



**Karunya** INSTITUTE OF TECHNOLOGY AND SCIENCES

(Declared as Deemed to be University under Sec.3 of the UGC Act, 1956)

MoE, UGC & AICTE Approved

**NAAC A++ Accredited**

**MASTER OF BUSINESS ADMINISTRATION**

**OL ELM-Contents**

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<b>23OMS3001</b>	<b>ACCOUNTING FOR MANAGERS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

## **Unit 1: An overview of accounting and its concepts**

Lecture 1: The types of accounting

Lecture 2: Financial Accounting Vs. Management Accounting and Financial Accounting Vs Cost Accounting

Lecture 3: Accounting Concepts and Conventions

Lecture 4: Golden Rules of Accounting – Recording, Journalizing and Posting of transactions

Lecture 5: Preparation of Trial Balance.

## **Unit 2: Preparation and Presentation of Financial Statements**

Lecture 6: Preparation of Final Accounts as per the Revised Schedule III of the Companies Act

Lecture 7: An overview of the International Financial Reporting Standards (IFRS)

Lecture 8: IND AS particularly in the preparation of Consolidated Financial Statements.

## **Unit 3: Financial Statement Analysis**

Lecture 9: Tools and Techniques

Lecture 10: Comparative Statements

Lecture 11: Common Size Income Statements

Lecture 12: Trend Percentage Analysis

Lecture 13: Ratio Analysis – Liquidity, Activity,

Lecture 14: Profitability and Leverage Ratios

Lecture 15: Merits and Demerits of ratio analysis and Interpretation of the ratios.

## **Unit 4: Cash Flow Statement**

Lecture 16: Overview – Classification

Lecture 17: Objectives - Purpose and its importance

Lecture 18: Methods - Advantages – Limitations

Lecture 19: Preparation and analysis of the statement of Cash flows as per IND AS-7

## **Unit 5: Cost Accounting & Management Accounting**

Lecture 20: Cost Concepts - Classification - Methods

Lecture 21: Cost Sheet

Lecture 22: Marginal Costing - CVP- Break-even analysis

Lecture 23: Cost Accounting Standards

Lecture 24: Budgeting - Flexible, and Cash Budgeting, Budgetary Control Process.

<b>23OMS3002</b>	<b>MARKETING FOR BUSINESS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

## **Unit 1: Introduction to Marketing**

Lecture 1: Definition & Functions of Marketing- Scope of Marketing, Evolution of Marketing, Core concepts of marketing, Marketing v/s Selling,

Lecture 2: Key customer markets, market places, market spaces, Meta-Markets, Digital Markets, Brick & Click Model.

Lecture 3: Impact of Globalization, Technology and Social Responsibility on Marketing. New Consumer Capabilities, New Company Capabilities.

Lecture 4: Functions of Marketing Manager, Concept of Marketing Environment, Marketing Plan.

## **Unit 2: Consumer Behavior**

Lecture 5: Meaning & importance of consumer behavior,

Lecture 6: Comparison between Organizational Buying behavior and consumer buying behavior,

Lecture 7: Buying roles, Five steps consumer buyer decision process - Problem Recognition, Information Search,

Lecture 8: Evaluation of Alternatives, Purchase Decision, Post Purchase behavior.

## **Unit 3: Marketing and Selling Strategies**

Lecture 9: Segmentation - Concept, Need & Benefits. Geographic, Demographic, Psychographic, Bases for segmentation for business markets.

Lecture 10: Levels of segmentation, Criteria for effective segmentation. Target Market - Concept of Target Markets and criteria for selection.

Lecture 11: Segment Marketing, Niche & Local Marketing, Mass marketing, Long Tail Marketing.

Lecture 12: Positioning - POD and POP, Value Proposition & Unique Selling Proposition,

Lecture 13: Sales Approaches, Sales Force Management.

## **Unit 4: Marketing Mix**

Lecture 14: Origin & Concept of Marketing Mix,

Lecture 15: 7P's - Product, Price, Place, Promotion, People,

Lecture 16: Process, Physical evidence.

Lecture 17: Product Life Cycle: Concept & characteristics of Product Life Cycle (PLC), Relevance of PLC

Lecture 18: New Product Development.

