

VISION	MISSION
To evolve as a center that provides excellent learning and research environment for nurturing future management professionals.	1. To develop in the students strong domain knowledge and a passion for lifelong learning. 2. To develop managerial and leadership skills in the students along with a strong sense of ethics, social responsibilities and Professional values.

Program: Master of Business Administration Principles of Management

Semester	Course Code	Name of the course	L	T	P	Credits
I	MB1T001	Principles of Management	3	0	0	3

Prerequisites for the course	
1	No pre requisites

Prior Reading Material/ useful links	
1	https://in.indeed.com/career-advice/career-development/principles-of-management
2	https://www.youtube.com/watch?v=3_AG8w4LwqA

Course Outcomes: At the end of the Course, the learner will be able to

Sr. No	Course outcome number	CO statement
1	CO1	Explain the managerial skills, role, need and process of Planning, Organizing, Decision Making and Controlling.
2	CO2	Make use of the principles of planning, organizing, decision making, direction & controlling in a given business situation
3	CO3	Compare and contrast various organizational structures, management approaches of variety of business in a real world context.
4	CO4	Build a list of the decision making criteria used by practicing managers, leaders and entrepreneurs in routine and non-routine decision making situations and evaluate and explain the same.
5	CO5	Formulate and discuss basic planning, organizing, decision making & controlling model in a real life business situation

Syllabus:

CourseContents	
UnitI	IntroductiontoManagement: Definition,Nature,Scope,Purpose,andCharacteristicsofManagement, Functions,roles,skillsofanEffectiveManager,ManagementApproaches& Thoughts [08 Hours]
UnitII	OrganizationalPlanning: Planning:TypesofPlans,PlanningProcess,andPlanningEffectivelyin Dynamic Environments, MBO [06 Hours]
UnitIII	OrganizationStructure: Organizing, Organizational Structures, Principles of Work Specialization, Departmentalization, Chain of Command, Span of Control, Centralization and Decentralization, Formalization. Factors Affecting Structural Choice - Strategy, Size, Technology, Environmental Uncertainty. Traditional Organizational Designs - Simple Structure, Functional Structure, Divisional Structure, Matrix Structure, Team Structures, Project Structure, Adaptive Organizations – BoundarylessOrganization,VirtualOrganizations,LearningOrganization, FlexiWork, Tele-working, GlobalOrganizations. [10Hour]
UnitIV	Decision Making: The Decision-Making Process - Identifying a Problem - Identifying Decision Criteria - Allocating Weights to the Criteria - Developing Alternatives - AnalyzingAlternatives-SelectinganAlternative-ImplementingtheAlternative -EvaluatingDecisionEffectiveness.TypesofDecisions&Decision-Making Conditions[08Hours]
UnitV	Controlling: Controlling, Definition, need and Importance, The Control Process, Managerial Decisions in Controlling, Feed-forward / Concurrent / Feedback Controls. Financial Controls, Information Controls, Benchmarking of Best Practices. [08 Hours]
Text Books	
1	PrinciplesandPracticeofManagement:LMPrasad,SultanChand&Sons educational.NewDelhi
2	PrinciplesofManagement, RamaswamyT.,HimalayaPublication
3	EssentialsofManagement,HaroldKoontz,O'DonnellandHeinzWehrich, 2012,NewDelhi, 9thedition,TataMcGrawHill
4	FundamentalsofManagement,StephenP.Robbins,DavidA.Decenzo,2016, PearsonEducation,9thEdition
5	Management Today-PrinciplesandPractice/Edition-13threprint
ReferenceBooks	
1	Management-Text&Cases, SatyaRaju,PHI,NewDelhi
2	ManagementFundamentals:Concepts,Applications,&SkillDevelopment,6th edition,Sage.2014
3	PrinciplesOfManagement,RichardL.Daft,CengageLearning,2009

Usefullinks	
1	https://www.youtube.com/watch?v=kTWyt6KC9Jw&list=PLaAhQ2ofZZRBjpgXHPpWF0sYwiLD5Gh1k
2	https://www.youtube.com/watch?v=dinRzIVjj7Q
3	https://www.youtube.com/watch?v=S_8gNumpGyU
4	https://www.digimat.in/nptel/courses/video/110107150/L01.html

Contributionsforsyllabusdesigning:

S.No.	Nameofthe Person	Designation	Organization
1	Prof.YaminiDwivedi	AssistantProfessor	JDCOEM
2	Dr.ParvinShaikh	AssistantProfessor	JDCOEM

Paaven
Chairman,
 605, Department of Management Studies
 J D College of Engineering & Managemen
 Nagpur

Organization Behaviour

Semester	Course Code	Name of the course	L	T	P	Credits
I	MB1T002	Organization Behaviour	3	0	0	3

Pre-requisites for the course

1	The student should know the concept of organization, types.
2	Awareness about concepts of delegation of authority, decentralization etc.
3	Knowledge about relevance of organizations in management

Prior Reading Material/ useful links

1	https://onlinecourses.swayam2.ac.in/cec20_mg03/preview
2	file:///C:/Users/admin/Downloads/Organizational-Behavior-1614024346._print.pdf
3	https://www.youtube.com/watch?v=QJAv6674_Sw
4	https://www.youtube.com/watch?v=hDxp8n4Ryas

Course Outcomes: At the end of the Course, the learner will be able to

Sr. No	Course outcome number	CO statement
1	CO1	Discuss OB concepts and foundations of individual and group behaviour
2	CO2	Analyze how people work within organizations
3	CO3	Apply OB concepts in real work situations
4	CO4	Develop leadership and management potential
5	CO5	Handle conflicts and negotiations

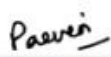
Syllabus:

Course Contents	
Unit I	Introduction to organization behavior: Disciplines contributing to OB, absolutes in OB, OB in globalized and digital work place: opportunities and challenges on OB, Enhancing OB effectiveness- Models of OB-Dependent variables, independent variables, Contingency OB Model [08 Hours]
Unit II	Dynamics of individual behavior: Ability, ability job fit, differentiating factors of individual such as Intelligence, Age, Gender, Biographical characteristics, Race, Religion, Value system, Family background etc. Understanding attitude and job satisfaction, Perception and individual decision making, Personality traits, Big 5 [08 Hours]
Unit III	Motivation: Theories of motivation- Need Hierarchy, Herzberg's theory, X&Y, ERG, <i>Paresh</i>

	Expectancy, Goal Setting, Self Efficacy, Equity theory. Group dynamics: Stages of group formation, roles, norms, status, size, cohesiveness, pigeon holing, stereotyping, decision making in group. Understanding work teams, group vs team, types of team, team building [08 Hours]
Unit IV	Communication: Functions, process, directions, Interpersonal communication, organizational communication, Barriers to effective communication, Conflict and negotiation: The conflict process, negotiation process [08 Hours]
Unit V	Organizational culture: Functions of culture, creating organizational culture, spirituality and organizational culture, Organizational change- forces for change, resistance to change, approaches towards managing change [08 Hours]
Text Books	
1	Organizational Behavior: Text & Cases, K Ashwatthappa, Himalaya Publishing House
2	Organizational Behavior, Dr. S. S. Khanka, Himalaya Publishing House
Reference Books	
1	Organizational Behaviour: Stephen Robbins, Timothy Judge, Seema Sanghi, Pearson Education
2	Principles of Organization Behaviour: Robin Fincham, Peter Rhodes, Oxford Publications
3	Organizational Behaviour, Fred Luthans, McGraw Hills
4	Organizational Behaviour: Human Behaviour at Work, John Newstrom
Useful links	
1	https://assets.openstax.org/oscmsrodcms/media/documents/OrganizationalBehaviorOP_TtwWIeQ.pdf?_gl=1*g2zzfw*_ga*MTc0ODUwNzMzNC4xNjg3MzQyNjEx*_ga_T746F8B0
2	https://www.sciencedirect.com/science/article/abs/pii/S0191308520300046
3	https://www.mckinsey.com/capabilities/people-and-organizational-performance/our-insights
4	https://www.mckinsey.com/capabilities/people-and-organizational-performance/our-insights/the-organization-blog/driving-organizational-and-behavior-changes-during-a-pandemic

Contributions for syllabus designing:

S.No.	Name of the Person	Designation	Organization
1	Dr. Ujwala Dange	Assistant Professor	JD COEM
2	Mr. Piyush Edward	HR Executive	Altius


Chairman,
 SOS, Department of Management Studies
 JD College of Engineering & Management
 Nagpur

Managerial Economics

Semester	Course Code	Name of the course	L	T	P	Credits
I	MB1T003	Managerial Economics	3	0	0	3

Prerequisites for the course

1	Knowledge about the circular flow of money
---	--

Prior Reading Material/useful links

1	Ritika Sinha: "Managerial Economics", SBP Publishing House
2	Paul A Samuelson and William D Nordhaus: "Economics", McGraw Hill
3	Geethika, Ghosh & Choudary: "Managerial Economics", McGraw Hill.

Course Outcomes: At the end of the Course, the learner will be able to

Sr. No	Course outcome number	CO statement
1	CO1	Define the key terms in economics
2	CO2	Explain the key concepts in economics from a managerial perspective.
3	CO3	Apply economic principles to management decisions like calculating elasticity of demand, national income using different approaches and determining the optimal price and output for firms under different market structures.
4	CO4	Compare and contrast Demand-Pull and Cost-Push Inflation, CPI and WPI, analyze various aspects of empirical production functions and also will be able to comprehend the difference sources of economies and diseconomies of scale.
5	CO5	Comment on the choice of demand forecasting methods, implications and control of inflation, implications of different phases of business cycle on the economic activity in the country

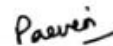
Syllabus:

Course Contents	
Unit I	Basic of Managerial Economics: Concept, Need, Scope, Techniques and Applications of Managerial Economics [04 Hours]
Unit II	Demand Analysis & Supply: Introduction; Demand Analysis: The Consumer, Demand Concepts, Law of Demand, Exceptions to law of demand, Elasticity of Demand, Price Elasticity of Demand, Income Elasticity of Demand, Cross-Price Elasticity of Demand. Demand Forecasting: Need, Techniques and Procedures, The Law of Supply <i>Paresh</i>

	[10Hours]
UnitIII	ProductionDecisionsAnd Cost Analysis: Theory of Production, Factors affecting production, production function, Cobb-Douglas production function, Economies and Diseconomies of Scale, Cost of Production. Cost Analysis: Private costs and Social Costs, Accounting Costs and Economic costs, Short run and Long Run costs, Cost-Output Relationship - Cost Function, Cost-Output Relationships in the Short Run, and Cost-Output Relationships in the Long Run. [10 Hours]
UnitIV	Economic Fundamentals And Market Structure: Macro Economics – Meaning, Nature and Scope, Circular Flow Model of Economy. Inflation: Demand-Pull and Cost-Push Inflation, CPI vs. WPI, Causes, Effects and Remedies of Inflation, Theories of Inflation and Policy measures to control inflation, Market Structure - Perfect competition, Oligopoly, Monopoly, Duopoly, Monopolistic [08 Hours]
UnitV	National Income And Business Cycle: National Income concept and Measurement, Theory of National Income Determination - Phases of the Business Cycle; Factors causing swings in business activity and measures to control business cycles [08 Hours]
Text Books	
1	Managerial Economics, D.N. Dwivedi, 8 th Edition, Vikas Publications
2	Managerial Economics: Analysis, Problems and Cases, P.L. Mehta, 13 th Edition, S. Chand
Reference Books	
1	Damodaran Suma: "Managerial Economics", Oxford University Press
2	Paul A Samuelson and William D Nordhaus: "Economics", McGraw Hill
3	Geethika, Ghosh & Choudary: "Managerial Economics", McGraw Hill
Useful links	
1	https://archive.nptel.ac.in/courses/110/105/110105075/
2	https://mrcet.com/downloads/MBA/Managerial%20Economics.pdf
3	https://ebooks.lpude.in/commerce/mcom/term_1/DECO405_MANAGERIAL_ECONOMICS_ENGLISH.pdf
4	https://www.youtube.com/watch?v=CkN2T4sdrWE&list=PLim9gWjsjN-NgkkmYdRs2XHPotBVE9CMX

Contributions for syllabus designing:

S.No.	Name of the Person	Designation	Organization
1	Prof. Sampada Mashirkar	Assistant Professor	JD COEM
2	Dr. Parvin Shaikh	Assistant Professor	JD COEM


Chairman,
 605, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

Applied Business Statistics

Semester	Course Code	Name of the course	L	T	P	Credits
I	MB1T004	Applied Business Statistics	3	0	0	3

Pre requisites for the course	
1	Knowledge about Basic Mathematical & Algebraic Concepts
2	Clarity in Concepts of Arithmetic Mean, Average
3	Knowledge about Frequency Distribution, Graph & Charts

Prior Reading Material / useful links	
1	https://byjus.com/maths/basics-of-algebra/
2	https://www.cuemath.com/average-formula/
3	https://www.scribbr.com/statistics/frequency-distributions/

Course Outcomes: At the end of the Course, the learner will be able to

Sr. No	Course outcome number	CO statement
1	CO1	Illustrate data in graphical form
2	CO2	Discuss the basic concepts of Central Tendency, Dispersion, Correlation & Regression, Probability and Hypothesis
3	CO3	Calculate various measures of Central tendency, Dispersion, Correlation & Regression
4	CO4	Compare & analyze the consistency of the given data and interpret the association between attributes
5	CO5	Create line of Regression (Regression Equation), hypothesis for the given business problem.

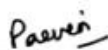
Syllabus:

Course Contents	
Unit I	Importance of Statistics in Business Management Domain: Business Statistics: Definition, Importance in management domain Organizing data: Frequency distribution, types of frequency distribution Diagrams and Graphs- Diagrammatic presentation of data, Graphs - Frequency polygon and frequency curve, Histograms, Cumulative Frequency Curves (Ogives) [08 Hours]
Unit II	Measures of Central Tendency and Dispersion: Measures of Central Tendency: Arithmetic Mean, Median, Mode, Partition Values – quartiles, deciles and percentiles, Applications in business. Average Deviation measures- Mean Absolute Deviation, Variance and Standard deviation, Chebyshev's Theorem, Coefficient of variation & its significance.

	Concept of Skewness & Kurtosis [08Hours]
UnitIII	Measures of Association: Correlation, Types & Methods of Correlation analysis - Karl Pearson's coefficient of correlation, Spearman's Rank correlation, Probable error, Coefficient of Determination, Standard error of coefficient of correlation.[08 Hours]
UnitIV	Regression Analysis: Introduction to regression analysis and its advantages, Types of regression models, methods to determine regression coefficients (normal equations significance of regression method, Applications in business [08Hours]
UnitV	Probability Distribution & Statistical Test: Basic rules of probability, random variable, conditional probability, Distributions- Binomial distribution, Poisson distribution & Normal distribution. [08 Hours]
Text Books	
1	Business Statistics, S.C Gupta, S.Chand Publications
2	Business Statistics, R.S.Bhardwaj, Excel Books India
3	Statistical Methods, S.P.Gupta, S.Chand Publications
4	Business Statistics, J.K.Sharma, Pearson, Second Edition
5	Basic Statistics, B.L.Agrawal, New Age International Publisher
Reference Books	
1	Statistics for Management, Richard I. Levin & David S. Rubin, PHI
2	Applied Statistics in Business and Economics, Tata McGraw Hill by David & Lori
3	Quantitative Methods for Business, Anderson, Thomson Learning Books
Useful links	
1	https://www.youtube.com/watch?v=O7PDnIzOYQs
2	https://www.youtube.com/watch?v=8cdtdVUoajw
3	https://www.youtube.com/watch?v=8dPkvu4gAvc

Contributions for syllabus designing:

S.No.	Name of the Person	Designation	Organization
1	Dr. Deepshree Kumar	Assistant Professor	JD COEM
2	Dr. Manoj Rao	Assistant Professor	JD COEM


Chairman,
 605, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

Legal Aspect of Business

Semester	Course Code	Name of the course	L	T	P	Credits
I	MB1T005	Legal Aspect of Business	3	0	0	3

Prerequisites for the course	
1	Basic understanding of the sources of law
2	Knowledge of the legislative process in the country
3	Knowledge of the different types of laws

Prior Reading Material/ useful links	
1	https://www.youtube.com/watch?v=xNDANW9XuUk
2	https://www.youtube.com/watch?v=tqmH2OANMn8
3	https://www.youtube.com/watch?v=NWLzunwVy50

Course Outcomes: At the end of the Course, the learner will be able to

Sr. No	Course outcome number	CO statement
1	CO1	Describe the key terms involved in each Act.
2	CO2	Summarize the key legal provisions of each Act.
3	CO3	Illustrate the use of the Acts in common business situations.
4	CO4	Outline the various facets of basic case law of each Act from a legal and managerial perspective.
5	CO5	Develop critical thinking by making judgments related to use of various provisions of the Acts in business situations

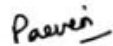
Syllabus:

Course Contents	
Unit I	Law of Contract 1872: Elements of valid contract, Types of Contract, Consideration, Capacity to contract, Free consent, Legality of object, Unlawful and illegal agreements, Contingent contracts, Performance and discharge of contracts, Remedies for breach of contract [12 Hours]
Unit II	The Companies Act, 2013: Company – Definition, Meaning, Features and Types, One Person Company, Incorporation of Company – Memorandum of Association (MOA), Articles of Association (AOA), Company Meetings, Resolutions, Management – Appointment of Directors, Powers, duties, & liabilities of Directors. [10 Hours]
Unit III	The Consumer Protection Act, 2019: Definitions of Consumer, Goods, Service, Rights of Consumers, Complaint, Unfair & Restrictive Trade Practices, Complainant, Dispute Redressal Forums – District, State & National Forum, Composition, Jurisdiction, Powers, Appellate

	Authority[06Hours]
UnitIV	IndianPartnershipAct1932: Natureofpartnershipfirm,Differenttypesofpartners,Differencebetween Partnership & Company, Reconstitution of partnership firm, and Dissolution of partnership firm. [06 Hours]
UnitV	ITAct2000: Objectives & Scope of the Act, Digital Signature- digital signature certificate, Important definitions, E-Governance, Electronic records certifying authorities, Penalty and adjudication. [06 Hours]
Text Books	
1	LegalAspectsofBusinessConceptsandApplication(2 nd Edition),Parul Gupta, VikasPublishingHouse
2	BusinessLaw,K.R.Bulchandani,HimalayaPublishingHouse
3	ElementsofCompanyLaw,N.D.Kapoor,SultanChand & Sons,30thEdition
4	S.N.Maheshwari&Maheshwari:BusinessLawandRegulation, Himalaya
5	BusinessLegislationforManagement,MCKuchhal&VKuchhal,Vikas PublishingHouse
ReferenceBooks	
1	MercantileLaw,Shukla–30thEd.–S.Chand& Co.
2	BusinessLaw,N. D.Kapoor–S.Chand& Co
3	BusinessLaw,Seth,PearsonEducationAsia
Usefullinks	
1	https://egyankosh.ac.in/handle/123456789/14327
2	https://www.youtube.com/watch?v=K4JeBxLIkUQ
3	https://www.youtube.com/watch?v=DQmQYebYi8M
4	https://consumeraffairs.nic.in/acts-and-rules/consumer-protection

Contributionsforsyllabusdesigning:

S.No.	Nameofthe Person	Designation	Organization
1	Dr.ParvinShaikh	AssistantProfessor	JDCOEM
2	Dr.SurendraJogi	AssistantProfessor	JDCOEM
3	Dr.ManojRao	AssistantProfessor	JDCOEM


Chairman,
 605, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

Financial Accounting

Semester	Course Code	Name of the course	L	T	P	Credits
I	MB1T006	Financial Accounting	3	0	0	3

Prerequisites for the course

1	A good grasp of basic arithmetic, including addition, subtraction, multiplication, and division, is essential.
2	Students should be comfortable working with percentages, fractions, decimals, and basic algebraic equations.
3	Familiarity with common financial terms and definitions is crucial.

Prior Reading Material/Useful links

1	https://www.youtube.com/watch?v=jhtVVJxbPU0&list=PLyqSpQzTE6M-DlbYhV1psqEz8xlpbhTgs&index=2
2	https://www.youtube.com/watch?v=lw4SbJMqA0o&list=PLyqSpQzTE6M-DlbYhV1psqEz8xlpbhTgs&index=5
3	https://www.youtube.com/watch?v=UxfPGWlxgHQ&list=PLzh5MokdJ8AzxRY9AN8ovKez6pHTJnJKU

Course Outcomes: At the end of the Course, the learner will be able to

Sr. No	Course outcome number	CO statement
1	CO1	Define the key terms used in Financial Accounting
2	CO2	Discuss the basic concepts and principles of accounting to be used for financial recording, Posting & preparing basic books of account.
3	CO3	Prepare the primary books and accounts for recording and posting financial transactions, Cash Book and Bank Reconciliation Statement
4	CO4	Analyze the financial performance, liquidity & solvency of an enterprise from Financial Statements of Joint stock companies
5	CO5	Evaluate whether a firm is doing well financially and has sufficient cash to meet its obligations and support its growth or not by preparing cash flow statement

Syllabus:

Course Contents

Unit I	Financial Accounting: Meaning and scope, objectives, advantages & limitation of accounting, Book Keeping, users of accounting information, Accounting Terminology-Glossary [06 Hours]
---------------	---

Unit II	Accounting Process: Accounting Process, Accounting equation, Preparation of Journals, Ledger and Trial Balance. [08 Hours]
Unit III	Cash Book and Bank Reconciliation Statement: Cash Book: Meaning and Preparation of Cash book – Two column & three column cash book; Bank Reconciliation Statement: Meaning, need & importance, Preparation of Bank Reconciliation Statement. [08 Hours]
Unit IV	Final Account of Joint Stock Company: Preparation of Statement of Profit and Loss and Balance Sheet of Joint Stock Companies as per Companies Act, 2013 [09 Hours]
Unit V	Cash Flow Statement: Introduction, Classification of Cash Flow Activities, Preparation of Cash Flow from Operating Activities, Investment Activities and Financing Activities as per Accounting Standard-3 (Revised). [09 Hours]
Text Books	
1	Financial Accounting – A Managerial perspective by R. Naryanaswami, 6th edition. PHI Learning.
2	Advance Accounts Volume I by M.C. Shukla, T.S. Grewal, S.C. Gupta, 19 th Edition, S. Chand Publishing.
3	Advance Accounts Volume II by M.C. Shukla, T.S. Grewal, S.C. Gupta, 19 th Edition, S. Chand Publishing.
4	A Textbook of Financial, Cost and Management Accounting, Dr. P. Periasamy, 2014, Himalaya Publishing House.
5	Advanced Accountancy Volume-I by Maheshwari SN, CA Sharad, K Maheshwari, 11th Edition, Vikash Publishing House, New Delhi.
Reference Books	
1	Accounting For Management, Dr. Jawarhar Lal, 5th Edition, Himalaya Publishing House
2	Financial Accounting – II, M Hanif and A Mukherjee, 5th Edition, McGraw Hill.
3	Advanced Accountancy Volume-II by Maheshwari SN, CA Sharad, K Maheshwari, 11th Edition, Vikas Publishing House, New Delhi.
Useful links	
1	http://ipa.nic.in/
2	http://icmai.in/
3	http://www.icaai.org/
4	https://www.youtube.com/watch?v=Hs-U3jAvqo4&list=PLyqSpQzTE6M-DlbYhV1psqEz8xlpbhTgs

Contributions for syllabus designing:

S.No.	Name of the Person	Designation	Organization
1	Dr. Manoj Rao	Assistant Professor	JD COEM
2	Prof. Mrunmayee Kanetkar	Assistant Professor	JD COEM <i>Paaver</i>

Managerial Communication

Semester	Course Code	Name of the course	L	T	P	Credits
I	MB1T007	Managerial Communication	2	0	0	2

Prerequisites for the course	
1	Basic knowledge of grammar

Prior Reading Material/Useful links	
1	Ramon & Prakash, Business Communication, Oxford.
2	Sydney Greenbaum, Oxford English Grammar, Oxford.
3	Business Communication, Tata McGraw Hill

Course Outcomes: At the end of the course, the learner will be able to

Sr. No	Course outcome number	CO statement
1	CO1	Discuss the concept & importance of Communication skills in business
2	CO2	Apply the knowledge by speaking confidently and communicating effectively in different business situations.
3	CO3	Display appropriate body language & etiquettes in different business situations
4	CO4	Make use of modern methods of communication
5	CO5	Create business letters for both Internal and External Communication

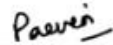
Syllabus:

Course Contents	
Unit I	Introduction To Business Communication: Importance of communication skills in Business Management, Types of communication, The Communication Process. Verbal & Non Verbal Communication: Body language; Verbal-Group Discussion, Meetings, Seminar, Conferences, Managerial Speech; Art of facing Interviews: selection, placement, appraisal, disciplinary committees and exit interviews. [08 hours]
Unit II	Recruitment & Employment Correspondence: Principles of Effective Letter Writing, Resume, Job Application, Letter of Acceptance, Letter of Resignation, Letter of Appointment, Promotion and Termination [10 hours]
Unit III	Business Letter Writing: Notices, Circulars, Minutes, Memos, Letters of Inquiry, Letters of Complaints, Claims, Adjustments, Sales Letters, Consumer Grievance Letters, Business

	Reports. Effective Presentation: Email etiquettes, phone etiquettes, E-Communication, Use of modern methods for Communication [12 hours]
Text Books	
1	Effective Technical Communication, M. Ashraf, Rizvi, Tata McGraw Hill
2	Communication Skills for Effective Management, Ghanekar. A, Everest Publishing House, Pune
3	Effective Communication, Balan, K.R. and Rayudu, C.S., Beacon New Delhi
Reference Books	
1	Business Communication, K.K. Sinha, Taxmann Publications
2	Business Communication Today, Courtland L. Bovee, John V. Hill, Roshan Lal Raina, Pearson
3	Business Communication: From Principles to Practice, Matthukutty M. Monippally, McGraw Hill Education
Useful links	
1	https://www.youtube.com/watch?v=Go4GVvcS02Y
2	https://www.youtube.com/watch?v=XcdwEFINv6I
3	https://www.youtube.com/watch?v=86SlbrKOc
4	https://www.youtube.com/watch?v=y8YH0Qbu5h4

Contributions for syllabus designing:

S.No.	Name of the Person	Designation	Organization
1	Dr. Jonathan Joseph	Assistant Professor	JDCOEM
2	Dr. Deepshree Kumar	Assistant Professor	JDCOEM
3	Dr. Parvin Shaikh	Assistant Professor	JDCOEM


Chairman,
 SOS, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

Semester	CourseCode	Nameofthe course	L	T	P	Credits
I	MB1T008	IndianEthos&BusinessEthics	2	0	0	2

Prerequisitesforthe course	
1	BasicknowledgeabouttheIndianculture&scriptures

PriorReadingMaterial/usefullinks	
1	https://www.investopedia.com/terms/b/business-ethics.asp#:~:text=Business%20ethics%20refers%20to%20implementing,so%20cial%20responsibility%2C%20and%20fiduciary%20responsibilities.
2	https://gurukpo.com/Content/MBA/Business_Ethics_and_Ethos.pdf

