

Centre for Distance and Online Education (CDOE)
Open and Distance Learning Programmes
(2025-26)

Programme Name – MBA

Programme Code – ODL MBA

Programme Structure

SEMESTER- I

S. No.	Course Code	Course Title	Type of Course	Credit
1.	ODLMGT401	Management Principles and Organizational Behavior	CC	4
2.	ODLMGT402	Managerial Economics	CC	4
3.	ODLMGT403	Accounting for Managers	CC	4
4.	ODLMGT404	Quantitative Techniques	CC	4
5.	ODLMGT405	Business Research and Statistical Software	CC	4
6.	ODLMGT 421	Soft Skills & Business Communication	SECC	4
Total Credits				24

SEMESTER -II

S. No.	Course Code	Course Title	Type of Course	Credit
1.	ODLMGT 406	Marketing Management	CC	4
2.	ODLMGT 407	Financial Management	CC	4
3.	ODLMGT 408	Human Resource Management	CC	4
4.	ODLMGT 409	Production & Operations Management	CC	4
5.	ODLMGT 431	Entrepreneurial Skills	AECC	4
6.	ODLMGT 453	Dissertation Project-I	PC	4
Total Credits				24

SEMESTER -III

S. No.	Course Code	Course Title	Type of Course	Credit
1.	ODLMGT501	Strategic Management	CC	4
2.	ODLMGT 502	Business Ethics	CC	4
Departmental Specific Electives (1 Out of 3 discipline)				
Marketing				
3.	ODLMGT521	Marketing of Services	DSE	4
4.	ODLMGT524	Retail Management	DSE	4
5.	ODLMGT525	Consumer Behavior	DSE	4
Finance				
3.	ODLMGT529	Security Analysis and Portfolio Management	DSE	4
4.	ODLMGT531	Management of Financial Services	DSE	4
5.	ODLMGT534	Financial Institutions & Markets	DSE	4
HRM(Human Resource Management)				

3.	ODLMGT537	Human Resource Planning & Development	DSE	4
4.	ODLMGT538	Organizational Change & Development	DSE	4
5.	ODLMGT539	Employee Relations and Labour Laws	DSE	4
6.	ODLMGT550	Management Information System	OE	4
7.	ODLMGT 552	Summer Internship Project	PC	6
Total Credits				24+6

SEMESTER -IV

S. No.	Course Code	Course Title	Type of Course	Credit
1.	-	UHV-II**	Audit Course	4
-Departmental Specific Electives (Continued)			DSE	12
Marketing				
2.	ODLMGT523	Integrated Marketing Communication	DSE	4
3.	ODLMGT526	Product and Brand Management	DSE	4
4.	ODLMGT527	Digital Marketing	DSE	4
Finance				
2.	ODLMGT532	International Financial Management	DSE	4
3.	ODLMGT533	Financial Engineering	DSE	4
4.	ODLMGT 535	Corporate Tax Planning	DSE	4
HRM(Human Resource Management)				
2.	ODLMGT540	Performance & Compensation Management	DSE	4
3.	ODLMGT541	Leadership Development	DSE	4
4.	ODLMGT542	Strategic Human Resource Management	DSE	4
5.	ODLMGT551	International Business	OE	4
6.	ODLMGT 554	Dissertation Project-II	PC	8
Total Credits				24

Total Programme Credits	102
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Total Credit for MBA Programme is **102 Credits** (excluding courses on UHV, Fitness and Societal Interface) which are divided as follows:-

Abbreviations	
CC	Core Course
DSE	Departmental Specific Elective Courses offered by the Department
OE	Open Elective Courses offered by ODL Bracket
AECC	Ability Enhancement Compulsory Course
SECC	Skill Enhancement Compulsory Course
PC	Project Course
-	Fitness
-	Societal Interface
UHV	Universal Human Value (Audit Course)

Detailed Syllabus

Semester-I

Course Name : Management Principles and Organizational Behaviour Course code: (ODLMGT401)		
Course Content		Course credits : 04
UNITI	Challenges and opportunities for Management/ OB; Overview and definition of Management, Managerial roles and skills; Evolution of Management thought: scientific management, administrative approach, behavioural approach, systems approach, contingency approach.	
UNITII	Management functions: Planning, Organizing, Controlling; Decision Making; Contemporary issues in management: Management by Objectives, Total Quality Management, Business Process Reengineering, and Sustainable Business.	
UNITIII	OB: Overview and definition; Disciplines that contribute to OB;OBmodel; Individual behaviour: Biographical characteristics, Intellectual and physical abilities, emotions, personality types, transaction analysis, Johari window.	
UNITIV	Perception: definition, process, factors influencing perception. Diversity management.	
UNITV	Leadership: Meaning and theories. Motivation: Meaning and theories. Groups and teams.	
UNITVI	Organisational culture, change management, stress management, conflict management, negotiation.	

Course Name : Managerial Economics Course code: (ODLMGT402)		
Course Content		Course credits : 04
UNITI	Introduction: Meaning and scope of Managerial Economics, Role and responsibilities of Managerial Economist, Objectives of firm, Fundamental concepts of Economics-Incremental reasoning, contribution, Time perspective, Risk and uncertainty, Discounting principle, Opportunity cost, Profit maximization model, Growth maximization model and Behavioral model of firm. Case study analysis	
UNITII	Demand Analysis: Demand and revenue, Elasticity of demand and its significance and its applications in business, Demand function, Determinants of demand, Demand forecasting, Case study analysis	
UNITIII	Cost and Production Function Analysis: Cost concepts relevant to business decisions, Cost Functions, Production function, Laws of returns and returns to scale, Estimation of production and Estimation of cost, Case study analysis	
UNITIV	Market Structure: Theory of pricing, Perfect competition, Imperfect Competition, Monopoly, Monopolistic competition, Monopsony, Duopoly and Oligopoly, Case study analysis	
UNITV	Pricing Methods: Pricing decisions ,General theory of pricing, Peak load pricing, Pricing over life cycle of a product, Cost plus pricing, Multi- product pricing, Transfer pricing and Cost oriented prices, Case study analysis	
UNITVI	Fundamentals of Macroeconomics: National Income , its Components, Methods of measurement, Problems in estimating, economic welfare and industrial growth, The flat world economy, Characteristics of new economy, , Icons of new economy, Demographic dividend and Rules of the game in new economy, Case study analysis	

Course Name : Accounting for Managers Course code: (ODLMGT403)		
Course Content		Course credits : 04
UNITI	Introduction: Objectives of accounting, Financial accounting, Concept, Importance ,Scope, Accounting as an information system, Accounting concepts & conventions and Generally Accepted Accounting Principles (GAAP).	

