ARISTOTLE EDUCATIONAL SOCIETY

Aristotle Educational Society was established in 2000, with an aim of bringing quality Engineering and management education closer to the student's populace at large. The society is founded by experienced and visionary team of academicians, industrialists and NRI Entrepreneurs, whose valuable knowledge and experience are the guiding factors for K G Reddy College of Engineering & Technology (KGRCET). At KGRCET we are always for every driving improvements and innovation in education, is it infrastructure expansion or faculty talent acquisition. Our endeavor is to provide best of the class facilities and services to our students.

Twenty First Century society is considered to be a knowledge society. But many of our educationists and captains of industry are of the opinion that there is a significant mismatch between the kind of education students are equipped with from our institutions and the industry's expectations. It is precisely to bring down this gap that our focus is on continuous enhancement of both the technical skills as well as the soft skill of our students in order to compete and succeed in the global work places of tomorrow.

Vision:

To become self-sustainable institution and acknowledges as a new age engineering institution by inculcating research and entrepreneurial culture among stakeholders through industrial collaboration seeking the project support and providing consultancy.

Mission:

- Interaction with industries on consultation and research.
- Engage industries to enrichment of curriculum.
- To become preferred institution in academics.
- To encourage and develop entrepreneurs to increase job market and creating economic sustainability.

Ten Rules to Transform Yourself into an Ideal Student and a Perfect Professional

1. The first thing is punctuality. You are expected to be in your seat in the classroom by 9:300 am. However, 10 minutes of grace time is given to enter the class. If you arrive at the institute after 9:40 am and before 10:00 am you can attend the rest of the classes. From 10:00 am, no student will be allowed to gain entry into the campus. You are not permitted to enter the class after the commencement of the class (except 1st period)

and should not leave a class before that class ends.

2. You should not leave the campus during the working hours (between 9:30 am and 3:00 pm) without prior permission from the principal. Students' who wishes to leave the campus for any reason may apply for permission to the concerned Head who in turn forward the case to the Principal. The Principal may issue the Gate pass after getting the consent of the parent.
3. You must wear neat and clean formal dress. Your attire should be befitting to the status of a student doing a professional course. You must wear (display) the Identity Card as long as you are in the campus.
4. Use of mobile phones is strictly prohibited in the class rooms/ labs/ workshops/ library/computer labs/Offices and other prominent places.
5. All the interpersonal communication within the campus must be only in English. If mistakes, fear/tension, mother tongue influence etc. are your reasons for not speaking in English, you must realize that they are all part and parcel of the learning process. Unless you make mistakes and learn from your mistakes you will never be able to acquire good command over English. As you are all aware, good command over English paves the way for a good professional career.
6. In case there is any delay on the part of any teacher in entering your class, and as a result the students are idle, one of the students from your class (preferably CR) may contact the HOD/Academic Counselor for corrective measures/necessary arrangements. You should not be seen in corridors, canteen, and buses or anywhere outside your classroom/lab without carrying a permission letter. If you do not have any teaching hours you are advised to make use of your free time productively, by utilizing various facilities
7. You must actively participate in all academic and extracurricular activities like; Seminars/Workshops, Tech Fests, College Day and all the National Festivals and use them as a platform to present yourself and grow as a better individual.
8. As a student, you are expected to cultivate habits like practicing self-discipline, showing dedication towards your studies and respecting the teachers and elders.
9. If any one of you has any complaints or grievances against the institution, you are always welcome to bring them to the notice of your respective departments and get your problems solved.
10. Never forget that you are always welcome to make your suggestions for the improvement of the institution. Your suggestions will be appreciated and implemented if they found to be good, innovative and helpful to us in offering better services to all of you

CODE OF CONDUCT OF STUDENTS

It shall be the responsibility of the students of KGRCET to

1. Be familiar with and adhere to this Code and any amendment brought to this Code.
2. Behave in a dignified and courteous manner and show due respect to the authorities, employees, elders and fellow students.
3. Access all educational opportunities and facilities available in the college and make good use of them to benefit academically and develop scientific temper.
4. Respect the laws of the country and human rights and conduct in a responsible and dignified manner at all times.

BEHAVIOUR & CONDUCT OF THE STUDENT IN THE CAMPUS

- Students are expected to be in the classroom by 8.55 am. Only 5 minutes of grace time can be given. No student will be allowed to enter into the campus after 10 am. Students are not permitted to enter a class after the commencement of the class and leave before that class ends.
- Students should not leave the campus during working hours (between 9:00 am and 4:15 pm). Students may be permitted to leave the campus only in exceptional circumstances with the prior permission of the Head of the Department concerned and the Principal only. Gate pass will be issued only after the authorization of the Principal.
- Students must wear neat and clean formal dress. Wearing of jeans, T-shirts and sandals is not permitted. Identity Card is to be worn around the neck at all times.
- Use of mobile phones is strictly prohibited in the classrooms, labs, workshops, library, computer labs, offices and seminar halls.
- All the interpersonal communication within the campus must be in English only.
- If any teacher does not report to the class for any reason, the CR is to contact the HOD/Dean Academics for necessary alternative arrangements.
- Students are not to be seen in corridors, canteen, and buses or anywhere outside classrooms/labs without a letter of permission. Free time may be utilized in Library, Digital Library, Language Lab, Sports Lounge, etc.
- Students are encouraged to actively participate in all academic and extracurricular activities like seminars, workshops, clubs, technical fests, sports, College Day and National festivals and use them to develop their technical and soft skills.
- Students are expected to develop manners, self-discipline and integrity and groom themselves to be responsible engineers of the country.
- Students should not indulge in ragging of any form in the campus or off the campus.

RULES FOR STUDENTS

Students are advised and expected to

- Be punctual for all the activities.
- Be regular for the classes, labs, workshops and examinations.
- Greet their faculty and seniors.
- Express themselves appropriately without the use of profane language or offensive gestures.
- Respect the safety of others by not bringing real or imitation weapons to college or the hostel.
- Avoid indulging in loose talk or spreading rumors on campus.
- Refrain from sitting in places such as parapets, stairs, footpaths, etc.
- Wear their identity cards while on the campus.
- Keep away from possession or consumption of chewing gum, narcotic drugs, tobacco, alcohol and other intoxicating substances which are strictly prohibited by law.
- Do not indulge in anti-institutional, anti-social, anti-national, communal, indecent, immoral or political activities within the campus and hostels
- Do not organize, attend or participate in any activity or agitation sponsored by political or religious organizations.
- Do not respond to any form of strike, procession or agitation including slogan shouting or boycott of activities.
- Take prior approval and permission of the Principal before undertaking any educational/recreational tours or industrial visits.
- Avoid coming to the college in their personal vehicles. Vehicles should be parked in the designated parking space only. Rash or negligent driving of vehicles, blowing of horns and riding with more than one pillion rider is prohibited.
- Report promptly any unauthorized entry of outsiders into the campus as well as hostels.

Academic Regulations

1. Holidays

KGRCET strictly follows the holidays notified by JNTUH Academic calendar.

2. Attendance

- A student shall be eligible to appear for University Examinations, if he/she possesses an aggregate of at least of 75% of attendance in all the subjects.
- A student will not be promoted to the next semester unless he/she satisfies the attendance requirement of the present semester / 1st year.
- If any student wants to go on leave for three or four days, the parents should meet the academic Counselor of the class, to which the student belongs to, to get the permission.
- Attendance is compulsory on the preceding and the proceeding days of any holiday.

3. Credit System

The credit system is as per the JNTUH Course Structure and syllabus. Students can have the details by going through the syllabus books.

4. Distribution and weight age of marks:

The performance of a student in each semester / I year shall be evaluated subject wise with a maximum of 100 marks for theory and 75 marks for practical subject.

Subject	Internal Exam	Assignments	End semester Exam	Total Marks
Theory	25	-	75	100
Practical	100	-	-	100

After a student has satisfied the requirements prescribed for the completion of the program and is eligible for the award of B. Tech. Degree he shall place in one of the following 4 Classes:

Class Awarded	% of marks to be secured	
First class with Distinction	70 % and above	From the aggregate, marks secure from the best 196 credits
First Class	Below 70% but not less than 60%	
Second Class	Below 60% but not less than 50%	
Pass Class	Below 50% but not less than 40%	

For further details on academic regulations, please refer the syllabus books.

General Information

Communication

In case any student or parent wants to contact the college, authorities and put forward their views should communicate the same to the Head of the department/Principal. Any change of address, the parents have to report it to the academic counselor concerned either personally or by making a phone call.

Ragging

Ragging is strictly prohibited, on the campus and there is an anti-ragging squad working in the college premises and if any senior students are observed troubling the fresher's stringent action will be taken against the culprits and there should be no doubt in any body's mind about the commitment of the college authorities to crush the ragging with an iron hand.

Library (Rules and Regulations)

The college has a spacious and well-stocked library with text books and reference books and several national and international journals and magazines. The stockpile of the books goes on increasing year after year to help students keep abreast of the latest information. All the students are advised to put the library to the optimum utilization and try to widen your knowledge. The Digital library is equipped with 21000+ online E journals.

Titles	:	2920
Volume of books	:	22174
Print Journals	:	109
E-Journals	:	DELNET, IEEE, Springer, JGATE etc.
Seating Capacity	:	150
Timings	:	8AM–6PM
Digital Library	:	30 systems, High speed Internet, 21000+ online journals

Semester II-II Sem

EVENT	PERIOD	DURATION
Commencement of Instruction	22nd Feb, 2020	
First spell of Instruction	22nd Feb to 17th April 2020	8 Weeks
First Mid Term Examination	19th April, 2010 to 24th April, 2021	(1 week)
Submission of First Mid Term Exam Marks to University on or before	1st May, 2021	
2nd Spell of Instructions(Including Summer Vacation)	26.04.2021 to 3.07.2021	10 weeks
Summer Vacation	17.05.2021 to29.05.2021	2 weeks
Second Mid Term Examinations	05.07.2021 to 10.07.2021	1 week
Preparation Holidays and Practical Examinations	12.07.2021 to 17.7.2021	1 week
Submission of Second Mid Term Exam Marks to the University on or Before	17.07.2021	
End Semester Examinations	19.07.21 to 31.07.2021	2 weeks

ABOUT THE DEPARTMENT

The Department of Master of Business Administration , K. G. Reddy College of Engineering & Technology (KGRCET) offers a two year full time Master of Business Administration (MBA) Programme since 2009 with an intake of 60 students, with approval of AICTE and affiliated to the JNTUH, Hyderabad. The programme comprises 4 Semesters. This programme aims at building managerial competence among students providing a theoretical foundation in Management as well as practical orientation towards management practices.

