



<b>Course Code</b>	<b>Strategic Management</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>24MB301</b>		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

**Semester**

**III**

**Course Objectives:**

- To describe and discuss the strategic management process.
- To build skills to develop strategic vision, mission objectives.
- To explain concepts of core competence, strategy for competitive advantage.
- To give an understanding about strategic analytical tools and techniques.
- To provide knowledge on strategy formulation, types of strategies to implement.
- To create awareness on various strategy evaluation and controlling approaches.

**Course Outcomes (CO):** Student will be able to

- Know strategic management process
- Obtain strategy implementation, analytical and evaluating skills about various strategies.
- Understand on establishing strategic controls at national and international context

<b>UNIT - I</b>	Lecture Hrs: 8
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**Introduction- Concepts in Strategic Management**, Strategic Management as a process

– Developing a strategic vision, Mission, Objectives, Policies – Factors that shape a company's strategy – Environmental Scanning -Concepts of Core Competence, Crafting a strategy for competitive advantage.

<b>UNIT - II</b>	Lecture Hrs: 12
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**Strategic Analysis and Choice: Tools and techniques**- Porter's Five Force Model, BCG Matrix, GE Model, SWOT Analysis and TOWS Matrix, Market Life Cycle Model - and Organizational Learning, and the Experience Curve.

<b>UNIT - III</b>	Lecture Hrs:12
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**Strategy Formulation** : Formulation of strategy at corporate, business and functional levels. Strategy Alternatives:- Stability Strategy, Growth Strategy, Retrenchment Strategy, and Combination Strategy, .

<b>UNIT - IV</b>	Lecture Hrs:12
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**Strategy Implementation** : Types of Strategies : Offensive strategy, Defensive strategy, vertical integration, horizontal strategy; Tailoring strategy to fit specific industry and company situations, Strategy and Leadership, Resource Allocation as a vital part of strategy – Planning systems for implementation

<b>UNIT - V</b>	Lecture Hrs:12
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**Strategy Evaluation and control** – Establishing strategic controls - Role of the strategist - benchmarking to evaluate performance - strategic information systems – Guidelines for proper control- Strategic surveillance -strategic audit - Strategy and Corporate Evaluation and feedback in the Indian and international context.

**Textbooks:**

1. Strategic Management – J.S.Chandan & Nitish sen Gupta, Vikas

**Reference Books:**

- Strategic Management Concepts and Cases ,Fred R.David, PHI.
- Strategic Management,Hill, Ireand, manikutty, Cengage.
- Concepts in Strategic Management and Business Policy,Wheelen & Hunger, Pearson Education.
- Strategic Management – Text and Cases, V.S.P. Rao, Excel.



- Strategic Management, Ireland, Hoskinsson, Hitt, Cengage.
- Strategic Management – Theory and Application, Haberberg, Rieple, oxford .
- Strategic Management, P. SubbaRao, Himalaya.
- Business policy and strategic management, Sukul Lomash, P.K.Mishra, Vikas

#### Online Learning Resources:

<http://rizvihmct.com/wp-content/uploads/2017/02/Semester-VI-strategic-managment.pdf>  
[https://sgp1.digitaloceanspaces.com/cakart/5929/study\\_contents/Chapter\\_1\\_Introduction\\_to\\_Strategic\\_Management.pdf](https://sgp1.digitaloceanspaces.com/cakart/5929/study_contents/Chapter_1_Introduction_to_Strategic_Management.pdf)  
<https://old.mu.ac.in/wp-content/uploads/2014/04/Introduction-to-Strategic-Management-book.pdf>  
[https://www.cimaglobal.com/Documents/ImportedDocuments/cid\\_tg\\_strategic\\_analysis\\_tools\\_nov07.pdf.pdf](https://www.cimaglobal.com/Documents/ImportedDocuments/cid_tg_strategic_analysis_tools_nov07.pdf.pdf)  
<https://resources.saylor.org/wwwresources/archived/site/wp-content/uploads/2013/09/Saylor.orgs-Strategy-Formulation.pdf>  
[https://resources.saylor.org/wwwresources/archived/site/wp-content/uploads/2013/04/BUS300-2.3\\_Strategy-Formulation.pdf](https://resources.saylor.org/wwwresources/archived/site/wp-content/uploads/2013/04/BUS300-2.3_Strategy-Formulation.pdf)  
[https://static.careers360.mobi/media/uploads/froala\\_editor/files/Strategy-Implementation-and-Control.pdf](https://static.careers360.mobi/media/uploads/froala_editor/files/Strategy-Implementation-and-Control.pdf)