UNITII	Financial Statements: Nature and Usefulness of financial statements, Preparation of financial statements- Trading account, Profit & Loss a/c, Balance sheet and Adjustments in final accounts.
UNITIII	Management Accounting: Concept, Importance and Scope. Distinction between financial accounting, cost accounting and management accounting, Functions of management accountant.
UNITIV	Cost Accounting: Concepts, Cost Centre, Profit Centre & Investment Centre, Elements of Cost, Methods of costing, Techniques of costing
UNITV	Preparation of cost sheet, Marginal costing. Application of CVP analysis in business decision-making, Absorption costing,
UNITVI	Standard costing & Variance analysis, Budget and Budgetary Control.

Course Name : Quantitative Techniques Course code: (ODLMGT404)	
Course Content	Course credits : 04
UNITI	Decision Theory, Decision making under uncertainty, Criterion of Maximin and minimax, Decision making under risk Bayesian approach, Criterion of Maximum likelihood, Decision Tree Applications.
UNITII	Decision making in a Competitive Situation-Game Theory, Types of Games, Two person zero sum games, Mixed strategy and Method of solution.
UNITIII	Transportation Model, North West Corner Rule, Stepping Stone Method, VAM, MODI, Application of Transportation Model, Assignment Models, Hungarian method of assignment, Application of Assignment model
UNITIV	Queuing theory, Characteristics, Business application of waiting lines, Simulation for business, Monte Carlo method and application of simulation in business situations.
UNITV	PERT & CPM, Network construction and analysis, Critical path, Time-cost trade off, Crash activity analysis, Planning and scheduling, Project costs, Controlling project costs.
UNITVI	Linear Programming, Problem formulation and graphical methods of solution, Simplex method, Elementary ideas about duality, Sensitivity Analysis, Integer Programming and Goal Programming.

Course Name : Business Research and Statistical Software Course code: (ODLMGT405)	
Course Content	Course credits : 04
UNITI	Introduction: Introduction: Introduction to Business Research, Research process and Types of Research, problem formulation and Statement of Research Objectives, Importance of literature review. Business Research Design: Steps involved in a research design. Exploratory research, Descriptive research, Causal research, Various types of experimental designs, types of errors affecting research design. Case study analysis
UNITII	Sampling: Sampling and sampling distribution: Meaning, Steps in Sampling process, Types of Sampling- Probability and non- probability Sampling Techniques, sample size determination.
UNITIII	Data collection: Primary and Secondary data – Sources, Data collection Methods: Observations, Survey, Interview and Questionnaire design, Qualitative Techniques of data collection. Data entry and visual plots in MS Excel Measurement & Scaling Techniques: Nominal, Ordinal, Interval and Ratio Scale, Criteria for good measurement, attitude measurement – Likert's Scale, Semantic Differential Scale
UNITIV	Central tendency and Dispersion: Measures of Central Tendency Mean, Median, Mode, Measures of dispersion mean deviation and standard deviation. Binomial, Poisson and Normal distributions-their characteristics and applications. Measures of Variation. Skewness, Moments and Kurtosis. Application in MS Excel and SPSS software.
UNITV	Data analysis & Interpretation: Validity & normality of data, Qualitative vs Quantitative data analyses, Hypothesis testing: Parametric and

	Non-Parametric Tests,t-test, Ztest, ANOVA, Correlation & regression Analysis, chi square test, sign test, run test, Mann-Whitney U Test,Kruskal-Wallis H test. Time Series Analysis, Data entry, variable specification and Hypothesis tests in SPSS software.Case study analysis
UNITVI	Report Design: Basics of research report, Contents of report, need of executive summary – chaptalization, contents of chapter, report writing, report format, Ethics in research. Case study analysis

Course Name : Soft Skills & Business Communication Course code: (ODLMGT421)	
Course Content	Course credits : 04
UNITI	Communication as Soft Skill. Meaning, concepts, objectives, process & Principles of effective communication (7Cs), Media for communication (covering written, oral, face-to-face, audio-visual, computer aided). Listening, Determinants of good listening, Feedback in communication. Barriers to Communication
UNITII	Skills required indifferent Model of communication process: Formal (upward, downward, horizontal, diagonal), Informal (grapevine, consensus), Ethics in business communication.
UNITIII	Skill related to business correspondence. Business letters: kinds of business letters, essentials of effective business letter, business letter styles (fullblock,semi block, hanging indentation, special letter form). Business enquiries and reply, Purchase orders, sales letters, complaints, payment collection letters, circular letters, correspondence with banks, memos, office orders
UNITIV	HR Related Correspondence: Application letter, curriculum vitae, interview letter, references letter, offer of employment, letter of acceptance, letter of resignation, writing routine and persuasive letters. Business Report writing, Essentials of Good Report Writing
UNITV	Non-verbal communication Skills:Kinesics, para language, art factual communication, proxemics, Chronemics, silent communication. Skill related to other means of business communication: Telephone, fax, telex, email, voicemail, answering machine, teleconferencing, SMS, MMS, posters
UNITVI	Business Presentation and Interview Skills. Types & preparation, Mock Interview. Presentation skills: Stages of Presentations, 4Ps (Planning, Preparation, Practice and Perform)–Choosing a method of speaking– Analyzing theaudience–Non verbal Dimensions of Presentations– Speeches for commemorative occasions Effective presentation strategies. Public speaking, Persuasive speaking
	Lab(Practical) Seminar Presentation, Mock Interview, Group Discussion, Drafting Business Correspondence, Business Presentation, Speeches, Public Speaking, Persuasive speaking, speaking beyond the formal podium

Semester-II

Course Name : Marketing Management Course code: (ODLMGT406)	
Course Content	Course credits : 04
UNITI	Fundamental of Marketing: Definition of Marketing Management, Marketing concepts, Marketing mix, STP (Segmentation, Targeting, Positioning) concepts, Marketing planning, organization and control, Marketing environment, Consumer Buying decision making process. Case study analysis
UNITII	Product: Definition, classification, product line-concepts and decisions, differentiation, new product development process, Product Life Cycle, Packaging, Labelling, Concepts and types of branding, Product portfolio matrices (BCG, GE). Case study analysis
UNITIII	Pricing: Meaning, pricing objectives, factors affecting pricing, methods, prices strategy and policy (pricing of new products, Geographical pricing, discounts & allowances, promotional pricing, discriminatory pricing, product

	mix pricing). Case study analysis
UNITIV	Physical distribution/Place: Definition, Channels, functions, levels of distribution channels, channel management decisions, Vertical, Horizontal and Multi-channel marketing systems, Legal and ethical issues in channel relations. Retailing: Meaning, types, functions of retailers, marketing decisions related to retailers. Whole selling: Meaning, types, functions of wholesalers, marketing decisions related to wholesalers. Case study analysis
UNITV	Promotion: Definition, promotion mix concept; Advertising: Meaning, advertising objectives, Evaluation of advertisement; Sales promotion: Meaning, tools and techniques; Public relations: Definition, techniques and methods of PR; Personal selling: Meaning, process, direct, online, social media and mobile marketing. Case study analysis
UNITVI	Contemporary issues in marketing: Concepts of green marketing, relationship p marketing ,service marketing and International marketing. Case study analysis