The program main objective is to develop young men and women into competent professional managers, capable of working in any sector of organized activity, proceeding leadership and achieving excellence in performance while contributing to the welfare of the larger society, Equip students with the required conceptual and interpersonal skills and sense of social purpose for managerial decision-making,

develop leadership capabilities to act as change agents and be a source of motivation in the organizations they work in.

Vision:

To achieve academic excellence by grooming students as future leaders having concern for business ethics and values.

Mission:

- To train the students into top class professionals and make them ready for a career in diverse fields.
- Foster a continuous learning environment both for students and faculty.
- Explore, develop and adapt new learning methodologies.
- Encourage faculty to strengthen their research base by undertaking various research and consultancy assignments.

Subject Allocation:

	Name of the faculty	Subject	Phone	E mail Id
1	Dr. V. Uma Devi	1.Risk Management & Financial Decisions. 2. Strategic Management	9951755806	umachepuri@gmail.com
2	Dr. A. Rupa Veni	1.International Financial Management 2. Leadership Change Management	9849383829	rupa2contact@gmail.com
3	Dr. Suryanarayana	International HRM	9652006074	drsnressy@kfr.ac.in
4	D. Radha Kumari	Strategic Investment and Financial Decisions	9908971325	ishika.dheeraj@gmail.com
5	D. P.Swarupa	Talent and Knowledge Management		pelletiswarupa@gmail.com
6	D. Mallesh	Customer Relationship Management	9505299783	
7	P.Paramananda Rao	Services Marketing	9948646438	parama@kgr.ac.in
8	D. Vijay Bhasker Reddy	International Marketing	9030141122	vbrlite@gmail.com

Class Incharge Details.

SNo.	Name of the class Incharge	Mobile	E mail Id
1	Dr.A. Rupa Veni	9849383829	rupa2contact@gmail.com

Class Representative Details:

	Class Representative	Roll No	Phone no.
1	C.R Anusha	19QN1E0013	6309709739
2	Sreedhar	19QN1E0001	9014342097

Time table
MBA II Year II Sem
2020-2021

DAY/TIME	**9:30 AM - 10:20 AM**	**10:20 AM - 11:10AM**	**11:10 AM - 12:00 PM**	**12:00 PM – 12:30 PM**	**12:30 PM - 1:20PM**	**1:20 PM - 2:10PM**	**2:10PM - 3: 00PM (ACTIVITY)**
MONDAY	**PROJECT (FIELD WORK)**						
TUESDAY	**PROJECT (FIELD WORK)**						
WEDNESDAY	**IFM/IHRM/CRM E-IV**	**SM**	**SIFD/LCM/IM E-V**	**LUNCH BREAK**	**RMFD/TKM/SM E-VI**	**LIBRARY**	**ROLE PLAY (T.Ramesh)**
THURSDAY	**SM**	**IFM/IHRM/CRM E-IV**	**PROJECT**		**RMFD/TKM/SM E-VI**	**SIFD/LCM/IM E-V**	**CROSS WOR(D PUZZLE (Dr. Rupaveni)**
FRIDAY	**PROJECT**	**IFM/IHRM/CRM E-IV**	**SM**		**RMFD/TKM/SM E-VI**	**SIFD/LCM/IM E-V**	**MGMT GAMES (S Malla Reddy)**
SATURDAY	**SIFD/LCM/IM E-V**	**IFM/IHRM/CRM E-IV**	**SM**		**RMFD/TKM/SM E-VI**	**SPORTS**	**BUSINESS QUIZ (Dr.Umadevi)**

KG REDDY College of Engineering & Technology
KG Reddy College of Engineering & Technology
(Approved by AICTE, New Delhi, Affiliated to JNTUH, Hyderabad)
Chilkur (Village), Moinabad (Mandal), R. R Dist, TS-501504
Accredited By NAAC

Academic Calendar: MBA II YEAR II SEM

A.Y. 2020 -21

Week	Month	Mon	Tue	Wed	Thu	Fri	Sat	No. of working Days	Events
1.	Feb	22	23	24	25	26	27	6	22nd – Commencement of Instructions
2.	Mar	1	2	3	4	5	6	27	11th - Maha shivarathri 29th - Holi 3rd, 10th, 17th, 24th, 30th Activity Role Play 4rth, 18th, 25th, 31st Activity "Cross Word Puzzle" 5th, 12th, 19th, 26th Activity " Management Games" 6th, 13th, 20th, 27th Activity "Quiz"
3.		8	9	10	11	12	13		
4.		15	16	17	18	19	20		
5.		22	23	24	25	26	27		
6.		28	29	30	31				
7.	Apr				1	2	3	22	2nd – Good Friday 6th – 13th Task workshop 13th - Ugadi 14th Ambedkar Jayanthi 17th – "Guest Lecture" 19th to 24th I Mid Exams 21st Sri Rama Navami 7th Activity Role Play 1st, 8th, 15th 29th Activity "Cross Word Puzzle" 9th, 16th, 30 Activity " Management Games" 3rd, 10th, 17th Activity "Quiz"
8.		4	6	7	8	9	10		
9.		12	13	14	15	16	17		
10.		19	20	21	22	23	24		
11.		26	27	28	29	30			
12.	May						1	24	22nd - Guest Lecture 5th, 12th, 19th, 26th Activity Role Play" 6th, 20th, 27th Activity "Cross Word Puzzle" 14th, 21st, 28th Activity " Management Games" 1st, 8th, 15th , 22nd -29th Activity "Quiz"
13.		3	4	5	6	7	8		
14.		10	11	12	13	14	15		
15.		17	18	19	20	21	22		
16.		24	25	26	27	28	29		
		31							
17.	June		1	2	3	4	5	26	19th Guest Lecture 2nd, 9th, 16th, 23rd 30th Activity Role Play 3rd, 10th, 17th, 24th Activity "Cross Word Puzzle" 4rth, 1th, 18th, 25th Activity " Management Games" 5th 12th 19th, 26th Activity "Quiz"
18.		7	8	9	10	11	12		
19.		14	15	16	17	18	19		
20.		21	22	23	24	25	26		
21.		28	29	30					
22.	July				1	2	3		3rd Last date of instructions 5th to 7th II Mid Exams
23.		5	6	7	8	9	10		
Total Working Days								105	

Term Start	Mid Examination - I	Mid Examination - II	Last Working Day
22-02-2021	19-04-2021 to 24-04-2021	05-07-2021 To 10-07-2021	03-07-2021

EVENT COLOURS	REPRESENTATION
	Commencement and Last date of instructions
	Holidays
	Mid Exams
	Co- Curricular Activities

HOD

DIRECTOR

Course Description Document

Subject : Strategic Management
Subject Code :19MBA26F6
Name of the faculty :Dr. V. Uma Devi
No. of contact hours/week :4

Course Overview:
The course aims to understand the Strategic orientation in conduct of the business.

Test portion	
Test No.	
1	L1-L25
2	L25-L51

Submitted by	**Topics**
(Signature of the faculty) Date:	(Signature of HOD) Date:

Course Objectives:
Upon the successful completion of this course, the student will be able to:

- Define Strategic Management, Strategic Management Process & evaluating company resources and competitive capabilities.
- Tool and Techniques of Strategic Analysis, Types of strategies, Tailoring strategy to fit specific industry and company situation.
- Strategy Implementation, operationalizing and institutionalizing strategy, strategies competing in Global markets and internet economy.
- Turnaround Strategy, Diversification strategy, Strategies and competitive advantage in diversified companies and its evaluation.

- Strategy Evaluation and control, qualitative and quantitative benchmarking to evaluate performance- strategic information systems.

Course outcomes:

- ✓ To know strategic Management Concepts
- ✓ To describe Tools and Techniques for Strategic analysis
- ✓ Highlight the strategies for competing in Globalised markets
- ✓ To explain the diversification strategies
- ✓ To understand the Strategy Evaluation and Control

Lecture No.	Topic to be Covered	Topic Outcome
	Unit - I: Introduction on Strategic Management	
L1	Concepts in Strategic Management	Able to learn Strategic Management
L2	Strategic Management Process	Explain Strategic Management Process
L3	Developing a strategic vision, Mission	Explain Developing a strategic vision, Mission
L4	Developing a strategic, Objectives, Policies	Describe Developing a strategic, Objectives, Policies
L5	Factors that shape a company's strategy	Evaluate what are the Factors that shape a company's strategy
L6	Environmental Scanning	Learn the Concept of Environmental Scanning
L7	Industry and Competitive Analysis	Explain Industry and Competitive Analysis
L8	Industry and Competitive Analysis – Methods	Explain Industry and Competitive Analysis – Methods
L9	Evaluating company resources and competitive capabilities	Evaluate company resources and competitive capabilities
L10	SWOT Analysis	Learn the Concept of SWOT Analysis
L11	Value Chain Analysis and Competitive advantage	Explain Value Chain Analysis and Competitive advantage
	Unit – II: Tools and Techniques for Strategic Analysis	
L12	Porter's Five Force Model	Describe Porter's Five Force Model
L13	BCG Matrix	Explain BCG Matrix
L14	GE Model	Explain GE Model
L15	TOWS Matrix	Explain TOWS Matrix
L16	IE Matrix	Explain IE Matrix
L17	The Grand Strategy Matrix	Describe The Grand Strategy Matrix
L18	Market Life Cycle Model	Describe Market Life Cycle Model
L19	Organizational Learning	Learn the concept of Organizational Learning