Course Code	Green Business Management	L	T	P	C
24MB302		4	0	0	4

Semester

III

**Course Objectives:**

- To impart students an understanding of green business, its advantages, issues and opportunities
- To give awareness on organizational structure, environment and corporate environmental responsibility (CER).
- To provide knowledge over the strategies for building eco-business .

**Course Outcomes (CO):** Student will be able to

- To understand concept of green business management.
- To know the environmental and sustainability issues for the production and CER.
- To describe and identify indicators of sustainability and bio-diversity at Indian perspective.
- To study green techniques and methods.
- To build eco-commerce models for green business projects and companies.

UNIT - I	Lecture Hrs: 8
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**Introduction of Green Management:** The concept of Green Management; Evolution; nature, scope, importance and types; green management in India; Relevance in twenty first century

UNIT - II	Lecture Hrs: 12
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**Organizational Environment:** Indian corporate structure and Environment; How to go green; spreading the concept in organization; Environmental and sustainability issues for the production of high-tech components and materials, Life Cycle Analysis of materials, sustainable production and its role in corporate environmental responsibility (CER).

UNIT - III	Lecture Hrs:12
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**Approaches from Ecological Economics:** Indicators of sustainability; Eco- system services and their sustainable use; Bio-diversity; Indian perspective; Alternate theories

UNIT - IV	Lecture Hrs:12
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**Environmental Reporting and ISO 14001:** Climate change business and ISO 14064; Green financing; Financial initiative by UNEP; Green energy management; Green product management

UNIT - V	Lecture Hrs:12
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**Green Techniques and Methods:** Green tax incentives and rebates (to green projects and companies); Green project management in action; Business redesign; Eco-commerce models

**Textbooks:**

1. Green Management and Green Technologies: Exploring the Causal Relationship by Jazmin Seijas Nogarida , ZEW Publications.
2. The Green Energy Management Book by Leo A. Meyer, LAMA books

**Reference Books:**

- Green Marketing and Management: A global Perspective by John F. Whaik, Qbase Technologies.
- Green Project Management by Richard Maltzman And David Shiden, CRC Press Books.
- Green and World by Andrew S. Winston, Yale Press B

**Online Learning Resources:**



[https://www.researchgate.net/publication/330089504\\_Green\\_Management-Concept\\_and\\_Strategies/link/5c2cc525458515a4c70766a1/download](https://www.researchgate.net/publication/330089504_Green_Management-Concept_and_Strategies/link/5c2cc525458515a4c70766a1/download)

[https://steadystate.org/wp-content/uploads/Gowdy\\_Erickson\\_EE\\_Approach.pdf](https://steadystate.org/wp-content/uploads/Gowdy_Erickson_EE_Approach.pdf)

<https://asq.org/quality-resources/iso-14001#:~:text=ISO%2014001%20is%20the%20international,than%20establishing%20environmental%20performance%20requirements.>



Course Code	Specialization Elective- I	L	T	P	C
24MB303c	Human Resource Development	4	0	0	4
Semester	III				

**Course Objectives:**

- To provide an understanding of the human resources development framework and
- To explain management best practices, tools and models to implement an effective HRD system.
- To impart knowledge on career management and issues in career development.
- To describe and discuss organizational culture, labour market changes and discrimination adapting to demographic changes.

**Course Outcomes (CO):** Student will be able to

- Understand the concept of HRD, functions and challenges to HR manager.
- Design plan for HRD programmes, need to assessment of HRD programmes and impact of HRD Programme.
- Understand career development, process and issues in career development
- learn and aware of HRD and its diversity in organizational culture and labour markets.