Course Name : Financial Management Course code: (ODLMGT407)	
Course Content	Course credits : 04
UNITI	Financial Management Concept ,scope, classification of finance function, Financial Planning & theory of capitalization, objectives of financial management, profit maximization vs. wealth maximization. Financial System, Time value of Money
UNITII	Sources of finance Long term sources- Shares, Debentures/Bonds Term Loan, Retained Earnings, Leasing, Hire-purchase, Venture capital, Short term sources-Public deposits, Cash credit limit/Overdraft, Letter of credit, Commercial papers, Factoring. Emerging short-term and long-term financial instruments.
UNITIII	Financing decisions Cost of capital, Cost of debenture, Cost of Term Loan, Cost of equity, Cost of preference shares, Cost of retained earnings, weighted cost of capital. Leverage, Trading on equity, factors affecting trading on equity, operating leverage, financial leverage and combined leverage. Capital structure, Concepts and determinants of capital structure, Approaches to establish appropriate capital structure-Net Income Approach, Net Operating IncomeApproach, Traditional Approach, M M Approach
UNITIV	Investment decisions Capital budgeting-Nature, scope, Non-Discounted and discounted techniques, Risk analysis in Capital Budgeting
UNITV	Working capital management Concept of working capital, Operating Cycle period, Factors affecting working capital requirements, Computation of working capital requirements. Management of Debtors, Inventory & Cash & related model
UNITVI	Dividend decision: Dividend Policy, Regulatory, Dividend and its types, Factors influencing dividend decision, Dividend theories of relevance: Walter's model, Gordon's model, Dividend theories of irrelevance: MM Hypothesis

Course Name : Human Resource Management Course code: (ODLMGT408)	
Course Content	Course credits : 04
UNITI	Perspective of HRM: Human Resource Management- Concept, Scope, and Importance; Competencies of HR Manager: Competency mapping; Employer branding, Strategic HRM: Strategic role of HR, Approaches, and models of SHRM, HRM environment in India

UNITII	Procurement of HR/ Staffing: Human Resource Planning, Assessing Human Resource requirements; Job Analysis and Job Design; Job characteristic approach to job design, Factors affecting recruitment; Sources of recruitment(internal and external); Basic selection model; Psychological tests for selection; Interviewing; Placement and Induction; Job Changes- Transfers, Promotions, and Separations, Restructuring and Rightsizing
UNITIII	Human Resource Development: Training and Development; Meaning, Importance & assessment of training needs, principles of effective training, Skills of an Effective Trainer, Designing Training and Development Program, Training Methods: Case-study, In-basket exercise, special projects, Action learning, Management Games & Role Play, Experience Learning, Sensitivity Training, Evaluation of Training program, Career planning and Development, Succession Planning
UNITIV	Performance Appraisal and Remuneration (Compensation): Performance Appraisal-Concept, Objectives and Methods; Traditional and Modern Methods- MBO, 360Degree Appraisal, Behaviorally Anchored Rating Scale, Potential Appraisal, Human Resource Audit Job Evaluation, Employee Remuneration, Components of Remuneration, Employee Benefits & Incentives, Designing Compensation Strategy
UNITV	Employment Relationship: Employee Relations and Employee Involvement, Trade Union, Collective Bargaining, Employee Grievance, Dispute Handling Mechanism
UNITVI	Contemporary HRM: Human Resources in a Comparative Perspective, International and Cross-Cultural HR, Emerging Trends in Procurement, Development & Compensation Management, HR/IR issues in MNCs

Course Name : Production &Operations Management Course code: (ODLMGT409)	
Course Content	Course credits : 04
UNITI	Production planning and control: Definition, production planning system, functions, Production control and steps. Production processes: Manufacturing and Service operations, Differences between manufacturing and service operations, Classification of manufacturing processes
UNITII	Capacity planning: Short, Intermediate, Long range capacity planning, determinants of effective capacity, capacity planning decisions. Plant location: Need, effect of location on costs and revenues, location selection procedure, factors affecting selection of location, Location models, Theories of industrial location
UNITIII	Plant layout: Meaning, objectives, influencing factors, principles, types of layout (Process/Functional/Job shop, Product, Fixed position, Cellular manufacturing, Hybrid layouts)
UNITIV	Quality control: Benefits, Statistical Quality Control, Control charts, Acceptance sampling techniques, Elementary concepts of Total Quality Management (TQM), Business Process Reengineering (BPR), six sigma, 5'S'Kaizen, Quality Circles, Indian Quality Certifications (ISO, ISI, AGMARK, BISHallmark)
UNITV	Operations management: Definition, manufacturing operations vs. service operations, objectives, types of models in operations management, Financial and economic analysis in operations, Life of the asset.
UNITVI	Materials management: Function, scope, importance of materials management, inventory, types material requirement planning system Case studies based on above-mentioned curriculum

Course Name : Entrepreneurial Skills Course code: (ODLMGT431)	
Course Content	Course credits : 04

UNITI	Foundations of Entrepreneurship: Entrepreneurs and entrepreneurship: definition and meaning, how to be a successful entrepreneur.
UNITII	Entrepreneurial Skills: Creativity and innovation, identifying a business idea, risk taking, visionary leadership, communication skills.
UNITIII	Business Plan Formulation I: Elements of a successful business plan: Executive summary, vision, mission and value statement, SWOT analysis, business strategy, company goals and objectives, company profile and management team, industry profile, Product/service description, marketing strategy, competitor analysis.
UNITIV	Business Plan Formulation II: Plan of operations/production process, location and layout project financial statements, break-even analysis loan/investment proposal.
UNITV	Policy and Institutional Framework to Promote Entrepreneurship: Policies and schemes formulated and implemented by Government of India and State governments to promote entrepreneurship, for e.g., initiatives by DIPP, RIICO, RFC, and other institutions, Make in India, Start-Up India, etc.
UNITVI	Emerging trends in Entrepreneurship: E-commerce, women entrepreneurs, grassroots entrepreneurship, social entrepreneurship.

