAL MARKET</p>	<p>This course aims at developing a sound understanding of:</p> <ul style="list-style-type: none"> • The Indian capital market, its constituents, deregulation and liberalization. Regulatory structure and SEBI, role and functions of merchant bankers, their responsibilities and code of conduct. • Public issue management, equity valuation, book building, underwriting, issue marketing, role of registrars, advertisers and bankers to the issues, analysis of offer documents etc. • Private Placements: Preferential Issues, Qualified institutional placement and Private Placement of debt, Listing of NCDs by unlisted companies. • Capital Restructuring: Securities Buy Back and Delisting. • Innovations such as, IPO grading, green shoe option, shelf prospectus, umbrella debt issues, global integration of Indian market: sponsored ADRs/GDRs and Indian depository receipts, e-IPOs, ASBA, Fast track issues etc.

FINANCE & ACCOUNTING	CORPORATE RESTRUCTURING: MERGERS & ACQUISITIONS	<ul style="list-style-type: none"> • Enable the students to be aware of the increasing reorganization activities undertaken by corporates in the light of India being a globalised economy operating in a competitiveness environment. • Develop the decision-making attribute among students by exposure to practical applications of several valuation tools used in the process of organic and inorganic growth, diversification and divestment by companies. • An in depth study of the recent developments in India, and globally in the stream of mergers, acquisitions, and other forms of corporate restructuring to develop an understanding on the need for above. • Comparative analysis of various sectors in their strategies adopted towards reorganization with the objective of maximization of shareholders' wealth.
FINANCE & ACCOUNTING	INTERNATIONAL CORPORATE FINANCE	<p>Students opting for this elective are expected to</p> <ul style="list-style-type: none"> • Gain deeper knowledge of global capital markets • Acquire analytical framework of exchange rate mechanism and • Develop tools to mitigate foreign currency risk using currency & interest rate swaps

SYLLABUS – INFORMATION TECHNOLOGY

Area	Course Title	Learning objective
INFORMATION TECHNOLOGY	BASICS OF INFORMATION TECHNOLOGY AND MIS	The objective of the course is to explain to the student the role of IT in organisations. Make students familiar with Transaction processing, Functional systems. Introduce the students to Computer Networking and to the role of IT in Supply Chain Management and Enterprise Resource Planning. Teach students Basics and Advanced MS-Excel including applications. Expose students to Data, Databases and Data-warehousing. Introduce the concept of Decision Support Systems and Management Information Systems including some of their common applications.
INFORMATION TECHNOLOGY	NETWORKING AND INTERNET TECHNOLOGIES IN BUSINESS	The objectives of the course are to explain to the student in reasonable details the fundamentals of local Area Networks, Wide Area Networks, Wireless LAN's internet and Intranet. How the World Wide Web functions and the technology behind the working of Web pages and the movement of data cross an organization located in a campus or spread over a wide area of the globe.
INFORMATION TECHNOLOGY	ELECTRONIC COMMERCE	The objective of the course is to introduce the

