



SYLLABUS

GLOBAL MBA PROGRAM

TRIMESTER 3

SESSION: 2022-24

Programme: Global MBA
Name of the Course: **Business Ethics**
Core / Elective : Core
Credit: **3 Credits**
Academic Year & Term: 2022-24, Term III
Course Coordinator: Prof.
Email:

Instructor:
Email:

Instructor:
Email:

Course Objective:

The objective of this course is to understand why human beings are ethical and why they are not; to gain insight into and awareness of ethical behavior; to become familiar with inherent conflicts in being ethical [if it weren't hard, everyone would do it]

Learning Outcome:

At the end of this course students will be able to:

1. gain practice in seeing the ethical dilemmas in common business situations, to recognize them and to find ways to resolve
2. broaden their understanding of what it means to act rightly while in business
3. commit themselves to mutual ethical treatment of the human person and do ethical business and ethical leadership
4. make ethical decisions effectively and decisively based on ethical thinking and decision making processes using decision frameworks

Course Content:

Module 1

Introduction

Why human beings are ethical, why they are not; Moral development in humans, theories, concepts; Definitions, theories of ethics and ethics projects

Module 2

A Decision Making Model

Ethics as Making decisions and choices; Decision – making frameworks; Conflicts and Ethical Dilemmas – moral & ethical dilemmas

Module 3

Ethics and Business

A sense of business ethics; Ethics Issues beyond borders; Ethical concerns of economic individuals and societies; Environmental Ethics Awareness

Module 4

Business and Social Responsibility

Connecting people with their communities and inspiring positive change; Behaviour of Business to its colleagues / competitors

Module 5

Business Disciplines

Ethics of Marketing & advertising; Ethics of Finance & Accounting; Ethics of IT / ICT / Internet; Ethics of HR / and related aspects; Business response to environmental problems – environmental ethics; Production related ethical issues; International standards, corporate governance, corporate citizenship, Global reporting initiatives, Global compact, Millennium development goals, etc.

Pedagogy

Lectures, Case Discussion, Simulation and Role Plays

Text Book(s)

1. Fernando, A.C. (2013). Business Ethics: An Indian Perspective. Pearson Education India

Suggested Readings

1. Albuquerque Daniel (2009), Business Ethics, Oxford University Press.
2. O.C. Ferrell, J. Fraedrick, and L. Ferrell (2014), Business Ethics: Ethical Decision Making and Cases, Cengage Learning
3. Michael Sandel's course on Justice at Harvard University – <http://justiceharvard.org/> (compulsory viewing)

Mode of Evaluation

Midterm, Quizzes, Assignments, Seminars, Term Paper, Mini Projects and FAT

Programme: Global MBA
Name of the Course: **Consumer Behaviour**
Core / Elective : Core
Credit: **3 Credits**
Academic Year & Term: 2022-24, Term III
Course Coordinator: Prof.
Email:

Instructor:
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Instructor:
Email:

Course Objective:

The objective of this course is to acquire a framework for analyzing consumer behavior problems, to learn how consumer behavior can be affected by different marketing strategies, to show how behavioral evidence can be used to evaluate alternative marketing strategies and to learn about and use consumer behavior theories in marketing and social psychology

Learning Outcome:

At the end of this course students will be able to answer:

1. What kinds of marketing stimuli do consumers notice?
2. How can we get them to notice our marketing messages?
3. What motivates consumers?
4. What do consumers value?
5. What elements can we include in our marketing mix to motivate consumers to learn more about our product or to buy it?
6. What kinds of information are consumers good at remembering?
7. How can we aid consumer memory for our brand name and product features?
8. What makes consumers evaluate products as good or bad, and how can we persuade them that our product is good?
9. How can we get consumers to choose our product over competitors?
10. What features do consumers care about, and how does this influence their decision?
11. What are the main things that determine whether consumers are satisfied with a product or not?

