



	: 2020-22	Semester : 3
Course Code	: C02	Credits : 2
Course Name	: Business Ethics	
Course faculty	: Prof. Nitinchandra S M	
Phone number	9241810599	Email: nitin@globalbschool.in

**COURSE OUTLINE**

-----PART 1-----

**INTRODUCTION TO THE COURSE**

This course introduces students to the relevance and importance of ethics and social responsibility in business. Important learning objectives are to increase students’ awareness and understanding of ethical issues in business, and to provide students with useful conceptual tools to guide analysis and decisions. The ultimate intent of the course is to leave students better equipped to identify, think critically about, and resolve ethical issues that are encountered in one’s working life at the individual, organizational, and societal levels. To provide inputs relating to ethical issues faced in today’s business to make right business decisions

**COURSE OBJECTIVES (CO)**

To provide inputs relating to ethical issues faced in today’s business to make right business decisions  
By virtue of the learning gained in this course, the student should be able to:

CLOs	DESCRIPTION	MAPPING @ levels		
		@ 3 <sup>rd</sup> Level	@ 2 <sup>nd</sup> Level	@ 1 <sup>st</sup> Level
	By the end of the course, the student will be able to:			
CLO1	Explain and Illustrate the relevance of ethical conduct for business and community	1,4, 5		
CLO2	Apply moral defenses in business	1,4	5	
CLO3	Apply ethical positions in real life situations decisions.	4	1, 3, 5	
CLO4	Evaluate unethical practices prevailing in today’s business	4		
CLO5	Explain the elements of the code of conduct	1,3	5	

POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
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Effective Mapping	2.75		2.5	3	2.25				
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COURSE CONTENT		Module Hours
<b>MODULE 1</b>	: Introduction to Business Ethics	5
<b>MODULE 2</b>	: Ethical Problems in Business	5
<b>MODULE 3</b>	: Ethical Choices in Business	5
<b>MODULE 4</b>	: Importance of Ethics in Business	7
<b>MODULE 5</b>	: Moral Standards	8

#### PRESCRIBED TEXT BOOK

- Business Ethics by C.S.V. Murthy, Himalaya publishing House

#### OTHER READINGS AND REFERENCES

<b>1</b>	: Ethical Choices in Business – R.C. Sekhar
<b>2</b>	: A Study in Business Ethics – Rituparna Raj

#### ASSESSMENT SCHEME AND WEIGHTAGE:

##### {a} END-TERM COMPONENT

Evaluation	Weightage (%)	Max Marks	Duration (in min)
Sem-end exam	50%	25	90

##### {b} OTHER ASSESSMENTS

S.No.	Evaluation Item*	Unit of Evaluation	Weight	Marks	Time	CLO
1	Case Study	Individual	20%	5	Session 10	1
2	Quiz	Individual	20%	5	Session 20	2
3	Test	Individual	20%	5	Session 24	3
5	Class Participation	Individual	10%	2.5	Selected sessions	

6	Attendance	Individual	20%	5	All sessions	
7	GMG	Individual	10%	2.5	All sessions	

Batch	: 2020-22	Semester :3
Course Code	: C7	Credits : 4
Course Name	: PROJECT MANAGEMENT	
Course faculty/s	: PROF.NITINCHANDRA MORE	
Mobile no.	: 9241810599	

**COURSE OUTLINE**

**--- PART 1 ---**

**INTRODUCTION TO THE COURSE**

The projects are designed with the aim of efficient management that earn adequate returns to provide for future development with their own resources. But it is observed that there is overshooting of time and capital than originally planned. These difficulties are mainly due to incomplete project planning and analysis. Therefore it is necessary to have scientific and systematic management in project planning, development and implementation. This course aims to achieve this objective.

**COURSE LEARNING OUTCOMES (CLO)**

CLOs	DESCRIPTION	MAPPING @ levels		
		@ 3 <sup>rd</sup> Level	@ 2 <sup>nd</sup> Level	@ 1 <sup>st</sup> Level
CLO 1	<b>At the end of the course, the students will be able to:</b> <b>Explain</b> the concept of Project Life Cycle and Uncertainty		1	
CLO 2	<b>Explain</b> the various forms of project teams and organisation		1	
CLO 3	<b>Apply</b> project scheduling techniques of PERT	1,2		
CLO 4	<b>Apply</b> project scheduling techniques of CPM	1,2		
CLO 5	<b>Apply</b> the skills of planning ,activities, monitoring evaluation, control and team management through project	2,4		

POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
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Effective Mapping	2.5	3		3					
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### COURSE CONTENT

### Module Hours

<b>MODULE 1</b>	:	Project Management –Introduction and Overview	6
<b>MODULE 2</b>	:	Project Planning	8
<b>MODULE 3</b>	:	Project Activities	10
<b>MODULE 4</b>	:	Project Monitoring, Evaluation & Control	10
<b>MODULE 5</b>	:	Project Team Management	10
<b>MODULE 6</b>	:	Project Closure/Termination	10

### PRESCRIBED TEXT BOOK

Gopalakrishnan, P., "Project Management", Macmillan India Ltd. New Delhi, 1993.

### OTHER READINGS AND REFERENCES

Jack R. Meredith and Samuel J Mantel, "Project Management", John Wiley & Sons, New York, 1995.

Prasanna Chandra, "Project: Planning, Analysis, Selection, Implementation and Review", Tata Mc Graw Hill Publishing Co. Ltd., New Delhi, 1998.

### ASSESSMENT SCHEME AND WEIGHTAGE:

#### {a) END-TERM COMPONENT

Evaluation	Weightage (%)	Max Marks	Duration (in min)
Sem-end exam	50	50	180

**{b} OTHER ASSESSMENTS**

<b>S. No.</b>	<b>Evaluation Item</b>	<b>Unit of Evaluation</b>	<b>Marks</b>	<b>Time</b>	<b>CLO</b>
1	Quiz	Individual	10	7 <sup>th</sup> session	1
2	Test	Individual	10	14 <sup>th</sup> session	2
3	Project	Group	20	45 <sup>th</sup> to 52 <sup>nd</sup> session	3,4,5
4	Class Attendance	Individual	5	Assessed across all sessions	
5	Class Participation	Individual	2.5	Assessed across all sessions	
6	GMG Attendance	Individual	2.5	Assessed across all sessions	

**Enterprise Resource Planning(ERP)**

Batch	: 2020-22	Semester :	III
Course Code	: C9	Credits :	04
Course Name	: Enterprise Resource Planning(ERP)		
Course faculty/s	: Dr.Bhargav Revankar		
Mobile	: 9449804372	eMail:	bhargav@globalbchool.in

--- PART 1 ---

INTRODUCTION TO THE COURSE

ERP stands for “enterprise resource planning.” ERP software is a business management solution designed to help companies manage different key components of their business, including accounting, customer relationship management (CRM) and procurement. The main purpose of an ERP solution is to bring all facets of an operation into a single, centralized database and to streamline processes through a user-friendly application. The knowledge is imparted with by Lectures, case-lets, Assignments and Projects. This is so vital because the variety of different departments of brought into one umbrella.

