

SYLLABUS BOOK

2017-18



Department of Humanities
School of Humanities and Social Sciences
Harcourt Butler Technical University
Kanpur 208002 (UP) INDIA

Harcourt Butler Technical University, Kanpur

*Department of Humanities
School of Humanities and Social Sciences*

Details of Courses offered

S.N.	Course code	Course Title	Programme	Year / Semester	Branch	L T P
1	HHS-101/102	English Language & Composition	B. Tech.	1 st year	All	2 0 0
2	HHS-103/104	Professional Communication	B. Tech.	1 st year	All	3 0 2
3	HHS- 401	Professional Communication	MCA	1 st year	MCA	
4	HHS-403	Accounting & Financial Management	MCA	1 st year	MCA	310
5	HHS-404	Organisational Structure & Human Resource Management	MCA	1 st year	MCA	310
6	HHS-201/202	Engineering Economics & Management	B. Tech	2 nd year	201: Engg 202: Tech.	3 1 0
7	HHS-203/204	Organisational Behaviour	B. Tech	3 rd year	203: Tech. 204: Engg	3 1 0
8	HHS-341/342	Entrepreneurship Development	B. Tech	3 rd year	341: Tech. 342: Engg	3 1 0
10	HHS-205/206	Indian Constitution	B. Tech	1 st year	205: Engg 206: Tech.	210
11	HHS-106	Indian Economy	B.Tech	1 st year		
12	HHS-701	Contemporary Issues in Management	Ph.D. Course	-	-	3 1 0
13	HHS-703	E-Marketing & Consumer behaviour	Ph.D. Course	-	-	3 1 0
14	HHS- 704	Strategic Management	Ph.D. Course	-	-	3 1 0
15	HHS-705	Performance Management	Ph.D. Course	-	-	3 1 0

HHS-103/104, HHS-401: PROFESSIONAL COMMUNICATION

Course: B. Tech & MCA	Branch: All	Year / Semester: Ist Year
Sessional Marks:	50	Credit: 4
End Semester Exam:	50	LTP: 3 1 2

UNIT I Fundamentals of Technical Communication:

Process of communication, language as a tool of communication, levels of communication, flow of communication, barriers to communication, communication across cultures; Technical Communication: meaning, significance, characteristics, difference between technical and general communication.

UNIT II Elements of Written Communication:

Words and phrases, word formation, synonyms and antonyms, homophones, one word substitution, sentence construction, paragraph construction,

UNIT III Forms of Technical Communication:

(A) business letters, job application letter and resume, business letters: sales & credit letters, letters of enquiry, letters of quotation, order, claim and adjustment letters, official letters: D.O. letters, government letters, letters to authorities, etc. ,

(B) Technical Reports: general format of a report, formal and informal reports, memo report, progress report, status report, survey report, trip report, complaint report, , Joining Report ,laboratory report, research papers, dissertations and theses. E-mail writing

Technical Proposals: purpose, characteristics, types, structure

UNIT IV Presentation Strategies:

Defining the subject, scope and purpose, analysing audience & locale, collecting materials, preparing outlines, organising the contents, visual aids, nuances of delivery, extemporaneous, manuscripts, impromptu, non- verbal strategies.

UNIT V Value-based Text Reading:

(A) Study of the following essays from the text book with emphasis on writing skills:

1. Man and Nature by J. Bronowski
2. The Language of Literature and Science by Aldous Huxley
3. The Aims of Science & The Humanities by Moody E Prior
4. Gods in this Godless Universe by Bertrand Russell
5. Science and Survival by Barry Commoner

(B) Readings of selected short stories:

1. The Renunciation by Rabindranath Tagore
2. The Lament by Anton P. Chekhov
3. The Barber's Trade Union by Mulk Raj Anand
4. The Eyes Are Not Here by Ruskin Bond

Text Books:

1. 'Improve Your Writing' ed. By V N Arora and Laxmi Chandra, Oxford University Press, New Delhi
2. 'An Anthology of English Short Stories', edited by R P Singh, Oxford University Press.
3. 'Technical Communication- Principles and Practices' by Meenakshi Raman & Sangeeta Sharma, Oxford University Press, New Delhi.