Course Content:

Module 1

Introduction to Consumer Behavior and Market

Introduction to consumer behaviour and market, Case discussion: Tetra Pak

Module 2

Consumer Response to Marketing Actions

Case discussion: Reagan-Bush, Analyzing Consumer Perceptions, Case discussion: Levi's

Module 3

Information Processing and Decision Making

How consumer processes information and how it affects their decision making, Case discussion: L'Oreal

Module 4

Segmentation, Targeting and Positioning

How to do consumer segmentation, targeting and positioning, Case discussion: Starbucks

Module 5

Consumer Behavior and Pricing Strategy

How the pricing strategy affects consumer behavior, Case discussion: Medi-Cult, Article: "Pricing and the Psychology of Consumption"

Module 6

Promotion and Consumer Behavior

How promotions affects the consumer behavior, Case discussion: Propecia – Making hair loss history

Module 7

Product, Place Strategy and Consumer Behavior

How the product and its placement strategy affects consumer behavior, Case discussion: Tofu

Module 8

Expanding the Consumer Vision

How to expand consumer vision, understanding happiness and consumer behavior

Pedagogy

Lectures, Case Discussion, Simulation and Role Plays

Text Book(s)

1. Solomon (2017). Consumer Behavior: Buying, Having and Being (12th ed).

Mode of Evaluation:

Midterm, Quizzes, Assignments, Seminars, Term paper, Mini Projects and FAT

Programme: Global MBA
Name of the Course: **Industrial Relations**
Core / Elective : Core
Credit: **2 Credits**
Academic Year & Term: 2022-24, Term III
Course Coordinator: Prof.
Email:

Instructor:
Email:

Instructor:
Email:

Course Objective:

The objective of this course is to initiate students to Industrial Relations Management. In this students will understand what is industry, what is dispute and discuss concepts and determinants of Industrial Relations and certain key definitions.

Learning Outcome:

At the end of this course students will be able to explain:

1. Industrial Relations in India
2. Industrial Relations Management, IR & Productivity and Technology and IR
3. Trade Unions, Conflict Resolutions, Welfare and Productivity
4. IR strategy, workers development and participation
5. Grievance Redressal Procedures, Arbitration and Adjudication, Collective Bargaining
6. Labour administration and industrial legislations

Course Content:

Module 1

Introduction

Concept and Determinants of Industrial Relations – Industrial Relations in India – Managing IR Changes – IR and Productivity – Technology and IR -Effective Communication Systems and IR Management – Indian Culture & IR

Module 2

Trade Unions

Purpose, Functions and Structure of Trade Unions – Trade Union Legislation – Multiplicity of Trade Unions – Conflict Resolutions – Industrial Relations – Welfare and Productivity – Social Responsibility of Trade Unions – IR Management and Management of Trade Unions

Module 3

Employee Counseling

Types – Methods – Problems – Consultative Bodies (Bipartite, Tripartite) – IR Strategies – Workers Development and Participation

Module 4

Discipline and Grievance Redressal Machinery

Purposes and Procedures of Disciplinary Action – Grievance Redressal Procedures – Conciliation – Arbitration and Adjudication – Collective Bargaining – The Bargaining Process – Strengths and Skills

Module 5

Labor Administration

ILO, ILC and Indian Constitutional Provisions in Relation to Labor Administration – Central Machinery of Labor Administration – Labor Administration at the State, District and Local Levels – Contemporary Trends and Future of Industrial Relations in India

Module 6

Industrial Legislations

Only basic objectives and major provisions of the following legislations: Factories Act 1948, Industrial Employment (Standing orders) Act, 1946, Employees' State Insurance (ESI) Act, 1948, Maternity Benefit Act, 1961, Contract Labour Act, Shops and Establishments Act, Child Labour (Prohibition & Regulation) Act, 1986, Industrial disputes act of 1947, Minimum Wages Act, 1948, Payment of Wages Act, 1936, Payment of Gratuity Act 1972, Employees' Provident Fund and Miscellaneous Provisions Act 1952; Payment of Bonus Act, 1965, Employees Compensation Act in 2013

Pedagogy

Lectures, Case Discussion, Simulation and Role Plays

Text Book(s)

1. Arun Monappa, Industrial Relations, Tata Mc-Graw Hill, New Delhi

Additional Reference Resources

1. Pramod Verma, Management Of Industrial Relations – Reading and Cases, Oxford University Press, New Delhi
2. Sivarethnamohan, Industrial Relations and Labour Welfare, Phi Learning, New Delhi,2010

Mode of Evaluation:

Midterm, Quizzes, Assignments, Seminars, Term paper, Mini Projects and FAT

Programme: Global MBA
Name of the Course: **Operations Research II**
Core / Elective : **Core**
Credit: **3 Credits**
Academic Year & Term: 2022-24, Term III
Course Coordinator: Prof.
Email:

Instructor:
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Instructor:
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Course Objective:

Operations Research is a discipline devoted to applying scientific methods to decision making. Operations Researchers utilize mathematical modeling techniques in concert with empirical observation and occasional experimentation to arrive at solutions to management problems in government and industry.