COURSE LEARNING OUTCOMES (CLO)

By virtue of the learning gained in this course, the student should be able to:

CLOs	DESCRIPTION	MAPPING levels		
		@ 3 <sup>rd</sup> Level	@ 2 <sup>nd</sup> Level	@ 1 <sup>st</sup> Level
CLO1	At the end of the course, the students will be able to: Explain the role & importance of ERP in challenging business		1,2,4	
CLO2	Critically assess the applications of ERP technology		1,6	
CLO3	Design effective ERP objectives for business		1,2,4	
CLO4	Evaluate the process EPR package implementation		1,2,4	
CLO5	Analysis of effects of EPR in organizations		1,2	

Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Effective Mapping	2	2		2		2			

**COURSE CONTENT**

**Module Hours**

<b>MODULE 1</b>	: Enterprise Resource Planning –Introduction	<b>8</b>
<b>MODULE 2</b>	: ERP and Related Technologies	<b>16</b>
<b>MODULE 3</b>	: ERP modules & Vendors	<b>12</b>
<b>MODULE 4</b>	: ERP Implementation Life Cycles	<b>12</b>
<b>MODULE 5</b>	: ERP Case Studies	<b>10</b>

PRESCRIBED TEXT BOOK

ERP: By Leon, ERP Concepts and Planning - Garg & Venkitakrishnan

OTHER READINGS AND REFERENCES

<b>1</b>	• Enterprise Resource Planning - Alexis Leon
<b>2</b>	• ERP Ware: ERP Implementation Framework –
<b>3</b>	• V.K. Garg & N.K. Venkitakrishnan

ASSESSMENT SCHEME AND WEIGHTAGE:

{a} END-TERM COMPONENT

Evaluation	Weightage (%)	Max Marks	Duration (in min)
Sem-end exam	50	50	180

{b} OTHER ASSESSMENTS

S.No.	Evaluation Item*	Unit of Evaluation	Weight	Marks	Time	CLO
1	Case study -01	Individual	30%	15	9th -25th session	01 & 02
2	Case study -02 & 03s	Group (Team of 4 )	30%	15	25th -50th session	03 & 04
3	Case Let Presentation	Individual	20%	10		05
4	Class Participation	Individual	5%	2.5	Select sessions	
5	Attendance	Individual	20%	5	All sessions	
6	GMG	Individual	10%	2.5	All sessions	



Batch	: 2020-22	Semester :	III
Course Code	: C12	Credits :	03
Course Name	: E-Commerce and Digital Marketing		
Course faculty/s	: Dr. Bhargav Revankar		

--- PART 1 ---

INTRODUCTION TO THE COURSE

The course 'E-commerce & Digital Marketing' familiarize students with an understanding of how the digital media works and develop the critical insights necessary to succeed in e-commerce and digital & social media marketing. Enrich learner with the essential principles and practices of marketing in the digital means. Companies that were non-existent a few short years ago, including Facebook, Whatsapp, LinkedIn, and Youtube, have dramatically changed how we interact, communicate and gather marketing touch points from point A to Z. This course is designed in such a manner that it can be opted by students of any stream under CBCS.

The knowledge is imparted with by Lectures, case-lets, Assignments and Projects. Digital marketing is one of the most important forms of advertising for a variety of companies. This is so vital because the variety of different sales and marketing types that lead to billions of worth of sales and marketing. The E-commerce & Digital marketing covers e-mail marketing and mass media promotion, with high market transparency and pricing strategies along with in view of online consumer behavior.

COURSE LEARNING OUTCOMES (CLO)

By virtue of the learning gained in this course, the student should be able to:

CLOs	DESCRIPTION	MAPPING levels		
		@ 3 <sup>rd</sup> Level	@ 2 <sup>nd</sup> Level	@ 1 <sup>st</sup> Level
	At the end of the course, the students will be able to:			
CLO1	Explain the role & importance of digital marketing in challenging business landscape	1,2	4	
CLO2	Critically assess the use of digital marketing tools by applying relevant theories	1,2,6		
CLO3	Develop effective digital marketing objectives for product or services of a business	1,2,7	4	
CLO4	craft email marketing campaign for a selected business	1,2	4	
CLO5	Develop a viable digital marketing plan for the selected business	1,2,4,7		

POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Effective Mapping	3	3		2.25		3	3		

	COURSE CONTENT	Module Hours
<b>MODULE 1</b>	: Overview of digital marketing	<b>4</b>

<b>MODULE 2</b>	: Digital marketing mechanism, tools and impact	<b>4</b>
<b>MODULE 3</b>	: Internet value chain, business models for digital marketing	<b>5</b>
<b>MODULE 4</b>	: Internet marketing mix and Consumer behaviour in digital	<b>6</b>
<b>MODULE 5</b>	: Marketing communication strategies	<b>5</b>
<b>MODULE 6</b>	: E-branding and Marketing Strategies	<b>4</b>
<b>MODULE 7</b>	: E-mail marketing and M-commerce	<b>4</b>
<b>MODULE 8</b>	: E-payment and security	<b>4</b>

**PRESCRIBED TEXT BOOK**

- Hanson "Internet marketing and E-Commerce", Latest edition, Cengage learning.

**OTHER READINGS AND REFERENCES**

<b>1</b>	Internet marketing, Robert & Zahay, Cengage Learning
<b>2</b>	Frontiers of E-commerce by Ravi Kalakota & Andrew-pearsons Education
<b>3</b>	E-Commerce Concepts, models by C.S.V. Murthy, Himalaya Publication
<b>4</b>	E-Marketing – Dr. V VSople, Biztantra

**ASSESSMENT SCHEME AND WEIGHTAGE:**

{a} END-TERM COMPONENT

Evaluation	Weightage (%)	Max Marks	Duration (in min)
Sem-end exam	67%	50	180

{b} OTHER ASSESSMENTS

S.No.	Evaluation Item*	Unit of Evaluation	Weight	Marks	Time	CLO
1	Research	Individual	16%	4	9 <sup>th</sup> -15 <sup>th</sup> session	01 & 02
2	Mini project-Part 01- DIG-MKT objectives	Group (Team of 4 )	12%	3	5 <sup>th</sup> -18 <sup>th</sup> session	03
3	Mini project-Part 02 – Digital marketing plan	Group (Team of 4 )	16%	4	18 <sup>th</sup> -24 <sup>th</sup> session	04
4	Mini project-Part 03 - Marketing campaign	Group (Team of 4 )	16%	4	25 <sup>th</sup> – 39 <sup>th</sup> session	05
5	Class Participation	Individual	10%	2.5	Select sessions	
6	Attendance	Individual	20%	5	All sessions	
7	GMG	Individual	10%	2.5	All sessions	

Batch	: 2020-2022	Semester : 3
Course Code	: C19	Credits : 3
Course Name	: Derivatives Market and Risk Management	
Course faculty/s	: Asst.Prof Deepak K Nyamagoudar	
Mobile no.	: 9880378602	

**COURSE OUTLINE**

**--- PART 1 ---**

**INTRODUCTION TO THE COURSE**

<p>Evaluate the risk associated with securities          Apply hedging strategies          Demonstrate and clear understanding of derivatives &amp; currency market          Trading in options and futures          Develop hedging strategies</p>
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**COURSE LEARNING OUTCOMES (CLO)**

CLOs	DESCRIPTION	MAPPING @ levels		
		@ 3 <sup>rd</sup> Level	@ 2 <sup>nd</sup> Level	@ 1 <sup>st</sup> Level
CLO1	Evaluate the risk associated with securities	2		
CLO2	Apply hedging strategies	2		
CLO3	Demonstrate and clear understanding of derivatives		2	
CLO4	Trading in options and futures	4		
CLO5	Develop hedging strategies	4		

POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Effective Mapping		2.67		3					

<b>COURSE CONTENT</b>		<b>Module Hours</b>
<b>MODULE 1</b>	: Introduction to Risk Management & Derivatives	10 Hours
<b>MODULE 2</b>	: Forward Contracts	3 Hours
<b>MODULE 3</b>	: Futures Contracts	16 Hours
<b>MODULE 4</b>	: Option Contracts	18 Hours
<b>MODULE 5</b>	: SWAP Contracts	5 Hours

**PRESCRIBED TEXT BOOK**

Futures and Options by N. D. Vohra and B. R. Bagri, Tata McGraw Hill Publication

**OTHER READINGS AND REFERENCES**

NISM-Series VIII Equity Derivatives Certification Examination

Zerodha Varsity-Futures Trading Module

Zerodha Varsity -Options Theory for Professional Trading Module & Option Strategies Module

**ASSESSMENT SCHEME AND WEIGHTAGE:**

{a} END-TERM COMPONENT

Evaluation	Weightage (%)	Max Marks	Duration (in min)
Sem-end exam	67	50	180

{b} OTHER ASSESSMENTS

S. No.	Evaluation Item	Unit of Evaluation	Marks	Time	CLO
1	Project	Team of 2	10	From 25 <sup>th</sup> To 35 <sup>th</sup> Session Project Phase I From 35 <sup>th</sup> Session to 45 <sup>th</sup> Session Project Phase II	4 & 5
2	Case Study	Individual	5		1,2 & 3
3	Class Participation	Individual	2.5	Assessed across all sessions	
4	Class Attendance	Individual	5	Assessed across all sessions	
5	GMG Attendance	Individual	2.5	Assessed across all sessions	

Batch	: Batch 2020-22	Semester : III
Course Code	: C03	Credits : 2
Course Name	: Legal Aspects of Business	
Course faculty/s	: Asst.Prof Deepak Nyamagoudar	
Mobile no.	: 9880378602	

**COURSE OUTLINE**

**--- PART 1 ---**

**INTRODUCTION TO THE COURSE**

The objective of this course is to enable students acquire the understanding the various laws, which are to be observed in performing the day-to-day business. An attempt is made to introduce the students to certain important legal aspects of business. Here the emphasis will be on the different latest provisions of the law and on how these can be used in the best interest of the organization.

