

LEARNING MANAGEMENT SYSTEM (LMS)

DEPARTMENT OF BBA and COMMERCE

SEM-V: INTRODUCTION OF RETAIL MANAGEMENT:

UNIT:1	TOPICS	E-CONTENT
INTRODUCTION	Retail management: Definition and scope	https://r.search.yahoo.com/_ylt=Awr xguoM7Nljxg0AxQHnHgx.;_ylu=Y29sbwMEcG9zAzMEdnRpZAMEc2VjA3Ny/RV=2/RE=1675254925/RO=10/RU=http s%3a%2f%2fwww.myaccountingcours e.com%2faccounting-dictionary%2fretail-management/RK=2/RS=CVg_NSnbTRP xtQxoDgdd6gK_F3A-
	Retailing role	https://r.search.yahoo.com/_ylt=Awr xhWhf7dlj8S0A_gHnHgx.;_ylu=Y29sbw MEcG9zAzEEdnRpZAMEc2VjA3Ny/RV= 2/RE=1675255264/RO=10/RU=https%3 a%2f%2fwww.shopify.com%2fretail%2f retail-jobs-common- positions/RK=2/RS=CyHFCwGVnKbJtX4 h59FTa56ltMc-
	Retailing functions and activities	https://r.search.yahoo.com/_ylt=Awr x5ZbA79ljFYkANAZnHgx.;_ylu=Y29sbwM EcG9zAzEEdnRpZAMEc2VjA3Ny/RV=2/ RE=1675255873/RO=10/RU=https%3a %2f%2fwww.marketing91.com%2ffunc tions-of- retailing%2f/RK=2/RS=EQ3chDmmobTr 80RjBeDD.HxFk0o-
	FDI in india	https://r.search.yahoo.com/_ylt=Awr xhSRM8NljMjcAXAnnHgx.;_ylu=Y29sbw

		MEcG9zAzEEdnRpZAMEc2VjA3Ny/RV=2/RE=1675256012/RO=10/RU=https%3a%2f%2fwww.investindia.gov.in%2fforeign-direct-investment/RK=2/RS=nq.Mue7qqCgpXlOLX9a_UB9atyw-
UNIT-2	Types of various retail formats	https://r.search.yahoo.com/_ylt=AwrwBpUB8dlj5msAlgTnHgx.;_ylu=Y29sbwMEcG9zAzEEdnRpZAMEc2VjA3Ny/RV=2/RE=1675256194/RO=10/RU=https%3a%2f%2fwww.marketing91.com%2fformats-of-retailing%2f/RK=2/RS=bbXY4sWq6rG5Hmuwl1Lm.Bl2R.Y-
Unit-3	Merchandising	https://r.search.yahoo.com/_ylt=AwrwBpUn8tljYP4ARRfnHgx.;_ylu=Y29sbwMEcG9zAzIEdnRpZAMEc2VjA3Ny/RV=2/RE=1675256488/RO=10/RU=https%3a%2f%2fwww.wallstreetmojo.com%2fmerchandising%2f/RK=2/RS=KG9zbc_hiYJFwRvudxNh_h31eWM-
Unit-4	Retail store design	https://r.search.yahoo.com/_ylt=Awrwgqp_8tljyy8AswHnHgx.;_ylu=Y29sbwMEcG9zAzIEdnRpZAMEc2VjA3Ny/RV=2/RE=1675256576/RO=10/RU=https%3a%2f%2fwww.shopify.com%2fretail%2fretail-design/RK=2/RS=kUOKGWvJ63LLIGouXINGAEJe.4M-

<p>UNIT-5</p>	<p>Distribution management</p>	<p>https://r.search.yahoo.com/_ylt=AwrhxWap89ljR1YAgQLnHgx.;_ylu=Y29sbwMEcG9zAzEEdnRpZAMEc2VjA3Ny/RV=2/RE=1675256873/RO=10/RU=https%3a%2f%2fwww.investopedia.com%2fterms%2fd%2fdistribution-management.asp/RK=2/RS=mR_clD9OGslVZeZBbG8WJCzk6gw-</p>
	<p>Role and functions of retail management</p>	<p>https://r.search.yahoo.com/_ylt=AwrhxWhU9Nlj6lYAxinHgx.;_ylu=Y29sbwMEcG9zAzlEdnRpZAMEc2VjA3Ny/RV=2/RE=1675257045/RO=10/RU=https%3a%2f%2fblog.mitsde.com%2ffunctions-of-retail-management%2f/RK=2/RS=9yPmNV92VrVaTEk_ZOWQpjPsvaw-</p>
	<p>Channel distribution</p>	<p>https://r.search.yahoo.com/_ylt=Awrxgqq89NljbjcA2iHnHgx.;_ylu=Y29sbwMEcG9zAzEEdnRpZAMEc2VjA3Ny/RV=2/RE=1675257149/RO=10/RU=https%3a%2f%2fwww.wa</p>

		llstreetmojo.com%2fdistribution-channel%2f/RK=2/RS=G3l6fTpF9_r0B8v.tzCISLFaeHE-
	Physical distribution system	https://r.search.yahoo.com/_ylt=AwrXgqo89dljGX8AjgvnHgX.;_ylu=Y29sbwMEcG9zAzIEdnRpZAMEc2VjA3Ny/RV=2/RE=1675257277/RO=10/RU=https%3a%2f%2fwww.economicdiscussion.net%2fdistribution-channels%2fwhat-is-physical-distribution%2f32208/RK=2/RS=NVPYhgG.WZ8p9ZW_ZTQFAgpLYLE-