Lecture 19: Pricing, Semiotics: Strategies for Media and Brand Communication, Channel Management.

## **Unit 5: Digital Marketing**

Lecture 20: e Marketing-Basics, Online reputation management,

Lecture 21: E- Branding, Social media strategies

Lecture 22: SEM, SEO,

Lecture 23: Community building, Building E-customer relationship, Customer Engagement,

Lecture 24: Performance Metrics, Measuring and Evaluating Web Program Effectiveness.

<b>23OMS3003</b>	<b>ORGANIZATIONAL BEHAVIOUR AND MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
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### **Unit 1: Introduction to Principles of Management & Organisational Behaviour**

- Lecture 1: Management – Definition–levels of management - POSDCORB – Theories of Management– Frederick Taylor’s Scientific Management Theory  
Lecture 2: Henri Fayol's Administrative theory of management of Management - Planning and Organising  
Lecture 3: Managerial skills - Management by Objectives - Definition, need and its limitations-Organisational Behaviour - definition opportunities and importance  
Lecture 4: Contributing disciplines- Hawthorne studies  
Lecture 5: Approaches to OB– Challenges to OB

### **Unit 2: Interpersonal Skills**

- Lecture 6: Importance of interpersonal skills - Emotional Intelligence  
Lecture 7: Goleman’s theory on Emotional Intelligence -stress management  
Lecture 8: Work stress management- Communication  
Lecture 9: Interpersonal communication - Methods to improve interpersonal Communication

### **Unit 3: Individual Behaviour& Motivation**

- Lecture 10: Foundations of individual behaviour - Understanding and managing individual behaviour - Attitudes – its influence on behaviour  
Lecture 11: Personality - concepts, theories  
Lecture 12: Types - Perception  
Lecture 13: Motivation  
Lecture 14: Theories – Maslow’s Hierarchy of Needs theory, Douglas McGregor’s X, Y Theory, Herzberg’s Motivation Hygiene Theory

### **Unit 4: Leadership and Group Behaviour**

- Lecture 15: Leadership theories and styles  
Lecture 16: Leader vs Manager - Power and politics  
Lecture 17: Group formation – norms – cohesiveness  
Lecture 18: Group decision making – Group behaviour - Team building  
Lecture 19: Conflicts and negotiation

### **Unit 5: Organizational change and emerging aspects of organizational behavior**

- Lecture 20: organizational change and innovation: approaches and resistance to change  
Lecture 21: Levin’s three steps model- Comparative Management Styles and approaches  
Lecture 22: Japanese Management Practices- Organizational behaviour across cultures  
Lecture 23: Conditions affecting cross cultural organizational operations  
Lecture 24: Managing International Workforce, Management of Diversity.

<b>23OMS3004</b>	<b>BUSINESS COMMUNICATION</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
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### **Unit 1: Essentials of Communication**

- Lecture 1: Introduction – Meaning and definition of Communication & The Objectives
- Lecture 2: Communication The Communication process
- Lecture 3: The Shannon -Weavor Model-
- Lecture 4: The Elements of Communication –
- Lecture 5: The Major Difficulties in Communication and the importance

**Unit 2: Oral Communication**

- Lecture 6: Introduction – Oral communication - Importance of Oral communication
- Lecture 7: Choosing the form of oral communication
- Lecture 8: The barriers of oral communication –
- Lecture 9: The role of electronic platform in oral communication
- Lecture 10: Group discussion and personal Interviews

**Unit 3 Non Verbal Communication**

- Lecture 11: Introduction and meaning of Non-Verbal Communication-
- Lecture 12: Meta Communication
- Lecture 13: Characteristics of Non Verbal Communication
- Lecture 14: Classification of Non-verbal Communication
- Lecture 15: Guidelines for Developing Non-verbal Communication skills

**Unit 4: Written Communication**

- Lecture 16: The art of writing – Characteristics and importance of writing Business messages
- Lecture 17: Business letters ,Business emails – Memos, Report Writing
- Lecture 18: The purpose of a report -Kinds of reports
- Lecture 19: The objectives of reports
- Lecture 20: Planning and organizing Information

