

Teaching Plan for the Session January-May 2016

Name of the Faculty : Astha Kanjlia

Name of the Course : BMS

Semester : VI

Title of the Paper : 8.3 – Corporate Strategy

Month	Topics Covered	References
January '16- February '16	<p>Unit I Introduction to Strategy: Nature & importance of business policy & strategy, Introduction to the strategic management process, Strategic Management & related concepts, Characteristics of corporate, business & functional level strategic management decisions. Company's mission statement, Need for a mission statement, Criteria for evaluating a mission statement, Formulation of a mission statement</p> <p>Case discussion on Hindustan Unilever Limited & Dabur with reference to strategic intent, vision, mission, SBUs</p>	<ol style="list-style-type: none"> 1. Pearce, J.A., Robinson, R.B. & Mittal Amita. Strategic Management: Formulation, Implementation and Control (12th ed.). India: Tata McGraw-Hill Publishing Company Ltd. 2. Ghosh, P.K. (10th ed.). Strategic Management. India: Sultan Chand and Sons. 3. Thompson, Arthur A., Strickland III, A. J., Gamble, John E. and Jain A.K. (2006). Crafting and Executing Strategy: Concepts and Cases (14th ed.). India: Tata McGraw Hill.
February '16	<p>Unit II Environmental Analysis & Diagnosis: Analysis of company's external environment-Environmental impact on organization's policy and strategy, Organization's dependence on the environment. Analysis of remote environment, Analysis of specific environment- Michael E.Porter's 5 Forces model, Positioning against five forces. Analysis of internal environment-Importance of organization's capabilities, competitive advantage and core competence, Michael E. Porter's Value Chain Analysis.</p> <p>Case discussion on Coca-Cola with reference to 5-forces Case discussion on Apple with reference to value chain and innovation</p>	<ol style="list-style-type: none"> 1. Pearce, J.A., Robinson, R.B. & Mittal Amita. Strategic Management: Formulation, Implementation and Control (12th ed.). India: Tata McGraw-Hill Publishing Company Ltd. 2. Ghosh, P.K. (10th ed.). Strategic Management. India: Sultan Chand and Sons. 3. Thompson, Arthur A., Strickland III, A. J., Gamble, John E. and Jain A.K. (2006). Crafting and Executing Strategy: Concepts and Cases (14th ed.). India: Tata McGraw Hill.

<p>March '16</p>	<p>Unit III Lectures: 5 Competitive Strategies: Perspectives to competition- industry, marketing & strategic group; Competitive strategies- Michael E. Porter's generic competitive strategies, Implementing competitive strategies- offensive & defensive moves.</p> <p>Case discussion on RyanAir with reference to its low-cost strategy and market leadership</p>	<ol style="list-style-type: none"> 1. Pearce, J.A., Robinson, R.B. & Mittal Amita. Strategic Management: Formulation, Implementation and Control (12th ed.). India: Tata McGraw-Hill Publishing Company Ltd. 2. Thompson, Arthur A., Strickland III, A. J., Gamble, John E. and Jain A.K. (2006). Crafting and Executing Strategy: Concepts and Cases (14th ed.). India: Tata McGraw Hill.
<p>March '16</p>	<p>Unit IV Lectures: Corporate Strategies: Formulating corporate strategies, Introduction to strategies of growth, stability and renewal, types of growth strategies – concentrated growth, product development, integration, diversification, international expansion (multi domestic approach, franchising, licensing and joint ventures), strategic fundamentals of merger & acquisitions (M&A), types of renewal strategies – retrenchment and turnaround.</p> <p>Case discussion on Richard Branson with reference to creativity</p>	<ol style="list-style-type: none"> 1. Pearce, J.A., Robinson, R.B. & Mittal Amita. Strategic Management: Formulation, Implementation and Control (12th ed.). India: Tata McGraw-Hill Publishing Company Ltd. 2. Thompson, Arthur A., Strickland III, A. J., Gamble, John E. and Jain A.K. (2006). Crafting and Executing Strategy: Concepts and Cases (14th ed.). India: Tata McGraw Hill.
<p>April '16</p>	<p>Unit V Lectures: 10 Strategic Frameworks: Strategic analysis & choice, Strategic gap analysis, Portfolio analysis – MECE approach, BCG, GE, product market evolution matrix, experience curve, directional policy matrix, life cycle portfolio matrix, Grand strategy selection matrix; Behavioral considerations affecting choice of strategy. Culture and strategic leadership: Implementing & operationalizing strategic choice, Impact of structure, culture & leadership; Functional strategies & their link with business level strategies.</p> <p>Case discussion on Zappos with reference to culture Case discussion on Verghese Kurien with reference to leadership Introduction to Social Entrepreneurship and BOP theory of CK Prahalad</p>	<ol style="list-style-type: none"> 1. Pearce, J.A., Robinson, R.B. & Mittal Amita. Strategic Management: Formulation, Implementation and Control (12th ed.). India: Tata McGraw-Hill Publishing Company Ltd. 2. Thompson, Arthur A., Strickland III, A. J., Gamble, John E. and Jain A.K. (2006). Crafting and Executing Strategy: Concepts and Cases (14th ed.). India: Tata McGraw Hill.