Learning Outcome:

At the end of this course students will be able to:

1. Possess state-of-the-art knowledge of theory and practice in all functional fields of management and the ability to think critically, and apply them to diagnose and find solutions to organisational problems, even in unfamiliar or uncertain situations (Critical Thinking)
2. Acquire capacity to apply their professional knowledge and skills to diagnose and resolve business problems in actual organizational settings (Problem Solving)
3. Be able to appreciate the dynamics of Information Technology acquisition and absorption by present day business organizations and develop ability to use modern IT enabled decision support tools for improved understanding of business (Technological Competencies)

Course Content:

Module 1

Network models and simulation

Network models for project analysis CPM; Network construction and time analysis; cost time trade off, PERT – problems

Module 2

Game Theory

Characteristics of dynamic programming. Dynamic programming approach for Priority Management employment smoothening, capital budgeting, Stage Coach/Shortest Path, cargo loading and Reliability

problems, Minimax and Maximin Principles, Saddle point, Principle of Dominance, Zero sum Game, Graphical Method

Module 3

Integer Programming

Formulation of problems, Types of Integer Programming Problems, Gomory cut plane algorithm, Branch and Bound Algorithm, Mixed Integer Programming

Module 4

Dynamic programming

Deterministic and Stochastic problems, Principle of Optimality, Characteristics and solutions of DPP

Module 5

Queuing Models

Input, service pattern, queue discipline, Customer behavior, Steady, Transient and Explosive states, Notation A/B/S : (d / f) ,Exponential Service systems, Probabilistic and Deterministic Models, M / M / 1 / (∞ / FIFO), (M / M / 1) : (FCFS / ∞ ∞) : (Birth - Death process), Finite Queue Length Model: (M / M / 1) : FCFS / N / ∞ , : (M / M / 1) : FCFS / N / N (Limited Population or Source Model), M / M / c : (∞ / FCFS), (M / Ek / 1) : (First Come First Served) / ∞ / ∞

Module 6

Non Linear Programming

Definition, Characteristics, Kuhn Tucker Conditions, Global Minima and Local Minima, Langrange Multipliers

Module 7

Inventory models

Inventory costs. Models with deterministic demand – model (a) demand rate uniform and production rate infinite, model (b) demand rate non-uniform and production rate infinite, model (c) demand rate uniform and production rate finite

Pedagogy

Lectures, Case Discussion, Simulation and Role Plays

Text Book(s)

1. G. Hadley: Linear Programming. Narosa, Reprint, 2002

Reference Books

1. G. Hadley: Linear Algebra, Narosa, Reprint, 2002.
2. Hamdy A. Taha: Operations Research-An Introduction, Prentice Hall, 9th Edition, 2010.
3. A. Ravindran, D. T. Phillips and James J. Solberg: Operations Research- Principles and Practice, John Wiley & Sons, 2005.
4. F.S. Hillier. G.J. Lieberman: Introduction to Operations Research- Concepts and Cases, 9th Edition, Tata Mc-Graw Hill, 2010.

Mode of Evaluation:

Midterm, Quizzes , Assignments , Seminars , Term paper , Mini Projects and FAT

Programme: Global MBA

Name of the Course: **Research Methodologies**

Core / Elective : Core

Credit: **2 Credits**

Academic Year & Term: 2022-24, Term III

Course Coordinator: Prof.