Course Name : Dissertation Project-I Course code: (ODLMGT453)	
Course Content	Course credits : 04
UNITI	The students are required to work on specific topics / problems assigned by the faculty supervisor. The students will be working for the project under the supervision of faculty supervisor. This project work is mainly on the basis of field and literature survey. It can be on case based research also. Students should begin work on this, starting from semester II (as dissertation project-I) by presenting a proposal about their proposed theme before faculty members of the department. In this semester students have to review the concerned literature and present the progress before internal examiners board constituted at department level. Final marks out of 100 will be given to each student for this dissertation project-I on the basis of review report submitted and viva voce faced. 60 marks will be before report and 40marks will be for viva voce performance. Writing and publishing research papers on this project work will be highly appreciated.

Semester- III

Course Name : Strategic Management Course code: (ODLMGT501)	
Course Content	Course credits : 04
UNITI	Business policy: Nature, Objectives and importance of business policy. Strategic management: Strategic decision making; Approaches & Process of strategic decision making, Strategic Management Model
UNITII	Strategy formulation: Strategic Intent: Company's vision, mission, objectives & goals; Environmental appraisal and Organizational appraisal, Industry Analysis
UNITIII	Strategic Analysis: SWOT Analysis, BCGMatrix, GE-NineCell, McKinsey's7'S Framework, Experience Curve, Impact Matrix. Concept of value chain and competitive advantage
UNITIV	Strategic Alternatives and Choice Types of strategies: Corporate Level Strategy, Business Level Strategy, Functional Strategy
UNITV	Strategy Implementation: Designing organizational structure and activating strategies; Matching structure and corporate strategy, Structural, Behavioural and Functional implementation.
UNITVI	Strategy Evaluation: Strategic evaluation and Control, Strategic and Operational Control; Techniques of evaluation and control.
	Case Studies based on above curriculum

Course Name : Business Ethics		
Course code: (ODLMGT502)		
Course Content		Course credits : 04
UNITI	What is Business Ethics Definition and meaning of ethics; relationship of ethics with values, morals, science, religion and law. Stages of moral development. Theories of ethics: Consequential list/result-based and non-consequential list/duty-based theories. Indian ethical traditions and their relevance for managers, Business Ethics - Definition, meaning and theories - shareholder theory, stakeholder theory, social contract.	
UNITII	Ethical dilemma and ethical climate: Challenges to ethical decision-making. Ethical dilemma, how to resolve ethical dilemma. Creating ethical organizations / building an Ethical climate.	
UNITIII	Business Sustainability and Corporate Social Responsibility Business sustainability, triple bottom line, corporate social responsibility – definition, meaning, relevant legal provisions for CSR, critique of CSR	
UNITIV	Creating Shared Value: Creating shared value definition, meaning, models of shared value creation (Amulmodel, ITCe-choupal, HULProject Shakti).	
UNITV	Corporate governance: Corporate governance-definition, meaning, regulatory framework, challenges and opportunities	
UNITVI	Ethics in Functional Areas of Management: Ethics in Marketing, Ethics in HRM, Ethics in Finance, Ethics in Supply Chains, Ethics in IT	

Course Name : Marketing of Services		
Course code: (ODLMGT521)		
Course Content		Course credits : 04
UNITI	Introduction: Emergence of Service Economy; Growth of Services in India and abroad; Characteristics of Services with reference to marketing; Challenges in marketing of services; Services Classification. Case study analysis	
UNITII	Service marketing framework: Marketing Mix framework for Service Organizations; Service Management Trinity: Internal, External and Interactive Marketing. Case study analysis	
UNITIII	Product Analysis: Service Product Development; Segmentation and service positioning; Advertising; Branding and Packaging of Services; Consumer Behavior in Services. Case study analysis	
UNITIV	Service Quality Analysis: Customer Expectation and Perception of Services; Quality Issues and Quality Models; Managing Productivity and Differentiation in Service Organizations; Case study analysis	
UNITV	Demand-Supply Analysis: Demand-Supply Management; Service Failure and Service Recovery .Case study analysis	
UNITVI	Sectoral Analysis: Marketing in banking & insurance, tourism, transport, healthcare, education and other sectors in India .Case study analysis	

Course Name : Retail Management		
Course code: (ODLMGT524)		
Course Content		Course credits : 04
UNITI	Basics of Retailing: Concept, Definition and Functions; Evolution of Retailing; Unorganized and organized retailing; Trends in	

	Retailing in India and abroad.
UNITII	Retailing Mix: Social Forces, Economic Forces, Technological Forces, Competitive Forces; Retailing Structure and Different Formats: Super Market, Specialty Store, Departmental Store, Plaza, Mall, Emporium, Bazaar, Stop-Over, Single size Denomination, Kiosk etc..Case analysis
UNITIII	Location & Layout decision: Retail Store Location, Design and Layout Decision: Traffic Flow and Analysis, Population and its Mobility, Exteriors and Layout. Customer Traffic Flows and Pattern, Creative Display; Case analysis
UNITIV	Merchandise Planning: Stock Turns, Credit Management. Retail Pricing Policies and Strategies; Retail Promotion; Supply Chain Management; Warehousing; Staying Ahead of Competition. Case analysis
UNITV	Types of retail business: Franchising, Direct Marketing/Direct Selling, Exclusive Shops, Destination Stores, Chain Stores, Discount Stores and Other Current and Emerging non-store Formats like e- retailing, Television Home Shopping, Vender Machine Retailing etc. Case analysis
UNITVI	Technology and Promotion: Retail Equity; Technology in Retailing; Basic idea on retail promotion, Live projects in Retailing. Case analysis

Course Name : Consumer Behaviour Course code: (ODLMGT525)		
Course Content		Course credits : 04
UNITI	Introduction: Basics concepts of Consumer Behavior; Buying Decision Process; Buying Roles; Consumer Behavior and Marketing Strategy; Individual and Environmental factors affecting Consumer behaviour; Scope & applications of Consumer Research, Case analysis.	
UNITII	External determinants: Influence of Culture, Subculture and social class; Reference Group, Opinion leadership and Family Influence; Cross-Cultural Consumer Behavior, Case analysis.	
UNITIII	Personal determinants-I: Demographics, Psychographics & Lifestyle; Consumer Attitudes & Beliefs: Formation and Change; Influence of Personality and Self, Case analysis.	
UNITIV	Personal determinants-II: Consumer Motivation, Buying Motives; Information Processing and Consumer Perception; Consumer Learning; Consumer Involvement, Development of Brand Loyalty, Case analysis.	
UNITV	Diffusion of Innovations: Concept and types of innovation, Strategy of diffusion of innovation, Adoption of innovation, Types of adopter category. Marketing implications, Case analysis.	
UNITVI	Models of Consumer Behavior: Nichosia Model , Howard-Seth model, Engel Kollat Blackwell Model, Seth's Family decision making model, Case analysis.	