L20	Impact Matrix and the Experience Curve,	Identify the Impact Matrix and the Experience Curve,
L21	Strategies- StrategyFormulation	Describe the Strategies- StrategyFormulation
L22	Types of Strategies	Learn the Types of Strategies
L23	Offensive strategy, defensive strategy	Describe Offensive strategy, defensive strategy
L24	Exit and entry barrier	Explain the Concept of Exit and entry barrier
L25	Tailoring strategy to fit specific industry and company situations.	Explain the Concept of Tailoring strategy to fit specific industry and company situations.
	Unit – III: Strategy Implementation	
L26	Strategy and Structure	Learn the concept of Strategy and Structure
L27	Strategy and culture connection	Describe Strategy and culture connection
L28	Operationalizing and institutionalizing strategy	Explain Operationalizing and institutionalizing strategy
L29	Strategies for competing in Global markets and internet economy	Describe Strategies for competing in Global markets and internet economy
L30	Organizational Values and their impact on Strategy	Explain Organizational Values and their impact on Strategy
L31	Resource Allocation as a vital part of strategy	Describe Resource Allocation as a vital part of strategy
L32	Planning systems for implementation	Explain Planning systems for implementation
	Unit – IV: Turnaround and Diversification Strategies	
L33	Turnaround strategy	Describe Turnaround strategy
L34	Management of Strategic Change	Understand the Concept of Management of Strategic Change
L35	Strategies for Mergers, Acquisitions	Describe Strategies for Mergers, Acquisitions
L36	Takeovers and Joint Ventures	Explain Takeovers and Joint Ventures
L37	Alliances and cooperative	Describe Alliances and cooperative
L38	Diversification Strategy: firms diversify	Explain Diversification Strategy: firms diversify
L39	Different types of diversification strategies	Explain Different types of d Describe
L40	The concept of core competence	Explain concept of core competence
L41	Strategies and competitive advantage in diversified companies and its evaluation	Describe Strategies and competitive advantage in diversified companies and its evaluation
L42	International Strategies	Describe of International Strategies
	Unit – V: Strategy Evaluation and control	
L43	Establishing strategic controls for	Explain how to establishe strategic controls for

	Measuring performance	Measuring performance
L44	Appropriate measures	Study Appropriate measures
L45	Role of the strategist – using qualitative and quantitative benchmarking to evaluate performance	Learn the Role of the strategist – using qualitative and quantitative benchmarking to evaluate performance
L46	Strategic information system	Explain the Concept of Strategic information system
L47	Problems in measuring performance	Understand the Problems in measuring performance
L48	Guidelines for proper control	Learn the Guidelines for proper control
L49	Strategic surveillance -strategic audit	Explain Strategic surveillance -strategic audit
L50	Strategic audit	Describe the Concept of Strategic audit
L51	Strategy and Corporate Evaluation and feedback in the Indian and international context.	Explain Concept of Strategy and Corporate Evaluation and feedback in the Indian and international context.
L52	Revision	Revision
L53	Revision	Revision
L54	Revision	Revision
L55	Revision	Revision

Suggested Readings*:*

- Hitt & Ireland el al., Strategic Management: A South Asian Perspective, Cengage Learning,9e, 2013.
- Gregory Dess and G.T. Lumpkin: Strategic Management – Creating Competitive Advantage,TMH, 2009.
- Mason A.Carpenter, Wm Gerard Sanders, Prashant Salwan: Strategic Management A Dynamic Perspective, Pearson, 2e, 2017
- V.S.P. Rao, V. Hari Krishna; Strategic Management, 1e, Excel Books, 2012
- Adrian & Alison, Strategic Management: Theory & Applications, Oxford University Press,2010.
- S K Sarangi, Modern Strategic Management, Everest Publishing, 2012.
- Thompson & Strickland: Strategic Management, Concepts and Cases. TMH, 2009.

- ***Activities in the class:***
  - A student has to write key points about the topic discussed in the class after explanation.
  - Descriptive test will be conducted after completion of each unit.
  - Student has to give presentation on covered topics.

Grading:

For presentation the student will be judged by his understanding of concepts, applications, basic knowledge and confidence level.

Evaluation of Course:

Internal Assessment (sum of scores obtained in two tests)	25
End Semester Examination	75
Total	100

Course Description Document

Subject : Customer Relation Management
Subject Code : 19MBA24M4
Name of the faculty : D. Malla Reddy
No. of contact hours/week : 4

Course Overview:
The course aims to the importance of Customer Relationship Management in Business.

Test portion	
Test No.	
1	L1-L27
2	L28-L56

Submitted by	**Topics**
	16

(Signature of the faculty) Date:	(Signature of HOD) Date:

Course Objectives:

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

- Understand the importance of Customer Relationship Management.
- Know the need of the Customer Relationship Management.
- Learn how to build customer relations.
- Understand the Customer Relationship Management structures.
- Learn how to plan and implement the Customer Relationship Management.

Course outcomes:

- ✓ To know Customer Relationship Management
- ✓ To understand the need of CRM
- ✓ To Highlight the concepts to build customer relationship
- ✓ To understand CRM Process & CRM Structures.
- ✓ To understand the Planning and Implementation of CRM

Lecture No.	Topic to be Covered	Topic Outcome
	Unit - I – Introduction to CRM	
L1	Concepts of CRM, Evolution	Understand the Concepts of CRM, Evolution
L2	Need of the CRM	Understand the Concept of Need of the CRM
L3	Understanding goals and objectives of CRM	Understanding goals and objectives of CRM
L4	Components of CRM, Benefits	Understand the Concepts of Components of CRM, Benefits
L5	CRM as a strategic marketing tool	Understand the Concepts of CRM as a strategic marketing tool
L6	CRM significance to the stakeholders	Lean the CRM significance to the stakeholders
L7	CRM Applications in Consumer and Business Markets	Understand the Concepts of CRM Applications in Consumer and Business Markets

L8	CRM Issues & Problems	Understand the Concepts of CRM Issues & Problems
L9	**Unit - II – Building Customer Relations**	
L10	Customer information Database	Understand the Concepts of Customer information Database
L11	Customer Profile Analysis	Customer Profile Analysis
	Customer perception	Understand the Concepts of Customer perception
L12	Expectations analysis	Understand the Concepts of Expectations analysis
L13	Customer behaviour in relationship perspectives	Understand the Concepts of Customer behaviour in relationship perspectives
L14	individual and group customer's	Understand the Concepts of individual and group customer's
L15	Customer life time value	Learn the Customer life time value
L16	Selection of Profitable customer segments	Understand the Concepts of Selection of Profitable customer segments
L17	Customer Life Cycle	Understand the Concepts of Customer Life Cycle
L18	Business Networks and CRM.	Understand the Concepts of Business Networks and CRM.
L19	**Unit - III - CRM Process**	
L20	Introduction and Objectives of a CRM Process	Understand the Concepts of Introduction and Objectives of a CRM Process
L21	An Insight into CRM and e-CRTA/online CRM	Understand the Concepts of An Insight into CRM and e- CRTA/online CRM
L22	The CRM cycle i.e. Assessment Phase	Understand the Concepts of the CRM cycle i.e. Assessment Phase
L23	The CRM cycle i.e. Planning Phase	Understand the Concepts of the CRM cycle i.e. Planning Phase
L24	The CRM cycle i.e. Executive Assessment Phase	Understand the Concepts of the CRM cycle i.e. Executive Assessment Phase
L25	Modules in CRM	Understand the Concepts of Modules in CRM
L26	4C's (Elements) of CRM Process	Understand the Concepts of 4C's (Elements) of CRM Process
L27	CRM Process for Marketing Organization	Understand the Concepts of CRM Process for Marketing Organization
L28	Value Chain	Understand the Concepts of Value Chain
L29	CRM Affiliation in Retailing Sector.	Understand the Concepts of CRM Affiliation in Retailing Sector.
L30	**Unit - IV - CRM Structures**	
L31	Elements of CRM	Understand the Concepts of Elements of CRM

L32	CRM Process	CRM Process
L33	Strategies for Customer acquisition	Understand the Concepts of Strategies for Customer acquisition
L34	Customer Retention and Development	Understand the Concepts of Customer Retention and Development
L35	Strategies for Customer Retention	Strategies for Customer Retention
L36	Models of CRM	Understand the Concepts of Models of CRM
L37	G- SPOT Model	Understand the Concepts of G- SPOT Model
L38	KOEL's Model	Learn KOEL's Model
L39	WebQual Audit Model	Learn WebQual Audit Model
L40	ONYX Model	Learn ONYX Model
L41	CRM road map for business applications.	Understand the Concepts of CRM road map for business applications.
	Unit - V - CRM Planning and Implementation	
L42	Strategic CRM planning process	Understand the Concepts of Strategic CRM planning process
L43	Implementation issues – CRM Tools	Understand the Concepts of Implementation issues – CRM Tools
L44	Implementation issues – Analytical CRM	I Understand the Concepts of mplementation issues – Analytical CRM
L45	Implementation issues – Operational CRM	Understand the Concepts of Implementation issues – Operational CRM
L46	Call centre management	Understand the Concepts of Call centre management
L47	Role of CRM Managers	Learn the Role of CRM Managers
L48	Trends in CRM- e-CRM Solutions	Understand the Concepts of Trends in CRM- e-CRM Solutions
L49	Features and advantages of e CRM	Understand the Concepts of Features and advantages of e CRM
L50	FunctionalComponents of e CRM	Understand the Concepts of FunctionalComponents of e CRM
L51	Data Warehousing	Revision
L52	Data mining for CRM	Revision
L53	An introduction to CRM softwarepackages.	Revision
L54	Revision	Revision
L55	Revision	Revision
L56	Revision	Revision

Suggested Readings:

- G. Shainesh, Jagdish, N.Sheth, Atul Parvatiyar, Customer Relationship Management: Emerging Concepts, Tools and Applications, Macmillan 2005.
- Francis Buttle, Customer Relation Management: Concepts and Technologies, 2e, Routledge,2013.
- Ekta Rastogi, Customer Relation Management: Text and Cases, Excel Books, 2011.
- Zikmund, Customer Relationship Management, Wiley 2012.
- Paul Greenberg, CRM at the speed of light, 4e, TMH, 2009.
- Lakshman Jha, Customer Relationship Management: A Strategic Approach, Global India PvtLtd, 2008., Concepts and Cases. TMH, 2009.

- ***Activities in the class:***
  - A student has to write key points about the topic discussed in the class after explanation.
  - Descriptive test will be conducted after completion of each unit.
  - Student has to give presentation on covered topics.

Grading:

For presentation the student will be judged by his understanding of concepts, applications, basic knowledge and confidence level.

Evaluation of Course:

Internal Assessment (sum of scores obtained in two tests)	25
End Semester Examination	75
Total	100

Course Description Documents

Subject **:** International Marketing
Subject Code **:** 19MBA25 M5
Name of the faculty : D. Vijay Bhasker Reddy
No. of contact hours/week : 4

Course Overview:

The course aims to understand about the leadership traits, styles and theories to manage change in the organization. The Students will be able to understand the concept of Leadership, Role and function of a Leader, Leadership theories and styles, Organizational change concepts, Perspectives of change and Strategies for Managing change

Course Objectives:

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

Course Objective:

To give an understanding about the Global Markets, formulation of Global Marketing Strategies and its Implementation.

