

**From Mrs. Pooja Nagpal
Assistant Professor
PGDOMS, PESCE
Mandya**

**2nd Semester
Work Place Ethics
Course Code: P19MBA 26**

Module 4

Section: 1-3

Sub Titles of Syllabus:

Topics Covered:

- **Ethics and various Business Disciplines** – An overview of the chapter.
- **Ethics in Intellectual Property Rights:**
 - Design, patent, copy rights, trade mark, registration of them in India context.
 - Laws penetrating towards them.
 - Plagiarism issues, digital rights management, etc.
- **Ethics in Marketing:**
 - Major ethical criticisms in the field of marketing.
 - Advertisement its principal and impact.
 - Pricing Strategies, etc.
 - Consumer Rights.

1. **Topics yet to cover:** In 4th Model major 3 sections need to be covered.
2. **Number of hours still needed to complete the syllabus :** 8 hours for 4th Module

Off line Teachings:

1. Personal calls regarding doubts related to syllabus thought.
2. Video calls when and how required.

**** Assignment given to all students, it is to be used as question banks, covered almost all the topics in the syllabus.**

4th Semester
International Human Resource Management
P15 MBA 4H1

Module 2

Section: Full Model

Sub Titles of Syllabus:

- **Expanding Role of IHRM:** Overview of the topic
- **International HRM Approaches:**
 - Ethnocentric approach: Features, advantages and disadvantages
 - Polycentric approach : Features, advantages and disadvantages
 - Regiocentric approach : Features, advantages and disadvantages
 - Geocentric approach: Features, advantages and disadvantages
- **Factors affecting the approaches to IHRM:** 7 factors
- **Stages of internationalization:** Domestic, international, multinational, global and transnational.
- **The path to global success:** Product, area, functional and matrix division.
- **Mode of Operation Linking HR to international expansion strategies:** licensing, franchising, joint venture, management contracts project, mergers and acquisitions, family owned business and so on.

Topics Covered: 2nd Model

1. **Topics yet to cover:** 2nd model fully covered.
2. **Number of hours still needed to complete the syllabus :** 24hours for 3 more Module

Off line Teachings:

1. Personal Calls regarding doubts related to syllabus
2. Video calls when and how required

**** Assignment given to all students, it is to be used as question banks, covered almost all the topics in the syllabus.**

4thSemester

Personal Growth & Inter-Personal Effectiveness P17 MBA 4H4

Module: 2

Section: Full Module

Sub titles of Syllabus:

- **Personal effectiveness:** Overview.
- **Personality** – Meaning, Definition
 - Formation of personality
 - Significance of personality
 - Components of personality
 - Managerial implications of personality
- **Personality Theories:**
 - Carl Jung’s theory of personality types :Jung's eight psychological types.
 - Myers Briggs type Indicator (MBTI): 16 personality types
 - Trait theories : Guilford Peugeot.
- **Pedagogy and Androgogy:**
 - Meaning, differences, assumptions
 - Adult learning process.

Topics Covered:

1. **Topics yet to cover:**2nd model fully covered.
2. **Number of hours still needed to complete the syllabus :** 24hours for 3 more Module

Off line Teachings:

1. Personal Calls regarding doubts related to syllabus
2. Video calls when and how required

**** Assignment given to all students, it is to be used as question banks, covered almost all the topics in the syllabus.**

Dr A S Mahesh		
HUMAN RESOURCE MANAGEMENT		
Course Code: P18MBA 23CIE : 50 Marks		
Credit Pattern: L: T: P = 4:0:0 = 4		SEE:
50Marks		
No. of Hours per Week: 4Exam Duration: 03 Hours		
Total Numbers of Hours: 52		
Lesson Plan		
Modules/unit	Syllabus Contents	No. of Sessions
Unit1 Completed Syllabus PPT Given to students Questionnaire And Home Assignment Questions Given to Students	HRM- Introduction, meaning, definition, nature and scope, objectives of HRM, evolution of HRM, Difference between Personnel Management and HRM, features of HRM, functions of HRM, Organization of HRM, line and staff responsibility, role of HR manager, qualities of HR, HR Manager as a Strategic partner, Opportunities and Challenges in Human Resource Management.	10hrs
Unit 2 Completed Syllabus PPT Given to students Questionnaire And Home Assignment Questions Given to Students	Job design: definition, factors, approaches, job design options; Job analysis: definition, steps in conducting job analysis, process, benefits of job analysis. HR planning: introduction, objectives of HRP, linkage of HRP to other plans, definition and need for HRP, benefits of HRP, factors affecting HRP, process, problems and limitations of HRP. Recruitment: definition, objectives, factors affecting recruitment policy, recruitment sources, recruitment techniques, recruitment process.	10 hrs
Unit 3 Syllabus to be Completed PPT Given to the students Conducting on line classes through ZOOM APP	Selection, placement and Induction: meaning, definition of selection, significance of selection process and organizational relationship, selection procedure, various types of tests (aptitude, achievement, situational, interest, personality), different types of interviews, placement and induction. Performance management: Introduction, meaning, need, purpose, objectives, appraisers and different methods of appraisal, uses of performance appraisal, limitations and problems of performance appraisal, 360 degree Appraisal, post appraisal feedback.	10Hours

Text Books

1. Human Resource Management, Text & Cases – VSP Rao, Excel Books, 2005

References

- Human Resource Management – Text & Cases – K. Ashwatappa; 5th Edition, TMH, 2008

