

2nd Semester

Course Code: P19MBA 26

Course Title: Work Place Ethics

Course Instructor: Mrs. Pooja Nagpal

Module	Topics	Status, Action Plan and Links for further learning
1.	<p>Introduction Meaning, definition, objectives ,nature, sources of ethics, factors influencing ethics, importance of ethics in business, ethics vs. morals and values, ethical issues in business, an overview of ethics value systems, values for Indian managers, ethics in management, factors influencing business ethics.</p>	Completed, notes assignments and case studies given prior to lockdown.
2.	<p>Conducting Professionalism at Workplace: Employee Etiquettes. Benefits of ethics in Workplace- employee commitment, investor loyalty, customer satisfaction, profits. Unethical Conduct for employees and employers. Factors leading to Unethical Behaviors. Different unethical behavior's. Measures to control unethical behaviors. Rewarding ethical behavior Training in Ethics.</p>	Completed, notes assignment and given case studies given prior to lockdown.
3.	<p>CSR and Corporate Governance Ethics in Corporate Social Responsibility: Concept of CSR, Provisions of CSR under New Companies Act 2013. Advantages of CSR, CSR in Indian perspective. Various CSR activates undertaken by Indian corporate. Corporate Governance: Meaning, Definition, relevance of corporate governance, need and importance of corporate governance, benefits of good corporate governance, The India Model of Corporate Governance- obligation to society, obligation to investors, obligation to employees, obligation to customers, managerial obligation</p>	Completed, notes assignment and given case studies given prior to lockdown.
4.	<p>Ethics And Business Disciplines – An Overview.</p>	Completed the model, through you tube videos.

	<p>Ethics in Intellectual Property Rights: Plagiarism etc.</p> <p>Ethics in Marketing: Pricing Strategies, Advertising, etc.</p> <p>Ethics in HRM: Discrimination, sexual harassment, Creating awareness about workplace sexual harassment, Vishaka Dutta vs. State of Rajasthan, Work place privacy, Whistle blowing.</p> <p>Ethics in Finance: Bank Fraud, Fraud in Insurance Sector, etc,</p> <p>Information Technology and Ethics: an Overview of Ethics in E–Commerce, BPO, Health Care and Pharma Businesses.</p>	<p>The students were encouraged to make personal and conference calls from various platforms like Google, Zoom and whatsapp for any queries and doubts regarding the model and were personally addressed.</p> <p>Links of videos shared: https://youtu.be/pZx7nTQGL48 https://youtu.be/UWUYTX8K89o https://youtu.be/qEWVCOqXDhM https://youtu.be/9o1SKOpaQ_8 https://youtu.be/FKGN7SX8Vhk</p>
5.	<p>Environmental Ethics, Corruption And Gender Issues:</p> <p>Business Ethics and Society, Ethics in Global Business, Broader Ethical Issues in Society – Ecological Concerns , Green Practices and sustainability.</p> <p>Corruption Issues World Wide, Gender Issues across the globe.</p>	<p>Completed the model, through you tube videos.</p> <p>The students were encouraged to make personal and conference calls from various platforms like Google, Zoom and whatsapp for any queries and doubts regarding the model and were personally addressed.</p> <p>Links of videos shared: https://youtu.be/qs8Tsok7j6g https://youtu.be/pgNLonYOc9s https://youtu.be/y0zCmZ6_wYc</p>

4th Semester
International Human Resource Management
P17 MBA 4H1

Module	Topics	Status, Action Plan and Links for further learning
1.	INDUCTION AND OVERVIEW: Meaning, Definition, objectives, the drivers of internationalization of business, Variables that moderate difference between domestic and international HRM; Qualities of global manager, Challenges in IHRM,	Completed, notes assignments and case studies given prior to lockdown. https://youtu.be/7ea8l0vM0OU https://youtu.be/9YY4UYrflgg
2.	EXPANDING ROLE OF IHRM: Expanding role of IHRM in international firms, International HRM Approaches: Ethnocentric approach, Polycentric approach, Regiocentric approach, Geocentric approach & its advantages & disadvantages, factors affecting the approach to IHRM. Stages of internationalization, Mode of Operation Linking HR to international expansion strategies.	Completed, notes assignments and case studies given prior to lockdown. https://youtu.be/RDSHLKdlwz8
3.	INTERNATIONAL RECRUITMENT AND SELECTION: Recruitment function; head-hunters, cross-national advertising, e-recruitment; Executive Nationality Staffing Policies; Staffing approaches: its advantages & disadvantages, Staff selection criteria, Issues in staff selection, Women Expatriate, The expatriate	Completed the model, through you tube videos. The students were encouraged to make personal and conference calls from various platforms like Google, Zoom and whatsapp for any queries and doubts regarding the model and were personally addressed. Links of videos shared: https://youtu.be/wzph8VGcIrw https://youtu.be/Cm3Q-TyCBHc

	<p>problem, Reasons & cost involved in expatriate failure</p> <p>PERSONAL MANAGEMENT: Multinational Performance Management; Performance Management Constraints, variables associated with individual performance and appraisal, Criteria used for performance appraisal of individual employees</p>	
4.	<p>Training and development: Expatriate training (cross cultural training); Components of effective pre-departure training, Career Development, Developing international staff and multinational teams</p> <p>Compensation: Objectives of international compensation, Approaches to International compensation.</p> <p>Repatriation: Meaning, the Repatriation problem, The Repatriation process</p>	<p>Completed the model, through you tube videos.</p> <p>The students were encouraged to make personal and conference calls from various platforms like Google, Zoom and whatsapp for any queries and doubts regarding the model and were personally addressed.</p> <p>Links of videos shared: https://youtu.be/1LgoJaK_t80 https://youtu.be/VgYvGmUoxuM</p>
5.	<p>LABOR RELATIONS: Key Issues in international labor relations; labor relations in other countries Labor unions and International labor relations, managing people in an international context, overview of labour relations in other countries, Human resource issues in multinational (Social Dumping) Corporate social responsibility of MNCs</p>	<p>Completed the model, through you tube videos.</p> <p>The students were encouraged to make personal and conference calls from various platforms like Google, Zoom and whatsapp for any queries and doubts regarding the model and were personally addressed.</p> <p>Links of videos shared: https://youtu.be/Ccq4e0AWs3A https://youtu.be/rKar1EuK2Ts</p>

