SEMESTER II

PAPER 1- E-BUSINESS & CYBERLAWS

Objectives: 1. To equip the students with the emerging trends in business

2. To equip the students to introduce and explore the use of information technology in all aspects of business

3. To familiarise with the students cyber world and cyber regulations

Module - 1

E-business Concepts – Definition – e-business vs. e-commerce - Transformation of business structure– Trends - E-Business Models (an overview) - E-business Design: Knowledge building, capacity evaluation, design steps. **(10 Hours)**

Module-2 20 Hours

E-Marketing – Traditional Marketing – Identifying Web presence Goals – Browsing Behaviour Model – online Marketing – E-advertising – Internet Marketing Trends – E branding– E-marketing strategies .Concept and Definition of E-Retailing: Different Models of E Retailing; Model for Web based Information System in E-retailing; Key Technologies of B2C Model in E-Retailing-EPOS System. Functions of an EPOS System (**20 Hours)**

Module - 3

E- Business Technologies-Customer relationship management (CRM) - Organizing around the customer - CRM design and infrastructure - CRM Trends; Selling-chain management - Need for selling-chain management - Order acquisition process – Trends; Enterprise resource planning (ERP) – Integration of information technology systems - Forces influencing ERP – Implementation strategies - ERP trends; Supply chain Management - Internet-enabled SCM - Supply-chain planning and execution - SCM issues and trends; E-procurement - Transformation to web based technology - Cost savings and return of investment - Buyer focus - Seller focus - Trends. **(30 Hours)**

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Module – 4

Cyber World- Introduction – cyber space – cybercrimes – types: cyber stalking, forgery and fraud, crime related to IPR (copyright issues in cyber space, trademark issues in cyber space, software patenting issues), cyber terrorism, and computer vandalism. **(15 Hours)**

Module – 5

Cyber Regulations- Cyber Law (an overview) scope of cyber laws (e-commerce, online contracts, IPRs, e taxation, e-governance and cybercrimes), issues relating to investigation, cyber forensic, relevant provisions under IT Act 2000, IPC and Evidence Act etc. **(15 Hours)**

Suggested readings:

1. E-business, Dr. Ravi Kalakota, Pearson Education Asia
2. E-Business (R)evolution, Daniel Amor, Pearson Education Asia
3. E-Business-2, Dr. Ravi Kalakota & Macia Robinson, Pearson Education Asia
4. E-Business and Commerce, Brahm Canzer, Dreamtech press, New Delhi
5. The E-Business book, Dayle M Smith, Viva books, Newdelhi
6. E-Business essentials, Rajat Chatterjee, Global India Publication, Newdelhi
7. E-Business essentials, Matt Haig, Kojan Page India Ltd
8. IT Act 2000, IT Amendment Bill 2006, IT Amendment Bill 2008

SEMESTER II

PAPER 2- BUSINESS ETHICS AND CORPORATE GOVERNANCE

Objectives: 1.To impart knowledge on Business Ethics and Social responsibility of Business

2. To provide knowledge of various factors influencing the corporate sector

Module I

Business Ethics and Values: Sources of Ethics- religion, philosophical system, cultural experience, legal System- Importance of Ethics-Factors influencing Business Ethics- leadership, strategy and Performance, environment, corporate culture, individual Characteristics

Module II

Ethical decision making and managing Ethics: Difficulties in decision making- Codes of Ethics, Ethics Committees, Training Programmes-Laws enforcing ethical conduct. Ethics in HRM, Marketing, Finance and Corporate Social Responsibility. Corporate Social Responsibility of Business- Meaning, rationale, arguments for CSR - Strategies – Ackerman's model of social responsibility.

Module III

Organisation culture: Meaning, characteristics - steps in building and maintaining organization culture-Managing cultural diversity in organisation- Work ethics- Work culture

Module IV

Corporate Governance: History and Development- Global and in India-Basic ingredients-Meaning, definition Importance objectives, Principles, Theories- Code of Corporate Governance-Committees on Corporate Governance-Global and Indian perspectives- Mandatory and non-mandatory regulations-SEBI- Clause 49 of the Listing agreement –Measuring/Evaluation of

corporate governance of a Company-Methods- Shareholder value- EOCE, PAT, EPS, TSR, MVA, EVA and HVA ,National Award for Corporate governance, Social Audit

Module V

Knowledge Management: Meaning, importance, objectives- Knowledge workers, Knowledge assets Corporate Image: Meaning, importance- Building corporate image, Corporate Excellence: Meaning, importance- achieving corporate excellence- New Directions-Role of Chairman-qualification, powers, duties and responsibilities-Board Committees Quality of Work Life and Work Life Balance: Meaning, areas-improving QWL-strategies of work Life Balance. Protection of Employees: Labour Laws.