Human Resource Management - Cynthia Fisher, Shaw - Wiley / Biztantra, 5/e, 2005**Course**

- Green Colour Indicates Completed
- Blue Colour Indicates in Progress

Dr A S Mahesh		
Organizational Change and Development		
Course Code: P18MBA 4H2CIE : 50 Marks		
Credit Pattern: L: T: P = 4:0:0 = 4		SEE:
50Marks		
No. of Hours per Week: 4Exam Duration: 03 Hours		
Total Numbers of Hours: 52		
Lesson Plan		
Modules/unit	Syllabus Contents	No. of Sessions
Unit1 Completed Syllabus PPT Given to students Questionnaire And Home Assignment Questions Given to Students	MANAGING ORGANISATIONS CHANGE: Why Organizations change: Situational Reasons for change; 1 hr Organizational Evolution and change cycle; The Process of Organizational change: 1hr A model of organizational change; 1hr Resistance to change; 1hr Force field analysis; 1hr Managerial options for implementing change: Top-Down Approach, Laissez-faire Approach, Collaborative Approach .2hrs Unfreezing the system, facilitating movement, Re-establishing the equilibrium; 2hrs OD Interventions to implement organizational change. 1hr	10hrs
Unit 2 Completed Syllabus PPT Given to students Questionnaire And Home Assignment Questions Given to Students	Conceptual framework of OD: Overview of the field of OD, Definitions of OD, History of OD, values, assumptions and beliefs in OD, 1hr characteristics of OD, Techno structural approach – socio technical system. 2hrs An overview of OD interventions: Process of OD, steps in OD, types of OD interventions. 2hrs Classification of OD interventions, OD cube, 1hr Organizational Diagnosis, Weisbord's (Six Box) model for organizational diagnosis, 2hr Diagnostic tools and their appropriate usage in the diagnostic process, Bechkard's confrontation meeting. - 2hrs	10 hrs
Unit 3 Syllabus to be Completed PPT Given to the students	Theory and Management of OD: Systems theory- 1 hr Participation and empowerment, empowerment & commitment. 1hr Teams and team work, Broad team – building interventions, A gestalt approach to team building, techniques and tools used in team building. 2hrs Parallel learning structures, A Normative re – educative	10Hours

<p>Conducting on line classes through ZOOM APP</p>	<p>strategy of changing.- 2hrs Process of consultation approach to change.-1hr Action research, a process and an approach, history and varieties of action research, example of action research in OD.1hrs Third-party peacemaking interventions. Organization Mirror interventions.1hr Partnering- Survey Feedback, Systems 1 – 4T- Grid organization development.1hr</p>	
<p>Unit 4 Syllabus to be Completed</p> <p>PPT Given to the students</p> <p>Conducting on line classes through ZOOM APP</p>	<p>Organizational climate – OCTAPACE Model of climate survey. Training Based OD Interventions:2hrs Applied behavioural science, T-Group. -2 hrs Behavioural modelling –1hr Life and career planning –1hr Coaching and mentoring –1hr Instrumented training –2 hr Role efficacy lab (REL) 1hr</p>	<p>10 Hours</p>
<p>Unit 5 Syllabus to be Completed</p> <p>PPT Given to the students</p> <p>Conducting on line classes through ZOOM APP</p>	<p>Structural Interventions and the applicability of OD: Socio technical systems.1hr Self-managedteams: Problems in implementation.1hr Work Design.1hr MBO and Appraisal 1hr Quality circles, Quality of work Life Projects 1hr Parallel Learning Structure.1hr Physical settings and OD 1hr Total Quality Management, Reengineering.1 hr The Self Design Strategy 1hr High Involvement and High Performance work systems 1hr Large scale change & Organizational Transformation 2 hrs</p>	<p>12 Hours</p>

Text Books

- Understanding Organizations:Madhukar Shukla- PHI – 2009
- Wendell L French, Cecil H & Bell Jr. – Organizational Development – Behavioural Science Interventions for Organization improvement (6e) – Pearson Education Asia, 1999

References

- Organization Theory – Structure, Design and Applications – Stephen Robbins – Pearson / PHI, 3/e

➤ Organization Behaviour – P.G.Aqinas-Excel Books-2008

- Green Colour Indicates Completed
- Blue Colour Indicates in Progress
- Red colour Indicates Yet to be Completed

