

Batch	: 2020-22	Semester :	04
Course Code	: D03	Credits :	3
Course Name	: e-Business Management		
Course faculty/s	: Bhargav Revankar		
Mobile no.	: 9449804372	Email :	bhargav@globbalbschool.in

--- PART 1 ---

INTRODUCTION TO THE COURSE

e-Business, is the administration of conducting business via the Internet. This would include the buying and selling of goods and services, along with providing technical or customer support through the Internet.

The Internet has changed the manner in which organizations to carry out their business. The objective of this course is to present e-ideas, tools and ways to deal with e-business to the post-graduates. Further, the subject will help the to create abilities to manage e-business in this advanced digital world. The course will cover following aspects of E-Business Systems.

- Part 1: Foundations of E-Business
- Part 2: e-Infrastructure
- Part 3: Functional Areas
- Part 4: **E Payments & Legal** And Privacy Issues

The course provides a balance approach including concepts from technology and management. This course is designed in such a manner that it can be opted by students of any stream. The knowledge is imparted with Lectures, CASE lets, Assignments and Projects.

COURSE LEARNING OUTCOMES (CLO)

CLOs	DESCRIPTION	MAPPING levels		
		@ 3 rd Level	@ 2 nd Level	@ 1 st Level
	Atthe end of the course, the students will be able to:			
CLO1	Explain the role & importance of the technology to start an e-business	1,6		
CLO2	To analyse the different elements to manage e-business	2		
CLO3	to know how to build and manage an e-business	2,7	6	
CLO4	Design e-business model	1,2,5	6,8	
CLO5	Design payment models for the e-business	1,2	5,6	

PO's	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Effective Mapping	3	3			2.5	2.25	3	2	

MODULE 1	: Introduction To E-Business	06
MODULE 2	: Technology Infrastructure	06
MODULE 3	: Business Applications	12
MODULE 4	: e-Business Payments And Security	06
MODULE 5	: Legal And Privacy Issues	06

PRESCRIBED TEXT BOOK

- Harvey M.Deitel, Paul J.Deitel, Kate Steinbuhler, e-Business and e-Commerce for Managers, Pearson, 2011
- Efraim Turban, Jae K. Lee, David King, Ting Peng Liang, Deborah Turban, Electronic Commerce –A Managerial Perspective, Pearson Education Asia, 2010

OTHER READINGS AND REFERENCES

- Parag Kulkarni, SunitaJahirabadkao, Pradeep Chande, e-Business, Oxford University Press, 2012.
- Hentry Chan & El, E-Commerce – Fundamentals and Applications, Wiley India Pvt. Ltd., 2007.
- Gary P. Schneider, Electronic Commerce, Thomson Course Technology, Fourth Annual Edition, . Bharat Bhasker, Electronic Commerce – Frame Work Technologies and Applications, Tata McGraw Hill Publications, 3rd Edition, 2009

ASSESSMENT SCHEME AND WEIGHTAGE:

{a} END-TERM COMPONENT

Evaluation	Weightage (%)	Max Marks	Duration (in min)
Sem-end exam	66.6%	50	180

{b} OTHER ASSESSMENTS

S. No.	Evaluation Item*	Unit of Evaluation	Weight	Marks	Time	CLO
1	Case e-Business-1	Individual	20%	2	After 10th Session	CLO1
2	Case e-Business-2	Individual	8%	3	Session 11,16, 29	CLO2, CLO3
3	Project & viva	Group	20%	10	From 6 th to 30 th Presentations 31-36	CLO4, CLO5
4	Class Participation	Individual	10%	2.5	All sessions (excluding IA sessions)	
5	Attendance	Individual	20%	5	All sessions	
6	GMG	Individual	10%	2.5	All sessions	

Batch : 2020-22 Semester : IV
 Course Code : D08 Credits : 2
 Course Name : Product Management
 Course faculty/s : Prof. Pradnyanand Mishra
 Mobile No. : 9886747947 Email Id: pradnyanand@globalbschool.in

COURSE OUTLINE

--- PART 1 ---

INTRODUCTION TO THE COURSE

To make students to learn concepts, theories, principles, functions and objectives of Product Management and learn how top successful companies build and launch successful products while understanding What to do & what not to do. Build scalable product and product marketing strategies, based on proven frameworks used by top successful organizations.