Reference Books:

1. Effective Technical Communication, by Barun K Mitra, Oxford University Press
2. Business Correspondence & Report Writing by R.C. Sharma & Krishna Mohan, Tata McGraw Hill, N.D.
3. Developing Communication Skills by Krishna Mohan & Meera Banerjee, Macmillan India
4. 'Technical Communication- Principles and Practices' by M R S Sharma, Oxford University Press, New Delhi

Course Objectives (COs)

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

1. Effectively communicate their ideas in the contemporary global competitive environment.
2. Convey their messages through constructive writing.
3. Draft potent E-Mails, letters, proposals and reports.
4. Present their presentations along with using all nuances of delivery with clarity and thoroughness.
5. Solve problems based on real time situations and articulate them eventually.

PROFESSIONAL COMMUNICATION LABORATORY

Interactive practical sessions with emphasis on oral presentations/ spoken communication:

Practical Sessions on:

1. Group Discussions: selected topical issues to be discussed in groups.
2. Mock interviews
3. Communication skills for seminars/conferences/workshops with emphasis on non-verbal skills.
4. Presentation skills for technical papers/project reports/professional reports.
5. Theme presentation/ key note presentation based on correct argumentation methodologies.
6. Argumentative skills
7. Role play
8. Comprehension skills based on reading and listening practice, asking questions.
9. Introduction to International Phonetics Alphabets
10. Audio Visual demonstration of effective communicative strategies & TED Talks

References:

1. Sethi and Dhamija, 'A Course in Phonetics and Spoken English', Prentice Hall of India, New Delhi.
2. Joans Daniel, 'English Pronouncing Dictionary', Cambridge University Press.

Additional Reference Books

1. R. K. Bansal & J.B. Harrison, Spoken English for India, Orient Longman
2. Excellence in Business Communication, Boeue & Thill and Courtland

HHS-101/102: ENGLISH LANGUAGE AND COMPOSITION

Course: B. Tech	Branch: All	Year / Semester: Ist Year
Sessional Marks:	50	Credit: 2
End Semester Exam:	50	LTP: 2 0 0

UNIT I Basic Applied Grammar and Usage:

Sentence structure-1: constituent of a sentence- noun, verb, adjective, preposition, etc.; use of articles, adjectival forms, prepositions, adverbs; verb forms; finite and non-finite verbs, gerund and participles, auxiliary verbs. Tense and mood, Subject- verb concord, pronoun concord

UNIT II Sentence Structure-2:

(i) adverb clause, adjective clause, noun-clause; (ii) negation and interrogation; (iii) passive; (iv) exclamatory; (v) transformations; (vi) tense forms; (vii) varieties of sentences; (viii) placement of modifiers

UNIT III Paragraph Writing:

Structure of Paragraph, Topic Sentence, Construction of Paragraph, Technique of Paragraph writing, Unity, Coherence, Emphasis

UNIT IV Comprehension and Précis Writing

Reading and listening comprehension, improving comprehension skills, précis writing

UNIT V Short Essay Writing

Dimension of essay writing- literary, Scientific, Comparison and Contrast, Narrative, Descriptive, Reflective, Expository, Argumentative and Imaginative

References:

1. Das, B K and A David, 'A Remedial Course in English for Colleges', (Book -1,2,3) Oxford University Press, New Delhi.
2. Sinha, R P, 'Current English Grammar and Usage with Composition', Oxford University Press, New Delhi.
3. Wren, P C & Martin, 'English Grammar and Composition', S Chand & Co Ltd. New Delhi.
4. A. S. Horne, Guide to Pattern and usage in English, Oxford University Press, N.D.
5. M.L. Tickoo & A. E. Subramanian, Intermediate Grammar, usage & composition, Orient Longman

Course Objectives (Cos)

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

1. Write professional statements & organizational communications.
2. Develop writing skills by applying different strategies on organisation system.
3. Develop the project reports, their relevance and significance.