		<p>students to:</p> <ul style="list-style-type: none"> • Concept of Electronics Commerce and E-Commerce Models • Strategic advantage of electronic channels • Infrastructure and Security • Payment systems • Legal aspects of E-Commerce, Indian IT Act
INFORMATION TECHNOLOGY	EXCEL BASED MODELING FOR INVESTMENT BANKING	<ul style="list-style-type: none"> • To enable students to understand the power of excel based financial models for investment banking related decision making. • To enable students to understand the features of excel for use in Financial modeling for investment banking • To enable students to design excel based Financial models for investment banking • To familiarize students with building models for common applications for investment banking decision making.
INFORMATION TECHNOLOGY	BUSINESS INTELLIGENCE	<ul style="list-style-type: none"> • Relevance of Business Intelligence in Industry • Role of Business Intelligence in decision making • Technology to implement Business Intelligence • Importance of Data Warehouse to implement Business Intelligence • Data Mining and Data Visualization • Future Directions
INFORMATION TECHNOLOGY	ENTERPRISE RESOURCE PLANNING (ERP)	<p>The objective of the course is to explain to the students the role of ERP in changed business environment and taking competitive advantage, make students familiar with Enterprise wide applications. Introduce students to understand information needs of the organization and the technologies to be deployed for improving Business processes and optimizing its resources to its best utilization. Students will be able to apply the practical ideas, frameworks and models in ERP driven environments to achieve co.'s objectives in best possible manner and optimizing co.'s resources.</p>
INFORMATION TECHNOLOGY	REQUIREMENT GATHERING AND ANALYSIS	<p>The objective of the course is to explain to the student the process and significance of requirement gathering and analysis in the organizations. Requirement gathering and analysis is the process of discovering, analyzing and finalizing requirements for practicality, relevance, completeness and consistency. Understanding requirement gathering and analysis is the key to the creation of quality information systems. An exposure to the tools and techniques used in requirement analysis like Universal Modeling Language (UML), Use case modeling, CASE tools</p>

		would be given to the students.
INFORMATION TECHNOLOGY	STRATEGIC MANAGEMENT OF INFORMATION TECHNOLOGY	<ul style="list-style-type: none"> In the last two decades, role of IT has significantly changed in driving business success. From a mere support operation, it has become a critical factor and many a times, a reason for success. Hence it has become imperative for senior and top management to focus on IT strategies and investments and use the IT solutions as a business leverage. The objective of this course is to explain the importance of IT in business and its role in setting and achieving business goals. This course will cover three important aspects of IT strategy (i) Planning and Design of an IT strategy (ii) Roles and Responsibilities (iii) Lastly and most importantly, governance and management of the IT strategy. This will cover the importance, tools and approaches to governance.

SYLLABUS – MARKETING

Area	Course Title	Learning objective
MARKETING	MARKETING MANAGEMENT - I	<ul style="list-style-type: none"> To develop a conceptual understanding of marketing management in a domestic and global environment. To assess market opportunity and appreciate competitive analysis, STP (segmentation, targeting and positioning) as key marketing tools. To explore the marketing mix tools and be able to design a market offering in terms of 'Product' and 'Promotion'.
MARKETING	MARKETING MANAGEMENT-II	<ul style="list-style-type: none"> To study the role of Market Research and Demand Forecasting in the overall marketing planning Develop the applications of the rest of the elements of marketing mix namely Price, Place and related Promotion strategies. Learn how to integrate marketing mix variables, develop a marketing plan with a societal marketing perspective and understand the challenges in its implementation.
MARKETING	CONSUMER BEHAVIOR	<ul style="list-style-type: none"> To provide deep understanding of the principles of consumer behavior. To create an understanding of techniques for implementing these principles in the business, especially marketing context. To provide comprehension of how a consumer would react to a Company and Competitors' product/s or offering and marketing communication

MARKETING	MARKETING OF SERVICES	<ul style="list-style-type: none"> • To enable the student to conceptualise and strategize for production and delivery of services • To develop frameworks for understanding services, their marketing strategies and implementation
MARKETING	DISTRIBUTION AND LOGISTICS MANAGEMENT	<ul style="list-style-type: none"> • To make the students understand the dynamics of distribution in the overall marketing mix strategies • To understand synchronization of distribution and logistics functions for overall growth and long-term performance of enterprises. • Explore various issues, challenges and components of logistics management • Understand the impact of distribution logistics on customer services and the cost of operations for a firm • Understand the important role of IT in improving the logistics systems
MARKETING	RURAL MARKETING	<ul style="list-style-type: none"> • To understand the rural markets and their growing importance for marketers • To be aware of the social impact of marketing strategies in rural markets
MARKETING	STRATEGIC BRAND MANAGEMENT	<ul style="list-style-type: none"> • To understand the fundamentals of brand management. • To develop an understanding of brand building tools and techniques • To learn to implement successful brand plans
MARKETING	STRATEGIC MARKETING	<ul style="list-style-type: none"> • To make the students understand changing landscape of market scenario and its implications on marketing in terms of opportunities and challenges and developing strategic market planning • To analyze the need to reengineer marketing strategies and make marketing as foundation of overall corporate strategy as well as a process to build long-term relationship with customers • To critically analyze and explore various components of strategic marketing and their integration for creating various competitive advantage based on customer value
MARKETING	CUSTOMER RELATIONSHIP MANAGEMENT	<ul style="list-style-type: none"> • To understand the value of having Long Term Relationships with Individual Customers • To realize the importance of modern technologies in enabling the companies to apply CRM

