

Contact Hours: 52

Course Learning Objectives:

- To enhance student's communication skills through verbal, non-verbal skills
- Students will be able to make business correspondence.
- Students will demonstrate communication skills through effective presentations, interviews and negotiation.

Course Outcomes:

Description of the Course Outcome: At the end of the course the student will be able to:		Mapping to POs(1,10)		
		Substantial Level (3)	Moderate Level (2)	Slight Level (1)
CO- 1	Describe and develop written and oral communications.	8		
CO- 2	Independently prepare business letters and reports.	8		
CO- 3	Exhibit, develop and apply negotiation strategies.	9	7	
CO- 4	Manage communication in organizations			7,1

POs	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
Mapping Level	1						1.5	3	3	

Contents:**Unit -1:(8 Hours)**

Communication: Defining communication, Role of communication, Importance of communication today, Classification of communication, Purpose of communication, Communication Process – The Linear concept of communication, The Shannon Weaver model, the two way communication process, Elements in communication, The 7 C's for successful communication, Barriers to communication,

Unit -2: (9 Hours)

Communication Skills:

Speaking Skills; Art of speaking, goals & styles of speaking, Oral communication, importance, principles, guidelines for effective communication, barriers to oral communication.

Conversation Skills: Meaning of conversation, conversation control

Listening skills: meaning, process, factors affecting listening

Writing Skills: Art of writing, purpose, principles of effective writing

Non Verbal Skills: meaning, classification, characteristics and guidelines to develop non verbal communication skills

Unit- 3: (9 Hours)

Written communication for Business:

Business letters: Introduction, types of letters, writing a persuasive letter

Writing Memos: meaning, how to write memo, use of a memo- Writing E-Mails, Essentials of good business letter and memo

Role of Social media in communication: meaning, characteristics, classification, nature and scope of 6 social media

Unit-4: (12 Hours)

Business Reports: Meaning, purpose, kinds of reports, writing reports, long format reports.

Effective Presentations: Meaning, characteristics of good presentation difference between presentation & lecture, preparing for presentation, delivering the presentation. Written analysis

of cases: Meaning, process of a case analysis

Unit -5: (9 Hours)

Business Etiquette: Self Introduction, introducing others, handshakes & gestures. Telephone

Etiquette Dining Etiquette: host, the guest, table manners.

Cross cultural Communication: Business manners in different countries, Inter organizational etiquette

Meeting management(Text 2)

Communication for Conflict management: meaning, characteristics and management of conflict.
Communication for effective negotiations: meaning, nature and need of negotiation, factors effecting negotiation, stages in negotiation process, strategies

Unit-6: (5 Hours)

Communication for Employment: Applying for jobs, writing a CV, resume, drafting an application letter, Interviews: types, What is assessed? ,Group discussions: GD protocol and listening

Scope for activities:

- Case study “Communication Failure”
- Extempore exercises and assessing their speaking and non verbal skills.
- Drafting a letter & memo
- Session on MS PowerPoint & MS Word. Assignment on preparation of report of Company analysis and Presentations of the reports, Case analysis
- 2 hours training on dining etiquettes
- Mock Exercises on Personal Interview & GD

Self-learning components:

- Learning of any industry popular tools through case studies.
- Presentations & class participation to improve communication skills
- Reading news papers to improve communication

Reference books:

1. Chaturvedi P. D, & Mukesh Chaturvedi , “Business Communication : Concepts, Cases And Applications” , 2/e, Pearson Education, 2011
2. Mary Ellen Guffey, “Business Communication: Process and Product” , 3/e, Cengage Learning, 2002.
3. Lesikar, Flatley, Rentz & Pande “Business Communication”, 11/e, TMH, 2010

Course Learning Objectives:

- Develop and strengthen entrepreneurial quality in students.
- Impart basic entrepreneurial skills in students to run a business efficiently and effectively.
- Provide insights to students on entrepreneurship opportunities

Course Outcomes:

Description of the Course Outcome: At the end of the course the student will be able to:		Mapping to POs(1,10)		
		Substantial Level (3)	Moderate Level (2)	Slight Level (1)
CO-1	Display keen interest and orientation towards entrepreneurship		1,4	
CO-2	Develop a business plan	4,5	3	
CO-3	Become aware about various sources of funding for an entrepreneur including financial institutions, venture capitalists and Angel Investors		5	2
CO-4	Gain consciousness towards social entrepreneurship and rural entrepreneurship			1

POs	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
Mapping Level	1.5	1	2	2.5	2.5					

Contents:**Unit-1: (14 Hours)**

Introduction to Entrepreneurship: Entrepreneur Entrepreneurship: Meaning and Definition, Functions of an Entrepreneur, Characteristics of successful entrepreneurs, Types of

