

SCHOOL OF COMMERCE AND MANAGEMENT
PROGRAMME: MASTERS IN BUSINESS ADMINISTRATION

SEMESTER: III

COURSE TITLE: APPLIED STATISTICS USING SPSS

COURSE CODE: 01BMBAR19361

CREDITS: 2

1. GOALS

By the end of this course, the student will be professionally competent in the following areas:

- Distinguish and appreciate fundamentals of Descriptive Statistics
- Distinguish and appreciate fundamentals of Inferential Statistics
- Use SPSS as a tool to create data and do statistical analysis from scratch
- Learn how to import data into SPSS from Excel
- Run descriptive statistics using SPSS and appreciate what type of analysis is suitable for different variable types
- Run Hypothesis test using SPSS

2. OBJECTIVES OF DEVELOPMENT

- To impart conceptual knowledge of basics of statistics, familiarize them with statistics terminologies through classroom lectures.
- To equip them with basic skills of data preparation and variable type distinction
- To help the students gain technical competence in statistical analysis through SPSS
- To equip the students with effective delivery of oral presentations on statistic topics, and incorporate appropriate technologies to enhance the effectiveness of the presentation.

3. COURSE MANAGEMENT

3.1 COURSE DESCRIPTION

The course content is designed with an aim to acquaint students with the basic knowledge on theory of statistics and apply the same using SPSS.

3.2 CREDIT HOURS / SEMESTER

Instruction Hours: 60

4. DEVELOPMENT OF STUDENTS' LEARNING OUTCOMES

- Distinguish and appreciate fundamentals of Descriptive Statistics
- Distinguish and appreciate fundamentals of Inferential Statistics
- Use SPSS as a tool to create data and do statistical analysis from scratch
- Learn how to import data into SPSS from Excel
- Run descriptive statistics using SPSS and appreciate what type of analysis is suitable for different variable types
- Run Hypothesis test using SPSS

4.1 FRAMEWORK FOR LEARNING OUTCOME WEIGHTAGE

Sub Unit wise KLAAp Assignment				
UNIT I	K	L	A	Ap
1.1	1	1	1	0
1.2	1	0	0	0
1.3	1	0	0	1
Total for UNIT I	3	1	1	1
UNIT II	K	L	A	Ap
2.1	1	1	0	0
2.2	1	0	0	0
2.3	0	1	1	0
2.4	0	0	0	1
Total for UNIT II	2	2	1	1
UNIT III	K	L	A	Ap
3.1	1	1	0	1
3.2	1	1	0	0
3.3	0	1	1	1
Total for UNIT III	2	3	1	2
UNIT IV	K	L	A	Ap
4.1	1	1	0	0
4.2	0	0	1	1
4.3	0	0	0	1
Total for UNIT IV	1	1	1	2
UNIT V	K	L	A	Ap
5.1	1	1	0	0
5.2	0	1	1	0
5.3	0	0	0	1
Total for UNIT V	1	2	1	1

Weightage Calculation									
UNIT	K		L		A		Ap		

	15% of 40	Weightage of "K" in the unit	20% of 40	Weightage of "L" in the unit	30% of 40	Weightage of "A" in the unit	35% of 40	Weightage of "Ap" in the unit	CDP (40)	UC (60)	TW (100)
	6		8		12		14				
1	3	2.0	1	0.9	1	2.4	1	2.0	7	12	19
2	2	1.3	2	1.8	1	2.4	1	2.0	8	12	20
3	2	1.3	3	2.7	1	2.4	2	4.0	10	12	22
4	1	0.7	1	0.9	1	2.4	2	4.0	8	12	20
5	1	0.7	2	1.8	1	2.4	1	2.0	7	12	19
	9		9		5		7		40		100

5. TEACHING METHODS

- a) Classroom lecture.
- b) Hands on session using SPSS in lab
- c) Classroom discussions
- d) Videos lectures on YouTube.
- e) Quizzes and Group Discussions
- f) Skill development assignments

6. TEACHING PLAN

Week	Topic	Hours	Teaching Methodology	Weightage
1 - 2	Unit I: Introduction to SPSS 1.1 SPSS-What's it, SPSS Data Editor Window (K, L, A) 1.2 SPSS Syntax Window, SPSS Output (K) 1.3 How to create variables in SPSS, Importing Excel Data into SPSS (K, Ap)	8 hrs 4 hrs/week	1. Lecture 2. Hands on using SPSS tool in lab 3. Assignment	19%
3 - 4	Unit II: SPSS Essentials 2.1 Measurement Levels, SPSS Variable Types and Formats (K, L) 2.2 SPSS Missing Values (K) 2.3 Analysing Categorical Data (L, A) 2.4 Analysing Numerical Data (Ap)	10 hrs 4 hrs/week	1. Lecture 2. Hands on using SPSS tool in lab 3. Assignment	20%
5 - 7	Unit III: Basic Statistics 3.1 Computing Central Tendency in SPSS (K, L, Ap) 3.2 Computing Variability with SPSS (K, L) 3.3 Pearson Correlation, How to create frequencies (L, A, Ap)	10 hrs 4 hrs/week	1. Lecture 2. Hands on using SPSS tool in lab 3. Assignment	22%

8	INTERNAL ASSESSMENT			
9 - 13	Unit IV: Inferential Statistics 4.1 One Sample t-test, Paired Sample t-test, Independent Samples t-test (K, L) 4.2 One Sample z-test, One way ANOVA in SPSS (A, Ap) 4.3 One way Chi Square in SPSS, Simple Linear Regression in SPSS (Ap)	18 hrs 4 hrs/week	1. Lecture 2. Hands on using SPSS tool in lab 3. Assignment	20%
14 - 15	Unit V: SPSS Charts 5.1 Graphs and figures using Chart Builder, Error Bars for Graphs, Probability Plots in SPSS (K, L) 5.2 Histograms and Frequency Polygons in SPSS, Boxplots and Outliers in SPSS, Bar Graph for Group differences in SPSS (L, A) 5.3 Stem and Leaf Chart, Other Useful Charts: Pie, Pareto, Scatter (Ap)	14 hrs 4 hrs/week	1. Lecture 2. Hands on using SPSS tool in lab 3. Assignment	19%
16	END SEMESTER EXAMINATION			

7. EVALUATION PLAN

As per GCU – Multi Assessment Provision (MAP).

8. TEACHING MATERIALS AND RESOURCES

8.1 Text and Main Documents

- Lecture materials provided by the teacher.
- SPSS Companion Book: Basic Practice of Statistics 6th Edition
https://www.sfu.ca/~jackd/SPSS/SPSS_19_Stat203_Guide.pdf
- SPSS for Dummies, 2nd Edition by Arthur Griffith

8.4 E-Learning

Students must browse the following websites to enhance their knowledge in the subject and can take the exercise as advised from time to time in consultation with faculty member.

- Research By Design You Tube Video Series
https://www.youtube.com/watch?v=8_4Z3iKzE8M&list=PLVI_iGT5ZuRmXlbuwMKi04R6Oe1G3De8G&index=1
- <https://www.spss-tutorials.com/>

SCHOOL OF COMMERCE AND MANAGEMENT
PROGRAMME: MASTERS IN BUSINESS ADMINISTRATION
SEMESTER: III
COURSE TITLE: CONSUMER BEHAVIOUR

COURSE CODE : 01BMBAM19361

CREDITS : 3

1. GOALS

By the end of this course, the student will be able to perform in the following areas:

- To understand consumer behavior in an informed systematic way.
- To Understand the processes used when individuals, group or organizations make consumption decisions.
- To understand how the selection, use and disposal of consumer goods affect almost every aspect of our daily lives.
- To understand what marketing can and can't do and the ethical restrictions on the marketing profession.
- To understand the inter-relationship with other functional areas of business as part of the management process.

2. OBJECTIVES OF DEVELOPMENT

The study of Consumer Behavior is intended to acquaint you with what marketers need to know to understand their task of meeting the needs and wants of consumers in the development of marketing strategy, as well as what it means to be a consumer in a market-oriented society. Accordingly, the learning outcomes/goals of this course are that you:

- Explain fundamental consumer behavior concepts
- Apply consumer behavior concepts to real-world strategic marketing management and decision making.
- Interpret consumer behavior concepts and their ability to make you become a better consumer.
- Articulate social and psychological factors and their influence your behavior as a consumer
- Examine the use of the Internet, e-commerce, and information technology with respect to the changing consumer marketplace.
- Explain the importance of ethical behavior on the part of marketers.

3. COURSEMANAGEMENT

3.1 COURSEDESCRIPTION

This course explores consumer behavior from determining consumer needs and wants, the process by which they are satisfied, and the environment in which the behavior occurs. The objectives of the course are to introduce the student to concepts developed in psychology,

economics, and sociology and their relationship to consumer behavior, to involve the student directly in the study and analysis of consumer behavior, and to develop in students the ability to translate what can be learned in marketing action implications. You will learn how marketers identify and exploit various sources of influence—from learning about the way we think and process marketplace information to how our product choices and purchase decisions are shaped by our relationships with others, even by our dreams and aspirations.

3.2 CREDIT HOURS/SEMESTER

Instruction Hours: 45

4. DEVELOPMENT OF STUDENTS' LEARNING OUTCOME

Successful completion of this course should enable participants to achieve the following objectives:

- To select and apply disciplinary knowledge to business situations in a local and global environment.
- To identify and research issues in business situations, analyse the issues, and propose appropriate and well-justified solutions.
- Appreciate the centrality of consumer analyses to the design, implementation, and evaluation of marketing strategies and programs.
- Discover how consumer insights inform managerial decision making about both strategic and tactical matters.
- Learn the basic analytic frameworks and concepts that managers can use to better understand their customers, as well as broader marketplace behaviors and consumption trends.
- Gain hands-on experience on working with both traditional and cutting-edge consumer research tools, with a particular focus on qualitative methods.
- Understand the strengths and limitations of specific, often competing theories for interpreting particular consumer issues.