MARKETING	SALES MANAGEMENT	<ul style="list-style-type: none"> • To provide participants with an understanding on the scope, concepts and techniques of Sales management function and its importance to organization's success • To analyse decision alternatives; Sales Manager's duties and responsibilities and the planning and implementation of Sales and Distribution Programs • To understand the concepts of sales team development, territory design and motivation • To examine the use of MIS in Sales management • To understand the techniques of quota setting and performance management
MARKETING	RETAIL MANAGEMENT	<ul style="list-style-type: none"> • To create an in depth understanding of the retail environment • To provide knowledge about prevailing and emerging formats organized retailing in physical as well as service products' markets and their operations • To outline the major components of the retailing plan
MARKETING	ADVANCED MARKETING RESEARCH	<ul style="list-style-type: none"> • To understand the growing importance of marketing research in finding out solutions to specific marketing problems • To understand the application of various statistical tools in the conduct of different marketing researches
MARKETING	INTEGRATED MARKETING COMMUNICATIONS	<ul style="list-style-type: none"> • To appreciate the need to integrate the different means of marketing communications • To gain a practical understanding of the communication business. • To be able to take managerial decisions in the area of creativity and marketing communications in an analytical and systematic manner.
MARKETING	BUSINESS TO BUSINESS MARKETING	<ul style="list-style-type: none"> • Explore the unique issues of marketing to Business customers including private firms and government agencies • Understand the dynamics of organizational purchasing, relationship marketing, and organizational learning • Understand the concept of value in B2B dealings • Analyze how all the Ps of marketing are reworked to suit the Business marketing perspective. • Realize the importance of Government sector for B2B marketing in India and understand the key differences between B2B and B2G marketing.

SYLLABUS – ORGANISATIONAL BEHAVIOUR & HUMAN RESOURCE

Area	Course Title	Learning objective
ORGANIZATIONAL BEHAVIOUR (OB) & HUMAN RESOURCE (HR)	HUMAN BEHAVIOUR IN ORGANISATION	<ul style="list-style-type: none"> • To provide knowledge on the basic concepts and theories underlying individual and group behaviour. • To develop the ability to relate and apply these concepts to personal and organizational situations • To assess the impact of individual and group behaviour on organizational performance.
ORGANIZATIONAL BEHAVIOUR (OB) & HUMAN RESOURCE (HR)	ORGANISATION DESIGN & CHANGE	<ul style="list-style-type: none"> • To understand the concepts and different approaches to the study of organizations • To study the structural components of an organization, different design options and their impact on organizational performance and effectiveness • To analyse the process and asses management of change in organizations
ORGANIZATIONAL BEHAVIOUR (OB) & HUMAN RESOURCE (HR)	HUMAN RESOURCE MANAGEMENT	<ul style="list-style-type: none"> • To understand the concepts, techniques and issues involved in managing human resource • To analyze various human resource functions • To provide an insight into various challenges faced by HR professionals in meeting business objectives.
ORGANIZATIONAL BEHAVIOUR (OB) & HUMAN RESOURCE (HR)	MANAGERIAL ORAL COMMUNICATION	<ul style="list-style-type: none"> • To understand the significance of oral and non verbal communication in business organizations. • To hone the listening and other soft skills. • To conduct business meetings, presentations, group-discussions, job-interviews effectively.
ORGANIZATIONAL BEHAVIOUR (OB) & HUMAN RESOURCE (HR)	PERSONNEL MANAGEMENT & INDUSTRIAL RELATIONS	<ul style="list-style-type: none"> • To explain the dynamics of relationships between employers and employees • To understand the concept of Industrial relations and its' transition to employee relations • To study the evolution of Trade Unions, their role, and issues relating to their recognition • To analyse the nature of conflicts in industry and measures for it's prevention and resolution
ORGANIZATIONAL BEHAVIOUR (OB) & HUMAN RESOURCE (HR)	COMPETENCY MAPPING	<ul style="list-style-type: none"> • To understand the concepts, perspectives and issues related to building competencies for organization's success. • To analyze Competency based HRM systems and its importance. • To map business competencies and people competencies for business success.