UNIT – I	Lecture Hrs: 8
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**Introduction to Human Resource Development:** Meaning, significance and objectives of Human Resource Development, Human Resource Management and Human Resource development functions, Human Resource Development challenges

UNIT – II	Lecture Hrs: 12
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**HRD Need Assessment & Designing of HRD programs:** Strategic/ Organizational Analysis- Task Analysis- Person Analysis- prioritizing HRD needs, defining the objectives of HRD Intervention - Selecting the trainer - Selecting the Training methods - Preparing training material Scheduling an HRD program

UNIT - III	Lecture Hrs:12
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**Implementation & Evaluation of HRD programs:** Training methods - Classroom training Approaches - Computer based Training, Purpose of HRD Evaluation- Kirkpatrick's evaluation frame work - Data collection for HRD Evaluation - Assessing the impact of HRD programs in Monetary Terms

UNIT – IV	Lecture Hrs:12
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**Career Management and Development:** Introduction to Career management, meaning - Stages of life and Career Development - process of career Development - Issues in career development.

UNIT – V	Lecture Hrs:12
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**HRD & Diversity:** Introduction - Organizational culture - Labor market changes and discrimination adapting to demographic changes

**Textbooks:**

1. Jon M Werner ,Randy L DeSimone : Human Resource development (Thomson/Cengage)
2. Raymond A Noe : Employee Trainee Development ( Tata McGraw Hill)

**Reference Books:**

- John P. Wilson Human Resource Development ( Kogan Page Business Books)
- Tripathi P.C : Human Resource Development ( Sultan Chand & Sons)
- Uday Kumar Haldar : Human Resource Development (Oxford)

**Online Learning Resources:**



<https://www.tutorialspoint.com/human-resource-management>  
NPTEL :: Management - NOC:Principles of Human Resource Management



Course Code	Specialization Elective- II	L	T	P	C
24MB304a	Financial Institutions And Services	4	0	0	4
Semester	III				

**Course Objectives:**

- To provide an overview of financial system and components of financial system in detail.
- To explain classification of institutions, markets and services in the financial system.
- To impart knowledge on interrelationship and functioning of each component of financial system.

**Course Outcomes (CO):** Student will be able to

- Define and understand financial system in an economy and components of financial system
- Gain knowledge on classification of financial institutions, markets and type services of institutions.
- To compare and contrast the pros and cons of each type of services available in the financial market.
- To distinguish the various financial markets and institutions and their functioning mechanism.
- Acquire knowledge on entire banking system and types of banks and functioning of banks in the financial system.

<b>UNIT – I</b>	Lecture Hrs: 8
<b>Introduction:</b> The structure of financial system, Elements of financial system and economic development, Regulatory and Promotional Institutions - Function and Role of RBI, Monetary Policy and techniques of RBI.	

<b>UNIT – II</b>	Lecture Hrs: 12
<b>The Banking and Non-banking Institutions:</b> The public and the private sectors – structure and comparative performance, Bank capital and Banking Innovations, Commercial and Co-operative banks. The Non-banking financial Institutions - Mutual Funds, Growth of Indian Mutual funds and its Regulation. The Role of AMFI, Insurance Companies- Role of IRDA.	

<b>UNIT - III</b>	Lecture Hrs:12
<b>Financial and securities Markets:</b> Primary and Secondary Markets, Structure and functions of Money Market, -Call call money market , Government Securities Market – T-bills market, Commercial Bills market, Commercial paper and certificate of deposits. Securities markets:- Organization and structure, listing trading and settlement of securities market, The role and functions of SEBI.	

<b>UNIT – IV</b>	Lecture Hrs:12
<b>Fund based services</b> - Lease and hire purchase consumer credit and Factoring - Definition, Functions, Advantages, Evaluation, venture capital financing, Housing Finance.	

<b>UNIT – V</b>	Lecture Hrs:12
<b>Fee-based services</b> - Stock broking, credit rating Merchant Banking ,portfolio services. Underwriting, Depository services, Challenges faced by investment bankers.	