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SEM-V: INTRODUCTION OF BRAND MANAGEMENT:

UNIT:1	TOPICS	E-CONTENT
INTRODUCTION	Definition of brand management	https://r.search.yahoo.com/_ylt=AwrXhWY2ANpj9i0AhjDnHgX.; ylu=Y29sbwMEcG9zAzEEdnRpZAMEc2VjA3Ny/RV=2/RE=1675260087/RO=10/RU=http%3a%2f%2fwww.simplilearn.com%2fbrand-management-article/RK=2/RS=ETluWYcVzg0cSrNXewA1hkupS34-
	Brand types	https://r.search.yahoo.com/_ylt=AwrwXxSGANpj5HIACQbnHgX.; ylu=Y29sbwMEcG9zAzIEdnRpZAMEc2VjA3Ny/RV=2/RE=1675260166/RO=10/RU=https%3a%2f%2fflowstatebranding.com%2finsight%2fwhat-are-the-different-types-of-brands%2f/RK=2/RS=URt5M5c6F7livFA Xqoff6ySrf.o-
	Brand building	https://r.search.yahoo.com/_ylt=AwrwBpXzANpjOBIAMQbnHgX.; ylu=Y29sbwMEcG9zAzEEdnRpZAMEc2VjA3Nj/RV=2/RE=1675260275/RO=10/RU=https%3a%2f%2fwww.mbaskool.com%2fbusiness-concepts%2fmarketing-and-strategy-terms%2f13022-brand-

		building.html%23%3a~%3atext%3dWh at%2520is%2520Brand%2520Building% 253F%2520Brand%2520Building%2520 is%2520generating%2cbrand%2520equ ity%2520using%2520advertising%2520 campaigns%2520and%2520promotion al%2520strategies./RK=2/RS=1nEE9f2v 9o_jUxpy1elsJEKnmLg-
	Brand launching	https://r.search.yahoo.com/_ylt=Awrx gvl7AdpjSnwALgPnHgx.;_ylu=Y29sbwM EcG9zAzIEdnRpZAMEc2VjA3Ny/RV=2/R E=1675260412/RO=10/RU=https%3a% 2f%2fwww.ignytebrands.com%2fbrand -launch-how-to-make-a-powerful-first- impression%2f/RK=2/RS=7AVs12o4wM NejD2W.w8XmJgmW7E-
UNIT-2	Brand communica tion	https://r.search.yahoo.com/_ylt=Awrx hWjhAdpje38AsQTnHgx.;_ylu=Y29sbw MEcG9zAzIEdnRpZAMEc2VjA3Ny/RV=2 /RE=1675260513/RO=10/RU=https%3a %2f%2fwww.marketing91.com%2fbran d- communication%2f/RK=2/RS=GaylbfPb 7_0xsZt0118LFhv0VKo-
Unit-3	Brand extension	https://r.search.yahoo.com/_ylt=Awrx 5ZYrAtpjBAGa8xnnHgx.;_ylu=Y29sbwM EcG9zAzEEdnRpZAMEc2VjA3Ny/RV=2/

		RE=1675260588/RO=10/RU=https%3a%2f%2fwww.investopedia.com%2fterms%2fb%2fbrand-extension.asp/RK=2/RS=fPsAfes5JsmsTbcvbuYpDpxExK4-
Unit-4	Brand personality	https://r.search.yahoo.com/_ylt=AwrX5ZZuAtpjs4oAYgXnHgX.;_ylu=Y29sbwMEcG9zAzEEdnRpZAMEc2VjA3Ny/RV=2/RE=1675260655/RO=10/RU=https%3a%2f%2fwww.investopedia.com%2fterms%2fb%2fbrand-personality.asp/RK=2/RS=272O44UusyqU7AavY9NyklSz7u3Y-

UNIT-5	Brand equity	https://r.search.yahoo.com/_ylt=AwrXhSS2AtpjeR0ArwbnHgX.;_ylu=Y29sbwMEcG9zAzEEdnRpZAMEc2VjA3Ny/RV=2/RE=1675260727/RO=10/RU=https%3a%2f%2fwww.investopedia.com%2fterms%2fb%2fbrandequity.asp/RK=2/RS=1rSTg2CT9w9Lne4tN0YyvtqTiM4-
	Brand awareness	https://r.search.yahoo.com/_ylt=AwrXgzP5AtpjcQoA2Ab