4th Semester
Personal Growth & Inter-Personal Effectiveness
P17 MBA 4H4

Module	Topics	Status, Action Plan and Links for further learning
1.	<p>Personal Growth – Meaning, Concepts of Personal Growth, Self-awareness, Role, Role efficacy, Role stress, Nature of values and attitudes, Job satisfaction, Job involvement, Organizational commitment.</p>	<p>Completed, notes assignments and case studies given prior to lockdown. https://youtu.be/0i2gU9frCrM https://youtu.be/YwZ7Tlak5Xw https://youtu.be/F7XF6jMsaP0</p>
2.	<p>Personal effectiveness: Personality – Meaning, Definition, Formation of personality. Personality Theories: Carl Jung’s theory of personality types and Myers Briggs type Indicator (MBTI) Trait theories – Guilford Peugeot. Pedagogy and Androgogy: Meaning, differences. Adult learning process.</p>	<p>Completed, notes assignments and case studies given prior to lockdown. https://youtu.be/pXBnNEia6Y https://youtu.be/bP37RUJOzxI https://youtu.be/2ZF4OM6mrrI https://youtu.be/tMZ-hLIZXE0</p>
3.	<p>Interpersonal relations and personal growth, Interpersonal needs, Individuals and organization, individual and inter-personal behavior, Assertive Behavior Motivation and behaviour FIRO – B and Johari Window. Perception: Meaning, Definition, Perception process. Conflict : Nature of conflict, Levels of conflict, Source of conflict, Effects of conflict,</p>	<p>Completed the model, through you tube videos. The students were encouraged to make personal and conference calls from various platforms like Google, Zoom and whatsapp for any queries and doubts regarding the model and were personally addressed. Links of videos shared: https://youtu.be/j6LufgcHq9g https://youtu.be/Z2ZSr_akFSY https://youtu.be/KdYo5jn29w4 https://youtu.be/iMcgu15MHVI https://youtu.be/cy1NQOOTzBc</p>
4.	<p>Transactional Analysis, Ego status, Types of Transaction, Life position. Nurturing Relationships: Meaning of relationship, Changing concepts and roles in relationships, Relationship with self – Self-concept, Self-acceptance, self-esteem, self-confidence, Power of</p>	<p>Completed the model, through you tube videos. The students were encouraged to make personal and conference calls from various platforms like Google, Zoom and whatsapp for any queries and doubts regarding</p>

	<p>self-talk. Relationship with others – Cultivating open communication, Adjustments, compromises, give and take, empathy & Prioritization.</p>	<p>the model and were personally addressed. Links of videos shared: https://youtu.be/nKNyFSLJy6o https://youtu.be/4Y1waxkbQVY</p>
<p>5.</p>	<p>Emotional Intelligence – Nature and Scope – Working with emotional intelligence – self-mastery – people skills – Emotionally intelligent organization. Habits Of Highly Effective People: Social adjustments and habit formation. Habits of personal effectiveness, Seven habits of highly effective people.</p>	<p>Completed the model, through you tube videos. The students were encouraged to make personal and conference calls from various platforms like Google, Zoom and whatsapp for any queries and doubts regarding the model and were personally addressed. Links of videos shared: https://youtu.be/RTmiMTFA2i4 https://youtu.be/Y7m9eNoB3NU https://youtu.be/WFc08j9eorQ</p>

Dr A S Mahesh

HUMAN RESOURCE MANAGEMENT

Course Code: P18MBA 23CIE : 50 Marks

Credit Pattern: L: T: P = 4:0:0 = 4

SEE: 50Marks

No. of Hours per Week: 4Exam Duration: 03 Hours

Total Numbers of Hours: 52

Lesson Plan

Modules/unit	Syllabus Contents	No. of Sessions
Unit1 Completed Syllabus PPT Given to students Questionnaire And Home Assignment Questions Given to Students	HRM- Introduction, meaning, definition, nature and scope, objectives of HRM, evolution of HRM, Difference between Personnel Management and HRM, features of HRM, functions of HRM, Organization of HRM, line and staff responsibility, role of HR manager, qualities of HR, HR Manager as a Strategic partner, Opportunities and Challenges in Human Resource Management.	10hrs
Unit 2 Completed Syllabus PPT Given to students Questionnaire And Home Assignment Questions Given to Students	Job design: definition, factors, approaches, job design options; Job analysis: definition, steps in conducting job analysis, process, benefits of job analysis. HR planning: introduction, objectives of HRP, linkage of HRP to other plans, definition and need for HRP, benefits of HRP, factors affecting HRP, process, problems and limitations of HRP. Recruitment: definition, objectives, factors affecting recruitment policy, recruitment sources, recruitment techniques, recruitment process.	10 hrs
Unit 3 Syllabus Completed PPT Given to the students Questionnaire And Home Assignment Questions Given to Students Conducted on line classes	Selection, placement and Induction: meaning, definition of selection, significance of selection process and organizational relationship, selection procedure, various types of tests (aptitude, achievement, situational, interest, personality), different types of interviews, placement and induction. Performance management: Introduction, meaning, need, purpose, objectives, appraisers and different methods of appraisal, uses of performance appraisal, limitations and problems of performance appraisal, 360 degree Appraisal, post appraisal feedback.	10Hours

Text Books

1. Human Resource Management, Text & Cases – VSP Rao, Excel Books, 2005

References

- Human Resource Management – Text & Cases – K. Ashwatappa; 5th Edition, TMH, 2008

Human Resource Management - Cynthia Fisher, Shaw - Wiley / Biztantra, 5/e, 2005 **Course**

- Green Colour Indicates Completed.