**Unit 5: Business Etiquette**

- Lecture 21: Introduction -Self Introduction
- Lecture 22: Introducing Others – Telephone Etiquette-business Dining
- Lecture 23: Interaction with Foreign Visitors-
- Lecture 24: Business Manners in Different Countries -Body Language

<b>23OMS3005</b>	<b>MANAGERIAL ECONOMICS MICRO &amp; MACRO</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
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**Unit 1: Nature and Scope of Managerial Economics**

- Lecture 1: Definition of economics, The themes of economics, scarcity and efficiency.
- Lecture 2: Meaning, Nature, Scope and significance of managerial economics.
- Lecture 3: Three fundamental economic problems, society’s capability.
- Lecture 4: Production possibility frontiers (PPF), Productive efficiency Vs economic efficiency, Economic growth & stability.
- Lecture 5: Micro economies and Macro economies, externalities and Economic Systems.

**Unit 2: Demand & Supply Analysis**

- Lecture 6: Demand Analysis: Introduction, Meaning and Law of Demand, Elasticity of Demand.
- Lecture 7: Demand Forecasting: Introduction, Meaning and Forecasting, Methods or Techniques of

- Demand Forecasting.  
 Lecture 8: Three fundamental economic problems, society's capability.  
 Lecture 9: Supply & Market Equilibrium: Introduction, Meaning of Supply and Law of Supply, Exceptions to the Law of Supply.  
 Lecture 10: Changes or Shifts in Supply. Elasticity of supply, Factors Determining Elasticity of Supply, Practical Importance.

**Unit 3: Product and Factor Market**

- Lecture 11: Product market, perfect and imperfect market, different market structures.  
 Lecture 12: Firm's equilibrium and supply, Market efficiency, Economic costs of imperfect competition.  
 Lecture 13: Factor market, Land, Labour and capital.  
 Lecture 14: Determination of factor price, Interaction of product and factor market, General equilibrium and efficiency of competitive markets.

**Unit 4: Consumer and Producer Behaviour – Micro Economics**

- Lecture 15: Meaning of microeconomics, Per capita income, Central problems of an economy.  
 Lecture 16: Consumer Equilibrium and Demand, Approaches to consumer behaviour.  
 Lecture 17: Indifference curve analysis of consumer's equilibrium.  
 Lecture 18: Producer Behaviour and Supply, Production, Short-run and long-run Production Function.  
 Lecture 19: Returns to scale, economies Vs diseconomies of scale Forms of Market and Price Determination.

**Unit 5: Performance of An Economy – Macro Economics**

- Lecture 20: Macro-economic aggregates, circular flow of macroeconomic activity.  
 Lecture 21: National income determination, Aggregate demand and supply.  
 Lecture 22: Aggregates related to National Income, Net National Product (NNP), Gross National Product (GNP), Gross and Net Domestic Product (GDP and NDP).  
 Lecture 23: Multiplier effect, Demand side management.  
 Lecture 24: Monetary & Fiscal policy in theory.

23OMS3006	<b>MANAGEMENT INFORMATION SYSTEM</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
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**Unit 1: Management Information System**

- Lecture 1: Definition, basic concepts, framework, role & need of MIS.  
 Lecture 2: Organization and Information Systems: Changing Environment and its impact on Business.  
 Lecture 3: The Organization: Structure, Managers and activities.  
 Lecture 4: Data, information and its attributes, The level of people and their information needs.  
 Lecture 5: Types of Decisions and information - Information System, categorization of information on the basis of nature and characteristics.

**Unit 2: Kinds of Information Systems**

- Lecture 6: Transaction Processing System (TPS) –  
 Lecture 7: Office Automation System (OAS)  
 Lecture 8: Management Information System (MIS)  
 Lecture 9: Decision Support System (DSS) and Group Decision Support System (GDSS) –

Lecture 10: Expert System (ES) -Executive Support System (EIS or ESS).

### **Unit 3: System Concept**

Lecture 11: System Development Life Cycle (SDLC),

Lecture 12: Waterfall and Iterative model

Lecture 13: Enterprise Resource Planning (ERP) System, ERP basic features,

Lecture 14: Benefits of ERP selection, ERP Implementation

### **Unit 4: Security and Ethical Challenges**

Lecture 15: Ethical responsibilities of Business Professionals – Business, technology.