		<p>nHgX.; ylu=Y29sbwMEcG9zAzIEdnRpZAMEc2VjA3Ny/RV=2/RE=1675260794/RO=10/RU=https%3a%2f%2fwww.w allstreetmojo.com%2fbrand-awareness%2f/RK=2/RS=K7jZgEfxcGGe8D UeFvryFGB 0I =</p>
	<p>Brand position</p>	<p>https://r.search.yahoo.com/_ylt=AwrXhWpYA9pjdncAfwTnHgX.; ylu=Y29sbwMEcG9zAzEEdnRpZAMEc2VjA3Ny/RV=2/RE=1675260888/RO=10/RU=https%3a%2f%2fsnov.io%2fglossary%2fbrand-positioning%2f/RK=2/RS=3a00.xNLkAg5iyyoeWPnnPuCXJA-</p>
	<p>Brand management planning</p>	<p>https://r.search.yahoo.com/</p>

		_ylt=AwrXHwq1A9pjU18AYQbnHgX.; ylu=Y29sbwMEcG9zAzMEdnRpZAMEc2VjA3Ny/RV=2/RE=1675260981/RO=10/RU=https%3a%2f%2fwww.simplilearn.com%2fbrand-management-article/RK=2/RS=gMNuykOHtqReSvex5kgkLa1cXNo-
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DEPARTMENT OF BUSINESS MANAGEMENT

SEM-IV: MANAGEMENT SCIENCE

UNIT:1	TOPICS	E-CONTENT
UNIT-1 Introduction to production & Operations Management	Definition of Production and Operations	https://www.managementstudyguide.com/production-and-operations-management.htm https://theintactone.com/2019/06/16/pom-u1-topic-1-definition-objectives-scope-and-functions-of-production-operation-management/
	An overview of Manufacturing Process: Functions of Production, Planning & Control, Interface of Product Life Cycle & Process Life Cycle, Process Design	https://www.managementstudyguide.com/production-planning-and-control.htm https://www.investopedia.com/terms/p/product-life-cycle.asp https://www.managementstudyguide.com/production-planning-and-control.htm https://www.twi-global.com/technical-knowledge/faqs/what-is-a-product-life-cycle
Unit-2 Plant Management and Work Study	Capacity Planning, Factory Location, Plant Layout – Types of Plant Layout	https://courses.lumenlearning.com/wm-introductiontobusiness/chapter/facility-location-and-layout/ https://www.yourarticlelibrary.com/industries/plant-layout/four-main-types-of-plant-layout/34604 https://www.linkedin.com/pulse/production-operations-management-plant-layout-patrick-mutabazi
	Work Study: The Concept and various techniques of methods analysis and Work	https://basu.org.in/wp-content/uploads/2020/04/Work-study1.pptx#:~:text=Work%20study%20is%20a%20combination,or%20no%20additional%20capital%20investment. https://www.yourarticlelibrary.com/industrial-

	Measurement	engineering-2/work-study-meaning-concept-and-techniques-industry/90437
Unit-3 Purchase and Store Management	Purchase Management: Source of Supply of Materials, Elevation of Vendors, Methods of Vendor rating	https://rdso.indianrailways.gov.in/upload/METHODOLOGY%20FOR%20Vendor%20Rating%20System%20.pdf https://www.referenceforbusiness.com/management/Tr-Z/Vendor-Rating.html
	Store Management: Functions of Stores and material control, classification, Codification, Simplification	https://www.referenceforbusiness.com/management/Tr-Z/Vendor-Rating.html https://qualityhubindia.com/stores-management/ https://www.financestrategists.com/accounting/cost-accounting/material-costing/classification-and-codification-of-materials/
	Control Techniques: ABC, VED, FNSD& XYZ	https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8238545/#:~:text=The%20commonly%20described%20inventory%20control,unit%20price%20of%20the%20material) https://theintactone.com/2019/06/17/pom-u3-topic-6-abc-analysis-ved-analysis-sde-analysis-hml-and-fsn-analysis/ https://www.slideshare.net/SrishtiBhardwaj2/costs-associated-with-inventories-abc-ved-hml-fsn-sde-sos-xyz-mbasic
Unit-4 Introduction to OR	Introduction to Operation Research: Nature, Managerial applications and limitations of OR, Types of Operational Research Models	https://www.bbau.ac.in/dept/UIET/EMER-601%20Operation%20Research%20Queuing%20theory.pdf https://leverageedu.com/blog/scope-of-operation-research/ https://www.techtarget.com/whatis/definition/operations-research-OR https://www.techtarget.com/searchitoperations/definition/IT-operations

