

MASTER OF BUSINESS ADMINISTRATION

**Programme
Under**



APJ Abdul Kalam Technological University

SYLLABUS & COURSE PLAN

Trimester 3

April 2016

Subjects and Credits in Trimester 3

Course No.	Course Name	L-T-P	Internal Marks	End Trimester Marks	Exam duration (Hrs.)	Credits
31	Marketing Management II	4-0-0	40	60	3	3
32	Financial Management II	4-0-0	40	60	3	3
33	Human Resource Management	4-0-0	40	60	3	3
34	Business Research Methods	2-0-0	20	30	1.5	1.5
35	Management Information Systems	2-0-0	20	30	1.5	1.5
36	Operations Research	4-0-0	40	60	3	3
37	Strategic Management	4-0-0	40	60	3	3
38	Soft-Skills III	0-2-0	-	60	-	3
39	Project	0-0-3	-	-	-	-
Total		24-2-3	240	420	-	21

Course No	Course Name	L-T-P	Credits	Year of Introduction
31	Marketing Management - II	4-0-0	3	2016

Course Objectives

The objective of this course is to equip the students with the concepts of Planning, designing and implementing marketing strategy to achieve the long-term objectives have been critical for any firm in a competitive market situation. This course seeks to develop the different analytical perspectives and management decision tools.

Syllabus

Promotion and Distribution Decisions, Marketing communications, Marketing Research,, Creating Competitive Advantage, Services Marketing, Rural Marketing, Emerging Trends in Marketing

Expected Outcome

On completion of the course, the students are expected to understand the importance and role of marketing in a global environment, to understand the scope and process of marketing, to know the process of designing effective marketing strategies and to understand how marketing mix decisions are made and managed over time.

References

1. Arunkumar and N Meenakshi. *Marketing Management*.Vikas Publishing, 2011.
2. Etzel,MJ, BJWalker and William J Stanton. *Marketing (Fourteenth Edition)*.McGraw Hill, 2007.
3. Evans, Joel R and Barry Berman. *Marketing in the 21st Century*.Cengage Learning, 2010.
4. Karunakaran, K.*Marketing Management (Text and Cases)*. Himalaya Publishing House, 2010.
5. Kotler, Philip, et al. *Marketing Management: A South Asian Perspective*. Pearson, 2012.
6. Lamb, CharlesW, et al. *Marketing*. Cengage Learning India, 2012.
7. Masterson, Rosalind and David Pickton. *Marketing: An Introduction*. Sage Publications, 2014.
8. Neelamegham, S.*Marketing in India: Text and Cases (4/e)*. Vikas Publishing House, 2012.
9. Panda, TapanK.*Marketing Management: Text and Cases Indian Context*. Excel Books India, 2009.
10. Pride, William M and OC Ferrel. *Marketing: Planning, Implementation and Control*. Cengage Learning, 2011.
11. Ramaswamy, VS and S Namakumari. *Marketing Management: Global Perspective, Indian Context*.Maxmillan Publishers, 2009.
12. Saxena, Rajan. *Marketing Management (Fourth Edition)*.TataMcGraw Hill, 209.
13. Shahajan, S. *Applied Case Studies in Marketing*. Primus Books, 2011.