Lecture 16: Computer crime - Hacking, cyber theft, unauthorized use at work.

Lecture 17: Piracy - software and intellectual property.

Lecture 18: Privacy - Issues and the Internet Privacy.

Lecture 19: Challenges – working condition, individuals.

Lecture 20: Health and Social Issues, Ergonomics and cyber terrorism

### **Unit 5: Business Models**

Lecture 21: Definition, Concepts, EC Business Models,

Lecture 22: Benefits and Limitations of EC,

Lecture 23: Mobile computing, Pervasive computing,

Lecture 24: Types of threats and attacks, Payment Revolution.

<b>23OMS3007</b>	<b>BUSINESS RESEARCH METHODS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
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### **Unit 1: Introduction to Business Research**

Lecture 1: Meaning, Motivation, Utility. Concept of theory, empiricism, deductive and inductive theory.

Lecture 2: Theory Building and Testing, Understanding the language of research and Concept.

Lecture 3: Research Process, Problem Identification & Formulation, Research Question.

Lecture 4: New Consumer Capabilities, New Company capabilities, Review of Literature

Lecture 5: Hypothesis – Qualities, Null & Alternative Hypothesis. Hypothesis Testing.

### **Unit 2: Research Design**

Lecture 6: Concept, Importance and Features.

Lecture 7: Exploratory Research Design & Descriptive Research Designs - concept, types and uses.

Lecture 8: Experimental Design - Concept of Independent & Dependent variables.

Lecture 9: Qualitative and Quantitative Research - Concept of measurement, causality & generalization.

### **Unit 3: Sampling Techniques & Data Collection**

Lecture 10: Sampling: Concepts of Statistical Population, Sample, Sampling Frame, Sampling Error.

Lecture 11: Sample Size, Non-Response, Characteristics of a good sample.

Lecture 12: Probability Sample – Simple Random Sample, Systematic Sample.

Lecture 13: Stratified Random Sample & Multi-stage sampling, Determining size of the sample.

Lecture 14: Data Collection, Sources of data collection - Primary and secondary.

Lecture 15: Methods of collecting primary data and Secondary data.

Lecture 16: Types of observation and data validation.

#### **Unit 4: Data Analysis**

Lecture 17: Data Preparation, Univariate analysis, Data Visualization, Tableau Software.

Lecture 18: Bivariate analysis: Correlation and Simple Regression

Lecture 19: Multivariate Analysis: Multiple regression model.

Lecture 20: Factor analysis, Cluster analysis, Discriminant analysis - R software/Python/SPSS

Lecture 21: Structural Equation Modelling (SEM) and Confirmatory Factor Analysis (CFA).

#### **Unit 5: Report Writing**

Lecture 22: Project Report and Paper Writing, Research Project Report – Imperatives and Layout.

Lecture 23: Journals in Management Science, Impact factor, Ethical issues in publishing.

Lecture 24: Referencing: Referencing Styles- MLA, Harvard, APA.

<b>23OMS3008</b>	<b>QUANTITATIVE TECHNIQUES FOR MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
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#### **Unit 1: Introduction to Statistics & Classification, Tabulation and presentation of Data**

Lecture 1: Introduction to Statistics in modern business environment

Lecture 2: Scale of measurement

Lecture 3: Primary and secondary data

Lecture 4: Tabulation and classification of table

#### **Unit 2: Uni Variate and Bi variate data analysis**

Lecture 5: Measure of central tendencies for grouped and ungrouped data

Lecture 6: Measure of dispersion

Lecture 7: Coefficient of variations (CV) percentage

Lecture 8: Bivariate – correlation

Lecture 9: Bivariate – regression

#### **Unit 3: Index Numbers and Time Series Analysis**

Lecture 10: Concepts of index numbers

Lecture 11: Types of index numbers

Lecture 12: Business index numbers

Lecture 13: Time series

Lecture 14: Business forecasting

#### **Unit 4: Introduction to linear Programming**

Lecture 15: Mathematical models

Lecture 16: Types of models

Lecture 17: Linear programming formulation

Lecture 18: Graphical solution

Lecture 19: Dual of linear programming



## Unit 5: Transportation and Assignment Models

- Lecture 20: Transportation models
- Lecture 21: Basic feasible solution
- Lecture 22: Optimum solution for non-degeneracy model
- Lecture 23: Trans-shipment model
- Lecture 24: Assignment model