CourseOutcomes: Attheendofthecourse,thelearnerwillbeableto

Sr.No	Course outcome number	COstatement
1	CO1	Elaborateonthe keyconceptsinIndianEthos &Business Ethics
2	CO2	Demonstratetheuseoflearningfromscripturesinmanagement practices
3	CO3	Solvetheethicaldilemmasinbusinessbyapplyingappropriate principles
4	CO4	AnalyzetheimportanceofValues inmanagement
5	CO5	Evaluate the application of Indian ethos in contemporary managementpractices

Syllabus:

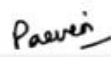
CourseContents	
UnitI	Indian Ethos: Meaning, History& Relevance, Principles Practiced byIndian Companies, Role of Indian Ethos in Managerial Practices, Management Lessons from Vedas, Mahabharata, Bible and Quran. [10 Hours]
UnitII	ContemporaryApproachesToIndian Ethos: Contemporary Approaches to Leadership- Joint Hindu Family Business– Leadership Qualities of Karta; Karma - Importance of Karma to Managers -Nish Kama Karma-Laws of Karma, Law of Creation- Law of Humility- Law of Growth- Law of Responsibility- Law of Connection-Corporate Karma Leadership; Values -ImportanceinManagement,GandhianApproachto Management &Trusteeship[10 Hours]

Pavani
Chairman,
 505, Department of Management Studies
 J D College of Engineering & Managemen
 Nagpur

Unit III	Business Ethics: Meaning, importance, Business Ethics in different Organizational contexts, Factors affecting the business ethics, Ethical Dilemma, Ethical Decision making process, Ethics in Marketing, Ethics in HRM, Ethics in Finance & Accounting, Ethics in Information Technology, Ethics in Production [10 Hours]
Text Books	
1	Indian Ethos & Value for Management, NM Khandelwal, Himalaya Publishing House, 1 st Edition, 2011.
2	Indian Ethos & Values in Management, R. Nandagopal, Tata McGraw Hill Education, 1 st Edition, 2010.
3	C.S.R. Business Ethics, Murthy, Himalaya Publishing House, Mumbai, 2009.
Reference Books	
1	Indian ethos in Management, Tushar Agarwal & Nidhi Chandorkar, Himalya Publication
2	Business Ethics and Corporate Governance - B.N. Ghosh, Tata McGraw Hill Education Pvt. Ltd.
3	Ethics - (Text & Cases), U.C. Mathur, Macmillan Ltd
Useful links	
1	https://www.youtube.com/watch?v=IUBS0P8X9D0&list=PLuVE7ocArNH5-73TQw9_PlmBEBks4laq2
2	https://www.youtube.com/watch?v=BRoafTm1sjs&list=PLzoNJCiIljaFg5a1nxZwrTsg5_DWIFw4
3	https://www.youtube.com/watch?v=Ehtmd6N8L3k
4	https://www.youtube.com/watch?v=HaOpSnnzA70

Contributions for syllabus designing:

S.No.	Name of the Person	Designation	Organization
1	Prof. Yamini Dwivedi	Assistant Professor	JDCOEM
2	Dr. Parvin Shaikh	Assistant Professor	JDCOEM


Chairman,
 605, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

Semester	CourseCode	Nameofthe course	L	T	P	Credits
I	MB1T008	CorporateSocialResponsibilityand Sustainability	2	0	0	2

Prerequisitesforthecourse	
1	BasicunderstandingoftheconnectionbetweenEconomicGrowth,Soceity &Environment

PriorReadingMaterial/usefullinks	
1	https://www.youtube.com/watch?v=Zc102xiah1M
2	https://www.youtube.com/watch?v=zx04Kl8y4dE

CourseOutcomes: AttheendoftheCourse,thelearner willbeableto

Sr.No	Course outcome number	COstatement
1	CO1	ExplaintheconceptofCSRanditsrelationshipwithsustainability, aswellastheimportanceofstakeholdermanagementinCSR
2	CO2	Discusstheconceptsand processes relatedtosustainability
3	CO3	AnalyzecurrenttrendsinCSRandtheirsignificanceintheIndian context.
4	CO4	Analyzetherolesandresponsibilitiesofkeystakeholdersin promotingandimplementingCSRpractices.
5	CO5	EvaluatetheregulatoryenvironmentinIndiaanditsinfluenceon CSRimplementation.

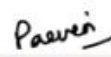
Syllabus:

CourseContents	
UnitI	IntroductiontoCSR: Meaning & Definition of CSR, History & evolution of CSR, Chronological evolutionofCSR inIndia, Motives ofCSR, Benefits and InternalscopeofCSR, Legislation In India - Section 135 of Companies Act 2013,Scope for CSR ActivitiesunderScheduleVII,AppointmentofIndependentDirectorsonthe Board[09hours]
UnitII	Key stakeholdersofCSR &theirroles: Role of Public Sector companies, Nonprofit organizations & Local Self Governance in implementing CSR; Contemporary issues in CSR & MDGs. Global Compact Self Assessment Tool, National VoluntaryGuidelines byGovt. ofIndia.Understandingrolesandresponsibilitiesofcorporatefoundations.[12 hours]
UnitIII	Sustainability: Sustainabledevelopment,importanceofsustainability,cleanerproduction,

	lifecycleassessment,sustainability reporting,Currentstatusof ESGinIndian Companies,Competitiveenvironmentstrategies,CSR&Socialsustainability, sustainabilitystandards,greensupplychain.[09 hours]
Text Books	
1	CorporateSocialResponsibilityinIndia.Trends,IssuesandStrategies, Sateesh GoudaM,A.G.Khan,S.L.Hiremath,AnchorAcademicPublishing,2017
2	BusinessEthics,Textandcases,CSV Murthy,HimalayaPublishingHouse, ISBN81-8318-418-1,2008,P
3	BusinessandCommunity:TheStoryofCorporateSocialResponsibilityin India,PushpaSundar,Sage Publications
ReferenceBooks	
1	CVBaxiandAjitPrasad,“CorporateSocialResponsibilityConceptandCases, TheIndianExperience”,ExcelBooks,2006,ISBN81-7446-449-2
Usefullinks	
1	https://nptel.ac.in/courses/110101153
2	https://archive.nptel.ac.in/courses/110/105/110105081/

Contributionsforsyllabusdesigning:

S.No.	Nameofthe Person	Designation	Organization
1	Dr.SurendraJogi	AssistantProfessor	JDCOEM
2	Dr.ParvinShaikh	AssistantProfessor	JDCOEM


Chairman,
 605, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

MSOFFICE&BASICEXCELLAB

Semester	CourseCode	Nameofthe course	L	T	P	Credits
I	MB1L009	MSOFFICE&BasicExcelLab	0	0	2	1

Prerequisitesforthecourse	
1	Basicknowledgeofcomputers&typing skills

PriorReadingMaterial/usefullinks	
1	https://www.youtube.com/watch?v=ZXAPCy2c33o
2	https://www.youtube.com/watch?v=YrZqw_O9CE0

CourseOutcomes: Attheendofthecourse,thelearnerwillbeableto

Sr.No	Course outcome number	COstatement
1	CO1	USEvariouscomponentsofMS Office
2	CO2	CREATE variousdocumentsinMSWord
3	CO3	PREPAREpresentationsusingMSOffice
4	CO4	CREATEworksheet&usebasicformulas inMsExcel
5	CO5	FORMATWord,Excel&Powerpointdocuments

Syllabus:

Sr.No	PRACTICALLISTMSWORD
1	GettingStartedwithMicrosoftWord,IntroductiontoMicrosoftWord,Basic components of a Microsoft Word window Preparing a word document, Savingadocument, Creatinganewdocument,EditingaDocument
2	Formattingadocument,UsingEditingTools,HeaderandFooteroptions, Borderand Shading ofpage
3	WorkingwithTables
4	ChangingtheLayoutofaDocument,InsertingElementstoWordDocuments, Adjustingthemarginsettings,Drawingoptions,Insertingimages
5	MailMerge

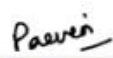
Sr.No	PRACTICALLISTMSPOWER-POINT
1	GettingStartedwithPowerPoint,WorkingwithSlides
2	WorkingwithHeaders, Footers,andNotes,InsertingandFormatting Pictures
3	ArrangingSlides,AddingSlide,InsertingSymbolsandTextBoxes
4	DrawingandFormattingShapes,PositioningandGroupingShapes
5	CreatingWordArt,AnimatingSlideObjects,CreatingMultimediaPresentations

Sr.No	PRACTICALISTMSEXCEL
1	Opening Excel and Data Input, Labeling and Naming Worksheets, Adding and Deleting Worksheets, Deleting Worksheets, Hiding/Unhiding Worksheets, Saving Workbooks, Saving an Existing File
2	Hiding Columns and Rows, Hiding Adjacent Columns, Hiding, Separated Columns, Hiding Rows, Opening a Document, Sorting and Organizing Data
3	To apply formatting, Changing Fonts, Formatting Numbers, Headers and Footers, Customize Headers and Footers, Set Margins for Headers and Footers
4	Inserting Chart and Graphs
5	Understanding Formulas, Formulas, The Cell, and The Formula Bar, The Formula in Action, Copying Formulas, Clearing Formulas, Entering a Formula, Copying and Pasting a Formula. Basic Formulas
6	About Printing Worksheets and Workbooks, Select Print Area, Print a Range of Pages, Printing

Text Books	
1	Microsoft Excel 2013, Bible, Microsoft Press
2	Excel 2010 Step by Step, Curtis D. Frye, PHI.
3	Microsoft PowerPoint 2013, Bible, Microsoft Press
Useful Links	
1	https://www.youtube.com/watch?v=qxvIUhFOdrs
2	https://www.youtube.com/watch?v=yPhUz6xjhGY
3	https://www.youtube.com/watch?v=4Mft-zhm3PQ

Contributions for syllabus designing:

S.No.	Name of the Person	Designation	Organization
1	Dr. Jonathan Joseph	Assistant Professor	JDCOEM
2	Dr. Surendra Jogi	Assistant Professor	JDCOEM
3	Prof. Yamini Dwivedi	Assistant Professor	JDCOEM


Paaven
 Chairman,
 BOS, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

Semester	CourseCode	Nameofthe course	L	T	P	Credits
I	MB1L010	LifeSkillsLab	0	0	2	1

Prerequisitesforthecourse	
1	Basicunderstanding ofhumannature&interactions

PriorReadingMaterial/usefullinks	
1	https://www.mindinthemaking.org/life-skills
2	https://www.mindtools.com/ab4u682/emotional-intelligence

CourseOutcomes: Attheendofthecourse,thelearnerwillbeableto

Sr.No	Course outcome number	COstatement
1	CO1	DefinetheimportanttermsinLifeSkills
2	CO2	Discusstheconcept,importanceandstepsinSelfAwareness,Social &leadership skills
3	CO3	ApplytheSocial&Leadershipskillsina givenscenario
4	CO4	EvaluatethetechniquesofConflictresolution,problemsolving, decisionmakingtobeappliedinthegivensituation
5	CO5	CreatepersonalSWOT &individualgoals forself

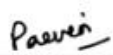
Syllabus:

CourseContents	
UnitI	Self Awareness: SWOT,Self Esteem,Positive Thinking,Goal Setting,Time Management, Stress Management [08 hours]
UnitII	SocialSkills: InterpersonalSkills,EmotionalIntelligence,Networking,TeamBuilding, Conflict Resolution [08 hours]
Unit III	LeadershipSkills: Problemsolving,DecisionMaking,CriticalThinking,CreativeThinking, Resilience[08 hours]
Text Books	
1	TheFirstBookofLifeSkills,LarryJames,EmbassyBooks
2	LifeSkillEducation, Dr. K.RavikanthRao&Dr.P. Dinakar,Neelkamal
3	LifeSkills, Dr.UshaJain, Dr.RaviKumarJain, VayuEducationofIndia
ReferenceBooks	
1	ThePowerofPositiveThinking, NormanVincentPeale,RHUK
2	ThinkSmarter:CriticalThinkingto ImproveProblem-Solvingand Decision-MakingSkills, MichaelKallet,Wiley
3	LifeSkills,Dr. UshaJain, Dr. RaviKumarJain,VayuEducationofIndia

Useful Links	
1	https://www.youtube.com/watch?v=CrtR12PBKb0
2	https://www.youtube.com/watch?v=8t37h69UCh8
3	https://www.youtube.com/watch?v=YXZamW4-Ysk&list=PLTp9Bu0cTGUzo4HVbbjpwtr8jxgHN1KHA

Contributions for syllabus designing:

S.No.	Name of the Person	Designation	Organization
1	Dr. Parvin Shaikh	Assistant Professor	JDCOEM
2	Dr. Ujwala Dange	Assistant Professor	JDCOEM


 Chairman,
 SOS, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

VISION

To evolve as a center that provides excellent learning and research environment for nurturing future management professionals.

MISSION

1. To develop in the students strong domain knowledge and a passion for lifelong learning.
2. To develop managerial and leadership skills in the students along with a strong sense of ethics, social responsibilities and Professional values.

Program: Master of Business Administration Financial Management

Semester	Course Code	Name of the course	L	T	P	Credits
II	MB2T001	Financial Management	3	0	0	3

Prerequisites for the course

1	A good understanding of financial accounting principles, financial statements and their analysis & basic understanding of managerial accounting concepts, including cost behavior, cost-volume-profit analysis, budgeting and variance analysis
2	Proficiency in quantitative methods, including statistical analysis and financial calculations

Prior Reading Material/ useful links

1	https://www.youtube.com/watch?v=CCQwz_Gwo6o&list=PLLy_2iUCG87CXY2B6fPex1SOIqxzzD5Wj&index=2
2	https://www.youtube.com/watch?v=sHuTMvtVDdo
3	https://www.youtube.com/watch?v=Yf-VmsLc40k&list=PLiaygP8qeQGUFaP0v6NEIyeY6dEmQJ7RJ

Course Outcomes: At the end of the course the learner will be able to

Sr.No	Course outcome number	CO statement
1	CO1	Discuss the basic concepts of financial management, Cost of capital, capital structure, capital budgeting & working capital
2	CO2	Compute cost of capital of a firm
3	CO3	Design an optimal capital structure and analyze leverage ratios and conduct EBIT-EPS analysis.
4	CO4	Evaluate investment projects using various methods of investment appraisal
5	CO5	Estimate the working capital requirement through effective forecasting and analysis of cash flows.

Pawan

Syllabus:

CourseContents	
UnitI	IntroductiontoFinancialManagement: Meaning, Objective, scope and functions of Financial Management, functions of finance executives, objectives of financial management, sources of financing- long term and short term. [08 Hours]
UnitII	CostofCapital: Meaning, Significance and factors of cost of capital, measurement of cost of individual components of capital, Weighted average cost of capital. [08 Hours]
UnitIII	CapitalStructure: Significance and determinants of capital structure, theories of capital structure, designing optimum capital structure, Leverages and EBIT- EPS analysis [08 Hours]
UnitIV	CapitalInvestmentDecision: Objective, Capital Investment Decision, Methods of investment appraisal - Payback Period, Accounting Rate of Return, Discounted Payback Period, Net Present Value and Profitability index, Internal Rate of Return. [08 Hours]
UnitV	ManagementofWorkingCapital: Meaning, need and importance of working capital, Factors determining working capital, operating cycle, Financing approaches of working capital needs, Estimation of working capital requirement [08 Hours]
TextBooks	
1	Financial Management, R.P. Rustagi, 6th Revised & Reprint, Taxmann Publications Private Limited.
2	Financial Management, I.M. Pandey, 12th Edition, Pearson Education.
3	Financial Management-Theory/Problems/Cases, Ravi Kishore, 8 th Edition, Taxmann Publications Pvt. Ltd.
4	Fundamentals of Financial Management, P. Chandra, 7 th Edition, McGraw Hill Education.
5	Financial Management: Text, Problems and Cases, M.Y. Khan and P.K. Jain, 8 th Edition, McGraw Hill Education (India) Private Limited.
ReferenceBooks	
1	Financial Management: Theory & Practice, P. Chandra, 11 th Edition, McGraw Hill Education.
2	Financial Management, V.K. Bhalla, S. Chand & Company.
3	Advanced Business & Financial Management, 1 st Edition, IIBF Macmillan Education India Pvt. Ltd.
Usefullinks	
1	http://icmai.in/
2	http://www.icai.org/
3	https://www.youtube.com/playlist?list=PLL_y_2iUCG87CXY2B6fPex1SOIqxzzD5Wj
4	https://www.youtube.com/watch?v=DxeomsTEQI8&list=PL_qVBOSlZLkLzW

	31XXB5Vsb4lnpJroAos
--	---------------------

Contributions for syllabus designing:

S.No.	Name of the Person	Designation	Organization
1	Dr. Manoj Rao	Assistant Professor	JDCOEM
2	Prof. Mrunmayee Kanetkar	Assistant Professor	JDCOEM

Paavni
Chairman,
 605, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

Semester	CourseCode	Nameofthecourse	L	T	P	Credits
II	MB2T002	MarketingManagement	3	0	0	3

Prerequisitesforthecourse	
1	Knowledgeofbasicconceptssuchasneed,want,demand,supply, competition
2	EconomictermsGDP,nationalincome
3	Breakevenpoint

PriorReadingMaterial/usefullinks	
1	https://www.cohassetk12.org/cms/lib/MA01907530/Centricity/Domain/350/Unit%201%20Basic%20Concepts.pdf
2	https://www.toppr.com/guides/fundamentals-of-economics-and-management/national-income/concept-of-national-income/
3	https://faculty.washington.edu/sundar/MM-BBUS320/LECTURE-NOTES/Mktg_L%2301-%20Intro.pdf

CourseOutcomes: Attheendofthecoursethelearnerwillbeableto

Sr.No	Course outcome number	COstatement
1	CO1	Discussthemarketingconceptsanditsrelevanceinreallife situations.
2	CO2	Developanddesignmarketsegmentsforgivenproducts.
3	CO3	Makedecisionsregardingpricing,promotion,distributionforgiven products/services.
4	CO4	ApplyServqualtoanalyzethequalityofservices
5	CO5	Inferopportunitiesofinternationalbusinessforthe company

Syllabus:

CourseContents	
UnitI	Introductiontomarketing: Evolution of marketing management, core concepts of marketing management, Marketing system, 6Cs and 4Ps framework in value, Marketing process, MarketingEnvironment,MichaelPorter's5forcesmodelto create competitive advantage[08Hours]
UnitII	Consumerbehavior: Consumer decision making process, Segmentation, Targeting and positioning, Marketing Research, Marketing mix, Product: Classification of products, New Productdevelopment,Reasonsfornewproductfailure,Consumer adoption process[08Hours]
UnitIII	Price:

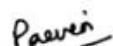
Paavni

Chairman,
605, Department of Management Studies
J D College of Engineering & Management
Nagpur

	Price Mix, factors affecting pricing, types of pricing policies, Distribution: Factors impacting Channels of distribution, types of channel intermediaries, Promotion: Advertising, Sales promotion, Personal selling, Media decisions, advertising effectiveness [08 Hours]
Unit IV	Marketing of services: Characteristics and classification of services, Marketing mix of services, Customer relationship management, Measuring Service Quality [08 Hours]
Unit V	Global Marketing: Entry into international markets, opportunity analysis, key decisions regarding product, price, distribution, promotion. Sustainable marketing: Ethical behavior of firms, marketing related ethical issues. [08 Hours]
Text Books	
1	Marketing Management, Kumar Arun & Meenakshi, Vikas Publication
2	Marketing Management, Namakumari, Willey Publications
3	Marketing Management, Sherlekar, Himalaya Publications
Reference Books	
1	Marketing Management, By Philip Kotler
2	Global Marketing Management, By Keegan, Pearson
Useful links	
1	https://www.marketingteacher.com/
2	https://commerce.gov.in/
3	https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-changing-face-of-marketing
4	https://brandequity.economictimes.indiatimes.com/news

Contributions for syllabus designing:

S.No.	Name of the Person	Designation	Organization
1	Dr. Ujwala Dange	Assistant Professor	JDCOEM


 Paresh
 Chairman,
 BOS, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

Semester	CourseCode	Nameofthecourse	L	T	P	Credits
II	MB2T003	HumanResourceManagement	3	0	0	3

Prerequisitesforthecourse	
1	Basicknowledgeoforganizationstructure
2	Knowledgeofprinciplesofmanagementlikeplanning,organizing, directing&controlling

PriorReadingMaterial/usefullinks	
1	https://www.youtube.com/watch?v=xuGh-jzupzc
2	https://www.youtube.com/watch?v=qkWJT018Fhg

CourseOutcomes: AttheendoftheCourse,thelearnerwillbeableto

Sr.No	Course outcome number	COstatement
1	CO1	Discuss the functions & Roles of an HR Manager, Processes & Methods in HR functions
2	CO2	Choose/employ appropriate Recruitment, Selection, Training or Performance Appraisal Methods for a given situation
3	CO3	Distinguish between various HR Processes & Methods (Internal & External Sources of Recruitment, Recruitment & Selection, On the Job & Off the Job training methods, Transfer & Promotion, Wages & Salary)
4	CO4	Develop Job Description, Job specification, Appraisal form, Compensation structure for a given Job profile
5	CO5	Justify the applicability of various methods of training & performance appraisal

Syllabus:

CourseContents	
Unit I	Introduction: Meaning & Definition of HRM, Functions of HRM, Significance of HRM, Objectives of HRM, Role of HR Manager; Job Analysis- Meaning, Process, Methods of data collection, Job Description, Job Specification, Significance [08 Hours]
Unit II	HR Acquisition: Human Resource Planning- Objectives, Process, Importance; Recruitment – Meaning, Factors Affecting Recruitment, Sources of Recruitment; Selection- Concept, Process & Methods of Selection- Interviews & Tests; Placement & Induction [08 Hours]

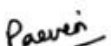
Paaveni

Chairman,
BOS, Department of Management Studies
J D College of Engineering & Management
Nagpur

UnitIII	Training&Development: Concept, Objectives, Process, Training Methods, Evaluation of Training Programme, Executive Development Programme; Career and Succession Planning [08 Hours]
UnitIV	PerformanceAppraisal: Meaning, Concept, Process and Methods (Traditional & Modern); Internal Mobility, Transfer, Promotion, Demotion, Employee Separations [08 Hours]
UnitV	CompensationAdministration: Introduction, Wages & Salary, Objectives of Compensation, Components of Compensation-Basic, DA, HRA, Variable pay, Fringe Benefits [08 Hours]
TextBooks	
1	Human Resource and Personnel Management-Text and Cases: K. Aswathappa, McGraw-Hill Publishing Co. Ltd.
2	Human Resource Management. (3rd Edition), V. S. P. Rao, Excel Books (2010)
3	Personnel and HRM-Text and Cases (Fourth Revised Edition), P. Subba Rao, Himalaya Publishing House.
4	Essentials of Human Resource Management and Industrial Relations (Text, Cases & Games), P. Subba Rao, Himalaya Publishing House
5	Human Resource Management, Dr. S. S. Khanka, Sultan Chanda, Delhi
ReferenceBooks	
1	V. S. P. Rao and C. B. Mamoria (2012), "Personal Management (Text and Cases)", Himalaya Publications, Thirtieth Edition
2	Human Resource Management, C. B. Mamoria, Himalaya Publishing House
3	Human Resource Management, Gary Dessler Dorling Kindersley Pvt Ltd.
Usefullinks	
1	https://archive.nptel.ac.in/courses/110/105/110105069/
2	https://www.youtube.com/watch?v=dqaE5s7hQS4&list=PLaAhQ2ofZZRAvoakShzYLkQ22Yd3eCyMM
3	https://egyankosh.ac.in/handle/123456789/25214

Contributions for syllabus designing:

S.No.	Name of the Person	Designation	Organization
1	Dr. Parvin Shaikh	Assistant Professor	JD COEM
2	Dr. Surendra Jogi	Assistant Professor	JD COEM
3	Mr. Prallekh Ganvir	Alumni	JD COEM


Chairman,
 605, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

Semester	CourseCode	Nameofthecourse	L	T	P	Credits
II	MB2T004	OperationsManagement	3	0	0	3

Prerequisitesforthecourse	
1	BasicknowledgeofGoods&Services
2	Clarityofconcepts inMathematics

PriorReadingMaterial/usefullinks	
1	https://byjus.com/maths/basics-of-algebra/
2	https://en.wikipedia.org/wiki/Goods_and_services

CourseOutcomes: AttheendoftheCourse, thelearnerwillbeableto

Sr.No	Course outcome number	COstatement
1	CO1	DiscusstheconceptofOperation&ProductionManagement,PPC, Concept of Facility planning & Location,Importance &Classification of Inventory System & emerging trends in POM
2	CO2	TakedecisionsrelatedtoproductionforMTO,MTS&CHOOSEthe suitabletechniqueofInventoryManagementtobeappliedforbusiness
3	CO3	AnalyzeMPS,MPS,MRP-I&II,EOQModelinbusinesssituation
4	CO4	CompareMRP-I&MRP-II,SCM,JITQA&TQM
5	CO5	DesigntheappropriateManufacturingorServiceLayout&Make MPS, MRP-I&II,EOQModel fora givenreallifebusinesssituation.