Learning outcome: Students will be to get deeper insight into a) the Global Marketing Management, b) Environment of global markets, c) Assessing Global Market Opportunities, d) Developing and Implementing Global Marketing Strategies

Test portion	
Test No.	
1	L1-L22
2	L23-L44

Submitted by	**Topics**
(Signature of the faculty) Date:	(Signature of HOD) Date:

Course outcomes:

At the end of this course students will be able to :

- Understand the concept of International Marketing.
- Understand the concept of Global Environmental Drivers
- Understand the concept of Global Customers.
- Understand the concept of Global Marketing
- Understand the concept of Implementing Global marketing strategies

Lecture No.	**Topic to be Covered**	**Topic Outcome**

	Unit - I: Introduction to International Marketing	
L1	Environment and Sustainability	Understand the concept of Environment and Sustainability
L2	Scope, Importance of World Trade	Understand the Scope, Importance of World Trade,
L3	Features of World Trade	Understand the Features of World Trade
L4	Opportunities and Challenges in International Marketing	Understand the Opportunities and Challenges in International Marketing
L5	Comparison of Domestic with International Marketing	Understand the Comparison of Domestic with International Marketing
L6	Stages of International Marketing	Understand the Stages of International Marketing
L7	Motivating Factors of International Marketing	Learn the Motivating Factors of International Marketing
L8	Internationalisation -Reasons and Strategies	Understand the Internationalisation - Reasons and Strategies
	Unit – II: Global Environmental Drivers	
L9	WTO and Globalization	Understand the concepts WTO and Globalization
L10	Issues of Globalization	Understand the Issues of Globalization
L11	Types of Environments	Learn the Types of Environments
L12	EXIM Policy	Understand the concept of , EXIM Policy
L13	International Trade	Understand the concept of International Trade
L14	Barriers to International Trade	Understand the concept of Barriers to International Trade
L15	Trade in Goods & Services	Understand the concepts of Trade in Goods & Services
L16	International Trade Agreements	Understand the concept of International Trade Agreements
	Unit – III: Global Customers	
L17	Drivers of Global Consumers	Understand the Drivers of Global Consumers
L18	Influences of the Global Consumer	Understand the concept of Influences of the Global Consumer
L19	Role of Culture and its elements	Understand the concept of Role of Culture and its elements
L20	Social Factors, Situational Factors	Understand the concepts of Social Factors, Situational Factors
L21	Industrial Buyer, Government Buyer.	Understand the concept of Industrial Buyer, Government Buyer

L22	International Marketing Research: Opportunity Analysis, Market Selection	Understand the concept of International Marketing Research: Opportunity Analysis, Market Selection
L23	Assessing Market Size andSales Potential, Government Policies of Target Markets	Understand the concepts of Assessing Market Size andSales Potential, Government Policies of Target Markets
L24	SWOT Analysis of Target Markets	Understand the concepts of SWOT Analysis of Target Markets
L25	Global Market Entry Modes – Strategies.	Understand the concept of Global Market Entry Modes – Strategies
L26	Problems of Global Market Entry Models	Understand the Problems of Global Market Entry Models
L27	Challenges of Global Market Entry Modes	Understand the Challenges of Global Market Entry Models
	Unit - IV: Global Marketing	
L28	Globalization Drivers- Market, Cost, Environmental	Understand the concept of Globalization Drivers- Market, Cost, Environmental
L29	Competitive Factors effecting Globalization Drivers	Understand the concept of Competitive Factors effecting Globalization Drivers
L30	Developing the Global Marketing Program	Understand the concept of Developing the Global Marketing Program
L31	Segmentation of product &services	Understand the concept of Segmentation of product &services
L32	Marketing channels and Distribution Promotion Strategies	Understand the concept of Marketing channels and Distribution Promotion Strategies
L33	Pricing strategies	Understand the concept of Pricing strategies
L34	Factors influencing Pricing Decisions	Understand the Factors influencing Pricing Decisions
L35	Concept of International Product Life Cycle	Understand the Concept of International Product Life Cycle
	Unit – V: Implementing Global marketing strategies	
L36	Negotiation with customers	Understand the concept of Negotiation with customers
L37	Negotiation with Selection Method	Understand the concept of Negotiation with Selection Method
L38	Cultural Negotiations	Understand the concept of Cultural Negotiations
L39	International Negotiations	Understand the concept of International Negotiations
L40	E-Marketing channels organization	Understand the concept of E-Marketing channels organization
L41	Controlling of the global marketing	Understand the concept of Controlling of

	programme	the global marketing programme
L42	Export Documentation	Understand the concept of Export Documentation
L43	Export Procedures,	Understand the concept of Export Procedures,
L44	Steps In Processing The Export Order	Understand the Steps In Processing The Export Order

Suggested Reading**s:**

- Michael R. Czinkota, Ilkka A. Ronkainen, International Marketing, 10e, Cengage, 2017
- Justin Paul, Ramneek Kapoor, International Marketing: Text and Cases, 2e, TMH, 2012
- Philip R. Cateora John L Graham Prashant Salwan, International Marketing -13th edition,TMH,2011
- Svend Hollensen, Madhumita Benerjee-Global Marketing-4th Edition- Pearson,2010
- Rajagopal –International Marketing-2nd Edition –Vikas ,2011
- P.K. Vasudeva, international Marketing-4th edition-Excel Books,2012
- Kiefer Lee, Steve Carter-Global Marketing Management-3rd edition-Oxford,2011

- ***Activities in the class:***
  - A student has to write key points about the topic discussed in the class after explanation.
  - Descriptive test will be conducted after completion of each unit.
  - Student has to give presentation on covered topics.

Gading:

For presentation the student will be judged by his understanding of concepts, applications, basic knowledge and confidence level.

Evaluation scheme:

Internal Assessment (sum of scores obtained in two tests)	25
End Semester Examination	75
Total	100

Course Description Documents

Subject : **Services marketing**
Subject Code : **19MBA26 M6**
Name of the faculty : **P.Paramananda Rao**

Course Overview:

The course aims to understand the Marketing Management of companies offering Services. Characteristics of services, consumer behaviour in services,align service design and standards, delivering service and managing services promises.

Course Objective: To facilitate the students about the concepts of Services Marketing through cases.

Test portion	
Test No.	
1	L1-L27
2	L28-L56

Submitted by	**Topics**
(Signature of the faculty) Date:	(Signature of HOD) Date:

Course Outcome: Students will be to understand

a) Marketing Management of companies offering Services.
b) Characteristics of services.
c) To understand consumer behaviour in services.
d) Align service design and standards.
e) Delivering service, managing services promises.

Course Objectives:

- ✓ Understand the Marketing Management of companies offering Services
- ✓ Understood the Characteristics of services.
- ✓ Learnt the Portfolio Risk and diversified projects

- ✓ Learnt the consumer behaviour in services
- ✓ Learnt about the service design and standards
- ✓ Learnt the delivering service, managing services promises

Lectur eno.	**Topic to be covered**	**Topic outcome** *At the end of the topic student willbe able to*
	Unit - I: Introduction to Services Marketing:	
L1	Introduction to Services Marketing	Understand the Introduction to Services Marketing
L2	Services – Concepts	Learn Services – Concepts
L3	Characteristics, Classification of Services	Study the Characteristics, Classification of Services
L4	Goods vs. Services	Understand the Goods vs. Services
L5	Services Marketing Mix	Understand the Services Marketing Mix
L6	Factors responsible for Growth of Services sector	Learnt the Factors responsible for Growth of Services sector
L7	Challenges faced by the Services Sector	Understand the Challenges faced by the Services Sector
L8	Service and Technology	Learnt the Service and Technology
L9	Impact of Technology on Service Firms	Understand the Impact of Technology on Service Firms
L10	Emerging Service Sectors in India.	Understand the Emerging Service Sectors in India.
	Unit - II: Focusing on Consumer	
L11	Consumer Behavior in services	Understand the Consumer Behavior in services
L12	Relevance of Consumer Behavior	Learnt the Relevance of Consumer Behavior
L13	Consumer Expectations in service	Understand the Consumer Expectations in service
L14	Consumer Perceptions of service	Learnt the Consumer Perceptions of service
L15	Customer Satisfaction	Understand the Customer Satisfaction
L16	Understanding Consumer Requirements-listening	Understanding Consumer Requirements-listening
L17	to customers through research	Learnt the to customers through research
L18	building customer relationships	Understand the building customer relationships
L19	Customer Feedback	Learn the Customer Feedback
L 20	Service Failure and Service Recovery	Understand the Service Failure and Service Recovery
L21	Recovery Strategies	Learn the Recovery Strategies

	Unit - III: Innovation and Quality	
L22	Introduction to Innovation and Quality	Learnt the Introduction to Innovation and Quality
L23	Service Innovation	Understand the Service Innovation
L24	Design, Challenges, Mapping Patterns of Service Innovation	Learn the Design, Challenges, Mapping Patterns of Service Innovation
L25	Types of Service Innovation	Understand the Types of Service Innovation
L26	stages in service innovation and development	stages in service innovation and development
L 27	Service Quality	Learnt the Service Quality
L28	Gaps model of Service Quality-Customer Gap	Understand the Gaps model of Service Quality-Customer Gap
L29	Provider Gap and Closing Gap Provider Gap and Closing Gap	Learn the Provider Gap and Closing Gap Provider Gap and Closing Gap
L30	Service Excellence	Learn the Service Excellence
L31	Service Standards	Understand the Service Standards
L32	factors, types, Physical Evidence	Learn the factors, types, Physical Evidence
L33	managing Physical Evidence	Learn the managing Physical Evidence
L 34	the Services cape – Designing Services capes	Learnt the the Services cape – Designing Services capes
	Unit-IV: Managing Service Operations	
L35	Managing Service Operations	Understand the Managing Service Operations
L36	Service Process	Learn the Service Process
L37	Service Blueprinting	Understand the Service Blueprinting
L38	Managing Demand and Supply	Learn the Managing Demand and Supply
L39	Participants in Services	Participants in Services
L40	Employee's roles in Service Delivery	Understand the Employee's roles in Service Delivery
L 41	Customer's roles in Service Delivery	Learn the Customer's roles in Service Delivery
L42	Mass Production and Delivery	Understand the Mass Production and Delivery
L43	Service Guarantee	Learn the Service Guarantee
L44	Ethics in Service Firms.	Learn the Ethics in Service Firms.
	Unit - V: Managing Service Promises	
L45	Managing Distribution Channels in Service Industry	Understand the Managing Distribution Channels in Service Industry
L46	Strategies for Distribution	Understand the Strategies for Distribution
L47	Managing People in Service Industry	Learnt the Managing People in Service Industry