Dr A S Mahesh		
Training and Development		
Course Code: P18 MBA 4H3CIE : 50 Marks		
Credit Pattern: L: T: P = 4:0:0 = 4		SEE:
50Marks		
No. of Hours per Week: 4Exam Duration: 03 Hours		
Total Numbers of Hours: 52		
Lesson Plan		
Modules/Unit	Syllabus Contents	No. of Sessions
Unit1 Completed Syllabus PPT Given to students Questionnaire And Home Assignment Questions Given to Students	Introduction; Training Role & Relevance; Definition of Training; Training & Development; Training & HRD;1hr Scope & Objectives Of Training; Beneficiaries & Problems of Training;1 hr Future Trends ;Role& Responsibilities of Training. 1hr Analysis of Training Needs: Organization Support For Training Needs Assessment; Organizational Analysis;1hr The Triggers for Training; Methods and Techniques of Training Needs Assessment; Assessment Methods ; 1 hr Methods through which Training Needs are Identified; why conduct a Training Needs Analysis? When to Conduct a TNA;1hr Where to Look for Performance Discrepancies; Operational Analysis; Gathering TNA Data; Outcomes of TNA; Feedback; Obstacles in the systems;2hrs Training Needs Assessment Process; Approaches of TNA; Organizational Analysis; Operational Analysis(Job Analysis).1hr	9Hours
Unit 2 Completed Syllabus PPT Given to students Questionnaire And Home Assignment Questions Given to Students	TRAINING DESIGN: Chapter Outline; Important Considerations while Designing a Training Program; Factors Affecting Training Design; Constraints in the Design; Organizational/Environmental Constraints;1hrs Budgeting for Training; Types of Costs involved in Training Programs; Developing Objectives; Types of Training Objectives;1hr Facilitation of Learning; Expectation of Learning; Expectations towards Training; Expectancy Theory Implications; Implication from Conditioning and Reinforcement (The environment); 2 hr Focus on Training Design; Focus on Training; Factors influencing Transfer of Training; Conditions of Practice; Facilitation of Transfer (Focus on Organizational Intervention);1hr Design Theory; Outcomes of Design; Identification of Evaluation Objectives; Identification of Alternative	14 Hours

	<p>Methods of Instruction; Identification of Needs;1hr Establish Training Objectives; Identifying Training Objectives; Wording it realistically; Sequencing.1hr</p> <p>LEARNING: Chapter Outline, Definition, Nature of Learning, Learning Principles, Components of Learning Process; Elements of Learning Process 1hr, Training/Teaching Organization, Trainer/Teacher, Technology of Training, Building Effective Instructions, Context-specific Learning, Hierarchy of Learning,1hr Kolb’s Learning Cycle, Incorporating Learning Principles,1hr Feedback, Functions of Feedback, Making Feedback Effective, Principles of Successful Feedback System in Training,1hr Trainer Issues, Theories of Motivation, Conditions of Transfer of Learning.1hr</p> <p>TRAINING PROCESS: Chapter outline; Designing the Training program; Elements of Program design; Stages in Designing a Structure; Stages in Designing a Structure;1hr Key Factors in Designing and Developing of a program; Important Considerations while Designing the Training program; Training Implementation; Training Policy; Training plan: Internal or External Resources.2hrs</p>	
<p>Unit 3 Syllabus to be Completed</p> <p>PPT Given to the students</p> <p>Conducting on line classes through ZOOM APP</p>	<p>TRAINING METHODS: Chapter Outline; Types of Training; On-and Off-the-Job Training; Training Approaches; Training Method; Definition; Classification of Training Methods and Methodologies;2hrs Selecting the Best Method; Important Training Methods; Lecture or Presentation Method; Group Discussion Method; Case Study Method;2 hrs Incident Process Method; Role-Play Method; Management Game Method; In-Basket Exercise Method; Conference Method; Seminar Method; Demonstration Method;2hrs Sensitivity Training Method; Outbound Learning Method; Computer-based Training Method; Satellite Based Training Method; 2hrs Field Trip Method of Training 1hr</p>	9 Hours
<p>Unit 4 Syllabus to be Completed</p> <p>PPT Given to</p>	<p>IMPLEMENTATION OF TRAINING: Chapter Outline; Logistical Arrangements; Physical Arrangements; Implementation of Training; Tips for Trainers for Effective Implementation; Classroom Management;2hrs</p>	12 Hours

<p>the students</p> <p>Conducting on line classes through ZOOM APP</p>	<p>Training Policy; Factors influencing Training Policy; Contents of Training Policy; Advantages of Training Policy.2hr</p> <p>TRAINER’S SKILLS AND STYLES: Chapter Outline; Competence of Trainer; Communication Skill; Questioning Skills; Making the Questioning Technique Effective;2hr Body Language and Gestures; Handling Difficult Situations; Creativity Skill; Technical Skill; Interpersonal Skill; Self Development and Self-Awareness; 2hr Managerial Skills; Designing Skills; Humour; Strategies for using Humour; Integrity; Transparency; Resilience; Credibility; Rapport Building; Rapport Building Strategies;2hr Techniques for Building Rapport with Trainees; Confidence; Feedback Sensitivity; Functions of Feedback; Trainer’s Style.2hr</p>	
<p>Unit 5 Syllabus to be Completed</p> <p>PPT Given to the students</p> <p>Conducting on line classes through ZOOM APP</p>	<p>The Future of Training and Development: Training for sustainability, Increased use of new technologies for training delivery,2 hr Increased demand for training for virtual work arrangements,1hr Increased emphasis on speed in design, focus in content, and use of multiple delivery methods,2hrs Increased emphasis on capturing and sharing intellectual capital, Increased use of true performance support,2hrs Increased use of training partnership and outsourcing training.1hr</p>	<p>8 Hours</p>

Text Books

- Dr.B.Janakiraman, Training & Development, Biztantra/Wiley Dreamtech, 2005.
- Raymond A Noe ,Employee Training and Development ,TATA McGraw Hill ,2008.