Name of the Faculty : Astha Kanjlia

Name of the Course : BMS

Semester : VI

Title of the Paper : 6.3 (Marketing) Sales & Distribution Management

Month	Topics Covered	References
January '16	Unit I: Introduction to Sales Management: Evolution of sales management. Nature, role and importance .Types of personal selling. Types of selling, Selling skills and situations. Modern day sales activity. Emerging trends in sales management.	<ol style="list-style-type: none">1. Still Richard R., Cundiff Edward W., Govoni Norman, A.P. Sales Management (5th ed.). New Delhi: Prentice hall of India.2. Anderson. Professional Sales Management (2nd ed.). New Delhi: Tata McGraw hill.
February '16	Unit II: Sales management process: Sales management process(Selling process), AIDAS theory of selling, right set of circumstances ,theory of selling, buying formula theory of selling, behavioral equation theory of selling. Buyer seller dyads, Case study.	<ol style="list-style-type: none">1. Still Richard R., Cundiff Edward W., Govoni Norman, A.P. Sales Management (5th ed.). New Delhi: Prentice hall of India.2. Anderson. Professional Sales Management (2nd ed.). New Delhi: Tata McGraw hill.
March '16	Unit III: Management of Sales Territory & Sales Quotas: Introduction, Sales territory, size of sales territory, allocation of sales territory, designing of sales territory. Introduction to sales quotas, procedures of setting quotas, types of sales quotas, methods and problems in setting sales quotas, sales control and analysis, Case study.	<ol style="list-style-type: none">1. Still Richard R., Cundiff Edward W., Govoni Norman, A.P. Sales Management (5th ed.). New Delhi: Prentice hall of India.2. Anderson. Professional Sales Management (2nd ed.). New Delhi: Tata McGraw hill.
April '16	Unit IV: Distribution Management: Introduction, Distribution channels: why are they required, activities that a typical distribution channel performs, valuation enhancement through the distribution function, distribution channel strategy, distribution channel management. Designing customer oriented channel, capturing customer requirement, conducting cost analysis, Case study.	<ol style="list-style-type: none">1. Still Richard R., Cundiff Edward W., Govoni Norman, A.P. Sales Management (5th ed.). New Delhi: Prentice hall of India.2. Anderson. Professional Sales Management (2nd ed.). New Delhi: Tata McGraw hill.

Topics covered by Ms. Kanika Arora

Month	Topics Covered	References
Januray'16	Unit I: Introduction to Sales Management: Evolution of sales management. Nature, role and importance Test-1	Anderson. Professional Sales Management (2nd ed.). New Delhi: Tata McGraw hill.
February'16	Types of personal selling. Types of selling Presentation	
March'16	Selling skills and situations. Modern day sales activity	
April'16	Emerging trends in sales management. Test-1	Berman Barry (2009). Retail management (11th ed.). New Delhi: Prentice Hall.

Teaching Plan

Name of the Faculty : Kritee Manchanda

Name of the Course : BMS

Semester : V Sec (if any) :

Title of the Paper : FINANCIAL MODELING AND DERIVATIVES

Month	Topics Covered	References
Jan '16	Unit V Credit Derivatives: Credit ratings, Default intensities, recovery rates, estimating default probabilities from bond prices; Credit Default Swaps (CDS), Valuation of CDS; MTM a CDS; Binary CDS; Credit Indices. Unit IV The Greek Letters: A Stop Loss strategy; Delta Hedging, Delta of European Stock Options; Delta of a portfolio; Theta of a portfolio Test 1: Unit V	John C. Hull. Options, Futures and Other Derivatives (7th ed.). Pearson Education.

<p>Feb '16</p>	<p>Assignment 1: Unit IV</p> <p>Unit IV Gamma: Making a portfolio Gamma Neutral, calculation of Gamma, relationship between Delta, Theta and Gamma; Vega and its calculation; Rho; Portfolio Insurance; Stock market Volatility.</p> <p>Unit I Introduction: Financial Time Series and Their Characteristics: Asset Returns; Distributional Properties of Returns; Review of Statistical Distributions and Their Moments, Distributions of Returns, Multivariate Returns, Likelihood Function of Returns and Empirical Properties of Returns</p>	<p>John C. Hull. Options, Futures and Other Derivatives (7th ed.). Pearson Education.</p> <p>Ruey S. Tsay (2005). Analysis of Financial Time Series (2nd ed.). John Wiley.</p>
<p>March '16</p>	<p>Assignment 2: Unit 1 Presentation: Unit IV</p> <p>Unit II Linear Time Series Analysis and Its Applications: Stationarity; Correlation and Autocorrelation Function; White Noise and Linear Time Series; Simple Autoregressive Models, Properties of AR Models, Goodness of Fit; Forecasting.</p>	<p>1. Ruey S. Tsay (2005). Analysis of Financial Time Series (2nd ed.). John Wiley.</p>
<p>April 16</p>	<p>Unit III Stochastic Processes: Concept of Stochastic Process, A time series, Distribution, Presentation: Unit IV</p> <p>Unit III Gaussian Process, Expectations and Covariance function, Dependence structure, Homogeneous Poisson process; Brownian motion, Path properties: Non differentiability and Unbounded Variation; Geometric Brownian Motion; Martingales (only properties); Binomial Processes; General Random Walks; Geometric Random Walks Test 2: Unit 3 Presentation : Unit 3</p>	<p>1. Ruey S. Tsay (2005). Analysis of Financial Time Series (2nd ed.). John Wiley.</p>