L48	Challenges	Understand the Challenges
L49	Pricing Strategies for Services	Learn the Pricing Strategies for Services
L50	Methods	Understand the Methods
L51	Promotion Strategies for Services	Understand the Promotion Strategies for Services
L52	Need for Coordination in Marketing Communication	Learnt the Need for Coordination in Marketing Communication
L53	Five categories of strategies to match service promises with delivery.	Learn the Five categories of strategies to match service promises with delivery.
L54	Remedial classes	
L55	Remedial classes	
L56	Remedial classes	

Suggested Readings:

- Ravi M Kishore "Strategic Financial Management, Taxman 2012.
- Prasanna Chandra: Financial Management, 8/e, TMH, 2012
- Prasanna Chandra: Projects: Planning, Analysis, Financing Implementation and Review, 6/e,TMH, 2012
- I.M. Pandey: Financial Management, Vikas 2012.
- Brigham & Ehrhardt: Financial Management, Text and Cases, Cengage, 2012.
- MY Khan and PK Jain: Financial Management: Text, Problems & Cases, TMH, 2012.
- A.N. Sridhar, Strategic Financial Management, Shroff Publishers, 3e, 2018.

Activities in the class:

- A student has to write key points about the topic discussed in the class after explanation.

- Descriptive test will be conducted after completion of each unit.
- Student has to give presentation on covered topics.

Grading:

For presentation the student will be judged by his understanding of concepts, applications, basic knowledge and confidence level.

Evaluation of Course:

Internal Assessment (sum of scores obtained in two tests)	25
End Semester Examination	75
Total	100

Course Description Documents

Subject **: International Financial Management**
Subject Code **: 19MBA24F4**
Name of the faculty **: Dr.A.Rupaveni**
No. of contact hours/week **: 4**

Course Overview:
The course aims to understand about MNC Financial Management, Balance of Payments and Forex Markets.The students will be able to understand the concepts of International Financial Management, Balance of Payments, Foreign exchange Markets and Asset and liability Management

Test portion	
Test No.	
1	L1—L31
2	L32-L62

Submitted by	**Topics**
(Signature of the faculty) Date:	(Signature of HOD) Date:

Course Objectives:
Upon the successful completion of this course, the student will be able to:

Course Objective: To give an understanding about MNC Financial Mangement, Balance of Payments and Forex Markets.

Learning outcome: Students will be able to understand **a)** International Financial Management, b)Balance of Payments c) Foreign exchange Markets d) Asset and liability Management

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- Understand the concept of International Financial Management.
- Understand about the Balance of Payments.

- Understand about the Foreign exchange Markets.
- Understand about Asset and liability Management

Course outcomes:

At the end of this course students will be able to :

- Understand the concept of International Financial Management.
- Understand about the Balance of Payments.
- Understand about the Foreign exchange Markets.
- Understand about Asset and liability Management

Lecture No.	Topic to be Covered	Topic Outcome
	Unit - I: Introduction	
L1	An overview of International Financial Management(IFM)	Understand the concept of International Financial Management
L2	Importance of International Financial Management	Understand the Importance of International Financial Management
L3	Nature of International Financial Management	Understand the Nature of International Financial Management
L4	Scope of International Financial Management	Understand the scope of International Financial Management Understand the concept
L5	Domestic Financial management	Domestic Financial management
L6	Domestic IFM	Understand the concept Domestic International Financial management
L7	International Business Methods	Understand the concept of International Business Methods
L8	Recent Changes and challenges in IFM	Learn the Recent Changes and challenges in IFM
	Unit – II: International Flow of Funds	
L9	Balance of Payments(BOP)	Understand the concept of
L10	Fundamentals of BOP	Understand the concept of Fundamentals of BOP
L11	Accounting components of BOP	Understand the concept of Accounting components of BOP
L12	Factors affecting International Trade Flows	Understand the concept of Factors affecting International Trade Flows
L13	Agencies that facilitate International Cash flows	Understand the concept of Agencies that facilitate International Cash flows
L14	Indian BOP Trends	Understand the concept of Indian BOP Trends
L15	International Monetary system evolution	Understand the concept of International

		Monetary system evolution
L16	Gold Standard,Bretton Woods system	Understand the concept of Gold Standard,Bretton Woods system
L17	Flexible exchange rate regime	Understand the concept of Flexible exchange rate regime
L18	Evolution of floating rates	Understand the concept of Evolution of floating rates
L19	Current exchange rate arrangements	Understand the concept of Current exchange rate arrangements
L20	Economic and Monetary Union(EMU)	Understand the concept of Economic and Monetary Union(EMU)
	Unit – III: Foreign Exchange Market	
L21	Function of the Forex markets	Understand the concept of Functions of the Forex markets
L22	Structure of Forex markets	Understand the concept of Structure of Forex markets
L23	Major participants of Forex markets	Learn the of Major participants of Forex markets
L24	Types of transactions and settlements dates	Understand the concept of Types of transactions and settlements dates
L25	Foreign Exchange quotations	Understand the concept of Foreign Exchange quotations
L26	Process of arbitrage	Understand the concept of Process of arbitrage
L27	Speculation in the forward market	Understand the concept of Speculation in the forward market
L28	Currency futures and options markets	Understand the concept of Currency futures and options markets
L29	Overview of the other markets	Understand the concept of Overview of the other markets
L30	Euro currency market	Understand the concept of Euro currency market
L31	Euro credit market	Understand the concept of Euro credit market
L32	Euro bond market	Understand the concept of Euro bond market
L33	International stock market	Understand the concept of International stock market
	Unit – IV: (a) Exchange Rates	
L34	Measuring exchange rate movements	Understand the concept of Measuring exchange rate movements
L35	Factors influencing exchange rates.	Learn the of Factors influencing exchange rates
L36	Government influence on exchange rates	Understand the concept Government influence on exchange rates
L37	Exchange rate systems	Understand the concept of Exchange rate systems
L38	Managing Foreign exchange Risk	Understand the concept of Managing Foreign exchange Risk
L39	International arbitrage and interest rate parity	Understand the concept of International arbitrage and interest rate parity

L40	Relationship between inflation	Understand the concept of Relationship between inflation
L41	Interest Rates And Exchange Rates	Understand the concepts of Interest Rates And Exchange Rates
L42	Purchasing Power Parity	Understand the concept of Purchasing Power Parity
L43	International Fisher Effect	Understand the concept of International Fisher Effect
L44	Fisher Effect	Understand the concept of Fisher Effect
L45	Interest Rate parity	Understand the concept of Interest Rate parity
L46	Expectancy Theory	Understand the concept of Expectancy Theory
	Unit - V: Asset–liability Management	
L47	Foreign Direct Investment	Understand the concept of Foreign Direct Investment
L48	International Capital Budgeting,	Understand the concept of International Capital Budgeting,
L49	International Capital structure	Understand the concept of International Capital structure
L50	Cost of capital	Understand the concept of Cost of capital
L51	International Portfolio Management	Understand the concept of International Portfolio Management
L52	Equity, Bond financing	Understand the concept of Equity, Bond financing
L53	Parallel loans	Understand the concept of Parallel loans
L54	International Cash management	Understand the concept of International Cash management
L55	Accounts Receivable Management	Understand the concept of Accounts Receivable Management
L56	Inventory Management	Understand the concept of Inventory Management
L57	Payment methods of international trade	Understand the concept of Payment methods of international trade
L58	Trade Finance Methods	Understand the concept of Trade Finance Methods
L59	Export – Import bank of India	Understand the concept of Export – Import bank of India
L60	Recent amendments in EXIM policy	Understand the concept of Recent amendments in EXIM policy
L61	Regulations in EXIM Policy	Understand the concept of Regulations in EXIM Policy
L62	Guidelines in EXIM Policy	Understand the concept of Guidelines in EXIM Policy

Suggested Readings:

- Jeff Madura, International Corporate Management, Cengage, 2012.
- Alan C. Shapiro, Multinational Financial Management, John Wiley, 2012

- S. Eun Choel and Risnick Bruce: International Financial Management, TMH, 2012
- Sharan.V, International Financial Management 5e, PHI, 2012
- P.G. Apte, International Financial Management, TMH 2012.
- Madhu Vij: International Financial Management, Excel, 2012.

- ***Activities in the class:***
  - A student has to write key points about the topic discussed in the class after explanation.
  - Descriptive test will be conducted after completion of each unit.
  - Student has to give presentation on covered topics.

Gading:
For presentation the student will be judged by his understanding of concepts, applications, basic knowledge and confidence level.

Course Description Documents

Subject : STRATEGIC INVESTMENT AND FINANCIAL DECISIONS
Subject Code : 19MBA25F5
Name of the faculty : Mrs. D.RADHA KUMARI
No. of contact hours / week: 4

Course Overview:
The course aims to understand the Investment decisions under conditions of Risk and uncertainty, risk measurements techniques, Portfolio Risk and diversified projects. Strategic Analysis of selected investment decisions and Financing Decisions.

Test portion	
Test No.	
1	L1-L23
2	L24-L49

Submitted by	**Topics**
(Signature of the faculty) Date:	(Signature of HOD) Date:

Course Objective: To develop an understanding of the role of financial strategy, in the investing, financing and resource allocation decisions within an organization.