Syllabus:

CourseContents	
UnitI	Introduction: Concept of Production/Operations Management, Difference between Manufacturing & Services, Capacity and equipment selection decisions, Types of Manufacturing & Service Layout[08 Hours]
UnitII	ProductionPlanning&Control: Concept, Planning Premise, Make to Stock, Make to Order and Assemble to Order, Process Planning, MPS (Master Production Schedule), MRP (Material Requirement Planning), MRP II, Material Handling [08 Hours]
UnitIII	FacilityPlanning&Layout: Concept of Facility Planning& Location, Factors affecting Plant Location Decision, Plant Layout: objectives, types. Maintenance Management: Concepts, Need of maintenance, Objectives & types of maintenance [08 Hours]
UnitIV	Inventorymanagement: Concept,Importance,ClassificationofInventorySystem,TechniquesofInventory Management, EOQ Model with numericals, Waste disposal/ reduction[08Hours]

Unit V	Emerging Trends in POM: Supply Chain Management (SCM), Just in Time (JIT), Quality Control, Quality Assurance (QA), Total Quality Management (TQM), TPM, EHS: Culture, Employee involvement, Quality Circles [08 Hours]
Text Books	
1	Production and Operations Management, K. Aswathappa and K. Shridhar Bhatt, Himalaya Publishing House
2	Production and Operations Management, S. Anil Kumar, N. Suresh, New Age International, 2006
3	Operation Management, K. Shridhar Bhatt, Himalaya Publishing House 1 st Edition
Reference Books	
1	Purchasing and Materials Management, P. Gopalakrishnan, 1 st Edition, McGraw Hill Education
2	Operations Management, B. Mahadevan, Pearson Education India
Useful links	
1	https://www.youtube.com/watch?v=JExh2DhqCG0
2	https://www.youtube.com/watch?v=OLXq4nEW9k
3	https://www.youtube.com/watch?v=tac9smS5NSk
4	https://www.youtube.com/watch?v=RrkBAMkMY8Y

Contributions for syllabus designing:

S.No.	Name of the Person	Designation	Organization
1	Dr. Deepshree Kumar	Assistant Professor	JDCOEM
2	Prof. Yamini Dwivedi	Assistant Professor	JDCOEM

Paresh
Chairman,
 605, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

Semester	CourseCode	Nameofthecourse	L	T	P	Credits
II	MB2T005	BusinessResearch	3	0	0	3

Prerequisitesforthecourse	
1	BasicKnowledgeofstatistics
2	BasicsofMsExcel

PriorReadingMaterial/usefullinks	
1	https://www.youtube.com/watch?v=Q-pX21LtnJI
2	https://www.youtube.com/watch?v=fcbB0nkDik8

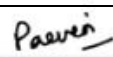
CourseOutcomes: AttheendoftheCourse,thelearnerwillbeableto

Sr.No	Course outcome number	COstatement
1	CO1	Explainthekeyconcepts&processesinBusinessResearch
2	CO2	Selectappropriatesamplingdesign,suitablemethodofdatacollection &dataanalysis
3	CO3	Applyappropriatetoolfordataanalysis
4	CO4	Analyze&interpretthefindingsofaresearchstudy
5	CO5	Develop measurement tools and construct appropriate scales therein (Construct Questionnaire) stem inferences by applying various techniquesofinterpretationandbeandwritevarioustypesofresearch report

Syllabus:

CourseContents	
UnitI	Introduction: Definition of Research, Need of business research, Questions in Research: FormulationofResearchProblem Theprocessof businessresearch: Literature review-Conceptsandtheories-Researchquestions-Sampling-Data collection-Dataanalysis– Writingup[08Hours]
UnitII	ResearchDesign: Concept, Features of a robust research design. Types of research design, Types of Variables, Qualitative and Quantitative research approaches Hypothesis: Definition,TypesofHypothesis,FramingNullHypothesis&Alternative Hypothesis.ConceptofHypothesisTesting -Logic&Importance.[08Hours]
UnitIII	Data&Measurement: Types ofData, Secondary &PrimaryData: Definition, Sources,Characteristics, Advantagesand disadvantages (Sufficiency, adequacy, andreliability); Tools of data collection Measurement: Concept, What is measured? Validity and Reliabilityinmeasurement,Levelsofmeasurement-Nominal,Ordinal,Interval, <i>Paavani</i>

	Ratio. Attitude Scaling Techniques: Concept of Scale – Rating Scales viz. Likert Scales, Semantic Differential Scales, Constant Sum Scales, Graphic Rating Scales–Ranking Scales–Paired Comparison & Forced Ranking Questionnaire: Questionnaire Construction [08 Hours]
Unit IV	Sampling: Basic Concepts: Statistical Population, Sample, Characteristics of a good sample, Sampling Frame, Sample Size, Probability Sample: Simple Random Sample, Systematic Sample, Stratified Random Sample, Area Sampling & Cluster Sampling. Non Probability Sample: Judgment Sampling, Convenience Sampling, Purposive Sampling, Quota Sampling & Snowballing Sampling methods. [08 Hours]
Unit V	Data Analysis & Report Writing: Data Analysis: Cleaning, Editing, Coding & Tabular representation of data, frequency tables, Univariate analysis- Interpretation of Mean, Median Mode; Standard deviation, Coefficient of Variation Bivariate Analysis: Cross tabulations, Bivariate Correlation Analysis - meaning & types of correlation, Karl Pearson's coefficient of correlation and Spearman's rank correlation. Chi-square test Linear Regression Analysis: Purpose and use, Linear regression; Interpretation of regression co-efficient, Applications in business scenarios. Test of Significance: Small sample tests: t (Mean, proportion) and F tests, Z test. Non-parametric tests: Binomial test of proportion, Randomness test. Analysis of Variance: One-way and two-way Classifications. Research Reports: Structure of Research report, Report writing and Presentation. [08 Hours]
Text Books	
1	Research Methodologies, Methods and Techniques – 2nd Edition CR Kothari
2	Business Research Methods, 8e, Zikmund, Babin, Carr, Griffin, South-Western Cengage Learning, 2010
3	Research Methodology, Panneerselvam, Prentice Hall India
4	Research Methodology: Concept and Cases, 2/e, Dr Deepak Chawla & Dr Neena Sondhi, Vikas Publishing
5	Business Research Methods, Naval Bajpai, Pearson
Reference Books	
1	Methodology of Research, Krishnaswami & Ranganatha, Himalaya Publishing House
2	Business Research Methods, Donald Cooper and Pamela Schindler, Tata McGraw Hill
3	Survey Methods 2nd ed., Fowlwe, Floyd J Jr., Sage Pub. 1993
Useful links	
1	https://onlinecourses.swayam2.ac.in/cec20_mg14/
2	https://www.youtube.com/watch?v=0S89RyIVu2k
3	https://www.youtube.com/watch?v=_g5roKHj95o


Paresh
 Chairman,
 605, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

Contributions for syllabus designing:

S.No.	Name of the Person	Designation	Organization
1	Dr. Deepshree Kumar	Assistant Professor	JDCOEM
2	Prof. Yamini Dwivedi	Assistant Professor	JDCOEM

Paaven
Chairman,
605, Department of Management Studies
J D College of Engineering & Management
Nagpur

Semester	CourseCode	Nameofthecourse	L	T	P	Credits
II	MB2T006	Cost&Management Accounting	3	0	0	3

Prerequisitesforthecourse	
1	BasicknowledgeofFinancialAccounting
2	Problem-solvingandresearchabilities
3	Agoodgraspofbasicarithmetic,includingaddition,subtraction,multiplication, anddivision,isessential.

PriorReadingMaterial/usefullinks	
1	https://cga.nic.in/writereaddata/management_accounting.pdf
2	https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/format-of-cost-sheet/
3	https://blogs.sap.com/2018/01/07/material-ledgers-actual-costing/

CourseOutcomes: AttheendoftheCourse,thelearnerwillbeableto

Sr.No	Course outcome number	COstatement
1	CO1	Discuss thebasicconceptsofcostandmanagementaccountingandable preparecost/tendersheet
2	CO2	Computeoperatingandservicecost.
3	CO3	AnalyzeFinancialStatementsandderivemeaningfulinformation
4	CO4	Evaluatebudgetarycontrolandpreparebudgets
5	CO5	Prepareandanalysemodelsfordecisionmaking

Syllabus:

CourseContents	
UnitI	IntroductiontoCostandManagementAccounting: Nature and Scope of Management Accounting, Distinction between Financial andManagement Accounting. Cost Accounting – Meaning, Importance, ClassificationofCosts,PreparationofCostSheetandTender/Quotations[08 Hours]
UnitII	Operating&ServiceCosting: FeaturesofOperatingCosting:TransportCosting(StandingCharges,Repairs& Maintenance Charge and Running Charges), Canteen, Hospital and hotels costing. [08 Hours]
UnitIII	FinancialStatementAnalysis Meaningand Types, Techniquesof FinancialStatementAnalysis: CommonSize Statement,ComparativeStatement,TrendAnalysisandRatioAnalysis.Problems onRatioanalysis.[08Hours]
UnitIV	BudgetaryControl:

Paavni

Chairman,
605, Department of Management Studies
J D College of Engineering & Management
Nagpur

	Budgeting and Budgetary Control – Meaning, Objectives, Advantages and Limitations of Budgeting, Types of Budget, Practical Questions on Cash Budget and Flexible Budget [08 Hours]
Unit V	Planning & Decision-Making Techniques: Standard Costing – Meaning and Application, Essentials of standard Costing, Variance Analysis – Material and Labour Cost Variances. Marginal Costing – Meaning of Marginal Cost, Characteristics of Marginal Costing, Cost-Volume-Profit Analysis – Profit/Volume ratio, Break-Even Analysis and Margin of Safety [08 Hours]
Text Books	
1	A Textbook of Financial, Cost and Management Accounting, P. Periasamy Himalaya Publishing House
2	A textbook of cost and management accounting, M.N. Arora, S. Chand and Company Ltd; 11th edition
3	Management Accounting, Principles & Practice, Sharma R.K & Gupta S.K.
4	Management Accounting, RSN Pillai & V. Bagavathi
5	Cost Accounting & Financial Management, Ravi Kishore, Taxman Publication
6	Cost Accounting: Texts and Problems, M.C. Shukla, T.S. Grewal, Dr. M.P. Gupta, Revised Edition, S. Chand & Company
Reference Books	
1	Cost and Management Accounting, by Dr. B.K. Mehta, SBPD Publications; Latest Edition
2	Cost Accounting, M.Y. Khan P.K. Jain, Second Edition, McGraw Hill Education, ISBN-13: 978-9339203443
3	Cost Accounting Text Book - V.K. Saxena, C.D. Vashishtha, Sultan Chand Publication, ISBN-13: 978818054611
4	Cost & Management Accounting, Dr. P.C. Tulsian, Taxman Publication
Useful links	
1	https://icmai.in
2	https://www.icsi.edu/media/webmodules/publications/FULL_BOOK_PP-CMA-2017-JULY_4.pdf
3	http://ebooks.lpude.in/commerce/bcom/term_3/DCOM202_COST_ACCOUNTING_I.pdf
4	https://www.researchgate.net/publication/278245136_Basics_of_Cost_Accounting

Contributions for syllabus designing:

S.No.	Name of the Person	Designation	Organization
1	Dr. Manoj Rao	Assistant Professor	JDCOEM

Paaven
Chairman,
 605, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

Semester	CourseCode	Nameofthecourse	L	T	P	Credits
II	MB2T007	Entrepreneurship, Innovation & Design Thinking	3	0	0	3

Prerequisitesforthecourse	
1	Knowledgeoffunctionalareasofmanagement

PriorReadingMaterial/usefullinks	
1	https://www.youtube.com/watch?v=MdNNGfoxrqA
2	https://www.youtube.com/watch?v=7TWKKww-F30

CourseOutcomes: AttheendoftheCourse,thelearnerwillbeableto

Sr.No	Course outcome number	COstatement
1	CO1	Discussbasictermsandconceptsofentrepreneurship, innovation, creativity&designthinking
2	CO2	Apply the theories of entrepreneurship and entrepreneurship developmentframeworktoanalyzeandidentifyentrepreneurial opportunities
3	CO3	Discriminatebetweenpotentialoptionsavailableforentrepreneurfor embarkingonestablishingaStartUp
4	CO4	Evaluate the startupecosystemandtheentrepreneurial opportunities in lightofrequirements ofabusinessplan.
5	CO5	Createabusinessplanthatcapturesvarietyofentrepreneurmotivations, entrepreneurcultureandsectoralopportunitiesandfinancingoptions.

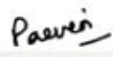
Syllabus:

CourseContents	
UnitI	Entrepreneurship: ConceptofEntrepreneur,Characteristicsofsuccessfulentrepreneurs,Functions of anEntrepreneur,ClassificationofEntrepreneurs,Roleof EntrepreneurinIndian Economy, Factors influencing Entrepreneurship Growth. [07 hours]
UnitII	Entrepreneurship development: Players in entrepreneurial ecosystem, Role of EntrepreneurDevelopmentPrograms(EDP);RoleofDIC,SISI,EDII,NIESBUD, NEDB, EDP-Objectives– contents– methods– execution;RoleofMentors,Role ofconsultancyorganizationsinpromotingEntrepreneurs,RoleofGovernmentin promotingEntrepreneurship[09hours]
UnitIII	EnterprisePromotion: CreatingEntrepreneurialVenture,BusinessPlanningProcess-Ideageneration, environmentalscanning,feasibilityanalysis;SWOTanalysis,Internaland External EnvironmentAnalysis,IndustryAnalysis;Porter’sfiveforcesmodel,Seven

	Domains of John Mullins, Business Model Canvas; Opportunity Analysis- Opportunities in Emerging/Transition/Decline industries, at the bottom of the pyramid, in social sector, arising out of digitization; The business plan- Elements of Business Plan [10 hours]
Unit IV	Innovation: Difference between innovation and creativity, and its role in Industry and organizations, Types of Innovation, Innovation Process, Approaches to innovations, Assumptions & Barriers to Innovation, Innovation Sources [07 hours]
Unit V	Design Thinking: Meaning of Design Thinking, rise of Design Thinking, Design Thinking for competitive advantage, Power of Design Thinking in Entrepreneurship, Design thinking in various sectors (Health, Finance, Education, Infrastructure) [07 hours]
Text Books	
1	Entrepreneurship (6th Edition) – Robert D. Hisrich, Tata McGraw Hill
2	Industries and Entrepreneurship (2003) – Vasant Desai, Himalaya Publishing House
3	Entrepreneurial Development – S.S. Khanka, S. Chand & Co
4	Design Thinking by Michael G. Luchs, K. Scott Swan, Abbie Griffin
Reference Books	
1	Entrepreneurial Development – S.S. Khanka (S. Chand & Co.). Entrepreneurship Development – E. Gordon, K. Natarajan (Himalaya Publishing House, Delhi)
2	Entrepreneurship Development – E. Gordon, K. Natarajan (Himalaya Publishing House, Delhi)
3	Entrepreneurship Management – Passion Works Wonders – Vasant Desai (Himalaya Publishing House)
Useful links	
1	https://www.youtube.com/watch?v=UEngvxZ11sw
2	https://archive.nptel.ac.in/courses/110/106/110106141/

Contributions for syllabus designing:

S.No.	Name of the Person	Designation	Organization
1	Dr. Surendra Jogi	Assistant Professor	JDCOEM
2	Dr. Jonathan Joseph	Assistant Professor	JDCOEM


Chairman,
 605, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

Semester	CourseCode	Nameofthecourse	L	T	P	Credits
II	MB2T008	SectoralAnalysis	2	0	0	2

Prerequisitesforthecourse	
1	A good understanding of financial accounting principles, financial statements and their analysis
2	A basic understanding of macro and micro economics

Prior Reading Material/useful links	
1	https://www.youtube.com/watch?v=wLDPMIVSxTQ
2	https://www.youtube.com/watch?v=D3mVJvSz9WQ

Course Outcomes: At the end of the Course, the learner will be able to

Sr.No	Course outcome number	CO statement
1	CO1	Explain the key terms and processes in Sectoral analysis
2	CO2	Discuss factors responsible for sectoral trends
3	CO3	Apply appropriate Strategic analysis tool for a given sector
4	CO4	Discuss Sector specific regulatory framework
5	CO5	Evaluate sectoral performance through analyzing financial data

Syllabus:

Course Contents	
Unit I	Introduction to Sectoral Analysis: Significance, objectives, and relevance in business strategy. Impact of Key economic indicators on sectors: GDP, inflation, and employment. Strategic analysis for sectors: Porter's Five Forces, SWOT Analysis, Value Chain Analysis.
Unit II	Sectoral Trends: Emerging Technologies and Innovation, Impact of technology advancement on sectors; Strategic Planning and Future Trends: Strategic Planning in Sectors, sector-specific business strategies, Long-term planning and adaptation, understanding factors influencing demand and supply trend within sectors; Identifying changing consumer behaviors; International Markets and Globalization, Cross-border sectoral challenges and opportunities.
Unit III	Sectoral Performance Analysis: Financial Analysis of Sectors- Key financial ratios for sectoral evaluation, Assessing sectoral stability and growth potential, Identifying investment opportunities and sector-specific risks. Regulatory Environment: sector-specific regulations, Compliance and governance issues. Sustainability and ESG Factors: Evaluating environmental, social, and governance factors within sectors.

Pawar

Chairman,
JOS, Department of Management Studies
JD College of Engineering & Management
Nagpur

TextBooks	
1	InvestmentValuation:ToolsandTechniquesforDeterminingtheValueofany Asset,AswathDamodaran,Wiley;3rdedition,
2	"CompetitiveStrategy:TechniquesforAnalyzingIndustriesandCompetitors"by Michael Porter
3	IndianEconomy,RameshSingh,McGrawHillEducation(India)PrivateLimited, StandardEdition(3May2023)
4	Financial MarketInnovation-Sectoral Analysis, Dr.TripttiTripathi, Serials PublicationsPvt.Ltd.
ReferenceBooks	
1	IndianIndustry-PoliciesandPerformance,ArunSKumar,
2	Marketing Strategies & Management: A Sectoral Analysis,Dr Makarand Upadhyaya,NewCenturyPublications;1stedition
3	SectoralAnalysisof47thMeetingofGSTCouncilbyTaxmann'sAdvisoryTeam, KindleEditionbyTaxmann.
Usefullinks	
1	https://www.youtube.com/watch?v=D3mVJvSz9WQ
2	https://www.youtube.com/watch?v=vXtCe9dKWqw
3	https://www.youtube.com/watch?v=c280rI1Ojtc
4	https://www.youtube.com/watch?v=wYiqs3LmZbk&list=PL74rUQSqLRsLu7k9mvs-mLvTpMzVA8Lbd

Contributionsforsyllabusdesigning:

S.No.	NameofthePerson	Designation	Organization
1	Dr.ManojRao	AssistantProfessor	JDCOEM
2	Dr.SurendraJogi	AssistantProfessor	JDCOEM

Paaven
Chairman,
 605, Department of Management Studies
 J D College of Engineering & Managemen
 Nagpur

Semester	CourseCode	Nameofthecourse	L	T	P	Credits
II	MB2L009	SpreadsheetLab	0	0	2	1

Pre-requisitesforthecourse	
1	StudentshouldknowthebasicsofMS Excel

PriorReadingMaterial/usefullinks	
1	https://www.youtube.com/watch?v=LgUCyWhJf6s
2	https://www.youtube.com/watch?v=cL5GXQMkjMU

CourseOutcomes: AttheendoftheCourse,thelearnerwillbeableto

Sr.No	Course outcome number	COstatement
1	CO1	Useadvancedfunctionsandproductivitytoolstoassistindeveloping worksheets
2	CO2	ManipulatedatalistsusingOutline,AutofilterandPivotTables
3	CO3	Auditandcheckworksheetsandworkbooksforerrors
4	CO4	Presentconcisevisualreportsofcomplexdata
5	CO5	RecordrepetitivetasksbycreatingMacros

Syllabus:

Sr.No	PRACTICALLISTMSEXCEL
1	NewinExcel2013 /2016 &365 - NewCharts–Treemap&Waterfall,Sunburst, BoxandwhiskerCharts, ComboCharts–SecondaryAxis,AddingSlicersTool in Pivot&Tables,UsingPowerMapandPowerView,ForecastSheet
2	Sparklines-Line,Column&Win/Loss-Using3-DMap,NewControls inPivot Table– Field,ItemsandSets,VariousTimeLines, Autocompletea datarangeand list, Quick Analysis Tool, Smart Lookup and manage Store
3	SortingandFiltering -FilteringonText,Numbers&Colours,SortingOptions, AdvancedFilters PrintingWorkbooks -SettingUpPrintArea,Customizing Headers & Footers, Designing the structure of a template,
4	WhatIfAnalysis -GoalSeek,ScenarioAnalysis,DataTables(PMT),Solver Too, LogicalFunctions -IfFunction,HowtoFixErrors–iferror,NestedIf, Complex if and or functions
5	DataValidation -Number,Date& TimeValidation, Text andListValidation, Customvalidationsbasedonformula,DynamicDropDownListCreationusing DataValidation–DependencyList
6	LookupFunctions –Vlookup/HLookup,IndexandMatch,CreatingSmooth UserInterfaceUsingLookup,NestedVLookup,ReverseLookup,Worksheet linking using Indirect

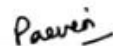
Paaveni

7	PivotTables Creating Simple Pivot Tables, Basic and Advanced Value Field Setting, Classic Pivot table, Choosing Field, Filtering Pivot Tables, Modifying Pivot Table Data,
8	Arrays Functions , What are the Array Formulas, Use of the Array Formulas? Basic Examples of Arrays. Array with if, len and mid functions formulas.
9	Charts and slicers - Various Charts i.e. Bar Charts/Pie Charts/Line Charts, Using SLICERS, Filter data with Slicers, Manage Primary and Secondary Axis
10	Excel Dashboard - Planning a Dashboard, Adding Tables and Charts to Dashboard, Adding Dynamic Contents to Dashboard
11	VBA Macro- Introduction to VBA - What is VBA? What Can You Do with VBA? Recording a Macro, Procedure and functions in VBA
12	Variables in VBA - What is Variables?, Using Non-Declared Variables, Variable Data Types, Using Const variables
13	Message Box and Input box Functions - Customizing Msg boxes and Input box, Reading Cell Values into Messages, Various Button Groups in VBA. If and select statements - Simple If Statements, The Else if Statements, Defining select case statements
14	Looping in VBA - Introduction to Loops and its Types, The Basic Do and For Loop, Exiting from a Loop, Advanced Loop Examples
15	Mail Functions – VBA - Using Outlook Namespace, Send automated mail, Outlook Configurations, MAPI, Worksheet / Workbook Operations, Merge Worksheets using Macro. Merge multiple excel files into one sheet, Split worksheets using VBA filters, Worksheet copiers

Textbooks	
1	Excel 2022: by Harrison Masters
2	Mastering Excel: Goal Seek & Solver by Mark Moore
Reference Books	
1	Step-By-Step Optimization With Excel Solver – The Excel Statistical Master by Mark Harmon.
Useful links	
1	https://spreadsheeto.com/blog/
2	https://youtu.be/Y8xhUa3KH4

Contributions for syllabus designing:

S.No.	Name of the Person	Designation	Organization
1	Dr. Surendra Jogi	Assistant Professor	JDCOEM
2	Dr. Jonathan Joseph	Assistant Professor	JDCOEM
3	Prof. Yamini Dwivedi	Assistant Professor	JDCOEM


Chairman,
 605, Department of Management Studies
 J D College of Engineering & Management
 Nagpur



**JAIDEVEDUCATIONSOCIETY'S
JDCOLLEGE OF ENGINEERING AND
MANAGEMENT
KATOL ROAD, NAGPUR**



Website: www.jdcoem.ac.in E-mail: info@jdcoem.ac.in
(An Autonomous Institute, with NAAC "A" Grade)
Affiliated to DBATU, RTMNU & MSBTE Mumbai
Department of Management Studies

VISION	MISSION
To evolve as a center that provides excellent learning and research environment for nurturing future management professionals.	1. To develop in the students strong domain knowledge and a passion for lifelong learning. 2. To develop managerial and leadership skills in the students along with a strong sense of ethics, social responsibilities and Professional values.

**Program: Master of Business Administration
SPECIALIZATION-FINANCIAL MANAGEMENT
Security Analysis**

Semester	Course Code	Name of the course	L	T	P	Credits
III	MB3T101	Security Analysis	3			3

Prerequisites for the course	
1	Proficiency in quantitative methods, including statistical analysis and financial calculations, enables students to analyze financial data, assess risk, and make informed decisions.

Prior Reading Material/ useful links	
1	https://onlinecourses.nptel.ac.in/noc23_mg112/unit?unit=17&lesson=18
2	https://onlinecourses.nptel.ac.in/noc23_mg112/unit?unit=17&lesson=19

Course Outcomes: At the end of the Course, the learner will be able to

Sr. No	Course outcome number	CO statement
1	CO1	Discuss the basic concepts of Investments, Security market, Security valuation, Risk & Return, and Fundamental & Technical analysis.
2	CO2	Compute the value of equity, preference, and debentures/bonds
3	CO3	Assess risk-return analysis and measure portfolio risk effectively.
4	CO4	Explain different tools of Fundamental analysis.
5	CO5	Appraise different Technical tools to understand market conditions.

Syllabus:

Course Contents

Paavani

Chairman,

JDS, Department of Management Studies
J D College of Engineering & Management
Nagpur

Unit I	Investment Basics and Security Analysis: Meaning and objective of investment, Introduction to Money Market and Money Market Participants, Introduction to security market and security market participants. Introduction to Security analysis. [8 hours]
Unit II	Security Valuation: Overview of Valuation, Valuation of Equity Share, Valuation of Preference shares, and Valuation of Debentures/Bonds. [8 hours]
Unit III	Risk & Return analysis: Concept of Risk, Types of Risk- Systematic risk, Unsystematic risk, various measures of Risk Measures of return and risk- Expected rates, required rate of return, risk-free rate of return. [8 hours]
Unit IV	Fundamental Analysis: Concept, Economic Analysis- factors, tools & techniques used for analysis; Industry Analysis- factors, tools & techniques used for analysis; Company Analysis- factors, tools & techniques used for analysis. [8 hours]
Unit V	Technical Analysis: Meaning, Assumptions & Principles of Technical Analysis; Technical Analysis- Tools and techniques for analysis, Dow Theory, Charting Techniques, Market Indicators, Support and Resistance level, Interpreting Price Patterns, Decision using data analysis; Fundamental Analysis vs Technical Analysis. [8 hours]
Text Books	
1	Investment Analysis & Portfolio Management – Prasanna Chandra, Tata McGraw Hill Publications.
2	Investment Management- Security Analysis & Portfolio Management: V.K. Bhalla, S. Chand.
3	Financial Management, I.M. Pandey, 12 th Edition, Pearson Education.
4	Financial Management- Theory/Problems/Cases, Ravi Kishore, 8 th Edition, Taxmann Publications Pvt. Ltd.
5	Financial Management: R.P. Rustagi, Galgotia Publication House.
Reference Books	
1	Securities Analysts and Portfolio Management, V.A. Avadhani, 12 th Edition, Himalaya Publishing House, ISBN-13: 978-9352029921
2	Security Analysis and Portfolio Management, M. Ranganathan & R. Madhumathi, 2 nd edition, Pearson Education India ISBN-13: 978-8131759202
Useful links	
1	http://icmai.in/
2	http://www.icai.org/
3	http://www.nism.ac.in/

Contribution to syllabus designing:

S. No.	Name of the Person	Designation	Organization
1	Dr. Manoj Rao	Assistant Professor	JD COEM
2	Dr. Manoj Pandey	Assistant Professor	JD COEM

Portfolio Management

Semester	CourseCode	Nameofthecourse	L	T	P	Credits
III	MB3T102	PortfolioManagement	3			3

Pre-requisitesforthecourse

1	Proficiencyinquantitativemethods,includingstatisticalanalysisand financialcalculations,enablesstudentstoanalyzefinancialdata,assessrisk, andmakeinformed decisions.
---	---

PriorReadingMaterial/useful links

1	https://onlinecourses.nptel.ac.in/noc23_mg112/unit?unit=17&lesson=18
2	https://onlinecourses.nptel.ac.in/noc23_mg112/unit?unit=17&lesson=19

CourseOutcomes: At theend oftheCourse, the learnerwill beable to

Sr. No	Course outcome number	CO statement
1	CO1	Outlinetheconceptofportfolio management,Risk-Returnand Mutual Funds
2	CO2	Applyportfolio theoriesinoptimalportfolio selection
3	CO3	Calculateriskandreturnofportfoliousingvariousconceptscoveredin the syllabus.
4	CO4	Calculatemutual fundNAV& Pricing
5	CO5	Evaluateportfolioperformanceusingvariousmeasuresincluding Treynor,Sharpe,andJensen ratios.