COURSE LEARNING OUTCOMES (CLO)

CLOs	DESCRIPTION	MAPPING @ levels		
		@ 3 rd	@ 2 nd	@ 1 st Level
CLO1	Demonstrate the importance of new product development.	1		
CLO2	Analyse the effective ways of product development and product differentiation	1	4	
CLO3	Classify Innovation & scalability of products	2	5	
CLO4	Compare New Product, Failures & Success	5		
CLO5	Understand the recent trends in customer needs & NPD	7		

POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Effective Mapping	3	3		2	2.5		3		

COURSE CONTENT

Module I: The theoretical foundations: Product? Product characteristics, classification, FMCG? Product differentiation, Positioning, design, product mix and line decisions, line extensions, Competition and product strategy, The product in theory and practice, Buyer behavior, The product life cycle in theory and practice, PLC and marketing strategies, Product portfolios, product and brand relationships, product hierarchy, product mix pricing, co-branding and ingredient branding.

Module II: New product development: Routes of new product development, The importance, nature and management of the new product development process, New product strategy, Idea management for new product development, Screening new product ideas, Concept development, product innovation and testing, Business analysis, Product testing. Latent factors behind marketing success of new product, challenges in NPD.

Module III: Product management: Commercialization: test marketing and launching the new product, managing growth, managing the mature product, Successful of new product launches, new product failure experiences. Packaging, labeling, warranties, and guarantees.

Module IV: Product elimination: Controlling the product line: an overview of the deletion decision, reaching the decision to delete a product, implementing the deletion decision, Reprise, Product pruning.

Module V: Recent trends in new product development

PRESCRIBED TEXT BOOK

Michael Baker and Susan Hart, Product Strategy and Management, 2/e, Pearson Publications.

Rajendra Mujumdar, "Product Management" Latest edition Philip Kotler, 'Marketing Management', Latest edition

OTHER READINGS AND REFERENCES

Product Management- Donald R. Lehmann, Russell S. Winer Tata McGraw- Hill

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	Assignment	Individual	5	Select Sessions	3, 4
2	Presentation	Group	5	Select Sessions	2, 5
3	Project	Group	5	Select Sessions	1, 2, 4
4	Class Participation	Individual	2.5	Select sessions	
5	Class Attendance	Individual	5	Assessed across all sessions	
6	Class Participation	Individual	2.5	Assessed across all sessions	

Batch	: 2020-2022	Semester :IV
Course Code	: D14	Credits : 3
Course Name	: Goods and Service Tax	
Course faculty/s	: Prof. Deepak Nyamagoudar	
Mobile no.	: 9880378602	

COURSE OUTLINE

--- PART 1 ---

INTRODUCTION TO THE COURSE

This course has been introduced for the first time to the Management students after the introduction of GST in India. The course is at elementary level and focus on providing the inputs to students about the insight of GST and its practice. To provide the inputs to students about the insight of GST and its practice. The objectives of this course is to familiar the students about the GST and to provide the inputs to students about the insight of GST and its practice, so as to enable them to compute GST for a firm.

COURSE LEARNING OUTCOMES (CLO)

CLOs	DESCRIPTION	MAPPING @ levels		
		@ 3 rd Level	@ 2 nd Level	@ 1 st Level
	At the end of the course, the students will be able to:			
CLO1	To Discover the conceptual knowledge on GST, its framework and its evolution		1	
CLO2	To interpret the types & place of Supply under GST and valuation of supply.	1, 2		
CLO3	To relate the various types of charges levied as a part of GST and its computation.	1, 2		
CLO4	To Calculate Input Tax Credit under GST.	2		

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

COURSE CONTENT		Module Hours
MODULE 1	: GST In India-An Introduction	10
MODULE 2	: Supply Under GST	10
MODULE 3	: Charge Of GST	8
MODULE 4	: Exemptions From GST	4
MODULE 5	: Input Tax Credit	12

PRESCRIBED TEXT BOOK

Students' Guide to GST & Customs Law

OTHER READINGS AND REFERENCES

Indirect Taxes : V. S. Datey – Taxman Publication

Systematic Approach to Taxation – Dr. Girish Ahuja & Dr. Ravi Gupta

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	10	After 40 th Session	1, 3 & 4
2	Case Study	Individual	5	After 24 th Session	2
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	