Teaching Plan

Name of the Faculty : Sonu Mehta

Name of the Course : BBS

Semester : IV Sec (if any) : -

Title of the Paper : 6.3H3-PERFORMANCE AND COMPENSATION MANAGEMENT

Month	Topics Covered	References
Jan	<p>Unit IV Introduction to Compensation Management: Concept of wage: Minimum ,fair, living; dearness allowance linking wages and productivity; Forms of Pay, Pay models, Compensation and non-compensation dimensions, surveying market pay and compensation practices, designing the survey, sources of third-party data, Job pricing, Determining the pay structure, determining rates of pay; Individual and Group Incentive, team-based pay: kinds of teams, skills, knowledge and competency based pay, sales incentive plans: salary plus commission, special sales incentives plan; Short and long term incentives: premium and differentials, qualified deferred compensation arrangements: social security, pension plans, profit sharing, stock bonus plan, ESOP.</p> <p>Test & Presentations on Topics Covered</p>	<p>Henderson, Richard. (2007). <i>Compensation Management in a Knowledge Based Economy</i> (9th ed.). New Delhi: Pearson Education. Martocchio, Joseph J. (2006). <i>Strategic Compensation – A HRM Approach</i> (3rd ed.). New Delhi: Pearson Education. Scarpello, Bergman. (2001). <i>Compensation Decision Making</i> (4th ed.) Fort Worth,TX: Harcourt College Publishers. Milkovich, Newman & Ratnam. (2009). <i>Compensation</i> (9th ed.). New Delhi: McGraw Hill.</p>
Feb	<p>Unit V Lecture: 12 Benefits and Services: Benefit Administration , Employee Benefits and Employee Services, Funding Benefits through VEBA, Costing benefits, Flexible Compensation Benefits/Benefits plan(Cafeteria Plan), Pay Delivery Administration: Budget process, administration of pay, other administrative issues, due process, statutory benefits including occupational health care, employee welfare and retirement benefits; executive compensation: executive golden parachutes, international compensation: base salary, employee benefits, equalization benefits and incentives.</p> <p>Unit I Lectures: 6 Background to Performance Management: Concept, why performance management,</p>	<p>Henderson, Richard. (2007). <i>Compensation Management in a Knowledge Based Economy</i> (9th ed.). New Delhi: Pearson Education. Martocchio, Joseph J. (2006). <i>Strategic Compensation – A HRM Approach</i> (3rd ed.). New Delhi: Pearson Education. Scarpello, Bergman. (2001). <i>Compensation Decision Making</i> (4th ed.) Fort Worth,TX: Harcourt College Publishers. Milkovich, Newman & Ratnam. (2009). <i>Compensation</i> (9th ed.). New Delhi: McGraw Hill. Armstrong, Michael. (2012). <i>Performance Management</i> (4th ed.). New Delhi: Kogan page.</p>

Mar	<p>Performance Management System: objectives, principles, performance planning, goal sheet, goal alignment, Performance management cycle, Performance measures, Performance management documentation, web-enabled performance management, Aspects of International PMS.</p> <p>Test & Presentations on Topics Covered</p>	<p>Armstrong, Michael. (2012). <i>Performance Management</i> (4th ed.). New Delhi</p> <p>Harvard Business Essentials – <i>Performance Management</i>. 2006.</p> <p>Harvard Business Review – <i>Appraising Employee Performance</i>. 2005.</p>
Apr	<p>Unit II Lectures: 11</p> <p>Performance Management Process: Goal setting: Principles of goal setting, types of goals; Feedback: nature, use, guidelines, feedback expert systems, 360-degree feedback: effectiveness, methodology, advantages and disadvantages; Performance Reviews: process of reviewing, self-assessment; Analyzing and assessing performance: process of rating, forced distribution, Behaviorally anchored rating scales, behavioural observation scales; Coaching and mentoring: process, techniques, skills.</p> <p>Test & Presentations on Topics Covered</p> <p>Unit III Lectures: 12</p> <p>Application of Performance Management: Managing Organisational Performance: performance management and human capital, developing a high performance culture; Team Performance: team competencies, team performance management process; Performance and Learning: learning opportunities, personal development planning; Performance Management and Reward: performance management and non-financial rewards, pay; Evaluating performance management: criteria, method approach.</p> <p>Test & Presentations on Topics Covered</p>	<p>Armstrong, Michael. (2012). <i>Performance Management</i> (4th ed.). New Delhi: Kogan page.</p> <p>Harvard Business Essentials – <i>Performance Management</i>. 2006.</p> <p>Harvard Business Review – <i>Appraising Employee Performance</i>. 2005.</p>

TEACHING PLAN

Name of the Course: BMS , Semester: V

Title of the paper: International Supply Chain Management , PAPER No. DC-II:MGB:6.1

Semester – Jan 2016-May 2016

Month	Topics Covered	References
Jan 2016 Feb 2016	<p>Unit I Lectures: 12 Introduction to Supply Chain Management - Concepts, Objectives and functions of Supply Chain Management, Issues in Supply Chain Management; Managing networks and relationships; Sourcing Internationally, Subcontracting within an International Dimension, International Distribution Management: Types of Intermediaries, Channel Selection and Management. Weekly presentations by students One Test</p>	<p>1.Rushton, A., Crouher, P. And Peter Baker (2006), Handbook of Logistics and Distribution Management, (3rd Ed.), Pearson Education. 2. Chopra Sunil and Peter Meindl (2009): Supply Chain Management (4th Ed.), Pearson Education</p>
Feb 2016	<p>Unit II Lectures: 12 Strategic issues in Supply Chain – Strategic Partnership, Logistics Management: Concept, Objective and Scope, Transportation, Warehousing, Inventory Management, Packing & Unitization, Control & Communication, Role of Information Technology in Logistics, Logistics Service Firms and Third Party Logistics, Logistics in Maximizing profitability and cash flow, 3PL (Third Party Logistics), 4PL(Fourth Party Logistics), Reverse Logistics. Weekly presentations by students One Test</p>	<p>1.Rushton, A., Crouher, P. And Peter Baker (2006), Handbook of Logistics and Distribution Management, (3rd Ed.), Pearson Education. 2. Chopra Sunil and Peter Meindl (2009): Supply Chain Management (4th Ed.), Pearson Education</p>
March 2016	<p>Unit III Lectures: 12 Logistics Network Design for Global Operations Global Logistics Network Configuration, Orienting International Facilities:</p>	<p>1.Rushton, A., Crouher, P. And Peter Baker (2006), Handbook of Logistics and Distribution</p>