Dr A S Mahesh		
Organizational Change and Development		
Course Code: P18MBA 4H2CIE : 50 Marks		
Credit Pattern: L: T: P = 4:0:0 = 4		SEE: 50Marks
No. of Hours per Week: 4 Exam Duration: 03 Hours		
Total Numbers of Hours: 52		
Lesson Plan		
Modules/unit	Syllabus Contents	No. of Sessions
Unit1 Completed Syllabus PPT Given to students Questionnaire And Home Assignment Questions Given to Students	MANAGING ORGANISATIONS CHANGE: Why Organizations change: Situational Reasons for change; 1 hr Organizational Evolution and change cycle; The Process of Organizational change:1hr A model of organizational change; 1hr Resistance to change; 1hr Force field analysis; 1hr Managerial options for implementing change: Top-Down Approach, Laissez-faire Approach, Collaborative Approach .2hrs Unfreezing the system, facilitating movement, Re-establishing the equilibrium; 2hrs OD Interventions to implement organizational change.1hr	10hrs
Unit 2 Completed Syllabus PPT Given to students Questionnaire And Home Assignment Questions Given to Students	Conceptual framework of OD: Overview of the field of OD, Definitions of OD, History of OD, values, assumptions and beliefs in OD,1hr characteristics of OD, Techno structural approach – socio technical system. 2hrs An overview of OD interventions: Process of OD, steps in OD, types of OD interventions.2hrs Classification of OD interventions, OD cube,1hr Organizational Diagnosis, Weisbord's (Six Box) model for organizational diagnosis,2hr Diagnostic tools and their appropriate usage in the diagnostic process, Bechkard's confrontation meeting. - 2hrs	10 hrs

Unit 3 Syllabus Completed PPT Given to the students Questionnaire And Home Assignment Questions Given to Students Conducted on line classes	Theory and Management of OD: Systems theory- 1 hr Participation and empowerment, empowerment & commitment.1hr Teams and team work, Broad team – building interventions, A gestalt approach to team building, techniques and tools used in team building.2hrs Parallel learning structures,A Normative re – educative strategy of changing. -2hrs Process of consultation approach to change.-1hr Action research, a process and an approach, history and varieties of action research, example of action research in OD.1hrs Third-party peacemaking interventions. Organization Mirror interventions.1hr Partnering- Survey Feedback, Systems 1 – 4T- Grid organization development.1hr	10Hours
Unit 4 Syllabus to be Completed PPT Given to the students Questionnaire And Home Assignment Questions Given to Students Conducted on line classes	Organizational climate – OCTAPACE Model of climate survey. Training Based OD Interventions:2hrs Applied behavioural science, T-Group. -2 hrs Behavioural modelling –1hr Life and career planning –1hr Coaching and mentoring –1hr Instrumented training –2 hr Role efficacy lab (REL) 1hr	10 Hours
Unit 5 Syllabus to be Completed PPT Given to the students Questionnaire And Home Assignment Questions Given to Students Conducted on line classes	Structural Interventions and the applicability of OD: Socio technical systems.1hr Self-managedteams: Problems in implementation.1hr Work Design.1hr MBO and Appraisal 1hr Quality circles, Quality of work Life Projects 1hr Parallel Learning Structure.1hr Physical settings and OD 1hr Total Quality Management, Reengineering.1 hr The Self Design Strategy 1hr High Involvement and High Performance work systems 1hr Large scale change & Organizational Transformation 2 hrs	12 Hours

Text Books

- Understanding Organizations:Madhukar Shukla- PHI – 2009

- Wendell L French, Cecil H & Bell Jr. – Organizational Development – Behavioural Science Interventions for Organization improvement (6e) – Pearson Education Asia, 1999

References

- Organization Theory – Structure, Design and Applications – Stephen Robbins – Pearson / PHI, 3/e
- Organization Behaviour – P.G.Aqinas-Excel Books-2008

- Green Colour Indicates Completed

Dr A S Mahesh		
Training and Development		
Course Code: P18 MBA 4H3CIE : 50 Marks		
Credit Pattern: L: T: P = 4:0:0 = 4		SEE: 50Marks
No. of Hours per Week: 4Exam Duration: 03 Hours		
Total Numbers of Hours: 52		
Lesson Plan		
Modules/Unit	Syllabus Contents	No. of Sessions
Unit1 Completed Syllabus PPT Given to students Questionnaire And Home Assignment Questions Given to Students	Introduction; Training Role & Relevance; Definition of Training; Training & Development; Training & HRD;1hr Scope & Objectives Of Training; Beneficiaries & Problems of Training;1 hr Future Trends ;Role& Responsibilities of Training. 1hr Analysis of Training Needs: Organization Support For Training Needs Assessment; Organizational Analysis;1hr The Triggers for Training; Methods and Techniques of Training Needs Assessment; Assessment Methods ; 1 hr Methods through which Training Needs are Identified; why conduct a Training Needs Analysis? When to Conduct a TNA;1hr Where to Look for Performance Discrepancies; Operational Analysis; Gathering TNA Data; Outcomes of TNA; Feedback; Obstacles in the systems;2hrs Training Needs Assessment Process; Approaches of TNA; Organizational Analysis; Operational Analysis(Job Analysis).1hr	9Hours
Unit 2 Completed Syllabus PPT Given to students Questionnaire And Home Assignment Questions	TRAINING DESIGN: Chapter Outline; Important Considerations while Designing a Training Program; Factors Affecting Training Design; Constraints in the Design; Organizational/Environmental Constraints;1hrs Budgeting for Training; Types of Costs involved in Training Programs; Developing Objectives; Types of Training Objectives;1hr Facilitation of Learning; Expectation of Learning; Expectations towards Training; Expectancy Theory Implications; Implication from Conditioning and Reinforcement (The	14 Hours