ORGANIZATIONAL BEHAVIOUR (OB) & HUMAN RESOURCE (HR)	TRAINING AND DEVELOPMENT	<ul style="list-style-type: none"> • To understand Systematic Approach to Training and Development • To analyse the theoretical and practical aspects of needs assessment, design, delivery and evaluation of training • To study the various contemporary methods for training and development
ORGANIZATIONAL BEHAVIOUR (OB) & HUMAN RESOURCE (HR)	PERFORMANCE & COMPENSATION MANAGEMENT	<ul style="list-style-type: none"> • To have a comprehensive understanding of the Performance Management System and Compensation Management System • To understand the principles involved in design of a PMS & CMS • To study the contemporary practices and future challenges in PMS & CMS
ORGANIZATIONAL BEHAVIOUR (OB) & HUMAN RESOURCE (HR)	LABOUR LEGISLATIONS	<ul style="list-style-type: none"> • To understand the need for labour legislations from the perspectives of employees, employers and the state • To study the provisions of labour legislations pertaining to working conditions, social security, workplace relations and compensation, specially from the perspective of a working manager • To analyse the need for changes in the legislations in a changing business and economic environment
ORGANIZATIONAL BEHAVIOUR (OB) & HUMAN RESOURCE (HR)	STRATEGIC HRM	<ul style="list-style-type: none"> • To understand the significance of strategic human resource management • To provide strategic perspective to various human resource functions • To evaluate the contribution of human resource management to individual and organizational performance. • To examine the actual practice and implementation of strategic HR
ORGANIZATIONAL BEHAVIOUR (OB) & HUMAN RESOURCE (HR)	PEOPLE MANAGEMENT	<ul style="list-style-type: none"> • To analyze the interpersonal style of self and others • To enhance the interpersonal skills for success at work
ORGANIZATIONAL BEHAVIOUR (OB) & HUMAN RESOURCE (HR)	NEGOTIATION SKILLS	<ul style="list-style-type: none"> • To get an insight in to the negotiation concepts, processes, behaviors and implications • To understand the role of context, power and style on negotiated outcome(s)