	<p>Considerations and Framework, Trade-offs Associated with each Approach, Mapping the different Approaches, Capacity Expansion Issues; Information Management for Global Logistics: Characteristics of Logistics Information and Telecommunication Systems, Capabilities and Limitations.</p> <p>Weekly presentations by students One Test</p>	<p>Management, (3rd Ed.), Pearson Education.</p> <p>2. Chopra Sunil and Peter Meindl (2009): Supply Chain Management (4th Ed.), Pearson Education</p>
March 2016	<p>Unit IV Lectures: 8</p> <p>Performance Measurement and Evaluation in Global Logistics: Operations and Logistics Control: Key Activities Performance Information, Measuring Performance in Functional Integration, Measuring Performance in Sectoral Integration.</p> <p>Weekly presentations by students One Test</p>	<p>1. Rushton, A., Crouher, P. And Peter Baker (2006), Handbook of Logistics and Distribution Management, (3rd Ed.), Pearson Education.</p> <p>2. Chopra Sunil and Peter Meindl (2009): Supply Chain Management (4th Ed.), Pearson Education</p>
April 2016	<p>Unit V Lectures: 12</p> <p>Global Supply Chains and their societal, business, and cultural contexts and impacts. Perspectives for business, social science, engineering, and legal environment, Drivers for economic globalization (labor costs, resources, regulation, etc.), Influence on world and national economies, Design of Supply Chains.</p> <p>Weekly presentations by students One Test</p>	<p>1. Rushton, A., Crouher, P. And Peter Baker (2006), Handbook of Logistics and Distribution Management, (3rd Ed.), Pearson Education.</p> <p>2. Chopra Sunil and Peter Meindl (2009): Supply Chain Management (4th Ed.), Pearson Education</p>

Teaching Plan

Name of the Faculty : Kangan Jain

Name of the Course : BMS

Semester : VI Sec (if any) : -

Title of the Paper : EC-I: FIN: 6.4 BEHAVIORAL FINANCE

Month	Topics Covered	References
January'16	<p>Unit 1 Introduction to Behavioural Finance-Overview, History of Behavioral Finance; From standard finance to behavioral finance- Are financial markets efficient?, Limits to arbitrage-Fundamental Risk, Noise Trader Risk, Implementation cost, evidence of limits to arbitrage</p> <p>Unit II Cognitive biases, beliefs and heuristics-Preferences: Prospect Theory, Ambiguity aversion, Loss aversion, Framing, Non-consequentialism: Disjunction Effect, Self-deception.</p>	<p>Shleifer, Andrei. Inefficient Markets-An Introduction to Behavioral Finance. Oxford University Press William Forbes – Behavioral Finance James Montier – The little book of Behavioral Finance.</p> <p>References: 1. Thaler, Richard & Barberis, Nicholas. (2002) A Survey of Behavioral Finance, http://dx.doi.org/10.2139/ssrn.327880</p>
February'16	<p>Class test 1 – Unit 1 and 2(topics covered).</p> <p>Unit II: Neurofinance (introduction only); Mental Accounting, Self-control, Regret avoidance and Cognitive dissonance, Representativeness and Availability, Anchoring and Belief perseverance, Overconfidence, Optimism and wishful thinking, Overreaction and Conservatism, Self attribution, Recency bias</p> <p>Unit III: Endowment effect, Disposition effect, reference price effect, Herd Behavior, hindsight, winners' curse, cognitive dissonance, familiarity bias, status quo bias, law of small numbers, information overload</p>	<p>Shleifer, Andrei. Inefficient Markets-An Introduction to Behavioral Finance. Oxford University Press William Forbes – Behavioral Finance James Montier – The little book of Behavioral Finance.</p> <p>References: 1. Thaler, Richard & Barberis, Nicholas. (2002) A Survey of Behavioral Finance, http://dx.doi.org/10.2139/ssrn.327880</p>
March'16		<p>Shleifer, Andrei. Inefficient Markets-An Introduction to Behavioral Finance. Oxford University Press William Forbes – Behavioral Finance James Montier – The little book of</p>

<p>April'16(upto 26/04/2016)</p>	<p>Student Presentations.</p> <p>Unit IV: Application-The Aggregate Stock Market: Equity Premium Puzzle-prospect theory, loss aversion; The Volatility Puzzle-beliefs, preferences; The Cross Section of Average returns-size premium, long term reversals, predictive power of scaled price ratios, momentum, event studies Student Presentations. Class test 2 – Unit 2,3 and 4.</p> <p>Unit V: Application-The closed end funds and co movement: investor behavior (saving and investment)-insufficient diversification, naïve diversification, excessive trading, the selling decision, the buying decision Application-Corporate Finance: Security Issuance, Capital structure and Investment, Dividends, Managerial Irrationality</p>	<p>Behavioral Finance.</p> <p>References: 1. Thaler, Richard & Barberis, Nicholas. (2002) A Survey of Behavioral Finance, http://dx.doi.org/10.2139/ssrn.327880</p> <p>Shleifer, Andrei. Inefficient Markets-An Introduction to Behavioral Finance. Oxford University Press William Forbes – Behavioral Finance James Montier – The little book of Behavioral Finance.</p> <p>References: 1. Thaler, Richard & Barberis, Nicholas. (2002) A Survey of Behavioral Finance, http://dx.doi.org/10.2139/ssrn.327880</p>
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Teaching Plan

Name of the Faculty : Kangan Jain

Name of the Course : BMS

Semester : VI Sec (if any) :