	Linear programming: mathematical Model, Formulation of LPP, Assumptions underlying LPP	https://www.tutorhelpdesk.com/homeworkhelp/Operations-Management-/Assumptions-Of-Linear-Programming-Assignment-Help.html https://s2.smu.edu/~olinick/cse3360/lectures/lp_assumptions.html https://www.geektonight.com/linear-programming/
Unit-5 Transportation, Assignment, and queuing Theory	Transportation Problem – Mathematical Models	https://towardsdatascience.com/operations-research-in-r-transportation-problem-1df59961b2ad?gi=68ffa91181f8
	Least Cost Method and Vogel's Approximation Method	https://byjus.com/maths/vogels-approximation-method/#:~:text=Vogel's%20Approximation%20Method%20(VAM)%20is,cost%20and%20second%20least%20cost. https://businessjargons.com/vogels-approximation-method.html
	Assignment problem: mathematical Model, Method of obtaining solution – Hungarian method	https://byjus.com/maths/hungarian-method/#:~:text=Step%201%3A%20Subtract%20the%20row,more%20zeros%20to%20the%20equation. https://www.wisdomjobs.com/e-university/quantitative-techniques-for-management-tutorial-297/hungarian-method-for-solving-assignment-problem-9898.html
	Queuing Theory – Concepts of Queue – General Structure of a queuing system	https://www.investopedia.com/terms/q/queuing-theory.asp#:~:text=by%20telephone%20companies.,What%20Are%20the%20Basic%20Elements%20of%20Queuing%20Theory%3F,and%20the%20numbers%20being%20served. https://queue-it.com/blog/queuing-theory/ https://www.vedantu.com/maths/queuing-theory

SEM-VI: LEADERSHIP AND CHANGE MANAGEMENT(HR):

UNIT:1	TOPICS	E-CONTENT
INTRODUCTION	Leadership Concepts, Characteristics, Roles, Motives, Skills and Functions	Notes: https://in.indeed.com/career-advice/career-development/leadership-roles https://www.yourarticlelibrary.com/leadership/leadership-meaning-characteristics-and-functions/53325 https://www.mygreatlearning.com/blog/top-most-important-role-of-a-leader/
	Leadership VS Management, Effective leadership behaviours and attitudes	Notes: https://www.simplilearn.com/leadership-vs-management-difference-article https://haiilo.com/blog/leadership-vs-management/ https://www.indeed.com/career-advice/career-development/leadership-behaviors https://blog.hubspot.com/marketing/leadership-behaviors
UNIT-2 Leadership Styles and Theories	Popular Leadership Styles, Entrepreneurial and Super Leadership	https://www.tycoonstory.com/leadership/6-styles-of-entrepreneurial-leadership-in-business/ https://en.wikipedia.org/wiki/Entrepreneurial_leadership
	Transactional VS Transformational Leadership	https://www.floridatechonline.com/blog/psychology/the-difference-between-transactional-and-transformational-leadership/ https://keydifferences.com/difference-between-transactional-and-transformational-leadership.html
	Triat and Path – Goal theories of leadership	https://www.indeed.com/career-advice/career-development/path-goal-theory#:~:text=The%20path%2Dgoal%20theory%20of,expectation%20of%20a%20desirable%20outcome.

		https://www.edapp.com/blog/path-goal-theory-in-online-leadership-training/
Unit-3 Organizational Change	Types of Forces of Change, Framework for change Management	https://courses.lumenlearning.com/wm-organizationalbehavior/chapter/forces-of-change/ https://www.managementstudyguide.com/types-of-change.htm
	Proactive and reactive change, Elements of planned change, Action of research Model	https://www.referenceforbusiness.com/management/Pr-Sa/Reactive-vs-Proactive-Change.html https://www.oreilly.com/library/view/organisational-change/9789332510487/xhtml/ch3.3.3.xhtml
	Individual and Organizational barriers to change management and overcoming the barriers to change management	https://whatfix.com/blog/barriers-to-organizational-change/ https://www.nibusinessinfo.co.uk/content/barriers-organisational-change-management https://robabdul.com/changemanagement/change-management-individual-and-organisational-barriers-to-change-overcoming-resistance/
Unit-4 Influence of Change	Six belief charges that influence change, organizational change through influencing individual change	Notes: https://www.entarga.com/orgchange/InfluencingIndividualChange.pdf https://www.emerald.com/insight/content/doi/10.1108/01437739510076458/full/html http://www.kautilyasociety.com/tvph/output_oriented/culture_change.htm
	Approaches: Kotter's eight step plan	https://www.mindtools.com/a8nu5v5/kotters-8-step-change-model
Unit-5 Organizational culture and Change Management	Organizational Culture and Leadership, Typesof Cultures	https://ideas.bkconnection.com/the-5-types-of-leadership-styles-that-can-define-your-organizations-culture https://www.aihr.com/blog/types-of-organizational-culture/
	Primary and	https://www.coursehero.com/file/9879300/Prima