Course Plan – MARKETING MANAGEMENT - II

Unit	Topics	Hours allotted	% of marks in Trimester Exam
I	Distribution Decisions- distribution channels - physical distribution systems- channel intermediaries - channel management -wholesaling and retailing - retail marketing - multi level marketing (network marketing)-Direct marketing: Meaning, features, functions, basic concepts of e-commerce, e-business, e-marketing, m-commerce, m-marketing, E-networking	8	25
II	Promotion Decisions: Promotion mix -integrated marketing communication - advertising – sales promotion - personal selling - publicity - public relations- Marketing communication: Concept of communication mix, communication objectives, steps in developing effective communication. Stages in designing message Advertising: Advertising objectives, Advertising budget, advertising copy, AIDA model, advertising agency decision	7	10
FIRST INTERNAL EXAMINATION			
III	Sales promotion: Sales promotion mix, kinds of promotion, tools and techniques of sales promotion, push-pull strategies of promotion Public Relations: Meaning, objectives, types, functions of PR Marketing Research: Marketing Information System and Research - demand estimation and sales forecasting. Creating Competitive Advantage: Competitor Analysis - competitive strategies - competitive positions – balancing customer and competition orientations	8	10
IV	Marketing organization: Concept of marketing organization, factors influencing size of the marketing organization, various types of marketing structures / organization Marketing control systems: Organizing marketing department - marketing control techniques - annual plan control - profitability control - strategic control-Marketing audit: Meaning, features of marketing audit, various components of marketing audit	7	25
SECOND INTERNAL EXAMINATION			
V	Services Marketing - Meaning- characteristics of services and their marketing implications - strategies for service firms - managing service quality - managing productivity - managing product support services - marketing mix for service marketing. Rural Marketing - Meaning - current Indian rural market scenario - scope - difficulties - strategies to cope up- case studies	8	10
	Emerging trends in marketing: social marketing – digital marketing - green marketing - global marketing – marketing analytics - Current developments in Marketing, Ethics in Marketing	7	20
TRIMESTER EXAMINATION		45	

Course No	Course Name	L-T-P	Credits	Year of Introduction
32	Financial Management 2	4-0-0	3	2016

Course Objectives

This course enables the students to familiarize with management and analysis of financial performance, capital structure planning, dividend policy, working capital management and some of the emerging areas in financial management.

Syllabus

The syllabus of the course includes financial performance, capital structure decisions, dividend policy, working capital management and some emerging areas in financial management.

Expected Outcome

This course will enable the students to have sound knowledge on performance analysis of firms, Capital Structure planning, dividend policy and Working capital management

References

1. Brealey, Richard A and Stewart CMyers. *Principles of Corporate Finance*. McGraw Hill India, 2012.
2. Brigham, Eugene F and Joel F Houston. *Fundamentals of Financial Management (13/e)*. Cengage Learning, 2012.
3. Chandra, Prasanna *Financial Management, Theory & Practice*. Tata McGraw Hill, 2014.
4. Damodaran, Aswath. *Corporate Finance: Theory and Practice (4/e)*. Wiley India, 2012.
5. Gitman, Lawrence J and Chad J Zutter. *Principles of Managerial Finance (14/e)*. Pearson Education, 2007.
6. Kapil, Sheeba. *Financial Management*. Pearson Education India, 2010.
7. Khan, M Y and P K Jain. *Financial Management: text, problems and cases*. New Delhi: Tata McGraw Hill, 2013
8. Kishore, Ravi M. *Financial Management: Comprehensive Text Book with Case Studies (7/e)*. Taxmann Allied Services, 2009.
9. Kothari, Rajesh and Bobby Dutta. *Contemporary Financial Management*. McMillan Publishers, India, 2005.
10. Pandey, IM. *Financial Management*. Vikas Publishing House, 2009.
11. Reddy, G Sudarsana. *Financial Management*. Himalaya Publishing House, 2011.
12. Ross, Stephen, Randolph Westerfield and Bradford Jordan. *Fundamentals of Corporate Finance*, McGraw Hill, 2010.
13. Sharan, Vyuptakesh. *Fundamentals of Financial Management*. Pearson Education, 2012.
14. Srivastava, Rajiv and Anil Misra. *Financial Management*. Oxford University Press India, 2011.
15. Vanhome, James C. *Financial Management and Policy (12/e)*. Pearson Education, 2002.
16. Vanhorne, James C and John M Wachowicz (Jr). *Fundamentals of Financial Management, (13/e)*. Pearson Education, 2010.