Title of the Paper : EC-III: HRM: 6.4 INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Month	Topics Covered	References
January'16	<p>Unit I Introduction: International Human Resource Management: Managing people in an international context. Hofstede's Approach. Concept, Approaches, Linking HR to international expansion strategies; Recruitment and selection of international managers, concept, criteria for recruitment and selection, sources, advantages and disadvantages of employing PCNs, TCNs, HCN; Comparative HRM: Flexibility and worklife balance.</p> <p>Unit II International training and management development: Expatriate Training - Strategies & Objectives, HCN Training- Process, Emerging, Trends in Training for Competitive Advantage, Cross Cultural training- Phases in CCT Programme, Evaluating the Effectiveness of CCT, Frameworks of CCT.</p>	<p>1. Aswathappa K. & Dash Sadhna. (2008). International HRM – Text and Cases (2nd ed.).New Delhi. Tata McGraw Hills. 2. Sengupta Dr. Nilanjan & Bhattacharya Dr. Mousumi S. (2007) International HRM (2st ed.). New Delhi. Excel Books.</p>
February'16	<p>Class test 1- Unit 1 and 2(topics covered)</p> <p>Unit II Managing diversity in International working: Diversity Management programme, affirmative action plans, Sexual Harassment at workplace;</p> <p>Unit III Factors associated with individual performance and appraisal: Organisational strategy and Performance Management, Setting</p>	<p>1. Aswathappa K. & Dash Sadhna. (2008). International HRM – Text and Cases (2nd ed.).New Delhi. Tata McGraw Hills. 2. Sengupta Dr. Nilanjan & Bhattacharya Dr. Mousumi S. (2007) International HRM (2st ed.). New Delhi. Excel Books.</p>

<p>March'16</p>	<p>Individual Performance Goals, Identifying Variables Affecting Performance, Appraising the Performance, Issues in managing performance in Global Context, Difficulties in Assessment); International Compensation: Objectives, components and approaches- Going Rate Approach, Balance Sheet Approach. Student Presentations.</p>	<p>1. Aswathappa K. & Dash Sadhna. (2008). International HRM – Text and Cases (2nd ed.).New Delhi. Tata McGraw Hills. 2. Sengupta Dr. Nilanjan & Bhattacharya Dr. Mousumi S. (2007) International HRM (2st ed.). New Delhi. Excel Books.</p>
<p>April'16(upto 26/04/2016)</p>	<p>Unit IV Repatriation and Expatriation: Repatriation: Process, challenges, designing a repatriation programme; Expatriate: Concept, Causes for Expatriate Failure, Managing Expatriate Failure, Female Expats; Cross border merger and acquisition: Nature, Motives behind M & As, Strategies of Post-Merger Outcome, HR Interventions. Student Presentations.</p> <p>Unit V International Industrial Relations: Concept, Issues and Concerns, Unions' Influence on International IR, Recent Developments in Management and Union's Approach to International IR Class test 2 – Unit 2,3,4 and 5.</p>	<p>1. Aswathappa K. & Dash Sadhna. (2008). International HRM – Text and Cases (2nd ed.).New Delhi. Tata McGraw Hills. 2. Sengupta Dr. Nilanjan & Bhattacharya Dr. Mousumi S. (2007) International HRM (2st ed.). New Delhi. Excel Books.</p>

TEACHING PLAN

Name of the Course: BMS

Semester: VI, Title of the paper: Retail Management, Paper No. DC-II: MKT: 6.1 Semester – Jan 2016-May 2016.

Month	Topics Covered	References
Jan 2016 Feb 2016	Unit I Lectures: 10 Overview of Retailing Management: Introduction to retailing, concept, Nature, scope, Functions of retailing; Building and sustaining relationships; Retail organization structure, Retail management process Types of Retail Outlets Weekly Presentations by Students One Test	1.Berman and Evans J.R. (2006), 9 th Edi, Pearson Education. 2.Michael Levy M. and Weitz B.W. Pandit Ajay (2004), Retailing Management (6 th ed.), New Delhi; Tata McGraw Hill.
Feb 2016	Unit II Lectures: 12 Retail Management Situational Analysis: Retail institutions by ownership; Retail institutions by store-based strategy mix; Web, non store-based, and other forms of non-traditional retailing; Identifying and understanding the customer Choosing a store location: Trading-area analysis; Site selection; Store design and layout Weekly Presentations by Students One Test	1.Berman and Evans J.R. (2006), 9 th Edi, Pearson Education. 2.Michael Levy M. and Weitz B.W. Pandit Ajay (2004), Retailing Management (6 th ed.), New Delhi; Tata McGraw Hill.
Feb 2016 March 2016	Unit III Lectures: 8 Retail Marketing: Advertising and sales promotion, Retail marketing strategies, store positioning, retail marketing mix, CRM, Advertising in Retailing, types of retail sales promotion. Weekly Presentations by Students One Test	1.Berman and Evans J.R. (2006), 9 th Edi, Pearson Education. 2.Michael Levy M. and Weitz B.W. Pandit Ajay (2004), Retailing Management (6 th ed.), New Delhi; Tata McGraw Hill.
March 2016	Unit IV Lectures: 8 Retail Merchandising-Management & Pricing: Buying function, Markups & Markdown in merchandise management, shrinkage in Retail merchandise management, concept of merchandise pricing, pricing options, pricing strategies, pricing objectives, types of pricing Weekly Presentations by Students One Test	1.Berman and Evans J.R. (2006), 9 th Edi, Pearson Education. 2.Michael Levy M. and Weitz B.W. Pandit Ajay (2004), Retailing Management (6 th ed.), New Delhi; Tata McGraw Hill.
April 2016	Unit V Lectures: 18 Managing Retail Business and Future of Retailing: Elements/ components of retail store operation, store administration, store manager responsibility, inventory management, management of receipts, Retail organization and HRM; Operations management: financial and operations dimensions; retail staffing process, Managing retail services; Service	1.Berman and Evans J.R. (2006), 9 th Edi, Pearson Education. 2.Michael Levy M. and Weitz B.W. Pandit Ajay (2004), Retailing Management (6 th ed.), New Delhi; Tata McGraw Hill.