23OMS3009	CORPORATE STRATEGY	L	T	P	C
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## Unit 1: Strategic Management

- Lecture 1: **Strategic Management:** Objectives, policies, Tools – Balanced Score Card
- Lecture 2: Strategic Management process
- Lecture 3: **Environmental Scanning:** Internal Environment Analysis (SWOT)
- Lecture 4: External Environment Analysis (PESTEL)
- Lecture 5: Basic Corporate strategies – Stability Strategies (No Change, Profit, Pause/Proceed with Caution)
- Lecture 6: Growth strategies (New Product Development & Market Development)
- Lecture 7: Retrenchment strategies (Turnaround, divestment, and liquidation)
- Lecture 8: **Strategy Planning:** Business Strategy, Operational Strategy

## Unit 2: Strategy Planning

- Lecture 9: **Strategy Planning:** Transformational Strategy
- Lecture 10: VMOSA
- Lecture 11: Corporate; Functional and Managerial Goal Setting
- Lecture 12: Positioning the Organization, Models for Resource Allocation
- Lecture 13: Environmental Turbulence
- Lecture 14: Strategic Investment, Strategic Entry

## Unit 3: Strategy Formulation

- Lecture 15: **Strategy Formulation:** Developing Functional Strategies - Production/Operations
- Lecture 16: Developing Functional Strategies - Finance, Marketing, HR, Materials, and R&D
- Lecture 17: BCG Matrix: Portfolio analysis (Samsung)

## Unit 4: Strategic Actions

- Lecture 18: **Strategic Actions:** Mergers & Acquisitions
- Lecture 19: Diversification, Joint Ventures, De-Merger
- Lecture 20: **Implementation of Strategies:** Role of Managers, Leadership
- Lecture 21: **Implementation of Strategies:** Strategic Control System and Measurement
- Lecture 22: Structural Implementation, Functional Implementation

## Unit 5: Evaluation of Strategy

- Lecture 23: **Evaluation of Strategy:** Need, Problems, Criteria for Evaluation (Qualitative/Quantitative)
- Lecture 24: Process of Evaluation. Recent trends in strategic management

<b>23OMS3010</b>	<b>FINANCIAL MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
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### **Unit 1: Financial Management Environment and Functions**

Lecture 1: Overview of Financial Management

Lecture 2: Wealth Vs Profit Maximization criterion

Lecture 3: Treasury and controlling decisions in Financial Management,

Lecture 4: Functions of Financial Management.

### **Unit 2: Business Valuations and Risk-Return Concepts**

Lecture 5: Time Value of money – Importance, rationale,

Lecture 6: Present Value,

Lecture 7: Future value and compounding techniques -

Lecture 8: EMI (problems). Concepts and types of Risk and Returns.

### **Unit 3: Capital Structure & Leverage and Cost of Capital**

Lecture 9: Capital Structure

Lecture 10: Net Income approach,

Lecture 11: Net Operating Income approach -

Lecture 12: Cost of Capital- Importance-computation of overall cost of capital (problems).

Lecture 13: Valuation of Bonds and shares (problems). Analysis of Operating and Financial Leverages and Composite Leverages (problems)- EBIT-EBS Analysis.

### **Unit 4: Working Capital Management**

Lecture 14: Significance, Purpose, Methods of Working Capital Assessment,

Lecture 15: Working capital Approaches,

Lecture 16: Determinants of working capital –

Lecture 17: Estimation of Working Capital requirements (problems).

Lecture 18: Models of Accounts Receivables Management, Cash Management and Inventory Management.