References

- P. Nick Balachand ,Effective Training Systems ,Strategies, and Practices Pearson Education, 2009

- Green Colour Indicates Completed
- Blue Colour Indicates in Progress
- Red colour Indicates Yet to be Completed

**Course Code: P19MBA21
Management**

Course: Financial

Module	Topics	Status, Action Plan and Links for further learning
1	Introduction to Financial Management Indian Financial System Financial Markets Sources of Finance Emerging Issues in Financial Management	Completed and notes, problems and assignments are given during Jan and Feb
2	Time Value of Money Future Value and Present value of single flow Future value and Present value of Annuity Intra Year compounding and Effective rate of interest Amortization schedule	Completed and notes, problems and assignments are given during Jan and Feb
3	Cost of Capital Specific costs and overall cost of capital WACC and Marginal cost of capital	<p>Totally 12 hours are needed to cover the module. Have to make video and post the same to the students whats app group. Later will hold a meeting using zoom / Hangout to discuss doubts and clarify. Soft copies of problems along with solutions will be sent to them through what's app groups and Google group account. Few more additional sources of learning on this module can be found through the following links-</p> <ol style="list-style-type: none"> 1. https://youtu.be/VGN_IonxroE 2. https://youtu.be/3AVZWOZxixc 3. https://youtu.be/4Ny7T8UulNE 4. https://youtu.be/3ZXT8GJ7d6w
4	Investment decision Discounting and Non discounting criteria	<p>Had started sessions in March month partially completed and given notes on the completed topics.</p> <p>Another 4 hours are needed to complete the module and will be using video recording and will forward them the same and doubts will be addressed later on zoom/hangout calling.</p>

		<p>Apart from that the following links can be used by the students –</p> <ol style="list-style-type: none"> 1. https://youtu.be/ZOaGNDmKpzo 2. https://youtu.be/QXoFB4-MV_I 3. https://youtu.be/C5o6U7zOebM 4. https://youtu.be/Dtot7qLEtPc
5	<p>Working Capital Management Conceptual framework Factors affecting WC requirements Concept and practical problems on Operating and Cash cycle Problems on working capital estimation</p>	<p>Need totally 8 hours to complete the module. The materials in soft copy form will be shared with students which will cover theoretical aspects, problems and solutions of related concept. I will also make videos to share with the students and will schedule a meeting in zoom/hangout to discuss and clarify the doubts.</p> <p>Apart from that the following links can be used by the students –</p> <ol style="list-style-type: none"> 1. https://youtu.be/XXB08Xbbk1k 2. https://youtu.be/Fics6v0w2II 3. https://youtu.be/o2mUyzHfA_Q 4. https://youtu.be/aqkp6ieN5Ts 5. https://youtu.be/mgbu1mvecvQY 6. https://youtu.be/ekZp1DhGqJc

P.E.S. College of Engineering, Mandya

Department of Management Studies

Course Code: P18MBA4F1
Management

Course: Portfolio

Module	Topics	Status, Action Plan and Links for further learning
1	PORTFOLIO MANAGEMENT Introduction to Portfolio Management, Portfolio & securities return, Portfolio risk, Portfolio investment process-introduction, basic principles, objectives of portfolio management.	Completed and notes, problems and assignments are given during February
2	PORTFOLIO THEORIES Markowitz diversification model, Sharp's single index model, Asset Pricing theories, Arbitrage pricing theories	Completed and notes, problems and assignments are given during February and March
3	PORTFOLIO CONSTRUCTION AND REVISION	Need to hold sessions, will need 10 hours to complete the module. Will be uploading videos and notes and problems along with solutions will be given to the students through what's app group and google group. And then meeting will be scheduled to discuss doubts. Other useful links on the topic are- 1. https://youtu.be/5vchcypEGDs 2. https://youtu.be/Vv8eanpK06g
4	MEASURING AND EVALUATING PORTFOLIO PERFORMANCE	Need to hold sessions, will need 10 hours to complete the module. Will be uploading videos and notes and problems along with solutions will be given to the students through what's app group and Google group. And then meeting will be scheduled to discuss doubts. Other useful links on the topic are- 1. https://youtu.be/gINgU4kPGAQ 2. https://youtu.be/V1RoJMoaHw4 3. https://youtu.be/9ZHzeEkpgY8

5	MUTUAL FUNDS BEHAVIOURAL FINANCE AND INTERNATIONAL PORTFOLIO INVESTMENTS	Need to hold sessions, will need 10 hours to complete the module. Will be uploading videos and notes will be given in soft form to the students through what's app group and Google group. And then meeting will be scheduled to discuss doubts. Other useful links on the topic are- 1. https://youtu.be/SbRKZP-ZBR0 2. https://youtu.be/mInPCUXo0lw 3. https://youtu.be/LA9QLgPxtUg 4. https://youtu.be/WfVz4YhsyjY 5. https://youtu.be/LqCJjnPSsy0
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P.E.S. College of Engineering, Mandya

Department of Management Studies

Course Code: P18MBA4F2

Course: Risk Management

Module	Topics	Status, Action Plan and Links for further learning
1	Introduction to derivatives Forward Markets Futures Markets	Has started sessions in March and given introduction on the derivatives. Notes is already given to the students and held a online class through Zoom but found not so effective due to the network issue. So will record videos on these topics and send the same to students through what's app and Google group. The students can also make use of the following useful links- 1. https://youtu.be/6_794SBKdYA 2. https://youtu.be/mqfcYQapFN4 3. https://youtu.be/YtHO4IRvr6s
2	Hedging strategies using futures Determination of forward and futures prices	Will need 10 hours to complete the module. Notes is already given to the students and So will record videos on these topics and send the same to students through what's app and Google group. Later doubts will be clarified online through zoom or hangout call/meeting. The students can also make use of the following useful links- 1. https://youtu.be/vh_sup77h4Y 2. https://youtu.be/gxIe2vFK4dE 3. https://youtu.be/kHNqq3aB3to 4. https://youtu.be/D_stba99bxo
3	Option Distinction between options and futures contracts - properties of options - trading strategies involving options - hedging with options. Spreads & Combinations	Will need 12 hours to complete the module. Notes will be given to the students which will cover all conceptual aspects and problems and solutions and So will record videos on these topics and send the same to students through what's app and Google group. Later doubts will be clarified online through zoom or hangout call/meeting. The students can also make use of the