**COURSE LEARNING OUTCOMES (CLO)**

CLOs	DESCRIPTION	MAPPING @ levels		
		@ 3 <sup>rd</sup> Level	@ 2 <sup>nd</sup> Level	@ 1 <sup>st</sup> Level
	At the end of the course, the students will be able to:			
CLO1	Analysing concepts of Contract of Sale-Conditions and remedies available for Breach of contract.		1	
CLO2	Analyse nature and different kinds of negotiable instruments,		3	
CLO3	Examine the basic ideology of Partnership		3	
CLO4	Analyse the Creating the companies and it's management,		3	
CLO5	Evaluate concepts of IPRs, RTI (Right to information) internet, privacy, e-commerce, digital signature (working idea), competition act, COPRA(working idea)		1	

POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
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Effective Mapping	2		2						
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<b>COURSE CONTENT</b>	<b>Content</b>	<b>Module Hours</b>
<b>MODULE 1</b>	The Indian Contract Act, 1871	6
<b>MODULE 2</b>	Sale of goods act.	3
<b>MODULE 3</b>	Negotiable Instrument Act.	4
<b>MODULE 4</b>	The Indian Partnership Act, 1932.	4
<b>MODULE 5</b>	The Companies Act, 1956	6
<b>MODULE 6</b>	Cyber laws , Information Technology Act, 2000	7

PRESCRIBED TEXT BOOK:

- **N.D. Kapoor, *Company and Business Law*, Sultan Chand & Sons**
- Avtar Singh, *Company Law*, Eastern Books Company

OTHER READINGS AND REFERENCES

- M.C.Kuchal, *Business Law*-Vikas Publishing House
- Tulasian, *Business Laws and Corporate Laws*, Tata Mcgraw Hill Publishing Company Ltd.
- Ravinder Kumar, *Centage Learning India Pvt. Ltd.*

OTHER READINGS AND REFERENCES:

ASSESSMENT SCHEME AND WEIGHTAGE:

{a} END-TERM COMPONENT

Evaluation	Weightage (%)	Max Marks	Duration (in min)
Sem-end exam	50	25	90

{b} OTHER ASSESSMENTS

<b>S. No.</b>	<b>Evaluation Item</b>	<b>Unit of Evaluation</b>	<b>Marks</b>	<b>Time</b>	<b>CLO</b>
1	Descriptive Test	Individual	05	After 26 <sup>th</sup> Session	2 & 5

2	Case Analysis-1	Individual	4		1
3	Case Analysis-2	Individual	3		3
4	Case Analysis-3	Individual	3		4
5	Class Attendance	Individual	5	Assessed across all sessions	
6	Class Participation	Individual	2.5	Assessed across all sessions	
7	GMG Attendance	Individual	2.5	Assessed across all sessions	

Batch : 2021-23 Semester : 3  
 Course Code : C14 Credits : 3  
 Course Name : Strategic Brand Management  
 Course faculty/s : **Prof. Rakshita.M.Allappanavar**  
 Email : [rakshitha@globalbschool.in](mailto:rakshitha@globalbschool.in)

--- PART 1 ---

INTRODUCTION TO THE COURSE

In this course, students examine how a favorable brand and memorable brand experiences can influence a firm's ability to withstand competitive pressures and thrive in dynamic market conditions. They will study brand management from the consumer perspective to highlight the importance of customer perceptions in bringing brands to life and the role of brand knowledge in building brand equity. Students will become acquainted with cutting-edge frameworks, concepts and tools that have been adopted across industries and around the globe to build lucrative brand franchises.

**COURSE LEARNING OUTCOMES (CLO)**

CLOs	DESCRIPTION	MAPPING @ levels		
		@ 3 <sup>rd</sup> Level	@ 2 <sup>nd</sup> Level	@ 1 <sup>st</sup> Level
CLO1	<b>Explain</b> the concepts , framework, and tools for a brand management	1,6		
CLO2	<b>Analyse</b> contemporary challenges in branding initiatives of a market offering	1,2		7
CLO3	<b>Conduct</b> brand audit for any given brand & propose strategic recommendations based on audit	1,2,5	6	7
CLO4	<b>Evaluate</b> Brand elements for any brand	1,2,5		
CLO5	<b>Evaluate</b> the brand strength for any particular market offering.	1		7

POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
Effective Mapping	3	3			3	2.5	1	



COURSE CONTENT		Module Hours
MODULE 1	: Understanding Brand	6
MODULE 2	: Developing Brand	10
MODULE 3	: Evaluating Brand	6
MODULE 4	: Managing Brand	14

#### PRESCRIBED TEXT BOOK

- Strategic Brand Management (4th edition), Kevin Lane Keller, Pearson 2015.

#### OTHER READINGS AND REFERENCES

1	• Brand management The Indian Context – Y L R Moorthi –Vikas Publication
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#### ASSESSMENT SCHEME AND WEIGHTAGE:

##### {a) END-TERM COMPONENT

Evaluation	Weightage (%)	Max Marks	Duration (in min)			
Sem-end exam	67	50	180			
S. No.	Evaluation Item*	Unit of Evaluation	Weight	Marks	Time	CLO
1	Product Line activity& Presentation	Individual & Team	20%	5	22-25th sessions	1
2	Mini Project	Individual	20%	10	ends at Session 33	2,3,4
			20%			
3	Class Participation	Individual	10%	2.5	Session Specific	
4	Attendance	Individual	20%	5	All sessions	
5	GMG	Individual	10%	2.5	All sessions	

**(Rural Marketing)**

<b>Batch:</b>	<b>2018-2020</b>
<b>Semester:</b>	<b>III</b>
<b>Course Name:</b>	<b><i>Rural Marketing</i></b>
<b>Course Code:</b>	<b>C15</b>
<b>Credits:</b>	<b>3</b>
<b>Course faculty:</b>	<b>Dr.M.N.Manik</b>

**PART 1**

**INTRODUCTION TO THE COURSE**

In India the rural economy contributes nearly half of the country's GDP and the size of the rural market in durables and FMCG is bigger than its urban counterpart. In recent times Rural Marketing has emerged as an important internal sub-division within marketing discipline particularly in the context of a large rural economy like India. But questions like "Is there any difference between rural marketing and mainstream marketing?" have not been answered satisfactorily. Through the course, the participants will be introduced to a more holistic perspective of rural marketing which includes not only urban-to-rural marketing, but also touches issues of intra-rural marketing and rural-to-urban marketing. The developmental angle to rural marketing is also addressed.

**COURSE OBJECTIVES (CO)**

1. To provide an overview of rural markets and apply perspectives of rural marketing.
2. To debate the emerging managerial initiatives and relevant frameworks in rural marketing for providing solutions to rural marketing problems.
3. To share the experiences of institutions and organisations engaged in rural marketing in the form of case studies.

**COURSE LEARNING OUTCOMES (CLO)**

1. At the end of the course the students should be able to highlight and address critical issues in rural markets to plan rural marketing plan.
2. At the end of the course the students should be able to provide options for marketers and developing insights into the behaviour of the rural consumer to help company prepare accordingly.

3. At the end of the course the students should be able to understand rural institutions of retailers, haats and melas (rural markets and fairs) and emerging rural retail.
4. At the end of the course the students should be able to address and give solutions to the issues using insights into consumer behaviour and rural institutions.