SYLLABUS – ECONOMICS AND BUSINESS POLICY

Area	Course Title	Learning objective
ECONOMICS AND BUSINESS POLICY	MANAGERIAL ECONOMICS	<ul style="list-style-type: none"> • To provide an understanding of a range of microeconomic principles at the advance level • To foster an ability to apply those principles to practical economic policy and business issues • To understand the knowledge of microeconomic theory with its applications and focus to managerial decisions about demand, pricing, production, cost and profit maximization • The students are expected to understand not merely how to manipulate formal models, but how to decide what concepts or models seem best suited to any given example.
ECONOMICS AND BUSINESS POLICY	MACRO-ECONOMICS	<ul style="list-style-type: none"> • To equip future managers with the basic macro economic tools, techniques and theories that will enable them to understand and evaluate the economic environment in which the firm operates. • To understand the key issues such as inflation, employment, growth, balance of payments and exchange rate determination examined in the context of macroeconomic models. • To analyze the applications of these macro-economic tools to the Indian economy particularly with reference to monetary, fiscal and BOP policies to enable students to have a more insightful understanding of the way the Indian economy works at the macro level.
ECONOMICS AND BUSINESS POLICY	BUSINESS ENVIRONMENT	<ul style="list-style-type: none"> • To familiarize the students with the concepts of the macro-economic environment of business • To understand the key macro-economic variables and their usefulness in the decision making process in the evolving business environment • To analyse the recent changes in the economic environment particularly in the Indian context and to integrate with the help of case studies
ECONOMICS AND BUSINESS POLICY	STRATEGIC MANAGEMENT	<ul style="list-style-type: none"> • To develop the knowledge to integrate the major functional area of management for the purpose of effective business policy decision • To develop a broad understanding of strategic management concepts and theories, and their importance for the organization, industry and society. • To develop strategic decision-making skills and conducting case analysis.

ECONOMICS AND BUSINESS POLICY	CORPORATE GOVERNANCE	<ul style="list-style-type: none"> • To understand the contemporary issues in corporate governance that is evolving very fast. • To equip students as corporate leaders to develop and implement corporate governance practices and programs.
ECONOMICS AND BUSINESS POLICY	ENTERPRISE WIDE RISK MANAGEMENT	<ul style="list-style-type: none"> • To provide students with a practical understanding of the risks facing businesses at an enterprise-wide level. • To examine the present status of risk management and study inter-relationships between various risks assumed by businesses. • To develop capabilities among students to manage risks at an enterprise-wide level in the real world situation.
ECONOMICS AND BUSINESS POLICY	LEGAL ASPECTS OF BUSINESS	<ul style="list-style-type: none"> • To make students familiar with the basic provisions of law concerning incorporation and regulation of business organizations • To create awareness about the numerous legislations passed by the Parliament • To analyze through various cases the judicial attitude towards these regulations decided by the courts
ECONOMICS AND BUSINESS POLICY	CORPORATE SOCIAL RESPONSIBILITY	<ul style="list-style-type: none"> • To understand impact of sound CSR programs on employees, community, company, and the bottom line. • To develop and implement CSR practices and programs. • To motivate their organizations to behave in a socially sustainable manner.
ECONOMICS AND BUSINESS POLICY	INTERNATIONAL ECONOMICS AND TRADE	<ul style="list-style-type: none"> • To train the students to analyse the world economic trend and their impact on national industries and markets. • To focus on cross-border trade integration and the dynamics of globalization and competition. • To analyse the global trade dynamics more on international institution environment such as WTO/GATT as promoter and regulator of world trading system. • To get exposure with some of global firms with the help of site visit and case analysis.
ECONOMICS AND BUSINESS POLICY	BUSINESS ETHICS	<ul style="list-style-type: none"> • To understand the concept, intricacy and importance of ethics in business. • To understand essentials of ethical conduct. • To acquire the reasoning and analytical skills needed to apply ethical concepts to business decisions.
ECONOMICS & BUSINESS POLICY	INNOVATION & ENTREPRENEURSHIP DEVELOPMENT	<ul style="list-style-type: none"> • To understand the origin and growth of Entrepreneurship • To identify innovative project ideas and opportunities • To analyse real life successful cases and develop marketable business plan • To encourage the process of launching & managing the enterprise

ECONOMICS AND BUSINESS POLICY	DISASTER MANAGEMENT	<ul style="list-style-type: none">• To understand need for appropriate Disaster Management plans and practices, at various levels starting from national down to local levels.• To appreciate the requirements of various resources, emergency preparedness plans and implementation training at all levels, for Disaster response.• To attain knowledge of risk assessment, enabling preparation of disaster management plans, disaster response and mitigation plans.
-------------------------------	---------------------	---