		<p>following useful links-</p> <ol style="list-style-type: none"> 1. https://youtu.be/caApDSy74PA 2. https://youtu.be/zyDb3W2hGAw 3. https://youtu.be/R7_XCx_AoHg 4. https://youtu.be/Gs-cgdTVHRo
4	<p>Option pricing models: Binomial model and Black and Sholes Model Greek Terminologies</p>	<p>Will need 12 hours to complete the module. Notes will be given to the students which will cover all conceptual aspects and problems and solutions and So will record videos on these topics and send the same to students through what's app and Google group. Later doubts will be clarified online through zoom or hangout call/meeting. The students can also make use of the following useful links-</p> <ol style="list-style-type: none"> 1. https://youtu.be/mDXvhcol5DY 2. https://youtu.be/Xx4bDS4FqJw 3. https://youtu.be/egeOWOU_axg
5	<p>Interest rates Futures and Swaps</p>	<p>Will need 12 hours to complete the module. Notes will be given to the students which will cover all conceptual aspects and problems and solutions and So will record videos on these topics and send the same to students through what's app and Google group. Later doubts will be clarified online through zoom or hangout call/meeting. The students can also make use of the following useful links-</p> <ol style="list-style-type: none"> 1. https://youtu.be/5Of45WWZGbg 2. https://youtu.be/dRsp2OND4Es 3. https://youtu.be/KnblIFr0Azk 4. https://youtu.be/S_pFr5CCb50

**Report on the assistance provided to students for the course
taught by course instructor:**

**Dr. A C Kiran Kumar, Associate Professor, Dept. of MBA, P E S College of
Engineering, Mandya.**

The courses taught by me are as follows:

2nd Semester MBA: Corporate Communication – P19MBA27

The course of CC was started prior to the lockdown and upto module 3 the course was taught in the department, required instruction were provided to the students. The study materials have been provided to the students through the class representatives, Assignment 1 was given earlier and the students have submitted the same. The 2nd assignment is given and the students are told to submit the assignment thru online mode to my mail id. The links regarding the complete course of CC is provided as below the students can click the link based on the module of their interest and watch them. Any questions and doubts regarding the subject is addressed thru Google video/conference call/personal calls made by the students any time between 10AM to 5PM.

Complete link for Corporate Communication video:

<https://youtu.be/g5baneFi3No>
<https://youtu.be/MdG3pTLTJil>
<https://youtu.be/mR56WgE3CmA>
<https://youtu.be/MxcDA2qHxis>
<https://youtu.be/Y7FjFRxJJO4>
<https://youtu.be/5MY0oQtSAcs>
<https://youtu.be/LyRDp-e72xQ>
<https://youtu.be/ehfA31HZK-0>
<https://youtu.be/FFkUI1KFdUU>
<https://youtu.be/HAdRNLZwHEM>
<https://youtu.be/u0gVmMvM2yo>
<https://youtu.be/FWA08o3Vkl>
https://youtu.be/V5yzM2R_kQY

<https://youtu.be/G8Bh2ZbGeZc>
<https://youtu.be/i0Surx0c2dM>
https://youtu.be/nGAowL7QD_g
<https://youtu.be/K7h8fZ849do>
<https://youtu.be/-Tnrh384zRk>
<https://youtu.be/MatqsgvLY9A>
<https://youtu.be/9GUxvDQ9LSA>
<https://youtu.be/sY8x-eBPhNM>
<https://youtu.be/Bo9FXzOtr4>
<https://youtu.be/wDi7X02rSzs>
<https://youtu.be/ejOEUGFgvZo>
<https://youtu.be/DGMWFeUzdu8>
<https://youtu.be/sgZeMI23uAY>
<https://youtu.be/eEkWThwhR2Q>
https://youtu.be/96Ua_3kbDLg
<https://youtu.be/llebBtGqjK4>
<https://youtu.be/lmQyuprfdE>
<https://youtu.be/YUiSupAWKXE>
<https://youtu.be/dOlUw3BG50>

4th Semester MBA: Strategic Brand Management – P19MBA4M2

The study materials have been provided to the students through the class representatives, Assignment 1 and 2 is given and the students are told to submit the assignment thru online mode to my mail id. The links regarding the complete course of SBM is provided as below the students can click the link based on the module of their interest and watch them. Any questions and doubts regarding the subject is addressed thru Google video/conference call/personal calls made by the students any time between 10AM to 5PM.