Email:

Instructor:

Email:

Instructor:

Email:

Course Objective:

Students will be able to articulate (oral and written) ideas to aid decision making

Learning Outcome:

At the end of this course:

1. The student is effective in oral communication of a managerial decision and is also convincing
2. The student is able to effectively use written communication for expressing views
3. The student is able to convince others on decision making using his or her oral and written communication skills

Course Content:

Module 1

Introduction to Business Research Methods

Concepts of Business Research: Characteristics, Objectives, hypothesis and theory – Types of Research – Manager and Researcher Relationship – The Research Process – The Research Problem Development Process – Ethics in Research

Module 2

Research Design Classification

Exploratory, Descriptive and Causal - Experimental Research Design Methods – Qualitative Research Designs, tools and its techniques of data collection – Observation Method

Module 3

Data Collection – Sources and Methods

Primary versus Secondary data and its sources– Primary Data Collection: Measurement and Scaling techniques, survey instrument development, methods of data collection – Sampling Design: Sampling methods and Sample size determination

Module 4

Data Analysis

Qualitative Data Analysis – Secondary Data Analysis – Primary Data Analysis: Data Preparation, Hypothesis testing, Univariate, Bivariate and introduction to multivariate statistical tools, Hands on experience with SPSS.

Module 5

Report Preparation and Presentation

Communicating Research Results: Report Generation and Oral Presentation

Module 6

Contemporary Issues

Guest Lecture from industry experts on research design applicable for the digital era

Pedagogy

Lectures, Case Discussion, Simulation and Role Plays

Text Book(s)

1. Cooper D, Schindler P, (2013), Business Research Methods, 12th edition, McGraw-Hill education.
2. Zikmund, Adhikari, (2016), Business Research Methods, Cengage Learning.
3. Saunders M. N, (2012), Research Methods for Business Students, 6th edition, Pearson Education India.

Reference Books

1. Creswell John W, (2014), Research Design: Qualitative, Quantitative, and Mixed Methods Approaches, 4th edition, SAGE Publications.
2. Roger E. Kirk, (2013), Experimental Design: Procedures for the Behavioral Sciences, 4th edition, SAGE Publications.
3. J Creswell, J. W, (2013), Qualitative inquiry and research design: Choosing among five approaches. 3rd edition, SAGE Publications.
4. Sekaran U, (2013), Research Methods for Business: A Skill Building Approach, 6th edition, Wiley.

Mode of Evaluation:

Midterm, Quizzes, Assignments, Seminars, Term paper, Mini Projects and FAT

Programme: Global MBA
Name of the Course: **Services Marketing**
Core / Elective : Core
Credit: **3 Credits**
Academic Year & Term: 2022-24, Term III
Course Coordinator: Prof.
Email:

Instructor:
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Instructor:
Email:

Course Objective:

Students will be able to co-create unique ideas, products and solutions. Students will be able to comprehend global trends influencing the business environment. Students will be able to formulate competitive strategies for the digital market places

Learning Outcome:

At the end of this course:

1. Student produces original ideas with minimal guidance. Implementation solutions have strong evidential support
2. Student uses multiple idea creation techniques
3. Student creates new ideas and combines multiple perspectives to develop new solutions
4. The student is able to analyse decisions using multiple international information sources
5. The student is able to appreciate cultural differences with the available information while making decisions
6. The student is sensitive to consequences of intercultural communication and proposes sensitive ways of communicating in the given context
7. The student provides a definitive and outstanding assessment of the market share and competitive advantage of competitors in the marketplace
8. The student does a comprehensive analysis of potential dangers of competitors activity
9. The student provides comprehensive industry assessment and strategy formulation and implementation details

Course Content:

Module 1

Introduction

Characteristics and Classification of Services – Growth of services in Asia and World Economies

Module 2

Issues in Services Marketing

Gaps in Services Quality: GAPs Model - Managing Demand and Capacity

Module 3

Focus on the Customer & Building Relationships

Customer Expectations and Perceptions - Building Customer Relationships- Service Recovery

Module 4

Marketing Mix for Services – Traditional

Services offering, Pricing, Place and Promotion

Module 5

Applying Expanded Ps in Services Marketing

Employee Role in Service Delivery: Physical Evidence - Service Process and Design

Customer Role in Service Delivery: Consumer Behaviour - Customer Experience Management in Services – Illustrations from Various Service Sectors

Module 6

Contemporary Issues

Guest lecture by industry experts on contemporary issues and opportunities in Services Marketing and Marketing Services

Pedagogy

Lectures, Case Discussion, Simulation and Role Plays

Text Book(s)

1. Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler, (2013), Services Marketing, 6th edition, McGraw-Hill.
2. Christopher Lovelock, Jayanta Chatterjee, Jochen Wirtz, (2011), Services Marketing, 7th edition, Pearson Education.