4.1 FRAMEWORK FOR LEARNING OUTCOME WEIGHTAGE

Sub Unit wise KLAAp Assignment				
UNIT I	K	L	A	Ap
1.1	1	1	1	0
1.2	1	0	0	0
1.3	1	0	0	1
Total for UNIT I	3	1	1	1
UNIT II	K	L	A	Ap
2.1	1	1	0	0
2.2	1	0	0	0
2.3	0	1	1	0
2.4	1	1	0	1
2.5	0	0	0	1
Total for UNIT II	3	3	1	2
UNIT III	K	L	A	Ap

3.1	1	1	0	1
3.2	1	1	0	0
3.3	0	1	1	1
Total for UNIT III	2	3	1	2
UNIT IV	K	L	A	Ap
4.1	1	1	0	0
4.2	0	0	1	1
4.3	1	1	0	0
4.4	0	0	0	1
Total for UNIT IV	2	2	1	2
UNIT V	K	L	A	Ap
5.1	1	1	0	0
5.2	0	1	1	0
5.3	0	0	0	1
Total for UNIT V	1	2	1	1

Weightage Calculation											
UNIT	K	Weightage of "K" in the unit	L	Weightage of "L" in the unit	A	Weightage of "A" in the unit	Ap	Weightage of "Ap" in the unit	CDP (40)	UC (60)	TW (100)
	15% of 40		20% of 40		30% of 40		35% of 40				
	6		8		12		14				
1	3	1.6	1	0.7	1	2.4	1	1.8	7	12	19
2	3	1.6	3	2.2	1	2.4	2	3.5	10	12	22
3	2	1.1	3	2.2	1	2.4	2	3.5	9	12	21
4	2	1.1	2	1.5	1	2.4	2	3.5	8	12	20
5	1	0.5	2	1.5	1	2.4	1	1.8	6	12	18
	11		11		5		8		40		100

5. TEACHING METHODS

- Classroom lectures.
- Business Case Studies.
- Student Presentations on Business Cases and role plays
- Individual assignments on current topics.
- Invited Lectures / Talks by Industry experts in the field.

6. TEACHING PLAN

Week	Topic	Hours	Teaching Methodology	Weightage
1 - 2	Unit I: Consumer Behaviour Concept 1.1 CB Concepts – Significance – Dimensions of Consumer Behavior (K, L, A) 1.2 Application of knowledge	9 hrs 3 hrs/week	1. Lecture citing cases application of CB in marketing 2. Presentation on CB models. 3. Discussion on Apply	19%

	of Consumer Behaviour in marketing decisions, Diversity in market place (L) 1.3 Consumer involvement- Decision-making processes - Purchase Behaviour, Consumer Behaviour Models (K, Ap)		consumer behavior concepts to real-world strategic marketing Management decision making.	
3 - 4	Unit II: Market Research and Consumer Behavior. 2.1 Relevance of Market Research with Consumer Behavior (K, L) 2.2 Approaches to Consumer Behavior Research (L) 2.3 Quantitative Research (L, A) 2.4 Qualitative Research (K, L, A) 2.5 Consumer research process (Ap)	9 hrs 3 hrs/week	1. Group discussion on Market research 2. Case study on Innovation in CB 3. Video presentation on Market research	22%
5 - 7	Unit III: Psychological & Sociological Influences on Consumer Decision Making. 3.1 Psychological Influences on consumer behavior – motivation – perception – personality Learning and Attitude- Self Image and Life styles – Consumer expectation and satisfaction (K, L) 3.2 Socio-Cultural, Cross Culture - Family group – Reference group – Communication -Influences on Consumer behavior (K, L) 3.3 High and low involvement - Pre-purchase and post-purchase behavior – Online purchase decision process – Diffusion of Innovation (L, A)	9 hrs 3 hrs/week	1. Articulate social and psychological factors and their influence your behavior as a consumer 2. Interpret consumer behavior concepts and their ability to make you become a better consumer. 3. Case studies on purchase decision	21%
8	INTERNAL ASSESSMENT			
9 - 13	Unit IV: Strategic Marketing Applications 4.1 Market segmentation strategies (K, L) 4.2 Positioning strategies for existing and new products, Re-positioning (A, Ap) 4.3 Marketing communication	9 hrs 4 hrs/week	1. Discussion on are there any potential core or secondary market segments you would recommend for this product? Describe these segments in terms of demographics and/or	20%

	- Store choice and shopping behaviour - In-Store stimuli, store image and loyalty (K, L) 4.4 Consumerism - Consumer rights and Marketers' responsibilities (Ap)		behavioral segmentation bases. 2. Presentation on Develop theoretical and conceptual knowledge of consumer behaviour as relates to practical marketing scenarios. 3. Group discussion on Positioning	
14 - 15	Unit V: Emerging trends in Consumer Behaviour 5.1 The Global Consumer Behaviour and Online buying behaviour (K, L) 5.2 Consumer buying habits and perceptions of emerging non-store choices , Emerging trends and challenges in CB (L, A)	9 hrs 4 hrs/week	1. Examine the use of the Internet, e-commerce, and information technology with respect to the changing consumer marketplace 2. Case study emerging trends in CB	18%
16	END SEMESTER EXAMINATION			

7. EVALUATION PLAN

As per GCU – Multi Assessment Provision (MAP).

8. TEACHING MATERIALS AND RESOURCES

8.1 Text and Main Documents

- Lecture materials provided by the teacher.

8.2 Documents for further study

- Bennet and Kassarjian, CONSUMER BEHA VIOUR, Prentice Hall of India,
- New Delhi Michael R. Solomon, Consumer Behaviour, PHI Learning Private Limited, New Delhi.
- Ramanuj Majumdar, CONSUMER BEHAVIOUR, Prentice Hall of India, New Delhi, 2011
- Loudon and Della Bitta, CONSUMER BEHAVIOUR: CONCEPTS AND APPLICATIONS, Tata McGraw Hill. New Delhi.
- Berkman & Gilson, CONSUMER BEHAVIOUR: CONCEPTS AND STRATEGIES, Kent Publishing Company.
- Efraim Turban, Jae Lce, David King, & I-I.Michael Chung: Electronic Commrcce: Managerial Perspective, Pearson Education Inc.

8.3 Magazines and Journals

- The New York Times
- Academic.oup.com
- Emerald | Journal of Consumer Marketing information
- Journal of Consumer Psychology - Elsevier
- journals.sagepub.com

8.4 E-Learning

Students must browse the following websites to enhance their knowledge in the subject and can take the exercise as advised from time to time in consultation with faculty member.

- wikipedia.org/wiki/Consumer_behaviour
- onlinelibrary.wiley.com
- www.psychologytoday.com/basics/consumer-behavior
- www.yourarticlelibrary.com/.../consumer-behaviour
- www.researchgate.net

CURRICULUM DOCUMENT

SEMESTER III

SCHOOL OF COMMERCE AND MANAGEMENT
PROGRAMME: MASTER OF BUSINESS ADMINISTRATION

SEMESTER: III

COURSE TITLE: DIGITAL MARKETING

COURSE CODE : 01BMBAM19362

CREDITS : 3

1. GOAL:

- The goal of the course is to make student aware of the concepts, techniques and practices of Digital Market.
- To learn how to develop an effective e-commerce website.
- Identify various strategies to improve search-engine rankings.
- Develop and implement various types of advertising campaigns.
- Design and implement internet and email marketing campaign.
- This course is designed to help students to lead their organisations through digital transformation.
- Students will have a solid foundation from which to evaluate digital and ecommerce opportunities, and to participate in their own ventures.
- Students will gain industry background knowledge to navigate Internet Marketing topics including online advertising, search, social media, and online privacy

2. OBJECTIVES OF DEVELOPMENT

By the end of this course, the student will be able to perform in the following:

- Demonstrate understanding of the various steps that consumers and marketers go through in their decision-making process in virtual environments, integrate marketing knowledge in relation to digital marketing and media, and apply it to develop marketing strategies.
- To evaluate ethical decision-making in relation to digital marketing and media.
- To analyze about the best current thinking on digital marketing through contemporary readings, current case analysis, and lectures.
- To understand the Segmentation and positioning by using role play method.

3. COURSE MANAGEMENT:

3.1 COURSE DESCRIPTION:

At the heart of marketing lies the consumer and their marketing journey through the stages of awareness, intent, conversion and finally retention. In this course, student will learn how digital has revolutionized the interactions between firms and consumers along this journey. Digital offers powerful tools to reach consumers along the funnel: online display ads raise awareness, search listings reach consumers with intent, e-commerce facilitates conversion, and social media both

energizes and retains customers. The impact of the Internet and other digital media has exploded in recent years. With the rapid development of new technologies, the focus of marketing has also expanded to include aspects such as viral marketing through online social networks, online consumer communities, and online conversations (between marketer and consumer, between consumer and consumer). This course seeks to understand the use of digital media to fulfill the needs of marketers and consumers, and to gain an appreciation of evolving digital marketing strategies. The overarching purpose of this course is to prepare students to take on business leadership roles in the evolving information age.

3.2 CREDITS HOURS

Instruction Hours: 45

4. DEVELOPMENT OF STUDENTS LEARNING OUTCOME:

At the end of this course, students should be able to:

- Explain the range of forces that are driving digital disruption
- Describe how these forces have transformed the elements of viable business models in industries undergoing digital transformation
- Understand the characteristics of, and practice, digital leadership
- Recognize the potential ethical and social issues of digital business and marketing
- Collaborate in a team to develop and communicate an effective digital plan.