Course Plan

Unit	Topics	Hours allotted	% of marks in Trimester exams
I	Financial Performance Analysis: Trend analysis; Ratio analysis- liquidity ratios, leverage ratios, activity ratios, profitability ratios, , market capitalization ratios - Inter firm comparison - Common Size Statement – Comparative Statements and Trend Analysis.	9	20%
II	Capital structure planning - optimum capital structure - financial leverage, operating leverage and combined leverage -.	6	10%
First Internal Examination			
II	capital structure theories - net income approach - net operating income approach -Modigliani and Miller (MM) approach -traditional approach - Factors affecting Capital structure	7	15%
III	Dividend Policy - factors influencing dividend policy stable dividend policy-forms of dividend - cash dividend - bonus shares - stock split - buyback of shares – dividend policy and value of firms - models - Walter’s model - Gordon’s Model - MM Irrelevance Approach - the bird-in-the hand argument.	8	20 %
Second Internal Examination			
IV	Working capital management - concepts of working capital - issues in working capital management – operating cycle and determinants of working capital - estimation of working capital, Management of cash - management of the receivables, Inventory management - financing of working capital - trade credit - accrued expenses and deferred income - bank finance for working capital	9	20%
V	Emerging areas in Financial Management: Corporate restructuring, mergers and acquisition - Behavioural finance, and Financial engineering	6	15%
Trimester Examination		45	

Course Objectives

This subject provides the key aspects of managing human resources in domestic and

Course No.	Course Name	L-T-P	Credits	Year of Introduction
33	Human Resource Management	4-0-0	3	2016

multi-national organizations, including a consideration of labour relations and diversity management issues. Topics include job analysis, planning, recruiting, selection, orientation, training and development, performance appraisal, compensation and benefits, dispute resolution, and legal frameworks for both the non-union and union environments.

Syllabus

Evolution of HR, Definition- Meaning- objectives-differences between personnel management and HRM, Human Resource Acquisition, Analysis and Designing of Jobs, HR planning, Human Resource Development, Compensation, Employee Relations

Expected Outcome

The students are expected to have critical skills required to manage human resources in a multitude of workplace environments. Students are expected to get basic knowledge about management of Human Resources and Industrial Relations.

References

1. Decenzo, David A and Stephen P Robbins. *Human Resource Management (11/e)*. Wiley, 2013.
2. Dwivedi, R S. *A Text Book of Human Resource Management*. Vikas Publishing House, 2009.
3. Fisher, Cynthia D and Lyle F Schoenfeldt. *Human Resource Management (6/e)*. Cengage Learning, 2006.
4. Gomex-Mejia, Luis R, David B Balkin and Robert L Cardy. *Managing Human Resources*. Person/Prentice Hall, 2009.
5. Kandula, Srinivas R. *Human Resource Management in Practice with 300 Models, Techniques and Tools*. PHI Learning, 2009.
6. Kleiman, Lawrence S. *Human Resource Management: A Managerial Tool for Competitive Advantage*. Cengage Learning, 2009.
7. Ivancevich, John M. *Human Resource Management*. McGraw Hill, 2007.
8. Mamoria, C B and S V Gankar. *Personnel Management*. Himalaya Publishing House, 2009.
9. Pattanayak, Biswajeet. *Human Resource Management*. PHI Learning, 2005.
10. Rao, P Subha. *Essentials of Human Resource Management and Industrial Relations: (Text, Cases and Games)*. Himalayan Books, 2011.
11. Rao, V S P. *Human Resource Management*. Excel Books, 2010.
12. Sanghi, Seema. *Human Resource Management*. Vikas Publishing, 2014.
13. Snell, Scott, George Bohlander and Veena Vohra. *Human Resource Management: A South Asian Perspective*. Cengage Learning India, 2010.