<p>Given to Students</p>	<p>environment); 2 hr Focus on Training Design; Focus on Training; Factors influencing Transfer of Training; Conditions of Practice; Facilitation of Transfer (Focus on Organizational Intervention);1hr Design Theory; Outcomes of Design; Identification of Evaluation Objectives; Identification of Alternative Methods of Instruction; Identification of Needs;1hr Establish Training Objectives; Identifying Training Objectives; Wording it realistically; Sequencing.1hr</p> <p>LEARNING: Chapter Outline, Definition, Nature of Learning, Learning Principles, Components of Learning Process; Elements of Learning Process 1hr, Training/Teaching Organization, Trainer/Teacher, Technology of Training, Building Effective Instructions, Context-specific Learning, Hierarchy of Learning,1hr Kolb’s Learning Cycle, Incorporating Learning Principles,1hr Feedback, Functions of Feedback, Making Feedback Effective, Principles of Successful Feedback System in Training,1hr Trainer Issues, Theories of Motivation, Conditions of Transfer of Learning.1hr</p> <p>TRAINING PROCESS: Chapter outline; Designing the Training program; Elements of Program design; Stages in Designing a Structure; Stages in Designing a Structure;1hr Key Factors in Designing and Developing of a program; Important Considerations while Designing the Training program; Training Implementation; Training Policy; Training plan: Internal or External Resources.2hrs</p>	
<p>Unit 3 Syllabus Completed</p> <p>PPT Given to the students</p> <p>Questionnaire And Home Assignment Questions Given to Students</p> <p>Conducted on line classes</p>	<p>TRAINING METHODS: Chapter Outline; Types of Training; On-and Off-the-Job Training; Training Approaches; Training Method; Definition; Classification of Training Methods and Methodologies;2hrs Selecting the Best Method; Important Training Methods; Lecture or Presentation Method; Group Discussion Method; Case Study Method;2 hrs Incident Process Method; Role-Play Method; Management Game Method; In-Basket Exercise Method; Conference Method; Seminar Method; Demonstration Method;2hrs Sensitivity Training Method; Outbound Learning Method; Computer-based Training Method; Satellite Based Training Method; 2hrs Field Trip Method of Training 1hr</p>	<p>9 Hours</p>
<p>Unit 4 Syllabus to be</p>	<p>IMPLEMENTATION OF TRAINING: Chapter Outline; Logistical Arrangements; Physical Arrangements;</p>	<p>12 Hours</p>

<p>Completed</p> <p>PPT Given to the students</p> <p>Questionnaire And Home Assignment Questions Given to Students</p> <p>Conducted on line classes</p>	<p>Implementation of Training; Tips for Trainers for Effective Implementation; Classroom Management;2hrs</p> <p>Training Policy; Factors influencing Training Policy; Contents of Training Policy; Advantages of Training Policy.2hr</p> <p>TRAINER’S SKILLS AND STYLES:</p> <p>Chapter Outline; Competence of Trainer; Communication Skill; Questioning Skills; Making the Questioning Technique Effective;2hr Body Language and Gestures; Handling Difficult Situations; Creativity Skill; Technical Skill; Interpersonal Skill; Self Development and Self-Awareness; 2hr</p> <p>Managerial Skills; Designing Skills; Humour; Strategies for using Humour; Integrity; Transparency; Resilience; Credibility; Rapport Building; Rapport Building Strategies;2hr</p> <p>Techniques for Building Rapport with Trainees; Confidence; Feedback Sensitivity; Functions of Feedback; Trainer’s Style.2hr</p>	
<p>Unit 5 Syllabus to be Completed</p> <p>PPT to be Given to the students</p> <p>On line classes will commence soon</p>	<p>The Future of Training and Development: Training for sustainability, Increased use of new technologies for training delivery,2 hr</p> <p>Increased demand for training for virtual work arrangements,1hr</p> <p>Increased emphasis on speed in design, focus in content, and use of multiple delivery methods,2hrs</p> <p>Increased emphasis on capturing and sharing intellectual capital, Increased use of true performance support,2hrs</p> <p>Increased use of training partnership and outsourcing training.1hr</p>	<p>8 Hours</p>

Text Books

- Dr.B.Janakiraman, Training & Development, Biztantra/Wiley Dreamtech, 2005.
- Raymond A Noe ,Employee Training and Development ,TATA McGraw Hill ,2008.

References

- P. Nick Balachand ,Effective Training Systems ,Strategies, and Practices Pearson Education, 2009

- Green Colour Indicates Completed
- Blue Colour Indicates in Progress

P.E.S. College of Engineering, Mandya

Department of Management Studies

Course Professor: Dr. A C Kiran Kumar

Course Code: P19MBA27

Course: Corporate Communication

Module	Topics	Status, Action Plan and
1	CORPORATE SKILLS Report Writing-Framework for writing a report, types of reports, steps for writing a report, business and technical reports, summer project report. Proposal Writing-Importance of Proposal-Preparation of proposals for - Small scale industry set up - Khadi and Village industry corporation - District Industrial Center - Business Plan presentation.	Completed, notes assignments and case studies given prior to lockdown.
2	CORPORATE SKILLS PRESENTATION - What is a presentation - Elements of presentation - Designing and Delivering a presentation. Advanced visual support for business presentation - Types of visual aid. NEGOTIATION What is a negotiation - Nature and Need for negotiation - Factors affecting negotiation - Stages of negotiation process - Negotiation strategies.	Completed, notes assignment and given case studies given prior to lockdown.
3	GROUP COMMUNICATION: Meetings - Planning meetings - Objectives - Participants - Timing - Venue of meetings - Leading meetings. Media management - Press release - Press conference - Media Interviews Seminars - Workshop - Conferences. Business etiquettes	Completed, notes assignment and given case studies given prior to lockdown.
4	INTERVIEW SKILLS Employment Communication: Introduction - Conversation skills - Writing CVs - Cover letters - Group discussions - Interview skills, Video Resume	Completed the model, through you tube videos. The students were encouraged to make personal and

		conference calls from various platforms like Google and WhatsApp for any queries and doubts regarding the model and were personally addressed.
5	<p>TECHNOLOGY – ENABLED COMMUNICATION</p> <p>Using technology in communication - Networks - Intranet - Internet - e mails - SMS - teleconference - video conferencing.</p> <p>CASE ANALYSIS</p>	<p>Completed the model, through you tube videos.</p> <p>The students were encouraged to make personal and conference calls from various platforms like Google and WhatsApp for any queries and doubts regarding the model and were personally addressed.</p>