Learning Outcomes: Students will be able to understand

a) Investment Decisions in Risk and uncertainty
b) Strategic investment decisions
c) Investment Appraisal Techniques
d) Financing Decisions

- ✓ Understand the Investment Decisions.
- ✓ Understood the Types of Investments and disinvestments
- ✓ Learnt the Portfolio Risk and diversified projects
- ✓ Learnt the Critical analysis of appraisal techniques
- ✓ Learnt about the Strategic Analysis of selected investment decisions
- ✓ Learnt the Financing Decisions

Lectur eno.	**Topic to be covered**	**Topic outcome** *At the end of the topic student willbe able to*
	UNIT - I: Investment decisions under conditions of Risk and uncertainty	
L1	Concepts of risk and uncertainty.	Understand the Concepts of risk and uncertainty.
L2	Risk Analysis in Investment Decisions	Understand the Risk Analysis in Investment Decisions
L3	Risk adjusted rate of return	Know the Risk adjusted rate of return
L4	certainty equivalents	Learn certainty equivalents
L5	Probability distribution of cash flows	Understand the Probability distribution of cash flows
L6	decision trees	Know the decision trees
L7	sensitivity analysis	Know the sensitivity analysis
L8	Monte Carlo Approach to Simulation.	Know the Monte Carlo Approach to Simulation.
L9	Investment Decisions under capital constraints	Understand the Investment Decisions under capital constraints
L10	Capital Rationing vs. Portfolio	Know the Capital Rationing vs. Portfolio
L11	Portfolio Risk and diversified projects.	Portfolio Risk and diversified projects.
	Unit – II: Types of Investments and disinvestments	

L12	Project abandonment decisions	Understand the Project abandonment decisions
L13	Evidence of IRR	Evidence of IRR
L14	Multiple IRR	Learn the Multiple IRR
L15	Modified IRR	Know the Modified IRR
L16	Pure, simple and mixed investments	Understand the Pure, simple and mixed investments
L17	Lorie Savage Paradox	Understand the Lorie Savage Paradox
L18	Evidence Adjusted NPV	Know the Evidence Adjusted NPV
L19	Impact of inflation on capital budgeting decisions.	Understand the impact of inflation on capital budgeting decisions.
	Unit - III: Critical analysis of appraisal techniques	
L 20	Discounted pay back	Understand the Discounted pay back
L21	post pay back	Know the post pay back
L22	Bail-out pay back	Know the Bail-out pay back
L23	Return on Investment	Understand the Return on Investment
L24	Equivalent Annual Cost	Understand the Equivalent Annual Cost
L25	Terminal Value	Understand the Terminal Value
L26	single period constraints	Understand the single period constraints
L 27	multi-period capital constraint	Understand the multi-period capital constraint
L28	an unresolved problem	Understand the an unresolved problem
L29	NPV mean variance analysis	Understand the NPV mean variance analysis
L30	Hertz Simulation and Hillier approaches	Understand the Hertz Simulation and Hillier approaches
L31	Significance of information and data bank in project selections.	Understand the Significance of information and data bank in project selections.
	Unit - IV: Strategic Analysis of selected investment decisions	
L32	Lease Financing	Understand the Lease Financing
L33	Operating Risk	Know the Operating Risk
L 34	Procuring vs. Borrowing	Understand the Procuring vs. Borrowing
L35	Hire purchase and Installment decisions	Know the Hire purchase and Installment decisions
L36	Lease Risk Management	Understand the Lease Risk Management
L37	Leasing as a Financing Decision,	Understand the Leasing as a Financing Decision,
L38	Advantages of Leasing, and Leasing Decision in practice.	Learn the Advantages of Leasing, and Leasing Decision in practice.
	Unit - V: Financing Decisions	

L39	Mergers and Acquisitions	Understand the Mergers and Acquisitions
L40	need, Strategy, Diversification and Mergers and Acquisitions	Understand the need, Strategy, Diversification and Mergers and Acquisitions
L 41	Theories of Mergers	Understand the Theories of Mergers
L42	Cost of Mergers	Know the Cost of Mergers
L43	Government guidelines for Takeover	Understand the Government guidelines for Takeover
L44	Problems on Mergers & Acquisitions	Understand the Problems on Mergers & Acquisitions and cases
L45	Mergers & Acquisitions cases	Know the Mergers & Acquisitions cases
L46	Revision classes	
L47	Revision classes	
L48	Revision classes	
L49	Revision classes	

Suggested Readings:

- Ravi M Kishore "Strategic Financial Management, Taxman 2012.
- Prasanna Chandra: Financial Management, 8/e, TMH, 2012
- Prasanna Chandra: Projects: Planning, Analysis, Financing Implementation and Review, 6/e,TMH, 2012
- I.M. Pandey: Financial Management, Vikas 2012.
- Brigham & Ehrhardt: Financial Management, Text and Cases, Cengage, 2012.
- MY Khan and PK Jain: Financial Management: Text, Problems & Cases, TMH, 2012.
- A.N. Sridhar, Strategic Financial Management, Shroff Publishers, 3e, 2018.

Activities in the class:

- A student has to write key points about the topic discussed in the class after explanation.

- Descriptive test will be conducted after completion of each unit.
- Student has to give presentation on covered topics.

Grading:

For presentation the student will be judged by his understanding of concepts, applications, basic knowledge and confidence level.

Evaluation of Course:

Internal Assessment (sum of scores obtained in two tests)	25
End Semester Examination	75

Total	100

Course Description Documents

Subject **: Risk Management and Financial Derivatives**
Subject Code **:19MBA26F6**
Name of the faculty **:Dr. V. Uma Devi**
No. of contact hours/week **:4**

Course Overview:

The course aims to understand the concepts of Risk Management, measurements and risk management strategies using derivatives. The students will be able to understand Risk Management Measurement using Forward, Futures, Options and Swaps.

Test portion	
Test No.	
1	L1-L25
2	L25-L50

Submitted by	**Topics**
(Signature of the faculty) Date:	(Signature of HOD) Date:

Course Objectives:

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

- Define Risk management and Types of Risks, their Impact of risk on organizations.
- The goal of this course is to engage students in active discovery of risk management principles.
- Developing an awareness of the challenges, the tools, and the process of designing and implementing a risk management program.
- Examine Risk management process, risk models, Risk identification and measurement.
- Discuss the unique challenges and opportunities of Risk management resulting from globalization.

- Examine the role of manager related to risk management
- Evaluate the ways in which businesses and society assess, control, and transfer risk.
- Identify and analyze the body of evidence related to a relevant topic/question impacting risk management practices today.

Course outcomes:

- ✓ Concepts of Risk Management
- ✓ Risk Management Measurement
- ✓ Risk Management using Forward and Futures
- ✓ Risk Management Using Options and Swaps

Lecture No.	Topic to be Covered	Topic Outcome
	Unit - I: Introduction to Risk Management	
L1	Risk Management Overview	Understand the concept of Risk Management Overview
L2	Types of Risks	Learn Types of Risks
L3	Impact of risk on organizations	Identify the Impact of risk on organizations
L4	scope of risk management	Know the scope of risk management
L5	Risk Management Levels	Describe the concept of Risk Management Levels
L6	Risk Management process -	Know the Risk Management process
L7	Risk models	Describe the Risk models
L8	Risk identification and measurement.	Explain the Risk identification and measurement.
	Unit – II: Risk Management and Measurement	
L09	Risk Management Tools	Know the concept of the Risk Management Tools
L10	Regulatory Framework	Learn the Regulatory Framework of Risk Management
L11	Capital Adequacy requirements	Explain the Capital Adequacy requirements
L12	Interest rate risk, liquidity risk	Learn the Interest rate risk, liquidity risk
L13	Market risk, credit risk	Learn the Market risk, credit risk
L14	Exchange rate risk	Identify what is the Exchange rate risk
L15	Value at Risk (VaR)	Explain the concept of Value at Risk (VaR)
L16	Cash Flow at Risk (CaR).	Explain the concept of Cash Flow at Risk (CaR).

L17	Problems on VaR and CaR	Solve Problems on VaR and CaR
L18	Problems on VaR and CaR	Solve Problems on VaR and CaR
L19	Problems continuation	Problems continuation
	Unit – III: Management Techniques-Forward and Future Contracts	
L20	Forward Contracts	Describe the Forward Contracts
L21	Foreign Currency Forward Contract	Explain the Foreign Currency Forward Contract
L22	Commodity forward contract	Able to know the Commodity forward contract
L23	Counterparty risk in the forward contract	Explain the concept of Counterparty risk in the forward contract
L24	Future Contracts	Describe the oncept of Future Contracts
L25	Cash Vs Physical Delivery, Pricing Future contracts	Analyze the Cash Vs Physical Delivery, Pricing Future contracts
L26	Pricing Future contracts	Explain the Pricing Future contracts
L27	The role of expected future spot price	Know the role of expected future spot price
L28	Impact of Financial market imperfections	Highlight the Impact of Financial market imperfections
	Unit – IV: Risk Management and Techniques-Options	
L29	Structure of Option Market	Describe the concept of Structure of Option Market
	Types of Options	Learn Types of Options
L30	Option Strategies	Learn Option Strategies
L31	Exercise price and option values,	Explain the Exercise price and option values,
L32	Principles of Call option Pricing and put option pricing	Describe Principles of Call option Pricing and put option pricing
L33	Put - Call parity theorem,	Evaluate the concept of Put - Call parity theorem,
L34	Option values and cash payouts	Distinguish Option values and cash payouts
L35	Option pricing	Learn the Option pricing
L36	Arbitrage pricing and the Binomial Model	Explain the concept of Arbitrage pricing and the Binomial Model
L37	The Black- Scholes and Mertin Model	Describe 'The Black- Scholes and Mertin Model'
L38	**Unit – V: Risk Management Techniques-Swaps**	
L39	SWAP Market and its Evolution	Explain SWAP Market and its Evolution

L40	Pricing and valuing	Learn the Pricing and valuing swaps
L41	Interest rate swap	Learn the concept of Interest rate swap
L42	Pricing and valuing	Explain the concept of Pricing and valuing
L43	Currency Swap	Describe the concept of Currency Swap
L44	Pricing and valuing	Learn the methods of Pricing and valuing Equity Swaps
L45	Pricing and valuing	To know the Pricing and valuing of swaps
	Commodity Swap	Learn what is the Commodity Swap
	Swaptions	Explain Swaptions
L46	Revision	Revision
L47	Revision	Revision
L48	Revision	Revision
L49	Revision	Revision
L50	Revision	Revision

Suggested Readings:

- Don M Chance, Robert Brooks, An Introduction to Derivatives and Risk Management, 9e, 2013.
- R. Madhumathi & M. Ranganatham, Derivatives and Risk Management, Pearson, 2012.
- Greorge E Rejda, Principles of Risk Management and Insurance, Pearson,2005.
- Rene M. Stulz, Risk Management & Derivatives, Cengage Learning, 2003.
- Jayanth Rama Varma, "Derivatives and Risk Management", TMH.
- Hull, Risk Management and Financial Institutions, Wiley, 2015.
- Prakash B.Yaragol, Financial Derivatives, Vikas, 1e, 2018.