Course Name : Security Analysis and Portfolio Management Course code: (ODLMGT529)		
Course Content		Course credits : 04
UNITI	Investment, types of investment, Process of Investment in Financial Assets, Salient Features & Operations of Stock Exchanges, Changing Scenario of Indian Stock Market	
UNITII	Risk and Return in the Context of Portfolio, Common StockValuation Models, Bond Valuation, Term Structure of Interest Rates, Macaulay's Duration, Redington's Immunization,	
UNITIII	Equity Research-Fundamental Analysis–Economic, Industry & Company Analysis, Technical Analysis, Efficient Market Theory	
UNITIV	Concept of Portfolio, Portfolio Management, Traditional Portfolio Theory, Markowitz's Risk-Return Optimization Generating the Efficient Frontier	
UNITV	Sharpe Single Index Model, Capital Asset Pricing Model, Arbitrage Pricing Theory	

UNITVI	Managed Portfolios and Performance Examination -Sharpe's, Treynor's, Jensen's and Fama's Performance Measures, Mutual Funds & Portfolio Management
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Course Name : Management of Financial Services Course code: (ODLMGT531)	
Course Content	Course credits : 04
UNITI	Financial services and Value production, Role of Financial Services in Economic Development, Different types of Financial services
UNITII	Merchant Banking: Meaning, Importance & Role in the Indian Financial System, Corporate Counselling, Project Counselling and Appraisal, Loan Syndication. Procedural aspects of public issues, bought out deals, Book Building, Pre-Issue Decision; Post Issue Management and related provisions of Companies Act
UNITIII	Venture Capital: Financing, Process, benefits, Exit routes, Venture Capital Financing in India, Factoring Services: Features, Merits and Demerits, Cost Benefit Analysis, Forfeiting : Features, Merits and Demerits
UNITIV	Development of Leasing, Hire Purchase and Consumer Credit, Types of Leasing, Legal Framework for Leasing and Hire Purchase Companies, Leasing Vs. Buying-, Securitization, Concept, Mode, Mechanism and Beneficiaries of Securitization; Securitization in India.
UNITV	Mutual Funds : types, Organization and Management, Regulations of Mutual Funds
UNITVI	Credit Rating: Concept of Credit Rating, Types of Credit Rating, Advantages and Disadvantages of Credit Rating, Credit Rating Agencies and Their Methodology and Process, Depository: Concept, Depository participants; Functions of depository system.

Course Name : Financial Institutions & Markets Course code: (ODLMGT534)	
Course Content	Course credits : 04
UNITI	Financial institutions and economic development, Types of Money, Process of Capital Formation, Development Institutions: History & working of development institutions in India
UNITII	Regulatory Institutions :RBI, SEBI & IRDA, PFRDA their role and functions
UNITIII	Banking Institutions : Evolution and growth of banking system , Project Appraisal Criteria, Narsimhan Committee Recommendations, Management of NPA, Banking Innovations, Basle Committee Recommendations, CAR-Risk Weighted Assets, Asset Liability Management in Commercial Banks, Retail and Wholesale Banking, , Bank assurance, Universal Banking, Payment Banks, Small Finance Banks, Recent Developments in Banking Sector
UNITIV	Investment Institutions: Role of Insurance companies, Life Insurance & general Insurance, Recent developments in insurance sector
UNITV	Mutual Funds, types, Organization and Management, Regulations of Mutual Funds Recent Development in Mutual Fund Sector
UNITVI	Non-Banking Finance Companies :Nature, types, performance, salient features of NBFC , challenges and recent development in NBFC Sector

Course Name : Human Resource Planning & Development Course code: (ODLMGT537)	
Course Content	Course credits : 04
UNITI	Human Resource Planning (HRP)–Contemporary approach to HRP, Macro level manpower planning, Organizational HR Planning, Relation between HRP and other HR Functions, Productivity and Cost Considerations, Manpower Stock Taking, Work Force Flow Mapping
UNITII	Human Resource Planning Tools, Methods and Techniques of forecasting manpower demand and supply, Behavioral Factors in the Application of Work Study and Work Measurement, Wastage Analysis, Employee Retention, Labour Turnover, Replacement Charts
UNITIII	Action Planning: Matching Requirement and Availability, Resourcing, Flexibility and Downsizing, Managing

	Redundancy and Alternatives to Redundancy, Redeployment and Exit Strategies
UNITIV	HRD Process: Roles and competencies of HRD professionals, Assessing need for HRD, Designing and developing Effective HRD programs, Implementing HRD programs, Evaluating effectiveness of HRD Programs, HRD culture and climate, Human Resource Accounting and Human Resource Audit
UNITV	HRD Applications and Trends :HRD Dimensions, TQM and HRD strategies, HRD matrix, HRD Intervention, HRD mechanisms, processes and outcomes, HRD Approaches
UNITVI	Employee counselling, Competency mapping, PCMM, Balanced Score Card, Appreciative inquiry, HRD Practices in Indian Organization
	Case Studies based on above curriculum

Course Name : Organisational Change & Development Course code: (ODLMGT538)	
Course Content	Course credits : 04
UNITI	Organizational change – definition and meaning. Systems approach in change. Models of organizational change (contributions of Lewin, Kotter, Nadler-Tushman, Burke-Litwin, Weisbord), role of change agent in facilitating change.
UNITII	History of organization development, core values and ethics of OD
UNITIII	OD process, action research steps and process, role of OD practitioner/ consultant.
UNITIV	Steps in OD–entry, contracting, data gathering, diagnosis and feedback, evaluation and exit
UNITV	OD interventions–individual, group and organizational level.
UNITVI	Future of OD

Course Name : Employee Relations and Labour Laws Course code: (ODLMGT539)	
Course Content	Course credits : 04
UNITI	Introduction: Philosophy of labour welfare, Marxism, theories of labour welfare. Overview of Indian judicial system. Constitution: Preamble and other relevant provisions for labour welfare.
UNITII	Factories Act 1948, Employees’ Compensation Act 1948, EPF and Miscellaneous Provisions Act 1952, ESIC Act 1948, Payment of Gratuity Act, 1972. Minimum Wages Act 1948, Payment of Wages Act 1936, Payment of Bonus Act 1965.
UNITIII	Trade Unions Act 1926, Industrial Disputes Act 1947, conflict management, collective bargaining, negotiation.
UNITIV	Industrial relations: meaning and scope, systems framework, theoretical perspectives.
UNITV	Social and economic security for migrant labourers, women labourers and unorganized sector workers
UNITVI	International Labour Organization: Role, functions and international labour standards.