4.1 FRAMEWORK OF LEARNING OUTCOME WEIGHTAGE

Sub Unit KLAAp Assignment				
UNIT I	K	L	A	Ap
1.1	1	1	0	0
1.2	0	1	1	1
1.3	0	0	1	1
Total for UNIT I	1	2	2	2
UNIT II	K	L	A	Ap
2.1	1	1	0	1
2.2	1	1	0	1
2.3	0	1	1	1
Total for UNIT II	2	3	1	3
UNIT III	K	L	A	Ap
3.1	1	0	1	1
3.2	0	1	1	1
3.3	1	1	0	1
Total for UNIT III	2	2	2	3
UNIT IV	K	L	A	Ap
4.1	1	1	1	0

4.2	0	1	1	0
4.3	0	1	1	1
4.4	0	1	0	1
Total for UNIT IV	1	4	3	2

Weightage Calculation											
UNIT	K	Weightage of "K" in the unit	L	Weightage of "L" in the unit	A	Weightage of "A" in the unit	Ap	Weightage of "Ap" in the unit	CDP (40)	UC (60)	TW (100)
	15% of 40		15% of 40		35% of 40		35% of 40				
	6		6		14		14				
1	1	1.0	2	1.1	2	3.5	2	2.8	8	15	23
2	2	2.0	3	1.6	1	1.8	3	4.2	10	15	25
3	2	2.0	2	1.1	2	3.5	3	4.2	11	15	26
4	1	1.0	4	2.2	3	5.3	2	2.8	11	15	26
	6		11		8		10		40		100

5. TEACHING METHODS:

- Classroom lecture
- Practical Session on live projects
- Classroom discussion, case study and role play
- Research based assignments on contemporary topic
- Flipped classes
- Onsite student teaching
- Field visits
- Model making
- Online classroom
- Videos based classes
- Quizzes and Peer Review Discussions
- Class Presentations and Seminars

6. TEACHING PLAN

Week	Topic	Hours	Teaching Methodology	Weightage
1-4	Unit I: Understanding Digital Marketing 1.1 Concept, Components of Digital Marketing, Need and Scope of Digital Marketing, Benefits of Digital Marketing (K, L) 1.2 Introduction to E-Commerce and Internet Marketing, Building E-	10 hrs 3 hrs/week	1. Class presentation on Significance of Digital Marketing. 2.GD on Digital Marketing trends. 3. Lab assignment on creating a blog	23%

	Commerce Website, Lab Sessions (L, A, Ap) 1.3 Digital Marketing Platforms and Strategies, Comparison of Marketing and Digital Marketing, Digital Marketing Trends (A, Ap)			
5-8	Unit II: Channels of Digital Marketing 2.1 Digital Marketing, Website Marketing, Search Engine Marketing, Online Advertising, Email Marketing, Blog Marketing, Social Media Marketing, Audio, Video and Interactive Marketing, Online Public Relations, Mobile Marketing (K, L, Ap) 2.2 Marketing in the Digital Era: Segmentation – Importance of Audience Segmentation, how different segments use Digital Media (K, L, Ap) 2.3 Migrating from Traditional Channels to Digital Channels- Digital Media for Customer Loyalty (L, A, Ap)	11 hrs 3 hrs/week	1. Debate on tradition vs Digital Marketing 2. Video presentation on segmentation and positioning. 3. Role play on how to retain the customer	25%
8	INTERNAL ASSESSMENT			
9 - 11	Unit III: Digital Marketing Plan 3.1 Need of a Digital Marketing Plan, Elements of a Digital Marketing Plan, Importance and challenges in Marketing plan (K, A, Ap) 3.2 Mission, Opportunities and Issues, Goals and Objectives in Marketing plan (L, A, Ap) 3.3 Marketing Strategy, Action Plan, Budget, Writing the Marketing Plan and Implementing the plan (K, L, Ap)	12 hrs 3 hrs/week	1. Prepare digital marketing plan to start new business 2. Prepare a marketing strategy to face the challenges	26%

12 - 15	<p>Unit IV: Search Engine Marketing and Online Advertising</p> <p>4.1 Importance of SEM, understanding Web Search – keywords, HTML tags, Inbound Links, Online Advertising vs. Traditional Advertising, Payment Methods of Online Advertising – CPM (Cost-per-Thousand) and CPC (Cost-per-click), Display Ads - choosing a Display Ad Format, Landing Page and its importance (K, L, A)</p> <p>4.2 Social Media Marketing: Understanding Social Media, Social Networking with Facebook, LinkedIn, Blogging as a social medium, Micro blogging with Twitter, Social Sharing with YouTube Community Building with Pinterest (L, A)</p> <p>4.3 Social Media for Customer reach, Acquisition and Retention (L, A, Ap)</p> <p>4.4 Measurement of Digital Media: Analyzing Digital Media Performance, Analyzing Website Performance, Analyzing Advertising Performance (L, Ap)</p>	12 hrs 3 hrs/week	<p>1.Video presentation on web search</p> <p>2. Case study on impact of Social media marketing</p> <p>3.Debate on role of social media marketing with traditional marketing.</p>	26%
16	END SEMESTER EXAMINATION			

7. Evaluation Method

As per the GCU – Multi Assessment Provision (MAP)

8 TEACHING MATERIALS AND RESOURCES

8.1. Text and Main Document

Lecture materials provided by the teacher

8.2. Documents for further study

1. Michael Miller, B2B Digital Marketing, 1e, Pearson, 2014.
2. Vandana Ahuja, Digital marketing, Oxford University Press 2015
3. Michael R Solomon, Tracy Tuten, Social Media Marketing, Pearson, 1e, 2015.
4. Judy Strauss & Raymond Frost, E-Marketing, Pearson, 2016
5. Richard Gay, Alan Charles worth and Rita Esen, Online marketing – A customer led approach Oxford University Press 2007.
6. Arup Varma, Pawan S. Budhwar, Angelo S. De Nisi, Digital Marketing, Wiley, 2016.

8.3 Magazines and Journals

- Journal of Digital & Social Media Marketing
- Campaign India
- Digital Marketing - The Marketing Journal
- Journal of Digital & Social Media Marketing

8.4 E-learning

Students must browse the following websites to enhance their knowledge in the subject and can take the exercise as advised from time to time in consultation with faculty member.

1. www.ighthouseinsights.in
2. www.adageindia.in
3. www.thinkmarketingmagazine.com
4. www.digitalmarketingmagazine.co.uk

SCHOOL OF COMMERCE AND MANAGEMENT

PROGRAMME: MASTERS OF BUSINESS ADMINISTRATION

SEMESTER: III

COURSE TITLE: INDUSTRIAL RELATION & LABOUR LAW

COURSE CODE : 01BMBAH19362

CREDITS : 3

1. GOALS

The approach of this course would be to address National Laws and APEX court decisions that relate to law of the country in general and Labour Laws in particular. The legal aspects of HR and our legal system have a pervasive impact on business activities. Decisions of PM and/or IR executives frequently raise issues which should be carefully evaluated as to their legal consequences before they are implemented. The failure to appreciate these legal implications can lead to seriously damaging, if not disastrous, results for an organization.

2. OBJECTIVES OF DEVELOPMENT

The objective of the course is to make students aware of the people-related challenges arising from the internationalization of business, and teach them HRM strategies; policies and practices, which multinational companies (MNCs) pursue to effectively address these issues.

3. COURSE MANAGEMENT

3.1 COURSE DESCRIPTION

This course provides an understanding about the industrial relations, trade unions and various labour laws in India. The legal aspects of HR and our legal system have a pervasive impact on business activities. Decisions of PM and/or IR executives frequently raise issues which should be carefully evaluated as to their legal consequences before they are implemented. The failure to appreciate these legal implications can lead to seriously damaging, if not disastrous, results for an organization.

3.2 CREDIT HOURS/SEMESTER

Instruction Hours: 45

4. DEVELOPMENT OF STUDENTS' LEARNING OUTCOME

Successful completion of this course should enable participants to achieve the following objectives:

- To impart knowledge of the contents of the laws relating to Trade Unions, Industrial Relations, Social Security Laws
- To enable the students to interpret and apply these
- Stimulate thinking on rationale behind the laws and their enforcement problems

4.1 FRAMEWORK FOR LEARNING OUTCOME WEIGHTAGE

Sub Unit wise KLAAp Assignment				
UNIT I	K	L	A	Ap
1.1	1	1	0	0
1.2	1	1	0	0
1.3	1	1	0	0
1.4	1	1	1	0
Total for UNIT I	4	4	1	0
UNIT II	K	L	A	Ap
2.1	1	1	0	0
2.2	1	1	1	1
2.3	1	1	0	0
Total for UNIT II	3	3	1	1
UNIT III	K	L	A	Ap
3.1	1	1	1	0
3.2	1	1	1	1
3.3	1	1	0	0
3.4	1	1	1	1
Total for UNIT III	4	4	3	2
UNIT IV	K	L	A	Ap
4.1	1	1	1	0
4.2	1	1	1	0
4.3	1	1	0	0
Total for UNIT IV	3	3	2	0
UNIT V	K	L	A	Ap
5.1	1	1	0	0
5.2	1	1	0	0
5.3	1	1	1	1
5.4	1	1	1	1
Total for UNIT V	4	4	2	2

Weightage Calculation											
UN IT	K	Weigh tage of "K" in the unit	L	Weigh tage of "L" in the unit	A	Weigh tage of "A" in the unit	Ap	Weigh tage of "Ap" in the unit	CDP (40)	UC (60)	TW (100)
	15% of 40		15% of 40		35% of 40		35% of 40				
	6		6		14		14				
1	4	1.3	4	1.3	1	1.6	0	0.0	5	12	17
2	3	1.0	3	1.0	1	1.6	1	2.8	6	12	18
3	4	1.3	4	1.3	3	4.7	2	5.6	13	12	25
4	3	1.0	3	1.0	2	3.1	0	0.0	5	12	17
5	4	1.3	4	1.3	2	3.1	2	5.6	11	12	23
	18	6.0	18	6.0	9	14.0	5	14.0	40		100

5. TEACHING METHODS

- a) Classroom lectures.
- b) Business Case Studies.
- c) Individual assignments on current topics.

6. TEACHING PLAN

Week	Topic	Hours	Teaching Methodology	Weightage
1 – 2	Unit I: Industrial Relations 1.1 Overviews of Industrial Relations, meaning & scope (K, L) 1.2 Approaches to IR (K, L) 1.3 Stake holders of IR (K, L) 1.4 Evolution of IR in India, Approaches and characteristics of Indian Labour (K, L, A)	7 hrs 3 hrs/week	Lecture, case study, class room discussions	17%
3 – 4	Unit II: Union of Labour movement 2.1 Concepts, functions objectives of trade union (K, L) 2.2 Problems of Trade unions and remedies, kinds of Trade union (K, L, A, Ap) 2.3 Trade Union Act, 1926 (K, L)	12 hrs 4 hrs/week	Lecture, case study, class room discussions	18%
5 – 7	Unit III: Industrial Dispute 3.1 Causes of dispute (K, L, A) 3.2 Standing Orders & Grievance Procedure (K, L, A, Ap) 3.3 Industrial Dispute Act 1947, Industrial conflicts – conflicts, lockouts, methods of resolution (K, L) 3.4 Participative Management & Collective Bargaining (K, L, A, Ap)	8 hrs 4 hrs/week	Lecture, case study, class room discussions	25%
8	INTERNAL ASSESSMENT			
9 – 13	Unit IV: Labour Legislation & Social Security 4.1 Labour legislation in India, International Labor Organisation (K, L, A) 4.2 Concept of Social security, Social security measures in India (K, L, A) 4.3 Workmen's Compensation Act, 1923 - Employees State Insurance Act, 1948 Employees Provident Fund and (Miscellaneous Provisions) Act 1952, Maternity benefit Act, 1961, Payment of	16 hrs 4 hrs/week	Lecture, case study, class room discussions	17%

	Gratuity Act 1972, Payment of Bonus Act 1965 (K, L)			
14 - 15	Unit V: Welfare Legislation 5.1 Concept of Labour Welfare (K, L) 5.2 The Factories Act 1948 (K, L) 5.3 Labor Legislation for Night Shift, impact of night shift working on family & social life (K, L, A, Ap) 5.4 Ethical issues arising due to night shift, Specific provision for female employees, Employee participation in management (K, L, A, Ap)	7 hrs 4 hrs/week	Lecture, case study, class room discussions	23%
16	END SEMESTER EXAMINATION			

7. EVALUATION PLAN

As per GCU – Multi Assessment Provision (MAP).