### **PRESCRIBED TEXT BOOK**

**Rural Marketing, Pradeep Kashyap, Pearson**

### **OTHER READINGS AND REFERENCES:**

- RM, TPG --- Rural Marketing, Environment problems and strategies by T P Gopalswamy, Wheeler publishing, New Delhi.
- RM,CSGK & LR ---- Rural Marketing, text and cases by CSG Krishnamacharulu and Lalitha Ramkrishnan, 2002, Pearson Education Asia.
- RM , SV ----Rural Marketing, targeting the non-urban consumer by Sunil Kumar Velayudhan, Response Books.

### **POLICY ON PLAGIARISM:**

Plagiarism of any kind and to any extent can attract downgrading by the concerned faculty. The assessment can range from being awarded a 'zero' for that particular component, with no further opportunity to improve. Repetition of the offence would result in holding up IA for such candidates.

### **ASSESSMENT SCHEME AND WEIGHTAGE:**

#### **{b} OTHER ASSESSMENTS**

<b>S. No.</b>	<b>Evaluation Item*</b>	<b>Unit of Evaluation</b>	<b>Weight 100%(25)</b>	<b>Time</b>	<b>CLO</b>
1	Attendance	Individual	20% (5)	From session 1	
2	Case method 1	Individual	10% (2.5)	7 <sup>th</sup> & 8 <sup>th</sup> session	CLO 1
3	Case method 2	Individual	10% (2.5)	17 <sup>th</sup> and 18 <sup>th</sup> session	CLO 2
4	*Project midterm presentation	Team	20% (5)	23 <sup>rd</sup> and 24 <sup>th</sup> Session	CLO 3
5	*Project final presentation and submission of report	Team	20% (5)	35 <sup>th</sup> and 36 <sup>th</sup> Session	CLO 4
6	Class Participation	Individual	10% (2.5)	After last Session	
7	GMG	Individual	10% (2.5)	Full semester	

**Assessment for end term**



**GLOBAL BUSINESS SCHOOL (GBS), HUBLI**

**Personal Finance and Tax Planning**

<b>Course Name</b>	Personal Finance and Tax Planning	<b>Credit</b>	3
<b>Course Code</b>	C18	<b>Semester</b>	III
<b>MBA Batch</b>	2020-22	<b>No. of students</b>	49
<b>Faculty members(s)</b>	Dr. MAHESH BENDIGERI		

**COURSE OUTLINE**

--- PART 1 ---

**INTRODUCTION TO THE COURSE**

The aims of this course is to help the students to respond to the challenges posed by the changing nature of the financial products landscape. Through this course students will be exposed not only to the theoretical concepts but also their practical applications for becoming wealthy. It will also provide opportunities for students to apply academic skills practically in their personal life. It also help students in the process of creating wealth, the methods and instruments involved as well as managing wealth. This course is a combination of financial planning, investment management, estate and tax planning and risk management of an individual's money. It includes proper asset allocation, preparing individual stock and bond portfolios, monitoring and rebalancing the portfolios and tax management.

**COURSE OBJECTIVES (CO)**

The objectives of this course is to prepare students with little or no experience in personal finance to make money management decisions. To Orient the students on how to analyze the interrelationships of budgeting, banking, credit, taxation, investments, insurance, and estate planning in the ever changing business environment and taxation environment. To train the students on computation of taxable income and e-filing of IT returns.

**COURSE LEARNING OUTCOMES (CLO)**

CLOs	DESCRIPTION	MAPPING		
		@ 3 <sup>rd</sup> Level	@ 2 <sup>nd</sup> Level	@ 1 <sup>st</sup> Level
	By the end of the course, the student should be able to:			
CLO1	To demonstrate an understanding of the need for financial planning in everyday life, and give examples of the tools available to assist in the planning and record keeping;		2	
CLO2	To analyse factors affecting personal financial planning and the advantages and disadvantages of various investment options	1		
CLO3	To construct a personal financial statement and learn the procedure for e-filing of IT return	1		

POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
Effective Mapping	3+3=6/2 3	2						

## **COURSE CONTENT**

### **Topics to be covered:**

**Module 1: Financial Planning Process**

**Module 2: Financial Statements and Plans**

**Module 3: Investment Avenues & Tax Planning**

**Module 4: Basic of Tax**

**Module 5: Overview of Computation of Gross Total Income**

**Module 6: Income Tax Authorities & Filing Returns**

## **PRESCRIBED TEXT BOOK**

1. Personal Financial Planning (wealth management) by S. Murali & K.R. Subbakrishna , Himalaya Publisher
2. Income Tax Law and Practice - N Hariharan , Tata McGraw Hill publication.

## **OTHER READINGS AND REFERENCES**

1. Study Material – Professional Programme – Direct Tax Law & Practice – Module 3 – Elective Paper 9.5 . AY 2018-19
2. <https://www.personalfn.com/fns/financial-planning/case-studies>
3. Business Standard newspaper – Monday – Case study on Personal Finance

**POLICY ON PLAGIARISM:** The course expect zero plagiarism in respective of copying of assignment, live project formats, content. Any student found of doing the same will lose the marks accordingly.

**ASSESSMENT SCHEME AND WEIGHTAGE:****{a} END-TERM COMPONENT**

<b>Evaluation</b>	<b>Weightage (%)</b>	<b>Duration (in minutes)</b>
<b>End-Term</b>	67%	3hrs

**{b} OTHER ASSESSMENTS**

<b>S. No.</b>	<b>Evaluation Item</b>	<b>Unit of Evaluation</b>	<b>Weight</b>	<b>Time</b>	<b>CLO</b>
1	Test 1	Individual	2.5 (10%)	S13 & S 35	CLO1
2	Live Project	Group	10.0 ( 40%)	S14 to S30	CLO2
3	Simulations	Individual	2.5 (10%)	S31	CLO3
4	Class Participation	Individual	2.5 (10%)	Continuous	
5	GMG Attendance	Individual	2.5 (10%)		
6	Attendance	Individual	5.0 (20%)		

Batch	: Batch 2020-22	Semester : III
Course Code	: C20	Credits : 3
Course Name	: Principles and Practices in Modern Banking	
Course faculty/s	: Asst.Prof Deepak Nyamagoudar	
Mobile no.	: 9880378602 deepak@globalbschool.in	

**COURSE OUTLINE**

**--- PART 1 ---**

**INTRODUCTION TO THE COURSE**

This course aims at providing students with a general understanding of the banking industry and the importance of an efficient banking industry to the working of a market economy

**COURSE LEARNING OUTCOMES (CLO)**

CLOs	DESCRIPTION	MAPPING @ levels		
		@ 3 <sup>rd</sup> Level	@ 2 <sup>nd</sup> Level	@ 1 <sup>st</sup> Level
	At the end of the course, the students will be able to:			
CLO1	Critically examine the changes in banking sector		2	
CLO2	Describe core banking and its implications		2	
CLO3	Explain the evolution capital adequacy norms		2	
CLO4	Explain the challenges in asset and liability management	4		
CLO5	Critically examine the role of RBI in banking	4		

POs	<b>PO1</b>	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
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Effective Mapping		2		3					
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<b>COURSE CONTENT</b>	<b>Content</b>	<b>Module Hours</b>
<b>MODULE 1</b>	Banking system and structure in India	7
<b>MODULE 2</b>	Bank & Customer	8
<b>MODULE 3</b>	The Negotiable Instruments Act 1881	8
<b>MODULE 4</b>	Banking Technology	2
<b>MODULE 5</b>	International Banking	7
<b>MODULE 6</b>	Banker as lender	6
<b>MODULE 7</b>	Asset Liability Management (ALM) in banks	6
<b>MODULE 8</b>	Contemporary Issues in Modern Banking System	4

PRESCRIBED TEXT BOOK:

- **Book 1: Principles and Practices of Banking – Indian Institute of Banking & Finance, McMillan Publication.**

OTHER READINGS AND REFERENCES

- Book 2: Indian Financial System by M Y Khan 6th Edition
- Book 3: Indian Financial Services by R. Shanmugham 2nd Edition, Wiley

OTHER READINGS AND REFERENCES:

ASSESSMENT SCHEME AND WEIGHTAGE:

{a} END-TERM COMPONENT

Evaluation	Weightage (%)	Max Marks	Duration (in min)
Sem-end exam	50	25	90

{b} OTHER ASSESSMENTS

S. No.	Evaluation Item	Unit of Evaluation	Marks	Time	CLO

1	Descriptive Test	Individual	5	After 46 <sup>th</sup> Session	1,2,3
2	Presentation-I	Group of 5	5		5
3	Case Analysis-I	Individual	5		4
3	Class Attendance	Individual	5	Assessed across all sessions	
4	Class Participation	Individual	2.5	Assessed across all sessions	
5	GMG Attendance	Individual	2.5	Assessed across all sessions	

<b>Course Name</b>	<b>International Financial Management</b>	<b>Credit</b>	3
<b>Course Code</b>	C22	<b>Semester</b>	III
<b>MBA Batch</b>	2020-22	<b>No. of students</b>	44
<b>Faculty members(s)</b>	MAHESH BENDIGERI		

## **COURSE OUTLINE**

### **PART 1**

#### **INTRODUCTION TO THE COURSE**

This course is concerned with the financial management of the firms that operate in the increasingly globalized business environment. Emphasizing broad concepts and real-world practices rather than extensive quantitative material, the course offers a concise introduction to international finance and provides a clear, conceptual framework for analyzing key financial decisions in multinational firms. The approach of the course is to treat international financial management as a natural and logical extension of the principles learned in the introductory financial management course.

#### **COURSE OBJECTIVES (CO)**

##### **At the end of this course the student will be able to**

Describe the international monetary system and the foreign exchange markets. Forecast exchange rates based on the parity conditions that should apply between spot rates, forward rates, inflation rates, and interest rates. Convert currencies using spot, future, and cross rates and identify arbitrage opportunities. Apply knowledge of derivatives to risk management in international financial markets. Explain translation, transaction, and economic exposure to exchange rate changes. Describe how interest rate risk affects financial decision making in the international business arena.

## COURSE LEARNING OUTCOMES (CLO)

CLOs	DESCRIPTION	MAPPING		
		@ 3 <sup>rd</sup> Level	@ 2 <sup>nd</sup> Level	@ 1 <sup>st</sup> Level
CLO1	By the end of the course, the student should be able to: <b>Analyse</b> the reasons for difference in balance of payment and its implication on exchange rate between India and other countries	2		
CLO2	<b>Evaluate and Analyse</b> the factors responsible for over valuation and under valuation of currencies using law of one price concept	2		
CLO3	<b>Apply</b> the derivative instruments and strategies used by multinational corporations to hedge financial risks	1,3		
CLO4	<b>Apply critical</b> thinking skills in identifying and evaluating international financial issues and information for solving business problems	1	3	
CLO5	<b>Examine</b> the risk and return involved in forex trading	2,5		

POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
Effective Mapping	3+3=6/2 3	3+3+3=9/3 3	3+2=5/2 2.5		1			

## **COURSE CONTENT**

### **Topics to be covered:**

**Module 01: International Financial Environment**

**Module 02: International Flow of funds**

**Module 03: International Monetary System & Foreign Exchange Market**

**Module 04: International Financial Markets and Instruments**

**Module 05: International Parity Relationships & Forecasting Foreign Exchange rate**

**Module 06: Foreign Exchange Exposure**

**Module 07: Foreign Exchange Risk Management**

## **PRESCRIBED TEXT BOOK**

1. Multinational Business Finance : David Eitman
2. International Financial Management : Jeff Madura

## **OTHER READINGS AND REFERENCES**

1. Financial Management : Khan and Jain
2. Multinational Capital Budgeting : Sharan

## **POLICY ON PLAGIARISM:**

The course expects zero plagiarism in respect of copying live project formats, content. Any student found doing the same will lose the marks accordingly.

**ASSESSMENT SCHEME AND WEIGHTAGE:****{a} END-TERM COMPONENT**

<b>Evaluation</b>	<b>Weightage (%)</b>	<b>Marks</b>	<b>Duration (in minutes)</b>
<b>End-Term</b>	67%	50	3hrs

**{b} OTHER ASSESSMENTS**

<b>S. No.</b>	<b>Evaluation Item*</b>	<b>Unit of Evaluation</b>	<b>Weight age</b>	<b>Marks</b>	<b>Time</b>	<b>CLO</b>
1	Live Project 1	Individual	20%	5.0	S5	CLO1
2	Live Project 2	Individual	20%	5.0	S26	CLO2
3	Test 1	Individual	10%	2.5	S13	CLO4
4	Home Assignment	Individual	10%	2.5	S29	CLO3
5	Class Participation	Continuous	10%	2.5		
6	GMG	Events	10%	2.5		
7	Attendance	Based on Slab	20%	5.0		
			100%	25		

Batch : \_\_\_\_\_ 2020-2022 Semester :3 \_\_\_\_\_  
 Course Code : C23 Credits :4 \_\_\_\_\_  
 Security analysis and portfolio management  
 Course Name : \_\_\_\_\_  
 Course faculty/s : Dr.Tazeentaj Mahat \_\_\_\_\_  
 Mobile no. : 9448269079 Email : [mahat@globalbschool.in](mailto:mahat@globalbschool.in) \_\_\_\_\_

--- PART 1 ---

INTRODUCTION TO THE COURSE

"The primary objective of this course is to familiarize the student with basic concepts of Securities Analysis and Portfolio Management and its various tools and techniques to facilitate the managers in managing their portfolio. The basic objective of the course is to acquaint the students in respect to the investment decisions related to financial assets, the risks and the returns involved, to make aware about the functioning of securities market alongside the theories and concepts involved in portfolio management".

COURSE LEARNING OUTCOMES (CLO)

CLOs	DESCRIPTION	MAPPING @ levels		
		@ 3 <sup>rd</sup> Level	@ 2 <sup>nd</sup> Level	@ 1 <sup>st</sup> Level
	At the end of the course, the student will be able to:			
CLO1	<b>Suggest</b> investment avenues based on investment objectives		1	
CLO2	<b>Analyse and evaluate</b> the stocks based on economic, Industry and company analysis	4,8		
CLO3	<b>Debate</b> issues in efficient markets considering technical analysis and efficient markets and anomalies.	2		

CLO4	Explore and assess mutual funds with a view toward broadening the investment perspective.		2	
CLO5	Estimate the risk and return of the portfolio and recommend the buy or sell decisions using CAPM	1,2,8		

POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Effective Mapping	2.5	2.66		3				3	

### COURSE CONTENT

### Module Hours

MODULE 1	:	Investment	2 hours
MODULE 2	:	Security Risk, Return & Valuation	10 hours
MODULE 3	:	Valuation of Bonds	4 hours
MODULE 4	:	Fundamental Analysis	8 hours
MODULE 5	:	Technical analysis	8 hours
MODULE 6	:	Efficient Market Hypotheses (EMH)	2 hours
MODULE 7	:	Portfolio Models/Theories	10 hrs
MODULE 8	:	Portfolio Evaluation & Revision	4 hrs

### PRESCRIBED TEXT BOOK

Punithvathy Pandian – Securities Analysis and Portfolio Management (2<sup>nd</sup> edition Vikas )

### OTHER READINGS AND REFERENCES

1	V. A. Avadhani– Securities Analysis and Portfolio Management (12 <sup>nd</sup> edition Himalaya Publishing House)
2	ZVI Bodie, Alex Kane & Alan J. Marcus – Investments (TMH, 5 <sup>th</sup> Edition 2002)

### ASSESSMENT SCHEME AND WEIGHTAGE:



{a} END-TERM COMPONENT

Evaluation	Weightage (%)	Max Marks	Duration (in min)
Sem-end exam	50%	50	180

{b} OTHER ASSESSMENTS

S.No.	Evaluation Item*	Unit of Evaluation	Weight	Marks	Time	CLO
1	Technical analysis	Individual	30%	15	After 5th session	CLO 1,2
2	Portfolio construction using CAPM	individual	25%	12.5	10th to 50th session	CLO 4,5
3	Investment project	Group	25%	12.5	55-60	1,3
4	Class Participation	Individual	5%	2.5	Select sessions	
5	Attendance	Individual	10%	5	All sessions	
6	GMG	Individual	5%	2.5	All sessions	
7						

Batch	: 2019 - 2021	Semester :	<u>3</u>
Course Code	: C23	Credits :	<u>4</u>
Course Name	: ODIB		
Course faculty/s	: Dr Tejaswini		
Mobile No.	: 8971358979	E-mail ID. :	teju@globalbschool.in

## COURSE OUTLINE

### --- PART 1 ---

#### INTRODUCTION TO THE COURSE

In the fast changing world change has become inevitable part of life. Organisations that do not change when needed or are not sensitive to the need for changes do not survive long. Successful organisations take proactive steps to change and create new benchmarks and standards for others to follow rather than wait for others to set the standard. Keeping in view the current volatile and competitive Indian environment, managers cannot preoccupy themselves with basic business issues of organisation and ignore other vital dimensions of strategy, change and social process.