Complete link for Corporate Communication video:

- <https://youtu.be/g5baneFi3No>
- <https://youtu.be/MdG3pTLTjil>
- <https://youtu.be/mR56WgE3CmA>
- <https://youtu.be/MxcDA2qHxis>
- <https://youtu.be/Y7FjFRxJJ04>
- <https://youtu.be/5MY0oQtSacs>
- <https://youtu.be/LyRDp-e72xQ>
- <https://youtu.be/ehfA31HZK-0>
- <https://youtu.be/FFkU11KFdUU>
- <https://youtu.be/HAdRNLZwHEM>
- <https://youtu.be/u0gVmMvM2yo>
- <https://youtu.be/FWA08o3VkcI>
- https://youtu.be/V5yzM2R_kQY
- <https://youtu.be/G8Bh2ZbGeZc>
- <https://youtu.be/i0Surx0c2dM>
- https://youtu.be/nGAowL7QD_g
- <https://youtu.be/K7h8fZ849do>
- <https://youtu.be/-Tnrh384zRk>

- <https://youtu.be/MatqsvLY9A>
- <https://youtu.be/9GUxvDQ9LSA>
- <https://youtu.be/sY8x-eBPhNM>
- <https://youtu.be/Bo9FXzOtqr4>
- <https://youtu.be/wDi7X02rSzs>
- <https://youtu.be/ejOEUGFgvZo>
- <https://youtu.be/DGMWFeUzdu8>
- <https://youtu.be/sgZeMl23uAY>
- <https://youtu.be/eEkWThwhR2Q>
- https://youtu.be/96Ua_3kbDLg
- <https://youtu.be/IIebBtGqjK4>
- <https://youtu.be/lmQyuprflde>
- <https://youtu.be/YUiSupAWKXE>
- <https://youtu.be/dOlrUw3BG50>

P.E.S. College of Engineering, Mandya

Department of Management Studies

Course Professor: Dr. A C Kiran Kumar

Course Code: P18MBA4M2

Course: Strategic Brand Management

Module	Topics	Status, Action Plan
1	Introduction to the concept of Brand Management: Brand –Meaning, Definition, Evolution of Brands, Functions of Brand to consumer, Role of Brand- Advantages of Brand, Product Vs Brand, Branding- Meaning, Creation of Brands through goods, services, people, Organisation, Retail stores, places, online, entertainment, ideas, challenges to Brand builders Brand Management- Meaning & Definition. Strategic Brand Management Process- Meaning, Steps in Brand Management Process .Strong Indian Brands (Case study)(Page No: 1 to 43)	Completed, notes assignments and case studies given prior to lockdown. https://www.youtube.com/watch?v=MeLimVJom_0 https://www.youtube.com/watch?v=6nUF0Sd0RgU
2	Customer Based Brand Equity: Customer Based Brand Equity-Meaning, Model of CBBE Brand Equity: Meaning, Sources, Steps in Building Brands, Brand building blocks- Resonance, Judgments, Feelings, performance, imagery, salience- Brand Building Implications, David Aaker’s Brand Equity Model. Brand Positioning: Meaning, Point of parity & Point of difference, Positioning guidelines Brand Value: Definition, Core Brand values, Brand mantras, Internal branding, Brand Audits (Page No: 47 to 132)	Completed, notes assignments and case studies given prior to lockdown. https://www.youtube.com/watch?v=sKuIPHJh7C4 https://www.youtube.com/watch?v=uJtU2fO-eOI https://www.youtube.com/watch?v=KSGzJiK9Uz8
3	Choosing Brand Elements to Build Brand Equity: Criteria for choosing brand elements, options & tactics for brand elements-Brand name, Naming guidelines, Naming procedure, Awareness, Brand Associations, Logos & Symbols & their benefits, Characters & Benefits, Slogans & Benefits, and Packaging. (Page No: 139-174) Leveraging secondary brand associations to build brand equity: Conceptualizing the leverage	Completed the model, through you tube videos. The students were encouraged to make personal and conference calls from various platforms like Google and WhatsApp for any queries and doubts regarding the model and