	Secondary ways to influence culture	ry-ways-a-leader-can-influence-the-culture-in-an-organization/ https://www.forbes.com/sites/williamcraig/2018/10/09/10-ways-leaders-influence-organizational-culture/
	Diagnosing, Creating, and managing organizational culture	https://kilmanndiagnostics.com/diagnosing-an-organizations-culture-for-dysfunctional-behavioral-norms/ Notes: https://webuser.bus.umich.edu/cameronk/PDFs/Organizational%20Culture/CULTURE%20BOOK-CHAPTER%201.pdf

SEM-VI: ADVERTISING AND SALES PROMOTIONS:

UNIT:1	TOPICS	E-CONTENT
INTRODUCTION	Introduction a promotion mix, Elements of Promotion Mix, Types of promotion budget	https://www.studysmarter.co.uk/explanations/marketing/integrated-marketing-communications/promotion-mix/#:~:text=What%20are%20the%204%20main,and%20the%20promotion%20mix%20strategies. https://www.yourarticlelibrary.com/marketing/promotional-mix/top-5-elements-of-promotion-mix-with-diagram/48643
	Promotion Strategies – PushStrategy and PullStrategy	https://www.wrike.com/blog/what-to-know-push-pull-marketing/#:~:text=On%20the%20one%20hand%2C%20push,promote%20their%20products%20to%20consumers. https://raddinteractive.com/the-difference-between-push-and-pull-marketing-strategies/
UNIT-2	Model of mortally Communication decision Process, Advertisement,	https://www.businessmanagementideas.com/marketing/marketing-communication/marketing-communication-process/21288

	Types of Advertisements	https://www.acrwebsite.org/volumes/6443/volumes/v12/NA-1
	Concepts of Creativity, Creative Approaches and Execution Styles	https://www.fastcompany.com/1838259/5-elements-creative-execution https://www.linkedin.com/pulse/what-type-advertising-appeal-execution-style-do-you-use-sabrina-pack
	Advertisement Appeals – Emotion and Rational Appeals	https://bbamantra.com/advertising-appeals/#:~:text=Many%20advertisers%20believe%20that%20appeals,experience%20of%20using%20a%20brand. https://thevisualcommunicationguy.com/2017/10/03/rational-appeal-advertising/
Unit-3 Media Planning	Media Planning, Types of media, Media Vehicles	https://simplicable.com/new/media-vehicle https://www.marketingevolution.com/marketing-essentials/media-planning
	Media Concentration VS Media Disruption, Media Scheduling	https://myadd.com.au/media-dispersion-vs-media-concentration/ https://www.economicdiscussion.net/marketing-2/media-planning/media-planning/32457
Unit-4 Proposal Selling	Introduction to Proposal Selling, Roles and Importance of Personal Selling	https://economictimes.indiatimes.com/definition/personal-selling#:~:text=Description%3A%20Personal%20selling%20is%20a,it%20will%20only%20add%20value. https://www.economicdiscussion.net/marketing-management/personal-selling/importance-of-personal-selling/32013
	Theories of Personal selling, Personal Selling Process	https://theintactone.com/2019/12/31/theories-of-personal-selling/#:~:text=It%20has%20its%20psychological%20origin,and%20external%20to%20the%20prospect. https://www.yourarticlelibrary.com/marketing/personal-selling/4-theories-of-personal-selling-

		explained/50981\
Unit-5 Sales Promotion	Sales Promotion – Objectives types of Sales Promotion – Trade oriented Sales Promotion and Consumer Oriented Sales Promotion	https://www.yourarticlelibrary.com/sales/sales-promotion-tools-consumer-oriented-and-trade-oriented-sales-promotion/32305 https://www.economicdiscussion.net/sales/objectives-of-sales-promotion/31738 https://study.com/learn/lesson/consumer-sales-promotion-overview-purpose.html
	Consumer Sales Promotion Tools – Off – Self Offers, Price Promotions, Premium Promotions	https://accountlearning.com/9-types-consumer-sales-promotion-tools/ https://www.referenceforbusiness.com/small/Qu-Sm/Sales-Promotion.html

LEARNING MANAGEMENT SYSTEM (LMS) DEPARTMENT OF BUSINESS MANAGEMENT

SEM-V: PERFORMANCE APPRAISAL AND COUNSELLING(HR):

UNIT:1	TOPICS	E-CONTENT
INTRODUCTION	Performance Appraisal – Definition, Objectives, Process, Benefits	Notes: https://www.questionpro.com/blog/performance-appraisal/ https://www.yourarticlelibrary.com/hrm/performance-appraisal-hrm/performance-appraisal-meaning-concept-and-obstacles/86889 Notes: http://www.nou.ac.in/econtent/PGDHRM%20Paper%20I/PGDHRM%20Paper-I%20Unit-13.pdf https://egyankosh.ac.in/bitstream/123456789/82071/1/Unit-8.pdf
UNIT-2 Planning Performance	Performance Appraisal employer and employee perspective	https://www.inc.com/encyclopedia/employee-performance-appraisals.html https://enterprisectr.org/blog/preparing-for-performance-evaluations-an-employer-perspective/
	Performance Appraisal VS	https://www.simplilearn.com/performance-management-vs-performance-appraisal-article