Complete link for Strategic Brand Management video:

<https://www.youtube.com/playlist?list=PLP1K8RwG01-eTBzOSDvpQOjiCZ3Z8Hn08>

P.E.S. College of Engineering, Mandya

Department of Management Studies

Course Code: P19MBA24
Methods

Course: Business Research

Module	Topics	Status, Action Plan and Links for further learning
1	Research Methodology an Overview:	Completed and notes, Given
2	Data collection Completed materials provided	Completed materials provided
3	Testing of hypothesis	Completed half And given assignment to Students
4	Analysis of Variance and Covariance Still need to complete Links provided for students	Had started sessions through zoom App Another 8 hours are needed to complete the module and will be using video recording and will forward them the same and doubts will be addressed later on zoom/hangout calling. Apart from that the following links can be used by the students – 1.Introduction to anova https://youtu.be/qV-WoquC4dA 2.One way ANOVA vs two way ANOVA https://youtu.be/nvAMVY2cmok 3.Hypothesis testing https://youtu.be/4oZZclpHpXI 4.Introduction to multivariate analysis https://youtu.be/KrVbVInFSM8
5	Interpretation and Report Writing:	Need totally 11 hours to complete the module. The materials in soft copy form will be shared with students which will cover theoretical aspects, problems and solutions of related concept. I will also make videos to share will the students and will schedule a meeting in zoom/hangout to discuss and clarify the doubts. Apart from that the following links can be used by the students –

		http://www.slideshare.net/ShubhamSharma1187/interpretation-in-report-writing-in-rm?from_m_app=android
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P.E.S. College of Engineering, Mandya

Department of Management Studies

Course Code: P18MBA4M1

Course – Retail management

Module	Topics	Status, Action Plan and Links for further learning
1	Retail Management:	Completed and PPT, Given
2	Retail Market segmentation Retail Location strategy:	Completed materials provided
3	Product and Merchandise Management:	Had Started Session Through zoom App another 10 hours need to complete Links provide to students https://www.youtube.com/watch?v=uSw4hS979ZA https://www.youtube.com/watch?v=em7dqAHhgRY https://www.youtube.com/watch?v=0YGiCrZGOII https://www.youtube.com/watch?v=xMrjiGDefXY https://www.youtube.com/watch?v=26E6QR_hmU
4	Retail Pricing Retail Promotion Strategies:	Another 10 hours are needed to complete the module and will be using video recording and will forward them the same and doubts will be addressed later on zoom/hangout calling. Apart from that the following links can be used by the students – https://www.youtube.com/watch?v=1ZKSW9iqAtg https://www.youtube.com/watch?v=HGhWnIb1nOY https://www.youtube.com/watch?v=0CwkuDVGCHM https://www.youtube.com/watch?v=DZOaNcq2ygI https://www.youtube.com/watch?v=74GpekKO5iA
5	Relationship Marketing in Retailing:	Need totally 10 hours to complete the module. The materials in soft copy form will be shared with students which will cover theoretical aspects, problems and solutions of related concept. I will also make videos to share will the students and will schedule a meeting in zoom/hangout to discuss and

		<p>clarify the doubts. Apart from that the following links can be used by the students –</p> <p>https://www.youtube.com/watch?v=s-xE6ZCkxAs https://www.youtube.com/watch?v=lZatnoAZRyY https://www.youtube.com/watch?v=NnL3OXZMm7U https://www.youtube.com/watch?v=ZmeHQ2WTkbA</p>
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FOURTH SEMESTER
ENTREPRENEURSHIP DEVELOPMENT

Course Code: P19MBA 41 CIE : 50 Marks Credit Pattern: L:T:P:H = 4:0:0:4 = 3
SEE: 50Marks
3+1=4
Exam Duration: 03 Hours
Hours: 52

No. of Hours per Week:

Total Numbers of

Course Learning Objectives:

1. To make students understand the concept of Entrepreneurship development.
2. To create awareness about various types of financing available for an entrepreneurs and to impart the strategies to be followed in managing and growing new venture.
3. To create awareness about role of MSME and various institutions supporting entrepreneurs.
4. To make students understand Role of Both central and state government in promoting Entrepreneurship.

Course Outcomes:

1. The Student will be able to understand how start up entrepreneurship is supportive for enhancing business.
2. Students will develop insights into MSME concepts and its impact on Business.
3. Students will be able to understand Various Financial schemes available to start up there enterprise.
4. The Student will be capable of understanding how creativity and innovation in managing the entrepreneurial development effectively.