	<p>process-Company-Country of Origin-Channels of Distribution-Co-Branding-Licensing-Celebrity Endorsement-Sporting, cultural or other events-Third-party sources (Page No: 279 to 307)</p>	<p>were personally addressed. https://www.youtube.com/watch?v=6f7wQCOxk9k https://www.youtube.com/watch?v=4VUEvfFql-E</p>
4	<p>Measuring & Interpreting brand performance: Brand Value chain- Designing Brand Tracking studies, Establishing brand Equity Management Systems. Measuring Brand Equity: Methods for measuring Brand Equity- Quantitative Techniques & Quantitative Techniques, Comparative methods-Brand based comparisons, Marketing based comparisons- Conjoint Analysis, Holistic methods. (Page No: 315 TO 427) Designing and implementing Brand Strategies: Brand Architecture-Brand-Product matrix, Brand Hierarchy- Kapferer’s Branding Systems, Building Brand Equity at different hierarchical levels, Brand Personality- Meaning & Definition, Types of Brand personalities, Elements of Brand personality, Brand Image- Meaning & Definition, Sources of Brand Image, Brand Image for Established and New Products, Brand Image & Celebrity</p>	<p>Completed the model, through you tube videos. The students were encouraged to make personal and conference calls from various platforms like Googleand WhatsApp for any queries and doubts regarding the model and were personally addressed. https://www.youtube.com/watch?v=T-qndfT6Wck https://www.youtube.com/watch?v=5J4V8Eh7uI8 https://www.youtube.com/watch?v=Q7amjBpk-EY</p>
5	<p>New Products and Brand Extension: Meaning, Types, Needs, Advantages & Disadvantages of Brand Extension, Consumer’s Evaluation of Brand Extensions & Opportunities Managing Brands over Time – Reinforcing Brands-Revitalizing Brands (Page No: 432 TO 522) Making Brands go Global: Geographic extension, sources of opportunities for global brand, single name to global brand, consumers & globalization, conditions favouring marketing, barriers to globalization, managerial blockages, organisation for a global brand, pathways to globalization. (Page No: 588 TO 624)</p>	<p>Completed the model, through you tube videos. The students were encouraged to make personal and conference calls from various platforms like Google and WhatsApp for any queries and doubts regarding the model and were personally addressed. https://www.youtube.com/watch?v=xBNrGK-9ksU https://www.youtube.com/watch?v=UVjuuvTT4hU https://www.youtube.com/watch?v=GguIAvPf_Lo</p>

Website Link/s

Modules	Link/s
1	https://www.youtube.com/watch?v=MeLimVJom_0 https://www.youtube.com/watch?v=6nUF0Sd0RgU
2	https://www.youtube.com/watch?v=sKulPHjh7C4 https://www.youtube.com/watch?v=uJtU2fO-eOI https://www.youtube.com/watch?v=KSGzJiK9Uz8
3	https://www.youtube.com/watch?v=6f7wQCOxk9k https://www.youtube.com/watch?v=4VUEvfFql-E
4	https://www.youtube.com/watch?v=T-qndfT6Wck https://www.youtube.com/watch?v=5J4V8Eh7ul8 https://www.youtube.com/watch?v=Q7amjBpk-EY
5	https://www.youtube.com/watch?v=xBNrGK-9ksU https://www.youtube.com/watch?v=UVjuuvTT4hU https://www.youtube.com/watch?v=GguIAvPf_Lo

Complete link for Strategic Brand Management video:

<https://www.youtube.com/playlist?list=PLP1K8RwG01-eTBzOSDVpQOjiCZ3Z8Hn08>

P.E.S. College of Engineering, Mandya

Department of Management Studies

Course Code: P19MBA21

Course: Financial Management

Module	Topics	Status, Action Plan and Links for further learning
1	Introduction to Financial Management Indian Financial System Financial Markets Sources of Finance Emerging Issues in Financial Management	Completed and notes, problems and assignments are given during Jan and Feb
2	Time Value of Money Future Value and Present value of single flow Future value and Present value of Annuity Intra Year compounding and Effective rate of interest Amortization schedule	Completed and notes, problems and assignments are given during Jan and Feb
3	Cost of Capital Specific costs - Cost of debt, cost of preference shares, cost of equity, cost of retained earnings, cost of term loan Overall cost of capital WACC and Marginal cost of capital	YouTube channel is created, totally 12 hours are needed to cover the module. Have to make video and post the same to the my YouTube channel. Later will hold a meeting using zoom / Hangout to discuss doubts and clarify. Soft copies of problems along with solutions will be sent to them through what's app groups and Google group account. Few more additional sources of learning on this module can be found through the following links- 1. https://youtu.be/VGN_IonxroE 2. https://youtu.be/3AVZWOZxixc 3. https://youtu.be/4Ny7T8UulNE 4. https://youtu.be/3ZXT8GJ7d6w
4	Investment decision-concept, process, types of investments Discounting – NPV, IRR, MIRR, PI, DBPP Non discounting criteria – PBP, ARR	Module is completed, Notes and study material for references are given and video recordings are uploaded to YouTube channel and Google Drive. Links can be found – https://www.youtube.com/channel/UCbnSYAMgxgKmbXC5brH14mQ?view_as=subscriber Apart from that the following links can be used by the students – 1. https://youtu.be/ZOaGNDmKpzo

		<ol style="list-style-type: none"> 2. https://youtu.be/QXoFB4-MV_I 3. https://youtu.be/C5o6U7zOebM 4. https://youtu.be/Dtot7qLEtPc
5	<p>Working Capital Management</p> <p>Conceptual framework</p> <p>Factors affecting WC requirements</p> <p>Concept and practical problems on Operating and Cash cycle</p> <p>Problems on working capital estimation</p>	<p>Module is completed, Notes and study material for references are given and video recordings are uploaded to YouTube channel and Google Drive. Links can be found –</p> <p>https://www.youtube.com/channel/UCbnSYAMgKgMbXC5brH14mQ?view_as=subscriber</p> <p>https://drive.google.com/open?id=1_g_z_TfyKYQugK_Viv_PD_MJmPvvFVvC</p> <p>https://drive.google.com/open?id=1INiyl3jp0X_BaisV9T4h480PHak6vyUy</p> <p>Apart from that the following links can be used by the students –</p> <ol style="list-style-type: none"> 1. https://youtu.be/XXB08Xbbk1k 2. https://youtu.be/Fics6v0w2II 3. https://youtu.be/o2mUyzHfA_Q 4. https://youtu.be/aqkp6ieN5Ts 5. https://youtu.be/mgbu1mvcvQY 6. https://youtu.be/ekZp1DhGqJc