It was in the backdrop of these business environment changes, evolved the importance of OD. OD has emerged as a specialised function in management profession. In today's environment where changes are rapid, learning is no longer a mere desirable luxury, but a necessity. OD is aimed at helping organisations to adapt to change using behavioural science skills and techniques by creating their capability to respond flexibly to external changes through the improvement of management techniques. The purpose of this course is to build organisational and individual effectiveness.

#### COURSE LEARNING OUTCOMES (CLO)

By virtue of the learning gained in this course, the student should be able to:

CLOs	DESCRIPTION	MAPPING @ levels		
		@ 3 <sup>rd</sup> Level	@ 2 <sup>nd</sup> Level	@ 1 <sup>st</sup> Level
	At the end of the course, the students will be able to:			
CLO1	Critically compare the different concepts of Organisational Development	1,2	9	
CLO2	Apply OD interventions for Organisational Effectiveness	1, 2		
CLO3	Appraise the need for change in the current economic climate and apply change management concepts to a given business scenario.	2		
CLO4	Demonstrate the significant dimensions of Institution Building Process	1	9	
CLO5	Design OD interventions	5,	9	

POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Effective Mapping	3	3			3				3

### COURSE CONTENT

### Module Hours

<b>MODULE 1</b>	:	Introduction to OD	11
<b>MODULE 2</b>	:	Change Management	14
<b>MODULE 3</b>	:	Institution Building	7
<b>MODULE 4</b>	:	The Organization Development Practitioner	2
<b>MODULE 5</b>	:	Entering and Contracting	1
<b>MODULE 6</b>	:	Diagnosing Organization	2
<b>MODULE 7</b>	:	Collecting and Analyzing Diagnostics Information	1
<b>MODULE 8</b>	:	Feeding Back Diagnostic Information	2
<b>MODULE 9</b>	:	Designing Interventions	2
<b>MODULE 10</b>	:	Evaluating and Institutionalising	1
<b>MODULE 11</b>	:	Human Process Intervention	2
<b>MODULE 12</b>	:	Organisational Process Approaches	2
<b>MODULE 13</b>	:	Techno structural Interventions	2

### PRESCRIBED TEXT BOOK

- Thomas G Cummings, Worli: Theory of OD and Change

### OTHER READINGS AND REFERENCES

<b>1</b>	:	Wendell L. French and Cecil H. Bell Jr.: Organizational Development, Prentice Hall, New Delhi.
<b>2</b>	:	Ramnarayan Rao, Singh: Organisational Development and Strategies, Sage Publications

### ASSESSMENT SCHEME AND WEIGHTAGE:

#### {a) END-TERM COMPONENT

Evaluation	Weightage (%)	Max Marks	Duration (in min)
Sem-end exam	50%	50	3

#### {b) OTHER ASSESSMENTS

S.No.	Evaluation Item*	Unit of Evaluation	Weight	Marks	Time	CLO
1	Book Review	Team	20%	10	30th ,31st ,32nd ,33rd	4
2	Presentation on Change Management	Team	20%	10	22nd ,23rd ,24 <sup>th</sup>	3
3	Case Analysis on 1. Action Research Approach in Org Change 2. Survey Feedback as an OD intervention	Individual	20%	10	39th and 41st session	1,2

5	Activity on OD – Training as an intervention	Team	20%	10	On – Going	5
4	Class Participation	Individual	5%	2.5	Select sessions	
5	Attendance	Individual	10%	5	All sessions	
6	GMG	Individual	5%	2.5	All sessions	

Batch	: 2020-22	Semester :	<u>III</u>
Course Code	: C25	Credits :	<u>03</u>
Course Name	: Compensation Management		
Course faculty/s	: Dr. Harshal Borgaon		
Mobile No.	: 9900237032	E-mail ID. :	<a href="mailto:harshal@globalbschool.in">harshal@globalbschool.in</a>

## COURSE OUTLINE

### --- PART 1 ---

#### INTRODUCTION TO THE COURSE

Compensation Management provides an understanding of the process, issues and techniques involved in developing and administering a compensation system in an business organization.

Compensation is the cornerstone of every organization's talent management strategy. It drives long term planning for a company and effects key performance drivers for the workforce. Compensation is a key issue for the high performance organization, as the employee and management systems utilized by the organization must be reinforced through the reward structure.

#### COURSE LEARNING OUTCOMES (CLO)

CLOs	DESCRIPTION	MAPPING @ levels		
		@ 3 <sup>rd</sup> Level	@ 2 <sup>nd</sup> Level	@ 1 <sup>st</sup> Level
	At the end of the course, the student will be able to:			
CL01	Compare the compensation and reward systems in public and private sectors.	1, 9		
CL02	Demonstrate the effect of law and regulations on compensation management.		1	
CL03	Design performance pay plans to attract and retain workforce.	2, 9		
CL04	Distinguish the Wage Structures in the different business organization	1		
CL05	Outline the Institutional mechanisms for Wage Determination	1		

POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Effective Mapping	2.75	3							3

COURSE CONTENT	Module Hours
<b>MODULE 1</b> : Introduction to Compensation Management	4
<b>MODULE 2</b> : Wage Determinations	5
<b>MODULE 3</b> : Wage Deferral	5
<b>MODULE 4</b> : Wage Incentives	4
<b>MODULE 5</b> : Compensation Packages	2

#### PRESCRIBED TEXT BOOK

- Sharma and Sharma, Compensation Management, Sage texts

#### OTHER READINGS AND REFERENCES

<b>1</b>	Dipak Kumar Bhattacharyya, Compensation Management, Oxford Higher Education
<b>2</b>	Richard Henderson, Compensation Management in a knowledge based world, Prentice Hall India
<b>3</b>	Dr. Kanchan Bhatia, Compensation Management, Himalaya Publishing House

#### ASSESSMENT SCHEME AND WEIGHTAGE:

##### {a) END-TERM COMPONENT

Evaluation	Weightage (%)	Max Marks	Duration (in min)
Sem-end exam	50	25	90

##### {b) OTHER ASSESSMENTS

S. No.	Evaluation Item*	Unit of Evaluation	Weight	Marks	Time	CLO
1	Case Study 1	Individual	10%	2.5	10 <sup>th</sup> Session	1, 2, 3
2	Case Study 2	Individual	20%	5	14 <sup>th</sup> Session	3
3	Project	Group	30%	7.5	From 5 <sup>th</sup> Session onwards	4, 5
4	Class Participation	Individual	10%	2.5	All sessions except IA's	
5	Attendance	Individual	20%	5	All sessions	
6	GMG	Individual	10%	2.5	All sessions	

Batch	: 2020-22	Semester :	<u>III</u>
Course Code	: C27	Credits :	<u>03</u>
Course Name	: Emotional Intelligence and Managerial Effectiveness		
Course faculty/s	: Dr. Harshal Borgaon		
Mobile No.	: 9900237032	E-mail ID. :	<a href="mailto:harshal@globalbschool.in">harshal@globalbschool.in</a>

## **COURSE OUTLINE**

### **--- PART 1 ---**

#### **INTRODUCTION TO THE COURSE**

The overall aim of this course is to provide students with the competencies required to improve their Emotional Intelligence (EI). The Students will explore the importance of Emotional Intelligence as well as its positive impact at the Professional and Social Levels with the aim to increase the effectiveness of their relationship at work and in their life. Students will learn to develop understanding of social and emotional behavior and learning how to adapt and manage their responses to particular situations.