Entrepreneur, Manager & Entrepreneur, Importance of Entrepreneurship, Stages in entrepreneurial process, Problems faced by Entrepreneurs,

Profiles of successful Entrepreneurs: DhirubhaiAmbani, Karsanbhai Patel, AzimPremji, Ratan Tata, N. R. Narayana Murthy, New Age successful Indian Entrepreneurs: SachinBansal&BinnyBansal,Vijay Shekhar Sharma, BhavishAggarwal

Unit-2: (6 hours)

Family Business: Importance of family business, Types, History, Responsibilities and rights of shareholders of a family business, Advantages and Pitfalls of the family business, improving family business performance.

Unit-3:(10 Hours)

Creativity and Business Ideas: Creativity, Process of creativity, Source of New Idea, Ideas into Opportunities, Methods of Generating New Ideas, Focus Groups, Brainstorming, Problem inventory analysis; Creative problem solving, new industrial policy, Open general license,

Unit- 4: (8 Hours)

Business Planning Process: Meaning of business plan, Business plan process, Importance of business planning, Marketing plan, Production/operations plan, Organization plan, and financial plan and preparing a model project report for starting a new Business venture.

Unit- 5: (8 Hours)

Financing for entrepreneurs, Informal risk, capital market, venture capital, Angel investment, seed capital by banks and financial institutions, NRI Financing

Institutions supporting Entrepreneurs: Central level and state level institutions, SIDBI, IDBI, SIDO, DIC, KVIC and Single Window.

Unit- 6 (6 Hours)

Social entrepreneurship, Teckpneuership, Intrapreneur, Rural entrepreneurship, Government initiatives for SME Sector and entrepreneurship

Scope for Self-Learning activities:

Self-learning components may be based on the following but not limited to the topics listed below:

- Case studies on real-life problem/issues.
- Make a business plan for your intended business
- Interview a local entrepreneur to find out his/her major motivations to start a business, which of the skills and characteristics do you find in the entrepreneur?
- Lessons from success stories of Indian and International entrepreneurs (case studies)

Reference books:

1. Poornima Charantimath ,”Entrepreneurship Development-Small Business Enterprise”, Pearson Education
2. Rober D Hisrich, Michael P Peters ,“Entrepreneurship”, Dean A Shepherd, 6/e, The McGraw-Hill companies,
3. Khanka “Entrepreneurship Development” , S Chand Publications
4. Vasant Desai ,”Entrepreneurship Development and Management”, Himalaya Publishing House
5. Kurakto ,”Entrepreneurship-Principles and Practices”,7/e, Thomson Publication

16PMBAC205	Managerial Competence Building –I	(4-0-0) 4
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Contact Hours: 52

Course Learning Objectives:

- Enhance professional skills in students to work in competitive environment and get a challenging and stimulating job in an organization.
- Help students in growth and development of their career.
- Assist students to grow professionally and personally.

Course Outcomes:

Description of the Course Outcome:		Mapping to POs(1,10)		
		Substantial Level (3)	Moderate Level (2)	Slight Level (1)
CO-1	Help students to occupy positions of management and administration in business, industry, public system and	9	9	7

	the government			
CO-2	Building self-confidence, enhance self-esteem and improve overall personality of students	7	8	9
CO-3	Enhance the <i>skills</i> of the students thereby increasing their employability quotient		7	8

POs	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
Mapping Level							2	1.5	2	

Contents:

Unit-1: (7 Hours)

Understanding your- self: Self introduction, Building **Self Confidence, Self Esteem**. Managing Stress, Positive **thinking**, Causes of Stress, Impact of Stress

Unit-2: (9 Hours)

Aptitude building-I: Reasoning, English grammar and comprehension

Unit-3: (9 Hours)

Presentation Skills: Tips for effective presentations, using visual aids in presentations, Process for preparing and creating presentations, Delivering Presentations Successfully - body language tips including eye contact & hand gestures, Public speaking

Unit-4: (9 Hours)

Aptitude building: Quantitative & General Business Knowledge.

Unit-5: (10 Hours)

Grooming & Etiquettes: personal grooming and hygiene, dressing skills, Art of greeting Art of introductions, Art of sitting, standing, walking (Role play), Art of conversations- topics to avoid, small talk, Art of being firm, polite Interacting with a difficult client (Role Play), How to leave a lasting impression, Telephone Etiquette, Cell phone Etiquette, Board Room etiquette, Interview etiquette (Role Play), Anger Management.