Reference Books

1. James A. Fitzsimmons, Monaj Fitzsimmons, (2013), Services Management: Operations, Strategy and Information Technology, 8th edition, McGraw Hill.
2. Douglas Hoftman, John G. Bateson, (2011), Services Marketing: Concepts, Strategy and Cases; 4th edition, Thomson – South western, Singapore.

Mode of Evaluation:

Midterm, Quizzes , Assignments , Seminars , Term paper , Mini Projects and FAT

Programme: Global MBA
Name of the Course: **Ex Comm III – Time Management**
Core / Elective: **Core**
Credit: **3 Credits**
Academic Year & Term: 2022-24, Term III
Course Coordinator: Prof.
Email:

Instructor:
Email:

Instructor:
Email:

Course Objective

The session will focus on the importance of time as a non-renewable resource and to consider strategies for more effective time management

Learning Outcome

At the end of this course students will understand:

1. Importance of time
2. Time as a non- renewable resource
3. Strategies for effective time management

Course Content

Module 1

Importance of Time

What is time, Importance of time, Value of time, calculating how much is your time worth

Module 2

Time as a Non Renewable Resource

Why time is a resource, time as a non renewable resource, spending time resource wisely

Module 3

Strategies for Effective Time Management

How time is spent, Time management matrix, prioritising, planning, structure, getting organized, tracking time, procrastination, time wasters

Pedagogy

Lectures, Case Discussion, Simulation and Role Plays

Programme: Global MBA

Name of the Course: **EAWP 3 - Leading Self and Others, Indian Philosophy and Leadership, Trust Building and workplace dynamics**

Core / Elective: **Core**

Credit: **1 Credits**

Academic Year & Term: 2022-24, Term III

Course Coordinator: Prof.

Email:

Instructor:

Email:

Instructor:

Email:

Course Objective

In this course, students will explore the theory of personal leadership. Students in this course will evaluate the impact of personal leadership in a diversity of contexts. This course will explore Indian philosophy and leadership. This course also explores trust, what makes you and others trustworthy, and how to demonstrate trustworthiness through your own professional accountability.

Learning Outcome

At the end of this course students will be able to:

1. Understand and apply the theoretical basis of personal leadership
2. Analyse and evaluate the impact of personal leadership in educational contexts
3. Create a personal vision as a transformational leader of self and others
4. describe trust factors that indicate trustworthiness
5. recognize opportunities to demonstrate trustworthiness at work
6. identify readiness factors to build trust with others
7. connect with others in a way that promotes trust building
8. recognize listening skills to seek to understand others
9. demonstrate ways to maintain trust while collaborating
10. sequence examples of the steps to confront trust issues with communication
11. recognize strategies for rebuilding trust

Course Content

Module 1

Leading Self and Others

Introduction , Unleashing self leadership, Leadership and the mind, Leading other to lead themselves, Leading people to be self leaders, Leading teams, Leading organizations, Self leadership, Reflection

Module 2

Indian Philosophy and Leadership

Indian Philosophy and Leadership, Different Leadership Styles of Mahatma Gandhi and Subhash Chandra Bose, Business Lessons from Indian Mythology, Different Leadership Styles of Lord Ram and Lord Krishna, How to identify Raja Bhoj, Gangu Teli and Sheikh Chilli in your office? What is the corporate equivalent of Ashvamedha Yagya?

Module 3

Trust Building and Work Place Dynamics

The Building Blocks of Building Trust, Recognizing Trust Factors, Demonstrating Trust, Are You Ready to Build Trust, Making Connections that Lead to Trust, Really Listen to Build Trust, Collaborating with Trust, When Trust Slips, Rebuilding Trust through Consistency

Pedagogy

Lectures, Case Discussion, Simulation and Role Plays

Mode of Evaluation

Midterm, Quizzes, Assignments, Seminars, Term Paper, Mini Projects and FAT