HHS-403: ACCOUNTING AND FINANCIAL MANAGEMENT

Course: MCA	Branch: MCA	Year / Semester: Ist year
Sessional Marks:	50	Credit: 3
End Semester Exam:	50	LTP: 3 1 0

UNIT I Introduction to Accounting:

Concept and objectives of accounting and bookkeeping; financial and management accounting; ledger and ledger page, ledger entries: debit and credit entries; double entry principle; trial balance and its use; journal and journal entries; accounting of sole proprietorship, partnership and limited companies.

UNIT II Types of Final Accounts:

Trading account and profit-loss account; closing of ledger accounts; and balance sheet of companies.

UNIT III Cost Accounting:

Classification of costs: primary and secondary costs; determination of unit cost; methods of charging overhead: marginal costing & break-even analysis and standard costing methods and analysis of variance.

UNIT IV Introduction to Finance:

Meaning, objectives and functions of financial management; capital structure of companies: shares, debentures and bonds; financial analysis: balance sheet and income statement; Profitability, Activity & Financial Ratios: liquidity, debt, profitability and coverage ratios; common size and index analysis.

UNIT V Capital Budgeting:

Concept and procedures of capital budgeting, cash flow analysis, methods of evaluation of projects-average return method, payback period method, internal rate of return method, net present value method, cost of capital and estimation of required rate of return.

References:

1. **Favell, A J** , 'Practical Bookkeeping and Accounts', Harper Collins Publishers, 1985
2. **Horne, James C Van**, 'Fundamentals of Financial Management', Prentice-Hall of India Private Limited, New Delhi
3. **Armstrong, Michel**, "A Handbook of Management Techniques", Kogan Page Limited
4. **Pandey, I M** , 'An Introduction to Financial Management' Vikash Publishing House, New Delhi.

Course Objectives (COs)

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

1. Demonstrate systematic recording of business transactions and accounting of sole proprietorship, partnership and limited companies.
2. Apply proper record of assets and liability in order to view financial position of company.
3. Ascertain correct analysis of cost per unit by different elements of cost.
4. Ascertain the knowledge of financial management and profitability of products and advise how to maximize the profits.
5. Apply the procedure of capital budgeting and cost of capital.

HHS-404: ORGANISATIONAL STRUCTURE & HUMAN RESOURCE MANAGEMENT

Course: MCA	Branch: MCA	Year / Semester: Ist Year
Sessional Marks:	50	Credit: 3
End Semester Exam:	50	LTP: 3 1 0

UNIT I Basic Concept of Organization:

Definition of organization and organizational structure, line and staff authority, centralization and decentralization, span of control, formal and informal organization, forms of organization- function based, product based, geography based, project based, organization design, organizational change, mechanistic and organic structure, virtual and network organization structure.

UNIT II Introduction to Human Resource Management:

Meaning, objectives and functions of human resource management, difference between HRM and Personnel Management, HRM models, duties and responsibility of HR managers, challenges & emerging trend in human resource management.

UNIT III Human Resource Acquisition:

Definition, importance and processes; job analysis- definition and processes, job enrichment and job enlargement, recruitment and selection: definition, sources of recruitment, selection processes, interview methods.

Performance Management: appraisal system, key performance indicators & factors

UNIT IV Motivation:

Definition and importance, motivation and behaviour, theories of motivation: Maslow's Need Hierarchy, Two Factor Theory, McClelland's Need Theory, Theory X and Theory Y.

UNIT V Training and Development:

Definition, importance and nature of training, training and development, types of training, training processes, inputs of training, training for international assignment, emerging trends.

References:

1. **Fred Luthans**, 'Organizational Behaviour', McGraw Hill Education, Asia, 2007.
2. **Robbins, S. P.**, Organisational Behaviour, Prentice hall of India, 1998

Additional Reference Books

1. **Armstrong, Michel**, "A Handbook Of Management Techniques", Kogan Page Limited
2. **Mamoria, C.B.**, Personnel Management, Himalayan Publishing, India
3. **Dwivedi, R S**, 'Human Relations and Organizational Behaviour: a Global Perspective', Macmillan India Ltd., Delhi

Course Objectives (COs)

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

1. Design, structure and frame organizations in different forms and types with a view of line and staff, centralization and its need, and span of control in formal and informal organizations
2. Describe the role of human resource managers in the organization with emerging challenges; explain work force trends and culture and analyze their impact on HR practices in organizations.
3. Discuss the various aspects of the human resources function such as recruitment, selection and performance appraisal.
4. Feel and realize the motives and need required in human resource practices.
5. Analyze organizational need for training and apply training modules in different organizational situations.

