

3rd Semester
COURSE CODE: DSC 302
QUANTITATIVE TECHNIQUES

Objective: To acquaint students with the construction of mathematical models for managerial decision situations and to use computer software packages to obtain a solution wherever applicable. The emphasis is on understanding the concepts, formulation and interpretation.

Outcome: The student will understand the quantitative methods which are helpful in case of maximization and minimization objective.

Unit I: Probability: **(14 Hrs)**

Meaning and important definitions of probability problems on combination and complementary event. Theorems of addition, Random Variable- discrete and continuous problems on variance, co-variance and standard deviation. Probability Distribution: Meaning, characteristics of Binomial, Poisson, and Normal distribution. Problems on Binomial, Poisson, and Normal distribution.

Unit II: Hypothesis testing: **(12 Hrs)**

Concept; Level of Significance; Hypothesis decision table, type I and type II error, null and alternative hypothesis. Test of hypothesis: Z test only on mean, equality of mean, proportion and equality of proportion

Unit III: Linear Programming: **(12 Hrs)**

Formulation of L.P. Problems, Graphical Solutions (Special cases: Multiple optimal solution, infeasibility, unbounded solution); Simplex Method only.

Unit IV: Elementary Transportation: **(12 Hrs)**

Formulation of Transport Problem, Solution by Corner Rule, Least Cost method, Vogel's Approximation Method (VAM), Modified Distribution Method.

Unit V: Elementary Assignment: **(10 Hrs)**

Hungarian Method, balanced and unbalanced problem on maximization objective only. Game theory: meaning and important terms of game theory solution by mini max method, dominance property method and graphical method.

SUGGESTED BOOKS:

1. N. D. Vohra: Quantitative Management, Tata
2. McGraw Hill. P. K. Gupta, Man Mohan, KantiSwarup: Operations Research, Sultan Chand. V. K. Kapoor: Operations Research, Sultan Chand & Sons.
3. J. K. Sharma: Operations Research Theory & Applications, Macmillan India Limited.

3rd Semester
COURSE CODE: DSC 303
ENTREPRENEURSHIP DEVELOPMENT

OBJECTIVE

The objective is to enable students to understand the basic concepts of entrepreneurship and prepare business plan to start a small industry.

OUTCOME

Have the ability to discern distinct entrepreneurial traits. Know the parameters to assess opportunities and constraints for new business ideas

Unit 1: ENTREPRENEURSHIP (15 Hrs)

Introduction - Meaning & Definition of Entrepreneurship, Entrepreneur & Enterprise - Differences between Entrepreneurship, Entrepreneur & Enterprise ~ Functions of Entrepreneur — Role of Entrepreneur for Economic Development - Factors influencing Entrepreneurship - Pros and Cons of being an Entrepreneur — Differences between Manager and Entrepreneur - Qualities of an Entrepreneur — Types of Entrepreneurs. Entrepreneurship Development Need - Problems — National and State Level Institutions

Unit 2: SMALL SCALE INDUSTRIES (10 Hrs)

Small Scale Industries - Tiny Industries - Ancillary Industries - Cottage Industries — Definition - Meaning - Product Range - Capital Investment - Ownership Patterns - Importance and Role played by SSI in the development of the Indian Economy - Problems faced by SSI's and the steps taken to solve the problems - Policies Governing SSI's

Unit 3: STARTING A SMALL INDUSTRY (12 Hrs)

Concept of Business opportunity, scanning the environment for opportunities, evaluation of alternatives and selection based on_ personal competencies. - An overview of the steps involved in starting a business venture — Location, Clearances and Permits required, Formalities, Licensing and Registration Procedures - Assessment of the market for the proposed project - Importance of financial, technical and social feasibility of the project.

Unit 4: PREPARING THE BUSINESS PLAN (BP) (10 Hrs)

Business Plan, Importance of BP, Preparation of BP, Typical BP format - Financial aspects of the BP - Marketing aspects of the BP - Human Resource aspects of the BP - Technical aspects of the BP - Social aspects of the BP - Preparation of BP - Common pitfalls to be avoided in preparation of a BP

Unit 5: IMPLEMENTATION OF THE PROJECT AND SICKNESS IN SSIs (13 Hrs)