References:

1. Laura p Hartman, Perspectives in Business Ethics, Mc Graw Hill International
2. George A Steiner and John F Steiner, Business, Governemnt and Society, Mc Graw Hill International
3. SK Chakraborthy, Ethics in Managment; Vedantic Perspectives , Oxford University Press
4. MK Gandhi, My Experiments with Tureth, navjeevan PublishingHouse, Ahemadabad
5. Subhash Sharma, Management in New Age: Western Windows- Esatern Doors, New Age International Publishing , New Delhi
6. Prof.(Col) PS Bajaj, Dr. Raj Agarwal- Business Ethics An Indian perspective0 Biztantra- 2006

SEMESTER II

PAPER 3- QUANTITATIVE TECHINIQUES

Course Objectives

1. To impart expert knowledge in the application of quantitative techniques in research.
2. To impart knowledge in the use of SPSS in processing and analysis of data.

Module I: Probability Distribution

Binomial distribution – Bernoulli process, properties of binomial distribution, mean and standard deviation of binomial distribution - utility of binomial distribution – fitting of binomial distribution. ***Poisson distribution*** – meaning and properties of poisson distribution, utility of poisson distribution fitting of poisson distribution. ***Normal distribution*** – normal curve-properties of normal distribution, utility of normal distribution- normal approximation to binomial distribution – normal approximation to poisson distribution. ***Other probability distributions*** – beta distribution – exponential distribution.

(15 Hrs)

Module 2: Statistical Inference

Estimation, qualities of good estimation, criteria for selecting estimation, methods of estimation, point and interval estimate, confidence interval, determination of sample size in estimation.

(10 Hrs)

Module 3: Testing of Hypothesis

Parametric tests – features, types, large sample and small sample tests – Z test, t-test, F-test – application of parametric tests. ***Non-parametric tests*** – conditions for applying non-parametric tests, different non-parametric tests – χ^2test, sign test, Fisher-Irwin test, Rank sum test, Run test, Mann-Whitney U test, Kruskal Wallis H test, Wilcoxon test, Mc Nemer test. **Analysis of Variance:** meaning – assumptions of ANOVA, techniques of ANOVA - ***One-way classification*** - ***Two-way classification*** - setting up ANOVA table, conditions for application and uses of ANOVA.

(30 Hrs)

Module 4: Statistical Quality Control

Introduction to quality control- approaches to quality control – objectives of SQC- types of limits - process control and product control- techniques of SQC- control charts - control charts for variables -x: chart – range chart – standard deviation chart - control charts for attributes - c chart - p chart - np chart - benefits of SQC.

(15 Hrs)

Module 5: Processing and Analysis of Data using SPSS

Introduction to SPSS – Features, creating files and data entry, preparation of frequency tables and graphs. ***Steps in data processing*** – checking, editing, coding, classification. ***Analysis of data*** – statistical tools, univariate, bivariate and multivariate – measures of central tendency, dispersion, correlation, regression, t-test, Chi-square test, factor analysis and ANOVA.

(20 Hrs)

References:

1. Fundamentals of Statistics for Business and Economics – V. K. Kapoor, Sultan Chand and Sons, New Delhi.
2. Statistics for Management – Levine, Pearson Education Asia.
3. Statistics for social Sciences – Hari Shankar Asthana & Braj Bhushan, Prentice Hall of India.
4. Business Statistics – Padmalochan Hazarika, S. Chand, New Delhi.
5. Statistics – S. P. Gupta, Sultan Chand and Sons, New Delhi.
6. SPSS in Simple Steps - Kiran Pandya Smruti Bulsari Sanjay Sinha Dreamtech Press.
7. A Handbook of Statistical Analyses Using SPSS- Sabine Landau, Brian S. Everitt - Chapman and Hall/CRC

SEMESTER II

PAPER 4-INTERNATIONAL BUSINESS

Objective: To provide an understanding of international business and its various dimensions.

Module 1

International Business & Environment

Meaning of international business- Nature and importance of international business- Stages of internationalization of business, domestic oriented company to transnational company- Scope and challenges of international business.