Syllabus:

CourseContents	
UnitI	PortfolioManagement: Introduction, Types, Objectives, principles& Phases of Portfolio Management, FactorsofPortfolioinvestment decision.[8 hours]
UnitII	PortfolioTheories: MarkowitzModel, Sharpe'ssingleindexmodel, Capital Assetpricingmodel, SecurityMarketline, Capitalmarketline, ArbitragePricing Theory. [8 hours]
UnitIII	Efficient Capital Markets Hypothesis: Need, EMH - forms, tests and results, Implications of efficient capital markets; Random walk Hypothesis, Indian Markets and Efficiency. [8 hours]
UnitIV	MutualFunds: BasicsofMF, EvolutionofMF, Classification, TypesofSchemes, AdvantagesandDrawbacks, NAVandpricingofmutualfundunits; Returnson Investment. [8hours]
UnitV	PortfolioPerformanceMeasurement -Concept, MeasuresofPortfolioand Mutual Funds Performance -Treynor, Sharpe and Jensen. [8 hours]

Text Books	
1	Investment Analysis & Portfolio Management – Prasanna Chandra, Tata McGraw Hill Publications.
2	Investment Management - Security Analysis & Portfolio Management: by V. K. Bhalla, S. Chand.
3	Financial Management by I. M. Pandey, 12th Edition, Pearson Education.
4	Financial Management - Theory/Problems/Cases by Ravi Kishore, 8th Edition, Taxmann Publications Pvt. Ltd.
5	Financial Management: R. P. Rustagi, Galgotia Publication House.
Reference Books	
1	Securities Analysis and Portfolio Management, V. A. Avadhani, 12th Edition, Himalaya Publishing House, ISBN-13: 978-9352029921
2	Security Analysis and Portfolio Management, M. Ranganathan & R. Madhumathi, 2nd edition, Pearson Education India ISBN-13: 978-8131759202
Useful links	
1	http://icmai.in/
2	http://www.icai.org/

Contributions for syllabus designing:

S. No.	Name of the Person	Designation	Organization
1	Dr. Manoj Rao	Assistant Professor	JD COEM
2	Dr. Manoj Pandey	Assistant Professor	JD COEM

Paavni
Chairman,
 605, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

Insurance Management

Semester	Course Code	Name of the course	L	T	P	Credits
III	MB3T103	Insurance Management	3	0	0	3

Prerequisites for the course	
1	No pre requisites

Prior Reading Material/useful links	
1	https://irdai.gov.in/evolution-of-insurance
2	https://financialservices.gov.in/beta/en/page/insurance-overview#:~:text=Further%20

Course Outcomes: At the end of the Course, the learner will be able to

S.No	Course outcome number	CO statement
1	CO1	Discuss the working and functioning of the Insurance Sector
2	CO2	Explain the concepts of life insurance Business
3	CO3	Analyze the general Insurance Market in India
4	CO4	Examine the inter-relationship between Insurance & Risk Management.
5	CO5	Evaluate the Health Insurance Market in India

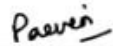
Syllabus:

Course Contents	
Unit I	Introduction to Insurance Management: Definition of insurance - Characteristics of insurance – Principles of contract of insurance – General Concepts of Insurance – Insurance and hedging – Types of insurance – Insurance intermediaries-Insurance Regulatory and Development Authority (IRDA) [8 hours]
Unit II	Life Insurance Business: Fundamental principles of life insurance – Basic features of life insurance contracts – Individual and group policies – Term insurance – Whole life insurance and its variants – Endowment insurance and its variants – Annuities – Policies for children and females – Policies for handicapped lives – Pension plans – Health insurance – Claims settlement. [8 hours]
Unit III	General Insurance Business: Fundamental principles of general insurance – Fire insurance – Marine insurance – Motor insurance – Personal accident insurance – Liability insurance – Miscellaneous insurance – Claims settlement. [8 hours]

UnitIV	Health Insurance: Meaning and Importance of Health insurance - Concept of Health - Determinants of health - Healthcare – Stakeholders in India - Factors affecting the health system - Current status of healthcare - Health Economics and its role in healthcare financing – Model – Health insurance issues in India. [8 hours]
UnitV	Risk Management: Objectives of risk management – Risk management process – Identifying and evaluating potential losses – Selecting appropriate technique for treating loss exposure – Risk financing – Implementing and administering risk management program – Personal risk management – Loss forecasting. [8 hours]
Text Books	
1	George Rejda, Principles of Risk Management and Insurance, Pearson Education.
2	S. Balachandran, General Insurance, Insurance Institute of India.
3	Kanika Mishra, Fundamentals of Life Insurance, Theories and Applications, PHI: Delhi.
4	Trieschmann, Gustavson, Hoyt, Risk Management and Insurance, South Western College Publishing.
5	Insurance Institute of India – IC27-Health Insurance
Reference Books	
1	Insurance Institute of India-IC23-Application of Life Assurance, IC30–Practice of Life Assurance, IC33–Life Assurance
2	Gupta, P.K, Insurance and Risk Management, Himalaya Publishing House
3	Edwin Jerome Faulkner, Health Insurance, McGraw-Hill Insurance series
Useful links	
1	https://www.youtube.com/watch?v=IKpkzPKCogA&list=PLJoALJA_KMODvdAOKDmipEB5jOuNbaY1z
2	https://www.youtube.com/watch?v=ndJg6C_U4MM&list=PLrt8bwOmGRknqwX2s2ni8t5UOStwZ_kDn
3	https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1505.pdf
4	https://policyholder.gov.in/documents/38105/41869/Introduction+to+Insurance.pdf/a2996152-7598-fda0-58de-c24a0da8c69e?version=1.0&t=1631522672617

Contributions for syllabus designing:

S. No.	Name of the Person	Designation	Organization
1	Dr. Manoj B Pandey	Assistant Professor	JD COEM
2	Dr. Manoj Rao	Assistant Professor	JD COEM


Chairman,
 605, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

Mergers, Acquisitions & Corporate Restructuring

Semester	Course Code	Name of the course	L	T	P	Credits
III	MB3T104	Mergers, Acquisitions & Corporate Restructuring	3			3

Pre-requisites for the course

1	Proficiency in quantitative methods, including statistical analysis and financial calculations, enables students to analyze financial data, assess risk, and make informed decisions.
---	---

Prior Reading Material/ useful links

1	https://onlinecourses.nptel.ac.in/noc24_mg39/unit?unit=16&lesson=17
2	https://onlinecourses.nptel.ac.in/noc24_mg39/unit?unit=16&lesson=18

Course Outcomes: At the end of the Course, the learner will be able to

Sr. No	Course outcome number	CO statement
1	CO1	Explain various concepts and terminologies used in mergers and acquisition.
2	CO2	Assess Takeover Defences and Recent Developments in M&A.
3	CO3	Evaluate the role of mergers and acquisitions in creating value for businesses.
4	CO4	Apply different business valuation approaches in M&A.
5	CO5	Outline Corporate Restructuring and its Various Forms

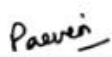
Syllabus:

Course Contents	
Unit I	Introduction of M&A: Meaning of M&A, Rationale of M&A, different forms M&A, Reasons for failure of M&A, Analyzing the strategy behind recent merger and acquisition. [8 hours]
Unit II	Takeover Defences and Current Developments: Takeover Tactics and Anti-takeover Defences, Recent Mergers and Acquisitions, Process of searching target company and due diligence for M&A. [8 hours]
Unit III	M& A Financial Framework: Motives of Mergers and Acquisitions, Synergy: Meaning and types of synergies, Assessing Merger as a Source of value addition: Gains from Merger and financial Evaluation. [8 hours]
Unit IV	Valuation in M&A: Business valuation approaches-asset based, market based and income based approaches-Exchange Ratio (Swap Ratio)-Methods of determining exchange rate. Post-Merger Performance Appraisal using various ratios. [8 hours]

Unit V	Corporate Restructuring: Concept, Motives of Restructuring; Different Forms of Corporate Restructuring- sell-off, spin-off, divestitures, demerger, Equity Carve Out (ECO), Leveraged Buy Outs (LBO), Management Buy Out (MBO), Master Limited Partnership (MLP), Limited Liability Partnership (LLP) and joint ventures. [8 hours]
Text Books	
1	Mergers Acquisitions & Corporate Restructuring- Strategies & Practices, Rabi Narayan Karand Minakshi, Taxmann Publications Pvt. Ltd
2	Mergers and Acquisitions, Sheeba Kapil and Kanwal N. Kapil, Wiley.
3	Mergers, Acquisitions and Takeovers, Machiraju H.R., New Age International (P) Ltd., New Delhi 2003.
4	Financial Management- Theory/Problems/Cases by Ravi Kishore, 8th Edition, Taxmann Publications Pvt. Ltd.
5	Financial Management: R.P. Rustagi, Galgotia Publication House.
Reference Books	
1	Mergers and Acquisitions: Rajinder S. Aurora, Kavita Shetty & Sharad Kale, Oxford University Press
2	Takeovers, Restructuring and Corporate Governance, Weston, Mitchell and Mulherin, 4th Edition, Pearson Education
Useful links	
1	http://icmai.in/
2	http://www.icai.org/
3	https://egyankosh.ac.in/

Contributions for syllabus designing:

S.No.	Name of the Person	Designation	Organization
1	Dr. Manoj Rao	Assistant Professor	JDCOEM
2	Dr. Manoj Pandey	Assistant Professor	JDCOEM


Chairman,
 605, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

Commercial Banking in India

Semester	Course Code	Name of the course	L	T	P	Credits
III	MB3T105	Commercial Banking in India	3	0	0	3

Pre-requisites for the course	
1	No pre requisites

Prior Reading Material/ useful links	
1	NIL

Course Outcomes: At the end of the Course, the learner will be able to

Sr. No	Course outcome number	CO statement
1	CO1	Outline the structure, functioning and operations of Indian commercial Banks
2	CO2	Summarize the functions of Commercial banks
3	CO3	Explain the Banking Sector reform.
4	CO4	Discuss the practical banking instruments
5	CO5	Outline the risk management concept of banks

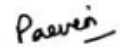
Syllabus:

Course Contents	
Unit I	Banking Structure and Theories: Definition of banking – history of banking in India-bank nationalization-structure of banking in India-Banking Regulation Act, 1949-Socio,Economic and legal environment of banking business in India-RBI and its function [8 hours]
Unit II	Commercial Banks : Meaning & Definition of Commercial Banks, Function of Commercial Banks, Role of Commercial Bank in India, Credit Creation by commercial bank, Monetary policy of RBI – Repo rate and Reverse Repo rate – Call rate – SLR & NLR [8 hours]
Unit III	Banking sector reforms: New generation banks and emerging trends in banking – e-banking, ATM, CDM, EFT, – Internet banking – Mobile banking, NEFT, RTGS, IMPS, UPI, Core banking, Cheques Transactions system, Debit and Credit cards, KYC, MICR [8 hours]
Unit IV	Practical Banking: Banker-customer relationship – General and special relations – Garnishee order – Negotiable instruments – Credit instruments – Cheques, drafts, promissory notes, bills of exchange. Types of credit – loans and advances – cash credit – overdraft – discounting of bills of exchange. Modes of creating charges – lien, pledge, mortgage & hypothecation. [8 hours]

Unit V	Risk Management: Concept of Risk in commercial banking, types of Risks, RBI Guidelines for Risk Management, Risk Management System. [8 hours]
Text Books	
1	Sayers RS (1977), Modern Banking, OUP, New Delhi
2	Hajela T. N., 2009 Money And Banking, Ane Books Pvt Ltd, New Delhi
3	Sundaram KPM, Banking Theory, Law And Practice, Sultan Chand and sons, New Delhi
4	M. R. Baye. D. W. Jansen 1996, Money, Banking And Financial Markets, AITBS (Indian)
5	K. C. Shekhar: Banking-theory and practice, Vikas publishing house, New Delhi
Reference Books	
1	Rangarajan C. (1998), Indian Economy: Essay on Money and Finance, UBS Publishers and Distributors, New Delhi.
2	M. H. Dekock (1974), Central Banking, Universal Book Stall, Delhi (reprint edition)
3	H. R. Machiraju (2013), Indian Financial System, Vikas Publishing House Pvt Ltd, New Delhi
Useful links	
1	https://www.youtube.com/watch?v=uFCCVEg2Mg8
2	https://www.youtube.com/watch?v=YxrKLXj4aHo&list=PLbRMhDVUMngeBAuh698gdg_NoNixKtLo6
3	https://www.youtube.com/watch?v=i4Gqou6zlyY&list=PLbRMhDVUMngeBAuh698gdg_NoNixKtLo6&index=4
4	https://www.youtube.com/watch?v=e19oVuQKaBI&list=PLbRMhDVUMngeBAuh698gdg_NoNixKtLo6&index=3

Contributions for syllabus designing:

S. No.	Name of the Person	Designation	Organization
1	Dr. Manoj B. Pandey	Assistant Professor	JD COEM
2	Dr. Manoj Rao	Assistant Professor	JD COEM


Chairman,
 605, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

SPECIALIZATION-MARKETINGMANAGEMENT

ConsumerBuying Behaviour

Semester	CourseCode	Nameofthecourse	L	T	P	Credits
III	MB3T201	ConsumerBuyingBehaviour	3	0	0	3

Prerequisitesforthe course	
1	Nopre requisites

PriorReadingMaterial/useful links	
1	https://dde.pondiuni.edu.in/files/StudyMaterials/MBA/MBA3Semester/General/1Consume/1Behaviour.pdf
2	https://nptel.ac.in/courses/110105029

CourseOutcomes: At theend oftheCourse, the learnerwill beable to

Sr. No	Course outcome number	COstatement
1	CO1	Outline theconceptofConsumerBehaviour&describeConsumer researchprocessindetail
2	CO2	Describe the consumerdecisionprocess.
3	CO3	Explain theimpactofconsumer'smotivation,personalityonthe buyingbehaviour
4	CO4	Analyze thegroupdeterminantofconsumerbuyingbehaviour
5	CO5	Demonstrate thebasicknowledgeofconsumerprotectionact.

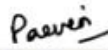
Syllabus:

Course Contents	
Unit I	IntroductiontoConsumerBehaviour(CB): NatureandImportanceofCB, applicationofCBinMarketing,Consumer Researchprocess,Factorsinfluencing ConsumerBehaviour. [8hours]
UnitII	Consumer Decision making Process: Problem recognition · Information Search Process and Evaluation · Purchasing process · Post purchase behaviour · Models ofCB-ConsumerDecisionMakingModels–BlackBoxModel-Economicmodel -Howard&Sheth model[8 hours]
UnitIII	Individual Determinants of CB: Perception: process, Consumer Imagery, perceived risk; Learning: principles, theories ; Personality: nature, theories, self-concept, psychographic and life style; Attitude: Structural model of attitude, attitudeformation&change;Motivation:needs/motives&goals,dynamicnature of motivation[8 hours]
Unit IV	GroupDeterminantsofCB: Referencegroupinfluence:typesofconsumer relevantgroups,factorsaffectinggroupinfluence,applicationofreferencegroup

	concept. · Family: functions of family, family decision making, family life cycle (FLC) · Opinion Leadership and Personal influence. Diffusion of Innovation: Adoption Process, Diffusion process; Environmental Influences on CB: · Social class, Lifestyle Profile of Social class, application to CB · Culture: characteristics, cross cultural understanding. [8hours]
Unit V	Marketing Communications, Consumer Rights: Marketing Communication Process, Types of Communication systems – Interpersonal, Impersonal, Persuasive Communication, Consumer Protection Act 2019, rights of consumers [8hours]
Text Books	
1	Consumer Behaviour – Schiffman, Kanuk & Kumar
2	Consumer Behaviour & Branding – Kumar
3	Why We Buy: The Science of Shopping – Paco Underhill, Simon & Schuster
4	Consumer Behaviour – Evans, Jamal and Foxall, Wiley India Pvt. Ltd.
5	Consumer Behaviour – Satish K Batra, SHH Kazmi
Reference Books	
1	Consumer Behaviour in Indian Context – KK Srivastava, Sujata Khandai
2	Hawkins, Best and Coney, Consumer Behaviour, Tata McGraw Hill, New Delhi
3	John A Howard, Consumer Behaviour in Marketing Strategy, Prentice Hall New Delhi
Useful links	
1	https://www.youtube.com/watch?v=jSrC-EWYIJQ&list=PLbMVogVj5nJTo1na559Me_hdk_gvp9HT0
2	https://www.youtube.com/watch?v=UdiFux7FRhk
3	https://www.youtube.com/watch?v=-wisIuI7GDQ
4	https://www.youtube.com/watch?v=KILsxmXUm_M

Contributions for syllabus designing:

S. No.	Name of the Person	Designation	Organization
1	Dr. Ujwala Dange	Associate Professor	JD COEM
2	Dr. Manoj B Pandey	Assistant Professor	JD COEM


Chairman,
 BOS, Department of Management Studies
 JD College of Engineering & Management
 Nagpur

Sales&Distribution Management

Semester	CourseCode	Nameofthecourse	L	T	P	Credits
III	MB3T202	Sales&DistributionManagement	3	0	0	3

Prerequisitesforthe course

1	Studentsshouldunderstandimportanceof Marketing
---	--

PriorReadingMaterial/useful links

1	https://byjus.com/commerce/difference-between-sales-and-marketing/
---	---

CourseOutcomes: AttheendoftheCourse,thelearnerwillbeableto

Sr. No	Course outcome number	CO statement
1	CO1	Identify appropriateSalesForecastingmethodtobeadoptedbya company.
2	CO2	Design aneffectiveSalesCompensationPlanforSalesExecutive.
3	CO3	Outline differentlevelsofdistributionchannelsused bythecompany
4	CO4	Describe the process ofSupplyChain and ReverseLogistics.
5	CO5	Develop e-retailingstrategyasachannel of distribution

Syllabus:

Course Contents	
Unit I	Introduction to Sales Management - Definition and meaning, Objectives, Sales Research,SalesForecasting,SalesForecastingmethods,SalesPlanning&control: Goalsetting,Performancemeasurement,diagnosisandcorrectiveactions, Estimatingmarket and SalesPotentials [8 hours]
Unit II	Sales Organization – Setting up a sales organization, Personal Selling, Management of Sales force, Recruitment & Selection, Training, Motivation and Evaluation,CompensatingSalesForce,TerritoryManagement,SalesBudget,Sales Quota[8hours]
Unit III	Physical Distribution – Definition, Importance – participants in physical distribution process - Different forms of channels - Wholesaling and Retailing, ChannelforConsumergoods,IndustrialGoods &Services– Integrated Marketing Channels–Horizontal,Vertical, andMulti -channelmarketingSystems.[8hours]
Unit IV	SupplyChainManagement –concept–significance–components–Order processing–MaterialHandling–Transportation–Warehousing–Inventory Management–Reverse Logistics,E-enabledsellinganddistribution[8hours]
Unit V	E-commerceande-retailing -E-commerceande-retailingasachannelofdistribution,electronicintermediaries,DisintermediationandRe-intermediation,e-enabledlogistics managementandtrackingsystems.[8 hours]
TextBooks	

Pavani

1	SalesManagement–DecisionStrategyandCases,5thEdition, RichardR. Still,
	EdwardW. Cundiff&NormanGovani, Pearson, ISBN978-81-317-1089-0
2	SalesDistributionManagement, K. ShridharaBhat, HimalayaPublishingHouse PvtLtd, ISBNNumber:978-93-5051-411-5
3	RetailManagement:FunctionalPrinciplesandPractices, GibsonG. Vedamani, 5 th Edition, Pearson, ISBN–978-93-868-7327-9,
ReferenceBooks	
1	SalesandDistributionManagement:TextandCases, 3rdEdition, KrishnaK Havaladar&VasantCavale, McGrawHillEducation, ISBN-13:978-9352607730
2	SalesandDistributionManagement, 2ndEdition, TapanKPanda&Sunil Sahadeva, Oxford; ISBN-13:978-0198077046
3	SalesandDistributionManagement: APracticebasedapproach, Ramendra Singh, VikasPublishing, ISBN-13:978-9325994065
4	SalesManagement: ConceptsandCases, 10ed, ISV, WiilliamL. Cron&Thomas E. Decarlo, Wiley, ISBN-13:978-8126526383
Usefullinks	
1	https://onlinecourses.nptel.ac.in/noc20_mg13/preview
2	https://www.edureka.co/blog/sales-and-distribution-management/
3	https://www.shine.com/blog/sales-and-distribution-management

Contributionsforsyllabus designing:

Sr.No	Nameof theperson	Designation	Organization
1	Dr. Ujwala Dange	AssociateProfessor	JDCOEM
2	Dr. ManojBPandey	Assistant Professor	JDCOEM

Paaven
Chairman,
 605, Department of Management Studies
 J D College of Engineering & Managemen
 Nagpur

Integrated Marketing Communication

Semester	Course Code	Name of the course	L	T	P	Credits
III	MB3T203	Integrated Marketing Communication	3	0	0	3

Pre-requisites for the course	
1	Students should understand importance of Marketing

Prior Reading Material/ useful links	
1	https://www.marketingtutor.net/marketing-communication/
2	https://www.economicdiscussion.net/marketing-management/marketing-communication-meaning-purpose-role-process-and-strategies/31623

Course Outcomes:

Sr.No	Course outcome number	CO statement
1	CO1	Outline the Integrated marketing communication Process for a company/product.
2	CO2	Develop a creative message strategy for a product & execute it.
3	CO3	Prepare IMC campaign for a given product
4	CO4	Construct Brand Positioning for a given product.
5	CO5	Develop branding strategies for a product/company, brand marketing program

Syllabus:

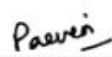
Course Contents	
Unit I	Marketing Communication: Introduction, Objectives, using MC to build brand, Introduction to IMC: concepts partners & industry organization. How brand communication works, how brand decision makers respond to MC messages. IMC planning process [8 hours]
Unit II	Creating Sending & Receiving IMC messages- How to develop creative message strategy, how to get a big idea; Message execution [8 hours]
Unit III	Media Planning: Media classifications, Advertising & IMC Media Planning, consumer sales promotion, trade promotion, Personal selling, public relations, direct marketing, event marketing and customer services; Evaluating IMC campaigns [8 hours]
Unit IV	Brand Management & Brand Equity: Meaning, Scope of Brand, Brand Management. Branding Challenges & opportunities. Strategic Brand Management – need & process. Identifying & Establishing Brand Positioning & Values-Brand Equity, customer-based brand equity, brand positioning [8 hours]
Unit V	Planning & implementing brand marketing program, Measuring & implementing brand performance [8 hours]
Text books	

Paavni

1	Principles of Advertising & IMC, Tom Duncan, McGraw-Hill, second edition
2	Strategic Brand Management, Third edition, Kelvin Lane Keller, Pearson Education
Reference Books	
1	Advertising & IMC: Principles and Practice, 10th Edition, Sandra Moriarty, Nancy Mitchell, William Wells, Pearson, ISBN-13: 978-0133506884
2	Product and Brand Management, Tapan Panda, Oxford University Press; First edition, ISBN-13: 978-0199460496
3	Principles of Integrated Marketing Communications, Lawrence Ang, Cambridge University Press; 1st edition, ISBN-13: 978-1107649187
Useful links	
1	https://www.marketingtutor.net/integrated-marketing-communication/
2	https://ahrefs.com/blog/imc/
3	https://influencermarketinghub.com/integrated-marketing-communications/

Contributions for syllabus designing:

Sr.No	Name of the person	Designation	Organization
1	Dr. Ujwala Dange	Associate Professor	JDCOEM
2	Dr. Surendra Jogi	Assistant Professor	JDCOEM
3	Dr. Manoj B. Pandey	Assistant Professor	JDCOEM


Chairman,
 605, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

International Marketing

Semester	CourseCode	Nameofthecourse	L	T	P	Credits
III	MB3T204	InternationalMarketing	3	0	0	3

Pre-requisitesforthe course	
1	Nopre requisites

PriorReadingMaterialusefullinks	
1	https://www.youtube.com/watch?v=XmewTgGxaas&list=PLLy_2iUCG87AV6gOQl5
2	https://www.youtube.com/watch?v=DOF8bnEgLM&list=PLLy_2iUCG87DA1mEH

CourseOutcomes: At theend oftheCourse, the learnerwill beable to

Sr. No	Course outcome number	COstatement
1	CO1	Explain theConceptandscopeof Internationalmarketing
2	CO2	Discuss thedynamicEnvironmentofInternationalmarketing
3	CO3	Identify withtheInternationalProduct,pricing,placeandpromotional strategies
4	CO4	Analyze InternationalMarketchannels&Documentationrequiredin internationalmarketing
5	CO5	Assess theinsightofinternationalinstitutionalinfastructureand documentation.