GLOBAL BUSINESS SCHOOL (GBS), HUBLI

Batch	: 2020-22	Semester : 4
Course Code	: D01	Credits : 3
Course Name	: Management Control Systems	
Course faculty/s	: Prof. Arun Kubasadgoudar	
Mobile	: 9591230049	Email: arun@globalbschool.in

--- PART 1 ---

INTRODUCTION TO THE COURSE

Management Control System (MCS) and Business Strategy/Strategic Management are closely interlinked. The need for MCS arises as soon as an organization evolves for itself, a strategy and there is no way except a carefully planned control system whereby the organizational strategy can be implemented. Put it differently, without management control systems, strategy formulation and strategy implementation could just be empty words. MCS concepts are defined broadly to include everything managers do to help ensure that their organization's strategies and plans are carried out. Elements of MCS include strategic planning; budgeting; resource allocation; performance measurement, evaluation and reward; responsibility center allocation; and transfer pricing. This subject helps to learn how real-world managers design, implement, and use controlling systems to implement business strategies.

COURSE OBJECTIVES (CO)

- ❖ This course helps student's to understand the emphasis on the need to align control systems with the strategic goals of the organization.
- ❖ It provides knowledge, insight and analytical skills related to how a corporation's senior executives design and implement the on-going management systems that are used to plan and control the firm's performance.
- ❖ The course provides in-depth knowledge on preparation of various budgets

COURSE LEARNING OUTCOMES (CLO)

CLOs	DESCRIPTION	MAPPING @ levels		
		@ 3 rd Level	@ 2 nd Level	@ 1 st Level
CLO1	By the end of the course, the student should be able to: Analyse the importance of role of responsibility centres towards achieving organization's goal.	1	2	
CLO2	Analyse the administration of transfer pricing for effective performance of business.	1	2	
CLO3	Prepare the control systems for various strategies and plans to meet the organizational goals.	1,2	5	
CLO4	Prepare budgets for different functional area and also experiment zero based budgeting concept to various events.	1	2,4	
CLO5	Determine appropriate measures of control systems for the issues of the organization.	2,4	5	

POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Effective Mapping	3	2.6		2.5	2				

COURSE CONTENT

MODULE 1

COURSE CONTENT	Module Hours
• Basic Concepts	4

MODULE 2	• Strategies, Goals, Functions	5
MODULE 3	• Responsibility centers, Transfer pricing	7
MODULE 4	• Budget Preparation	6
MODULE 5	• Controls in the organization	5
MODULE 6	• Multi-national organizations	5
MODULE 7	• Project Preparations	4

PRESCRIBED TEXT BOOK

1. Anthony, Robert, & Govindrajan, Vijay(2008). *Management Control Systems*, New Delhi : Tata McGraw Hill.

REFERENCE TEXT BOOK

2. Halale, Mahesh(2010). *Management Control Systems – Theory and Cases*, Pune : Everest Publishing House.
3. Sinha, Pradeep Kumar(2008). *Management Control Systems – a managerial emphasis*, New Delhi: Excel Books.

POLICY ON PLAGIARISM:

Plagiarism will attract zero marks to the given assignment or report with no further opportunity to improve.

ASSESSMENT SCHEME AND WEIGHTAGE:

ASSESSMENTS

S. No.	Evaluation Item*	Unit of Evaluation	Weight	Marks	Time	CLO
1	Attendance	Individual	20%	5	All Sessions	
2	Class Participation	Individual	10%	2.5	All Sessions	
3	Project	Team	30%	7.5	11 th session onwards	CLO 3 & 5
4	Test	Individual	10%	2.5	40 th Session	
5	Case/Assignment	Individual	20%	5	18 th Session	CLO 2 & 4
6	GMG	Individual	10%	2.5	All Events / Programmes	

Batch	: 2020-22	Semester : 4
Course Code	: D06	Credits :3
Course Name	: International Marketing	
Course faculty/s	: Dr. Tejas B Vyas	
Mobile no.	: 9886205356	