8. TEACHING MATERIALS AND RESOURCES

8.1 Text and Main Documents

- Lecture materials provided by the teacher.

8.2 Documents for further study

- C B Marmoria, “Dynamics of Industrial Relations in India”, Vikas Publishing, New Delhi.
- P C Tripathi, “Personnel Management and Industrial Relations”, S Chand, New Delhi.
- P SubbaRao, “Human Resources Management & I R”, S Chand, New Delhi.
- Arun Monappa & Ranjeet Nambudiri, “Industrial Relations and Labour Laws”, Tata McGraw Hill 2nd edition.

8.3 Magazines and Journals

- EBSCO
- JSTOR
- EMERALD
- IJRCM
- IUP Journal of Applied studies

8.4 E Learning

Students must browse the following websites to enhance their knowledge in the subject and can take the exercise as advised from time to time in consultation with faculty member:

- <https://labour.gov.in/industrial-relations>
- <https://www.slideshare.net/ParasDhingra/labor-laws-industrial-relations-industrial-disputes>

- <http://mrunal.org/2012/09/economy-labour-laws.html>

SCHOOL OF COMMERCE AND MANAGEMENT

PROGRAMME: MASTERS IN BUSINESS ADMINISTRATION

SEMESTER: III

COURSE TITLE: INTERNATIONAL FINANCIAL MANAGEMENT

COURSE CODE : 01BMBAF19361

CREDITS : 3

1. GOALS

By the end of this course, the student will be able to perform in the following areas:

- Understand the international environment.
- Analyse the relationships between business, government, economic groupings and the consumer.
- Acquire knowledge about the concept of Dimensions, monetary system and Foreign Exchange Market.
- Identify and suggest solutions to the problems encountered and issues raised in managing overseas business.

2. OBJECTIVES OF DEVELOPMENT

The objective of this paper is to give students an overall view of the international financial system and how multinational corporations operate. This course aims at providing students with an in-depth knowledge of international finance issues. Interrelated topics covered are related to globalization, International Business methods, exchange rate risk, and determinants of exchange rates, international financing/investing activities, and international financial markets. At the end of the course the students will be able:

- To understand International Dimensions of Financial Management and components of financial system.
- To study international monetary system and its role for promoting the international and financial support.
- To understand the foreign exchange market, pricing method and tools for hedging.
- To analyze and calculate dimensions of Foreign Exchange Risk Exposure and Managing Translation Exposure and Economic Exposure.
- To understand the different export schemes and financial support for the business with special reference to India.

3. COURSE MANAGEMENT

3.1 COURSE DESCRIPTION

This course focuses on the theoretical and practical knowledge required for the management of financial and investment functions of multinational corporations. Students will discover how the international capital markets, foreign exchange markets, used to manage international transactions and operating risks facing the multinational firm. Students will learn, through hands-on case studies and empirical evidence how to manage multinational companies' investment and financing

activities. The general emphasis is on the identification and management of opportunities and risk relating to international investments, exchange rate fluctuations, Foreign Exchange Risk Management, International financial markets and government policy changes.

3.2 CREDIT HOURS/SEMESTER

Instruction Hours: 45

4. DEVELOPMENT OF STUDENTS'LEARNING OUTCOME

On successful completion of this course the participants will be enabled to achieve the following:

- Understand the concepts of foreign exchange rates.
- Acquire practical procedural aspects of banks and other institutions connected with foreign exchange.
- Understand the basic concept and provide a comprehensive understanding of the concepts of foreign exchange rates.
- Comprehend the role of RBI/Central Bank and Commercial Banks in connected with foreign exchange.
- Develop understanding and insight into world of FOREX Market and its operations, risk involved and hedging.
- Acquaint with application and calculations of Cross currency rates in the world of business.

4.1 FRAMEWORK FOR LEARNING OUTCOME WEIGHTAGE

Sub Unit wise KLAAp Assignment				
UNIT I	K	L	A	Ap
1.1	0	1	0	0
1.2	1	1	0	0
1.3	1	1	1	0
1.4	0	1	1	0
Total for UNIT I	2	4	2	0
UNIT II	K	L	A	Ap
2.1	0	1	1	0
2.2	1	0	1	1
2.3	0	1	1	0
Total for UNIT II	1	2	3	1
UNIT III	K	L	A	Ap
3.1	1	1	0	0
3.2	0	1	1	0
3.3	0	1	1	0
3.4	1	0	0	1
Total for UNIT III	2	3	2	1
UNIT IV	K	L	A	Ap
4.1	1	0	1	1

4.2	0	1	0	1
4.3	0	1	1	1
Total for UNIT IV	1	2	2	3

Weightage Calculation											
UN IT	K	Weigh tage of "K" in the unit	L	Weigh tage of "L" in the unit	A	Weigh tage of "A" in the unit	Ap	Weigh tage of "Ap" in the unit	CDP (40)	UC (60)	TW (100)
	15% of 40		20% of 40		30% of 40		35% of 40				
	6		8		12		14				
1	2	2.0	4	2.2	2	3.1	0	0.0	7	15	22
2	1	1.0	2	1.1	3	4.7	1	2.8	10	15	25
3	2	2.0	3	1.6	2	3.1	1	2.8	10	15	25
4	1	1.0	2	1.1	2	3.1	3	8.4	14	15	29
	6		11		9		5		40		100

5. TEACHING METHODS

- Classroom lectures.
- Business Case Studies.
- Student Presentations on Business Cases and role plays
- Individual assignments on current topics.
- Invited Lectures / Talks by Industry experts in the field.

6. TEACHING PLAN

Week	Topic	Hours	Teaching Methodology	Weightage
1 –3	Unit I: International Dimensions of Financial Management 1.1 Introduction to multinational corporations (L) 1.2 Ways of entering foreign markets (K, L) 1.3 Foreign exchange markets- participants, exchange rate quotes, hedging transaction exchange risk with forward contracts (K, L, A) 1.4 Components of International Financial System, International Monetary System-IMF, World Bank, IFC, Asian Development Bank (L, A)	10 hrs 3 hrs/week	1. Lecture 2. Case Discussion 3. Presentation	22%

4 – 7	Unit II: Forex Management 2.1 Foreign Exchange Markets – Spot Prices and Forward Rates, Foreign exchange market participants (L, A) 2.2 Theories of Exchange rate. Currency Forecasting. Exchange rate behavior. Cross Rates, Arbitrage profit in Foreign Exchange Markets (K, A, Ap) 2.3 Foreign Exchange Rate Determination, Exchange Rate Equilibrium. Swift Mechanism (L, A)	11 hrs 3 hrs/week	1. Lecture 2. Case study analysis presentation 3. News discussion	25%
8	INTERNAL ASSESSMENT			
9-12	Unit III: Risk Exposure and Export Promotion 3.1 Dimensions of Foreign Exchange Risk Exposure, namely, Accounting Exposure & Economic Exposure (K, L) 3.2 Government Organizations Promoting Exports (L, A) 3.3 Export Incentives: Duty Exemption, IT Concession, Marketing Assistance, EPCG, DEPB, Advance License (L, A) 3.4 Export Promotion – EPZ – EQU – SEZ and Export House (K, Ap)	11 hrs 3 hrs/week	1. Lecture 2. Case study analysis 3. News discussion done by students	25%
13-15	Unit IV: Foreign Exchange Risk Management 4.1 Techniques of Risk Management- Hedging -Forward Market, Futures Market, Options Market, Currency Swaps-Interest Rate Swap, Country risk analysis (K, A, Ap) 4.2 Managing Transactions Exposure-Money Market Hedge, Forward Market Hedge, Risk Shifting, Pricing Decisions, Exposure Netting, Currency Risk Sharing, Foreign Currency Options (Managing Translation Exposure through Funds Adjustment, Forward contracts & Exposure netting (L, Ap) 4.3 Managing Economic	13 hrs 3 hrs/week	1. Lecture 2. News discussion	29%

	Exposure: Marketing Management of Exchange Risk, Production Management of Exchange Risk & Financial Management of Exchange Risk (L, A, Ap)			
16	END SEMESTER EXAMINATION			

7. EVALUATION PLAN

As per GCU – Multi Assessment Provision (MAP).

8. TEACHING MATERIALS AND RESOURCES

8.1 Text and Main Documents

- Lecture materials provided by the teacher.