**Textbooks:**

1. Financial Institutions and Markets, L. M. Bhole, 4/e Tata McGraw Hill.
2. Financial services, Gorden & Natarajan, Himalaya publishers

<b>Reference Books:</b>	
<ul style="list-style-type: none"> <li>• Financial Services and markets, Dr.Punithavathy Pandian, Vikas</li> <li>• Financial Markets and services, Appannaiah, Reddy and Sharma, HPH</li> <li>• Indian Financial System, Ramachandra and others, HPH</li> <li>• Investment Institutions and Markets, Jeff Madura, Cengage, 1<sup>st</sup> Edition.</li> <li>• Financial services, Thirpati, PHI.</li> <li>• Financial Markets &amp; Services, Vasanth desai, Himalaya.</li> <li>• Financial Institutions and Markets, Gupta Agarwal, Kalyani publishers.</li> <li>• Management of Financial Services ,C.Rama Gopal ,Vikas.</li> </ul>	



**Online Learning Resources:**

[https://ebooks.lpuude.in/management/mba/term\\_3/DMGT512\\_FINANCIAL\\_INSTITUTIONS\\_AND\\_SERVICES.pdf](https://ebooks.lpuude.in/management/mba/term_3/DMGT512_FINANCIAL_INSTITUTIONS_AND_SERVICES.pdf)

NPTEL :: Management - NOC:Financial Institutions and Markets

<https://www.studocu.com/.../fims-lecture-notes-online>



Course Code	Specialization Elective- III Investment And Portfolio Management	L	T	P	C
24MB305a	Semester	4	0	0	4

#### Course Objectives:

- To present and discuss an overview of stock markets.
- To explain concept of investment, process of investment.
- To discuss framework of fundamental and technical analysis under security analysis
- To impart knowledge on estimation and measurement of risk and return.
- To explain process of valuation of different securities.
- To describe the process of portfolio management process, theories, models to measure the performance of portfolio.

#### Course Outcomes (CO): Student will be able to

- Understand the overview of stock markets.
- Acquire knowledge on process of investment,
- Analyse the security under different types before investing in stocks.
- Ascertain risk and return value of different securities and portfolio
- Learn various portfolio theories, models to manage portfolio and maximise the portfolio returns.

UNIT – I	Lecture Hrs: 8
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**Investment:** Introduction to stock markets - objectives, Process of Investment, Investment and speculation.

UNIT – II	Lecture Hrs: 12
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**Fundamental Analysis & Technical Analysis:** Framework of Fundamental analysis- Economic analysis, Industry analysis-Industry Life cycle - Company analysis, Fundamental Analysis Vs Technical Analysis - Dow Theory.

UNIT - III	Lecture Hrs:12
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**Measurement of Risk and Return:** Revenue Return and Capital appreciation, holding period – Calculation of expected return, Risk factors, risk classification – systematic risk – unsystematic risk – standard deviation – variance– Beta .

UNIT – IV	Lecture Hrs:12
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**Valuation of Securities:** Types of Securities - Approaches of valuation – Bond valuation – Preference share Valuation – Common stock Valuation

UNIT – V	Lecture Hrs:12
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**Portfolio Management:** Process of Portfolio Management, Modern Portfolio – Portfolio models – Markowitz model – Sharpe single index model, Capital Asset Pricing Models.

#### Textbooks:

1. Investment Management, V.K.Balla, S.Chand Company Ltd
2. Security Analysis and Portfolio Management ,Punithavathy Pandian, Vikas

#### Reference Books:

- Investment Analysis and portfolio management, Chandra, Tata McGraw Hill .
- Security Analysis Portfolio Management, Ranganathan & Madhumathi, Pearson Education.
- Security Analysis and Portfolio Management, Sudhindra Bhat, excel.
- Security analysis and portfolio management, Avadani, Himalaya publishers.