--- PART 1 ---

INTRODUCTION TO THE COURSE

International marketing is a rapidly growing area within the disciplines of marketing and international business. Central to international marketing is the response of international rather than domestic buyers in the marketing environment, the types of decisions that are most feasible and the information required in decision making. This course will enable students to learn skills required to develop international marketing plans and develop the marketing mix elements in the international environment. The major theories include, pathways of internationalisation, political and economic risk analysis, international planning, cultural distance, The course will be implemented through class exercises, case studies and a project

COURSE LEARNING OUTCOMES (CLO)

CLOs	DESCRIPTION	MAPPING @ levels		
		@ 3 rd Level	@ 2 nd Level	@ 1 st Level
CLO1	At the end of the course, the student will be able to: Outline the Overview of the World Business – Domestic V/S International Marketing.	1,2,		
CLO2	Apply trade theories and economic development – Barriers to International Marketing.	1,2		
CLO3	Plan effective strategies for a business entry into International Market.		1,4	
CLO4	Develop skills in researching and analyzing trends in global and modern markets.		1,4	
CLO5	Apply International Marketing Decisions - Product, Price, Place Promotion strategies to Their concerned organization's in the given project.	1,2	4,5	

Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Effective Mapping	2,6	3		2	2				

**COURSE
CONTENT****Module Hours**

MODULE 1	:	An Overview of International Marketing:	4
MODULE 2	:	The Dynamic Environment of International Trade	4
MODULE 3	:	The Political Environment	3
MODULE 4	:	Developing a Global Vision through Marketing Research	3
MODULE 5	:	Asia Pacific Region:	4
MODULE 6	:	Global Marketing Management:	3
MODULE 7	:	International Marketing Channels :	4
MODULE 8	:	Pricing for International Markets:	4
MODULE 9	:	Negotiating with International Customers:	3

PRESCRIBED TEXT BOOK

- Cateora Philip R Graham John L and Salwan Prashant International Marketing, special Indian 15 Ed., Tata McGraw Hill India: New Delhi.

OTHER READINGS AND REFERENCES

- SakOnkvisit and John.J.Shaw International Marketing latest edition PHI.
- Czinkota, M, Ronkainen, I, Sutton-Brady, C, and Beal T (2008). International Marketing, Asian Pacific 13 Ed., Cengage Learning India: New Delhi.
- Kotabe, M, and Helsen K (2008). Global Marketing Management, John Wiley & Sons: Hoboken, NJ.
- P. Subba Rao, "International Marketing", Himalaya Publications.
- Kothari C.R. (2003). Quantitative Techniques, New Delhi: UBS Publishers Distributions Ltd.,

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

Evaluation	Weightage (%)	Max Marks	Duration (in min)
Sem-end exam	66.7%	50	180

{b} OTHER ASSESSMENTS

S. No.	Evaluation Item	Unit of Evaluation	Marks	Time	CLO
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1	Case Study	Individual	2.5	20-21 Sessions	03,04
2	Presentation	Team	7.5	15 th to 17 th and 31 st and 32 nd Sessions	2,3,4
3	Class Attendance	Individual	5	Assessed across all sessions	
4	Assignment	Individual	5	Assessed across all sessions	
5	Class Participation	Individual	2.5	Assessed across all sessions	
6	Role Play	Team	2.5	Assessed across all sessions	



Course Name: Customer Relationship Management

Batch	: 2020-22	Semester : 4
Course Code	: D9	Credits : 2
Course Name	: Customer Relationship Management	
Course faculty	: Prof. Afreen Nasabi	
Phone number	: 7090113344	
Email ID	: afreen@globalbschool.in	

INTRODUCTION TO THE COURSE

This course helps the students to understand the criticality and importance of managing the relationship with the customers in today's highly competitive business environment. It helps the students to understand the concepts and practices of CRM, types of customers, customer value, and technology of CRM, managing customer relationships, consumer research and CRM strategy. Understanding CRM and its strategy helps in retaining customers, which could further help organizations build customer loyalty, leading to word-of-mouth publicity. One-to-one marketing and a customer-centric approach have become more relevant in today's environment than mass marketing.