Module	Topics	Status, Action Plan and Links for further learning
1	<p>PORTFOLIO MANAGEMENT</p> <p>Introduction to Portfolio Management, Portfolio & securities return, Portfolio risk, Portfolio investment process-introduction, basic principles, objectives of portfolio management.</p>	<p>Completed and notes, problems and assignments are given during February</p>
2	<p>PORTFOLIO THEORIES</p> <p>Markowitz diversification model, Sharp's single index model, Asset Pricing theories, Arbitrage pricing theories</p>	<p>Completed and notes, problems and assignments are given during February and March</p>
3	<p>PORTFOLIO CONSTRUCTION AND REVISION</p>	<p>Module is completed, Notes and study material for references are given and video recordings are uploaded to YouTube channel and Google Drive. Links can be found – https://www.youtube.com/channel/UCbnSYAMgxgKmbXC5brH14mQ?view_as=subscriber</p> <p>Other useful links on the topic are-</p> <ol style="list-style-type: none"> https://youtu.be/5vchcypEGDs https://youtu.be/Vv8eanpK06g
4	<p>MEASURING AND EVALUATING PORTFOLIO PERFORMANCE</p>	<p>Module is completed, Notes and study material for references are given And then meeting will be scheduled to discuss doubts.</p> <p>Other useful links on the topic are-</p> <ol style="list-style-type: none"> https://youtu.be/gINgU4kPGAQ https://youtu.be/V1RoJMoaHw4 https://youtu.be/9ZHzeEkpgY8
5	<p>MUTUAL FUNDS BEHAVIOURAL FINANCE AND INTERNATIONAL PORTFOLIO</p>	<p>Need to hold sessions, will need 10 hours to complete the module. Will be uploading videos and notes will be given in soft form to the students through what's app group and Google group. And then meeting will be scheduled to discuss doubts.</p> <p>Other useful links on the topic are-</p> <ol style="list-style-type: none"> https://youtu.be/SbRKZP-ZBR0

	INVESTMENTS	<ol style="list-style-type: none">2. https://youtu.be/mInPCUXo0lw3. https://youtu.be/LA9QLgPxtUg4. https://youtu.be/WfVz4YhsyjY5. https://youtu.be/LqCJjnPSsy0
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Module	Topics	Status, Action Plan and Links for further learning
1	<p>Introduction to derivatives, meaning, market mechanism, types, participants, need for this market</p> <p>Forward Markets</p> <p>Futures Markets</p> <p>Differences of mechanism of trading in forwards and futures</p> <p>Margin Requirements</p> <p>Margin Account maintenance</p>	<p>Module is completed, Notes and study material for references are given and video recordings are uploaded to YouTube channel and Google Drive. Links can be found –</p> <p>https://www.youtube.com/channel/UCbnSYAMgxgKmbXC5brH14mQ?view_as=subscriber</p> <p>My YouTube videos can be found in-</p> <p>https://www.youtube.com/watch?v=RDKrnP5fXO0&t=603s</p> <p>https://www.youtube.com/watch?v=vzsVddjZsdo&t=23s</p> <p>The students can also make use of the following useful links-</p> <ol style="list-style-type: none"> https://youtu.be/6_794SBKdYA https://youtu.be/mqfcYQapFN4 https://youtu.be/YtHO4IRvr6s
2	<p>Hedging strategies using futures</p> <p>Determination of forward and futures prices</p>	<p>Module is completed, Notes and study material for references are given and video recordings are uploaded to YouTube channel and Google Drive. Links can be found –</p> <p>https://www.youtube.com/channel/UCbnSYAMgxgKmbXC5brH14mQ?view_as=subscriber</p> <p>https://drive.google.com/open?id=1opafmMhyhjvpKTurr0lkN7N3nFXmKIMQ</p> <p>https://drive.google.com/open?id=1HY577GhUN-ohMTstn9Xs6l3vmmo85VQO</p> <p>https://drive.google.com/open?id=1djXYeosBWWGjtF_c7mmb5EzPdJJKhie</p> <p>The students can also make use of the following useful links-</p> <ol style="list-style-type: none"> https://youtu.be/vh_sup77h4Y https://youtu.be/gxIe2vFK4dE https://youtu.be/kHNqq3aB3to https://youtu.be/D_stba99bxo

3	<p>Option Distinction between options and futures contracts - properties of options - trading strategies involving options - hedging with options. Spreads & Combinations</p>	<p>Theory notes and links are given the problems are sent through what's app. The students can also make use of the following useful links-</p> <ol style="list-style-type: none"> 1. https://youtu.be/caApDSy74PA 2. https://youtu.be/zyDb3W2hGAw 3. https://youtu.be/R7_XCx_AoHg 4. https://youtu.be/Gs-cgdTVHRo
4	<p>Option pricing models: Binomial model and Black and Sholes Model Greek Terminologies</p>	<p>Theory notes and links are given the problems are sent through what's app. Need to complete yet (as module is vast, taking some more time) The students can also make use of the following useful links-</p> <ol style="list-style-type: none"> 1. https://youtu.be/mDXvhcol5DY 2. https://youtu.be/Xx4bDS4FqJw 3. https://youtu.be/egeOWOU_axg
5	<p>Interest rates Futures and Swaps</p>	<p>Will need 12 hours to complete the module. Notes will be given to the students which will cover all conceptual aspects and problems and solutions and So will record videos on these topics and send the same to students through what's app and Google group. Later doubts will be clarified online through zoom or hangout call/meeting. The students can also make use of the following useful links-</p> <ol style="list-style-type: none"> 1. https://youtu.be/5Of45WWZGbg 2. https://youtu.be/dRsp2OND4Es 3. https://youtu.be/KnbllFr0Azk 4. https://youtu.be/S_pFr5CCb50