HHS-203/204: ORGANIZATIONAL BEHAVIOR

Course: IIIrd B. Tech	Branch: CS/IT	Year / Semester: IIIrd Year
Sessional Marks:	50	Credit: 3
End Semester Exam:	50	LTP: 3 1 0

Unit 1: Introduction to organizations

What is an organization, components of organization, nature and variety of organizations (in terms of objectives, structure etc.), models of analyzing organizational phenomena, organizational and business variables, organizations in the Indian context, institutions and structures.

Unit 2: Dimensions of Individual Behavior

Individual Behavior, Dimensions of individual behavior: Perceptions, Learning, Motivation, Personality, Commitment, Attitudes, Values & Ethics, Stress Management

Unit 3: Dimensions of Interpersonal Behavior

Transactional Analysis, Interpersonal communication, Listening, Feedback, Counseling,

Unit 4: Group Behavior

Leadership, Communication, Group: Formal Vs Informal Groups, Group Decision making, Team: Team building, team problem solving.

Unit 5: Organizational Dimensions

Organizational Structure: Elements of Organizational Structure, Dimensions of Organizational Structure, Organizational change, Organizational Development, Power, Authority, Politics

Note: Integrating cases (s). Case method and lectures should be supplemented with a variety of other methodologies such as feedback on questionnaires and tests, role plays, and behavior simulation exercise.

References:

1. Luthans Fred., "Organizational Behavior", McGraw Hill, 1998
2. Pareek, Udai, "Understanding Organizational Behavior, Oxford university press

Additional Reference Books

1. Robbins (4th ed.), "Essentials of organizational behavior", Prentice Hall of India Pvt. Ltd., New Delhi, 1995
2. Keith Davis, "Organisational Behaviour,
3. Hersey and Blanchard (6th ed.). "Management of organizational behavior L utilising human resources", Prentice Hall of India Pvt. Ltd., New Delhi, 1996.
4. Nancy J. Adler, "International Organisational Behaviour", Cengage Learning
5. Nelson Quick, 'Organizational Behaviour Function Learning' Fifth Edition

Course Objectives (COs)

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

1. Apply organizational objectives, components and models in Indian context for better results for attaining organizational goals.
2. Demonstrate individual behavioural dimensions, learning theories, perceptual process, values & ethics with motivational techniques in stressed situations.
3. Identify mechanism for, conducive survival of individual in an organization with interpersonal understanding.
4. Ascertain group, group behaviour, Team & Team building with its key role in organization.
5. Demonstrate organisational structure, organisational change, organisational development for achieving higher productivity and accomplishing goals of organisation.

HHS-201/202: ENGINEERING ECONOMICS AND MANAGEMENT

Course: B.Tech	Branch:CS/IT/EE/ET, All Chemical technology Branches	Year / Semester: IIIrd , Final
Sessional Marks:	50	Credit: 3
End Semester Exam:	50	LTP: 3 1 0

UNIT I Introduction to Economics:

Overview: production possibility curve, choices-what, how and for whom, micro- and macro economics, inflation, unemployment, GDP and business cycle; demand and supply, elasticity of demand, consumer surplus and its applications, utility theory.

UNIT II Production and Cost:

Factors of production, production function, law of variable proportion, isoquant analysis, return to scale, economies of scale;

Types of costs: direct and indirect costs, explicit and implicit costs, opportunity cost, economic cost, fixed cost and variable costs, average and marginal costs, short-run and long-run costs, optimal combination of factor-inputs.

UNIT III Market Structure:

Perfectly Competitive Market, Imperfect market: Monopoly, Oligopoly, Monopolistic Market

UNIT IV Fundamentals of Management:

Development of Management Thoughts, Objectives, Functions of Management: Planning, Organising, Directing, Controlling and Coordination.