CLOs	DESCRIPTION	MAPPING @ levels		
		@ 3 rd Level	@ 2 nd Level	@ 1 st Level
CLO1	Analyse the working of CRM model in a business	1	2,7	
CLO2	Develop an understanding of the customer value in a given business	1,4	7	
CLO3	Analyse strategies to acquire and retain customers for business sustainability and development.		1,7	
CLO4	Formulate and assess strategic, operational and tactical CRM decisions		1,2,6,7	

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

COURSE CONTENT	Module Hours
MODULE 1 : Customer Relationship Management: Concepts and Processes	9
MODULE 2 : Analytical CRM	5
MODULE 3 : CRM Operations	3

PRESCRIBED TEXT BOOK

N. H. Mallick, “Customer Relationship Management: Concepts and Processes”, Oxford University, Press, New Delhi.

OTHER READINGS AND REFERENCES

- “Customer Relationship Management” by Alok Kumar & Rakesh Sharma, Biztantra Publications.
- “CRM” by Mallika Shrivastav, Vikas Publication
- “Customer Relationship Management”, a strategic perspective by G Shainesh & Jagdish N Sheth.

POLICY ON PLAGIARISM:

Plagiarism of any kind and to any extent can attract penalty 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:**{a} END-TERM COMPONENT**

Evaluation	Weightage (%)	Marks	Duration in minutes
End-Term	50	25	50

{b} OTHER ASSESSMENTS

Sl. No.	Evaluation Item*	Unit of Evaluation	Weight	Marks	Time	CLO
1	Attendance	Individual	20%	5	All Sessions	
2	Class Participation	Individual	10%	2.5	All Sessions	
3	GMG	Individual	10%	2.5	All Co-curricular activities	
5	Case Study	Individual	10%	2.5	Specific session	4
6	Concurrent Project	Group	30%	7.5	After Session 5	1,3
7	Seminar for CRM Technology	Individual	10%	5	Between sessions 15-18	2, 5
8	Role play	Individual	0	0	7 th session	-



GLOBAL BUSINESS SCHOOL (GBS), HUBLI

Course Name	International Accounting	Credit	2
Course Code	D12	Semester	IV
MBA Batch	2020-22	No. of students	44
Faculty members(s)	MAHESH BENDIGERI		

COURSE OUTLINE

--- PART 1 ---

INTRODUCTION TO THE COURSE

The study of an entity reported as a multinational corporation or as an entity with stakeholder reporting duties based in a nation other than the reporting entity is known as international accounting. This course is built on a thorough analysis of the accounting for foreign currency transactions and hedging foreign currency transactions. Translation of financial statements into foreign currencies, accounting for inflation, and analysis of international financial accounts on a multinational reporting company are also covered. The student's existing abilities and local accounting standards will be integrated through the application and evaluation of global accounting and auditing standards.

COURSE OBJECTIVES (CO)

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

To examine the managerial and financial accounting function from an international perspective, focusing on the flow of information in multiple currencies, complying with reporting requirements. Further the students will Understand the international dimensions of accounting; Determine the impact of international accounting practices on the business decision making process; Compare and contrast the financial reporting and disclosure under International Financial Reporting Standards, Indian generally accepted accounting practices and accounting standards in several other countries.

COURSE LEARNING OUTCOMES (CLO)

CLOs	DESCRIPTION	MAPPING		
		@ 3 rd Level	@ 2 nd Level	@ 1 st Level
CLO1	By the end of the course, the student should be able to: Explain the concept of international accounting, analyse and assess its peculiarities and importance from international dimensions of accounting		2	
CLO2	Determine the impact of international accounting practices on the business decision making process		2	
CLO3	Analyse special issues faced in preparing accounts internationally and record related solutions with applicable IFRS and IAS	1,3		
CLO4	Analyse the financial statements of a multinational company in order to ascertain financial health over the years.	1	3	

POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
Effective Mapping	3+3=6/2 3	2+2=4/2 2	3+2=5/2 2.5					

COURSE CONTENT

Topics to be covered:

Module 01: Introduction to International Accounting -4 hrs

Module 02: IFRS an Overview - 4 hrs

Module 03: Financial reporting in United States, United Kingdom, Australia, and Japan. – 8hrs