Framework for analyzing international business environment- Domestic (home), Foreign (Host) and Global environments- Their impact on international business decisions. **(20 hrs)**

Module 2:

Theoretical Foundations of IB:

Theory of Mercantilism- Theory of Absolute and Comparative Cost Advantage-Haberler's Theory of Opportunity Cost- Heckscher- Ohlin Theory- Market Imperfections Approach- Product Life Cycle Approach- Transaction Cost approach. (Breif study only)

Methods of entry into foreign markets: Licensing- Franchising- Joint Ventures- subsidiaries and Acquisitions – Strategic Alliances. **(15 hrs)**

Module 3:

Multinational Companies (MNCs) and Host Countries:

MNC's – Nature and characteristics- Decision Making-Intra Firm Trade and Transfer Pricing – Technology Transfer- Employment and labour relations- Management Practices- Host Country Government Policies**.**

International Business and Developing countries : Motives of MNC operations in Less Developing Counties (LDC 's)- Foreign Direct Investment (FDI's) in LDC's- Impact of FDI's on LDC's- FDI from LDC's- Factors affecting Foreign Direct Investment- Provision of FTRA in India- FIPB initiatives in India. **(15 hours)**

Module 4:

Multi Lateral Arrangements:

Economic Integration – Forms: Free Trade Area, Customs Union, Common Market and Economic Union-Regional Blocks: Developed and Developing Countries- NAFTA- EU-SAARC, ASEAN- BRIC.

Promotional role played by IMF-World Bank & its affiliates IFC, MIGA and ICSID-Regulatory role played by UNCTC & UNCTAD.WTO- the third pillar in international business

(20 hours)

Module 5

International Business management Processes and practices:

Production Management & Logistics: Sourcing and Procurement- Make or buy Decisions- Decision on location and nature of production facilities- Transportation – warehousing- inventory.

Marketing: Product-Pricing- Place/Distribution-Promotion- International marketing strategies in different stages of PLC

Human Resource Management: Recruitment- Selection- Development & Training- transfers & Promotion- compensation Policy. **(20 hours)**

References

1. Global Business Today- Charles W.L. Hill, University of Washington.
2. International Business: Competing in the Global Market Place- Charles W.L. Hill, Mc Graw Hill, New York.

3. International Business: An Asian Perspective- Charles W. L. Hill, Chow How Wee & Krishna Udayasankar, Mc Graw Hill, New York.
4. International Business: The Challenge of Global Competition- Donald Ball, Michael Geringer, Michael Minor & Jeanne McNett, Mc Graw Hill, New York.
5. International Business: Alan M Rugman & Simon Collinson, Pearson Education Singapore Pte Ltd.
6. International Economics: Theory and Policy -Paul R. Krugman & Maurice Obstfeld Pearson Education Singapore Pte Ltd
7. International Business: Environments & Operations- John Daniels, Lee Radebaugh , Daniel Sullivan, Prentice Hall, New Delhi.
8. International Business: Text and Cases- P. Subba Rao, Himalaya Publishing House Pvt. Ltd. Mumbai.
9. International Business: Text and Cases-Francis Cherunillam, PHI Learning Pvt. Ltd. New Delhi.
10. International Business- V.K. Bhalla, S. Chand & Company Pvt. Ltd. New Delhi.

SEMESTER II

PAPER 5-STRATEGIC MANAGEMENT

Objective

1. To create a conceptual awareness on various strategies
2. To familiarise students with the formulation and implementation of strategies

Module 1

Concept of strategy-Meaning-Definition–Features of strategic management-Levels of strategy-process of strategic management-SBU-Strategic decision making-Approaches to strategic decision making-Strategic Intent-Developing a strategic vision and mission- setting of objectives - Strategic management in International context-strategies of multinational companies with respect to case studies **(20 hrs)**

Module 2

Environment analysis-components of environment -environmental scanning- Environmental Threat and Opportunity Profile (ETOP)-organisational appraisal-SWOT analysis-Industry and Competitive Analysis- Michael Porters' industry analysis-competitive analysis- Strategic Advantage Profile--Comparative advantage and Core competence- - TOWS matrix

(20 hrs)

Module 3

Strategic Alternatives-Corporate level strategies-Grand strategies-Generic Strategies-Stability-Expansion-Diversification strategies-Retrenchment strategies: sub-classification of strategies

(15 hrs)

Module 4

Formulation of strategies–Approaches to strategy formulation-GAP analysis-BCG matrix-Synergy-Functional strategies-Production, Marketing, Finance and HR Strategies

(15 hrs)

Module 5

Implementation, Evaluation and Control-Implementation-Behavioural Aspects of implementation-Structure for strategies- Mc Kinsey Seven S Model -Evaluation and control of strategies-Techniques **(20 hrs)**

Books Recommended

1. Arthur A Thompson and AJ Stickland III, Strategic Management, New Delhi Tata McGraw Hill
2. Sharma R.A, Strategic Management in Indian Companies, Deep and Deep Publications, New Delhi.
3. Subha Rao, Business Policy and Strategic Management, Himalaya Publishing House, Mumbai
4. Budhiraja, S.B. and M.B. Athreya: Cases in Strategic Management, Tata McGraw Hill, New Delhi.
5. Michal, E Porter: The Competitive Advantage of Nations, Macmillan, New Delhi.
6. David Fred R, Strategic Management, Prentice Hall, New Jersey