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

Module- 2 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)
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
5. The E-Business book, Dayle M Smith, Viva books, New Delhi
6. E-Business essentials, Rajat Chatterjee, Global India Publication, New Delhi
7. E-Business essentials, Matt Haig, Kojan Page India Ltd
8. IT Act 2000, IT Amendment Bill 2006, IT Amendment Bill 2008
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


References:

1. Laura p Hartman, Perspectives in Business Ethics, Mc Graw Hill International
2. George A Steiner and John F Steiner, Business, Government and Society, Mc Graw Hill International
3. SK Chakraborthy, Ethics in Management; Vedantic Perspectives , Oxford University Press
4. MK Gandhi, My Experiments with Truth, navjeevan Publishing House, Ahmedabad
6. Prof.( Col) PS Bajaj, Dr. Raj Agarwal- Business Ethics An Indian perspective0 Biztantra- 2006
SEMMESTER II
PAPER 3- QUANTITATIVE TECHNIQUES

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 – $\chi^2$ test, sign test, Fisher-Irwin test, Rank sum test, Run test, Mann-Whitney U test, Kruskal Wallis H test, Wilcoxon test, McNemer 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:

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:


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:

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


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


Books Recommended