Course Name : Management Information System Course code: (ODLMGT550)	
Course Content	Course credits : 04
UNITI	System Concepts: Definition of System, Feedback and Control, Information system (IS) and its role in Business, Purpose and Components of IS, Types of IS and its Trends, Systems development Life Cycle, Managerial Challenges of Information Technology.
UNITII	Basics of MIS: Characteristics of MIS, MIS and Other Sub Systems, Application of IT for Strategic Advantages, Reengineering Business Process.
UNITIII	Enterprise Business System: Business Intelligence, Enterprise Application Integration (EAI), Customer Relationship Management (CRM), Supply Chain Management (SCM). E-commerce: application and issues. Case Analysis

UNITIV	Business Application-I: Transaction Processing System, (TPS) its Types and applications, MIS and its application in Business, Decision Support System (DSS) in business, DSS and its Components. Case Analysis
UNITV	Business Application-II: Executive Information System(EIS) and its features, Knowledge Management System, Expert system and its components. Case Analysis
UNITVI	Security Management and IT: Computer Crime, Privacy Issues, Tools of Security management, security measures, System Control and Audits. Case Analysis

Course Name : Summer Internship Project	
Course code: (ODLMGT552)	
Course Content	
UNITI	The students are required to undertake summer internship in any organization/ company for 8weeks during their summer break After semester II and before commencement of semester III of the programme. They have to work in any of the functional area of management to explore the practical aspects of that functional area. The students will be working for the project under the supervision of internal faculty guide allotted by the department and external guide allotted by the respective company.
Assessment:	
UNIT II	The students are required to submit their summer internship project report as per guidelines prescribed by the department at the end of the internship. The students are also required to attend viva voce examination during the Semester III of the programme. Out of total 100 marks in this internship project,50 marks are related to Internship Report, to be assessed by the Department (by constituting a panel of examiners including internal & external examiners) and rest 50 marks are of viva voce to be awarded by internal & external examiners)

Semester - IV

Course Name : UNIVERSAL HUMAN VALUES 2 (UHV-II**): UNDERSTANDING HARMONY	
Course code: ODLHSMC(H-102)	
Course Content	
Course credits : 04	
Module 1:	<p>Course Introduction- Need, Basic Guidelines, Content and Process for Value Education</p> <ol style="list-style-type: none"> 1. Purpose and motivation for the course, recapitulation from Universal Human Values-I 2. Self-Exploration–what is it?-Its content and process; ‘Natural Acceptance’ and Experiential Validation- as the process for self-exploration 3. Continuous Happiness and Prosperity- Alookat basic Human Aspirations 4. Right understanding, Relationship and Physical Facility- the basic requirements for fulfilment of aspirations of every human being with their correct priority 5. Understanding Happiness and Prosperity correctly-Acritical appraisal of the current scenario 6. Method to fulfil the above human aspirations: understanding and living in harmony at various levels. <p>Include practice sessions to discuss natural acceptance in human being as the innate acceptance for living with responsibility (living in relationship, harmony and co-existence) rather than as arbitrariness in choice based on liking- disliking</p>
Module 2:	<p>Understanding Harmony in the Human Being –Harmony in Myself!</p> <ol style="list-style-type: none"> 7. Understanding human being as a co-existence of the sentient ‘I’ and the material ‘Body’ 8. Understanding the needs of Self(‘I’) and ‘Body’ –happiness and physical facility 9. Understanding the Body as an instrument of ‘I’(I being the doer, seer and enjoyer) 10. Understanding the characteristics and activities of ‘I’ and harmony in ‘I’ 11. Understanding the harmony of I with the Body: Sanyam and Health; correct appraisal of Physical needs, meaning of Prosperity in detail

	<p>12. Programs to ensure Sanyam and Health.</p> <p>Include practice sessions to discuss the role others have played in making material goods available to me. Identifying from one's own life. Differentiate between prosperity and accumulation. Discuss program for ensuring health vs dealing with disease</p>
Module 3:	<p>Understanding Harmony in the Family and Society- Harmony in Human-Human Relationship</p> <p>13. Understanding values in human-human relationship; meaning of Justice (nine universal values in relationships) and program for its fulfilment to ensure mutual happiness; Trust and Respect as the foundational values of relationship</p> <p>14. Understanding the meaning of Trust; Difference between intention and competence</p> <p>15. Understanding the meaning of Respect, Difference between respect and differentiation; the other salient values in relationship</p> <p>16. Understanding the harmony in the society (society being an extension of family): Resolution, Prosperity, fearlessness (trust) and co-existence as comprehensive Human Goals</p> <p>17. Visualizing a universal harmonious order in society- Undivided Society, Universal Order- from family to world family.</p> <p>Include practice sessions to reflect on relationships in family, hostel and institute as extended family, real life examples, teacher-student relationship, goal of education etc. Gratitude as a universal value in relationships. Discuss with scenarios. Elicit examples from students' lives</p>
Module 4:	<p>Understanding Harmony in the Nature and Existence- Whole existence as Coexistence</p> <p>18. Understanding the harmony in the Nature</p> <p>19. Inter connectedness and mutual fulfillment among the four orders of nature- recyclability and self regulation in nature</p> <p>20. Understanding Existence as Co-existence of mutually interacting units in all-pervasive space</p> <p>21. Holistic perception of harmony at all levels of existence.</p> <p>Include practice sessions to discuss human being as cause of imbalance in nature (film "Home" can be used), pollution, Depletion of resources and role of technology etc.</p>
Module 5:	<p>Implications of the above Holistic Understanding of Harmony on Professional Ethics</p> <p>22. Natural acceptance of human values</p> <p>23. Definitiveness of Ethical Human Conduct</p> <p>24. Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order</p> <p>25. Competence in professional ethics:</p> <p>a. Ability to utilize the professional competence for augmenting universal human order</p> <p>b. Ability to identify the scope and characteristics of people friendly and eco-friendly production systems,</p> <p>c. Ability to identify and develop appropriate technologies and management patterns for above production systems.</p>