Mrs Suman T D

II Semester

Course Title & Code	Quantitative Techniques – P19MBA22	
Module 1	Introduction to Probability: Basic definition Events, Sample space and probabilities, Basic rules of probability, Conditional probability. Problems only on conditional probability and Baye's Theorem only Discrete Probability distribution- Binomial Probability Distribution-Poisson Probability Distribution- Normal Probability Distribution: concepts, properties and application Problems on Binomial Probability Distribution, Poisson Probability Distribution, Normal Probability Distribution	Online Classes conducted using Zoom app Soft copy of the Materials provided in word document format workbooks containing solved problems and home assignment problems given to students (during lockdown period)
Module 2	Introduction to operations Research: - Origin, Meaning and definition of Operations Research, Scope, Characteristics and Limitations of Operations Research, Methodology and Models in OR (only Theory). Theory of games:- Terminology; Two person Zero sum game; Solutions to Games; Saddle point, dominance rule, value of the game, mixed strategy, Problems on maximin-minimax principle, rule of dominance and graphical method of solving a game-(2xn) and (mx2) games.	Completed before Lockdown
Module 3	Linear Programming Problem (LPP): LPP-concept, general structure, assumptions and Applications in Management. Problems on Formulation of LPP, Solution of LPP by graphical Method, Formulation of dual of primal LPP.	Completed before Lockdown
Module 4	Transportation Problems :General Structure; various methods of finding initial solution: Maximization and minimization and application of transportation problems Problems on finding IBFS by North West Corner Method, Least Cost Method, Vogel's Approximation Method; Finding Optimal Solution-Modified Distribution method only. Assignment Problems: General Structure; Finding Optimal Solutions; maximization	Completed before Lockdown

	problem, Restrictions on Assignments, Alternate optimal Solutions. Problems on Assignment problem both maximization and minimization	
Module 5	Queuing Models: - Introduction; characteristics of queuing models, models for arrival and service times; single Poisson arrival with Exponential service Rate; Applications of queuing models. Problems on queuing (single server) problems Simulation of Management systems: - Terminology, Process of simulation. Problems on Inventory Management Simulation, Marketing Management Simulation, Financial Management Simulation.	conducted using Zoom app Soft copy of the Materials provided in word document format workbooks containing solved problems and home assignment problems given to students (during lockdown period) Further references: Basic Concept and Formula of Queuing Theory - https://www.youtube.com/watch?v=Q3i3Vo23h9c Problems on Queuing Theory - https://www.youtube.com/watch?v=925cQTudWeM

IV Semester

Course Title & Code	International Financial Management – P18MBA4F3	
Module 1	International financial Environment- The evolution financial systems. The Importance, rewards & risk of international finance- Goals of MNC- International Business methods – Exposure to international risk- International Monetary system- Multilateral financial institution-Government influence on exchange rate. Country risk analysis.	Completed before Lockdown
Module 2	International flow of funds:- Problems on preparation of statement of Balance of payments (determination of current account, capital account & ORA)-International Trade flows-International Capital Flows-Agencies that facilitate International flows – Equilibrium, disequilibrium & adjustment of Balance of payment & Trade deficits.	Online Classes conducted using Zoom app Soft copy of the Materials provided in word document format solved problems and home assignment problems given to students (during lockdown period)
Module 3	International Financial Markets:- Foreign exchange markets-Structure of foreign exchange trading-Cash & Spot exchange markets-foreign exchange rates & quotation- forward markets-determination of forward market-Cross Rates-arbitrage profit in foreign exchange markets using cross rates.	Online Classes conducted using Zoom app Soft copy of the Materials provided in word document format solved problems and home assignment problems given to students

		(during lockdown period)
Module 4	<p>Forecasting foreign Exchange rate:- Measuring exchange rate movements-Exchange rate equilibrium – Factors effecting foreign exchange rate- Theories of exchange rates: interest rate parity, purchasing power parity & international fisher effects Problems covered interest rate arbitrage.</p> <p>Foreign Exchange exposure:- Types of Exposure - Management of Exposure- Transaction exposure-Translation exposure & Economic exposure- Problems to be solved on Transaction & Translation. Application of AS III for determining foreign exchange laws.</p>	<p>Online Classes conducted using Zoom app</p> <p>Soft copy of the Materials provided in word document format workbooks containing solved problems and home assignment problems given to students (during lockdown period)</p>
Module 5	<p>exchange risk Management: Internal & external hedging techniques, Hedging against foreign exchange exposure – Forward market- Futures Market- options Market- Currency Swaps-Interest rate Swap- Cross currency Swaps-hedging through currency of invoicing- Hedging through mixed currency invoicing –Hedging through selection of supplying country.</p>	<p>Soft copy of the Materials provided in word document format</p>

Course Title & Code	International Financial Management – P18MBA4F4	
Module 1	<p>Basic concepts: Assessment year, Previous year, Person, Assessee, Income, charges on income, gross total income, capital and revenue receipts, residential status, receipt and accrual of income, connotation of income deemed to accrue or arise in India, Incidence of tax, Tax Planning, Tax Evasion, Tax Management.</p> <p>Income from salary -Basic problems on allowances, perquisites and retirement benefits.</p> <p>Income from House Property –Basic problems on House Property.</p> <p>Income from other sources (only theory)</p>	<p>Completed before Lockdown</p>

Module 2	capital gain , basis of charge, transfer of capital asset, inclusion & exclusion from capital asset, capital gain, computation of capital gain, slump sale, Exemptions U/s 54.	Online Classes conducted using Zoom app Soft copy of the Materials provided in word document format solved problems and home assignment problems given to students (during lockdown period)
Module 3	Income under the head Profit and Gains of Business or Professions- Allowances, disallowances, business receipts and non-business incomes (section 28 to 44) . Setoff and carry forward of losses (theory and problems) Deductions under section 80C to 80U (applicable for all forms of assessee)	Online Classes conducted using Zoom app Soft copy of the Materials provided in word document format solved problems and home assignment problems given to students (during lockdown period)
Module 4	Computation of taxable income of a Company- Computation of taxable income of a company with special reference to MAT and problems on tax credit.	Soft copy of the Materials provided in word document format
Module 5	Indirect Tax- GST Basic Concepts, Concept of Supply, Provision related to Schedule II, Types of Supply, Basic Charges of GST, Inter-State GST, Intra-State GST, Exemptions under GST	Soft copy of the Materials provided in word document format