	Performance Management and Merit Rating	https://www.synergita.com/blog/differentiate-employee-performance-management-and-performance-appraisal/
	Identifying Performance dimensions, KPA and Performance Planning	https://www.mindtools.com/aia3zkb/performance-management-and-kpis https://www.lawinsider.com/dictionary/key-performance-area-kpa
	Developing an effective appraisal program	https://www.synergita.com/blog/what-are-the-characteristics-of-effective-performance-appraisal-system/

		https://smallbusiness.chron.com/develop-effective-appraisal-system-performance-goal-77864.html
Unit-3 Performance Measurement	Methods of Performance appraisal, Pro's and Con's of 360 Degree Appraisal	https://www.shrm.org/resourcesandtools/hr-topics/employee-relations/pages/360degreeperformance.aspx https://www.simplilearn.com/what-is-performance-appraisal-methods-process-article https://www.qandle.com/blog/employee-performance-appraisal-methods-in-hrm/
	Interviews and Conducting Appraisal Interviews	https://www.mbaskool.com/business-concepts/human-resources-hr-terms/15103-appraisal-interview.html Notes: http://www.valuing-your-talent-framework.com/sites/default/files/resources/CHK-036%20Conducting%20a%20performance%20appraisal.pdf
Unit-4 Performance management Practices in INDIA	Unique Performance Management Systems Followed in India	Tata Consultancy Services: https://studymoose.com/performance-management-system-at-tcs-essay Ford: http://dspace.srmist.edu.in/jspui/bitstream/123456789/5074/1/P6764.PDF Banks: https://www.academia.edu/20320231/PERFORMANCE_MANAGEMENT_IN_BANKS_1
Unit – 5 Counselling	Employee Counselling	https://www.preservearticles.com/human-resource-management/employee-counselling/employee-counselling/31530
	Manager's role in Employee Counselling	https://www.vedantu.com/commerce/role-of-personnel-manager
	Types of Counselling	https://www.toppr.com/bytes/types-of-counselling/

SEM-V: CUSTOMER RELATIONSHIP MANAGEMENT(CRM)

UNIT:1	TOPICS	E-CONTENT
UNIT-1 Evolution of Customer Relationship	CRM – Definition, Emergence of CRM Practice CRM - Process	<p>https://www.jagsheth.com/relationship-marketing/customer-relationship-management-emerging-practice-process-and-discipline/#:~:text=For%20practitioners%2C%20CRM%20represents%20an,business%20relationship%20with%20the%20company.</p> <p>https://www.techtarget.com/searchcustomerexperience/definition/CRM-customer-relationship-management</p>
	CRM – Benefits, Types, Scope Customer Profitability	<p>https://blog.hubspot.com/sales/benefits-of-crm</p> <p>https://www.shopify.com/blog/crm</p> <p>https://www.daasity.com/post/how-to-do-a-customer-profitability-analysis</p>
Unit-2 CRM Concepts	Customer Value, Exception, Satisfaction, Acquisition, Loyalty, Lifetime Value, Experience Management and Profitability	<p>https://www.zendesk.com/in/blog/customer-value/</p> <p>https://www.projectguru.in/importance-crm-customer-satisfaction/</p> <p>https://www.cas-crm.com/crm-its-benefits/crm-glossary/customer-acquisition.html</p> <p>https://blog.hubspot.com/service/customer-loyalty</p>
Unit-3 Planning for CRM	Steps in Planning – Setting CRM Objectives	<p>https://www.insightly.com/blog/crm-objectives/</p>
	Defining Data Requirements	<p>https://www.healthit.gov/playbook/pddq-framework/data-operations/data-requirements-definition/#:~:text=Data%20requirements%20definition%20establishes%20the,standard%20business%20terms%20if%20available.</p> <p>https://blog.hubspot.com/sales/crm-data</p>

	CRM Strategy	https://www.sendinblue.com/blog/steps-to-creating-a-crm-strategy/ https://www.selecthub.com/customer-relationship-management/crm-requirements-checklist-and-downloadable-template/
Unit-4 CRM and Business Strategy	CRM – Issues and Strategies winning market through effective CRM	https://monday.com/blog/teamwork/crm-strategy-why-you-need-it-and-how-to-create-one/ https://www.expertmarket.com/uk/crm-systems/10-best-crm-strategy-examples https://www.creatio.com/page/what-is-crm-strategy
	Measuring Customer lifetime value –Customer life cycle management	https://blog.hubspot.com/service/how-to-calculate-customer-lifetime-value https://www.smartbugmedia.com/blog/measure-lifetime-value-of-customers https://www.zendesk.com/in/blog/customer-lifecycle-management/ https://www.ttec.com/glossary/customer-lifecycle-management https://www.freshworks.com/freshdesk/customer-support/customer-lifecycle-management-blog/
Unit-5 CRM Problems in Implementation	Issues and Problems in Implementing CRM	https://www.linkedin.com/pulse/top-five-issues-organizations-face-during-crm-rashmi-singh/ https://www.cioinsight.com/it-strategy/challenges-of-crm/
	Information Technology Tools in CRM	https://indiafreenotes.com/information-technology-in-customer-relationship-management Notes: https://www.researchgate.net/publication/257715938 Information Technology IT as An Impro

		vment Tool For Customer Relationship Management CRM
	Challenges of CRM Implementation	https://www.engagebay.com/blog/challenges-of-crm-implementation/ https://www.cioinsight.com/it-strategy/challenges-of-crm/