COURSE PLAN

Unit	Topics	Hours allotted	% of marks in Trimester Exam
I	Introduction: Evolution of HRM - Meaning and significance - differences between personnel management and HRM - Major functions of HRM - Line functions and staff functions - human capital management – Characteristics and qualities of HR Manager - Recent trends in HRM	6	10
II	Job Design, Work and Motivation - Job design and quality of work life, A conceptual model of job design, Job performance outcomes, Job analysis, Job designs: the result of job analysis. The way people perceive their jobs, Designing Job range: Job rotation and job Enlargement, Designing Job depth: Job enrichment and job design.	8	10
First Internal Examination			
II	Pre-recruitment functions: Organizational structure - Analysis and Designing of Jobs - HR planning - Factors affecting HR Planning - HRP process - Requisites of a good HRP - Barriers to HRP Recruitment, selection and appointment: Meaning and significance of recruitment - Process of recruitment -Sources of recruitment - Cost-benefit analysis of recruitment - Process of selection - Difference between recruitment and selection - Selection techniques: tests, interviews and salary negotiation - Meaning and significance of appointment - Process of appointment - Induction and Placement.	12	20
III	Training and development: Meaning and significance of training and development - Process of training development - Training Need Analysis - Training Design – Training Implementation - Training evaluation - Methods of training: on-the-job and off-the-job methods	6	10
Second Internal Examination			
IV	Performance Management: Meaning and significance of Performance Management - Types of performance appraisal system - Performance goal setting – Performance coaching and monitoring - Performance evaluation and performance feedback - Aligning performance outcome to career and succession planning Compensation and benefits: Meaning and significance - Components of Compensation - Factors affecting wages and salaries	7	10
V	Employee relations: Meaning and significance of employee relations - Employee relations in unionised and non-unionised organizations, participative management - Handling grievances, managing discipline, conducting domestic enquiry -	6	15
Trimester Examination		45	

Course No.	Course Name	L-T-P	Credits	Year of Introduction
34	Business Research Methods	2-0-0	1.5	2016

Course Objectives

The course objective is to familiarize the research methods used in decision making by managers. The subject aims to meet the challenge of the fast pace decision making environment, to provide the knowledge and skills a manager needs to solve business problems.

Syllabus

Introduction to Business Research, Definition - need for business research, types of research, formulating research hypothesis and research design, Sampling design, Research Variable- Identification and defining research problems, secondary and primary methods of data collection, Questionnaire construction, data analysis and drawing inferences

Expected Outcome

After the completion of the course, the students will be able to study business problems and find ways to solve them by collecting relevant data and analyzing it in the appropriate manner to reach valid and insightful results and conclusions. The students will become familiar with sampling methods, defining research hypotheses and testing them statistically.

References

1. Chawla, Deepak and Neena Sondhi. *Research Methodology: Concepts and Cases*. Vikas Publishing House, 2011.
2. Cooper, Donald R, Pamela S Schindler and J K Sharma. *Business Research Methods (11/e)*. New Delhi: McGraw Hill Educaiton India, 2013.
3. Krishnaswamy, O R and M Ranganathan. *Methodology of Research in Social Sciences*. Himalaya Publishing House, 2011.
4. Levin, Richard I, et al. *Statistics for Management (7/e)*. Pearson Education, 2012.
5. Malhotra, Naresh K. *Marketing Research: An Applied Orientation (6/e)*. Pearson Education, 2010.