- Investment analysis portfolio management, Frank Reilly & Brown, Cengage.
- Investment Management, Preethi Singh, Himalaya Publishing House, Mumbai..
- Investment, Bodie, McGraw Hill Book Company.
- Investment Management ,Hiriyappa ,New Age Publications

**Online Learning Resources:**

[https://www.bcci.bg/projects/latvia/pdf/8\\_IAPM\\_final.pdf](https://www.bcci.bg/projects/latvia/pdf/8_IAPM_final.pdf)

<https://backup.pondiuni.edu.in/sites/default/files/investment%26portfolio-260214.pdf>

[https://sist.sathyabama.ac.in/sist\\_coursematerial/uploads/SBAA7002.pdf](https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA7002.pdf)

<https://www.youtube.com/c/iit/search?query=securities%20and%20portfolio%20management>



<b>Course Code</b> <b>24MB306c</b>	<b>Specialization Elective- IV</b> <b>Knowledge Management</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

**Semester**

**III**

**Course Objectives:**

- To explain basic concepts of Knowledge Management(KM).
- To give essentials of KM, organizational knowledge types.
- To discuss road blocks to successful implementation of KM and Information Architecture for KM.
- To infuse significance of Information Technology in Knowledge Management systems, and bench marking for KM.
- To introduce concept of Sales promotion, consumer promotion and impact of sales promotion and preparation of sales promotion budgets.
- To make clear future of KM in manufacturing and service industry.

**Course Outcomes (CO):** Student will be able to

- Understand concepts of Knowledge Management, techniques of KM, relationship between Knowledge and Wisdom.
- Identify types of knowledge in any organization, knowledge life cycle, process and conversion of knowledge.
- Know road blocks to successful implementation of KM and Information Architecture for KM.
- Grasp the significance of information technology in KM, and bench marks in KM.
- Deduce the future of KM particularly in manufacturing and service sector.

<b>UNIT – I</b>	Lecture Hrs: 8
<b>Introduction to KM:</b> Definition, scope and significance of Knowledge Management, Principles of Knowledge Management, Techniques of Knowledge Management, Data- Information-knowledge-Wisdom relationship.	
<b>UNIT – II</b>	Lecture Hrs: 12
<b>Essentials of Knowledge Management:</b> Basic types of Knowledge management, Organizational Knowledge Management - Organizational knowledge types- Knowledge Life cycle- Organizational knowledge sources- process, Knowledge Conversion	
<b>UNIT – III</b>	Lecture Hrs:12
<b>Implementation of Knowledge Management:</b> Discussion on Roadblocks to success,10-step KM Road Map of Amrit Tiwana, Information Architecture: A three- way Balancing Act, KM,	
<b>UNIT – IV</b>	Lecture Hrs:12
<b>Knowledge Management and Information Technology:</b> Role Information Technology in Knowledge Management Systems, E-commerce and Knowledge Management, Bench marking and Knowledge Management	
<b>UNIT – V</b>	Lecture Hrs:12
<b>Future of Knowledge Management and Industry perspective:</b> Knowledge Management in Manufacturing and service industry, future of Knowledge Management.	
<b>Textbooks:</b>	
<ol style="list-style-type: none"> <li>1. Knowledge Management, Sudhir Warier: Vikas Publishing House.</li> <li>2. Web Warehousing &amp; Knowledge Management, Mattison: Tata McGraw-Hill.</li> </ol>	
<b>Reference Books:</b>	
<ul style="list-style-type: none"> <li>• Knowledge management: An Evolutionary view, Becerra Fernandez: PHI.</li> </ul>	



- Knowledge Management, Fernando: Pearson.
- Knowledge Management, B.Rathan Reddy: Himalaya.
- Knowledge Management, Tapan K Panda: Excel.
- Knowledge Management systems, Barnes: Cengage.
- The Knowledge Management tool kit, Tiwana: 2/e, Pearson Education.
- Knowledge Management, Sislop: Oxford University Press.,
- Knowledge Management, Debowski: Wiley Student Edition, Wiley Ind
- Knowledge management, A Thothathri Raman, Excel books

**Online Learning Resources:**

[https://www.coursera.org/courses?query=knowledge management](https://www.coursera.org/courses?query=knowledge%20management)