UNIT V Business Enterprises-

Business Ownership: Sole Proprietorship, Partnership, Company: Promotion, Formation & Development, Cooperative Firms.

Text books:

1. **Koutsoyiannis, A.**, 'Modern Microeconomics', English Language Book Society, Macmillan.
2. **Joseph, L Massod**, "Essential of Management", Prentice Hall, India.

Additional Reference Books:

1. **Armstrong, Michel**, "A Handbook of Management Techniques", Kogan Page Limited
2. **Babcock, D L and Lucy C Morse**, "Managing Engineering and Technology", third edition, Pearson Education, 2006
3. **Pindyck, R S, Rubinfeld, D L & Mehta** , 'Microeconomics', 6 th Edition, Pearson Education India.
4. **Barthwal, R R** , **Microeconomic Analysis**
5. **Samuelson, Paul A** , 'Economics', 5th edition, McGraw Hill New York.
6. **Henderson, J M and Quadnt, R E** , 'Microeconomic Theory: A Mathematical Approach.', Tata MacGraw Hill, New Delhi,2003
7. **H. Varian**, 'Intermediate Micro Economics'
8. **G. Mankiw**, "Principles of Micro Economics"

**Additional references will be provided in class

Course Objectives (COs)

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

1. Understanding essential economic principle for solving economic problem with suitable policy alternatives and know how rational consumers can maximize their satisfaction with limited incomes and make best use of their resources.
2. Understand production principles and cost analysis.
3. Gain market knowledge and study the contemporary market situations, market strategy to manage the industries.
4. It gives basic knowledge of management technique.
5. Develop Entrepreneurship skills towards formation of partnership, companies and their functions.

HHS-341/342: ENTREPRENEURSHIP DEVELOPMENT

Course: B.Tech	Branch: All	Year / Semester: Final Year
Sessional Marks:	50	Credit: 3
End Semester Exam:	50	LTP: 3 1 0

UNIT I Entrepreneurship:

Definition, requirements to be an entrepreneur, entrepreneur and intrapreneur, entrepreneur and manager, growth of entrepreneurship in India, women entrepreneurship, rural and urban entrepreneurship.

Entrepreneurial Motivation: motivating factors, motivation theories-Maslow's Need Hierarchy Theory, McClelland's Acquired Need Theory, government's policy actions towards entrepreneurial motivation, entrepreneurship development programmes.

UNIT II Business Enterprises and Ownership Structure:

Small scale, medium scale and large scale enterprises, role of small enterprises in economic development; proprietorship, partnership, companies and co-operatives firms: their formation, capital structure and source of finance.

UNIT III Project Management:

Identification and selection of projects; project report: contents and formulation, concept of project evaluation, methods of project evaluation: internal rate of return method and net present value method.

UNIT IV Management of Enterprises:

Strategy & policy, introduction to human resource management, marketing strategies, financial management & strategies: raising and managing capital, shares, debentures and bonds, cost of capital; break- even analysis.

UNIT V Institutional Support and Policies:

Institutional support towards the development of entrepreneurship in India: Institutional framework, venture capitalist; technical consultancy organizations (TCOs), government policies for small scale enterprises.

References:

1. **Khanka, S S.** 'Entrepreneurial Development', S Chand & Company Ltd. New Delhi
2. **Desai, Vasant,** ' Project Management and Entrepreneurship', Himalayan Publishing House, Mumbai, 2002.

Additional Reference Books

1. **Gupta and Srinivasan,** 'Entrepreneurial Development', S Chand & Sons, New Delhi.
2. **Ram Chandran,** 'Entrepreneurial Development', Tata McGraw Hill, New Delhi
3. **Saini, J. S.** 'Entrepreneurial Development Programmes and Practices', Deep & Deep Publications (P), Ltd
4. **Holt, Davis,** 'Entrepreneurship : New Venture Creations, PHI

Course Objectives (COs)

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

1. Describe what it takes an Entrepreneur; describe multiple ways to become an entrepreneur; including, intrapreneur, and manager, woman entrepreneur rural & urban: highlights motives to become entrepreneur.
2. Apply the beginner concept, ownership and various forms with focus on small scale enterprises.
3. Identify opportunities using identification; project conceptualisation, formulation & evaluation.
4. Identify potential contribution of human resources, marketing, financial and strategic management with fund, opportunities
5. Decipher the role of Institution support and policy framework of Government for enterprises in India.