Course Plan

Unit	Topics	Hours allotted	% of marks in Trimester Exam
I	Introduction to Business Research: Definition - need for business research - types of research - exploratory and conclusive - basic and applied research - qualitative research - general research process - identifying and defining research problem - literature survey - identification of key research variables - theoretical framework - formulating research hypothesis	5	20
II	Formulation of research design - sampling design – data collection and data editing - data analysis and interpretation - preparation of research report - research proposal framework - business research applications in marketing - human resource management - financial and accounting decisions - production and operations management - cross-functional areas - case studies	4	20
First Internal Examination			
III	Measurement and scaling - concepts and operational definitions - nominal, ordinal, interval and ratio scales - comparative scales - paired comparison scales - rank order scaling - constant sum scaling - Q sort technique - non-comparative scales - Likert, Semantic Differential - Staple - criteria for good measurement - reliability - validity - sensitivity	3	20
IV	Data Collection: Sampling design - secondary and primary methods of data collection - probability and non-probability sampling methods - merits and demerits -Review of various sampling methods - determination of sample size - data collection and data editing - coding - categorization - handling unsatisfactory responses and missing values - questionnaire construction - type of questions - guidelines for questionnaire designing - questionnaire testing - other methods of data collection - observation - projective methods - goodness of fit of data -reliability and consistency - Cronbach's Alpha	5	20
Second Internal Examination			
V	Data Analysis and Reporting: Data analysis – descriptive analysis of uni-variate and bi-variate data – parametric tests for hypotheses testing - z test - t test - ANOVA - introduction to MANOVA and ANCOVA; SEM - non-parametric tests for hypotheses testing - Chi-square - run test for randomness - one and two-sample sign tests - Mann-Whitney U test - Wilcoxon signed-rank test - Kruskal-Wallis test - Correlation and regression analysis - Multivariate analysis - dependency techniques: multiple regression - discriminant analysis - conjoint analysis inter-dependency techniques: Factor Analysis - Cluster Analysis	5	20
Trimester Examination		22	

Course No.	Course Name	L-T-P	Credits	Year of Introduction
35	Management Information Systems	2-0-0	1.5	2016

Course Objectives

The objective of this course is to acquaint the students with the role, functions and development of information systems at different levels of the organisation and to develop a broader understanding of the management and information technology systems.

Syllabus

Information systems, enterprise systems, types of information systems, E-business, decision making concepts, GDSS, Database concepts, DBMS, data warehousing, data mining, Cyber security, system development cycles.

Expected Outcome

On completion of this course, the students will have an understanding of systems thinking, and ability to analyse business situations from a systems perspective. They also get exposure to the various system concepts and terminologies.

References

1. Behl, Ramesh. *Information Technology for Management*. Tata McGraw Hill Education, 2009.
2. Laudon, Kenneth C and Jane P Laudon. *Management Information Systems: Managing the Digital Firm*. Pearson Education, 2013.
3. O'Brien, James and George Marakas. *Management Information Systems (10/e)*. McGraw Hill, 2010.
4. Rainer, R Kelly, Brad Prince and Hugh J Watson. *Introduction to Information Systems (3/e)*. Wiley, 2014.

Course Plan

Unit	Topics	Hours allotted	% of marks in Trimester Exam
I	e-business- e-commerce- e-government e-Commerce models and strategies-Cases of successful e-Commerce companies Ethical and social issues with e-Commerce Impact of IT on business	5	20
II	Database concept, Advantages of DBMS, database types, Database models, data warehousing, data mining, data trends, Data Flow Diagram	4	20
First Internal Examination			
III	Information Security and Control System Vulnerability- Wireless security challenges-Malwares-Cyber terrorism and Cyber crimes-Spoofing, phishing, sniffing, DOS attacks	4	20
IV	Ensuring wireless security, Encryption and public key infrastructure, Firewalls, Intrusion Detection systems and anti-virus software-Ensuring cloud security and mobile digital platform	4	20
Second Internal Examination			
V	Enterprise Information systems-SCM, CRM, ERP. ERP-Benefits, Challenges, Trends, Big 5, ERP Implementation life cycle	4	20
Trimester Examination		21	

Course No.	Course Name	L-T-P	Credits	Year of Introduction
36	Operations Research	4-0-0	3	2016

Course Objectives

The objective of this course is to acquaint the students with the scope and applications of operations research in business and industry problems. This course exposes the students to the use of various scientific tools and models in OR for business analysis and better managerial decision making. Use of software in solving problems is expected.

Syllabus

Introduction, development of OR, Linear programming problems, Allocation models such as transportation, assignment, and travelling salesman problems, Decision theory, Game theory, queuing theory, project management and introduction to simulation.

Expected Outcome

The successful completion of this course will enable the students to generate mathematical models of business scenarios and to analyze the business situations. The students will become able to use different mathematical models and the solution procedures.