[https://www.udemy.com/course/knowledge management](https://www.udemy.com/course/knowledge%20management)

<https://freevideolectures.com/course/4750/nptel-knowledge-management>

[https://onlinecourses.nptel.ac.in/noc20\\_mg40/preview](https://onlinecourses.nptel.ac.in/noc20_mg40/preview)



Course Code	General Elective (MOOCS) <b>BUSINESS ETHICS AND CORPORATE GOVERNANCE</b>	L	T	P	C
24MB307c		2	0	0	2
Semester		<b>III</b>			

**Course Objectives:**

- To introduce concept of business ethics, corporate ethics, theories, models and approaches for decision making and ethics in competitive business.
- To Explain role of ethics in business competition.
- To make clear on ethical aspects in various functional areas in the organizations.
- To impart knowledge on Corporate Governance, structure, theories, philosophies and Corporate Social Responsibility (CSR).

**Course Outcomes (CO):** Student will be able to

- Understand concepts of business ethics, corporate ethics, theories, models and approaches for decision making and ethics in competitive business.
- Recognize the role of ethics in business competition.
- Learn and apply ethical aspects in various functional areas in the corporate business.
- Know Corporate Governance, structure, theories, philosophies and Corporate Social Responsibility (CSR).
- Classify the stakeholders in CSR and correlate CSR with ethical aspects of business.

<b>UNIT – I</b>	Lecture Hrs: 4
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**Business Ethics:-** Ethics meaning, need, scope, nature, importance, functions, need and purpose of business ethics, approaches to business ethics, source of ethical knowledge for business. Evolution of business ethics, Ten popular myths about business ethics, ethical dilemmas ,code of conduct in business, some major unethical business practices.

<b>UNIT – II</b>	Lecture Hrs: 6
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**Theories of ethics :-** Ethical approaches, modern decision making, ten amendments , Aristotle theory of Golden mean, theory of consequentialism, Right Albert Carr's theory of business ethics, W.D Ross seven prima facie duties(rules); Concept of Justice – Types of justice ; Indian Ethos: Advaita vedanta (Shankara), Visishtadvaita Philosophy (Ramanuja), Gandhian Ethics, Ethics of Bhagavat githa, Moral standards in Indian Ethics.

<b>UNIT - III</b>	Lecture Hrs:6
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**Ethical aspects in Organization:-** Ethics issues in marketing and advertisement, Ethical issues in finance and accounting, Ethical issues in HRM, Production and operations management, information technology, Combating frauds, Cyber crime, Whistle blowing., professional ethics and human values, Decision making and types of business companies, Josephson's six Pillars of Character and Business Decision making,

<b>UNIT - IV</b>	Lecture Hrs:6
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**Corporate Governance:-** Purpose- Theories and Philosophies of Corporate Governance, Nature, Characteristics and purpose of corporate governance, Theories of corporate governance, Principles, corporate governance codes and practices.

Share holders- Rights and Protection, issues in corporate governance, The Emerging Trend in corporate governance.

<b>UNIT - V</b>	Lecture Hrs:6
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**CSR( Corporate Social Responsibility):-** Needs, types and nature of social responsibilities, history and evolution of corporate governance in India, Salient features, Structure and Standards of corporate governance in India, Models of corporate governance

**Textbooks:**



1. Business Ethics and Corporate Governance –A.C. Fernando, Pearson Education.

**Reference Books:**

- “Perspectives in Business Ethics”, Laura P Hartman, Tata McGrawHill.
- Ethics in management and Indian Ethos, Biswanath Ghosh, Vikas
- Bob Tricker, Corporate Governance, Oxford.
- Corporate Governance and Social responsibility, Balachandran, Chandrasekharan, PHI
- Business Ethics -Concepts and Cases, Weiss, Cengage.
- Business Ethics, Himalaya, C.S.V. Murthy.
- Ethical Management, Satish Modh, Mcmillan.