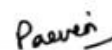
Syllabus:

CourseContents	
Unit I	Introduction to International Marketing: Concept, Importance, Growth and Benefits – Scope and Challenge of international marketing, The dynamic environmentofinternationalmarketing,DomesticMarketingvsInternational Marketing,EPRGframe.[8hours]
UnitII	International Marketing Channel Policy: Managing international distribution channels – Multinational retailers and Wholesalers – Global Logistics – ContemporaryissuesinInternationalmarketing–FutureprospectsinInternational marketing.[8 hours]
UnitIII	InternationalPromotionalPolicy: InternationalPromotion–Concept,Strategies: - International advertising,International Sales Promotion, Sales force and Theirmanagement – Other forms of promotion for global markets. [8 hours]
Unit IV	InternationalPricingPolicy&Strategy: TheProcessofPriceSetting,Pricing Decisions,PriceStrategyAlternatives, InternationalNegotiation.[8hours]

UnitV	International Institutional Infrastructure & Documentation: Institutional infrastructure for export in India, Export Assistance, Introduction to Export documentation&procedures,framework,pre-shipment&postshipment documents. [8 hours]
Text Books	
1	Varshney&Bhattacharya:InternationalMarketingManagement, SultanChand& Sons, Edition9th, 2017,13 Edition
2	P.K.Vasudeva, 'InternationalMarketing'Excelbooks,2016,10edition
3	PhilipR.Cateora,JohnGraham, 'InternationalMarketing', Irvine–Sage Publications, 2016.
4	Rathor,JaniRathor, 'InternationalMarketing', HimalayapublishingHouse
5	S.A.Sherlekar, V.S.Sherlekar, 'GlobalMarketingManagement', Himalaya publishing House
ReferenceBooks	
1	Dana–Nicoleta,Laseu, 'InternationalMarketing', Biztantra2017.
2	R.Srinivasan, 'InternationalMarketing'PrenticeHall India
3	WarrenJ.Keagan,Mark Green, 'GlobalMarketing3/e,Prentice Hall.
Usefullinks	
1	https://www.youtube.com/watch?v=DOF8bnEgLM&list=PLLy_2iUCG87DA1
2	https://www.youtube.com/watch?v=XmewTgGxaas&list=PLLy_2iUCG87AV6
3	https://www.youtube.com/watch?v=wFd8EgVNIJE
4	https://www.youtube.com/watch?v=XmewTgGxaas&list=PLLy_2iUCG87AV6

Contributionsforsyllabus designing:

S. No.	Nameofthe Person	Designation	Organization
1	Dr.Ujwala Dange	AssociateProfessor	JDCEM
2	Dr.ManojBPandey	Assistant Professor	JDCEM


Paavni
 Chairan,
 805, Department of Management Studies
 J D College of Engineering & Managemen
 Nagpur

Digital and Social Media Marketing

Semester	Course Code	Name of the course	L	T	P	Credits
I	MB3T205	Digital and Social Media Marketing	3	0	0	3

Prerequisites for the course	
1	Students should know about digital marketing

Prior Reading Material useful links	
1	https://www.coursera.org/in/articles/digital-marketing-management-lifecycle
2	https://www.udemy.com/course/digital-marketing-management-course-beginner-to-SEO/?couponCode=NVDPRODIN35

Course Outcomes: At the end of the Course, the learner will be able to

Sr.No	Course outcome number	CO statement
1	CO1	Describe the concepts of digital marketing.
2	CO2	Demonstrate initial digital marketing plan.
3	CO3	Examine the concepts of digital marketing and analytics
4	CO4	Analyzing advantages of social media in business
5	CO5	Predict and Demonstrate the use of social media analytic tools

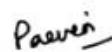
Syllabus:

Course Contents	
Unit I	Introduction: Digital Marketing and its Significance. Traditional marketing V/s digital marketing. Marketing in digital environment, Introduction to E-commerce, types of E-commerce & business models, advantages & Disadvantages, hybrid & multi-channel options [8 Hours]
Unit II	Digital marketing research: Features of marketing research, steps in marketing research, methods of digital marketing research, audience profiling and segmentation. The internet: uses, purposes, online consumer behaviour, direct marketing. [8 Hours]
Unit III	Search Engine Marketing: Introduction, email campaign creation and management, search and display on search engines, pricing models, pagerankings, search engine optimization (SEO) and process, keywords, search engine marketing (SEM) [8 Hours]

UnitIV	Content Marketing & Online Reputation Management: Content Marketing Overview - What is content, Writing Messages and Creating Content, Content Marketing Channels, Content Marketing Plan, Online Reputation Management- SocialCommerce, WordofMouth, User-GeneratedContent, SocialListening. EmergingPlatforms & Technologies. [8 Hours]
UnitV	Social Media Analytic Tools: Monitoring social media team, Impact of various tools of social media, E-commerce impact on social media and vice versa, Social media marketing and its impact on consumers. [8 Hours]
TextBooks	
1	Social Media Data Mining and Analytics, Charles W.I. Hill and Arun Kumar Jain Tata McGraw Hill
2	O. Boykin & A. Chalkiopoulos (2019), International Business Tata McGraw Hill
ReferenceBooks	
1	Social media & web analytics Michael R. Czinkota, Ilkka A. Ronkainen and Michael H. Moffet Cengage Learning
Useful links	
1	https://www.youtube.com/watch?v=kTWyt6KC9Jw&list=PLaAhQ2ofZZRBjpgXHPPpWF0sYwiLD5Gh1k
2	https://www.youtube.com/watch?v=dinRzIVjj7Q

Contributions for syllabus designing:

S. No.	Name of the Person	Designation	Organization
1	Prof. Niharika Singh	Assistant Professor	JD COEM


Chairman,
 805, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

Manpower Planning, Recruitment & Selection

Semester	Course Code	Name of the Course	L	T	P	Credits
III	MB3T301	Manpower Planning, Recruitment & Selection	3	-	-	3

Pre-requisites for the course

1	Basic knowledge of Human Resource Management functions
2	Basics of HRP & Selection

Prior Reading Material/Useful links

1	https://www.youtube.com/watch?v=_FOzj6f5VZ0
2	https://www.youtube.com/watch?v=bd3OTm2Drsg
3	https://www.youtube.com/watch?v=KwRRPclF4I0

Course Outcomes: At the end of the Course, the learner will be able to

S. No	Course outcome number	CO statement
1	CO1	Define the key terms/ concepts in Manpower planning, recruitment, selection & talent management
2	CO2	Explain the objectives, importance, benefits, processes, methods in Manpower planning
3	CO3	Determine internal & external sources of recruitment
4	CO4	Formulate the recruitment & selection process on the basis of HRP
5	CO5	Explain the techniques of talent management & retention

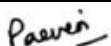
Syllabus:

Course Contents	
Unit I	Manpower Planning: Concept, Objectives, Importance, Need of Manpower Planning, Factors Affecting Manpower Planning, Process of Manpower Planning, Barriers to HR Planning process [8 Hours]
Unit II	Manpower Forecasting & Supply: Demand Forecasting-Definition, Benefits & Techniques; Supply forecasting-Management & Skills Inventory, Manpower Rationalization techniques [8 Hours]
Unit III	Recruitment: Concept, Factors governing recruitment, Sourcing of candidates, Traditional & Modern sources of recruitment, Evaluation of sources of recruitment, Alternatives to Recruitment [8 Hours]
Unit IV	Selection: Concept, Selection Process, Types of tests, Interviews, Evaluation of Selection Programs, Barriers to effective selection. [08 Hours]

Unit V	Talent Management: Concept & Techniques of talent Management, Talent Retention- Employee engagement, Employer branding, Career Planning, Succession Planning [08 Hours]
Text Books	
1	Human Resource and Personnel Management-Text and Cases: K. Aswathappa, McGraw- Hill Publishing Co. Ltd.
2	Essentials of Human Resource Management and Industrial Relations (Text, Cases & Games), P. Subba Rao, Himalaya Publishing House
3	Human Resource Management. (3rd Edition), V. S. P. Rao, Excel Books (2010)
4	Personnel and HRM-Text and Cases (Fourth Revised Edition), P. Subba Rao, Himalaya Publishing House.
5	Human Resource Management, Dr. S. S. Khanka, Sultan Chanda, Delhi
Reference Books	
1	Manpower Planning and Recruiting: Including Induction, Iain Maitland, Infinity Books, ISBN-13: 978-8179291139
2	Recruitment and Selection: Theory and Practices, Dipak Kumar, Cengage Learning, ISBN-13: 978-8131531600
3	Human Resource Planning, 3rd Edition, Dipak Kumar Bhattacharya, Excel Books, ISBN-13: 978-9350620571
Useful links	
1	https://creately.com/blog/diagrams/human-resource-planning-process-tools/
2	https://resources.workable.com/stress-management-interview-questions
3	https://www.themuse.com/advice/behavioral-interview-questions-answers-examples
4	https://www.youtube.com/watch?v=GC3nuHYvwK8

Contributions for syllabus designing:

S. No	Name of the person	Designation	Organization
1	Dr. Parvin Shaikh	Asst. Prof.	JDCOEM
2	Dr. Surendra Jogi	Asst. Prof.	JDCOEM
3	Mr. Prallekh Ganvir	Deputy Manager HR	Reliance, Mumbai
4	Ms. Shikha Sakahre	Senior HR Executive	Centurysoft Pvt. Ltd., Nagpur


Chairman,
 605, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

Performance & Compensation Management

Semester	Course Code	Name of the Course	L	T	P	Credits
III	MB3T302	Performance & Compensation Management	3	-	-	3

Pre-requisites for the course	
1	Basic knowledge of Human Resource Management functions
2	Basics of Performance Appraisal

Prior Reading Material/ Useful links	
1	https://www.investopedia.com/terms/p/performance-management.asp
2	https://kissflow.com/hr/performance-management/employee-performance-appraisal-method/

Course Outcomes: At the end of the Course, the learner will be able to

S. No	Course outcome number	CO statement
1	CO1	Define the key terms in Performance management and compensation
2	CO2	Summarize the concept of Performance appraisal, Performance Management and Compensation
3	CO3	Select appropriate performance appraisal method for a given scenario
4	CO4	Inspect the wage fixation machinery in India
5	CO5	Develop fringe benefit & incentive plans

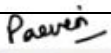
Syllabus:

Course Contents	
Unit I	Performance Management: Definition, Concept, Objectives, Purpose, Characteristic features of Performance Management, Difference between Performance Appraisal & Performance Management; Performance planning: Introduction to Performance Management Process, Performance Management Planning Process [8 Hours]
Unit II	Performance Monitoring: Performance review & Performance Appraisal, Performance Appraisal Methods- Traditional methods & Modern Methods, Performance Analysis & Feedback [8 Hours]
Unit III	Compensation - Compensation- Concept, objectives, Factors affecting compensation; Wage fixation process- Purpose & methods of job evaluation, market to market survey; machinery for wage fixation in India, wage differentials

	[8Hours]
UnitIV	Components of Compensation- Components, Basic & Allowances, Supplementary compensation-Fringe benefits, perquisites[8Hours]
UnitV	Variable Compensation- Bonus;Incentives-types of plans, Rowan, Halsey, Barth, Bedeaux, Taylor, Merrick, Emerson, Gantt, Gain sharing, Profit sharing plans, ESOP [8 Hours]
Text Books	
1	Human Resource Management –Text and Cases- K Ashwatthappa, 6th Edition; Tata Mac Graw Hill Publication,
2	Essentials of Human Resource Management & Industrial Relations – P Subbarao, 3rd Revised Edition; Himalaya Publishing House
3	Human Resource Management: Text and Cases, V.S.P. Rao, Excel Books
4	Performance management – A.S. Kohli & T. Deb, Oxford publication
5	Compensation Management - Dr. Kanchan Bhatia, Himalaya Publishing House
Reference Books	
1	Performance management, Herman Aguinis, Pearson publication
2	Compensation Management, 2nd Edition, Dipak Kumar Bhattacharya, Oxford University Press
3	Performance Management: Concepts, Skills and Exercises, 2nd Edition, Robert L Cardy & Brian Leonard, Prentice Hall India Learning Private Limited,
Useful links	
1	https://www.youtube.com/watch?v=C0JZdyb6hZE
2	https://www.youtube.com/watch?v=KX0VK6wh0lw
3	https://www.keka.com/glossary/variable-pay
4	https://www.linkedin.com/pulse/designing-tax-efficient-salary-structure-india-arunanand-t-a-shrm-cp-1c

Contributions for syllabus designing:

S. No	Name of the Person	Designation	Organization
1	Dr. Parvin Shaikh	Asst. Prof.	JDCOEM
2	Dr. Surendra Jogi	Asst. Prof.	JDCOEM
3	Mr. Piyush Edward	Human Resource Shared Service/Human Resource Operation	Accenture Solutions Pvt. Ltd.


Chairman,
 605, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

Industrial Relations

Semester	Course Code	Name of the Course	L	T	P	Credits
III	MB3T303	Industrial Relations	3	-	-	3

Pre-requisites for the course	
1	Basic knowledge of Human Resource Management functions
2	Basics of labour and management relations

Prior Reading Material/Useful links	
1	https://unacademy.com/content/bpsc/study-material/labor-and-social-welfare/history-of-trade-union-in-india/
2	https://labour.gov.in/sites/default/files/labour_code_eng.pdf

Course Outcomes: At the end of the Course, the learner will be able to

S.No	Course outcome number	CO statement
1	CO1	Define the key terms in industrial relations
2	CO2	Explain the key concepts in industrial relations
3	CO3	Outline the statutory provisions related to prevention of Industrial Disputes
4	CO4	Summarize the legal provisions related to resolution of Industrial Disputes
5	CO5	Explain the specific provisions related to Strikes, lockouts, Layoff, Retrenchment & unfair labour practices

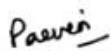
Syllabus:

Course Contents	
Unit I	Industrial Relations & Trade Unions: Definition & Concept of Industrial Relations, Parties in IR, Objectives of IR, Approaches to IR; Trade Unions- Concept, functions, Important provisions related to Trade Unions (The Industrial Relations Code 2020), Employers' Organizations [8 Hours]
Unit II	Industrial disputes & Preventive Machinery: Concept & Definition, Causes, Machinery for prevention of disputes, Works Committee, Meaning & causes of grievances, Open door policy, Grievance Redressal Committee & procedure. [8 Hours]
Unit III	Prevention of Industrial Disputes: Standing Orders (The Industrial Relations Code 2020), Model Standing Orders, Misconduct, Disciplinary procedure & action, types of punishment; Collective Bargaining -Concept, importance, forms & process [8 Hours]
Unit IV	Resolution of Industrial Disputes: Conciliation, Voluntary Arbitration, Adjudication-Industrial Tribunal & National Industrial Tribunal-composition

	&powers.[8Hours]
Unit V	Specific Provisions: Strikes, Lockouts, Layoffs, Retrenchment, Closure of establishment, Unfair labour practices, notice for change in conditions of service [8Hours]
Text Books	
1	DynamicsofIndustrialRelations, PSubbaRao, SatishMamoria, Himalaya Publishing House
2	IndustrialRelations&LabourLaws, GuptaCB. KapoorND, TripathiPC, SultanChandPublications
Usefullinks	
1	https://labour.gov.in/sites/default/files/ir_gazette_of_india.pdf
2	https://www.lawrbit.com/wp-content/uploads/2020/11/lawrbit-industrial-relations-code-2020.pdf
3	https://vvgnli.gov.in/en/industrial-relations-code-2020
4	https://www.greythr.com/wiki/acts/industrial-relations-code-2020/

Contributions for syllabus designing:

S.No	Name of the Person	Designation	Organization
1	Dr. Parvin Shaikh	Asst. Prof.	JD COEM
2	Dr. Surendra Jogi	Asst. Prof.	JD COEM


Chairman,
 SOS, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

Strategic HRM

Semester	CourseCode	Nameofthecourse	L	T	P	Credits
III	MB3T304	StrategicHRM	3			3

Pre-requisitesforthe course	
1	Students should understand importance of HRM

PriorReadingMaterial/usefullinks	
1	https://hr.university/shrm/strategic-human-resource-management

CourseOutcomes: At the end of the Course, the learner will be able to

S.No	Course outcome number	CO Statement
1	CO1	Define the key terms in SHRM & Explain the Concept of SHRM & Competencies of HR Professional in a SHRM Scenario
2	CO2	Summarize various Models of SHRM
3	CO3	Outline the role of Human Capital Management & approaches to its Measurement
4	CO4	Plan effective HR Strategy in alignment with Corporate and Business Strategy
5	CO5	Evaluate the Impact of SHRM

Syllabus:

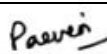
CourseContents	
Unit I	The Concept of Strategic Human Resource Management: The Concept of Strategic Human Resource Management (SHRM), Strategic HRM Defined, The evolutionary stages of Strategic HRM, Objectives of SHRM, Competencies of HR Professional in a SHRM Scenario, The Evolving Strategic Role of HR [8 Hours]
Unit II	Models of SHRM: Value proposition through HR, General models- The Best practice approach, best fit approach and The Universalistic, Contingency and Configurational approaches, The Resource based Strategic HRM. [8 Hours]
Unit III	Human Capital Management: Human Capital Management Defined, The Concept of Human Capital, Intellectual Capital, Social Capital and Organizational Capital, Human Capital Measurement and Approaches to Measurement [8 Hours]
Unit IV	Strategic HRM in Action: HR Strategy defined, Purpose, Types of HR Strategies, Formulating HR Strategy, Implementing HR Strategy, SHRM: Aligning HR with Corporate Strategy, Integrating the Business strategies and HR Strategies for competitive advantage, Corporate Restructuring and SHRM, Corporate Ethics, Values and SHRM [8 Hours]

Paavni

Unit V	Impact of SHRM on Business Performance: The strategic impact of Human Resource Practices, Human Resource Evaluation- Definition and Overview, Rationale for HR Evaluation, Measures of HRM Performance, Approaches to HR Evaluations, Evaluating the Effectiveness of SHRM. [8 Hours]
Text Books	
1	Mello Jeffrey A., (2008), Strategic Human Resource Management, Thompson Press Publishing.
2	Agarwala Tanuja (2007) Strategic Human Resource Management, Oxford Uni. Press.
3	Armstrong Michael (2007), Strategic Human Resource Management: Strategy and Action, Kogan Page
Reference Books	
1	Mahey Cand Salman G., (1996), Strategic Human Resource Management, Oxford Blackwell.
2	Srinivas R. Kandula, (2002), Strategic Human Resource Development, Prentice Hall India.
3	Mastering Excel: Goal Seek & Solver by Mark Moore
Useful links	
1	https://www.iedunote.com/strategic-human-resource-management
2	https://www.mbaskool.com/business-concepts/human-resources-hr-terms/7152-strategic-human-resource-management
3	https://www.aihr.com/blog/strategic-human-resource-management/

Contributions for syllabus designing:

S. No	Name of the person	Designation	Organization
1	Dr. Surendra Jogi	Asst Professor	JDCOEM
2	Dr. Parvin Shaikh	Asst Professor	JDCOEM


Chairman,
 SOS, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

Labour Laws

Semester	CourseCode	NameoftheCourse	L	T	P	Credits
III	MB3T305	LabourLaws	3	-	-	3

Pre-requisitesforthecourse	
1	Basicknowledgeof HumanResourceManagementfunctions
2	Basicknowledgeof compensationandsocialsecurity

PriorReadingMaterial /Usefullinks	
1	https://labour.gov.in/sites/default/files/the_code_on_wages_2019_no._29_of_2019.pdf
2	https://labour.gov.in/sites/default/files/ss_code_gazette.pdf

CourseOutcomes: At the end of the Course, the learner will be able to

S.No	Course outcome number	CO statement
1	CO1	Recall key points of various labour laws
2	CO2	Explain the legal provisions related to minimum wages, payment of wages, payment of bonus
3	CO3	Summarize the legal provisions related to social security codes
4	CO4	Calculate amount of Bonus, Gratuity, Compensation in a given situation
5	CO5	Compare the benefits available under ESIC, Employees' Compensation and Maternity Benefits

Syllabus:

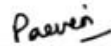
CourseContents	
Unit I	Code related to wages: Important definitions, Minimum wages- payment of minimum rate, fixation & components of minimum wage, procedure for fixing & revision, floor wage, minimum rate of wages for piecework, fixing hours of work for normal working day, wages for overtime work; Payment of wages- mode of payment, fixation of wage period, time limit for payment of wages, Authorized deductions from wages. [8 Hours]
Unit II	Code related to wages: Payment of Bonus- eligibility, computation of number of working days, disqualification for bonus, minimum & maximum bonus, computation of bonus, set on & set off, adjustments and deductions from bonus payable, time limit for payment of bonus. Equal remuneration [8 Hours]
Unit III	Code on Social Security: concept of social security, Employees' Provident Fund- Provident fund scheme, Pension scheme, Insurance scheme, rate and period of contribution; Payment of Gratuity- eligibility, continuous service, calculation of gratuity amount, forfeiture of gratuity, nomination, determination of amount of gratuity, compulsory insurance [8 Hours]

Paresh

Unit IV	Code on Social Security: Employees' State Insurance -eligibility, rate and period of contribution, benefits under the scheme, accident arising in course of employment, accidents happening while acting in breach of law, occupational disease, medical board; Employees' compensation - reporting of fatal accidents and serious bodily injuries, employer's liability for compensation, amount of compensation, method of calculating monthly wages for purposes of compensation, distribution of compensation. [8 Hours]
Unit V	Maternity Benefit - eligibility, employment of work by women prohibited during certain period, duration of maternity benefit, paid leaves, payment of maternity benefit, medical bonus, nursing breaks, creche facility, notice for claim of maternity benefit and payment, dismissal for absence during pregnancy, forfeiture of maternity benefit. [8 Hours]
Text Books	
1	New Labour & Industrial Law, Taxmann's Editorial Board, First Edition, 2024, ISBN No. 9789357788724
2	Social Security Law and Policy in India With code on Social Security 2020, Dr. Ratna Trivedi, Dr. Manoj Kumar Pandey, ABS Books, First Edition, ISBN No.: 9789394424005
3	Hand Book of New Labour Laws of India with draft rules, Dr. S.N. Venkatesan, Giri Law House, First Edition 2021
Useful links	
1	https://onlinecourses.nptel.ac.in/noc22_lw05/preview
2	https://www.youtube.com/watch?v=9hugiNnB_tk
3	https://www.youtube.com/watch?v=W9HCqvoBT-s
4	https://www.esic.gov.in/information-benefits
5	https://www.epfindia.gov.in/site_en/For_Employees.php

Contributions for syllabus designing:

Sr.No	Name of the person	Designation	Organization
1	Dr. Parvin Shaikh	Asst. Prof.	JDCOEM
2	Dr. Surendra Jogi	Asst. Prof.	JDCOEM


Paavni
 Chairperson,
 BOS, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

SPECIALIZATION-OPERATIONS MANAGEMENT
Applied Operations Research

Semester	Course Code	Name of the course	L	T	P	Credits
III	MB3T401	Applied Operations Research	3	0	0	3

Pre-requisites for the course	
1	No pre requisites

Prior Reading Material/Useful links	
1	https://www.coursera.org/in/articles/project-management-lifecycle
2	https://www.udemy.com/course/the-project-management-course-beginner-to-project-manager/?couponCode=NVDPRODIN35

Course Outcomes: At the end of the Course, the learner will be able to

S.No	Course outcome number	CO statement
1	CO1	Describe the basic concepts of Operations Research
2	CO2	Analyze assignment problems to find solution transportation models using various methods
3	CO3	Formulate LPP and game problems and obtain optimal solution
4	CO4	Evaluate transportation problems to optimize cost
5	CO5	Apply PERT/CPM tool for optimizing time and cost in project management

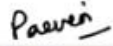
Syllabus:

Course Contents	
Unit I	Introduction to Operation Research: Concept of Operation research, Main phases of operation research, Problems solving and decision making. Application of operation research in Business. [8 Hours]
Unit II	Assignment Models: (Minimizing and Maximizing Problems) – Balanced and Unbalanced Problems. Solution by Hungarian Algorithms. Travelling Salesman problem. Crew Assignment Models. [8 Hours]

UnitIII	IntroductionToLinearProgramming(LP): LinearProgramming-formulation, solutionbygraphicalmethod.GameTheory-2person,zerosumgame,2xnand m x 2 games solution by graphical method [8 Hours]
UnitIV	TransportationModels(MinimizingandMaximizingProblems): Balanced andunbalancedProblems,SolutionbyNWCR,LCM,VAM,Testingdegeneracy, checking optimality, MODI. [8 Hours]
UnitV	PERT/CPM: Networkrulesandnetworkdiagrams,calculationofEarliest Start and Finish Times, Latest Start and Finish Times, identification of critical path,and project duration. [8 Hours]
Text Books	
1	FundamentalsofLogisticsManagementDouglasLambert,JamesRStock,Lisa TheIrwin/McgrawHillSeriesinMarketing
2	LogisticManagement VinodV.Sople(2009)PearsonLimited.
3	ProjectManagement fortheUnofficialProject ManagerbyKoryKogon
ReferenceBooks	
1	ManagementforInternationalBusiness:TextandCases,Sudalaimuthu&Anthony Raj PHI Learning
Usefullinks	
1	https://www.youtube.com/watch?v=kTWyt6KC9Jw&list=PLaAhQ2ofZZRBjgXHPpWF0sYwiLD5Gh1k
2	https://www.youtube.com/watch?v=dinRzIVjj7Q

Contributionsforsyllabus designing:

S. No.	Nameofthe Person	Designation	Organization
1	Prof.Niharika Singh	Assistant Professor	JD COEM
2	Dr.Ujwala Dange	AssociateProfessor	JD COEM


Chairman,
 BOS, Department of Management Studies
 JD College of Engineering & Management
 Nagpur

Project Management and Planning

Semester	Course Code	Name of the course	L	T	P	Credits
III	MB3T402	Project Management And Planning	3	0	0	3

Pre-requisites for the course

1	Students should have a clear idea about project
2	Students must have a clear idea about planning

Prior Reading Material/Useful links

1	https://www.coursera.org/in/articles/project-management-lifecycle
2	https://www.udemy.com/course/the-project-management-course-beginner-to-project-manager/?couponCode=NVDPRODIN35

Course Outcomes: At the end of the Course, the learner will be able to

S.No	Course outcome number	CO statement
1	CO1	Discuss the concepts of project management.
2	CO2	Develop Project plan
3	CO3	Estimate various costs associated with the project
4	CO4	Identify resource requirements and project risks
5	CO5	Outline project performance and control

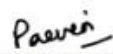
Syllabus:

Course Contents	
Unit I	Introduction to Project Management: Project Management Concepts Characteristics of a project, Need for project management, Roles of project managers, Project Life Cycle. [8 Hours]
Unit II	Scheduling and Network Analysis: Developing a Project Plan, Work breakdown Structure, Developing the project network Activities: Sequencing, Duration and Scheduling, CPM/PERT. [8 Hours]
Unit III	Time Cost Analysis: Project Cost & Scheduling, Estimating Project Time, Costs-Factors influencing quality of estimates, Top Down & Bottom Up methods of Estimating, Various Costs associated with Projects. [8 Hours]
Unit IV	Resource Analysis & Risk Management: Resource Management, Identifying resource requirement, Types of Resource Constraints, Classification of a Scheduling Problem, Resource Allocation Methods, Scheduling resources. Project Risk Management [8 Hours]

Unit V	Performance Monitoring and Closure: Structure of Project Monitoring Information System, Project Control process, Monitoring Time performance through Gantt chart, Types of Project Closure. [8 Hours]
Text Books	
1	Project Management, A Managerial Approach Meredith and Mantel, John Wiley and Sons Course Text.
2	The New Project Management J. Davidson Frame, Jossey-Bass Oxford University Press, New Delhi
3	Project Management for the Unofficial Project Manager by Kory Kogon
Reference Books	
1	Project Management Harold Kerzner, Van Nostrand Reinhold Pearson Press, New Delhi
Useful links	
1	https://www.youtube.com/watch?v=kTWyt6KC9Jw&list=PLaAhQ2ofZZRBjpgXHPpWF0sYwiLD5Gh1k
2	https://www.youtube.com/watch?v=dinRzIVjj7Q
3	https://www.youtube.com/watch?v=S_8gNumpGyU
4	https://www.digimat.in/nptel/courses/video/110107150/L01.html

Contributions for syllabus designing:

S. No.	Name of the Person	Designation	Organization
1	Prof. Niharika Singh	Assistant Professor	JD COEM
2	Dr. Manoj Rao	Assistant Professor	JD COEM


Chairman,
 605, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

Logistics and Supply Chain Management

Semester	Course Code	Name of the course	L	T	P	Credits
III	MB3T403	Logistics And Supply Chain Management	3	0	0	3

Prerequisites for the course	
1	No pre requisites

Prior Reading Material/ useful links	
1	https://www.coursera.org/in/articles/project-management-lifecycle
2	https://www.udemy.com/course/the-project-management-course-beginner-to-project-manager/?couponCode=NVDPRODIN35

Course Outcomes: At the end of the Course, the learner will be able to

S.No	Course outcome number	CO statement
1	CO1	Discuss the concept of supply chain management.
2	CO2	Design effective distribution network for a company.
3	CO3	Outline Network Optimization approach and techniques.
4	CO4	Evaluating Procurement and Suppliers Relationship Management
5	CO5	Measure the SCM Performance.