- ***Activities in the class:***
  - A student has to write key points about the topic discussed in the class after explanation.
  - Descriptive test will be conducted after completion of each unit.
  - Student has to give presentation on covered topics.

Grading:

For presentation the student will be judged by his understanding of concepts, applications, basic knowledge and confidence level.

Evaluation of Course:

Internal Assessment (sum of scores obtained in two tests) 25

End Semester Examination	75
Total	100

Course Description Documents

Subject **: Leadership and Change Management**
Subject Code **: 19MBA25H5**
Name of the faculty : **Dr.A.Rupaveni**
No. of contact hours/week **: 4**

Course Overview:

The course aims to understand about the leadership traits, styles and theories to manage change in the organization. The Students will be able to understand the concept of Leadership, Role and function of a Leader, Leadership theories and styles, Organizational change concepts, Perspectives of change and Strategies for Managing change

Test portion	
Test No.	
1	L1-L21
2	L22-L42

Submitted by	**Topics**
(Signature of the faculty) Date:	(Signature of HOD) Date:

Course Objectives:

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

Course Objective:

To give an understanding about leadership traits, styles and theories to manage change in

theorganization.

Learning outcome: Students will be able to understand a) Leadership, Role and function of a Leader b)Leadership theories and styles c)Organizational change concepts d)Perspectives of change e)Strategies for Managing changeCourse outcomes:

At the end of this course students will be able to :

- Understand the concept of Leadership.
- Understand the concept of Leadership Theories and styles
- Understand the concept of Organizational Change.
- Understand the concept of Organizations for Change
- Understand the concept of Strategies for Managing Change

Lecture No.	Topic to be Covered	Topic Outcome
	Unit - I: Introduction to Leadership	
L1	Leadership, role and functions of a Leader	Understand the concept of Leadership, role and functions of a Leader
L2	Characteristics of an Effective Leader	Understand the Characteristics of an Effective Leader
L3	Process of leadership	Understand the Process of leadership
L4	Effective leadership behaviors and attitudes	Understand the scope of Effective leadership behaviors and attitudes
L5	Leadership and power	Understand the concept of Leadership and power
L6	Coercion, Management, Trait approach	Understand the concepts Coercion, Management, Trait approach
L7	Leadership styles– Lewin's Leadership styles, Ohio state Leadership study	Understand the concept of Leadership styles– Lewin's Leadership styles, Ohio state Leadership study
L8	Leadership styles - The University of Michigan Study, Blake and Mouton's Managerial Grid.	Understand the concept of Leadership styles - The University of Michigan Study, Blake and Mouton's Managerial Grid.
	Unit – II: Leadership Theories and styles	
L9	Contingency theories of Leadership	Understand the concept of Contingency theories of Leadership
L10	Fiedler's Contingency Model, The path-Goal Theory	Understand the concept of Fiedler's Contingency Model, The path-Goal Theory

L11	The Hersey - Balanchard Situational Leadership Theory	Understand the concept of The Hersey - Balanchard Situational Leadership Theory
L12	Transformational Leadership	Understand the concept of Transformational Leadership
L13	Transactional Leadership Style	Understand the concept of Transactional Leadership Style
L14	Charismatic Leadership. Leadership and Empowerment	Understand the concept of Charismatic Leadership. Leadership and Empowerment
L15	Servant leadership, Team leadership	Understand the concepts of Servant leadership, Team leadership
L16	Leadership Ethics	Understand the concept of Leadership Ethics
	Unit - III: Organizational Change	
L17	Nature of organizational change	Understand the Nature of organizational change
L18	Sources of change	Understand the concept of Sources of change
L19	Environmental triggers of Change	Understand the concept of Environmental triggers of Change
L20	Organizational responses to change	Understand the concept of Organizational responses to change
L21	Resistance to change.	Understand the concept of Resistance to change.
L22	Types of change and changing faces of change	Understand the concept of Types of change and changing faces of change
L23	Predictable Change, and Diagnosing change situation	Understand the concept of Predictable Change, and Diagnosing change situation
L24	Perspectives on change - Contingency Perspective - Resourcedependence Perspective	Understand the concepts of Perspectives on change - Contingency Perspective - Resource dependence Perspective
L25	Population ecology Perspective - Institutional perspective.	Understand the concept of Foreign Exchange quotations
	Unit - IV: Organizations for Change	
L26	Organizational Structure, Models of Structure, Influences on structure	Understand the concepts of Organizational Structure, Models of Structure, Influences on structure
L27	Organizational structure and change	Understand the concept of Organizational structure and change
L28	Organizational Culture, dimensions of organizational culture	Understand the concept of Organizational Culture, dimensions of organizational culture
L29	Sources of organizational culture	Understand the concept of sources of organizational culture
L30	Organizational culture and change	Understand the concept of Organizational culture and change
L31	Organizational Politics- The link between politics, power and conflict	Understand the link between politics, power and conflict

L32	Power and conflict in times of chang	Understand the concept of Power and conflict in times of chang
L33	Leadership in times of change. Cultural factors influencing leadership practice.	Understand the concept of Leadership in times of change. Cultural factors influencing leadership practice.
	Unit - V: Strategies for Managing Change	
L34	Systematic approaches to Change	Understand the concept of Systematic approaches to Change
L35	The hard systems model of change	Learn the hard systems model of change
L36	Soft systems models of change	Understand the concept of Soft systems models of change
L37	Organizational Development Process	Understand the concept of Organizational Development Process
L38	Organizational Development as an action	Understand the concept of Organizational Development as an action
L39	Factors for effective change – Demographic changes	Understand the Factors for effective change – Demographic changes
L40	Changing lifestyles, occupational changes	Understand the concept of changing lifestyles, occupational changes
L41	Operating Virtually	Understand the concept of Operating Virtually
L42	Developing Leadership Skills	Understand the concept of Developing Leadership Skills

Suggested Readings:

- Gary Yulk, Nihanth Uppal, Leadership in organizations, Pearson,3e, 2019.
- Ranjana Mittal, Leadership Personal Effectiveness and Team building, Vikas Publictaions,2015
- Peter G. Northhouse, Leadership Theory and Practice, Sage Publications, 2011.
- Barbara Senior, Jocelyne Fleming, Organizational Change, 3e, Pearson publications,2010
- Mark Hughes, Managing Change, Universities Press,2011.
- Nic Beech and Robert Maclntosh, Managing Change, Cambridge University Press, 2012.
- Alfranch Nahavandi, The Art and science of Leadership, Pearson,7e, 2018

- ***Activities in the class:***
  - A student has to write key points about the topic discussed in the class after explanation.
  - Descriptive test will be conducted after completion of each unit.
  - Student has to give presentation on covered topics.

Gading:
For presentation the student will be judged by his understanding of concepts, applications, basic knowledge and confidence level.

Evaluation of Course:

Internal Assessment (sum of scores obtained in two tests)	25
End Semester Examination	75
Total	100

INTERNATIONAL HUMAN RESOURCE MANAGEMENT
COURSE DESCRIPTION

Subject : International Human Resource Management
Subject Code : 19 MBA24H4
Faculty : Dr. M R S Suryanarayana Reddy
Contact hours per week : 04

Course Overview:International HRM is the study of the management of human resources in an international context. This course focuses on the HR challenges which affect or influence the success of the entire enterprise, challenges that are often far beyond the scope of the traditional "personnel" function. Problems, challenges and decisions are analysed from the point of view of the HR executive or GM who has scorecard responsibility at the organizational level. By focusing on policies, programs, and practices characteristic of organizational efforts to manage human assets worldwide, we will explore the critical impact that these have on the firm's success. Care this semester will also be to discuss HRM from a SME perspective.

Course Objectives:

- Identify and Understand issues and practices pertaining to the major HRM functions within the context of a multinational environment
- Develop successful programs for international assignees (short term/long term)
- Become an expert in a particular country with regard to issues and practices pertaining to major HRM functions

- Describe the strategic and functional roles of HRM in various international contexts, specially in areas such as recruitment and selection, performance management, training, learning and development, career management, compensation, motivation and repatriation;
- Understand external forces (e.g. globalisation, sociocultural changes, political and economic changes) that have the potential to shape international HRM;
- Diagnose human resource problems and apply appropriate solutions taking particular account of specific international, national and local contexts, institutions and cultures.

Sl.No	Total Topics
1	L1- L20
2	L20-L40
3	L1-L40
Submitted by	
Signature of faculty **Date:**	**Signature of HOD** **Date:**

Course Outcomes:On successful completion of the course students will be able to:

- Describe the role of the HR Manager in an International context
- Describe Human Resource activities in an International Context
- List and explain the differences between domestic and international HRM
- Explain the importance of cultural sensitivity in an international assignment
- Critically appraise the impact of cultural and contextual factors in shaping human resource practices in MNCs
- From the literature form an opinion and express a logically argued view regarding the adequacy of HR systems in international organisations.