#### **COURSE LEARNING OUTCOMES (CLO)**

<b>CLOs</b>	<b>DESCRIPTION</b>	<b>MAPPING @ levels</b>		
		<b>@ 3<sup>rd</sup> Level</b>	<b>@ 2<sup>nd</sup> Level</b>	<b>@ 1<sup>st</sup> Level</b>
CL01	At the end of the course, the student will be able to: Identify the skills required for Emotional Intelligence.	1		
CL02	Analyse emotional intelligence practices at workplace	1, 2	5	
CL03	Appraise individual emotional quadrants.	2		
CL04	Demonstrate individual Self-Awareness to build the Emotional Intelligence	2		
CL05	Evaluate and manage your own emotions at the workplace	2	9	

POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Effective Mapping	3	3			2				2

COURSE CONTENT		Module Hours
<b>MODULE 1</b>	Understanding the fundamentals of Emotional Intelligence	9
<b>MODULE 2</b>	Self-Awareness	8
<b>MODULE 3</b>	Self-Motivation	8
<b>MODULE 4</b>	Empathy	4
<b>MODULE 5</b>	Social Skills	9

PRESCRIBED TEXT BOOK

- - NA -

OTHER READINGS AND REFERENCES

<b>1</b>	Daniel Goleman, Emotional Intelligence: Why it can Matter more than IQ
<b>2</b>	Daniel Goleman, Working with Emotional Intelligence
<b>3</b>	Dalip Singh, Working with Emotional Intelligence
<b>4</b>	David Caruso, The Emotionally Intelligent Manager

ASSESSMENT SCHEME AND WEIGHTAGE:

{a} END-TERM COMPONENT

Evaluation	Weightage (%)	Max Marks	Duration (in mins)
Sem-end exam	67	50	180

{b} OTHER ASSESSMENTS

S.No.	Evaluation Item*	Unit of Evaluation	Weight	Marks	Time	CLO
1	Open Book Exam	Individual	10%	2.5	35 <sup>th</sup> Session	1
2	Case Study 1	Individual	10%	2.5	11 <sup>th</sup> Session	2, 4, 5
3	Case Study 2	Individual	10%	2.5	13 <sup>th</sup> Session	2, 4, 5
4	Case Study 3	Individual	10%	2.5	, 19 <sup>th</sup> – 20 <sup>th</sup> Session	2, 4, 5
5	Case Study 4	Individual	10%	2.5	25 <sup>th</sup> Session	2, 4, 5
6	EQ Online Test Analysis	Individual	10%	2.5	27 <sup>th</sup> Session	3
7	Class Participation	Individual	10%	2.5	All sessions except IA sessions	



8	Attendance	Individual	20%	5	All sessions	
9	GMG	Individual	10%	2.5	All sessions	



Batch	: 2020 – 2022	Semester :	<u>3</u>
Course Code	: C27	Credits :	<u>3</u>
Course Name	: IHRM		
Course faculty/s	: Dr Tejaswini		
Mobile No.	: 8971358979	E-mail ID. :	teju@globalbschool.in

--- PART 1 ---

**INTRODUCTION TO THE COURSE**

Indian Business Organisations like Tata, Birla, Wipro, Mahindra, Ranbaxy, Dr Reddy;s Labs are growing organically and inorganically, both within and outside the country. These Indian conglomerates are acquiring medium to large sized enterprises overseas. India has established itself as capable of unique contributions to business intelligence as well as global revenue.

Partnering in this revolution HR that plays a key role enabler in making the ' global village' a reality. If the joint ventures fall through, if the acquisitions abort or if the green field projects fail to fetch expected revenues, the reason lands squarely on the shoulders of the people driving the initiative. The key to success internationally lies in staffing the international business globally with competent people, who have been selected, groomed to undertake and implement the challenges of managing in the global context.

**COURSE LEARNING OUTCOMES (CLO)**

By virtue of the learning gained in this course, the student should be able to:

CLOs	DESCRIPTION	MAPPING @ levels		
		@ 3 <sup>rd</sup> Level	@ 2 <sup>nd</sup> Level	@ 1 <sup>st</sup> Level
	At the end of the course, the students will be able to:			
CLO1	Appreciate the need of HR in an international sphere	1		
CLO2	Understand the need of cross culture training for an expatriate		1	
CLO3	Illustrate the importance of HRM functions in an international environment		1,2	
CLO4	Evaluate the IHRM practices in Business & Strategy contexts.	1,4,		
CLO5	Critically evaluate the impact of national institutions and systems on designing HR policies and practices in different countries.	4,1		

POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Effective Mapping	2.6	2		3					

### COURSE CONTENT

### Module Hours

<b>MODULE 1</b>	:	The Concept of IHRM	2
<b>MODULE 2</b>	:	Strategies for International Growth	3
<b>MODULE 3</b>	:	Recruitment & Selection in international context	3
<b>MODULE 4</b>	:	Training and Development in international context	5
<b>MODULE 5</b>	:	Performance Management in international context	5
<b>MODULE 6</b>	:	International Compensation and International Labour Relations	7
<b>MODULE 7</b>	:	HRM Practices in different countries	2

### PRESCRIBED TEXT BOOK

- *Ashwathappa and Dash (2011), International Human Resource Management, India, TMH, New Delhi*

### OTHER READINGS AND REFERENCES

<b>1</b>	: Subba Rao P (2011), International human Resource Management, , India, HPH
<b>2</b>	: Tayeb, IHRM, Oxford Publications

### ASSESSMENT SCHEME AND WEIGHTAGE:

#### {a} END-TERM COMPONENT

Evaluation	Weightage (%)	Max Marks	Duration (in min)
Sem-end exam	50%	25	1.5

#### {b} OTHER ASSESSMENTS

S. No.	Evaluation Item*	Unit of Evaluation	Weight	Marks	Time	CLO
1	On-Going Project	Team of 2	40%	10	Ongoing	1, 5, 2,3,4
2	SCA	Team of 2	20%	5 + 2.5	Module 7	
4	Class Participation	Individual	10%	2.5	All sessions	
5	Attendance	Individual	20%	5	All sessions	
6	GMG	Individual	10%	2.5	All sessions	

Course Code	: 2020-22	Semester :	<u>III</u>
Course Name	: C28	Credits :	<u>03</u>
Course faculty/s	: Talent Management		
Mobile No.	: 9900237032	E-mail ID. :	<a href="mailto:harshal@globalbschool.in">harshal@globalbschool.in</a>

## **COURSE OUTLINE**

### **--- PART 1 ---**

#### **INTRODUCTION TO THE COURSE**

This course is designed to help the students understand the key concepts and principles in leadership, and talent management in the context of building and leading a high performance organization. The focus will be on managing people as the most important assets of the organization.

This course will address the skills and knowledge required to develop a talent management programme for high performers within organizations. This course exposes students to methods and practices to acquire, engage, and develop talent, focuses on the development of leaders within an organization.

#### **COURSE LEARNING OUTCOMES (CLO)**

<b>CLOs</b>	<b>DESCRIPTION</b>	<b>MAPPING @ levels</b>		
		<b>@ 3<sup>rd</sup> Level</b>	<b>@ 2<sup>nd</sup> Level</b>	<b>@ 1<sup>st</sup> Level</b>
	At the end of the course, the student will be able to:			
CL01	Identify the talent management process in a business organization	1, 2		
CL02	Analyse the current best practices in a given business scenarios	2, 5		
CL03	Examine the talent management strategies in Business Organisation	2		
CL04	Arrive at retention strategies in today's competitive world and evaluate their effectiveness	2, 4	9	
CL05	Outline the Succession Planning Program in different business scenarios	2	9	

POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Effective Mapping	3	3		3	3				2

COURSE CONTENT		Module Hours
<b>MODULE 1</b>	: Introduction to Talent Management	6
<b>MODULE 2</b>	: Building blocks for Talent Management	6
<b>MODULE 3</b>	: Lifecycle of Talent Management	6
<b>MODULE 4</b>	: Talent Planning and A/cquisition	7
<b>MODULE 5</b>	: Talent Engagement and Retention	5

#### PRESCRIBED TEXT BOOK

- Berger L and Berger D, The Talent Management Handbook: Creating Organisational Excellence by Identifying, Developing and Promoting your Best People, McGraw-Hill