HHS: 106 INDIAN ECONOMY

Course: B. Tech	Branch:	Year / Semester:
Sessional Marks:	50	Credit: 2
End Semester Exam:	50	LTP: 2 1 0

UNIT – I - Structure of Indian Economy

Indian Economy- Features of Indian Economy, National Income, Indian Economic Problems

UNIT- II- Planning and Reforms

Objectives and Strategies of Planning in India, New Economic Policy

UNIT-III- Agriculture

Trends in Production and Productivity, Land Reforms, Rural Credit, Agricultural Marketing, Agricultural Labour, Green Revolution, Rural Development Programmes, Agricultural Pricing

UNIT- IV- Industry

Industrial Pattern, Industrial Finance, Problems of Indian Industries

UNIT- V- Money and Banking

Currency System, RBI & Its Functions

Textbooks:

1. Dutta and Sundharam: Indian Economy
2. Alakh Ghosh: Indian Economy

Additional Reference Books

1. Dr. A. N. Agarwal: Indian Economy
2. Government of India: Annual Economic Survey
3. Plan Documents
4. Economic Survey, Ministry of Finance, GOI

HHS: 205/206 INDIAN CONSTITUTION

Course: MCA	Branch:	Year / Semester:
Sessional Marks:	50	Credit: 2
End Semester Exam:	50	LTP: 2 1 0

UNIT – I- Indian Constitution

Sources and Features, Preamble, Fundamental Rights, Fundamental Duties and Directive Principles of State Policy

UNIT-II- Union Executive

President, Vice President, Prime Minister, Council of Ministers, State Executives- Governor, Chief Minister and Council of Ministers

UNIT- III- Union Legislature

Parliament- Composition and Functions, Speaker of Lok Sabha, Amendment Process, State Legislature- Vidhaan Sabha, Panchayat Raj, Institutions- History, Basic Features and 73rd Amendment

UNIT- IV- Judiciary

Supreme Court, High Courts, Judicial Review and Judicial Activism

UNIT-V- Election Commission

Election Commission: Role and Functioning, Chief Election Commissioner and Election Commissioners, State Election Commission: Role and Functioning, Institute and Bodies for the Welfare of SC/ST/OBC and Women.

Reference Books:

1. Indian Constitution : D.D Basu
2. Indian Administration: Avasthi and Avasthi

Additional Reference Books

1. The Indian Constitution: Corner Stone of a Nation, G. Austin, Oxford University Press.
2. Indian Politics: Contemporary Issues and Concerns, M. P. Singh and Rekha Saxena, Prentice Hall of India, Delhi

Course Objectives (COs)

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

1. Configure the preambles & fundamental rights.
2. Actuate the governance & functioning of constitutional functionaries.
3. Describe the functions of legislative bodies.
4. Decipher the judiciary system & its role in governance.
5. Develop a democratic process through electoral mechanism into system.

HHS-701: CONTEMPORARY ISSUES IN MANAGEMENT

Course: Pre Ph.D	Branch: Management	Year / Semester:
Sessional Marks:	50	Credit: 4
End Semester Exam:	50	LTP: 3 1 0

UNIT 1: Fundamentals of Management

The roles, rights and responsibility of Corporate Governance, Employment, Privacy and today's technology, Corporate Social Responsibility (CSR).

UNIT 2: Issues in People Management

Changing Employee nature, Attrition Rate, Knowledge Vs Skills People Performance, Outsourcing and temporary workers, Terrorism and HRM

UNIT 3: Strategic Issues

Mergers and Acquisitions, Strategic Alliances, Outsourcing, Acquisitions, Ventures, Collaborating & Competing, Integration & Restructuring

UNIT 4: Change and Innovation

Need for Change, Change Agents, Change Process in Businesses

UNIT 5: International Business

Globalization and Global Strategy, Entry Strategy, Global marketing, operations and Finance Strategies, Global HR and culture, Globalization and future of Global Corporations

Reference / Resources:

Suggested Books:

- 1.
- 2.
3. Monks, R., & Minow, N. 2001. Corporate governance (2nd ed.) Makden, MA: Blackwell

Suggested Discussions / Assignments / Debates:

1. Women in the Workplace; eliminating sexual harassment and improving cross gender communications
2. Cultural diversity and stereotypes, Workers of Color, Single Parents and Working mothers as well as dual career marriages.
3. People with Disabilities.
4. Terrorism and HRM.
5. Management Challenges in the new millennium.