Lesson Plan & Topic Outcomes:

Lecture No	Topics	Outcome
UNIT-I- Introduction and Overview		
1	Introduction- Global Context	Remember the key points of globalization .
2	Key perspectives in in global workforce management	Able to identify the requirements of global workforce
3	Cultural foundations of IHRM	Describe the cultural foundations of IHRM.
4	Culture- major models of national culture	List out the major models of national culture
5	Changes and challenges in the global market	Evaluate the changes and challenges in the global market.
6	Change in labour force demographics and migration	Demonstrate the reasons for migration of labour work force
7	Emerging on the contingent workforce	Recognise the need of emerging on the contingent workforce.
8	Offshore sourcing and global workforce management challenges	Give examples of global workforce management challenges
UNIT-II- The key Role on IHRM in successful MNC Strategy		
09	Knowledge transfer-Global leadership training and development	Memorize the key factors of global leadership training and development.
10	Strategic control needs –competitive strategy of MNCs	Explain the strategic control needs in MNCs with respect to competitive strategy.
11	Structuring for optimal global performance	Outline the structuring for optimal global performance
12	Linking HRM practices to competitive strategy and organisation	Describe in detail the linking HRM practices to competitive strategy and organisation .
13	Paradigm shift of IHRM	Generalize the reasons for paradigm shift of IHRM.
14	Contingency model of IHRM	Evaluate the importance of contingency model of IHRM
15	Approaches of contingency model	Explain the approaches of

		contingency model
16	Nurturing the global leadership talent	Identify the reasons for global leadership talent.
UNIT-III-Global Human Resource Planning		
17	Strategy to decision about work demand and labour supply	Identify the strategies about work demand and labour supply.
18	Demand and supply of labour in external environment scanning	Illustrate the demand and supply factors of external scanning.
19	Job design for meeting global strategy work demand	Prepare the job design for meeting global strategy work demand.
20	HR planning for the long term	Distinguish the need for HR planning in the long run.
21	Global staffing	Interrelate the domestic staffing and global staffing.
22	Factors affecting global staffing	Summarize the factors which are affecting for global staffing.
23	Global recruitment of Human Resource	Sketch out the procedure of global recruitment .
24	Global selection of human resource	Examine the selection of human resources for global assignments.
UNIT-IV- Global Workforce Training and Development		
25	Strategic role of Training and development	Distinguish the strategic role of training and development.
26	Fundamental concept of global training	Explain the fundamental concepts of global training of manpower.
27	Fundamental principles of global training and development	List out the basic principles of global training and development.
28	Training imperative for the global workforce	Estimate the need of training imperative for the global workforce
29	Managing international expatriate preparation	Identify the factors for managing international expatriate preparation
30	Foreign assignment an repatriation	Describe the role of foreign assignment an repatriation
31	International assignments considerations for	Discuss the considerations

	special expatriates	for special expatriates
32	New and flexible international assignments	Demonstrate the modern flexible international assignments.
UNIT-V Global Workforce Performance Management		
33	Introduction to performance management	Explain the concept of performance management
34	Process of performance management at global	Describe the performance management concept alt global scenario
35	Planning and implementing global performance appraisal	Outline the need of planning and implementing global performance appraisal
36	Compensation for a global workforce	Highlight the compensation need for a global workforce.
37	Managing compensation on a global scale – fundamental practices	Generalize the compensation global scale fundamentals
38	Key compensation for expatriates , HCNs, and TCNs	List out the key components for expatriates
39	Global employee reflections –Current HR issues	Demonstrate the current HR issues – global employees.
40	Influence of MNCs and Union on global ER	Classify the factors which are influencing the MNCs

References:

- Charles M Vance and Yongsumpaik, Managing Global workforce, PHI, 2009
- P. Subba Rao, International Human Resource Management, second edition, Himalaya publishing house, New Delhi.
- Peter Dowling & Marion Festing "International Human Resource Management "Second Edition, Cengage publishing, New Delhi.
- P.L. Rao "International Human Resource Management" Excel Books, first Edition, New Delhi.
- K. Aswathappa & Sadhna Dash, "International Human Resource Management "Second Edition, Mc Graw hill Publication, New Delhi.
- Tony Edwards "International Human Resource Management "Fourth Edition, Pearson publication, New Delhi.

Web References:

- https://play.google.com/books/reader?id=9eTSAwAAQBAJ&hl=en&pg=GBS.PT1
- https://play.google.com/books/reader?id=3phMDwAAQBAJ&hl=en&pg=GBS.PR5
- https://play.google.com/books/reader?id=j-zcDgAAQBAJ&hl=en&pg=GBS.PR4

- https://play.google.com/books/reader?id=0cwgAQAAQBAJ&hl=en&pg=GBS.PA20.w.1.0.76
- https://play.google.com/books/reader?id=lCxUDwAAQBAJ&hl=en&pg=GBS.PT54.w.1.0.58
- https://play.google.com/books/reader?id=4rw3DgAAQBAJ&hl=en&pg=GBS.PR14

E-Text Books:

- https://www.pdfdrive.com/5-international-human-resources-management e27035115.html
- https://www.pdfdrive.com/international-human-resources-management-e25138235.html
- https://www.pdfdrive.com/international-human-resource-management-e187081028.html
- https://www.pdfdrive.com/international-human-resource-management-3rd-edition-global-hrm-e188991034.html

Activities in the Class:

- Conduction quizzes upon completion of each unit
- Student presentations on the important concepts
- Written assignments
- Situation based role plays

Evaluation of Course:

Internal Assessment (sum of scores obtained in two tests)	25
End Semester Examination	75
Total	100

CourseDescription

Subject	: Talent and Knowledge Management
SubjectCode	: 19MBA26H6
Name of the faculty	: Dr.P SWARUPA
No.ofcontacthours/week	: 4

CourseOverview:

Thecourseaimsto understand

Testportion

TestNo.	Topics
1	L1-L21
2	L22-L41

Submittedby:	**Approvedby:**
(Signatureofthefaculty)Date:	(SignatureofHOD) Date:

Course Overview: This course will introduce the talent management concept and approaches to succession and career planning. The major aspects of talent management will help in developing core competencies, design and implementing performance management system in the organization. This will enable to identify and relate various training and coaching methods to nurture talent of the employees will help in retention and employee engagement. On the other side knowledge management is very important in the organization to ease the work. To manage knowledge management various mechanisms, assessment tools, infrastructure nature of knowledge information needed. The course will help in providing all the information to maintain knowledge management in the organization in a better way.

Course Objective:

To understand the importance of nurturing talent and managing knowledge in the organization.

Learning outcome: Students will be able to understand a)Talent Management process b) Succession and career planning approaches c) Knowledge management aspects d) Knowledge management assessment and solutions

CourseObjectives

1. Understand talent management in the organization
2. Recognize and manage knowledge in a better way
3. Know various mechanisms and system of knowledge management

Course Outcomes

1. Able to develop talent management system in the organization
2. Able to assess the knowledge management assessment and develop solutions
3. Able to build knowledge management system in the organization
4. Able to recognize the technologies needed for the talent and knowledge management system
5. Able to design career and succession plan in the organization

Lecture No.	Topicto beCovered	TopicOut come
	Unit-I:Talent Management	
L1	Introduction to Talent management, Meaning	Able to understand the concept of Talent management
L2	Importance	Able to recall importance of TMS
L3	Talent management system	Understand the TMS in the organization
L4	Evolution , Talent Reservoir-components	Able to understand evolution of management
L5	Talent management grid	Able to develop the grid for talent management
L6	Talent management assessment tools	Able to compare and contrast talent management assessment tools
L7	Process of Talent management	Able to understand the process of talent management
L8	Competence-core competency, Competency assessment, Potential forecast	Able to forecast potential and recognize core competencies in the organization
L9	Competency modeling –steps in developing a valid competency model	Able to develop competency model
	Unit –II: Succession and Career Planning	
L10	Succession planning –Traditional approaches	Able to compare and contrast the traditional and contemporary approaches
L11	Contemporary approaches	Able to compare and contrast the traditional and contemporary approaches
L12	Talent acquisition –Talent	Able to identify talent acquisition methods

	identification & Business Alignment	
L13	Recruiting & Assessment	Able to list out the recruiting methods and assessment methods
L14	Talent Development –Training	Able to design and relate suitable training for TMS
L15	Types of coaching	Able to identify the differences between types of coaching
L16	Talent management strategies	Able to develop and relate suitable talent management strategy for the organization
L17	CASE STUDY	Able to analyze case and identify the concept of TKM
	Unit – III : Knowledge Management	
L18	Concept and forces of driving knowledge management	Able to list out force of knowledge management
L19	Knowledge management system	Able to understand KMS
L20	Issues in knowledge management	Able to know the issues in KMS
L21	Knowledge management strategies	Able to develop knowledge management strategies
L22	Technologies for knowledge management	Able to identify technologies needed for KMS in the organization
L23	Factors influencing knowledge management	Able to list out factors influencing knowledge management
	Unit –IV : Nature of Knowledge Management	
L24	Data and information , Knowledge wisdom	Able to differentiate data and information
L25	Views of knowledge –Subjective and Objective	Able to visualize the knowledge
L26	Types of Knowledge	Able to categorize the knowledge
L27	Location of knowledge and knowledge in people	Able to identify knowledge by location and people
L28	Knowledge in Artifacts	Able to segregate knowledge as per needs
L29	Knowledge in organizational entities	Able to develop entities in the organization
L30	Knowledge management assessment	Able to apply knowledge management assessment methods
L31	Types of Assessment	Able to apply knowledge management assessment methods
L32	Importance of KM Assessment	Able to understand the importance of assessment
	Unit –V: Knowledge Management Solutions	
L33	Knowledge management processes	Able to outline the process of knowledge management

L34	Discovery and capture	Able to discover and capture knowledge
L35	Sharing mechanisms and technologies	Able to identify sharing mechanisms and technologies needed for the knowledge management
L36	Knowledge management approaches: Hansen-Earl's Seven Schools of Knowledge management	Able to understand the approach
L37	Alversson and Karreman's knowledge management	Able to understand the approach
L38	Knowledge Management Infrastructure	Able to identify infrastructure needed for knowledge management
L39	Organizational Impacts of Knowledge Management- People	Able to recognize the organizational impact of knowledge management on people
L40	On processes and Products	Able to recognize the organizational impact of knowledge management on processes and products
L41	On Organizational Performance	Able to recognize the organizational impact of knowledge management on organizational performance
L42	Case study	Able to analyze the case and relate the concepts of Talent and Knowledge management

Suggested Readings:

- Lance A Berger, Dorothy R Berger, The Talent Management Handbook, 2e, TMH, 2008
- Irma Becerra-Fernandez, Avelino Gonzalez, Rajiv Sabherwal, Knowledge Management: Challenges, Solutions, and Technologies, Pearson, 2009
- Sudhir Warier, Knowledge Management, Vikas, 2004.
- RavinderShukla, Talent Management: Process of Developing and Integrating Skilled Workers, Global India Publications, 2009.
- Marshall Goldsmith, Louis Carter, Best Practices in Talent Management: How the World's Leading Corporations, Wiley, 2010.
- Hugh Scullion, David G. Collings, Global Talent Management, Routledge, 2011

Activities in the class

- Activity of identifying potential /ability /skill in class. Written on paper
- Case analysis –case lets
- Succession planning in companies with examples and Talent management in companies

Grading:

Forpresentationthestudentwillbejudgedbyhisunderstandingofconcepts,applications,basicknowledgeandconfidencelevel.

Evaluationscheme:

InternalAssessment(sumofscores obtainedintwotests)	25
EndSemesterExamination	75
Total	100