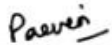
Syllabus:

Course Contents	
Unit I	Supply Chain Management: Concept, Decision Phases in Supply chain, Supply chain strategies, Drivers of supply chain performance, competitive advantage through supply chain management. [8 Hours]
Unit II	Supply Chain Network: Factors influencing distribution network design, Design options for distribution network, Designing distribution network in various business applications, E-supply chain, and impact of uncertainty on network design. [8 Hours]

Unit III	Network Optimization: Optimization approach and techniques, Role of transportation in supply chain, factor influencing transport decisions, modes of transportation and selection process Warehousing Management, Reverse Logistics [8 Hour]
Unit IV	Procurement and Suppliers Relationship: Procurement overview, Purchase process and purchasing cycle, Supplier Relationship Management, Supplier segmentation and Supplier evaluation [8 Hour]
Unit V	SCM Performance Measures: Importance of performance measure, Introduction to SCOR Model, Types of Performance Measures – Productivity Measure, Quality Measure, Customer Service Measure and Cost Measure [8 Hour]
Text Books	
1	Fundamentals of Logistics Management Douglas Lambert, James R Stock, Lisa The Irwin/Mcgraw Hill Series in Marketing
2	Logistic Management Vinod V. Sople (2009) Pearson Limited.
3	Project Management for the Unofficial Project Manager by Kory Kogon
Reference Books	
1	Management for International Business: Text and Cases, Sudalaimuthu & Anthony Raj PH Learning
Useful links	
1	https://www.youtube.com/watch?v=kTWyt6KC9Jw&list=PLaAhQ2ofZZRBjpgXHPpWF0sYwiLD5Gh1k
2	https://www.youtube.com/watch?v=dinRzIVjj7Q

Contributions for syllabus designing:

S. No.	Name of the Person	Designation	Organization
1	Prof. Niharika Singh	Assistant Professor	JD COEM


Chairman,
 605, Department of Management Studies
 JD College of Engineering & Management
 Nagpur

Maintenance Management

Semester	Course Code	Name of the course	L	T	P	Credits
III	MB3T404	Maintenance Management	3	0	0	3

Pre-requisites for the course	
1	Students should be aware about basics of operations management
Prior Reading Material/Useful links	
1	https://www.coursera.org/in/articles/project-management-lifecycle
2	https://www.udemy.com/course/the-project-management-course-beginner-to-project-manager/?couponCode=NVDPRODIN35

Course Outcomes: At the end of the Course, the learner will be able to

S.No	Course outcome number	CO Statement
1	CO1	Discuss the concept of maintenance management.
2	CO2	Outline the measures of maintenance resource management.
3	CO3	Summarize the methods of Qualitative analysis in maintenance
4	CO4	Explain the analytical models of maintenance
5	CO5	Discuss the issues in maintenance management

Syllabus:

Course Contents	
Unit I	Maintenance Management System - An Overview, Introduction to Maintenance Management, Organization and structure of maintenance system, Maintenance Planning and Scheduling [8 Hours]
Unit II	Maintenance Resource Management: Maintenance Costing and Budgeting, Spare Parts & Inventory Management, IT Enabled Maintenance Management, Human Resource Development in Maintenance Management [8 Hours]
Unit III	Analytical Methods: Reliability, Availability, Maintainability and RCM, Failure Statistics, Data Analysis and Methods of Qualitative Analysis, [8 Hour]
Unit IV	Analytical Models: Economics of Repair and Replacement of Equipment, Condition Based Maintenance (CBM) [8 Hours]
Unit V	Issues in Maintenance Management: Sustainability and Safety, Total Productive Maintenance (TPM), Maintenance Audit, Maintenance 4.0 [8 Hours]
Text Books	
1	Project Management, A Managerial Approach Meredith and Mantel, John Wiley and Sons Course Text.

Paaveni

Chairman,
605, Department of Management Studies
J D College of Engineering & Management
Nagpur

2	TheNewProjectManagement,J.DavidsonFrame,Jossey-BassOxfordUniversity Press,NewDelhi
3	ProjectManagement fortheUnofficialProject ManagerbyKoryKogon
ReferenceBooks	
1	ProjectManagementHaroldKerzner,VanNostrandReinholdPearsonPress,New Delhi
Usefullinks	
1	https://www.youtube.com/watch?v=kTWyt6KC9Jw&list=PLaAhQ2ofZZRBjpgXHPpWF0sYwiLD5Gh1k
2	https://www.youtube.com/watch?v=dinRzIVjj7Q
3	https://www.youtube.com/watch?v=S_8gNumpGyU
4	https://www.digimat.in/nptel/courses/video/110107150/L01.html

Contributionsforsyllabus designing:

S. No.	Nameofthe Person	Designation	Organization
1	Prof.Niharika Singh	Assistant Professor	JDCEM

Paaven
Chairman,
 605, Department of Management Studies
 J D College of Engineering & Managemen
 Nagpur

Materials Management

Semester	Course Code	Name of the course	L	T	P	Credits
III	MB3T405	Materials Management	3	0	0	3

Prerequisites for the course	
1	Students should be aware about basics of operations management

Prior Reading Material/ useful links	
1	https://www.coursera.org/in/articles/project-management-lifecycle
2	https://www.udemy.com/course/the-project-management-course-beginner-to-project-manager/?couponCode=NVDPRODIN35

Course Outcomes: At the end of the Course, the learner will be able to

S.No	Course outcome number	CO statement
1	CO1	Describe the concepts of material management
2	CO2	Discuss the role of purchasing in material management
3	CO3	Analyze the need, types and models of inventory management
4	CO4	Outline the procedure of quality control of material.
5	CO5	Identify the strategies of material handling and storage systems

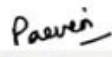
Syllabus:

Course Contents	
Unit I	Materials Management: Introduction to Materials Management, Strategic Role of Materials Management; Sourcing of Materials-Purchase organization, Purchase Parameters, purchase Methods, Dynamics of Buyers-Sellers Relationship [8 Hours]
Unit II	Materials Planning and Control: Materials Planning and Budgeting, Pull Vs Push System, Value Analysis and Value Engineering [8 Hours]
Unit III	Warehouse Management System: Location and Layout of Warehouse, Warehouse Management System, Basic EOQ Model, Classification of material-ABC Analysis (Numerical on Basic EOQ) [8 Hour]
Unit IV	Organization and Appraisal of Materials Management: Materials Management and its Organization, Incoming material quality control, governmental purchasing practices and procedures; Standardization – need and importance. Codification – concept, benefits.

Unit V	Materials handling and storage systems: Physical distribution- logistics transportation, Traffic and claims management operations research and related techniques, Principles of Materials Handling system, Materials Handling Equipment–Safety issues.
Text Books	
1	Materials management: procedures, A.K. Datta, LSC
2	Materials management: An integrated approach, P. Gopalakrishnan, PHP
Reference Books	
1	Purchasing and Materials Management, K.S. Menon, PHP
Useful links	
1	https://www.youtube.com/watch?v=kTWyt6KC9Jw&list=PLaAhQ2ofZZRBjpgXHPpWF0sYwiLD5Gh1k
2	https://www.youtube.com/watch?v=dinRzIVjj7Q
3	https://www.youtube.com/watch?v=S_8gNumpGyU
4	https://www.digimat.in/nptel/courses/video/110107150/L01.html

Contributions for syllabus designing:

S. No.	Name of the Person	Designation	Organization
1	Prof. Niharika Singh	Assistant Professor	JD COEM


Chairman,
 605, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

SPECIALIZATION:IT&ANALYTICS**IntroductiontoBusinessAnalytics**

Semester	CourseCode	Nameofthecourse	L	T	P	Credits
III	MB3T501	IntroductiontoBusiness Analytics	3	0	0	3

Pre-requisitesforthe course

1	Businessanalyticsfocusesondata,statisticalanalysisandreportingtohelp investigateandanalyzebusinessperformance.
2	Business analyticsprofessionalsneedtothinkcriticallyaboutnotonlythe implicationsof thedata theycollect

PriorReadingMaterial/usefullinks

1	https://onlinecourses.nptel.ac.in/noc19_cs70/preview
---	---

CourseOutcomes:

S.No	Course outcome number	CO statement
1	CO1	Discussbasicconcepts andApplication areasof Business Analytics
2	CO2	ExplaintheDataVisualizationandDataMiningProcess
3	CO3	ApplyBasicexcelto solvebusiness problem.
4	CO4	Applybusiness analyticsto inriskanalysis.
5	CO5	OutlineCustomerloyaltyanalytical tools

Syllabus:

CourseContents	
UnitI	Introduction: WhatisBusinessAnalytics,OverviewofAreaswhereBusiness Analyticsisapplied[8hours]
UnitII	Visualization and Data Issues: Organization of Source of Data, Importance ofDataQuality,DealingwithMissingorincompletedata,dataclassification, IntroductiontoDataMining,Dataminingprocess,databiningtools.[8 hours]
UnitIII	Introductiontodecisionmodeling: optimization,useofexceltosolveBusiness problems.[8 hours]
UnitIV	ApplicationsofBusinessAnalytics: Risk-FraudDetectionandPrediction, RecoveryManagement,LossRiskForecasting,RiskProfiling,PortfolioStress Testing,MarketshareestimationandSensitivityAnalysis.[8hours]
UnitV	LoyaltyAnalytics: CustomerLifeTimeValue,PropensityAnalytics,Churn Analytics,CustomerAnalytics,CustomerSegmentation,Cross-Seller,UpsellModels. [8 hours]
Text Books	
1	PurbaHaladyRao,BusinessAnalytics–anapplicationfocus,PHILearning,2013,

Paavani

	ISBN978-81-203-4819-6
2	Businessanalytics:aframework
3	DataAnalytics: TheUltimateBeginner'sGuideto Data Analytics
4	Dataanalytics:becomea masterindata analytics
ReferenceBooks	
1	gH7BTsT_hRmz0KO_kCht9mlIjnSQie0_Zv9m5DS0Kck
Usefullinks	
1	https://www.academia.edu/67457108/Business_Analytics

Contributionsforsyllabus designing:

S.No	Nameoftheperson	Designation	Organization
1	YaminiDwivedi	Asst.Prof	JDCEM
2	Niharika Singh	Asst.Prof	JDCEM

Paresh
Chairman,
 SOS, Department of Management Studies
 J D College of Engineering & Managemen
 Nagpur

Data Visualization for Managers

Semester	Course Code	Name of the course	L	T	P	Credits
III	MB3T502	Data Visualization for Managers	3	0	0	3

Pre-requisites for the course	
1	Data visualization involves using graphical representations like charts or maps to tell a larger story about data findings
2	Learning data visualization involves many related skills, such as studying Excel and Tableau
3	Data visualization involves using graphical representations like charts or maps

Prior Reading Material/ useful links	
1	https://www.nobledesktop.com/learn/data-
2	https://www.onlinemanipal.com/blogs/data-visualization-specialist-roles-responsibilities-and-sala

Course Outcomes:

S.No	Course outcome number	CO Statement
1	CO1	Describe application of Tableau interface to create powerful Visualizations and charts.
2	CO2	Implement the techniques to analyze your data, parameters
3	CO3	Examine data sources using Charts
4	CO4	Prepare Dashboard by combining sheets
5	CO5	Prepare reports by Importing and exporting data from outside sources

Syllabus:

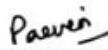
Course Contents	
Unit I	Tableau Public Overview: Connecting to Excel and Text Files, Connecting to Google Sheets, Connecting to Web Data Connectors, Connecting to Spatial Files, Connecting to PDFs [8 hours]
Unit II	Data Preparation: The Data Interpreter, Data Preparation, Pivoting your Data, Data Preparation–Splitting your Data, Date Preparation, Joins and Unions, Calculations. [8 hours]
Unit III	Creating Charts: Creating Charts, Using the Show Me Tool Bar, Understanding the Logic of Charts [8 hours]

Paaven

UnitIV	Combinesheets: Combining SheetsonaDashboard, Adding Interactivity to Dashboards, Dashboard Formatting.[8 hours]
UnitV	Working with outside world: Importing data from different sources, making the data compatible, Using external data for dashboards and reports, sharing workbook with the outside world[8hours]
TextBooks	
1	E-source https://public.tableau.com/en-us/s/resources
2	Tableau Your Data! Daniel G. Murray, Wiley
3	Excel® Dashboards & Reports For Dummies®, by Michael Alexander, 3 rd Edition Published by: John Wiley & Sons, Inc
4	Data Visualization with Excel® Dashboards and Reports, by Dick Kusleika, Wiley Publication
5	Power Pivot and Power BI: The Excel User's Guide to DAX, Power Query, Power BI, and Power Pivot, by Rob Collie & Avichal Singh.
ReferenceBooks	
1	Visual Data Storytelling with Tableau, Lindy Ryan, Pearson
2	Data Visualization with Excel® Dashboard and Reports
Usefullinks	
1	https://public.tableau.com/en-us/s/resources
2	https://online.hbs.edu/blog/post/data-visualization-techniques
3	https://www.youtube.com/watch?v=xekEXM0Vonc

Contributions for syllabus designing:

S.No	Name of the person	Designation	Organization
1	Yamini Dwivedi	Asst.Prof	JDCOEM
2	Dr. Surendra Jogi	Asst.Prof	JDCOEM


Chairman,
 605, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

Statistics Using R

Semester	Course Code	Name of the course	L	T	P	Credits
III	MB3T503	Statistics Using R	3	0	0	3

Pre-Requisites for the course	
1	While the course may start with fundamental statistical concepts, having a basic understanding of descriptive statistics
2	Acknowledge that learning statistics and programming can be challenging and require persistence
3	Provide practice exercises and assignments that challenge students to solve problems independently using R.

Prior Reading Material/ useful links	
1	https://swayam.gov.in/nd1_noc19_ma33/preview

Course Outcomes:

S.No	Course outcome number	CO statement
1	CO1	Outline basic concepts and create matrices and data frames using R
2	CO2	Explain the Loop Management system using R
3	CO3	Explain the Data Management with different tools
4	CO4	Discuss the different data frames.
5	CO5	Explain the Graphics and plots.

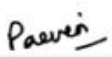
Syllabus:

Course Contents	
Unit I	Basic fundamentals: Installation and use of software, data editing, use of R as a calculator, functions and assignments, Use of R as a calculator, functions and matrix operations, missing data and logical operators.
Unit II	Conditional executions and loops: Conditional executions and loops, data management with sequences, Data management with repeats, sorting, ordering, and lists
Unit III	Data management with repeats: Data management with repeats, sorting, ordering, and lists, Vector indexing, factors, Data management with strings, display and formatting
Unit IV	Data management with display paste: split, find and replacement, manipulations with alphabets, evaluation of strings, data frames, Data frames, Import of external data in various file formats, statistical functions, compilation of data.

Unit V	Graphics and plots: statistical functions for central tendency, variation, skewness and kurtosis, handling of bivariate data through graphics, correlations, programming and illustration with examples.
Text Books	
1	Introduction to Statistics and Data Analysis- With Exercises, Solutions and Applications in R, Christian Heumann, Michael
2	Data Science and Big Data Analytics: Discovering, Analyzing, Visualizing and Presenting Data by EMCEducation Services (2015)
3	Data Analytics Using R, Seema Acharya, McGraw Hill Education, ISBN-13: 978-9352605248
Reference Books	
1	Introduction to Statistics and Data Analysis- With Exercises, Solutions and Applications in R, Christian Heumann, Michael Schomaker and Shalabh, Springer, 2016 Appendix A
2	R for Everyone: Advanced Analytics and Graphics, 2 nd Edition, Jared P. Lander, Pearson Education, ISBN-13: 978-9386873521
Useful links	
1	https://swayam.gov.in/nd1_noc19_ma33/preview

Contributions for syllabus designing:

S.No	Name of the person	Designation	Organization
1	Yamini Dwivedi	Asst. Prof	JD COEM


Chairman,
 SOS, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

Foundation of Data Science

Semester	Course Code	Name of the course	L	T	P	Credits
III	MB3T504	Foundation of Data Science	3	0	0	3

Pre-requisites for the course

1	It prepares professionals in solving complex business problems, handling big data.
2	Data Science is concerned with understanding of the raw data to derive valuable business insights.

Prior Reading Material/ useful links

1	https://www.mygreatlearning.com/academy/learn-for-free/courses/data-science-foundations1
---	---

Course Outcomes:

S.No	Course outcome number	CO statement
1	CO1	Overview of data science, its importance in business, introduction to data types and structures, understanding the data science lifecycle.
2	CO2	Data cleaning and preprocessing techniques, exploratory data analysis (EDA), visualization principles and best practices,
3	CO3	Ethical considerations in data collection and usage, privacy concerns, regulatory compliance.
4	CO4	To Discuss Predictive Modeling and Machine Learning
5	CO5	To Learn Ethical and Legal Issues in Data Science

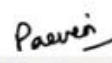
Syllabus:

Course Contents	
Unit I	Introduction to Data Science: Overview of data science and its applications in business, Introduction to data types, data sources, and data collection methods, Understanding the data science workflow, Ethical considerations in data science and business.
Unit II	Data Pre-processing and Visualization: Data cleaning and pre-processing techniques, Exploratory Data analysis (EDA) and visualization principles, Introduction to data visualization tools (Tableau), Hands-on exercises using real-world datasets.

Unit III	Statistical Analysis for Business: Descriptive statistics and summary metrics, Probability distributions and hypothesis testing, Correlation and regression analysis Practical applications of statistical methods in business decision-making
Unit IV	Predictive Modeling and Machine Learning - Introduction to predictive modeling and supervised learning, Classification and regression algorithms (e.g., logistic regression, decision trees, random forests), Model evaluation and validation techniques
Unit V	Ethical and Legal Issues in Data Science: Privacy and security considerations in data collection and storage, Regulatory frameworks (e.g., GDPR, CCPA) and compliance requirements Ethical implications of data-driven decision-making.
Text Books	
1	Cathy O'Neil and Rachel Schutt, "Doing Data Science, Straight Talk From The Frontline", O'Reilly, 2014.
2	Jiawei Han, Micheline Kamber and Jian Pei, "Data Mining: Concepts and Techniques", Third Edition. ISBN 0123814790, 2011.
3	Mohammed J. Zaki and Wagner Miera Jr, "Data Mining and Analysis: Fundamental Concepts and Algorithms", Cambridge University Press, 2014.
Reference Books	
1	Matt Harrison, "Learning the Pandas Library: Python Tools for Data Munging, Analysis, and Visualization, O'Reilly, 2016.
2	Joel Grus, "Data Science from Scratch: First Principles with Python", O'Reilly Media, 2015.
3	Wes McKinney, "Python for Data Analysis: Data Wrangling with Pandas, NumPy, and I Python", O'Reilly Media, 2012.
Useful links	
1	https://books.google.co.in/books/about/Learning_the_Pandas_Library.html?id=2Om8DAEACAAJ&redir_esc=y

Contributions for syllabus designing:

S.No	Name of the person	Designation	Organization
1	Yamini Dwivedi	Asst. Prof	JD COEM
2	Dr. Surendra jogi	Asst. Prof	JD COEM


Chairman,
 605, Department of Management Studies
 JD College of Engineering & Management
 Nagpur

SoftwareProjectManagement

Semester	CourseCode	Nameofthecourse	L	T	P	Credits
III	MB3T505	SoftwareProject Management	3	0	0	3

Pre-requisitesforthe course

1	EffectiveSoftwareprojectmanagementiscrucialtothesuccessofanysoftware developmentormaintenance project
2	The rolesandresponsibilitiesoftheprojectmanagerisnumerousand varied.
3	The monitoringandcontrolactivitiesencompasskeepingtrackoftheprogress andremovingbottlenecksusingtechniques.

PriorReadingMaterial/useful links

1	https://onlinecourses.nptel.ac.in/noc19_cs70/preview
---	---

CourseOutcomes:

Sr.No	Courseoutcome number	CO statement
1	CO1	Describethecoreconcepts of SoftwareProductand Process
2	CO2	ImplementSoftwareProjectPlanningandScheduling
3	CO3	ExamineQualityAssurance&Configuration Management
4	CO4	DiscussSoftwareQualityAssurance& Configuration Management
5	CO5	Explaintheriskmanagementsystem.

em

Syllabus:

CourseContents	
UnitI	SoftwareProductandProcess: Software Characteristics& Applications, SoftwareProcess, SoftwareProcessModels; Linear Sequential Model, PrototypingModel, RADModel, EvolutionarySoftwareProcessModels, Software Development Process.
UnitII	SoftwareProject- PlanningandSchedulingSoftware Requirement, SoftwareRequirementspecification, Requirements Validation, <i>Pawar</i>

	Software Design Principles, Software Projects.
Unit III	Estimation -Size Oriented, Function Oriented, Software Metrics, Software Cost Estimation, COCOMO Model, Project Scheduling, Software Staff & Personnel Planning, Rayleigh Curve, Software Team Organization & Control Structure. Project Monitoring & Control Techniques.
Unit IV	Software Quality Assurance & Configuration Management: Software Quality, Software Quality Assurances, Software Testing, Formal Technical Reviews, ISO Software Quality Standards, Software Configuration Management, SCM Process, Configuration Audit.
Unit V	Risk Management -Software Risks, Reactive and Pro-active Risk Strategies, Risk Identification, Risk Projection, Risk Mitigation, Risk Monitoring and Management.
Text Books	

1	1. Roger S. Pressman. (2014). Software Engineering: A Practitioner's Approach. 8 th Edition, McGraw Hill, New Delhi.
2	Aggarwal, K.K. & Singh, Yogesh. (2007). Software Engineering. 3rd Edition, New Age International.
Reference Books	
1	Bob Hughes and Mike Cotterell. (2006). Software Project Management. 4th Edition, Tata McGraw Hill, New Delhi.
2	Jack R. Meredith and Samuel J. Mantel, (2011). Jr. Project Management: A Managerial Approach. 8th Edition, John Wiley & Sons, Singapore,.
3	3. Robert K. Wysocki, Robert Beck Jr. and David B. Crane, (2002). 2nd Edition, John Wiley & Sons, Singapore,.
Useful links	
1	https://www.youtube.com/watch?v=qZWLEfoRZyQ&list=PLsTe1lx0Dqp-pFNRnBQ-_muIKZZ9FejA-
2	https://www.youtube.com/watch?v=aGgXMgnsE1k
3	https://www.youtube.com/watch?v=4SWEX4L2dOc

Contributions for syllabus designing:

Sr.No	Name of the person	Designation	Organization
1	Yamini Dwivedi	Asst. Prof	JDCOEM
2	Niharika Singh	Asst. Prof	JDCOEM

Paresh
Chairman,
 SOS, Department of Management Studies
 JD College of Engineering & Management
 Nagpur

Core Course

Semester	Course Code	Name of the course	L	T	P	Credits
III	MB3T009	Strategic Management	3	0	0	3

Prerequisites for the course	
1	Students should understand importance of Management

Prior Reading Material/ useful links	
1	https://www.managementstudyguide.com/strategic-management.htm

Course Outcomes:

Sr. No	Course outcome number	CO statement
1	CO1	Define alternative paradigms of strategy and their influence on strategic decision making.
2	CO2	Summarize the vision and mission statement for given organizations and will also be able to differentiate between the external and internal components of environment while performing SWOT analysis.
3	CO3	Develop corporate level strategies for organization.
4	CO4	Design business level strategies for any organization.
5	CO5	Evaluate all levels strategies and will also be design/develop functional level strategies for any organization

Syllabus:

Course Contents	
Unit I	Introduction to Strategic Management and Business Policy – Evolution of strategic management and business policy, understanding strategy, strategic decision making, school of thought of strategy formation, introduction to strategy management (8 Hours)
Unit II	Strategic Intent and Strategy Formulation - Vision, Mission and Values, Organizational Values and their impact on strategy, Environmental Appraisal, Concept of environment, SWOT Analysis, Environmental Sectors, Environmental Scanning (8 Hours)

Unit III	Corporate Level Strategies –Strategy formulation, Growth Strategy, Corporate Parenting, Portfolio and other analytical models, short term corporate strategies (8Hours)
Unit IV	Competitive Strategy/ Business Level Strategy -Porter’s competitive strategies, Resource based theory, Competing for tomorrow’s market. (8Hours)
Unit V	Functional and Operational Implementation –Functional Strategy, Financial Plans and Policies, Marketing Plans and Policies, Personnel Plans and Policies, Operational Plans and Policies, Strategy Evaluation and Selection Techniques– Evaluation of Strategy, Assessing suitability, Life Cycle Analysis, Positioning, Value Chain Analysis, Business Profile, Gap Analysis. (8Hours)

Textbooks	
1	Strategic Management and Business Policy, Azhar Kazmi, 3rd edition, McGraw Hill Education
2	Strategic Management–Concept and Cases, Upendra Kachru, Excel Books
3	Strategic Management and Business Policy, Azhar Kazmi, 3rd edition, McGraw Hill Education
Reference Books	
1	Microsoft Excel 365 Bible (1st Edition) by John Walkenbach
2	Step-By-Step Optimization With Excel Solver–The Excel Statistical Master by Mark Harmon
3	Mastering Excel: Goal Seek & Solver by Mark Moore
Useful links	
1	Strategic Planning & Formulation of Corporate Strategy, VS Ramaswami, S Namaumari, Publication-Macmillan, India
2	Strategic Management, 9th Edition–John A Pearce I, Richard B Robinson, Jr Publication-Tata McGraw- Hill Publishing Company Limited, New Delhi
3	Crafting & Executive Strategy-14th edition, Arthur A. Thompson Jr, A.J. Strickland III, Publication-Tata McGraw- Hill Publishing Company Limited, New Delhi
4	Management Policy & Strategic Management–R.M. Srivastava Publication–Himalaya Publishing House.

Contributions for syllabus designing:

Sr.No	Name of the person	Designation	Organization
1	Dr Surendra Jogi	Asst Professor	JDCOEM
2	Dr Parvin Shaikh	Asst Professor	JDCOEM

VISION

MISSION

To evolve as a center that provides excellent learning and research environment for nurturing future management professionals.

1. To develop in the students strong domain knowledge and a passion for lifelong learning.
2. To develop managerial and leadership skills in the students along with a strong sense of ethics, social responsibilities and Professional values.

**Program: Master of Business Administration MBA
Semester IV Syllabus**

**SPECIALIZATION – FINANCIAL MANAGEMENT
Derivatives & Risk Management**

Semester	Course Code	Name of the course	L	T	P	Credits
IV	MB4T106	Derivatives & Risk Management	3	0	0	3

Prerequisites for the course

1	Proficiency in quantitative methods, including statistical analysis and financial Calculations, enables students to analyze financial data, assess risk, and make informed decisions.
---	---

Prior Reading Material/ useful links

1	https://onlinecourses.nptel.ac.in/noc23_mg112/unit?unit=17&lesson=18
2	https://onlinecourses.nptel.ac.in/noc23_mg112/unit?unit=17&lesson=19

Course Outcomes: At the end of the Course, the learner will be able to

Sr. No	Course outcome number	CO statement
1	CO1	Understand the basic concepts of Derivatives & Risk Management.
2	CO2	Discuss the Mechanism of the Futures Market and calculate the value of Futures.
3	CO3	Compute the value of Options and plan various option strategies.
4	CO4	Analyze and use the concept of Swaps and will also be able to make Swaps related decisions.
5	CO5	Understand the concept of foreign exchange in currency conversion and Apply currency forward rate agreements for hedging.