<p><u>Module 1</u> 10 Hours Introduction to Entrepreneurship: Meaning, Definition and concept of Enterprise, Entrepreneurship and Entrepreneurship Development, Evolution of Entrepreneurship, Theories of Entrepreneurship. Characteristics and Skills of Entrepreneurship, Concepts of Intrapreneurship, Entrepreneur v/s Intrapreneur, Entrepreneur Vs. Entrepreneurship, Entrepreneur Vs. Manager, Role of Entrepreneurship in Economic Development, Factors affecting Entrepreneurship, Problems of Entrepreneurship (Lall & Sahai: Entrepreneurship(Excel Books 2 edition) (Couger, C- Creativity and Innovation (IPP, 1999) (Kakkar D N - Entrepreneurship Development(Wiley Dreamtech)</p>	<p>Completed PPT GIVEN ASSIGNMENTS GIVEN</p>
<p><u>Module 2</u> 10 Hours Setting Up Small Business Enterprises: Identifying the business Opportunity – Business opportunity in various Sectors – Formalities for setting up a small Business Enterprise – Environment Pollution Related Clearances Tax Benefits to Small Scale Enterprises: Rational Behind tax benefits, Tax Holiday, Rehabilitation Allowance, Investment Allowance, Tax Concessions to Small – Scale Industries in Rural & backward Areas, Government policy for Small Scale Enterprises : Industrial Policy Resolution 1948 to 1990 (IPR), New Small Enterprise Policy 1991, Micro Small & Medium Enterprises Development (MSMED) Act 2006, Govt Support to SSI during plan period. (208-260 page from Poornima M Charantimath.) (419-428 from Dr S S Khanka, S Chand & Company Ltd)</p>	<p>Completed PPT GIVEN ASSIGNMENTS GIVEN</p>
<p><u>Module 3</u> 11 Hours Women & Rural Entrepreneurship: Women Entrepreneurship concepts, Environments, Challenges of Women Entrepreneurship, Strategies for Development of Women Entrepreneurship, Empowerment of Women Entrepreneurship, Grass-root Entrepreneurship through Self Help Groups (SHG) Institution supporting women Entrepreneurship-Recent Trends, Women’s organizations supporting Entrepreneurship (Page 99-132 from Poornima M Charantimath). Meaning of Rural Entrepreneurship, Need for Rural Entrepreneurship, Rural Industrialization in Retrospect, Problems of Rural Entrepreneurship, Development of Rural Entrepreneurship, NGOs Role in Rural Entrepreneurship (68-77 Page from Dr S S Khanka, S Chand & Company Ltd) (Entrepreneurial Development By Dr S S Khanka, S Chand & Company Ltd) (Entrepreneurship Development & Small Business Enterprises By</p>	<p>Teaching is done through Zoom app PPT GIVEN ASSIGNMENTS GIVEN</p>

Poornima M Charantimath, Pearson.)	
Module 4	PPT GIVEN ASSIGNMENTS GIVEN
<p style="text-align: center;">11 Hours</p> <p>Role of Government in promoting Entrepreneurship, MSME policy in India, <i>Agencies for Policy Formulation and Implementation</i>: District Industries Centers (DIC), Small Industries Service Institute (SISI), Entrepreneurship Development Institute of India (EDII), National Institute of Entrepreneurship & Small Business Development (NIESBUD), National Entrepreneurship Development Board (NEDB), <i>Financial Support System</i>: Forms of Financial support, Long term and Short term financial support, Sources of Financial support, Development Financial Institutions, Investment Institutions. Lall & Sahai: Entrepreneurship (Excel Books 2 edition) (Couger, C- Creativity and Innovation (IPP, 1999) (Kakkar D N Entrepreneurship Development (Wiley Dreamtech)</p>	
Module 5	PPT GIVEN ASSIGNMENTS GIVEN
<p style="text-align: center;">10 Hours</p> <p>Financial & Institutional Support</p> <p>Institutional Finance to Entrepreneurs: Need for Institutional Finance – Lease Financing & Hire Purchase – Advantage & disadvantage of Leasing – Concept of hire purchasing – Difference between leasing & hire Purchasing –Procedure of hire –purchasing, Institutional Support : Need of Institutional support ,Institutional support to small entrepreneurs, National Small industries Corporation ltd (NSIC), Small industries Development Organization (SIDO) Small Scale Industries Board (SSIB), State Small Industries Development Corporation Small industries Centers (SISIs) District Industries Centers (DIC) Industrial Estates ,Technical Consultancy organization (TCOs) (379-416 from Dr S S Khanka, S Chand & Company Ltd)</p>	

Case Studies in Indian Context only

Practical Components:

- ✓ Make a business plan for your intended business - talk to bankers to find out what they look for in a business plan - modify accordingly and present it in the class.
- ✓ Analyze the performance of listed family firms. How is their performance compared to the performance of other firms? Does a family firm successfully manage to create wealth for non-family investors?
- ✓ 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?
- ✓ Study a local for-profit business and try to list out the positive social impacts of the business.

- ✓ Visit a trade show and try to compare the marketing activities of various stalls in that show - make a list of good practices you come across in the show.
- ✓ Choose an NGO in your locality. Interview the founder and present the case in class on the motivations - challenges - ecosystem support and their impacts - arrive at possible solutions and convey back to NGO.

Text Books

1. Entrepreneurial Development By Dr S S Khanka, S Chand & Company Ltd
2. Entrepreneurship Development & Small Business Enterprises By Poornima M Charantimath, Pearson.
3. Lall&Sahai: Entrepreneurship (Excel Books 2 edition) Couger, C- Creativity and Innovation (IPP, 1999)
4. Kakkar D N - Entrepreneurship Development (Wiley Dreamtech)
5. A.K.Rai – Entrepreneurship Development, (Vikas Publishing)

References

- Vijay Sathe, “Corporate Entrepreneurship” 1st edition, 2009, Cambridge
- Vasanth Desai, “Dynamics of Entrepreneurial Development and Management”, 2007, HPH, Millenium Edition.
- P. Narayana Reddy, “Entrepreneurship – Text and Cases”, 2010, 1st Ed. Cengage Learning
- S. R. Bhowmik and M. Bhowmik, “Entrepreneurship”, 2007, New Age International.

INTERNATIONAL MARKETING MANAGEMENT

Course Code: P19MBA 4M4 CIE : 50 Marks Credit Pattern: L:T:P:H = 4:0:0:4 = 3

SEE: 50 Marks

No. of Hours per Week:

3+1=4

Exam Duration: 03 Hours

Total Numbers of

Hours: 52

Course Learning Objectives:

1. Provide students aware about international marketing strategies.
2. To understand the knowledge and inputs about international marketing.
3. Understanding the concepts of international planning and dimensions of marketing mix.
4. To help students on application of theoretical concepts to case studies from MNCs.