### **Unit 5 : Investment Appraisal and Decisions on Source of Funds**

Lecture 19: Capital Budgeting – Evaluation Techniques

Lecture 20: Various methods of Capital Budgeting (problems)

Lecture 21: Avenues for New Entrepreneurs- Sources of Funds - Internal, External, Spontaneous, short-term,

Lecture 22: Intermediate and Long-term Source of Funds in Private Sector and Public Sector Enterprises, Social Banking,

Lecture 23: Start up Financing and Venture Capital Financing - Angel funding,

Lecture 24: Assessing and Bankruptcy Resolutions as per the Framework of Insolvency and Bankruptcy Board of India (IBBI) - Cases on Insolvencies.

<b>23OMS3011</b>	<b>HUMAN RESOURCE MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

### **Unit 1: Introduction to HRM**

Lecture 1: Nature and Scope of Human Resource Management  
Lecture 2: Basic Functions of Human Resource Management- Goals  
Lecture 3: Human Resource Management as Line and Staff Responsibilities  
Lecture 4: Human Resource Management Models.

### **Unit 2: HR Planning, Recruitment & Selection**

Lecture 5: Human Resource Planning – Sources  
Lecture 6: Human Resource Planning Process – Methods  
Lecture 7: Job Analysis Process - Job Evaluation Methods  
Lecture 8: Recruitment - Factors – Methods - Process  
Lecture 9: Selection Process – Selection Techniques.

### **Unit 3: Training and Development**

Lecture 10: Training and Development – Nature –  
Lecture 11: Need Analysis – Delivery Methodology  
Lecture 12: Training Effectiveness Evaluation  
Lecture 13: Capacity Building - Management Development  
Lecture 14: Career Development.

### **Unit 4: Compensation Management**

Lecture 15: Compensation Management – Components  
Lecture 16: Determinants of Compensation Strategy  
Lecture 17: Wage and Salary Administration,  
Lecture 18: Individual and Group Incentive Plans  
Lecture 19: Benefit Programs.

### **Unit 5: Performance Appraisal & Career Management (5 HOURS)**

Lecture 20: Performance Appraisal Goals & Methods  
Lecture 21: Potential Appraisal  
Lecture 22: Meaning of Career – Career stages  
Lecture 23: Importance of Career Planning  
Lecture 24: Application of Artificial Intelligence in HRM

<b>23OMS3012</b>	<b>OPERATIONS MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

### **Unit 1: Introduction to Operations Management**

Lecture 1: Operations Management – Nature, Importance  
Lecture 2: Transformation processes  
Lecture 3: Differences between services and goods  
Lecture 4: Operations Strategy – Strategic fit, framework  
Lecture 5: Productivity.

## **Unit 2: Designing Operations**

Lecture 6: Product Design – Criteria  
Lecture 7: Approaches  
Lecture 8: Product development process - Process  
Lecture 9: Design, strategy, types, analysis  
Lecture 10: Make or buy decision.

## **Unit 3: Operations and the Value Chain**

Lecture 11; Capacity Planning – Long range  
Lecture 12: Determinants  
Lecture 13: Strategies  
Lecture 14: Equipment selection - Investment Decisions  
Lecture 15: Facility Location.

## **Unit 4: Planning and Control of Operations**

Lecture 16: Demand Forecasting – Need, Types, Objectives and Steps  
Lecture 17: Inventory Planning and Control–Functions, Decisions  
Lecture 18: Inventory models  
Lecture 19: Aggregate Planning – Master Production Scheduling  
Lecture 20: Materials requirement planning.

## **Unit 5: Production Management Tools**

Lecture 21: JIT – TQM - Computer integrated Manufacturing and flexible manufacturing system  
Lecture 22: ISO 9000 series – Poka Yoke – Kaizen – Business Process Reengineering  
Lecture 23: Supply Chain Management – Lean manufacturing  
Lecture 24: Quality Function Deployment – Enterprise Resource Planning.