#### OTHER READINGS AND REFERENCES

<b>1</b>	Joshi and Vohra, Talent Management, Cengage
<b>2</b>	Goldsmith Marshall, Best Practices In Talent Management, BPI

#### ASSESSMENT SCHEME AND WEIGHTAGE:

##### {a} END-TERM COMPONENT

Evaluation	Weightage (%)	Max Marks	Duration (in mins)
Semester End Exam	67	50	180

##### {b} OTHER ASSESSMENTS

Sl. No.	Evaluation Item*	Unit of Evaluation	Weight	Marks	Time	CLO
1	Test	Individual	10%	2.5	21 <sup>st</sup> Session	1
2	Mini Project	Group	30%	7.5	From 5 <sup>th</sup> Session onwards	2, 4, 5
3	Case Study	Individual	20%	5	23 <sup>rd</sup> Session	3
4	Class Participation	Individual	10%	2.5	Select sessions	
5	Attendance	Individual	20%	5	All sessions	
6	GMG	Individual	10%	2.5	All sessions	

Batch	: 2020-22	Semester :	<u>III</u>
Course Code	: C29	Credits :	<u>03</u>
Course Name	: Learning and Development		
Course faculty/s	: Dr. Harshal Borgaon		
Mobile No.	: 9900237032	E-mail ID. :	<a href="mailto:harshal@globalbschool.in">harshal@globalbschool.in</a>

## COURSE OUTLINE

### PART 1

#### INTRODUCTION TO THE COURSE

This course attempts to provide students an insight of the learning and development through training strategies, policies and techniques/ methodologies that are relevant for managers in various industries. Students will be involved in the process of classroom discussions to have a clear understanding of various aspects and its applicability while decision making and planning the training strategies. Project work, In-Class exercises will be assigned to students, which will enable them to focus on training outcomes. Finally the course will enable the student to understand the importance of learning and development as an important tool for need analysis.

#### COURSE OBJECTIVES (CO)

Course objective is to familiarize students with basic concepts and techniques of learning and development, to enable students to understand the significance of learning and development as a tool for need analysis in the organizations and to prepare students to implement/ apply learnt concepts, tools & techniques while planning and designing the training programs in any organization as a part of human resource development.

#### COURSE LEARNING OUTCOMES (CLO)

CLOs	DESCRIPTION	MAPPING @ levels		
		@ 3 <sup>rd</sup>	@ 2 <sup>nd</sup>	@ 1 <sup>st</sup> Level
CLO1	At the end of the course, the students will be able to: Present the need for learning and development		1	
CLO2	Analyse the group dynamics in learning	1,2		
CLO3	Identify & apply training objectives, policies and strategies to enhance learning	1,2,9		

CLO4	Evaluate Training methodologies & its impact on training and development using audits reports/ feedback	1,2,9		
CLO5	Design the training and development programs for different organizations : Mini Project 2	1,2,9		

POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Effective Mapping	2.8	3							3

**COURSE CONTENT:**

MODULE NO	TITLE	MODULE HOURS
<b>MODULE 1</b>	Learning and Learning Theories	<b>7</b>
<b>MODULE 2</b>	Learning and Development	<b>8</b>
<b>MODULE 3</b>	Training Objectives, Policies and Strategies	<b>11</b>
<b>MODULE 4</b>	Training Methodologies	<b>12</b>
<b>MODULE 5</b>	Training Evaluation	<b>10</b>

**PRESCRIBED TEXT BOOK:**

Training and Development – By Dr. B Janakirama- Biztantra

**OTHER READINGS AND REFERENCES:**

- K. Ashwatappa (8<sup>th</sup> edition)- Human Resource Management- McGraw Hill Publication
- Gary Dessler (10<sup>th</sup> edition)- Human Resource Management- Pearsons.
- Mondy and Noe (9<sup>th</sup> edition)- Human Resource Management- Pearsons.
- David A. Decenzo & Stephen P. Robbins - Personnel/Human Resource Management
- Agochiya – Every Trainer’s Handbook
- Blanchard – Effective Training

**ASSESSMENT SCHEME AND WEIGHTAGE:**

**{a} END-TERM COMPONENT**

Evaluation	Weightage (%)	Marks	Duration (in minutes)
End-Term	50	50	180

**{b} INTERNAL ASSESSMENTS (Total IA Marks: 50)**



<b>Sl. No.</b>	<b>Evaluation Item*</b>	<b>Unit of Evaluation</b>	<b>Weight</b>	<b>Marks</b>	<b>Session</b>	<b>CLO</b>
1	Open Book Exam	Individual	10%	5	38 <sup>th</sup> session	1
2	Case Study 1	Individual	20%	10	9 <sup>th</sup> , 10 <sup>th</sup> Sessions	2,3
3	Case Study 2	Individual	20%	10	17 <sup>th</sup> & 18 <sup>th</sup> Sessions	2,3
4	Project	Team	30%	15	21 <sup>st</sup> , 23 <sup>rd</sup> , 24 <sup>th</sup> sessions	4,5
5	Class Participation	Individual	5%	2.5	Across the entire semester	
6	GMG	Individual	5%	2.5	Across the entire semester	
7	Class Attendance	Individual	10%	5	Assessed across all sessions	

Batch	: 2019-21	Semester :	III
Course Code	: MCA 3.7	Credits :	04
Course Name	: COE – SPSS Software		
Course faculty/s	: Dr Bhargav Revankar ,Prof. Nitinchandra S M		
Mobile no.	: 9449804372	Email :	<a href="mailto:bhargav@globalbschool.in">bhargav@globalbschool.in</a>

--- PART 1 ---

INTRODUCTION TO THE COURSE

Business Analytics means set of processes used to analyze data to improve business performance through decision-making. Business Analytics creates capabilities for companies to compete in the market effectively. Analytics companies develop the ability to support their decisions through analytic reasoning. This course aims to undertake business analytics for managerial applications using SPSS software. The course attempts to understanding of procedures and functions required for carrying out statistical analysis for project based research work. Prerequisites of the course are quantitative techniques and research methodology.

COURSE LEARNING OUTCOMES (CLO)

CLOs	DESCRIPTION	MAPPING levels		
		@ 3 <sup>rd</sup> Level	@ 2 <sup>nd</sup> Level	@ 1 <sup>st</sup> Level
	At the end of the course, the students will be able to:			
CLO1	<b>Conduct basic inferential statistics using SPSS</b>	1,2,6		
CLO2	<b>Conduct descriptive statistics using SPSS</b>	1,2,6		
CLO3	<b>Apply appropriate tool of statistical test for different business data</b>	1,2,6		
CLO4	<b>Compile the statistical test for selected business project</b>	1,2,6		
CLO5	<b>Produce working paper using research project</b>	2,5,6		

POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Effective Mapping	3	3				3			

COURSE CONTENT		Module Hours
<b>MODULE 1</b>	: Quantitative methods & Research tools	6
<b>MODULE 2</b>	: Overview of SPSS	10
<b>MODULE 3</b>	: Data management	4
<b>MODULE 4</b>	: Data transformation	6
<b>MODULE 5</b>	: Describing Data Numerically	5
<b>MODULE 6</b>	: One Sample t-Test	4
<b>MODULE 7</b>	: Independent Sample t-Test	4
<b>MODULE 8</b>	: Nonparametric Statistics	5
<b>MODULE 9</b>	: Describing Data Graphically	4

PRESCRIBED TEXT BOOK

- SPSS in Simple Steps by Kiran Pandya, Smruti Bulsari and Sanjay Sinha

ASSESSMENT SCHEME AND WEIGHTAGE:

{a} END-TERM COMPONENT

Evaluation	Weightage (%)	Max Marks	Duration (in min)
Sem-end exam	75%	75	180

{b} OTHER ASSESSMENTS

S. No.	Evaluation Item*	Unit of Evaluation	Weight	Marks	Time	CLO
1	Assignment	Individual	20%	5	35th - 44th session	01 & 02
2	Research Project	Group	40%	10	7th - 48th session	03, 04 & 05
3	Class Participation	Individual	10%	2.5	Select sessions	
4	Attendance	Individual	20%	5	All sessions	
5	GMG	Individual	10%	2.5	All sessions	