Paaven

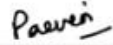
Chairman,
SOS, Department of Management Studies
JD College of Engineering & Management
Nagpur

Syllabus:

CourseContents	
UnitI	Introduction to Derivatives & Risk Management: Risk Management: Meaning, Limitations, Types, Approaches, Process & Techniques of Risk Management; Derivatives: Meaning, classification, participants in derivative market, Clearing Mechanism&SettlementProcedure.[08Hour]
Unit II	Mechanics of the Futures Market: Meaning and Definition, Types of futures, MechanismoftheFuturesMarket,Motivesbehindusing Futures, StockandIndex Futures, Currency Futures, Interest rate Futures, CommodityFutures. [08 Hour]
UnitIII	Option Derivatives and Trading Strategies: Types of Options - Call Options, Put Options;OptionPay-Offs;TerminologiesusedintheOptionsMarket;Option Pricing – Binomial Model and Black & Scholes Model; Trading Strategies usingoptions- caps, collars, butterfly, straddle, strangle etc. Option Greeks. [08 Hour]
UnitIV	Financial Swaps: Concept and Characteristics; Types of Swaps – Interest Rate Swaps and Currency Swaps; Structure of Interest Rate Swaps and Intermediated InterestRateSwaps;RelationbetweenInterestRateSwapsandForwardRate Agreements;Calculations onSwaps.[08Hour]
UnitV	Foreign Exchange Risk & Corporate Exposure Management – Types of Exposure – Transaction, Economic and Translation; Foreign Exchange Risk – Types,RiskManagementTechniques–ExternalandInternal.International portfoliodiversification and transfer pricing, Currency Derivatives andits application, Risk Management practices in India. [08 Hour]
Text Books	
1	DerivativesandRiskManagement:RajivShrivastava,OxfordUniversityPress.
2	SecurityAnalysisandPortfolio Management,M.Ranganathan&R.Madhumathi, 2ndedition,PearsonEducationIndiaISBN-13:978-8131759202
3	FinancialManagementbyI.M.Pandey,12thEdition,PearsonEducation.
ReferenceBooks	
1	SecuritiesAnalysisandPortfolioManagement,V.A.Avadhani,12thEdition, HimalayaPublishingHouse, ISBN-13:978-9352029921
2	FinancialManagementbyI.M.Pandey,12thEdition,PearsonEducation.
3	FinancialManagement-Theory/Problems/CasesbyRaviKishore,8thEdition, TaxmannPublicationsPvt.Ltd.
Usefullinks	
1	http://icmai.in/
2	http://www.icai.org/

Contributionsforsyllabusdesigning:

S.No.	NameofthePerson	Designation	Organization
1	Dr.ManojRao	AssistantProfessor	JDCOEM
2	Dr.ManojPandey	AssistantProfessor	JDCOEM


Paaven
 Chairan,
 605, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

Behavioral Finance

Semester	Course Code	Name of the course	L	T	P	Credits
I	MB4T107	Behavioral Finance	3	0	0	3

Prerequisites for the course	
1	Students should understand the basic concept of Finance

Prior Reading Material/ useful links
https://archive.nptel.ac.in/courses/110/105/110105144/
https://onlinecourses.swayam2.ac.in/imb24_mg49/preview

Course Outcomes: At the end of the Course, the learner will be able to

Sr. No	Course outcome number	CO Statement
1	CO1	Design the cognitive behavior of individuals for financial decision making
2	CO2	Explain psychological biases which lead to various anomalies
3	CO3	Identify the theories for rational decision making in preference functions
4	CO4	Apply technical analysis for financial decision making
5	CO5	Explain and evaluate the role of heuristics commonly used in financial decision-making;

Syllabus:

Course Contents	
Unit I	Introduction to Behavioral Finance – An Overview, Nature, Scope, Objectives, Theoretical framework of Behavioral Finance, Application, Dimension of Behavioral Finance – Prospect theory, framing, Mental Accounting, Loss Aversion; Implication of BF - Rational Managers vs. Irrational Investors, Efficient market hypothesis & alternate market hypothesis. [08 Hour]
Unit II	Market Anomalies Overview, Causes & Effect, Evidence of Calendar Effect, Fundamental and Technical Anomalies, Investment Decision Cycle: Judgment under Uncertainty: Cognitive information perception, Peculiarities (biases) of quantitative and numerical information perception, Representativeness, Anchoring, Exponential Discounting, Hyperbolic discounting (Theory). [08 Hour]
Unit III	Utility/Preference Functions Expected Utility Theory [EUT] and Rational Thought: Decision making under risk and uncertainty - Expected utility as a basis for decision-making – Theories based on Expected Utility Concept - Investor rationality and market efficiency. [08 Hour]

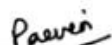
Paresh

Chairman,
605, Department of Management Studies
J D College of Engineering & Management
Nagpur

Unit IV	Behavioral Factors and Financial Markets The Efficient Markets Hypothesis – Fundamental Information and Financial Markets -Information available for Market Participants and Market Efficiency Market Predictability – The Concept of limits of Arbitrage Model - Asset management and behavioral factors – Active Portfolio Management: return statistics and sources of Systematic underperformance. - Fundamental information and technical Analysis – the case for psychological influence. [08 Hour]
Unit-V	Heuristics and behavioral biases of investors: Types of investors- Individual and Institutional - How the human mind works- The two systems; Familiarity and related heuristics; Representativeness and related biases; Anchoring; Irrationality and adaptation; Hyperbolic discounting. Sovereign credit rating – drivers. [08 Hour]
Text Books	
1	Behavioral Finance: Psychology, Decision-Making, and Markets", by Ackert and Deaves.
2	Shleifer, Andrei (2000). Inefficient Markets: An Introduction to Behavioral Finance. Oxford, UK: Oxford University Press.
3	Understanding Behavioral Finance by Ackert □ The Psychology of Investing by John R. Nofsinger, Pearson Prentice Hall, (4th Edition)
4	Chandra, P. (2017), Behavioural Finance, Tata McGraw Hill Education, Chennai (India).
5	Forbes, William (2009), Behavioural Finance, Wiley.
Reference Books	
1	Handbook of Behavioral Finance – Brian R. Bruce
2	Thaler, R. (1993). Advances in Behavioral Finance. Vol. I. New York, Russell Sage Foundation
3	Shefrin, H. (2002), Beyond Greed and Fear; Understanding Behavioural Finance and Psychology of investing. New York; Oxford University Press.
Useful links	
1	https://www.youtube.com/watch?v=LA9QLgPxtUg&list=PLNspmbLKJ8K1vtzqc8nLHaYR6D04paJ9
2	https://www.youtube.com/watch?v=jR4Ym5yDeA8&list=PLNspmbLKJ8K1vtzqc8nLHaYR6D04paJ9&index=6
3	https://www.youtube.com/watch?v=yIfqU9KbwnE&list=PL6WVSL3D1Ek9ukPuR_tDCRRQiaOulxx1N&index=1
4	https://www.youtube.com/watch?v=niRBV7hDTh4&list=PL6WVSL3D1Ek9ukPuR_tDCRRQiaOulxx1N&index=7

Contributions for syllabus designing:

S. No.	Name of the Person	Designation	Organization
1	Dr Manoj B Pandey	Assistant Professor	JDCOEM
2	Dr Manoj Rao	Assistant Professor	JDCOEM


Paresh
 Chairman,
 605, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

Quantitative Investment Management

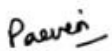
Semester	Course Code	Name of the course	L	T	P	Credits
IV	MB4T108	Quantitative Investment Management	3	0	0	3

Prerequisites for the course	
1	Proficiency in quantitative methods, including statistical analysis and financial Calculations, enables students to analyze financial data, assess risk, and make informed decisions.

Prior Reading Material/useful links	
1	https://onlinecourses.nptel.ac.in/noc23_mg111/unit?unit=18&lesson=19
2	https://onlinecourses.nptel.ac.in/noc23_mg111/unit?unit=26&lesson=27

Course Outcomes: At the end of the Course, the learner will be able to

Sr. No	Course outcome number	CO statement
1	CO1	Define and differentiate between various financial instruments.
2	CO2	Calculate the value of bonds using stated methods.
3	CO3	Assess the impact of yield curve changes on bond prices and apply spot Rates to analyze the term structure of interest rates.
4	CO4	Analyze interest rate risk using concepts such as Macaulay duration, Convexity, and key rate durations.
5	CO5	Evaluate the effectiveness of yield curve strategies and analyze their impact on portfolio performance.

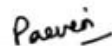

Chairman,
 605, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

Syllabus:

Course Contents	
Unit I	Foundations of Quantitative Investment Management: Overview of Financial Markets and Instruments-Debt & Equity, Hybrids, Derivatives; Financial Risk & Arbitrage Principles. [08 Hour]
Unit II	Bond Valuation Techniques: Intrinsic Value of Bonds, Arbitrage Free Pricing of Bonds, Forward Rates and Bond Pricing with Forward Rates, Bond Valuation with Binomial Trees. [08 Hour]
Unit III	Advanced Bond Valuation & Pricing: Valuation of Bonds with Embedded Options, Impact of Yield Curve Changes on Bond Prices, Spot Rates and Term Structure of Interest Rates, Yield Spreads and Option Adjusted Spread. [08 Hour]
Unit IV	Duration, Convexity, and Interest Rate Risk: Calculation of Option-Adjusted Spread, Uses of OAS, Interest Rate Risk & its Measures, Macaulay Duration of a Bond & its Properties, Yield curve shifts & duration, Duration of bonds with Embedded options, Key rate & one-sided duration, Modelling Return on Fixed Income Securities. [08 Hour]
Unit V	Interest Rate Instruments: Immunizing of a Single Liability, Bullet vs Barbell Strategies, Convexity Issues and Yield Curve Shifts Effect, Portfolio Statistics & Cardinal Measures. Yield curve strategies: Floaters, Caps & Floors & their Valuation. [08 Hour]
Text Books	
1	Fisher, D.E. and Jordan, R.J. "Security Analysis and Portfolio Management", 6th Ed., Prentice Hall.
Reference Books	
1	Elton, E.J., Gruber, M.J., Brown S.J. and Goetzman, W., "Modern Portfolio Theory and Investment Analysis", 6th Ed., Wiley
2	Financial Management by I.M. Pandey, 12th Edition, Pearson Education.
3	Financial Management-Theory/Problems/Cases by Ravi Kishore, 8th Edition, Taxmann Publications Pvt. Ltd.
4	Pike, R. and Bill, N., "Corporate Finance and Investment., Decisions and Strategies", 5th Ed, Prentice Hall.
Useful links	
1	http://icmai.in/
2	http://www.icai.org/

Contributions for syllabus designing:

S.No.	Name of the Person	Designation	Organization
1	Dr. Manoj Rao	Assistant Professor	JDCOEM
2	Dr. Manoj Pandey	Assistant Professor	JDCOEM


Chairman,
 605, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

SPECIALIZATION–MARKETINGMANAGEMENT**RetailSalesManagement**

Semester	CourseCode	Nameofthecourse	L	T	P	Credits
IV	MBT206	RetailSalesManagement	3			3

Prerequisitesforthe course	
1	StudentshouldunderstandimportanceofMarketing Management

PriorReadingMaterial/useful links	
1	WhatisRetailManagement?DefinitionandRoles

CourseOutcomes: Studentshouldableto

Sr.No	CO Number	COstatement
1	CO1	UnderstandtheBasicsofRetailing
2	CO2	ApplyRetailMarketSegmentationandPositioning Strategies
3	CO3	AnalyzeStoreLocationandLayoutDecisions
4	CO4	EvaluateRetailMarketingStrategiesforCompetitiveAdvantage
5	CO5	CreateEfficientMerchandisingandCRMSystems

Syllabus:

CourseContents	
UnitI	Introduction to Retailing - Introduction, Meaning, and EconomicSignificance of Retailing, Retail Management Decision Process, Product Retailingvs.ServiceRetailing,TypesofRetailers,RetailingEnvironment: Indian vs. Global Scenario, Elements of Retail Marketing Environment, Environmental Issues
UnitII	Retail Market Segmentation and Positioning - Retail Market Segmentation: Meaning, Targeted Marketing Efforts, Criteria for Effective Segmentation, Dimensions of Segmentation, Positioning Decisions in Retail
Unit III	StoreLocationandLayout -TypesofRetailStoreLocations,Factors AffectingRetailLocationDecisions,Country/RegionAnalysis,TradeArea Analysis,SiteEvaluation,SiteSelection,Location-BasedRetailStrategies
UnitIV	Retail Marketing Strategies - Target Market and Retail Format, Strategic RetailPlanningProcess, BuildingaSustainableCompetitive Advantage, Retail Models, Retail "EST" Model, Differentiation Strategies
UnitV	Retail Merchandising and Customer Relationship Management (CRM) - MerchandisingManagement Process, Activities ofaMerchandiser, Private Branding: Store Brands vs. National Brands, Growth Drivers of Private Label, Global and Indian Market Scenario, Integrated Marketing Communication in Retail Customer Relationship Management (CRM), CRM and Loyalty Programs,Technology in Retail Marketing Decisions
Text books	

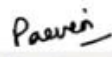
Paavni

Chairman,
BOS, Department of Management Studies
J D College of Engineering & Management
Nagpur

1	SwapnaPradhan,RetailingManagementText&Cases,TataMcGrawHill Companies
2	RetailingManagement,MichaelLevy,BartonWeitz,DhruvGrewal, McGraw-HillEducation;10edition,ISBN-13:978-1260084764
Reference Books	
1	RetailingManagement,MichaelLevy,BartonWeitz,DhruvGrewal,McGraw- Hill Education; 10 edition, ISBN-13: 978-1260084764
2	RetailMarketingManagement,DavidGilbert,PearsonEducation;2edition, ISBN-13:978-8177588255
3	RetailManagement,BarryBermanJoelREvans,PatraliChatterjee,RituSrivastava, PearsonEducation;Thirteenthedition, ISBN-13: 978-9332587694
Usefullinks	
1	WhatIsRetailManagement?DefinitionandRoles
2	LearnSalesManagement
3	RetailManagement -WhatIsIt,Functions,Examples,Advantages

Contributionsforsyllabus designing:

Sr.No	Name oftheperson	Designation	Organization
1	DrSurendraJogi	Asst Professor	JDCOEM
2	DrManojPanday	Asst Professor	JDCOEM


Paavni
 Chairman,
 605, Department of Management Studies
 J D College of Engineering & Managemen
 Nagpur

Services Marketing Management

Semester	Course Code	Name of the course	L	T	P	Credits
IV	MBT207	Services Marketing Management	3	0	0	3

Prerequisites for the course	
1	Students should understand importance of Marketing Management

Prior Reading Material/Useful links	
1	Services marketing-Wikipedia

Course Outcomes: Students should be able to

Sr.No	CO Number	CO statement
1	CO1	Remember the Fundamentals of Services Marketing
2	CO2	Understand the Service Marketing Mix and Gaps Model
3	CO3	Apply Integrated Marketing Communication (IMC) in Service Marketing
4	CO4	Analyze the Service Marketing System and Quality Management
5	CO5	Evaluate Innovations and Ethical Challenges in Service Marketing Research

Syllabus:

Course Contents

Unit I	Services Marketing Introduction, meaning & evolution of services marketing, myths encountered in services, need for service marketing, and growth in Services Marketing. [08 Hour]
Unit II	Services Marketing Mix & Gaps Model Introduction, 7Ps of service marketing, Service gaps framework, perceived service quality, models of service marketing. Service Design & Service Delivery Introduction & its process. [08 Hour]
Unit III	Integrated Services Marketing: Introduction, meaning Features and Importance, Integrated Marketing Communication for Service, Reasons for growing importance of integrated marketing communication and its Advantages. [08 Hour]
Unit IV	Integrated Service Marketing Mix, developing an effective and efficient service marketing system, Integration of service quality measures and managing quality Emerging Issues in Service Marketing. [08 Hour]
Unit V	Service Marketing Research for Global Markets and Rural Markets, Innovations in Services Marketing, Ethical Aspects in Service Marketing. [08 Hour]

Textbooks

1	Service Marketing, SM Jha
2	Service Marketing, Valarie Azeuthaml, Dwayne, Mary Bitner & Ajay Pandit

Reference Books

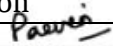
1	Services Marketing, Rajendra Nargundkar, McGraw Hill Education; 3 edition, ISBN-13: 978-0070682122
---	--

Useful links

1	Strategic Services Marketing-Course
2	Services-Marketing-study-material.pdf
3	DMGT510 SERVICES MARKETING.pdf

Contributions for syllabus designing:

Sr.No	Name of the person	Designation	Organization
1	Dr Surendra Jogi	Asst Professor	JD COEM


Chairman,
 605, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

RuralMarketing

Semester	CourseCode	Nameofthecourse	L	T	P	Credits
IV	MBT208	RuralMarketing	3	0	0	3

Prerequisitesforthecourse	
1	Students should understand importance of Marketing Management

PriorReadingMaterial/usefullinks	
1	Servicesmarketing-Wikipedia

CourseOutcomes: Students should be able to

Sr.No	Course Outcome Number	CO statement
1	CO1	Understanding of the rural economy and rural marketing Environment.
2	CO2	Understanding of rural consumer buying behavior, the consumption pattern, the need, wants of the rural consumers and ability to apply theoretical concepts in designing rural marketing research.
3	CO3	Understanding of rural market segmentation, targeting and Positioning.
4	CO4	Understanding of rural marketing strategy and marketing of Agricultural inputs.
5	CO5	Understanding of rural services marketing.

Syllabus:

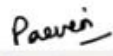
Course Contents	
Unit I	Defining Rural Markets , 4A's of Rural marketing, Rural marketing environment, Rural Economy: economic scenario in rural India, Role of Government in rural India, Recent trends in rural marketing. [08 Hour]
Unit II	Rural Consumer Buying Behavior - Characteristics of rural consumer, Factors influencing consumer behavior, Buyer Decision Process, Key Opinion leaders, Rural Market Research: Rural Marketing Research Process, Special tools used in Rural Marketing Research. [08 Hour]
Unit III	Segmentation, Targeting and Positioning in Rural Market, Bases for segmenting rural consumer markets, Targeting and Positioning. [08 Hour]
Unit IV	Rural Marketing Strategy - Product strategy, Pricing strategy, Distribution strategy, Communication strategy, Marketing of Agri-inputs, Seeds, Fertilizers, Pesticides & Tractors. [08 Hour]
Unit V	Rural Services Marketing - Telecommunication services, ICT services, Financial services and Health care services in rural India. Rural Market environment analysis through Rural engagement Project (REP) Understanding of rural retail scenario, financial services in rural India, understanding of haats, bazaar, mandi, mela etc., understanding of government initiatives in rural market development & farming practices, corporate practices in Rural market, producers and entrepreneurs at the BOP, alternative market initiatives at BOP, ethical issues.

Paaven
Chairman,
 605, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

Textbooks	
1	The Rural Marketing: by Pradeep Kashyap, Pearson Education Inc
2	Introduction to Rural Marketing: by R. Krishnamoorthy, Himalaya Publishing House.
Reference Books	
1	Rural Marketing Text & Cases : by CSG Krishna macharyulu & Lalita, Pearson Education Inc.
2	Rural Marketing: By Balram Dogra & Karminster Chuman, Tata McGraw Hill Education Pvt Ltd.
3	Rural Marketing Text and Cases: by UC Mathur, Excel Books
Useful links	
1	Strategic Services Marketing-Course
2	Services-Marketing-study-material.pdf
3	DMGT510 SERVICES MARKETING.pdf

Contributions for syllabus designing:

Sr.No	Name of the person	Designation	Organization
1	Dr Surendra Jogi	Asst Professor	JD COEM
2	Dr Parvin Shaikh	Asst Professor	JD COEM


Chairman,
 BOS, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

MBA Semester IV Syllabus (HR & Operations Management) Training &

Development

Semester	Course Code	Name of the Course	L	T	P	Credits
IV	MB4T306	Training & Development	3	0	0	3

Pre-requisites for the Course

1	Knowledge about the basic functions of HRM
---	--

Prior Reading Material / Useful links

1	https://www.youtube.com/watch?v=ps09Fv_BCrw
2	https://www.youtube.com/watch?v=BTjxR6NtWd4

Course Outcomes: At the end of the Course, the students will be able to

Sr. No	Course outcome number	CO Statement
1	CO1	Explain the important concepts related to training
2	CO2	Choose appropriate training methods for a particular scenario
3	CO3	Conduct cost-benefit analysis, calculate ROI for training
4	CO4	Analyze the Management development strategies
5	CO5	Design Training need analysis, Training objectives, Training program & Evaluation format for a given scenario

Syllabus:

Course Contents

Unit I	Introduction to Training and Training need analysis: Important concepts and meanings- Training, Development, Education; Nature of training; Significance of Training; Objectives of training; Benefits of training; Why and when to conduct TNA; TNA model;; framework for conducting TNA [08 Hours]
Unit II	Training Design & Methods: Importance of training objectives; Facilitation of Learning & transfer of training; Training methods: On the Job Training- Job Instruction Technique, Apprenticeship, Coaching, Mentoring; Off the job training- lectures and demonstrations; Games and simulations, In-Basket Technique, Case Studies, Role Play, Behavior Modeling; Cross Cultural Training; Computer based Training Methods- E-Learning, Programmed Instruction, Intelligent Tutoring systems, Interactive multimedia, Virtual Reality, Assessment Center [08 Hours]
Unit III	Development and Implementation of Training: Development of Training- Instructional Strategy, Materials and Equipment, Sources of Training, Implementation- Ideas for training, ideas for Trainers; Transfer of training. [08 Hour]

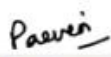
Paavani

Chairman,
605, Department of Management Studies
J D College of Engineering & Management
Nagpur

UnitIV	Evaluation of Training: Importance, Different Models of evaluation, Types of evaluation; Cost Benefit Analysis of Training program; ROI on Training. [08 Hours]
UnitV	ManagementDevelopment Types of Management Development Programs; Types of Management development Training, Training for Executive Level Management- Knowledge, Skills, Traits and leadership style, Strategies for development of Executives, Career & Succession Planning [08 Hours]
TextBooks	
1	P.Nick Blanchard & James W. Thacker, Effective Training-Systems, Strategies, and Practices, 3rd edition, Pearson Education.
2	Raymond A Noe, Employee Training and Development, McGraw Hill.
ReferenceBooks	
1	Dr.B.Rathan Reddy ,Effective Human Resource Training and Development Strategy, Himalaya Publication House
2	Human Resource and Personnel Management –Text and cases, K. Aswathappa, Publication -McGraw- Hill Publishing co. Ltd
3	Personnel and Human Resource Management: Text and Cases, By P. Subba Rao, Publisher: Himalaya Publishing House
Useful links	
1	https://archive.nptel.ac.in/noc/courses/noc22/SEM1/noc22-hs63/

Contributions for syllabus designing:

S.No.	Name of the Person	Designation	Organization
1	Dr. Parvin Shaikh	Assistant Professor	JDCOEM
2	Dr. Surendra Jogi	Assistant Professor	JDCOEM


Paaven
 Chairman,
 605, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

International Human Resource Management

Semester	Course Code	Name of the Course	L	T	P	Credits
IV	MB4T307	International Human Resource Management	3	0	0	3

Prerequisites for the Course	
1	Basic knowledge of International Business

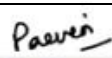
Prior Reading Material/Useful links	
1	https://www.youtube.com/watch?v=2j3AzwdpZf0

Course Outcomes: At the end of the Course, the students will be able to

Sr. No	Course outcome number	CO statement
1	CO1	Explicate the key concepts in International HRM
2	CO2	Manage diversity & cross-cultural issues in HRM
3	CO3	Select appropriate strategies for HR functions in international setting
4	CO4	Compare and contrast HR practices in major economies
5	CO5	Evaluate the role of HR in strategic business decisions

Syllabus:

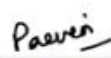
Course Contents	
Unit I	International HRM: An Overview: Drivers of Globalization, stages of internationalization, international business approach, International HRM - domestic Vs international HRM. [08 Hours]
Unit II	Cultural Context of HRM: Culture, Cultural Sensitivity, Hofstadter's model of four cultural dimensions, Cross Cultural diversity in the workplace, National Culture & HRM, Managing Diversity: Strengths and weaknesses. [08 Hours]
Unit III	Internationalization & Specific HRM Issues: International division of labor, Global HRP, Recruitment & Selection, Performance Management, Training & Development, Compensation & Benefits, Industrial Relations [08 Hour]
Unit IV	International Strategic HRM: Introduction, peculiarities in Global Strategic management, process, MNCs Business Strategies and HRM strategies, Role of HRM in Mergers & Acquisitions [08 Hour]


Chairman,
 605, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

Unit V	HR in Major Economies: HR in India, Japan, Europe, USA, implications of national diversity for multinational companies [08 Hour]
Text Books	
1	P. Subba Rao, International Human Resource Management, Himalaya Publishing House
2	Monir Tayeb International Human Resource Management, Oxford University Press
Reference Books	
1	Randall S. Schuler and Susan E. Jackson, Strategic HRM, Blackwell Publishing
2	Randall Schuler & Dennis Briscoe, International Human Resource Management, Routledge Global Human Resource Management Series
3	K. Aswathappa, International Human Resource Management, Mc-Graw Hill
Useful links	
1	https://www.youtube.com/watch?v=sWmkYV5D8pI
2	https://www.youtube.com/watch?v=laH0JkY9hqs
3	https://ebooks.inflibnet.ac.in/mgmt01/chapter/international-human-resource-management/

Contributions for syllabus designing:

S.No.	Name of the Person	Designation	Organization
1	Dr. Parvin Shaikh	Assistant Professor	JDCOEM
2	Prof. Zuber Ahmed	Assistant Professor	JDCOEM


Chairman,
 605, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

Organization Development & Change Management

Semester	Course Code	Name of the course	L	T	P	Credits
IV	MB4T308	Organization Development & Change Management	3			3

Prerequisites for the Course

1	Students should be familiar with organizational behavior, structure and organizational processes
---	--

Prior Reading Material/Useful Links

1	What Is Organizational Change Management? HBS Online
---	--

Course Outcomes: At the end of the Course, the students will be able to

Sr.No	Course Outcome Number	CO Statement
1	CO1	Understand the evolution and importance of Organizational Development (OD) and change management
2	CO2	Analyze the process of managing organizational change
3	CO3	Apply OD interventions to improve individual, team, and organizational performance
4	CO4	Evaluate the effectiveness of OD interventions in organizational contexts
5	CO5	Formulate ethical and politically sensitive OD strategies

Syllabus:

Course Contents	
Unit I	Introduction To Organization Development (OD) And Change Management Definition, growth and Historical overview of OD, Growth and evolution of OD, The nature and importance of planned change, Models and theories of planned change, personal and organizational barriers to change, Overcoming Resistance to change [08 Hour]
Unit II	Managing The Organization Development Process - Entering and contracting- Entering into an OD Relationship and developing a contract, Diagnosing- The Need for Diagnostic Models, Organizational - level, Group -level and Individual- level Diagnosis, Feeding back Diagnostic information. Action Research: A Process and Approach, History and Varieties of Action Research [08 Hour]
Unit III	Designing Interventions An overview of OD Interventions, Classification, Individual, Interpersonal and Team Interventions – Individual and Third-party Peacemaking Intervention, T-Groups, Behavioral Modeling, Life and Career Planning, Coaching and Mentoring, Transactional Analysis [08 Hour]
Unit IV	Team Interventions Importance of teams, characteristics of effective teams, types of team building – Group Diagnostic meeting, Role Analysis Technique (RAT), Role Negotiation Technique, Process consultation Approach [08 Hour]

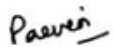
Paresh

Chaiman,
605, Department of Management Studies
JD College of Engineering & Management
Nagpur