Course Name : Integrated Marketing Communication Course code: (ODLMGT523)	
Course Content	Course credits : 04
UNIT I	<p>Fundamentals of IMC:</p> <p>The Role of IMC in Marketing; Evolution and Reasons for Growing Importance of IMC</p>
UNIT II	<p>Strategy & Planning:</p> <p>The Communication or Promotional Mix; The Role of IMC in the Marketing Process, Marketing Strategy and Analysis; The Target Marketing Process; Developing Marketing Planning Programme. Case analysis.</p>
UNIT III	<p>Communication objective setting and budget:</p> <p>Setting IMC objectives, Budgeting and developing Communications for the IMC; Analyzing the Communication Process; DAGMAR Approach in Setting Objectives. Case analysis.</p>

UNITIV	Media Planning & Evaluation: Creative Strategy Planning and Development; Media Planning and Strategy; Developing, Monitoring and Evaluating the IMC Programme; Measuring the Effectiveness of Promotional Programme. Case analysis.
UNITV	Marketing implications of elements of promotion mix: Future Perspectives of IMC; Direct Marketing; Sales Promotion; The Internet and Interactive Media; Personal Selling. Case analysis.
UNITVI	Social & ethical issues: Evaluating the Social, Ethical, and Economic Aspects of IMC; IMC Ethics & Government Regulations- IMC's Responsibility to Society; Current live Projects on IMC Practices. Case analysis.

Course Name : Product & Brand Management Course code: (ODLMGT526)	
Course Content	
UNITI	Product Portfolio Analysis: Product Concepts and Classification; Product Mix and Line Decisions; Managing Premium Products. Case analysis.
UNITII	Issues on new product development & PLC: Product & Technology Life Cycle; Product Development Process; New Product Launches; Pricing Decision & Strategies. Case analysis.
UNITIII	Concept and importance of Branding: Basic branding concepts: brand awareness, brand personality, brand image, brand identity, brand loyalty, brand equity. Case analysis.
UNITIV	Major Branding Decisions: Selecting a brand name; Brand extension decision; Family versus individual brand names; multiple branding; Private versus national branding, Handling brand name changes. Case analysis.
UNITV	Brand equity & its measurement: Brand Positioning and Re-launch, Brand building and communication. Brand Equity: Sources & Benefits; Designing Marketing Programs to build Brand Equity; Measurement of Brand Equity. Case analysis.
UNITVI	Branding in Specific Sectors: Consumer market, Industrial market, Retail, Service, E-branding, Branding for international marketing. Case analysis.

Course Name : Digital Marketing Course code: (ODLMGT527)	
Course Content	
UNITI	Introduction: Concepts and Evolution of Digital Marketing, Difference between Digital Marketing and Traditional Marketing, Objectives & Components of Digital Marketing, Digital Marketing Mix, Digital Marketing Tools. Case analysis
UNITII	Digital Marketing Campaign Planning Principles of digital marketing campaigns, Supporting hardware platforms available and the implications of technological advancements in digital marketing campaign. Case analysis
UNITIII	Digital media channels and techniques: Search marketing, Email marketing, Social media and Viral marketing, Online & display advertising. Case analysis
UNITIV	Understanding Digital Media Channels: Digital marketing communication mix, Search Engine Optimisation (SEO), Marketing implications of Banner Ads and Mobile Ads, Online public relation activities, Affiliate sites & networks, Online social customer service. Case analysis
UNITV	Strategic Thinking: Need of Digital Marketing Strategy, Understanding the Digital Consumers, Building an effective Website, Content marketing, Online PR, Affiliate marketing and Strategic Partnerships. Case analysis
UNITVI	Issues on E-Commerce: Analyzing trends of internet marketing in India, Determining target markets, E-branding, Retailing Vs. E-tailing, B2B E-commerce, Social & Ethical issues related to E-commerce. Case analysis

Course Name : International Financial Management Course code: (ODLMGT532)	
Course Content	Course credits : 04
UNITI	Multinational Financial Management - Growth and importance of international finance; Types of risk in international finance; Benefits of international finance
UNITII	Foreign Exchange market-International monetary system, Balance of Payment, Spot rate & Forward rate, Exchange rate Quotations
UNITIII	International Financing Long term and short-term sources of finance in International financing, Cost of capital for international financing
UNITIV	International Investment Decisions-Capital Budgeting formultinational corporations, International management of cash, accounts receivables and inventory management
UNITV	Portfolio Investment-Benefits of international portfolio investment, spreading risk through International Diversification, international capital asset pricing, Withholding Taxes duties and tariffs; Tax havens
UNITVI	International Accounting and Reporting-Foreign currency Exposures; Multinational transfer pricing; Consolidated financial reporting; International accounting standards.

Course Name : Financial Engineering Course code: (ODLMGT533)	
Course Content	Course credits : 04
UNITI	Changing Environment and Increasing Price Risks, Financial Engineering as a response to Increased Risks, Types of Risks and Risk Management, Tools of Risk Management, Conceptual and Physical Tools of Financial Engineering, Derivative Market in India
UNITII	Future Markets; The Futures Markets, Buying and Selling Futures, Devising a Hedging Strategy Using Futures, Stock & Index Futures, Interest Rate Futures, Foreign Currency Futures and Commodity Futures Direct and Cross Hedges
UNITIII	Options Markets; Properties of Stock Option Prices; Single Period Options–Calls and Puts, Payoff Diagrams of Simple and Complex Option Strategies
UNITIV	Swap Markets; Structure of a Swap, Interest Rate Swaps, Currency Swaps, Commodity Swaps, Other Swaps, Role of a Swap Dealer
UNITV	Multi-Period Options–Caps, Floors, Collars, Captions, Swaptions, Exotic Options, Option Greeks, Option Pricing Models –Binomial Model, Black-Scholes; Model, Put Call Parity
UNITVI	Value at Risk, Debt Market Innovations, Future Trends and Issues in Financial Engineering

Course Name : Corporate Tax Planning Course code: (ODLMGT535)	
Course Content	Course credits : 04
UNITI	Basic Concepts: Introduction to Income Tax Act, 1961, Residential Status, Income tax Provisions related to Individuals & Companies, Exempted Incomes of Companies. Concept of avoidance of double taxation
UNITII	Computation of taxable income, MAT, Set off & carry forward of losses in companies,
UNITIII	Tax planning with reference to new projects/expansions/rehabilitation / mergers, amalgamation /de-mergers of companies, Tax planning with reference to new projects/expansions/rehabilitation / mergers, amalgamation /de-mergers of companies
UNITIV	: <i>Goods & Services Tax (GST)</i> , Merging of Indirect taxes like Excise duty, Service tax, VAT, CST in to GST, Structure of GST, Working Mechanism of GST, filing of GST return
UNITV	Dividend distribution tax, Capital Gain Tax, Procedure of filing of company's tax returns
UNITVI	Recent Developments:, Impact of Recent annual union budget on tax structure, Recent changes in taxation system.