Financial assistance through SFC's, SIDBI, Commercial Banks, KSIDC, KSSIC, IFCI, - Non-financial assistance from DIC, SISI, EDI, SIDO, AWAKE, TCO, TECKSOK, KVIC - Financial incentives for SSIs and Tax Concessions - Assistance for obtaining Raw Material, Machinery, Land and Building and Technical Assistance - Industrial Estates - Role and Types. Sickness: Meaning and definition of a sick industry - Causes of Industrial Sickness - Preventive and Remedial Measures for Sick Industries

SUGGESTED BOOKS:

1. Vasant Desai: The Dynamics of Entrepreneurship Development and Management, HPH
2. Mark. J. Dollinger, Entrepreneurship — Strategies and Resources, Pearson Edition.
3. Satish Taneja: Entrepreneur Development, HPH.
4. UdaiPareek and T.V. Rao, Developing Entrepreneurship
5. S.V.S. Sharma, Developing Entrepreneurship, Issues and Problems, SIET, Hyderabad
6. Srivastava, A Practical Guide to Industrial Entrepreneurs, Sultan Chand.
7. Government of india, Report of the committee on small and medium entrepreneurs, 1975
8. VidyaHattangadi ; Entrepreneurship, HPH.
9. N.V.R. Naidu : Management and Entrepreneurship, I.K. International
10. Bharusali, Entrepreneur Development,
- 11.K. Venkataramanappa, Entrepreneurial Development, SHB Publications
12. Anil Kumar: Small Business and Entrepreneurship, I.K. International
13. Rekha & Vibha ~ Entrepreneurial Management VBH

Objectives:

To provide an overview of Prerequisites to Corporate Communication.
To impart the correct practices of the strategies of Effective Business writing.

Learning Outcomes:

To distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization. To draft effective business correspondence with brevity and clarity.

Unit 1: Concept of Communication (10 hours)

Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world Impact of technological advancements on Communication

Unit 2: Channels and Objectives of Communication (15hrs)

Channels- Formal and Informal—Vertical, Horizontal, Diagonal, Grapevine, Objectives of Communication Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees (A brief introduction to these objectives to be given)

Unit 3: Methods and Modes of Communication (15hrs)

Methods: Verbal and Nonverbal Characteristics of Verbal Communication Characteristics of Non-verbal Communication Business Etiquette Modes: Telephone and SMS Communication) Facsimile Communication (Fax) Computers and E-communication Video and Satellite Conferencing. Problems in Communication /Barriers to Communication — Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers Ways to Overcome these Barriers

Unit 4: Business Correspondence (10hrs)

Order, Credit and Status Enquiry, Collection (just a brief introduction to be given) Only following to be taught In detail: Letters of inquiry Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to Information (RT!) Act [Teachers must provide the students with theoretical constructs wherever necessary in order to create awareness).

Unit 5: Introduction to Business Ethics (5 hrs)

Concept and Interpretation importance of Business Ethics Personal Integrity at the workplace Business Ethics and media Computer Ethics Corporate Social Responsibility

Exercises:

Teachers can adopt a case study approach and address issues such as the following so as to orient and sensitize the student community to actual business practices:

- Surrogate Advertising
- Patents and Intellectual Property Rights
- Dumping of Medical/E-waste
- Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, , appearance and sexual orientation at the workplace
- Piracy
- Insurance Child Labor

Books

- Balan,K.R. and Rayudu C.S. (1996) Effective Communication, Beacon New Delhi
- Bangh, LSue, Fryar,Maridell and Thomas David A. (1998) How to Write First Class Business Correspondence, N.T.C. Publishing Group USA.
- Bhargava and Bhargav a91971) Company Notices, Meetings and Regulations
- Ghanekar.A(1996) Communication Skills for Effective Management. Everest Publishing House, Pune.

OBJECTIVE

The objective of the subject is to make the students understand the concept of information systems used in business and to know the latest trends in doing business in internet environment.

OUTCOME

Describe the fundamentals of Information Technology (IT) infrastructure components: hardware, software, and data communications systems.

Demonstrate proper file management techniques to manipulate electronic files and folders in a local and networked environment.

Identify emerging technologies for use in business applications.