Unit-6: (8 Hours)

Group Discussion: Introduction & Meaning of Group Discussion, How to Prepare for GD, Guidelines for Effective GD, Basic skills required for GD, Do's and don'ts in GD.

Personal Interviews: Making of CV, How to face PI, Preparation for PI, PI - Tips and Tricks.

Reference book:

1. Soft copy of ‘CAMPUS RECRUITMENT’ book will be given to all the students

16PMBAE302	Retailing Management	(4-0-0) 4
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Contact Hours: 52

Course Learning Objectives:

- To acquaint the students with basic concepts of retailing management.
- To expose the students with marketing strategies of organized retailers.
- To enable students and apply and analyze the concepts & strategies through case studies and field assignments.

Course Outcomes:

Description of the Course Outcome: At the end of the course the student will be able to:		Mapping to POs(1,10)		
		Substantial Level (3)	Moderate Level (2)	Slight Level (1)
CO-1	Define the basic concepts of retailing management		1	4,5
CO-2	Describe, discuss & explain the marketing strategies of organized retailers	3	9	4,5

CO-3	Demonstrate & examine the retailing strategies	9	3	1
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POs	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
Mapping Level	1.5		2.5	1	1				2.5	

Contents:

Unit- 1: (8 Hours)

World of Retailing

Introduction: Retailing, opportunities in retailing, the retail management decision process, elements in the retail mix, the Indian retailscape. **Types of retailers,** the Indian retailscape. **Customer buying behaviour:** the buying process, social factors influencing the buying process, culture, market segmentation, the Indian retailscape.

Unit- 2: (8 hours)

Retailing Strategy

Retail market strategy: Target market and retail format, building a sustainable competitive advantage, growth strategies, global growth opportunities, the Indian retailscape. **Customer relationship management:** The CRM process, collecting customer data, analyzing customer data and identifying target customers, developing CRM programs, implementing CRM programs, the Indian retailscape.

Unit-3: (8 Hours)

Elements in the Retail Mix: Part – I

Retail Locations:Types of locations, location and retail strategy, the Indian retailscape.**Retail site location:** Evaluating specific areas for locations, number of stores in an area, evaluating a site for for locating a retail store, the Indian retailscape.

Unit-4: (8 hours)

Elements in the Retail Mix: Part – II

Managing the merchandise planning process: Merchandise management overview, merchandise management process, staple merchandise and fashion merchandise, developing an assortment plan, control system for managing inventory: open-to-buy system, the Indian retailscape. **Buying merchandise:** Brand alternatives, negotiating with vendors, the Indian retailscape.

Unit-5: (12 Hours)

Elements in the Retail Mix: Part – III

Retail pricing: Pricing strategies, considerations in setting retail prices, markdowns, pricing techniques for increasing sales and profits, the Indian retailscape. **Retail communication mix:** Using communication programs to develop brand images and build customer loyalty: value of brand image, building brand equity, methods of communicating with customers, the Indian retailscape. **Customer service:** Services offered by retailers, the GAPS model for improving retail customer service quality, the Indian retailscape.

Unit-6: (8 Hours)

Elements in the Retail Mix: Part – IV: Managing the store: Store management responsibilities, managing store employees, controlling costs, managing merchandise, the Indian retailscape. **Store layout, design and visual merchandising:** Store design objectives, store design elements: layouts, visual merchandising: fixtures, presentation techniques, creating an appealing store atmosphere, the Indian retailscape.

Reference Books:

1. Levy, Weitz&Pandit, “Retailing Management”, 8/e, Tata McGraw Hill Education, 2012
2. SwapnaPradhan, “Retailing Management”, 4/e, Tata McGraw Hill, 2012
3. Dravid& Gilbert, “Retail Marketing Management”, 2/e Pearson Education, 2012

Course Learning Objectives:

- To introduce the students to the policies and procedures of recruitment and their application.
- To provide students with a conceptual framework of Selection Procedure in the Industry.
- To introduce students to the new concepts and techniques of recruitment and Selection in the corporate organization.

Course Outcomes:

Description of the Course Outcome: At the end of the course the student will be able to:		Mapping to POs (1,10)		
		Substantial Level (3)	Moderate Level (2)	Slight Level(1)
CO-1	Explain the various recruitment policies and procedures.		1	
CO-2	Specify with conceptual framework the selection procedures.	1		
CO-3	Apply the latest concepts and techniques used in recruitment and selection.		1	
CO-4	Explain various conceptual aspects of Compensation and Benefits.	1		
CO-5	Identify the Legal & administrative Issues in Global Compensation.	5		

POs	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
Mapping Level	2.5				5					

Contents:

Unit-1: (5 Hours)

Job Analysis: Meaning, definition and purpose. Data Collection Methods for job analysis.