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DEPARTMENT OF MANAGEMENT

2019-2020

SEM-II: ORGANIZATIONAL BEHAVIOUR

<u>UNIT:1</u> Organisation Behaviour	<u>TOPICS</u> Meaning and importance OB, factors, values and attitudes. Stages of Personally development, concept and theories of learning.	<u>E-CONTENT</u> https://www.yourarticlelibrary.com/organization/organizational-behaviour/organizational-behaviour-definition-characteristics-and-nature/63741
<u>UNIT:2</u> Motivation	<u>TOPICS</u> Concept, importance and theories of motivation. Leadership.	<u>E-CONTENT</u> https://www.yourarticlelibrary.com/organization/organizational-behaviour/organizational-behaviour-definition-characteristics-and-nature/63741
<u>UNIT:3</u> Group Dynamics	<u>TOPICS</u> Meaning, Formation, Characteristics and types of groups. factors , types of team. Analysis of international relationship.	<u>E-CONTENT</u> https://slideplayer.com/slide/4359566/
<u>UNIT:4</u> Management of Change	<u>TOPICS</u> Meaning, importance, factors and causes of mgt. Change.	<u>E-CONTENT</u> https://www.toppr.com/guides/business-management-and-entrepreneurship/recent-trends-in-management/concept-of-change-management/
<u>UNIT:5</u> Organisation culture, conflict and effectiveness	<u>TOPICS</u> Concept, factors influencing organisational culture and indicators.	<u>E-CONTENT</u> https://ecampusontario.pressbooks.pub/conflictmanagement/chapter/3-1-organizational-culture/

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SEM-II: BUSINESS STATISTICS

<p><u>UNIT:1</u> Statistics, classification of data</p>	<p><u>TOPICS</u> Definition, Importance and scope, limitation, need for data principals of measurement, data array, frequency, tabulation.</p>	<p><u>E-CONTENT</u> https://www.brainkart.com/article/Statistical-Analysis---Classification-of-Data_1503/</p>
<p><u>UNIT:2</u> Measures of Central Tendency</p>	<p><u>TOPICS</u> Introduction to Averages, mean, mode, median and weighted mean. Measures of Dispersion, Skewness and Kurtosis</p>	<p><u>E-CONTENT</u> https://statistics.laerd.com/statistical-guides/measures-central-tendency-mean-mode-median.php https://byjus.com/maths/dispersion/ https://www.analyticsvidhya.com/blog/2021/05/shape-of-data-skewness-and-kurtosis/</p>
<p><u>UNIT:3</u> Index Numbers</p>	<p><u>TOPICS</u> Meaning, types, characteristics, weighted and unweighted index number.</p>	<p><u>E-CONTENT</u> https://www.wallstreetmojo.com/index-number/</p>
<p><u>UNIT:4</u> Probability and Sampling</p>	<p><u>TOPICS</u> Concepts Random Experiment, sampling, definition of probability and problems. Reasons of sample and principles and methods and Standard Error.</p>	<p><u>E-CONTENT</u> https://www.cuemath.com/data/probability/ https://byjus.com/maths/sampling-methods/</p>
<p><u>UNIT:5</u> Correlation Analysis: Regression Analysis, Time Series Analysis</p>	<p><u>TOPICS</u> Positive and negative correlation, spearman's rank correlation. Regression and time series analysis.</p>	<p><u>E-CONTENT</u> https://www.statisticssolutions.com/free-resources/directory-of-statistical-analyses/correlation-pearson-kendall-spearman/ https://www.britannica.com/science/regression-analysis https://www.tableau.com/learn/articles/time-series-analysis</p>