Course Name : Performance & Compensation Management Course code: (ODLMGT540)	
Course Content	Course credits : 04
UNITI	Performance Appraisal, Need for Performance Appraisal, Realistic appraisal, Process and Methods of Performance Appraisal: Graphic Rating Scale, Alternative Ranking, Paired Comparison, Forced Distribution, Critical Incident, Narrative Forms, Computerized and Web-based, Problems in appraisal, Supervisor's role in appraisal, employees' responsiveness to performance feedback, achieving work/life balance.
UNITII	Nature and scope of Performance Management System, Process and elements of Performance Management, Effectiveness in Performance Management, Importance of documenting employee performance, Building a High- Performance culture, Performance Management & Employee Development, Performance Management and Rewards, Performance Feedback and Counselling
UNITIII	Ethics in Performance Management. Alternative models for Assessing Performance-Balance score card, EFQM Model, Outcome metrics–Economic Value Added (EVA)
UNITIV	Wages & Salary Administration, Theories of Wages & Salary, Salary Benchmarking, designing KRA&KPI, Determination of Inter and Intra-Industry Compensation Differentials, Internal and External Equity in Compensation System, Internal Pay Structure, Designing Pay Level, Pay Mix and Pay Structures–Grade and Pay structures: Types, Design and Implementation— Group/Individual Incentive.
UNITV	Executive Compensation: Benefit & Services–Rationale for employee benefits–Types of benefits, Choice of benefits. Developing Reward Policies, Factors affecting Reward, Management Policies in Service Sector, Process of Designing a Successful Reward Strategy
UNITVI	Legal Aspects of Compensation-Minimum wages Act,1948, the Payment of wages Act,1936:The Payment of Bonus Act, 1976. Equal Remuneration Act 1976, Determination of wages D.A. Wage Boards, Pay Commissions, Tax considerations, Flexible benefits/Cafeteria Plans, Pension Schemes, ESOP, Computations of taxable income, overtime etc.
	Case Studies based on above curriculum

Course Name : Leadership Development Course code: (ODLMGT541)	
Course Content	Course credits : 04
UNITI	Conceptual background of Leadership, Individual Factors and Situational factors, Leadership theories and principles, the Trait theory, the Behavioural theory, the Contingency theory, Transactional and Transformational Leadership
UNITII	The Leader Personality, Leadership Assessments; Self introspection, Psychodynamic Approach: Key Concepts and Dynamics Within the Psycho dynamic Approach, Developing Leadership Skills, Approaches to Leadership Development: Behavioural modification techniques for Personality Development Parameters of Leader Effectiveness, Assertiveness Training, Experiential Learning
UNITIII	Leadership Styles, High-Impact Leadership Capabilities, Emotional intelligence and Leadership
UNITIV	Leadership and group dynamics- building and leading efficient teams and groups, Followership Culture and Leadership, Interpersonal Leadership, Leader as Change Agent; Appreciative inquiry and Appreciative leadership, Conflict Management,
UNITV	Organizational Leadership-developing and implementing vision and strategy, organizational design and organizational change management, Corporate Governance, Corporate Social Responsibility and Network Interventions
UNITVI	Contemporary models of leadership –gender based leadership, Ethical Leadership, Charismatic Leadership, Cross- Cultural /Multicultural Leadership, Instrumental Leadership, Authentic Leadership, Spiritual Leadership, Neuro Leadership, Psychological Androgyny Leadership, Everyday leadership and Servant leadership. Dark side of leadership
	Case Studies based on above curriculum

Course Name : Strategic Human Resource Management Course code: (ODLMGT542)		
Course Content		Course credits : 04
UNITI	Issues and challenges for HRM in the modern world, evolution of SHRM. HRM models–hard HRM and soft HRM.	
UNITII	Introduction to business strategy, basic concepts of strategy, competitive advantage, core competency, strategic management. Resource- based view of the firm, SHRM, and the resource-based view of the firm.	
UNITIII	SHRM basic concepts–strategic fit and strategic flexibility.	
UNITIV	SHRM perspectives–universalist perspective, contingency perspective, configurational perspective.	
UNITV	HR strategies–human capital management strategy, high-performance strategy, employee engagement strategy, knowledge management strategy, employee resourcing strategy, talent management strategy, learning and development strategy, employee relations strategy, sustainability strategy.	
UNITVI	Contemporary approaches to HR evaluation. Career stages and career management.	

Course Name : International Business Course code: (ODLMGT551)		
Course Content		Course credits : 04
UNITI	Concepts: Definition, importance, difference between International trade and International business, Factors in the international business environment.	
UNITII	Multinational Corporations: Concept of Multinational Corporations (MNCs) and Transnational corporations, functions of MNCs, Role of MNCs in the process of development of the country.	
UNITIII	International Marketing: Definition, Nature, Scope and Benefits; Reasons and Motives Underlying Global Trade and Global Business;	
UNITIV	Domestic Marketing versus Global Marketing. Basic Modes for Entry, Factors Influencing Global Market Selection and Segmentation Strategies	
UNITV	International Financial management: International financial system, Concept of Risks and rewards in international business. Role of financial and economic institutions such as, IMF, IFC, IDA, IBRD, WTO, UNCTAD.	
UNITVI	Human and Cultural variables in international business and global organizations; Cross Cultural differences and managerial implications.	

Course Name : Dissertation Project-II Course code: (ODLMGT554)		
Course Content		Course credits : 04
	Dissertation project-I :	
	The students are required to work on specific topics / problems assigned by the faculty supervisor. The students will be working for the project under the supervision of faculty supervisor. This project work is mainly on the basis of field and literature survey. It can be on case based research also. Students should begin work on this, starting from semester II (as dissertation project-I) by presenting a proposal about their proposed theme before faculty members of the department. In this semester students have to review the concerned literature and present the progress before internal examiners board constituted at department level. Final marks out of 100 will be given to each student for this dissertation project-I on the basis of review report submitted and viva voce faced. 60 marks will be before report and 40marks will be for viva voce performance. Writing and publishing research papers on this project work will be highly appreciated.	
	Course Content and Assessment (dissertation project-II):	
	The students are required to submit their dissertation report as per guidelines prescribed by the department at the end of the specified period. This report must be the extended form of study done in dissertation project-I in	

	<p>2nd semester. Students should continue study on this dissertation from 2nd semester to 4th semester. The students are also required to attend viva voce examination during the end of the Semester IV of the programme. Out of total 100 marks in this dissertation project, 50 marks are related to research report, to be assessed by the Department (by constituting a panel of examiners including internal & external examiners) and rest 50 marks are of viva voce to be awarded by internal & external examiners</p>
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