References

1. Hillier, F S, et al. *Introduction to Operations Research (9/e)*. Tata McGraw Hill, 2011.
2. Ravindran, A and Don T Phillips. *Operations Research: Principles and Practice*. John Wiley & Sons, 1987.
3. Sharma, J K. *Operations Research: Theory and Applications (5/e)*. New Delhi: Laxmi Publications, 2013.
4. Taha, Hamdy A. *Operations Research: An Introduction (9/e)*. Prentice Hall, 2010.
5. Vohra, N D. *Quantitative Techniques for Management*. Tata McGraw Hill Education, 2015.

Course Plan

Unit	Topics	Hours allotted	% of marks in Trimester Exam
I	Introduction to Operations Research: Origin and growth of OR, importance of OR in managerial decision making, scope & applications of OR, models and modelling in OR. Linear programming problems: Formulation of the problem, solution by graphical method & simplex algorithm, degeneracy in LPP. Case discussion	7	15
II	Allocation Problem models: Transportation problems: formulation, methods of finding initial solution (North West Corner Rule, Least Cost Method and Vogel's Approximation Method), test for optimality (MODI Method), unbalanced transportation problems, maximization transportation problem. Assignment problems: formulation, methods of solution, Hungarian method, multiple optimal solutions, unbalanced problems, maximization problems. Case analysis	8	20
	First Internal Examination		
III	Duality in LPP, revised simplex method, Sensitivity of optimal LP solutions, Integer programming problems, Gomory's cutting plane algorithm, introduction to branch and bound technique. Sequencing Problem: Johnson's Algorithm for n Jobs and Two machines, Two jobs and m - Machines Problems and n Jobs and m Machine problems.	6	10
IV	Decision theory: Concepts of decision making, decision making environments, Decision making under uncertainty - Decision making under risk, decision tree analysis. Case discussion. Dynamic Programming - Concepts, forward and backward recursion, solution to LPP by dynamic programming method.	9	20
	Second Internal Examination		
IV	Concepts of network analysis, project network models, Critical Path Method, PERT, project time-cost trade off, resource scheduling. Case discussion	5	10
V	Game Theory: Two person zero-sum game, saddle point games, principle of dominance, graphical solution. Replacement analysis: items that deteriorate over time, items that fail suddenly, optimum replacement policies for both cases. Stochastic models: Markov process, queuing model structure, Kendall Lee notation - M/M/1 queues - standard problems.	10	25
	Trimester Examination		

Course No.	Course Name	L-T-P	Credits	Year of Introduction
37	Strategic Management	4-0-0	3	2016

Course Objectives

- Ability to recognize role and functions of Corporate board in strategic management
- Deeper understanding of the integrative nature of strategic management
- Learn to apply strategic planning models like Porter Model
- Understand the importance of environmental scanning in formulating strategy
- Identification and evaluation of the role of leadership, organizational structure and change-management in strategy-implementation
- Develop an integrated outlook on the role of accounting and finance, operations management and human resource management in developing strategy

Syllabus

Basic concepts of strategic management, Concept of Strategy and the Strategy formation Process, Objectives and Goals - Corporate Governance and Social responsibility, Types of strategies, strategy formulation, Strategy Choice, Strategy review.

Expected Outcome

On completion of the course acquire the ability to generate and evaluate strategies in relation to a particular problem using real-world scenarios.

References

1. Hill, Charles W L and Gareth R Jones. *Strategic Management: An Integrated Approach*. Cengage Learning, 2012.
2. Kazmi, Azhar. *Strategic Management and Business Policy (3/e)*. Tata McGraw Hill, 2008.
3. Parnell, John A. *Strategic Management: Theory and Practice*. SAGE Publications, 2013.
4. Wheelen, Thomas L and J David Hunger. *Strategic Management and Business Policy: Towards Global Sustainability*. Prentice Hall, 2012.