8.2 Documents for further study

- Apte, P.G., International Financial Management, Tata McGraw Hill
- Shapiro, A.C., Multinational Financial Management, Prentice hall of India.
- Buckley, A, International Capita Budgeting, Tata McGraw Hill.
- Bhattacharya, B., Going International: Response Strategies of the Indian Sector, Wheeler Publishing, New Delhi.
- Joseph Anbarasu, Global Financial Management, Ane, Delhi,
- Kevin S, Fundamentals of International Financial Management, PHI, Delhi, 2010
- Jeff Madura, International Financial Management, Cengage learning, Delhi
- Bekaert,G., Hodrick, R.J. , International Financial Management, Pearson Education 2nd edition
- Eun, C.S. and Resnick, B.G. International Financial Management, 5th Edition, Irwin: McGraw-Hill.
- Moosa, I.A., International finance - an analytical approach, 3rd edition, McGraw Hill
- Eitman, D.K, Stonehill, A.J. e Moffett, M.H.; Multinational Business Finance, Addison Wesley,
- Eun, C. e Resnick, B.; International Financial Management, McGraw-Hill,

8.3 Magazines and Journals

- EBSCO
- IUP Journal of Applied studies
- The Economist,
- Financial Times,
- Wall Street Journal,
- The Australian Financial Review,
- (Academic) Journal articles

8.4 E-Learning

- <https://examupdates.in/international-financial-management-notes/>
- <https://www.amazon.in/INTERNATIONAL-FINANCIAL-MANAGEMENT-Vyuptakesh-Sharan-ebook/dp/B00K7YH0NY>
- https://books.google.co.in/books?id=t6gLAhWXv5gC&printsec=frontcover&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false
- https://books.google.co.in/books?id=3w8eQI1m0RIC&pg=PR3&source=gbs_selected_pages&cad=2#v=onepage&q&f=false

SCHOOL OF COMMERCE AND MANAGEMENT

PROGRAMME: MASTER OF BUSINESS ADMINISTRATION

SEMESTER: III

**COURSE TITLE: PERFORMANCE APPRAISAL & COMPENSATION
MANAGEMENT**

COURSE CODE : 01BMBAH19361

CREDITS : 3

1. GOALS

By the end of this course, the student will be able to perform in the following areas:

- To know the importance of performance appraisal to organization & employees
- To understand the various methods of performance appraisal.
- To know the impact of feedback on employees performance.
- To understand the various aspects of performance management system.
- To know the various issues involved in performance appraisal.

2. OBJECTIVES OF DEVELOPMENT

The major objective of this course is to provide students with a better understanding of behavioral processes and thereby enable them to function more effectively in their present or future roles as managers of human resources. Specific learning objectives for this course are as follows:

- The objective of this course is to equip students with comprehensive knowledge and practical skills to improve their ability for performance appraisal in their organizations.
- It is particularly intended for students as future managers and supervisors who will conduct the performance appraisal of their subordinates.
- To develop skills in diagnosis and problem solving by applying the learned material to a given situation through case studies.
- To commit to creating and being part of a better place to work via analysis and interpretation of organizational culture.

3. COURSE MANAGEMENT

3.1 COURSE DESCRIPTION

Performance management is basically a system of different processes that combine to create an effective workforce within the company that can effectively reach the business goals. There are many different aspects of performance management, but in most cases it can be broken down into a few simple steps. Performance management tools that can help the student to formulate plans, monitor progress closely, and even track and managerewards.

3.2 CREDIT HOURS/SEMESTER

Instruction Hours: 45

4. DEVELOPMENT OF STUDENTS' LEARNING OUTCOME

Successful completion of this course should enable participants to achieve the following objectives:

- List and define the importance of performance appraisal to organisation.
- Analyze various methods of assessing individual & team performance.
- Understand the common errors in appraisal system.
- Enhance critical thinking and analysis skills through the use of management case studies, personal application papers and small group exercises.
- Strengthen research, writing and presentation skills.

4.1 FRAMEWORK FOR LEARNING OUTCOME WEIGHTAGE

Sub Unit wise KLAAp Assignment				
UNIT I	K	L	A	Ap
1.1	0	1	0	0
1.2	1	1	0	0
1.3	1	1	0	0
1.4	0	0	1	1
Total for UNIT I	2	3	1	1
UNIT II	K	L	A	Ap
2.1	0	1	0	0
2.2	0	1	1	0
2.3	0	1	0	0
2.4	1	1	1	0
2.5	0	1	0	1
Total for UNIT II	1	5	2	1
UNIT III	K	L	A	Ap
3.1	1	1	0	0
3.2	0	0	1	1
3.3	1	1	0	0
Total for UNIT III	2	2	1	1
UNIT IV	K	L	A	Ap
4.1	1	1	0	0
4.2	1	1	0	0
4.3	0	0	1	1
Total for UNIT IV	2	2	1	1
UNIT V	K	L	A	Ap
5.1	1	1	1	0
5.2	1	1	1	0
Total for UNIT V	2	2	2	0

Weightage Calculation											
UN IT	K	Weigh tage of "K" in the unit	L	Weigh tage of "L" in the unit	A	Weigh tage of "A" in the unit	Ap	Weigh tage of "Ap" in the unit	CDP (40)	UC (60)	TW (100)
	15% of 40		15% of 40		35% of 40		35% of 40				
	6		6		14		14				
1	2	1.3	3	1.3	1	2.0	1	3.5	8	12	20
2	1	0.7	5	2.1	2	4.0	1	3.5	10	12	22
3	2	1.3	2	0.9	1	2.0	1	3.5	8	12	20
4	2	1.3	2	0.9	1	2.0	1	3.5	8	12	20
5	2	1.3	2	0.9	2	4.0	0	0.0	6	12	18
	9	6.0	14	6.0	7	14.0	4	14.0	40		100

5. TEACHING METHODS

- Classroom lectures.
- Business Case Studies.
- Student Presentations on Business Cases and role plays
- Individual assignments on current topics.
- Invited Lectures / Talks by Industry experts in the field.

6. TEACHING PLAN

Week	Topic	Hours	Teaching Methodology	Weightage
1 - 2	Unit I: Introduction to performance appraisal 1.1 Nature of performance appraisal, Objectives, process of performance appraisal (L) 1.2 pros and cons of Performance appraisal - Design of appraisal forms using rating scales (K, L) 1.3 Different methods of appraisals – Past, present and future oriented methods. (K, L) 1.4 Reasons for failure of Appraisal system in organisations (A, Ap)	10 hrs 3 hrs/week	1. Lecture citing cases on importance of performance appraisal 2. Presentation on the design of performance appraisal 3. Discussion on different methods of appraisal system 4. Case study on the various appraisal methods implemented by companies.	20%
3 - 4	Unit II: Performance Management System 2.1 Objectives and functions of PMS (L) 2.2 Performance Management Prism (L, A) 2.3 Emerging trends in performance appraisal (L) 2.4 Competency based PMS - Electronic PMS Potential	9 hrs 4 hrs/week	1. Lecture on performance prism 2. Role plays showing various problems associated with performance appraisal 3. Case studies on Emerging trends in performance appraisal	22%

	appraisal and HRM (K, L, A) 2.5 Performance Management and Employee Development (L, Ap)			
5 - 7	Unit III: Compensation management 3.1 Compensation meaning, objectives, nature of compensation (K, L) 3.2 Types of compensations, Compensation system design issues (A, Ap) 3.3 Compensation approaches, 3-P Concept in Compensation Management, Recent trends in Compensation Management (K, L)	9 hrs 4 hrs/week	1. Lecture citing cases on compensation management 2. Presentation on compensation approaches 3. Discussion on types of compensation 4. Case study on the compensation management	20%
8	INTERNAL ASSESSMENT			
9 - 13	Unit IV: Managing Compensation 4.1 Strategic Compensation planning determining compensation-the wage mix, Development of a Base Pay System: Job evaluation systems (K, L) 4.2 Components of compensation, Factors influencing compensation (K, L) 4.3 The compensation structure- Wage and salary surveys, the wage curve, pay grades and rate ranges (A, Ap)	9 hrs 4 hrs/week	1. case study on strategic compensation management 2. presentation on developing of salary structure. 3. student presentation on retention strategies 4. video presentation on compensation issues.	20%
14 - 15	Unit V: Managing Employee Benefits 5.1 Strategic perspectives on employee benefits-goals for benefits (K, L, A) 5.2 Benchmarking benefit schemes, nature and types of benefits, Discretionary major employee benefits (K, L, A)	8 hrs 3 hrs/week	1. case study on employee benefits 2. Presentation on designing a benefit package 3. Group discussion on types of benefits	18%
16	END SEMESTER EXAMINATION			

7. EVALUATION PLAN

As per GCU – Multi Assessment Provision (MAP).

8. TEACHING MATERIALS AND RESOURCES

8.1 Text and Main Documents

- Lecture materials provided by the teacher.

8.2 Documents for further study

- B D Singh, “Performance Management System – A Holistic Approach”, Excel Books
- TV Rao Performance Appraisal , Vikas /Oxford IBH
- S Kohli and T Deb, “Performance Management”, Oxford Higher Education
- Herman Aguinis, “Performance Management”, Pearson.
- PremChadha, “Performance Management- it’s about performing not about Appraising”, Mcmillan Business books
- Ashwathappa K. Human Resource Management (Himalaya Publishing House latest edition)

8.3 Magazines and Journals

- EBSCO
- JSTOR
- EMERALD
- IJRCM
- IUP Journal of Applied studies

8.4 E-Learning

Students must browse the following websites to enhance their knowledge in the subject and can take the exercise as advised from time to time in consultation with faculty member.

- https://en.wikipedia.org/wiki/Performance_appraisal
- <https://talentmanagement360.com/the-difference-between-performance-management-and-performance>
- <http://www.managementstudyguide.com/performance-appraisal.htm>
- <https://www.slideshare.net/roneeta/performance-management-and-appraisal-15751133>
- <http://onlinelibrary.wiley.com/doi/10.1002/ert.10080/pdf>

SCHOOL OF COMMERCE AND MANAGEMENT

PROGRAMME: MASTERS IN BUSINESS ADMINISTRATION

SEMESTER: III

COURSE TITLE: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

COURSE CODE : 01BMBAF19362

CREDITS : 3

1. GOALS

By the end of this course, students will be able to perform in the following areas:

- Investment decision & investment process.
- Stock trading process and risk and return analysis.
- Fundamental and technical analysis of stocks.
- Portfolio analysis and evaluation
- CAPM and efficient market theory.

2. OBJECTIVES OF DEVELOPMENT

The major objective of this course is to provide students with a better understanding of stock market trading, investment decision, investment process and risk and return analysis of the stock market and portfolio management. Specific learning objectives for this course are as follows:

- To familiarize the students with stock market trading and investment decision.
- To equip the students with the theoretical and practical knowledge of stock market trading with risk and return analysis.
- To develop the skills for developing the portfolio constructions, revision, reconstruction and investment advisory.