UnitV	Organization Wide and Structural Interventions Nature of Organization wide interventions; Survey feedback Method, Burckhardt's confrontation meeting, Grid organization Development, Organization transformation, The MBO Approach to OD, Workredesign. Issues In OD Issues in Consultant Client relationship, Ethical issues for OD consultants, Power and the values of OD, Politics in Organization diagnosing, Political Power in Organizations, Competencies of an Effective OD practitioners Teaching Methodology. [08 Hour]
Textbook	
1	FrenchWendellL.,BellCecilH.OrganizationDevelopment,PearsonJr., Education
2	LuthansFredOrganizationalBehavior
ReferenceBooks	
1	DavisKeith,OrganizationalBehavior
2	ScheinEdgar,OrganizationDevelopment
3	S.Ramanarayan,RaoT.V.,OrganizationDevelopment
	CummingsandWorley,OrganizationDevelopmentandChangeManagement
Usefullinks	
1	IntegrateOrganizationDevelopmentAndChangeManagement(prosci.com)
2	OrganizationDevelopmentandChangein21stCentury-Course(nptel.ac.in)

Contributionsforsyllabusdesigning:

Sr.No	Nameoftheperson	Designation	Organization
1	DrSurendraJogi	AsstProfessor	JDCOEM
2	DrParvinShaikh	AsstProfessor	JDCOEM


Chairman,
 605, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

Quality Management

Semester	Course Code	Name of the course	L	T	P	Credits
IV	MB4T406	Quality Management System	3	-	-	3

Pre-requisites for the Course

1	Basic knowledge of Operations management
---	--

Prior Reading Material/Useful Links

1	https://www.investopedia.com/terms/q/quality-management.asp#:~:text=Key%20Takeaways-,Quality%20management%20is%20the%20act%20of%20overseeing%20all%20activities%20and,quality%20control%20and%20quality%20improvement.
2	https://corporatefinanceinstitute.com/resources/management/quality-management/
3	https://asq.org/quality-resources/quality-management-system

Course Outcomes: At the end of the Course, the learner will be able to

Sr.No	Course outcome number	CO statement
1	CO1	Explain Total Quality Basics
2	CO2	Summarize implementation of Total Quality Principles to employees and supplier partnership in a given case study
3	CO3	Apply PDCA for continuous process improvement
4	CO4	Outline the methodical approach to Total Quality for overall performance enhancement.
5	CO5	Map the loss function or cost function

Syllabus:

Course Contents

Unit I	Introduction to Total Quality in Organization: A brief history, the concept of quality, evolution of total quality, principles of total quality, Gurus of total quality management, their philosophies and contributions, characteristics of quality leader, customer satisfaction, customer perception of quality, feedback, customer complaints [08 Hour]
---------------	---

Paresh
Chairman,
605, Department of Management Studies
J D College of Engineering & Management
Nagpur

UnitII	EmployeeInvolvementandSupplierPartnership: Employee motivation, Empowerment, Teams, Suggestion system, Performance appraisaland gain sharing, Principles of customer/supplier relations, Partnering, Sourcing,Supplier selection, supplier certification, supplier rating. [08 Hour]
UnitIII	ContinuousProcessImprovement: Process,PDCA Cycle,The Juran Trilogy,Problemsolvingmethod,Kaizen,Six Sigma,performancemeasures,Costof Quality. [08 Hour]
UnitIV	ToolsandTechniquesforTotalQualityI: 7QCTools,Managementtools,QualityFunctionDeployment,QualitybyDesign, Failure Mode and Effect Analysis. [08 Hour]
UnitV	ToolsandTechniquesforTotalQualityII: StatisticalProcessControl,ExperimentalDesign,Taguchi'sQualityEngineering. [08 Hour]
TextBooks	
1	TheQualityToolbox,NancyR.Tague,1995
2	TotalQualityManagement,DaleH.Besterfield,1999
3	PrinciplesofTotalQuality,ThirdEdition,VincentK.Omachonu,Ph.D.JoeE. Ross, Ph.D.,CRC PRESS
4	TQMHandbook
5	FundamentalsofTotalQualityManagement(JensJ.Dahlgaard,KaiKristensen)
ReferenceBooks	
1	TotalQualityManagementinEducationThirddeditionEdwardSallis
Usefullinks	
1	https://www.youtube.com/watch?v=RBlhzeXpB3A
2	https://www.youtube.com/watch?v=UGDF_51OrYY
3	https://www.youtube.com/watch?v=anA_TiUfmbM
4	https://www.youtube.com/watch?v=KTvM8SCdGKc

Contributionsforsyllabusdesigning:

Sr.No	Nameoftheperson	Designation	Organization
1	Prof.NiharikaSingh	Asst.Professor	JDCOEM

Paaveni
Chairman,
 605, Department of Management Studies
 J D College of Engineering & Managemen
 Nagpur

Semester	CourseCode	Nameofthecourse	L	T	P	Credits
IV	MB4T407	InventoryManagement	3	-	-	3

Pre-requisitesfortheCourse	
1	BasicknowledgeofOperationsmanagement

PriorReadingMaterial/UsefulLinks	
1	https://www.investopedia.com/terms/i/inventory-management.asp
2	https://www.ibm.com/topics/inventory-management
3	https://www.tcsion.com/courses/supply-chain/basics-of-inventory-management/

CourseOutcomes: AttheendoftheCourse,thelearnerwillbeableto

Sr.No	Course outcome number	COstatement
1	CO1	ExplaintheconceptofPurchasing,ContractandDistinguishthe conceptsofCentralizedandDecentralizedPurchasing,Procurement and Purchasing.
2	CO2	SummarizeSignificanceofStrategicSourcing,SupplierEvaluation, Supplier Selection, Standards and Certifications required by Suppliers.
3	CO3	AnalyzetheMeaningof RightPrice,Forecasting,Budgetingand Understanding the Importance of Cost Reduction.
4	CO4	OutlineDimensions ofMaterialManagementandstatetheSignificance, Functions,andRolesofMaterialManagement.
5	CO5	DiscusstheImportanceofInventoryanditscontrolprocess.

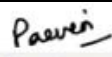
Syllabus:

CourseContents	
UnitI	Purchasing: Purchasing objectives - Purchasing Responsibilities - Purchasing Management Process - Quotationand Purchase order - Types ofpurchase order(PO) - Contract -AdvantagesandDisadvantages-ContentsofContract-PurchasingOrganization Structure- Advantages and disadvantages ofCentralization and decentralization - Procurementand E-Procurement– Value chainofE-Procurement-Difference betweenprocurementandpurchasing[08Hour]
UnitII	StrategicSourcing: Strategic sourcing process - The Kraljic Matrix- (Case Study) - Supplier Evaluation - Selection-Key factors for supplier selection - Standards for supplierselection-Standardsandcertification–Quality Characteristics - Supplier QualityManagement, Rating measurement criteria.[08 Hour]

	[08Hour]
Unit III	Price&BudgetaryControl: Meaning of Right Price – Price Analysis - Determination of Right Price – Influencing Factors on Pricing - Classification of Pricing - Price Forecasting - Right Place – Purchase Budgets - Budgetary control - Need Identification Problems - Definition of lead time Elements- Cost Reduction and Lead time. [08 Hour]
Unit IV	MaterialManagement: Nature, Objectives - Significance of– Key function of Material classification - Material handling principles- Materials and Profitability & Profit Center Concept- Definition of Material Planning - Bill of Material– Material Requirement Planning -Importance of Material Research, Definition Unitizing, packaging and shipping - Inventory: Importance, Types, Functions and Characteristics -Reasons for holding inventories. [08 Hour]
Unit V	Inventory Management Process: Inventory costs and its relevance for decision making - Inventory policies and control - Push Pull inventory methods - Risk pooling - Inventory management process- Inventory control system- Performance measurement in inventory Management.[08Hour]
Text Books	
1	Gopalakrishnan P.–Purchasing and Materials management–Tata McGraw Hill– 23rd Edition – 2008.
2	Purchasing and Materials Management –S Chand & Company Ltd. –KC Jain and Jeet Patidar – 2011
3	Logistics and Supply Chain Management–Himalaya Publishing House–K. Shridhara Bhat– 2011
Reference Books	
1	Essentials of Supply Chain Management– Jaico Publishing House–Dr.R. P.Mohanty and Dr.S.G.Deshmukh
2	Supply Chain Management: Strategy, Planning, and Operation (2nd Edition) by Sunil Chopra, Peter Meindl- 2007
Useful links	
1	https://www.youtube.com/watch?v=6L4jzJB2AmM
2	https://www.youtube.com/watch?v=irpVbxHiRu4
3	https://www.youtube.com/watch?v=DQmQYebYi8M
4	https://www.youtube.com/watch?v=PohSjXM5AW0

Contributions for syllabus designing:

Sr.No	Name of the person	Designation	Organization
1	Prof.Niharika Singh	Asst.Professor	JDCOEM


Paaven
 Chairman,
 605, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

Semester	CourseCode	Nameofthecourse	L	T	P	Credits
IV	MB4T408	EnterpriseResource Planning	3			3

Prerequisites forthecourse	
1	Understanding of corebusinessfunctionssuchasaccounting, Finance,humanresources,procurement,andinventorymanagement.
2	“Introductory knowledge of information systems and technology, including basic concepts of databases, networking, and software applications.
3	Understanding of basic project management concepts, including project Planning,execution,andmonitoring.

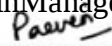
PriorReadingMaterial/useful links	
1	"SuccessfulERPSystems:AGuideforBusinessesandExecutives"by ChristineB. Tayntor
2	"ERPDemystified"byAlexis Leon
3	"EnterpriseResourcePlanning:SolutionsandManagement"byNahandLau

CourseOutcomes:

Sr.No	Course outcome number	COstatement
1	CO1	DemonstrateastrongunderstandingoffundamentalissuesinERPsystems
2	CO2	SummarizethevariousstrategicchoicesavailableforERPsystem selectionandadoption
3	CO3	DesigntheERPimplementationstrategies
4	CO4	UnderstandtheneedofBusinessSystemsandProcessessthroughstrategic analysisofERPsystems
5	CO5	Todevelopaprocessdriventhinkingtowardsbusiness processes

Syllabus:

CourseContents	
UnitI	IntroductiontoERP -EvolutionofERP,whatisERP?,Reasonsforthe Growthof ERP, Scenario and Justification of ERP in India, Evaluation of ERP, Various Modules of ERP, Advantage of ERP. [08 Hour]
UnitII	An Overview ofEnterprise - AnOverviewofEnterprise,IntegratedManagement Information.BusinessModeling,ERPforSmallBusiness,ERPforMaketoOrder Companies, Business Process Mappingfor ERP Module Design, Hardware EnvironmentanditsSelectionforERPImplementation. [08Hour]
UnitIII	ERP and Related Technologies - ERP and Related Technologies ,Business ProcessReengineering(BPR),Management InformationSystem(MIS),Executive InformationSystem(EIS),DecisionsupportSystem(DSS),SupplyChainManagement (SCM). [08 Hour]


Chairman,
 605, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

UnitIV	ERP Market -Introduction, SAP AG, Baan Company, Oracle Corporation, People Soft, JD Edwards World Solutions Co, System Software Associates, Inc. (SSA);QAD;AComparative AssessmentandSelectionofERPPackagesand Modules.[08 Hour]
UnitV	ERP Implementation Lifecycle - Issues in Implementing ERP Packages; Pre-evaluation Screening; Package Evaluation; Project Planning Phase; Gap Analysis; Reengineering; Configuration; Implementation; Team Training; Testing;GoingLive;End-UserTraining;PostImplementation(Maintenance Mode).[08 Hour]
TextBooks	
1	ERPandSupplyChainManagementbyChristianN.Madu,Publisher: CHI
2	Implementing SAP ERPSales & Distribution by Glynn C. Williams,Publisher McGraw-Hill
3	"Enterprise Resource Planning Systems: Systems, Lifecycle, Electronic Commerce, and Risk" byDanieleO'Leary
ReferenceBooks	
1	ManufacturingResourcePlanning(MRP II)withIntroductiontoERP;SCM;an CRM by Khalid Sheikh, Publisher: McGraw-Hill
2	The Impact of Enterprise Systems on Corporate Performance: A study of ERP, SCM, and CRM System Implementations [An article from: Journal of Operations Management]byK.B.Hendricks;V.R.Singhal;andJ.K.Stratman,Publisher: Elsevier
3	"ModernERP:Select,Implement&UseToday'sAdvancedBusinessSystems"by Marianne Bradford
Usefullinks	
1	https://www.youtube.com/watch?v=Ju55a1atEZw
2	https://www.youtube.com/watch?v=9u9dSZw2gs8
3	https://www.youtube.com/watch?v=a4XIOjHhY9g

Contributionsforsyllabusdesigning:

Sr.No	Nameoftheperson	Designation	Organization
1	Prof.NiharikaSingh	Asst.Professor	JD COEM

Paaven
Chairman,
 605, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

SPECIALIZATION-IT&ANALYTICS
DatabaseforBusinessAnalytics

Semester	CourseCode	Nameofthecourse	L	T	P	Credits
IVth	MB5T506	DatabaseforBusiness Analytics	3	0	0	3

Prerequisitesforthe course	
1	Understandingoffundamentalstatisticalconcepts,includingmeasuresof Centraltendency.
2	Basicknowledgeofprogrammingconceptsandfamiliaritywithat leastone programming language, preferably Python or R.
3	Basicunderstandingofdatabases,includingrelationaldatabasesand SQL.

PriorReadingMaterial/useful links	
1	"DataSciencefor Business:WhatYouNeedtoKnowAboutDataMining andData-AnalyticThinking"byFosterProvostandTomFawcett(BOOK)
2	Coursessuchas"IntroductiontoDataScience"or"BusinessAnalytics"on platformslikeCourserandedXcanprovideinteractivelearning Experiences.

CourseOutcomes:

Sr. No	Courseoutcome number	COstatement
1	CO1(Remember)	Identifyanddescribethefundamentalprinciplesofdatabasesdesign..
2	CO2(Understand)	ExplainhowSQLisusedfordatamanipulationandquerying, Outlining its role in database management systems.
3	CO3(Apply)	UseSQLtomanipulateandquerydatabases,retrievingand Managing data for business applications.
4	CO4(Analyze)	Examinetheroleofbusinessanalyticsindecision-makingbybre Down how data-driven insights support strategic choices.
5	CO5(Evaluate)	Assesstheeffectivenessofintegratingdatabaseswithbusiness Analytics tools for real-time, data-driven decision-making.

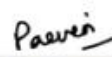
Paaven
Chairman,
 605, Department of Management Studies
 J D College of Engineering & Managemen
 Nagpur

Syllabus:

Course Contents	
Unit I	Introduction-Database Introduction to Business Analytics, Role of Databases in Business Analytics, Types of Databases: Relational (SQL) vs. Non-relational (NoSQL), Database Design Principles, Entity-Relationship (ER) Modelling. [08 Hour]
Unit II	SQL for Data Manipulation and Querying Introduction to SQL, Data Definition Language (DDL), Data Manipulation Language (DML), Normalization and Denormalization Activities: SQL exercises: creating tables, inserting, updating, and deleting data, Practical querying exercises. [08 Hour]
Unit III	Introduction to Business Analytics Overview of Business Analytics -Importance of Data-Driven Decision Making, Types of Analytics: Descriptive, Predictive, and Prescriptive. Data Collection and Preparation -Sources of Business Data, Data Quality and Cleaning, Data Transformation and Integration. [08 Hour]
Unit IV	Database Integration with Business Analytics Tools Integration with Business Intelligence (BI) Tools, Connecting Databases to Tools like Power BI, Tableau, Data Visualization Techniques. Big Data and No SQL Databases -Introduction to Big Data, Overview of No-SQL Databases (Mongo DB, Cassandra), Comparing SQL and No-SQL databases. [08 Hour]
Unit V	Implementing Business Analytics Solutions - Analytics Project Management, Building a Data-Driven Culture, Ethical Considerations in Analytics, Decision Analysis and Simulation. [08 Hour]
Text Books	
1	Database Systems: Design, Implementation, and Management" by Carlos Coronel and Steven Morris
2	"Data Science for Business: What You Need to Know About Data Mining and Data-Analytic Thinking" by Foster Provost and Tom Fawcett
Reference Books	
1	"SQL for Data Analytics" by Upom Malik, Matt Goldwasser, and Benjamin Johnston
2	"Business Analytics: Data Analysis & Decision Making" by S. Christian Albright and Wayne L. Winston
Useful links	
1	SQL for Data Analytics" by Upom Malik, Matt Goldwasser, and Benjamin Johnston

Contributions for syllabus designing:

Sr.No	Name of the person	Designation	Organization
1	Yamini Dwivedi	Asst. Prof	JDCOEM


Paresh
 Chairman,
 605, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

DynamicsofCRM&PowerBI

Semester	CourseCode	Nameofthecourse	L	T	P	Credits
IVth	MB4T507	DynamicsofCRM&PowerBI	3	0	0	3

Prerequisitesforthe course	
1	Knowledgeofcustomerrelationshipmanagement(CRM)principles.
2	BasicproficiencyinMicrosoftExcelandunderstandingofdata structures.
3	Basicknowledgeofdataanalysisconcepts.

PriorReadingMaterial/usefullinks	
1	AnintroductorycoursecoveringthebasicsofDynamics365,includingCRM.
2	OverviewofCustomerRelationshipManagement.
3	AnoverviewofPowerBI,itscomponents,andhowtoget started.

CourseOutcomes:

Sr.No	Course outcome number	COstatement
1	CO1	To understand the concepts and principles of CRM
2	CO2	To appreciate the role and changing face of CRM with Salesforce Automation.
3	CO3	To be able to learn about Power BI as a tool.
4	CO4	Developing dashboard and superficial knowledge about data refresh
5	CO5	Using Power BI Desktop for various database functions

Syllabus:

Course Contents	
Unit I	Introduction to CRM What is customer? How do we define CRM? CRM technology components, customer life style, customer interaction. Difference between CRM and eCRM, features of CRM. SalesForce Automations (SFA) Definition and need of SFA, barriers to successful SFA functionality, technological aspect of SFA, data synchronization, flexibility and performance, reporting tools. [08 Hour]
Unit II	Sales Force Automation - Sales Process, Activity, Contact-Lead and Knowledge Management - Field Force Automation. - CRM links in - Business - E-Commerce and Customer Relationships on the Internet - Enterprise Resource Planning (ERP), - Supply Chain Management (SCM), - Supplier Relationship Management (SRM), - Partner relationship Management (PRM). [08 Hour]
Unit III	Introducing Power BI - Uploading data to power BI, Natural language queries, Quick Insights, report functions, Visual Interaction. [08 Hour]
Unit IV	Dashboard & Data Refresh - viewing dashboard and inviting users to see dashboard, creating group workspace, viewing reports and dashboard on mobile device, data refresh and Power BI refresh architecture. [08 Hour]

Paaven

Chairman,
605, Department of Management Studies
J D College of Engineering & Management
Nagpur

Unit V	Using Power BI Desktop -Connecting to database, loading from multiple data Sources, using query editor, hiding and removing tables, handling seasonality and sorting methods. [08 Hour]
Text Books	
1	Customer Relationship Management by Kristin Anderson and Carol Kerr, TM.
2	Microsoft Power BI Cookbook, Brett Powell, Packt Publishing Ltd
3	Introducing Microsoft Power BI, Alberto Ferrari and Marco Russo, Microsoft Press
Reference Books	
1	CRM at the speed of flight by Paul Greenberg, YMH 2nd edition.
2	Customer Relationship Management by V Kumar, Werner J Reinartz, WILEY India edition.
3	Microsoft Power BI Cookbook, Brett Powell, Packt Publishing Ltd
Useful links	
1	https://www.youtube.com/watch?reload=9&v=S34DjcqiGis
2	https://www.youtube.com/watch?v=6ZLpNZLKYCg
3	https://www.salesforce.com/in/company/careers/rdr/

Contributions for syllabus designing:

Sr.No	Name of the person	Designation	Organization
1	Yamini Dwivedi	Asst.Prof	JDCOEM

Paavani
Chairman,
 605, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

SocialMediaAnalytics&CyberLaw

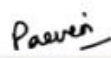
Semester	CourseCode	Nameofthecourse	L	T	P	Credits
I	MB4T508	SocialMedia Analytics&Cyber Law	3	-	-	3

Prerequisitesforthecourse	
1	Regularattendanceinclass
2	Activeclassparticipation
3	SubmissionofAssignments,Taskallotted

PriorReadingMaterial/usefullinks	
1	https://blog.ipleaders.in/how-has-social-media-contributed-to-the-spread-of-cybercrimes-an-analysis/
2	https://www.innefu.com/blog/social-media-analytics-driving-revolution-for-law-enforcement-agencies
3	https://www.linkedin.com/pulse/understanding-cyber-laws-social-media-prateek-jain-rmiec/

CourseOutcomes: AttheendoftheCourse,thelearnerwillbeableto

Sr.No	Courseoutcome number	COstatement
1	CO1(Remembering)	Understand theroleofDigitalMarketingwithinmarketing Strategy.
2	CO2(Understand)	Summarize thekeylegalprovisionsofCyber Law.
3	CO3(Apply)	Illustrate theuseoftheActsincommonbusinesssituations.
4	CO4(Analyze)	Outline thevariousmobilemarketing&Emailmarketingcampaigns Areexecuted.
5	CO5(Evaluate)	Develop criticalthinkingbymakingjudgmentsrelatedtouseof variousprovisionsoftheActsinbusinesssituations

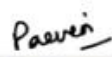

Paaven
 Chairman,
 BOS, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

Syllabus:

Course Contents	
Unit-I	Introduction to Social Media Analytics & Cyber Law - Introduction of Social Media Analytics Types, of E-Commerce Models (B2B, B2C), Digital Marketing Basics: SEO, SEM, Social Media Marketing, Digital Marketing Strategy, Digital Marketing Plan, Role of Data Analytics in Digital Marketing, Principles. [08 Hour]
Unit-II	Fundamentals of Cyber Law: Basics of Law, Sources of Laws, Types of Laws, Fundamental Rights & IT Laws in India, Definitions, objectives of Information Technology Act, 2000 Data Protection, Cyber Security. [08 Hour]
Unit-III	Social Media Marketing: Social Media Strategy, Social Media Channels, Social Media Content, Social Media Campaigns, Social Media Analytics. [08 Hour]
Unit-IV	Legal recognition of Digital Evidence: Relevance and Admissibility, Jurisdictional Variations, Types of Digital Evidence, Challenges in Legal Recognition, Legal Framework and Laws, Digital Forensics. [08 Hour]
Unit-V	IT Act 2000: Objectives & Scope of the Act, Digital Signature-digital signature Certificate, Important definitions, E-Governance, Electronic records certifying authorities, Penalty and adjudication. [08 Hour]
Text Books	
1	The Art of Digital Marketing: by Ian Dodson, Wiley.
2	Social Media Marketing: Strategies for Engaging in Facebook, Twitter & Other Social Media: by Liana Evans, Que Publishing
3	Cyber-law & Cyber Security Books By Dr. Pavan Duggal
4	Information Technology & Cyber Law
5	Cyber Law-Law of Information Technology and Internet
Reference Books	
1	eMarketing: The Essential Guide to Digital Marketing: by Rob Stokes (2010), Quirk Education.
2	E-Marketing: by Strauss, J. and Frost, R., Pearson Education, Inc.
3	Business Law, Seth, Pearson Education Asia
Useful links	
1	https://m.youtube.com/watch?v=ZVuHLP169mM
2	https://www.youtube.com/watch?v=FjZYszm7bOY
3	https://www.youtube.com/watch?v=kXtZ_vyGtQI
4	https://www.youtube.com/watch?v=8y1pzqmNG5w

Contributions for syllabus designing:

Sr.No	Name of the person	Designation	Organization
1	Prof. Niharika Singh	Asst. Professor	JD COEM


 Paaven
 Chairman,
 BOS, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

Semester	Course Code	Name of the Course	L	T	P	Credits
IV	MB4T002	Responsible Citizenship	3	0	0	3

Prerequisites for the Course	
1	Nil

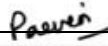
Prior Reading Material/Useful links	
1	https://www.youtube.com/watch?v=QZOJRoGKT1c

Course Outcomes: At the end of the Course, the students will be able to

Sr. No	Course outcome number	CO statement
1	CO1	Describe historical background of the constitution, its importance & Salient features
2	CO2	Explain the value of the fundamental rights and duties for becoming good citizen of India
3	CO3	Outline the functioning of three wings of the government i.e., executive, legislative and judiciary
4	CO4	Analyze the decentralization of power between central, state and local self-government
5	CO5	Evaluate the balance of power between the three organs of the government & the role of judiciary in maintaining the sanctity of Constitution

Syllabus:

Course Contents	
Unit I	Historical Background: Constitution-meaning, difference from ordinary law, political or legal instrument, need for constitution, historical perspective in making of Indian Constitution, salient features of Indian Constitution; Preamble-Key concepts, constitutional values; Citizenship [08 Hours]
Unit II	Fundamental Rights & Duties: Fundamental rights-Equality, affirmative action, life, liberty, freedom of speech & expression, freedom to do business, religious freedom, remedies against violation of fundamental rights; Fundamental duties. [08 Hours]
Unit III	Structure of the State & separation of powers: Executive, Legislature & Judiciary at the Central & State Level- structure, power & functions; relation between union & states [08 Hour]
Unit IV	Local Administration: District's Administration Head-Role and Importance, Municipalities-Mayor and role of Elected Representative-Panchayati Raj: Functions PRI: Zilla


Chairman,
 605, Department of Management Studies
 J D College of Engineering & Management
 Nagpur

	Panchayat, Elected officials and their roles - Block level Organizational Hierarchy, Village level - Role of Elected and Appointed officials - Importance of grass-root democracy [08 Hour]
Unit V	Emergency & Independence of Judiciary: Proclamation of Emergency, types of emergency - Election Commission: Role of Judiciary in maintaining the sanctity of the Constitution of India & Constitutional Interpretation; Constitutional change/amendment - Parliament's power to amend or replace the constitution; Role of Chief Election Commissioner - State Election Commission [08 Hour]
Text Books	
1	V.N Shukla's Indian Constitutional Law, M. P Singh 13th Edition
2	Durga Das Basu, Introduction to the Constitution of India, Prentice - Hall of India Pvt. Ltd., New Delhi
Reference Books	
1	Democracy and Constitutionalism in India, Oxford University Press 2009
2	Subash Kashyap, Indian Constitution, National Book Trust
3	J.A. Siwach, Dynamics of Indian Government & Politics
Useful links	
1	https://archive.nptel.ac.in/courses/129/106/129106003/
2	https://www.youtube.com/playlist?list=PLyqSpQzTE6M8GOltz64mg0bB78Svn0P6b
3	https://www.youtube.com/watch?v=Y1Edy7MKSp4
4	https://www.youtube.com/watch?v=2TgPrAeqjHw
5	https://www.youtube.com/watch?v=ksCMQIfWC1c
6	https://www.youtube.com/watch?v=b_KZujvh_AA

Contributions for syllabus designing:

S.No.	Name of the Person	Designation	Organization
1	Dr. Parvin Shaikh	Assistant Professor	JD COEM
2	Dr. Surendra Jogi	Assistant Professor	JD COEM

Paarvin
Chairman,
 605, Department of Management Studies
 J D College of Engineering & Management
 Nagpur