Course Plan

Unit	Topics	Hours allotted	% of marks in Trimester Exam
I	Basic concepts of strategic management - framework for strategic management, the Concept of Strategy and the Strategy formation Process - Stakeholders in business - vision, Mission and Purpose strategic management process - strategic management at the business level, functional level and corporate level - Constitution of Board – Role and functions of corporate board and top management in strategic management.	7	20
II	Objectives and Goals - Corporate Governance and Social responsibility Environmental Scanning- Analysing industry and competition - internal appraisal - External Environment - Porter's Five Forces Model-Strategic Groups Competitive Changes during Industry Evolution- Globalisation and Industry Structure - National Context and Competitive advantage Resources- Capabilities and competencies - core competencies-Low cost and differentiation Generic Building Blocks of Competitive Advantage- Distinctive Competencies Resources and Capabilities durability of competitive Advantage- Avoiding failures and sustaining competitive advantage concepts, techniques and cases.	8	20
First Internal Examination			
III	Strategy formulation- Types of strategies - Integration, intensive, diversification, and defensive strategies - strategic analysis -The generic strategic alternatives - Stability, Expansion, Retrenchment and Combination strategies - Business level strategy- Strategy in the Global Environment– comparative cost analysis, portfolio analysis, operating and financial analysis. - Building and Re-structuring the corporation- Strategic analysis and choice - Environmental Threat and Opportunity Profile (ETOP) - Organizational Capability Profile - Strategic Advantage Profile - Corporate Portfolio Analysis - SWOT Analysis - GAP Analysis - Mc Kinsey's 7s Framework - GE 9 Cell Model - Distinctive competitiveness - Selection of matrix - Balance Score Card	10	20
IV	Strategy Choice-criteria and process-Routes for executing strategy. The implementation process, Designing organisational structure - Designing Strategic Control Systems, Resource allocation	5	10
Second Internal Examination			
IV	Matching structure and control to strategy - Implementing Strategic change- Politics-Power and Conflict-Strategy implementation - Role of organizational structure, Culture and Leadership, Strategy and Social Responsibility.	5	10
V	Strategy review, evaluation and control- Auditing - Techniques of strategic evaluation & control-case study Matching structure and control to strategy- Using computers to evaluate strategies; Managing Technology and Innovation-Strategic issues for Non Profit organisations. New Business Models and strategies for Internet Economy	10	20
Trimester Examination		45	

Course No.	Course Name	L-T-P	Credits	Year of Introduction
38	Soft Skills III	0-2-0	3	2016

Course Objectives

The objective of this course is to enable students understand the importance communication in the corporate life via group discussions and live interviews. Be enabled to write technically adept resumes and cover letters. The course also aims to enable students to combat stress and manage and resolve possible conflicts.

Syllabus

Stress, Conflict management, Resume writing, Group Discussions, Interview skills

Expected Outcome

- *Enhancement of the holistic development of students and improvement of their employability skills.*
- *To develop strategies to manage stress*
- *To develop methods or perspectives to resolve conflicts*
- *To have hands-on group discussion and interview exposure in a simulated corporate environment*
- *To develop adept resume writing skills*

References

1. Bovee, Courtland, John Thill and Mukesh Chaturvedi. *Business Communication Today*. Pearson Education, 2009.
2. Monippally, Matthukutty M. *Business Communication Strategies*. Tata McGraw-Hill Publishing Company Ltd. 2001

Course Plan

Unit	Topics	Hours allotted	% of marks in Trimester Exam
I	Introduction to Stress Management - Eustress and Distress - Causes of Stress - Impact of Stress -Managing Stress	4	2
II	Conflict - Goal Conflict - Cognitive Conflict - Intrapersonal and Interpersonal Conflict - Conflict resolution	4	6
III	Resume vs CV vs Biodata writing - Cover letter writing	2	6
IV	Group Discussion - Do's and Don'ts - Interview Skills - Giving and taking Interviews	4	6
V	Hands-on experience of Giving and Taking Interviews	8	10