HHS-703: E-MARKETING & CONSUMER BEHAVIOUR

Course: Pre Ph.D	Branch: Management	Year / Semester:
Sessional Marks:	50	Credit: 4
End Semester Exam:	50	LTP: 3 1 0

UNIT 1: Fundamentals of E-marketing

Introduction, E-Marketing Plan, Strategic E-Marketing and Performance Metrics

UNIT 2:

Targeting Market Segments and Communities, Differentiation and Positioning Strategies, E-Marketing Mix (Product, Pricing, Place) Product: The Online Offer, Pricing: The Online Value, Website Design and Development, Web analytics, .

UNIT 3:

Search Engine Marketing, Viral Marketing and Social Networking Marketing, Pay per click advertising, Affiliate marketing, Email Marketing, Mobile Marketing, Social Media marketing, Customer Relationship Management

UNIT 4: Consumer Behaviour

Introduction to the Study of Consumer Behaviour, Market Research and Consumer Behaviour, Market Segmentation and Positioning. The Consumer Decision Making Process.

UNIT 5:

Psychological Influences on Consumer Decision Making. Sociological Influences on Consumer Decision Making. Organizational Buying. Consumer Behaviour Analysis and Marketing Strategy.

Reference / Resources:

Suggested Books:

1. Stokes, R. (2014). eMarketing. The essential guide to marketing in a digital world (5th. ed.). Retrieved from <http://www.redandyellow.co.za/product/textbookdigital/>
2. Bailey, M (2011). Internet Marketing: An Hour a Day (1st ed.). Wiley Publishing.

Additional Reference Books

1. Kerpen, D. (2011). Likeable Social Media (1st ed.). McGraw-Hill,
2. Ryan, D. & Jones, C. (2012). Understanding Digital Marketing (2nd ed.). Kogan Page Publishers.

Additional Reference Books

1. Kaushik, A. (2010). Web Analytics 2.0 (1st ed.). Wiley Publishing, Inc.
2. Consumer Behavior, Schiffman, L.G. and KanukL.L., Prentice Hall, India.
3. Consumer Behavior, Concepts and Applications, Loudon, D.L. and Bitta, A.J.D, Tata McGraw Hill.
4. Consumer Behavior and Marketing Startegy, Peter, J.P. and Olson, J.C., , Schiffman, L.G. and KanukL.L., Prentice Hall, India.

Research Journals Input:

1. Parasuraman, A. & Zinkhan, G. M. (2003). Marketing to and serving customers through the Internet: An overview and research agenda. Journal of the Academy of Marketing Science, 30(4), 286-295
2. "Online Pricing Strategy Approaches." Dave Chaffey's site: <http://www.davechaffey.com/>
3. Szymanski, D. M. & Hise, R. T. (2000). E-Satisfaction: An initial examination. Journal of Retailing, 76(3): 309-322
4. Google's "Search Engine Optimization Starter Guide" (search for current location)
5. Google's Ad Words program (search for current link)
6. Reichheld, F. F. & Schefter, P. (2000). E-Loyalty - Your secret weapon on the web." Harvard Business Review, July-August: 105-113

HHS: 704, STRATEGIC MANAGEMENT

Course: Pre Ph.D	Branch: Management	Year / Semester:
Sessional Marks:	50	Credit: 4
End Semester Exam:	50	LTP: 3 1 0

UNIT 1: Fundamentals of Strategic Management

Concepts of Strategic Management, Analyzing the Environment and Internal Strengths and Weaknesses; Crafting and Understanding Organization's Vision and Mission