Module 04: Special issues in international accounting – 6 hrs

Module 05: International Financial Statement Analysis – 8hrs

PRESCRIBED TEXT BOOK

1. International Accounting by Choi and Meek (CM), Prentice Hall, Inc.

OTHER READINGS AND REFERENCES

1. Arpon Jeffery G & Rade Baugh, Lee H., International Accounting and Multinational enterprises, John Wiley, New York.
2. Evans, Thomas.G. “International Accounting and Reporting”, Mc Millan, London
3. Rathore, Shiriu, International Accounting, Englewood Cliffs, Printice Hall, New Jersey.
4. Shahrokh M Saudagaran, International Accounting, Taxman Publications, New Delhi
5. Gray S. J. “International Accounting and Transnational Decisions” Butterworth, London
6. Holzer. H . Peter, International Accounting, Croom-Helm, London
7. Pradhan, Bimal, Multinational Accounting, Croom-Helen, London

POLICY ON PLAGIARISM:

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

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

Evaluation	Weightage (%)	Marks	Duration (in minutes)
End-Term	50%	25	1.5hrs

{b} OTHER ASSESSMENTS

S. No.	Evaluation Item*	Unit of Evaluation	Weight age	Marks	Time	CLO
1	MCQ Test	Individual	20%	5	S8	CLO1
2	Open Book Test	Individual	10%	2.5	S12	CLO2
3	Home Assignment	Individual	10%	2.5	S20	CLO3
4	Live Project	Individual	20%	5	S 21 to 30	CLO4
5	Class Participation	Continuous	10%	2.5		
6	GMG	Events	10%	2.5		
7	Attendance	Based on Slab	20%	5.0		
			100%	25		

Batch	: 2020-22	Semester :	<u>IV</u>
Course Code	: D15	Credits :	<u>03</u>
Course Name	: Corporate Restructuring – Human Dimensions		
Course faculty/s	: Dr. Harshal Borgaon		
Mobile No.	: 9900237032	E-mail ID. :	harshal@globalbschool.in

COURSE OUTLINE

--- PART 1 ---

INTRODUCTION TO THE COURSE

The course examines the role of HR in Restructuring of Corporate Business and the strategic initiatives HR could undertake &/or adopt to increase the success and scalability of the Restructuring exercise, delivering the expected results. A Restructuring plan brings together two or more organizations together for achieving relative performance. Human resource strategy is an essential part of business strategy. Effectively handled, restructuring helps the firm to realize efficiency in both operational and strategic areas. The course considers the potential of CRHD to enhance organizational flexibility and help create competitive advantage. It examines Restructuring in dynamic and complex contexts and also discusses practical ways of HR participation in Corporate Restructuring

COURSE OBJECTIVES (CO)

1. To discuss and develop an understanding of the fundamental concept of Restructuring in the Corporate Scenario, specifically from the Human Dimension,
2. To equip students to critically examine Restructuring and impact on HR in the context of a changing business environment w.r.t profitability, returns and increasing shareholder value and
3. To analyze the strengths and weakness of HR practices, in the context of Restructuring and apply across real time business scenarios.

COURSE LEARNING OUTCOMES (CLO)

CLOs	DESCRIPTION	MAPPING @ levels		
		@ 3 rd Level	@ 2 nd Level	@ 1 st Level
	At the end of the course, students will be able to:			
CLO1	Use the structural design concepts for a given business scenario	2		
CLO2	Appraise & apply restructuring strategies for a given business scenario	1,2,9		
CLO3	Appraise the prevalent scenarios relevant to corporate turnarounds	1,2,9		
CLO4	Analyze the mergers & acquisitions from seller and buyer perspective	1,2,9		
CLO5	Analyze the concepts of organizational change management in a given scenario	2		

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

COURSE CONTENT

Module Hours

MODULE 1	:	Introduction to CRHD & strategies	5
MODULE 2	:	Organizations & the need for change & re-engineering	6
MODULE 3	:	Structural Designs & Preparation for Corporate	8
MODULE 4	:	Downsizing & Corporate Turnarounds	8
MODULE 5	:	Mergers & Acquisitions : seller's & buyer's perspective	10

PRESCRIBED TEXT BOOK:

- S.C. Gupta (2011), Advanced Human Resource Management, India, Ane Books*

OTHER READINGS AND REFERENCES:

- Bhagban Das, Sathya swaroop, Corporate Restructuring, HPH
- Alagiri, Dandapani, (2008), *Corporate Turnarounds Indian and Global Experiences, Hyderabad, ICFAI University Press*
- Rajesh Chakrabarti, (2010), *Grits, Guts and Gumption*
- Alagiri, Dandapani, (2008), *Corporate Restructuring, Hyderabad, ICFAI University Press*
- Ramani, V V, *Culture Integration in Mergers and Acquisitions, ICFAI University Press*

ASSESSMENT SCHEME AND WEIGHTAGE:

END-TERM COMPONENT

Evaluation	Weightage	Marks	Duration (in minutes)
End-Term	66.66%	50	180

INTERNAL ASSESSMENT : (25 Marks)

Sl. No.	Evaluation Item*	Unit of Evaluation	Weight	Marks	Time	CLO
1	Case Study	Individual	40%	10	7 th and 25 th Session	1, 2 and 5
2 a.	Project	Group	20%	3	From 6 th Session	3, 4
2 b	Presentation			2		
3	Class Participation	Individual	10%	2.5	Assessed across all sessions	
4	GMG Activities	Individual	10%	2.5	Assessed across all sessions	
5	Attendance	Individual	20%	5	Assessed across all sessions	

Batch	: 2020-22	Semester :	<u>IV</u>
Course Code	: D16	Credits :	<u>03</u>
Course Name	: Strategic Human Resources Management		
Course faculty/s	: Dr. Harshal Borgaon		
Mobile No.	: 9900237032	E-mail ID. :	harshal@globalbschool.in

COURSE OUTLINE

--- PART 1 ---

INTRODUCTION TO THE COURSE

This course emphasizes on the role of Strategic HRM in business capability/viability and relative performance. Human resource strategy is an essential part of business strategy. Effectively handled, Strategic HRM helps the firm to operate in-line with the Vision & Mission of the organization. The course considers the strength of Strategic HRM to enhance organizational flexibility and help to create competitive advantage. It examines Strategic HRM in dynamic and complex contexts and discusses practical ways of improving strategic HR planning in firms.

COURSE LEARNING OUTCOMES (CLO)

CLOs	DESCRIPTION	MAPPING @ levels		
		@ 3rd Level	@ 2nd Level	@ 1st Level
CLO1	At the end of the course, the students will be able to: Demonstrate the linkage between organizational & HR strategies	1		
CLO2	Demonstrate the ability to differentiate between HRM and Strategic HRM Strategies	1, 2		
CLO3	Identify & apply relevant models of SHRM in the given scenario	1, 2, 9		
CLO4	Appreciate the role of HR in strategic decision making	1, 2, 9		
CLO5	Analyze HR strategies for organizational development	1, 2		

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

COURSE CONTENT

COURSE CONTENT		Module Hours
MODULE 1	: The Concept of HRM	5
MODULE 2	: Concept and Overview of Strategic HRM	5
MODULE 3	: Models of Strategic HRM	6
MODULE 4	: The Development and Delivery of HR Strategies	8
MODULE 5	: Making the Impact: The Role of HR	5
MODULE 6	: Organizational HR Strategies and Functional HR	8

PRESCRIBED TEXT BOOK

- 1) S.C. Gupta (2011), Advanced Human Resource Management, India, Ane Books
- 2) Srinivas R Kandula, Strategic Human Resources Development, Prentice – Hall India

OTHER READINGS AND REFERENCES

1. Kesho Prasad (2012) Strategic Human Resource Development, Concepts and Practices, India, PHI
2. Ashok Chanda, Strategic Human Resources Management, Response, SAGE
3. H Kaushal, Strategic Planning, Nirali Prakashan
4. Jeffrey A Mello, Strategic Human Resources Management, Thonson
5. Anuradha Sharma, Aradhana Khandekar,(2006), Strategic Human Resource Management, SAGE

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	Case Study Analysis	Individual	5	23 rd Session	1, 2, 3
2 a.	Project	Group	7.5	From 6 th Session Onwards	4, 5
2.b.	Presentation		2.5	From 38 th Session onwards	
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	