Human resource Planning

Hiring Process, Nature of hiring: regular, temporary, full time, part time, apprentice, contractual, and outsourcing.

Job advertisement: drafting, size and contents. Contents of public sector recruitment: single or multiple sources and choosing the best source

Unit-2: (8 Hours)

Hiring internally: Meaning and definition of internal recruitment, Advantages and disadvantages of sources of internal recruitment.

External Hiring: Meaning and definition of external recruitment. Advantages and disadvantages Sources of recruitment.

Unit-3: (6 Hours)

Screening the candidates: Screening of Application Forms: bio-data / resume / curriculum vitae and weighted application blanks. Studying the CV.

Testing: Meaning, definition, purpose, advantages and disadvantages, Ability tests clerical ability test, mechanical ability test, mental ability test, physical ability test, personality assessment test.

Interviewing: Planning the interview, Interview process -

Reference checking: meaning, definition and purpose. Verification of character, criminal antecedents, previous work behavior and education qualifications. Verification of community Certificates in public sector companies.

Appointment orders: Meaning, definition, and purpose. Contents of appointment letter, hard copy (or soft copy),

Unit-4: (9 Hours)

Introduction to Compensation: Definition of Compensation, Basic concepts of Compensation (wages, salary, benefits, DA, consolidated pay, Equity based programs, commission, reward, remuneration, bonus etc.), Types of Compensation Management - The Pay Model, Strategic Pay

Policies, Strategic Perspectives of Pay, Strategic Pay Decisions, Best Practices vs. Best Fit Options

Unit-5: (8 Hours)

Internal Alignment: Definition of Internal Alignment, Internal Pay Structures, Strategic Choices in Internal Alignment Design, Internal Structure.

Unit-6: (16 Hours)

Determining External Competitiveness and Benefits Management:

Competitiveness: Definition of Competitiveness, Pay Policy Alternatives, Wage Surveys, Interpreting Survey Results, Pay Policy Line, Pay Grades.

Benefits: Benefits Determination Process, Value of Benefits, Legally Required Benefits, Retirement, Medical, & Other Benefits

Reference Books:

1. Robert D. Gatewood and Hubert S. I, Human Resource Selection, South western Cengage Learning, Mason, Ohio, 2001.
2. BD Singh, Compensation & Reward Management, 2nd edition, Excel BOOKS, 2012.
3. Milkovich & Newman, Compensation, 6th edition, Irwin/McGraw-Hill.

16PMBAL301 Managerial Competence Building - II (0-0-3) 2

Contact Hours: 40

Course Learning Objectives:

- To enhance the student's professional skills to work in competitive environment and get a suitable job in an organization.
- To help students in growth and development professionally and personally
- The industry is always on the lookout for students who are vibrant, energetic individuals and ready to accept challenges, attentive, a good academic background, fast learners, open to learning even at work and more importantly, good communication skills.

Course Outcomes:

Description of the Course Outcome: At the end of the course the student will be able to:		Mapping to POs(1,10)		
		Substantial Level (3)	Moderate Level (2)	Slight Level(1)
CO 1	Ready keeping in view the industry requirements; the training curriculum is designed for preparing the students in the area of Communication Skills & Vocabulary, Resume Preparation, Group Discussion, Interview Skills, and Aptitude Training.	7,8, 9		
CO 2	To occupy positions of management and administration in business, industry, public system and the government.	7,8		

POs	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
Mapping Level							3	3	3	

Contents:

Unit -1: (24 Hours)

Averages, percentages, profit and loss, ratio and proportion, data interpretation, time and work, permutation and combination, time and distance, number series, blood relation test, letter series, syllogism.

Unit -2: (8 Hours)

Meaning of Group Discussion, The Importance of the Group Discussion , Group Discussion differ from a Debate, four major areas of evaluation: subject knowledge, oral communication skills, leadership skills and team management, Advantages of a GD, Roles in a Structured GD, Expectations of the Panel, Phases in a GD, Dos and Don'ts in Group Discussion

Unit -3: (8 Hours)

Job interview meaning, constructs, Person-environment fit, Process, Types and Specialized formats, Technology in interviews, Interviewee strategies and behaviors, Factors impacting on effectiveness, Validity and predictive power, interview structure issues, Interviewer rating reliability, Applicant reactions, Interview design, Additional factors, Implications for applicants, Implications for organizations, Types of questions.

Reference Books: Notes will be provided by the course faculty

A handwritten signature in blue ink, appearing to read 'G. S. S. S.', with a long horizontal line extending to the right.

Head of Department
Department of Management Studies