3. COURSE MANAGEMENT

3.1 COURSE DESCRIPTION

The basic aim of this course is to provide understanding of theory and practice of security analysis and investment decision making. Security Analysis and Portfolio Management concerns itself with investment in financial assets with specific attention to the returns and risk associated with investing in securities. The subject is aimed at providing insight to the various analytical techniques used in evaluation of the various investment opportunities. The course also provides extension of these concepts to the portfolio of securities and the concept of diversification, management of a portfolio.

3.2 CREDIT HOURS PER SEMESTER

Instruction Hours: 60

4. DEVELOPMENT OF STUDENTS LEARNING OUTCOME

Successful completion of this course should enable participants to achieve the following objectives:

- Knowledge of the stock trading and investment decision.
- Theoretical and practical knowledge of stock market trading with risk and return analysis.
- Meaning of portfolio, portfolio constructions, portfolio analysis, revision, reconstruction and investment advisory.
- Understand your own investment style.
- Enhance critical thinking and analysis skills using CAPM and efficient market theory.
- Strengthen research, writing and analytical skills.

4.1 FRAMEWORK FOR LEARNING OUTCOME WEIGHTAGE

Sub Unit wise KLAAp Assignment				
UNIT I	K	L	A	Ap
1.1	1	1	0	0
1.2	1	1	0	0
1.3	1	1	1	0
1.4	0	0	1	1
Total for UNIT I	3	3	2	1
UNIT II	K	L	A	Ap
2.1	0	1	0	1
2.2	0	1	1	0
2.3	1	1	1	0
Total for UNIT II	1	3	2	1
UNIT III	K	L	A	Ap
3.1	1	1	0	0
3.2	0	0	1	1
3.3	0	0	1	1
3.4	1	1	0	0
3.5	0	0	1	1
3.6	0	0	1	1
Total for UNIT III	2	2	4	4
UNIT IV	K	L	A	Ap
4.1	1	1	0	0
4.2	0	0	1	1
4.3	0	0	1	1
4.4	1	1	1	0
4.5	1	1	1	0
Total for UNIT IV	3	3	4	2
UNIT V	K	L	A	Ap
5.1	1	1	0	0
5.2	1	1	0	0
5.3	0	1	1	0
5.4	0	0	1	1

Total for UNIT V	2	3	2	1
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Weightage Calculation											
UNIT	K	Weightage of "K" in the unit	L	Weightage of "L" in the unit	A	Weightage of "A" in the unit	Ap	Weightage of "Ap" in the unit	CDP (40)	UC (60)	TW (100)
	15		15		35		35				
	% of 40		% of 40		% of 40		% of 40				
	6		6		14		14				
1	3	1.6	3	1.3	2	2.0	1	1.6	6	12	18
2	1	0.5	3	1.3	2	2.0	1	1.6	6	12	18
3	2	1.1	2	0.9	4	4.0	4	6.2	12	12	24
4	3	1.6	3	1.3	4	4.0	2	3.1	10	12	22
5	2	1.1	3	1.3	2	2.0	1	1.6	6	12	18
	11	6.0	14	6.0	14	14.0	9	14.0	40		100

5. TEACHING METHODS

- Discussions and seminars
- Stock Market Case Studies.
- Student Presentations on fundamental and technical analysis.
- Individual assignments on current stock market position and portfolio evaluation.
- Invited Lectures / Talks by Industry experts in the field.

6. TEACHING PLAN

Week	Topic	Hours	Teaching Methodology	Weightage
1 - 2	Unit I: Investment Decision 1.1 Meaning & Process of Investment, Meaning of Security Analysis, types of securities (K, L) 1.2 Risks in holding securities, Markets for securities (K, L) 1.3 Risks involved in Investment, types of risks (K, L, A) 1.4 Analysis of Risk and Return (A, Ap)	10 hrs 4 hrs/week	1. Lecture citing the role and importance of Investment. 2. Presentation on the analysis of risk and return in the stock market. 3. Discussion on various types of risk involved in investment decisions.	18%
3 - 4	Unit II: Fundamental Analysis 2.1 Macro Economic analysis: Meaning, features and importance (L, Ap) 2.2 Industry (Market) Analysis: concept and importance (L, A) 2.3 & Company analysis: Meaning, features and	12 hrs 4 hrs/week	1. Lecture on economic analysis with examples. 2. Observation of a student in the class to explain the concept of industry analysis 3. Secondary research on the company analysis in the stock market 4. Case Study	18%

	importance (K, L, A)			
5 - 7	Unit III: Technical Analysis 3.1 Meaning, Features, Assumptions (K, L) 3.2 Technical Analysis: Charts and diagrams (A, Ap) 3.3 Dow theory: Meaning and implications (A, Ap) 3.4 Efficient Market Theory (K, L) 3.5 Capital Market Theory: Capital Asset Pricing Model (CAPM) (A, Ap) 3.6 Arbitrage pricing theory (APT) (A, Ap)	14hrs 4 hrs/week	1. Lecture on the trend analysis in the stock market. 2. Research on technical analysis with charts and diagrams 3. Discussion on the implication of Dow theory and efficient market theory.	24%
8	INTERNAL ASSESSMENT			
9 - 13	Unit IV: Portfolio Management 4.1 Portfolio Construction, Concept of Portfolio Management (K, L) 4.2 Portfolio Markowitz Model (A, Ap) 4.3 Sharpe Index Model: Constructing optimum portfolio. (A, Ap) 4.4 Portfolio revision techniques (K, L, A) 4.5 Performance evaluation, IRR(K, L, A)	12hrs 4 hrs/week	1. Lecture on Portfolio management with example. 2. Presentation on risk and return analysis of a portfolio. 3. Discussion on optimum portfolio construction.	22%
14 - 15	Unit V: Wealth Management 5.1 Introduction to wealth management (K, L) 5.2 Personal Financial Statement Analysis- Financial Literacy, Financial Goals and Planning (K, L) 5.3 Retirement Planning- purpose and need, wealth creation (L, A) 5.4 Pre- and post- retirement strategies- tax treatment, tax saving schemes (A, Ap)	12 hrs 4 hrs/week	1. Presentation 2. Case study 3. Lecture	18%
16	END SEMESTER EXAMINATION			

7. EVALUATION PLAN

As per GCU – Multi Assessment Provision (MAP).

8. TEACHING MATERIALS AND RESOURCES

8.1 Text and Main Documents

- Lecture materials provided by the teacher.

8.2 Documents for further study

1. Donald E. Fisher & Ronald J. Jardon, Security Analysis and Portfolio Management, Prentice Hall of India (P) Ltd., New Delhi.
2. Jack Clark Francis, Investments - Analysis and Management, McGraw Hill Book Company, New York.
3. Jack Clark Francis, Management of Investments, McGraw Hill Book Company, New York.
4. Sharpe William F., Alexander Gordon J., Investment, Prentice Hall of India (P), New Delhi
5. Chandra, Prasana: Security Analysis and Portfolio Management, TMH, New Delhi
6. Kevin. S, Portfolio Management, TMH, New Delhi.

8.3 Magazines and Journals

- EBSCO
- JSTOR
- EMERALD
- IJRCM
- IUP Journal of Applied studies

8.4 E-Learning

- www.nseindia.com
- www.bseindia.com
- www.sebi.gov.in
- <http://www.managementstudyguide.com/portfolio-management.htm>

SCHOOL OF COMMERCE AND MANAGEMENT
PROGRAMME: MASTER OF BUSINESS ADMINISTRATION

SEMESTER: III

COURSE TITLE: SERVICE MARKETING

COURSE CODE : 01BMBAM19363

CREDITS : 3

1. GOAL:

- The goal of the course is to make student aware of the concepts, techniques and practices of service marketing.
- Identify various strategies used in service sector marketing.
- Develop and implement various types of advertising campaigns.
- Students will have a solid foundation to evaluate marketing opportunities in service sector.
- Students will gain industry background knowledge on services marketing.

2. OBJECTIVES OF DEVELOPMENT

By the end of this course, the student will be able to perform in the following:

- Demonstrate understanding of the various steps that consumers and marketers go through in their decision-making process in virtual environments, integrate marketing knowledge in relation to digital marketing and media, and apply it to develop marketing strategies.
- To evaluate ethical decision-making in relation to digital marketing and media.
- To analyze about the best current thinking on digital marketing through contemporary readings, current case analysis, and lectures.
- To understand the Segmentation and positioning by using role play method.

3. COURSE MANAGEMENT

3.1 COURSE DESCRIPTION

The basic objective of this course is to develop and understanding about the service marketing and its applications in marketing function of firms. Marketing services is an important skill--and a tough one--for businesses to have. Without a tangible product to show and tell customers about, service marketers must be adept at pulling together all the pieces of the marketing mix to create value for their intended consumers.

3.2 CREDITS HOURS

Instruction Hours: 45

4. DEVELOPMENT OF STUDENTS LEARNING OUTCOME:

At the end of this course, students should be able to:

- Explain the range of forces that are driving digital disruption
- Describe how these forces have transformed the elements of viable business models in industries undergoing digital transformation
- Understand the characteristics of, and practice, digital leadership
- Recognize the potential ethical and social issues of digital business and marketing
- Collaborate in a team to develop and communicate an effective digital plan.