	characteristics; store maintenance and store security, Retailing through Internet, Career opportunities in Retail, Road ahead in India Weekly Presentations by Students One Test	
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Name of the Course: BMS ,Semester: V

Title of the paper: Consumer Behaviour, PAPER No. DC-II: MKT: 3.1, Semester – July 2015-Dec2015

Month	Topics Covered	References
July 2015	<p>Unit I Lectures: 9 Introduction to Consumer Behaviour; Introduction to Industrial Buying Behaviour. Consumer Needs and Motivation: Characteristics of Motivation, Arousal of Motives, Theories of Needs and Motivation: Maslow’s Hierarchy of Needs, McLelland’s APA theory, Murray’s List of Psychogenic Needs.</p> <p>Weekly presentations by students</p>	<p>1. Schiffman, L.G., Kanuk, L.L., & Kumar, S.R. (2011). <i>Consumer Behaviour</i>. (10th ed.). Pearson. 2. Solomon, M.R. (2009). <i>Consumer Behaviour – Buying, Having, and Being</i>. (8th ed.) New Delhi: Pearson Prentice Hall.</p>
August 2015	<p>Unit I Lectures: 6 Bayton’s Classification of Motives. Types of Involvement; Role of Consumer Research .Personality and Consumer Behaviour. Importance of Personality, Theories of Personality: Freudian Theory, Jungian Theory, Neo Freudian Theories, Traits Theory, Brand Personality, Theory of Self Images. Self-Concept and its importance</p> <p>Weekly presentations by students</p> <p>Unit II Lectures: 10 Consumer Perception: Concepts of Absolute Threshold Limit and Differential Threshold Limit, subliminal Perception, Perceptual Processes: Selection, Organisation and Interpretation, Consumer Imagery: Product Positioning and Repositioning, Packaging as a Positioning Element, Perceived Price & Quality, Positioning of Services, Perceived Risk. Situational Influences on Consumer Behaviour: Social & Physical Surroundings, Temporal Factors, Moods, Reasons for Shopping, Atmospherics.</p> <p>Weekly presentations by students</p> <p>One Test</p>	<p>1. Schiffman, L.G., Kanuk, L.L., & Kumar, S.R. (2011). <i>Consumer Behaviour</i>. (10th ed.). Pearson. 2. Solomon, M.R. (2009). <i>Consumer Behaviour – Buying, Having, and Being</i>. (8th ed.) New Delhi: Pearson Prentice Hall.</p>
September 2015	<p>Unit III Lectures: 12 Consumer Learning: Importance of</p>	<p>1. Schiffman, L.G., Kanuk, L.L., & Kumar, S.R. (2011).</p>

	<p>Learning on Consumer Behaviour, Learning Theories: Classical Conditioning, Instrumental Conditioning, Cognitive Learning Theory, Consumer Involvement: Central & Peripheral Routes to Persuasion, Measures of Consumer Learning. Consumer Attitudes: Formation of Attitudes, Functions performed by Attitudes, Models of Attitudes: Tri-Component Model, Multi-Attribute Models, Attitude toward the Ad Model, Strategies of Attitude Change, Cognitive Dissonance and Attribution Theory</p> <p>Weekly presentations by students</p> <p>Unit IV Lectures: 5 Influence of Consumer Reference Groups & Opinion Leadership. Types of Reference Groups, Factors affecting reference group influence, Word-of-Mouth Communication.</p> <p>Weekly presentations by students</p> <p>Second Test</p>	<p><i>Consumer Behaviour</i>. (10th ed.). Pearson.</p> <p>2. Solomon, M.R. (2009). <i>Consumer Behaviour – Buying, Having, and Being</i>. (8th ed.) New Delhi: Pearson Prentice Hall.</p>
<p>October 2015</p>	<p>Unit 4 Lectures: 5 Diffusion of Innovations: Product Characteristics Influencing Diffusion, Resistance to Innovation, Adoption Process. Opinion Leadership: Characteristics and Needs of Opinion Leaders & Opinion Receivers, Interpersonal Flow of Communication. Influence of Family as a Reference Group: Consumer Socialization Process, Consumer Roles within a Family, Purchase Influences and Role played by Children, Family Life Cycle</p> <p>Weekly presentations by students</p> <p>Unit V Lectures: 4 Social Class & Consumer Behaviour: Determinants of Social Class, Measurement and Characteristics of Social Classes. Influence of Culture on Consumer Behaviour: Characteristics of Culture, Core Values held by Society and their influence on Consumer Behaviour, Introduction to Sub-cultural and Cross-cultural influences.</p>	<p>1. Schiffman, L.G., Kanuk, L.L., & Kumar, S.R. (2011). <i>Consumer Behaviour</i>. (10th ed.). Pearson.</p> <p>2. Solomon, M.R. (2009). <i>Consumer Behaviour – Buying, Having, and Being</i>. (8th ed.) New Delhi: Pearson Prentice Hall.</p>

	Weekly presentations by students	
Nov 2015	<p>Unit V Lectures: 5 Consumer Decision Making Process: Problem Recognition, Pre-Purchase Search Influences, Information Evaluation, Purchase Decision (Compensatory Decision Rule, Conjunctive Decision Rule, Lexicographic Rule, Affect-Referral, Disjunctive Rule), Post-Purchase Evaluation</p> <p>Weekly presentations by students</p> <p>Third Test</p>	<p>1. Schiffman, L.G., Kanuk, L.L., & Kumar, S.R. (2011). <i>Consumer Behaviour</i>. (10th ed.). Pearson.</p> <p>2. Solomon, M.R. (2009). <i>Consumer Behaviour – Buying, Having, and Being</i>. (8th ed.) New Delhi: Pearson Prentice Hall.</p>