Course Outcomes:

1. The students aware about the challenges of positioning the same product or service in different cultural markets.

2. The students will demonstrate their conceptual knowledge of Pricing decisions and product & services in international marketing.
3. To demonstrate their conceptual skill of analyzing global marketing channels, distribution and logistics management.
4. To anticipate problems and take proactive steps.

<p>Modules 1</p> <p>12 Hours Framework of international marketing: Definition – scope and challenges – difference between international marketing and domestic marketing – the dynamic environment of international trade – transition from domestic to international markets – orientation of management and companies</p> <p>Cultural Dynamics in Assessing Global markets: Definition and origin of culture, Elements of culture, Cultural knowledge, Cultural change, Consequences of innovation.</p> <p>(International Marketing - Cateora, Gilly& Graham, Chapter 1& 4 Pg 2 & 94)</p>	<p>Completed PPT GIVEN ASSIGNMENTS GIVEN</p>
<p>Modules 2</p> <p>10 Hours</p> <p>Developing a global vision through marketing research: Breadth and scope of international marketing research – problems in availability and use of secondary data – problems in gathering primary data – multicultural research – a special problem – research on internet – a new opportunity – estimating market demand – problems in analyzing and interpreting research information – responsibility for conducting marketing research – communicating with decision makers. Identifying foreign markets – classification based on demand – based on the stage of development – other bases for division of world markets</p> <p>Global marketing management – planning and organization:</p> <p>Global perspective – global gateways – global marketing management – an old debate and a new view – planning for global markets – alternative market entry strategies – organizing for global competition</p> <p>Products for consumers in global markets – product development – product adaptation – product standardization – marketing of services – green marketing and product development. (International Marketing - Cateora, Gilly& Graham, Chapter 8, &12 Pg 218 & 330)</p>	<p>Completed PPT GIVEN ASSIGNMENTS GIVEN</p> <p>Teaching is done through Zoom app PPT GIVEN ASSIGNMENTS GIVEN</p>
<p>Modules 3</p> <p>10 Hours Products and services for consumers: Quality – products and culture – analyzing product components for adaptation– marketing consumer services globally – brands in international markets Products and services for businesses Demand in global business to business</p>	

<p>markets – quality and global standards – business services – trade shows' crucial part of business to business marketing – relationship markets in business to business context. (International Marketing - Cateora, Gilly& Graham, Chapter 13 & 14 Pg 358 &</p>	<p>PPT GIVEN ASSIGNMENTS GIVEN</p>
<p>Modules 4</p>	
<p>10 Hours Pricing decisions: Global Pricing Framework, Pricing Basics, Marginal Cost Pricing and its importance, Transfer Pricing, Counter trade, Systems Pricing, Pricing and Positioning, price quotation– INCO terms – preparation of quotations. International distribution International marketing channels – distribution patterns – alternative middlemen choices – factors affecting choice of channels – surface vs. air transportation – advantages and disadvantages – marine transportation – warehousing, Market entry strategies International Retailing: (Refer to “International Marketing” – Dana Nicoleta – Biztantra – chapter 12) International expansion of retailers – international retailing defined – retail format – variations in different markets – general merchandise: retailing – issues in international retailing (International Marketing - Cateora, Gilly& Graham, Chapter 15 & 18 Pg 418 & 520)</p>	<p>PPT GIVEN ASSIGNMENTS GIVEN</p>
<p>Modules 5</p>	
<p>10 Hours Personal selling and sales management Designing the sales force, Recruiting marketing and sales personnel, Selecting sales and marketing personnel, Training for international marketing, motivating sales personnel, designing compensation systems, Evaluating and controlling sales representatives, preparing U.S personnel for foreign assignments, developing cultural awareness, foreign-language skills(Text Book 1Cateora Chapter 17 Pg 589) Promotion Decisions Promotions – international advertising – sales promotion in international markets – international advertising – direct mailing – personal selling – exhibition – generic promotions in international marketing. (International Marketing - Cateora, Gilly& Graham, Chapter 16 &17 Pg 452 & 494)</p>	

Case Studies in Indian Context only

Practical Components:

- ✓ Make a business plan for your intended business - talk to bankers to find out what they look for in a business plan - modify accordingly and present it in the class.
- ✓ Analyze the performance of listed family firms. How is their performance compared to the performance of other firms? Does a family firm successfully manage to create wealth for non-family investors?

- ✓ 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?
- ✓ Study a local for-profit business and try to list out the positive social impacts of the business.
- ✓ Visit a trade show and try to compare the marketing activities of various stalls in that show - make a list of good practices you come across in the show.
- ✓ Choose an NGO in your locality. Interview the founder and present the case in class on the motivations - challenges - ecosystem support and their impacts - arrive at possible solutions and convey back to NGO.

Text Books

6. Entrepreneurial Development By Dr S S Khanka, S Chand & Company Ltd
7. Entrepreneurship Development & Small Business Enterprises By Poornima M Charantimath, Pearson.
8. Lall&Sahai:Entrepreneurship(Excel Books 2 edition) Couger, C- Creativity and Innovation (IPP, 1999)
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- Vijay Sathe, “ Corporate Entrepreneurship” 1st edition, 2009, Cambridge
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- S. R. Bhowmik and M. Bhowmik, “Entrepreneurship”, 2007, New Age International.