4.1 FRAMEWORK OF LEARNING OUTCOME WEIGHTAGE

Sub Unit KLAAp Assignment				
UNIT I	K	L	A	Ap
1.1	1	1	0	0
1.2	0	1	1	1
1.3	0	0	1	1
Total for UNIT I	1	2	2	2
UNIT II	K	L	A	Ap
2.1	1	1	0	1
2.2	1	1	0	1
2.3	0	1	1	1
Total for UNIT II	2	3	1	3
UNIT III	K	L	A	Ap
3.1	1	0	1	1
3.2	0	1	1	1
3.3	1	1	0	1
Total for UNIT III	2	2	2	3
UNIT IV	K	L	A	Ap
4.1	1	1	1	0
4.2	0	1	1	0
4.3	0	1	1	1
4.4	0	1	0	1
Total for UNIT IV	1	4	3	2

Weightage Calculation											
UN IT	K	Weigh tage of "K" in the unit	L	Weigh tage of "L" in the unit	A	Weigh tage of "A" in the unit	Ap	Weigh tage of "Ap" in the unit	C D P (4 0)	U C (6 0)	T W (10 0)
	15% of 40		15% of 40		35% of 40		35% of 40				
	6		6		14		14				
1	1	1.0	2	1.1	2	3.5	2	2.8	8	15	23
2	2	2.0	3	1.6	1	1.8	3	4.2	10	15	25

3	2	2.0	2	1.1	2	3.5	3	4.2	11	15	26
4	1	1.0	4	2.2	3	5.3	2	2.8	11	15	26
	6		11		8		10		40		10 0

5. TEACHING METHODS:

- Classroom lecture
- Practical Session on live projects
- Classroom discussion, case study and role play
- Research based assignments on contemporary topic
- Flipped classes
- Onsite student teaching
- Field visits
- Model making
- Online classroom
- Videos based classes
- Quizzes and Peer Review Discussions
- Class Presentations and Seminars

6. TEACHING PLAN

Week	Topic	Hours	Teaching Methodology	Weightage
1-4	Unit I: An introduction to services marketing and strategy 1.1 Services defined - Importance of service marketing (K, L) 1.2 Characteristics of services - Growth of service sector (L, A, Ap) 1.3 Strategic planning process Market oriented service strategy. o Service marketing mix (A, Ap)	10 hrs 3 hrs/week	1. Class presentation on Significance of Service Marketing. 2. Quiz 3. Assignment	23%
5-8	Unit II: Pricing and distribution of services 2.1 Pricing objectives - Approaches to pricing of services (K, L, Ap) 2.2 Pricing strategies - Service transactions - Service location - Service providers (K, L, Ap) 2.3 Distribution flow and distributors - Strategies for channel management (L, A, Ap)	11 hrs 3 hrs/week	1. Class presentation 2. Quiz 3. Assignment	25%
8	INTERNAL ASSESSMENT			

9 - 11	Unit III: The service delivery process 3.1 Designing and managing the service processes - Balancing demand and capacity - The service environment - Dimensions of service environment (K, A, Ap) 3.2 Employee management - Service leadership and culture - Consumer protection in services (L, A, Ap) 3.3 Customer complaining behavior - Customer responses to effective service recovery - Service guarantees - Learning from customer feedback (K, L, Ap)	12 hrs 3 hrs/week	1. Class presentation 2. Quiz 3. Assignment	26%
12 - 15	Unit IV: Service marketing in various sectors 4.1 I Marketing of banking and insurance services in India (K, L, A) 4.2 Marketing of healthcare services in India (L, A) 4.3 Marketing of hospitality services in India (L, A, Ap) 4.4 Marketing of educational services, transport services and tourism services in India (L, Ap)	12 hrs 3 hrs/week	1. Class presentation 2. Quiz 3. Assignment	26%
16	END SEMESTER EXAMINATION			

7. EVALUATION METHOD

As per the GCU – Multi Assessment Provision (MAP)

8 TEACHING MATERIALS AND RESOURCES

8.1. Text and Main Document

Lecture materials provided by the teacher

8.2. Documents for further study

1. K. Rama Mohana Rao, Services Marketing, 2005, Pearson Education, New Delhi

2. Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee, Service Marketing People, Technology, Strategy, 2006, Pearson Education, New Delhi
3. Valarie A. Zeithaml and Mary Jo Bitner, Services marketing, integrating customer focus across the firm, 2006, Tata McGraw Hill, New Delhi
4. N. C. Jain and Saakshi, Services marketing, 2006, AITBS publishers, New Delhi
5. S. Shajahan, Relationship Marketing, Tata McGraw Hill, New Delhi

8.3 Magazines and Journals

- EBSCO
- JSTOR
- EMERALD
- IJRCM

8.4 E-learning

Students must browse the following websites to enhance their knowledge in the subject and can take the exercise as advised from time to time in consultation with faculty member.

1. https://en.wikipedia.org/wiki/Services_marketing
2. www.yourarticlelibrary.com/marketing/service-marketing...marketing-services/32336
3. <https://www.managementstudyguide.com/definition-and-characteristics-of-services.htm>

SCHOOL OF COMMERCE AND MANAGEMENT

PROGRAMME: MASTERS IN BUSINESS ADMINISTRATION

SEMESTER: III

COURSE TITLE: STRATEGIC HUMAN RESOURCE MANAGEMENT

COURSE CODE : 01BMBAH19363

CREDITS : 3

1. GOALS

By the end of this course, the student will be able to perform in the following areas:

- identify the key SHRM functions and operations;
- define, explain, illustrate and reason with the key human resource management concepts;
- identify the linkages between HRM functions and operations and organisational strategies, structures and culture;
- reflect and comment in a way that demonstrates awareness of the different contexts that impact on the operation of SHRM; and
- exhibit behaviour and performance that demonstrates enhanced competence in decision-making, group leadership, oral and written communication, critical thinking, problem-solving, planning and team work.
- an advanced understanding of the role of both contextual factors and general principles in strategic HRM, and apply this understanding in practical situations

2. OBJECTIVES OF DEVELOPMENT

The major objective of this course is to provide students with a better understanding of behavioral processes and thereby enable them to function more effectively in their present or future roles as managers of human resources. Specific learning objectives for this course are as follows:

- To develop the perspective of strategic human resource management.
- Distinguish the strategic approach to human resources from the traditional and functional approach.
- Appreciate SHRM in the context of changing forms of organization

3. COURSE MANAGEMENT

3.1 COURSE DESCRIPTION

The Strategic Human Resource Management module provides students with a critical understanding of the theories, principles, historical trends, current issues and practices relevant to human resource management strategy in organizations. This will support the development of subject specific and key transferable skills necessary for employment in roles which require the effective management of both human and knowledge capital within the organization, therefore extending beyond purely human resource management roles. By exploring the shifting of roles from process manager or administrator to strategic business advisor and partner, students will understand the unique strategic positioning of contemporary human

resource management and the subsequent demands placed on professionals working in this area. The module will serve as an intellectual platform to proceed to further modules of study.

3.2 CREDIT HOURS/SEMESTER

Instruction Hours: 45

4. DEVELOPMENT OF STUDENTS' LEARNING OUTCOME

Successful completion of this course should enable participants to achieve the following objectives:

- Identify the key HRM functions and operations;
- Define, explain, illustrate and reason with the key human resource management concepts;
- Identify the linkages between HRM functions and operations and organisational strategies, structures and culture;
- Reflect and comment in a way that demonstrates awareness of the different contexts that impact on the operation of HRM; and
- Exhibit behaviour and performance that demonstrates enhanced competence in decision-making, group leadership, oral and written communication, critical thinking, problem-solving, planning and team work.
- An advanced understanding of the role of both contextual factors and general principles in strategic HRM, and apply this understanding in practical situations;

4.1 FRAMEWORK FOR LEARNING OUTCOME WEIGHTAGE

Sub Unit wise KLAAp Assignment				
UNIT I	K	L	A	Ap
1.1	1	1	0	0
1.2	1	1	0	0
1.3	1	1	1	0
1.4	1	1	1	0
Total for UNIT I	4	4	2	0
UNIT II	K	L	A	Ap
2.1	1	1	1	1
2.2	1	1	1	0
2.3	1	1	1	1
2.4	1	1	1	0
Total for UNIT II	4	4	4	2
UNIT III	K	L	A	Ap
3.1	1	1	0	0
3.2	1	1	1	1
3.3	1	1	1	0
3.4	1	1	1	0
Total for UNIT III	4	4	3	1
UNIT IV	K	L	A	Ap
4.1	1	1	0	0

4.2	1	1	1	0
4.3	1	1	1	0
Total for UNIT IV	3	3	2	0
UNIT V	K	L	A	Ap
5.1	1	1	0	0
5.2	1	1	1	1
5.3	1	1	1	0
5.4	1	1	0	0
Total for UNIT V	4	4	2	1

Weightage Calculation											
UN IT	K	Weigh tage of "K" in the unit	L	Weigh tage of "L" in the unit	A	Weigh tage of "A" in the unit	Ap	Weigh tage of "Ap" in the unit	CDP (40)	UC (60)	TW (100)
	15% of 40		15% of 40		35% of 40		35% of 40				
	6	6	6	14	14						
1	4	1.3	4	1.3	2	2.2	0	0.0	5	12	17
2	4	1.3	4	1.3	4	4.3	2	7.0	14	12	26
3	4	1.3	4	1.3	3	3.2	1	3.5	9	12	21
4	3	0.9	3	0.9	2	2.2	0	0.0	4	12	16
5	4	1.3	4	1.3	2	2.2	1	3.5	8	12	20
	19	6.0	19	6.0	13	14.0	4	14.0	40		100

5. TEACHING METHODS

- Discussion and seminars
- Business Case Studies.
- Student Presentations on Business Cases and role plays
- Individual assignments on current topics.

6. TEACHING PLAN

Week	Topic	Hours	Teaching Methodology	Weightage
1 – 2	Unit I: Strategic Human Resource Management: 1.1 Goals of HRM, Strategy and the process of strategic management (K, L) 1.2 Perspective of SHRM Evolution of SHRM (K, L) 1.3 Strategic HR vs. Traditional HR (K, L, A) 1.4 Barriers to strategic HR Role of HR in strategic planning (K, L, A)	8 hrs 3 hrs/week	1. Discussions 2. Seminars 3. Case Study	17%
3 – 4	Unit II: Strategic options and HR decisions 2.1 Downsizing and restructuring (K, L, A, Ap) 2.2 Domestic and International labour market (K, L, A)	12 hrs 3 hrs/week	1. Seminars 2. Discussions 3. Case study	26%

	2.3 Mergers and acquisitions, Outsourcing and off shoring (K, L, A, Ap) 2.4 Portfolio process and structure related strategic responses (K, L, A)			
5 – 7	Unit III: Strategic staffing 3.1 Strategic fit frameworks (K, L) 3.2 Linking business strategy with HR strategy (K, L, A, Ap) 3.3 HR bundles approach, best practice approach, Staffing methods (K, L, A) 3.4 Business strategy and human resource planning (K, L, A)	10 hrs 3 hrs/week	1. Quiz 2. Discussions 3. Case study	21%
8	INTERNAL ASSESSMENT			
9 – 13	Unit IV: Strategic performance appraisal 4.1 HRM and firm performance linkages (K, L) 4.2 Measures of HRM performance (K, L, A) 4.3 Sustained competitive advantages through inimitable HR practices (K, L, A)	7 hrs 3 hrs/week	1. Seminars 2. Discussions 3. Quiz 4. Debate	16%
14 - 15	Unit V: Strategic reward practices 5.1 HR Systems, Staffing systems (K, L) 5.2 Reward and compensation systems (K, L, A, Ap) 5.3 Employee and career development systems (K, L, A) 5.4 Performance management systems (K, L)	8 hrs 3 hrs/week	1. Discussions 2. Seminars 3. Quiz	20%
16	END SEMESTER EXAMINATION			

7. EVALUATION PLAN

As per GCU – Multi Assessment Provision (MAP).