Name of the Course: BMS ,Semester: V

Title of the paper: Operation Management , PAPER No. 6.3

Month	Topics Covered	References
July 2015	<p>Unit I Lectures: 6 Operations Management: An Introduction: Introduction to Production & Operations Management: Definition, need, responsibilities, key decisions of OM, goods vs. services. Operations as a key functional area in an organization. . Operation Strategies-Definition, relevance, strategy formulation process, order qualifying and order winning attribute. Definition of lean production, lean Demand Pull logic, waste in operations, elements that address elimination of waste, 2 card kanban Production Control system.</p> <p>Test 1, Weekly presentations by Students.</p>	<p>1. Mahadevan B (2006). <i>Operations Management Theory & Practice</i> (2nd ed.). Pearson Education.</p> <p>2. S.N. Chary(2000). <i>Production & operations management</i> (3rd ed.). New Delhi: Tata McGraw Hill.</p>
August 2015	<p>Unit II Lectures: 10 Forecasting and Scheduling: Forecasting-Definition, types, qualitative (grass roots, market research and delphi method) and</p>	<p>1. Mahadevan B (2006). <i>Operations Management Theory & Practice</i> (2nd ed.). Pearson Education.</p>

	<p>quantitative approach (simple moving average method, weighted moving average and single exponential smoothing method), forecast error, Mean Absolute Deviation (MAD). Scheduling: Operation scheduling, goals of short term scheduling, job sequencing (First Cum First Serve (FCFS), Shortest Processing Time (SPT), Earlier Due Date (EDD), Longest Processing Time (LPT), Critical Ration (CR)) & Johnson's rule on two machines, Gantt charts.</p> <p>Weekly presentations by Students.</p>	<p>2. S.N. Chary(2000). <i>Production & operations management</i> (3rd ed.). New Delhi: Tata McGraw Hill.</p>
September 2015	<p>Unit III Lectures: 20 Planning Techniques: Aggregate Planning: Definition, nature, strategies of aggregate planning, methods of aggregate planning (level plan, chase plan and mixed plan, keeping in mind demand, workforce and average inventory. Capacity Planning: Definition, measures of capacity (input and output), types of planning over time horizon, Decision trees analysis. Queuing and Inventory Models: Elementary Queuing Theory Models: Poisson- Exponential Single Server Model with Infinite Population; M/M/1, M/M/C, Inventory Management: Economic Order Quantity with finite and infinite supply</p> <p>Test 2 Weekly presentations by Students.</p>	<p>1. Mahadevan B (2006). <i>Operations Management Theory & Practice</i> (2nd ed.). Pearson Education. 2. S.N. Chary(2000). <i>Production & operations management</i> (3rd ed.). New Delhi: Tata McGraw Hill.</p>
October 2015	<p>Unit IV Lectures: 8 Operations and Services Design: Process Selection: Definition, Characteristics that influence the choice of alternative processes (volume and variety), type of processes- job shop, batch, mass and continuous, product-process design Matrix and Services design matrix, technology issues in process design, flexible</p>	<p>1. Mahadevan B (2006). <i>Operations Management Theory & Practice</i> (2nd ed.). Pearson Education. 2. S.N. Chary(2000). <i>Production & operations management</i> (3rd ed.). New Delhi: Tata McGraw Hill.</p>

	<p>manufacturing systems (FMS), computer integrated manufacturing (CIM). Layout Decision: Layout planning – Benefits of good layout, importance, different types of layouts (Process, Product, Group technology and Fixed position layout). Assembly line balancing by using Longest Operating Time (LOT) rule. Location Decisions & Models: Facility Location – Objective, factors that influence location decision, location evaluation methods- factor rating method.</p> <p>Unit V Lectures: 4 Maintenance Management & Quality Control: Maintenance Management: Need of maintenance management equipment life cycle (Bathtub curve), measures for maintenance performance (Mean Time Before Failure (MTBF), Mean Time To Repair (MTTR) and availability).</p> <p>Test 3 Weekly Presentations by Students</p>	
November 2015	<p>Unit V Lectures: 8 Reliability: Definition and function of series and parallel. Statistical Quality control: Variations in process (common & assignable causes), Variable measures (mean and range chart), Attribute measures (proportion of defects and no. of defects) using control tables control charts, single sampling plan : OC curve Acceptance sampling Test 4 Weekly presentations by Students.</p>	<p>1. Mahadevan B (2006). <i>Operations Management Theory & Practice</i> (2nd ed.). Pearson Education. 2. S.N. Chary(2000). <i>Production & operations management</i> (3rd ed.). New Delhi: Tata McGraw Hill.</p>

Name of the Course : BBS,Semester: III

Title of the paper: Business Economics – Part – 2 , Paper No. 303

Month	Topics Covered	References
July 2015	Unit – I: Lectures :	Macroeconomics: Theories

	<p>6 Classical Theory – Income and Employment, Quantity, Theory of Money- Cambridge Version, Classical, Aggregate Demand Curve, Classical Theory of Interest Rate, Policy,</p>	and Policies (8 th Edition), by Richard Froyen , Macroeconomics by Shapiro, Latest Edition., Macroeconomics, 11 th Edition, by Lipsey and Chrystal.
	<p>Unit : I Lectures: 2 Implications of the Classical Equilibrium model (Fiscal Policy and Monetary Policy).</p> <p>Unit II: Lectures : 15</p> <p>Keynesian Theory – Income and Employment: Simple Keynesian Model, Components of AD, Determination Equilibrium Income, Change in Equilibrium Income (Brief Introduction to Multiplier – Investment, Govt. Expenditure, Lump Sum Tax, and Export), Fiscal Stabilisation Policy, Exports and Imports in simple Keynesian Model, Keynesian AD combined with supply Curve, Keynesian AD curve combined with AS under following assumptions: Flexible Price – Fixed Money Wage, Flexible Price – Variable Money Wage, Money in Keynesian System.</p> <p>Test : 1</p>	Macroeconomics: Theories and Policies (8 th Edition), by Richard Froyen , Macroeconomics by Shapiro, Latest Edition. Macroeconomics, 11 th Edition, by Lipsey and Chrystal.
September 2015	<p>Unit : III Lectures: 9</p> <p>IS –LM Model : Policy Effects in the IS-LM Model Factors that effects equilibrium income and interest rate Relative Effectiveness of Monetary and Fiscal Policy.</p>	Macroeconomics: Theories and Policies (8 th Edition), by Richard Froyen , Macroeconomics by Shapiro, Latest Edition. Macroeconomics, 11 th Edition, by Lipsey and Chrystal.