**Online Learning Resources:**

<https://ddceutkal.ac.in/Syllabus/BECG-MBA.pdf>  
[https://sist.sathyabama.ac.in/sist\\_coursematerial/uploads/SBAA1503.pdf](https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1503.pdf)  
<https://www.bimkadapa.in/materials/BECG%20-5-UNITS-PDF.pdf>  
[https://www.augstskola.lv/upload/CSR%20book\\_FINAL\\_01.2020.pdf](https://www.augstskola.lv/upload/CSR%20book_FINAL_01.2020.pdf)  
<https://www.himpub.com/documents/Chapter2975.pdf>  
<https://www.icsi.edu/media/webmodules/publications/EGAS-Final.pdf>



<b>Course Code</b>	<b>Business Simulation Lab</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>24MB308</b>		<b>0</b>	<b>0</b>	<b>2</b>	<b>1</b>

**Semester**

**III**

**Course Objectives:**

- To expose the students to learn various online/ offline gathering of the data
- To understand various statistical tools including Excel
- To help the students to visualize using various tools including Excel
- To train them into their functional domains Marketing, Finance and HR
- To understand the basic data base system of MS Access

**Course Outcomes (CO):** Student will be able to

- To familiarize Students with basic to intermediate data gathering skills for using various tools
- To provide students hands on experience on various statistical Utilities
- To gain proficiency in creating solutions for Data Management and Reporting

<b>UNIT – I</b>	Lecture Hrs: 4
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**Gathering the data (Using Online/Offline)**

Create questioner of Marketing/HR/revenant management stream – gathering primary data - Entering online survey data into excel – sorting and filtering the required shape – Colleting and entering the secondary data (Financial data/ balance sheets/stock data/ mutual fund data/Insurance Data)

<b>UNIT – II</b>	Lecture Hrs: 6
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**Statistical Analysis (Using Excel / SPSS / R-studio Open-Source Online tools)**

Formulation of Hypothesis - Statistical Calculation of Uni Variable - Bi Variable – Multi variable – interpretation of the result

<b>UNIT – III</b>	Lecture Hrs:6
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**Visualization of Data (Using Excel/Power Bi/ Tableau Public/Other Open Source Visualization tools)**

Introduction Charts –Rules for Creating Charts- Labels- Title of the chart- Axis of the chart- Quick Layout- switch to row to column -changing the data – different types charts

<b>UNIT – IV</b>	Lecture Hrs:6
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**Database Creation :** Data base creation in HR, FINANCE & MARKETING , Creating Sales Database – filtering the data – Create models using marketing data – Creating HR Data base – create model for HR data - Calculations of NPV, IRR

<b>UNIT – V</b>	Lecture Hrs:6
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**Introduction to MS- Access & SPSS:** Overview of MS Access – getting started – tables – primary key – over view ribbon – creating data base . Overview of SPSS- Data entry and analysis – main features of SPSS Packages

**Textbooks:**

1. Glyn Davis & Branko Pecar “Business Statistics Using Excel” Oxford University Press.

**Reference Books:**

- David Whigham “Business Data Analysis Using Excel” Oxford University Press.
- Winstion “Excel 2010 Data Analysis and Business Modelling” PHI Learning Private Limited.
- Bajpai “Business Statistics” Pearson.
- D P Apte : Statistical Tools for Managers USING MS EXCEL, Excel Books.

**Online Learning Resources:**



<https://www.coursera.org/courses?query=microsoftexcel> <https://onlinecourses.nptel.ac.in>  
<https://swayam.in/Advanced-excel>  
<https://swayam.in/spss-lectures>



Course Code	Experiential Learning Project	L	T	P	C
		0	0	2	1
24MB309	Semester	III			

Experiential learning project is a multifaceted assignment that serves as a group academic and intellectual experience. Students are required to take up a mini project work, in which the student or a team of maximum four students can choose any specific problem of Industry / Industry based project work / social problem that interests them. Student or team need to conduct research on the subject, maintain a portfolio of findings or results, create a final product demonstrating their learning acquisition or conclusions (as a paper, short film, or multimedia presentation), and give an oral presentation before the Project Review Committee consisting of Head of the Department, supervisor/mentor and two other senior faculty members of the department