<b>23OMS3013</b>	<b>LEGAL ASPECTS OF BUSINESS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
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## **Unit 1: Introduction to Law and Contract Law**

Lecture 1: Introduction to Legal Environment - Development of Business Law in Independent India  
Lecture 2: Business and Contract Law in India - Formation of Contract  
Lecture 3: Essentials of Valid Contract  
Lecture 4: Performance of Contract  
Lecture 5: Discharge of contract  
Lecture 6: Remedies for Breach of Contract - Quasi Contract

## **Unit 2: Sale of Goods & Special Contracts**

Lecture 7 : Sale of Goods Principles - Conditions and warranties  
Lecture 8: Transfer of Property -Remedies of Unpaid seller  
Lecture 9: Special Contracts ;Bailment and Pledge; Guarantee and Indemnity  
Lecture 10: Agency-Agent- Principal.  
Lecture 11: Negotiable Instruments - Relation between bank and a customer – Bouncing ofCheque

### **Unit 3: Indian Companies Act in India**

Lecture 12: Company Law - Introduction–Incorporation of company

Lecture 13: Prospectus and Raising of Capital,

Lecture 14: Meetings , Directors

Lecture 15: Winding up

Lecture 16: Corporate Ethics in Business, GST Registration Process – Digital Signature

### **Unit 4: Shop and Establishment Act in India**

Lecture 17: Shop and Establishment Act in India; Registration Procedure and License, Commercial Establishments

Lecture 18: Opening and Closing time, Work hours, Employment of children, young person and women.

### **Unit 5: Consumer Protection, IPR and RTI**

Lecture 19: Formation of Consumer Protection Act - Unfair Trade Practices -

Lecture 20: Consumer Rights – Consumer Disputes redressed agencies

Lecture 21: Protecting the Intellectual property of Business - Patent

Lecture 22: Copy Right – Trademark

Lecture 23: Right to Information Act – Definition of Information – Information’s not to be disclosed

Lecture 24: Procedure for requesting Information.

<b>23OMS3014</b>	<b>CONFLICT RESOLUTIONS AND NEGOTIATIONS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

### **Unit 1: Conflict Concept**

Lecture 1: Conflict

Lecture 2: Concept, Causes and types of conflict,

Lecture 3: Transitions in conflict thought,

Lecture 4: Conflict levels and stages in conflict.

### **Unit 2: Role of conflict in organization:**

Lecture 5: Managerial approaches to conflict

Lecture 6: Role of conflict in organizations,

Lecture 7: Conflict resolution styles,

Lecture 8: Relationship between conflict and performance.

### **Unit 3: Leadership and its effectiveness in organizations.**

Lecture 9: Leadership approaches to conflict situation

Lecture 10: Individual differences

Lecture 11: Power and influence

Lecture 12: Conflict and organizational culture,

Lecture 13: Superior/subordinate interactions, Ethics in conflict resolution.

#### **Unit 4: Negotiations: Concept, nature and outcomes.**

- Lecture 14: Negotiation process,
- Lecture 15: characteristics of an effective negotiator
- Lecture 16: Distributive negotiations
- Lecture 17: Strategy and planning, Integrative negotiation
- Lecture 18: Targets and aspirations
- Lecture 19: Contingent contracts – Trust and relationships

#### **Unit 5 : Negotiation Skills and Techniques**

- Lecture 20: Techniques for better negotiation,
- Lecture 21: Negotiation ethics, Negotiating and individual personalities
- Lecture 22: Issues in negotiation.
- Lecture 23: Case studies
- Lecture 24: Comparison with other countries.

<b>23OMS3015</b>	<b>KARUNYA VALUES PROGRAMME</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
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#### **Unit 1: Life Balance and Assertiveness**

- Lecture 1: Life Balance - To create an awareness about maintaining balances in many essential and important areas in life.
- Lecture 2: Assertiveness - How to stand up for your own or other peoples' rights in a calm and positive way, without being either aggressive, or passively accepting wrong. (Gender equality, women empowerment, rich, poor divide, fundamental rights)
- Lecture 3: Minimalism - How to lead a minimalist lifestyle, living with fewer resources happily.

#### **Unit 2: Emotional Intelligence and Boundaries**

- Lecture 4: Emotional Intelligence - How to develop the ability to understand, use, and manage the emotions in positive ways to relieve stress, communicate effectively, empathize with others, overcome challenges and defuse conflict.
- Lecture 5: Boundaries - How to set boundaries in various important areas in life. (Male & female relationship, speeches, finance)

#### **Unit 3: Love, marriage**

- Lecture 6: Love, marriage, sex - Understanding the real meaning for a wholesome life.
- Lecture 7: Comradeship - How to develop the feeling of friendliness, goodwill, and familiarity among the people

#### **Unit 4: Collaboration**

- Lecture 8: Collaboration - How to collaborate with people for success and build healthy relationships (academic, emotional, social).
- Lecture 9: Mindsets - Importance of mindset and how to develop the growth mindset for a successful life.