	<p>Unit IV: Lectures: 7 Consumption : APC, MPC, Factors Effecting Consumption – Rate of Interest, Income Distribution, Price Expectation, Money Illusion, Financial Assets, Price Level, Investment, Meaning of Investment Marginal Efficiency of capital, marginal of Investment.</p> <p>Test 2</p>	
October 2015	<p>Unit V: Open Economy Lectures: 11</p> <p>A brief introduction to the BOP account, Exchange rate and the market for foreign exchange Monetary and Fiscal Policy in the open Economy, Mundel Fleming Model, Imperfect Capital Mobility, Perfect Capital Mobility , India’s Balance of Payment- Trends and Reasons , Globalisation and its impart on Indian Economy.</p> <p>Unit : VI Lectures: 5</p> <p>Inflation ; Meaning, Natural Rate Theory , Monetary Policy – output, and inflation , Short Run and Long Run (No Policy Implications).</p> <p>Test 3</p>	<p>Macroeconomics: Theories and Policies (8th Edition), by Richard Froyen , Macroeconomics by Shapiro, Latest Edition. Macroeconomics, 11th Edition, by Lipsey and Chrystal.</p>
November 2015	<p>Unit : VI Lectures: 5</p> <p>Inflation in India, Demand and Supply side factors affecting prices, consequences of inflation, anti-inflationary policies of Govt.</p> <p>Test 4 , Revision</p>	<p>Macroeconomics: Theories and Policies (8th Edition), by Richard Froyen , Macroeconomics by Shapiro, Latest Edition. Macroeconomics, 11th Edition, by Lipsey and Chrystal.</p>

Teaching Plan

Name of the Faculty : Kritee Manchanda

Name of the Course : BMS

Semester : VI Sec (if any) : -

Title of the Paper : Multinational Business Finance

Month	Topics Covered	References
Jan '16	<p>UNIT I Multinational Business Finance – MNCs (Multinational Corporations) and transnational corporations, Difference between domestic and International financial management, Motivations for International finance.</p> <p>UNIT II International Monetary System - The Gold standard, The Bretton Woods system, the flexible exchange, alternative exchange rate system, the European monetary system, Euro and its implications for Indian banking, International Financial Institutions – International Monetary Fund (IMF), Asian Development Bank (ADB), International Bank for Reconstruction and Development (IBRD), Bank for International Settlement (BIS) and Organization for Economic Cooperation and Development (OECD).</p>	<p>Text Books:</p> <ol style="list-style-type: none"> Shapiro, Allen C. (1995). Multinational Financial Management, Prentice Hall India Pvt Ltd. New Delhi. Eiteman, David K. Stonehill, Arthur I., and Moffett, Michael H. (2001). Multinational Business Finance (9th ed.). Addison Wesley, New York.
Feb '16	<p>Test 1: Unit 1</p> <p>UNIT III The Foreign Exchange Markets – Functions of the Foreign Exchange Markets, The Foreign Exchange Rates – direct and indirect quotations, spot market and</p>	<p>Text Books:</p> <ol style="list-style-type: none"> Shapiro, Allen C. (1995). Multinational Financial Management, Prentice Hall India Pvt Ltd. New Delhi. Eiteman, David K. Stonehill, Arthur I., and Moffett, Michael H. (2001). Multinational Business Finance (9th ed.). Addison Wesley, New York.

<p>March'16</p>	<p>forward market – determination of forward premiums and discounts, bid-ask spread, interest arbitrage – covered interest arbitrage and interest parity theory – forecasting of foreign exchange rates. Student Presentations –Unit II Assignment 1: Unit 3</p>	<p>Text Books: 1. Shapiro, Allen C. (1995). Multinational Financial Management, Prentice Hall India Pvt Ltd. New Delhi. 2. Eiteman, David K. Stonehill, Arthur I., and Moffett, Michael H. (2001). Multinational Business Finance (9th ed.). Addison Wesley, New York.</p>
<p>April 16</p>	<p>UNIT IV Financial management of the Multinational Firm – Cost of Capital and Capital Structure of a Multinational Firm – determining capital structure components, Cost of capital for MNCs (Multinational Corporations) and Domestic Firms, Multinational capital budgeting – Problems and issues in foreign investment analysis. Student Presentations –Unit II Test 2: Unit IV</p> <p>UNIT V Payment Systems Payment terms and financing international trade, international flow of funds and portfolio investment in India, FDI (Foreign Direct Investment) vs. FII (Foreign Institutional Investors), investment strategies of FIIs in India, FIIs and volatility, impact of FIIs investment on stock markets and public policy. Netting (with numericals), pooling, leading and lagging as international payment settlement. Assignment 2: Unit IV</p>	<p>Text Books: 1. Shapiro, Allen C. (1995). Multinational Financial Management, Prentice Hall India Pvt Ltd. New Delhi. 2. Eiteman, David K. Stonehill, Arthur I., and Moffett, Michael H. (2001). Multinational Business Finance (9th ed.). Addison Wesley, New York.</p>