UNIT 2: Strategic Management Process

Functional Strategies, Business Strategies, Corporate Strategies, Global Strategies, Diversification Strategies, Strategic Business Unit (SBU) Level Strategies

UNIT 3: Mergers, Acquisitions, Restructuring and Alliances

Mergers and Acquisitions, Strategic Alliances, Outsourcing, Acquisitions, Ventures, Collaborating & Competing, Integration & Restructuring

UNIT 4: Managing Strategic Change and Innovation

Strategic implementation and control, Corporate governance and Business Ethics, Managing Strategic Change and Innovation

UNIT 5: International Business Strategy

Globalization and Global Strategy, Entry Strategy, Global marketing, operations and Finance Strategies, Global HR and culture, Globalization and future of Global Corporations

Reference / Resources:

Suggested Books:

1. Dess, G. G., Lumpkin, G. T., Eisner, A. B., McNamara, G. 2013. Strategic Management: Creating Competitive Advantages, 7th Edition, McGraw-Hill International Edition, McGraw
2. Hitt, M. A., Freeman, R. E., & Harrison, J. S. (Eds.) 2001. Handbook of strategic management. Malden, MA: Blackwell.
3. Monks, R., & Minow, N. 2001. Corporate governance (2nd ed.) Makden, MA: Blackwell

Research Journals Input:

1. Hill, C. W. L. & Jones, G. R. 2008. Strategic Management: An integrated approach, 8th Edition, Houghton Mifflin.
2. Bartlett, C. A. and Ghoshal, S. 1994. Changing the role of top management: Beyond strategy to purpose. Harvard Business Review. November-December: 70-88.
3. Bhagat, R. S., Kedia, B. L., Harveston, P. D., & Triandis, H. C. 2002. Cultural variations in the cross-border transfer of organisational knowledge: An integrative framework. Academy of Management Review, 27(2): 204-221.
4. Dean, T. J., Brown, R. L., & Bamford, C. E. 1998. Differences in large and small firm responses to environmental context: Strategic implications from a comparative analysis of business formations. Strategic Management Journal, 19:709-728.
5. Porter, M. E. 1996. What is strategy? Harvard Business Review 74 (6):61-78.
6. Powell, T. C. 2003. Varieties of competitive parities. Strategic Management Journal, 24(1):61-86.
7. Stabell, C. B., & Fjeldstad, O. D. 1998. Configuring value for competitive advantage: On chains, shops, and networks. Strategic Management Journal, 19:413-437.

Suggested Cases:

1. DRL 2. APPLE Computer 2002 3. Starbucks 4. Gulf Oil Corp.- Takeover 5. Zara Case

HHS: 705, PERFORMANCE MANAGEMENT

Course: Pre Ph.D	Branch: Management	Year / Semester:
Sessional Marks:	50	Credit: 4
End Semester Exam:	50	LTP: 3 1 0

UNIT 1: Corporate Performance Management

Introduction, Basics of Performance Management System, Strategic Focus, Corporate Initiatives

UNIT 2: Performance Dimensions and Measures

Performance Dimensions, Indicators of Performance, Three strategic focus, Key performance measures of three strategic focus

UNIT 3: Architectures of Performance

Organizational architecture: reengineered HR, Culture in Organisational architecture, Technological architecture: MIS performance measures, Process architecture: value chain, creating value chain

UNIT 4: Corporate Performance Measurement System

Why corporate scorecards, quantitative and qualitative key performance measures, Activity based costing, Benchmarking, Balance Scorecard, Dynamic Scorecard

UNIT 5: Performance System

Performance of individual linked to corporate performance, Appraisal System, Organizational Linkage and key measures

Books:

1. David Wade, R. R. (2002). *Corporate Performance Management*. New delhi : Reed Elsevier.
2. Mohinder, N. Kaura (2002). *Management Control and Reporting System*, New Delhi: Response Books.

Journals:

1. Bourne, M., Neely, A., Mills, J. and Platts, K. (2003) 'Implementing performance measurement systems: a literature review', *Int. J. Business Performance Management*, Vol. 5, No. 1, pp.1-24.
2. International Journal of Production and Operation Management
3. European Journal of Operations Management
4. International Journal of Business Performance Management.