#### **Unit 5: Social awareness**

- Lecture 10: Social awareness - Recognizing the strength in others, expressing gratitude,

empathy, taking others perspective.

Lecture 11: Contemporary Challenges - Corruption, LGBTQ, loss of natural resources, cyber security, minority rights, chemical waste, unemployment

Lecture 12: Human response to humanitarian needs, How to find solutions to the human problems

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### **Unit 1: Basics of Innovation**

Lecture 1: Introduction-Meaning of the concepts Innovation

Lecture 2: Creativity -Types of Innovation,

Lecture 3: Relevance of technology for Innovation

Lecture 4: The process of Innovation, Patents,

Lecture 5: Trademarks, Intellectual Property

### **Unit 2: Entrepreneurship Essentials& Models**

Lecture 6: Concept and overview of Entrepreneurship

Lecture 7 Evolution and growth of Entrepreneurship in India

Lecture 8: Role of Entrepreneurship in Economic Development

Lecture 9: Models of Entrepreneurship

Lecture 10: Emerging models of Corporate Entrepreneurship.

### **Unit 3: Dimensions and Emerging Trends of Entrepreneurship**

Lecture 11: Entrepreneurial Society-Women Entrepreneurship-Rural and Social Entrepreneurship

Lecture 12: Entrepreneurial Potential-Emerging Trends in Entrepreneurship Development

Lecture 13: Business Environment Opportunities

Lecture 14: Elements of Entrepreneurial Ventures-New technology in Entrepreneurship

Lecture 15: Evaluation of Entrepreneurship in India-Introduction to business plan.

### **Unit 4 : Business Plan and Business Environment**

Lecture 16: Introduction: Basics of Business Plan-Types

Lecture 17: How to Write the Business plan and the main contents of a business plan

Lecture 18 The Purpose of business plan ,

Lecture 19: Business Environment – Types of Business Environment ,

Lecture 20: Legal Aspects involved in a business Environment

### **Unit 5 : Financial Institutions and Financing**

Lecture 21: Financial Institution in India

Lecture 22: Forms of Financing – Long term Financing

Lecture 23: Short-term Financing

Lecture 24: Success Stories of Entrepreneurs.

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### **Unit -1: Morals& Values**

Lecture 1: Morals, values and Ethics – Integrity

Lecture 2: Work ethic – Respect for others-Interpersonal Relationship

Lecture 3: Moral Values - Leadership styles and theories on leadership

Lecture 4: time Management – Cooperation – Commitment – Empathy

### **Unit-2: Introduction to Corporate Social Responsibility (CSR)**

Lecture 5: Social Responsibility, Corporate Social Responsibility: Meaning- definition

Lecture 6: Scope of CSR- Evolution of CSR

Lecture 7: A moral argument for CSR

Lecture 8: A rational argument for CSR

Lecture 9: An economic argument for CSR

### **Unit-3: Strategic context of CSR**

Lecture 10: Carroll’s Model of CSR (Pyramid of CSR)

Lecture 11: Globalization and CSR,

Lecture 12: Stakeholders and perspectives: interest Groups Related to CSR

Lecture 13: Tools of CSR

Lecture 14: Business Benefits of CSR

### **Unit-4: Designing a CSR policy**

Lecture 15: Factors influencing CSR policy

Lecture 16: Managing CSR in an organization

Lecture 17: Role of HR Professionals in CSR

Lecture 18: Global Recognitions of CSR- ISO 14000 - SA 8000 - AA 1000.

Lecture 19: Global Recognitions of CSR- ISO 14000 - SA 8000 - AA 1000.

### **Unit-5: Implementing CSR**

Lecture 20: CSR in the marketplace

Lecture 21: CSR in the workplace

Lecture 22: CSR in the community

Lecture 23: CSR in the ecological environment

Lecture 24: CSR in India