8. TEACHING MATERIALS AND RESOURCES

8.1 Text and Main Documents

- Lecture materials provided by the teacher.

8.2 Documents for further study

1. Agarwala, Tanuja, “Strategic Human Resource Management”, Oxford University Press, New Delhi
2. Srinivas. R Kandula, “Strategic Human Resource Management”, PHI
3. Dreher- George and Thomas Dougherty, “Human Resource Strategy”, Tata McGraw Hill
4. Greer, Charles, “Strategic Human Resource Management”, Pearson Education

8.3 Magazines and Journals

- EBSCO
- JSTOR
- EMERALD
- IJRCM
- IUP Journal of Applied studies

8.4 E Learnings

- <https://study.com/academy/lesson/strategic-human-resource-management-definition-importance.html>
- <https://www.slideshare.net/rahulsharma39501789/intro-shrm-1>
- <https://www.scribd.com/document/221157350/HR-Bundling>
- <http://www.businessdictionary.com/definition/strategic-fit.html>

SCHOOL OF COMMERCE AND MANAGEMENT

PROGRAMME: MASTERS IN BUSINESS ADMINISTRATION

SEMESTER: III

COURSE TITLE: TAX PLANNING AND MANAGEMENT

COURSE CODE : 01BMBAF19363

CREDITS : 3

1. GOALS

By the end of this course, the student will be able:

- To know the basics of income tax in India
- To be aware of the legal frame work in direct tax regime
- To know the procedure of calculating individual tax liability and corporate sector as well
- To learn how a company plans its capital structure
- To gain the knowledge of new tax structure of Goods and service tax regime

2. OBJECTIVES OF DEVELOPMENT

The major objective of this course is to make students learn various laws relating to individual tax planning and corporate tax planning and management with respect to direct tax and indirect taxes so that they will be able to manage their own tax payments and will be able to direct how the company can manage its tax payments.

3. COURSE MANAGEMENT

3.1 COURSE DESCRIPTION:

This is the era of Industrial development where employees working in public and private sectors need to comply with their tax requirements when their income exceeds certain taxable limit and also they are required to guide as to how the company need to comply with the tax provisions both under direct tax and indirect taxes regime so that there will be no bottlenecks in managing their tax payments. This is the course which is designed to make students learn all the provisions of individual tax management and corporate tax management where a corporate sector is required not only comply with the provisions of direct taxes abut also with the laws framed under indirect taxes like Customs duty and Goods and Service taxes.

3.2 CREDIT HOURS/SEMESTER

Instruction Hours: 45

4. DEVELOPMENT OF STUDENTS' LEARNING OUTCOME

Successful completion of this course should enable participants to achieve the following objectives:

- a. They are able to calculate their tax payment as self assessment
- b. They will be able to know the rebates and deductions available to avoid taxes
- c. They will be able to practise the procedure of calculating tax liability
- d. It will enable them to guide others as how tax is computed under different levels
- e. They are able to know not only the scheme of direct taxes and a procedure and formalities under indirect taxes relating to different products and services.
- f. They will be able to become advisors under the Direct Tax and Indirect tax regimes

4.1 FRAMEWORK FOR LEARNING OUTCOME WEIGHTAGE

Sub Unit wise KLAAp Assignment				
UNIT I	K	L	A	Ap
1.1	1	1	1	0
1.2	1	1	0	1
1.3	1	1	0	1
Total for UNIT I	3	3	1	2
UNIT II	K	L	A	Ap
2.1	1	1	0	1
2.2	1	1	1	1
2.3	1	1	0	1
Total for UNIT II	3	3	1	3
UNIT III	K	L	A	Ap
3.1	1	1	0	1
3.2	1	1	0	1
3.3	1	1	1	1
Total for UNIT III	3	3	1	3
UNIT IV	K	L	A	Ap
4.1	1	1	1	0
4.2	1	1	0	1
4.3	0	1	1	1
Total for UNIT IV	2	3	2	2
UNIT V	K	L	A	Ap
5.1	1	1	1	0
5.2	1	1	0	1
5.3	1	1	1	1
Total for UNIT V	3	3	2	2

Weightage Calculation											
UNIT	K	Weightage of "K" in the unit	L	Weightage of "L" in the unit	A	Weightage of "A" in the unit	Ap	Weightage of "Ap" in the unit	CDP (40)	UC (60)	TW (100)
	15% of 40		15% of 40		35% of 40		35% of 40				
	6		6		14		14				
1	2	1.1	2	1.0	1	2.0	0	0.0	4	10	14
2	2	1.1	2	1.0	1	2.0	3	4.2	8	15	23
3	2	1.1	3	1.5	1	2.0	3	4.2	9	15	24
4	2	1.1	3	1.5	2	4.0	2	2.8	9	10	19
5	3	1.6	2	1.0	2	4.0	2	2.8	9	10	19
	11		12		7		10		40		100

5. TEACHING METHODS

- Classroom lectures.
- Tax calculation related Case Studies.
- Student Presentations on rules of GST
- Invited Lectures / Talks by Industry experts in the field.

6. TEACHING PLAN

Week	Topic	Hours	Teaching Methodology	Weightage
1 - 2	Unit I: Direct Tax -Individual Tax Planning- 1.1 Introduction to Income Tax- Basic Concepts-Important definitions, kinds of taxes and canons of taxation. Introduction to Five heads of income (L, A) 1.2 Income from salary- meaning and definition of salary-basis of charge- allowances (K, L) 1.3 Perquisites-valuation, Deductions u/s 16, provident funds, Problem on HRA, RFA and on salary (K)	12 hrs 3 hrs/week	1. Class Room teaching 2. Presentation relating to basics 3. Discussion on the provisions of IT law 4. Case study – of any one tax payer	33%
3 - 4	Unit II: Computation of Total Income 2.1 Gross Total income- Deductions to be made u/s 80C, 80D, 80DD, 80DDB, 80E and 80G (L, Ap) 2.2 Deductions u/s- 80D, 80DD, 80DDB, 80E and 80G - (Computed income under four	5 hrs 3 hrs/week	1. A discussion on deductions 2. Presentation of rules relating to deductions 3. Deemed situation of deductions 4. Dictating the format of Problem to be solved 5. Solution of problem	13%

	heads shall be given except salary) (K, L, A, Ap) 2.3 Tax Rebate, tax rates and calculation of tax liability of individuals (K, Ap)		step by step explaining the each area.	
5 - 7	Unit III: Corporate Tax Planning 3.1 Meaning of Company, kinds of companies, format of total income and tax liability under normal provisions (L, Ap) 3.2 MAT- Meaning, calculation of Book profit and tax liability under MAT- A note on tax credit (K, L, Ap) 3.3 Capital structure and Purchase or Lease an asset- problems (K, L, A, Ap)	10 hrs 3 hrs/week	1. Lecture with examples 2. Presentation of Slides relating to rules of procedure 3. Case study- by taking one company's financial statements-normal tax liability and mat liability 4. discussion on other areas of tax planning- lease vs. purchase	20%
8	INTERNAL ASSESSMENT			
9 - 13	Unit IV: Indirect Tax 4.1 Customs Act, 1962-Meaning of Customs duty, features, kinds of duties, procedure of import and export (K, L, A) 4.2 Valuation for customs duty – Calculation of Assessable Value- Inclusions and exclusions (K, L, Ap) 4.3 Format of calculating customs duty-Problems on customs duty- except the problems on Baggage (L, A, Ap)	9 hrs 3 hrs/week	1. Lecture on Basics of Customs 2. Presentation on types of duties 3. Explaining the procedure of valuing goods for customs 4. Case Study- related to import done by a trader	17%
14 - 15	Unit V: Goods and Service Tax 5.1 Meaning – Features – Constitutional frame work-GST Council- Definitions- Goods, services, capital goods, inward supply, outward supply - Orientation of IGST, CGST and SGST/ UTGST (K, A) 5.2 Valuation for GST and calculation of GST liability- set off of input tax credit-problems on GST liability (K, L, Ap) 5.3 Composition Scheme under GST-Conditions , tax rates	9 hrs 3 hrs/week	1. Discussion on basics of GST 2. PPT on GST council and its working 3. Special orientation on IGST, CGST and SGST-application. 4. Case Study- taking the dealers' survey in the market	17%

	applicable and problems under CS (K, L, A, Ap)			
16	END SEMESTER EXAMINATION			

7. EVALUATION PLAN

As per GCU – Multi Assessment Provision (MAP).

8. TEACHING MATERIALS AND RESOURCES

8.1 Text and Main Documents

- Lecture materials provided by the teacher.

8.2 Documents for further study

- Students Guide to Income tax- Dr. Vinod k Singhania and Monica Singhania- Taxmann publications
- Direct Taxes- By Dr. Vinod K Singhania- Taxmann Publications
- Income Tax- Tax planning and Mnagement- Dr. H.C. Mehrothra and Dr. S.P. Goyal- Sahithya Bhavan Publications
- Indirect Taxes- Customs Law and FTP- V.S. Datey- Taxmann Publications
- Indirect Taxes- Dr. H.C. Mehrothra and S.P. Goyal- Sahithya Bhavan publications
- GST- Rules and tax rates- V.S. Datey- Taxmann publications
- GST- Dr. B. Mariappa, Himalaya Publications

8.3 Magazines and Journals

- The Tax Adviser
- Income tax journal
- Taxmann daily and daily tax digest
- Corporate Professionals
- The Tax magazine-CCH tax
- NAEPC Journal

8.4 E-Learning

- icmai.in/studentswebsite/Inter-Papers.php
- icmai.in/studentswebsite/Learning_Resources.php
- <https://economictimes.indiatimes.com>
- <https://www.taxmann.com>
- <https://www.taxmann.com/bookstore>
- <https://www.educba.com>