Unit 1: INTRODUCTION TO INFORMATION SYSTEM (10 Hrs)

Meaning and definition of system, information and information system — business information system — Features of Information system — Uses of Business Information Systems, Users of Information Systems — Components of Business Information Systems

Unit 2: TYPES OF INFORMATION SYSTEMS (14Hrs)

Management Support Systems (MSS), Management information systems, Transaction Processing systems, Decision Support Systems (DSS), Group Decision Support System (GDSS), Office Automation system, Process Control systems, Executive Information systems, Levels of management and Information systems

Unit 3: MS OFFICE (12 Hrs)

MS Word — editing a document formatting — Spell Checking — Page setup, Using tabs, Tables and other features Mail Merge, MS Excel — building work sheet data entry in work sheets, auto fill — working with simple problems formula — statistical analysis, sort, charts, MS Power point — Design, Side Show — Presentation.

Unit 4: DATABASE MANAGEMENT SYSTEMS (14 Hrs)

Introduction Purpose of Database Systems, Views of data, Data Models, Database language, Transaction Management, Storage Management, Database Administrator, Database Users, Overall System Structure, Different types of Database Systems

Unit 5: ACCOUNTING SOFTWARE (10Hrs)

Introduction to Tally, Opening new company, Safety of Accounts or Password, Characteristics, Making Ledger Accounts, writing voucher, voucher entry, making different types of voucher, correcting sundry debtors and sundry creditors accounts, preparation of Trail Balance, Accounts books, Cash Book, Bank Books, Ledger Accounts, Group Summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts, & Balance Sheet BOOKS FOR

REFERENCE

1. James Obrein, Management Information Systems, Tata McGraw Hill
2. M.Suman_ Computer Application Business, VBH
3. R.G. Saha — Computer Application Business, HPH.
4. Amrutha Gowri & Soundrarajana A, Computer Application Business, SHBP.
5. Manjunath, GunduRao ~ Computer Business Applications, HPH.
6. Sudaimuthu& Anthony: Computer Applications in Business, HPH.
7. Perekar, Anindita Hazra; Computer Application in Business
8. Srivatasava : Enterprise Resource Planning I.K. International
9. SSadagopan, Enterprise resource planning (ERP), Tata McGraw Hill
10. S.P. Rajagopal, Computer Application in Business
11. C.S.V.Murthy: Management Information, HPH

3rd Semester
COURSE CODE: SEC 1
BUSINESS POLICY AND STRATEGY

OBJECTIVE

To acquaint the students with understanding the business environment and design strategies to meet challenges. It focuses on designing plans and policies.

UNIT 1: INTRODUCTION TO BUSINESS POLICY AND STRATEGY

Strategy, Strategic Management Process, Establishing Corporate directions — Vision, Mission and Objectives. Crafting and Executing Business Policy and Corporate Planning. Strategic Intent, Strategy decision making Environmental Analysis for Business Policy Formulations-Evaluating a Company's External and Internal Environmental analysis for creating business policy and strategy, Macro Environmental factors; Demographic elements, Political forces, Economic elements, Socio-cultural factors, Technological Issues. Strategy Formulation-Strategy Formulation; Business-Level, Functional Level Strategy, Strategy analysis and choices Competitive analysis and advantages: Generic strategies, Choice based strategies, Tailoring Strategy to fit specific industry, Strategy for Leaders, Challengers, weak crisis Businesses.

UNIT 2: ALTERNATIVE STRATEGY DEVELOPMENT AND STRATEGY IMPLEMENTATION AND CORPORATE ETHICS

Strategy Alternatives-Creating Value through Intensive growth strategies, Integration Strategies, Diversification Strategies, Using Offensive and defensive strategies. Outsourcing Strategies, Growth and Drivers of outsourcing. Market diversification strategies. Strategy Implementation: Evaluation and Control, Corporate Culture and Promoting S M A R T governance. Re-Designing Organizational Structure and Controls, Crafting Social Responsibility, Social and Ethical responsibilities of Corporate Organizations.

SUGGESTED BOOKS:

1. Arthur A Thompson Jr, Strickland “Strategic Management Concepts and Cases” TATA McGraw Hill Company Ltd, Second Reprint 2010, New Delhi.
2. P. Subba Rao, “Business Policy and Strategic Management” HPH, 2017.
3. Fred R. David, “Strategic Management” 2008, 12" Edition, PHI Learning Limited, New Delhi.
4. Michael Porter, “Competitive Strategy” 2005 Reprint, Free Press, London.
5. R.M.Srivastava, “Management Policy and Strategic Management Concepts, Skills and Practices” 2014, Revised edition, H P H , Hyderabad.
12. Dr. Francis Cherunilaym, “Strategic Management”, HPH, 2019.