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2019-2020

SEM-II: FINANCIAL ACCOUNTING

UNIT:1 Introduction to Financial Accounting	TOPICS Introduction, importance, scope, limitation, uses of accounting information and nature of accounts.	E-CONTENT https://www.investopedia.com/terms/f/financialaccounting.asp
UNIT:2 Types of books (primary and secondary)	TOPICS Rules of debit and credit: recording transaction in journal, preparation of ledger and trial balance.	E-CONTENT http://www.zainbooks.com/books/accounting-and-Finance/fundamentals-of-auditing_9_BOOKS-OF-ACCOUNT-AND-FINANCIAL-STATEMENTS.html
UNIT:3 Preparation of Financial Statement	TOPICS Trading accounts, profit and loss account, and balance sheet, adjustment entries.	E-CONTENT https://dmaccounting.com/financial-statement-preparation-filing/
UNIT:4 Financial statement analysis using ratios	TOPICS Objectives, sources, techniques of financial statement and ratios and turnover ratios	E-CONTENT https://vtechworks.lib.vt.edu/bitstream/handle/10919/93102/CNRE-43P.pdf
UNIT:5 Indian Accounting Standards	TOPICS Concepts, benefits, procedure for issuing Ind. AS in India, Reporting standard.	E-CONTENT https://static.careers360.mobi/media/uploads/froala_editor/files/Introduction%20to%20Accounting%20Standards_7iWCuHN.pdf

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SEM-I : BASICS OF MARKETING:

UNIT:1	TOPICS	E-CONTENT
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INTRODUCTION	Nature, scope, Importance Marketing	https://youtu.be/3SPJBienCAU
	Marketing Environment and core Marketing	https://youtu.be/RPrtQWGch5o
UNIT-2 Market Segmentation	Target market and product positioning Tools	https://youtu.be/0srjdRDh99Y https://youtu.be/sbi9ysmpvK4
Unit-3 New Product Development	Introduction , needs, limitations and stages.	https://youtu.be/DFGCNqtDp0Q
Unit-4 Product and Pricing Decision	Concept, product line decision, PLC, and pricing strategies	https://youtu.be/VGttwniAWpU
Unit-5 Promotion Mix	Promotion Mix concept, types, public Relations and personal selling	https://youtu.be/pLhgwXH_9kA

<p>UNIT-1 Nature of Financial Management</p>	<p>Scope, profit and wealth, dividen d decisio n</p>	<p>https://youtu.be/jjV9zKAXfYA</p>
<p>Unit-2 Concept of Time Value of Money</p>	<p>Compo unding, future value, capital budgeti ng</p>	<p>https://youtu.be/Yf-VmsLc40k</p>
<p>Unit-3 Sources of Long term Finance</p>	<p>Equity shares, prefere nce share, debent ures, long term loan & cost of capital</p>	<p>https://youtu.be/FU67wpGFBUQ</p>

Unit-4 Working Capital manage ment	Determ inants of W.C., cash Budgets & cash manage ment techniq ue	https://youtu.be/ZzodMhjrBDk
Unit-5 Receivabl es Managem ent	Objecti ves, credit policy, invento ry manage ment, ABC Analysis , Reorder level	https://youtu.be/kZT1S1pd47w

SEM-V: STRATEGIC COMPENSATION MANAGEMENT

Unit-1:	Definition,	https://youtu.be/8QfXRVLdj6I
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Introduction to Compensation Management Reward, New trends	need, objective, process, factors, types of compensation	
Unit-2: Designing Bases for pay, person focused pay	Traditional & Modern pay system, merit pay, Reward management, performance appraisal & Incentive pay	https://youtu.be/RhzQVi_bQo
Unit-3: Internally consistent and construction pay structure	Meaning of consistent, Job Evaluation, Designing and constructing pay structure	https://www.youtube.com/live/gokSZ1yekdM?feature=share
Unit-4: Legally Required Benefits and Integrated employee	Meaning, scope of Legally required benefits. Discretionary	https://youtu.be/BaOty525tzc

benefits program	benefits & Fringe and Integrated Employee Benefits program.	
Unit-5: International Compensation, strategic Issues in executive Compensation	Definition & meaning, merit n demerits of international compensation, Executive and strategic Issues in Executive compensation.	https://youtu.be/khhu1dhjFoo

SEM-V: ORGANIZATION DEVELOPMENT

Unit-1 Organization Development	Definition, characteristics, needs, etc, Historical background & values & Ethics	https://youtu.be/078wEroQm3k
Unit-2 OD: Lewin's, concept of	Meaning, definition of Lewin's	https://youtu.be/VFC67Ozphuc

team, essential & process	& model Research & process and Effectiveness	
Unit-3 OD: phase 1: structural & Third party Intervention & PHASE II	Introduction of Phase I and II, Intervention, featured, types, planning effectiveness	https://youtu.be/v_5BHenWiVU
Unit-4 OD: Intervention: Role playing & team building	Definition, Role consultation and team building	https://www.youtube.com/live/76ifFxNszlo?feature=share
Unit-5 OD: Intervention IV and Future Challenges and scope	Introduction of Intervention IV, Quality, career planning and future Challenges & scope	https://youtu.be/Y1yG2gbujJA

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SEM-VI: RISK ANALYSIS AND MANAGEMENT

UNIT:1	TOPICS	E-CONTENT
INTRODUCTION	Risk and Risk management	https://www.slideshare.net/AbhinyaKalyan/risk-management-16546063 https://www.slideshare.net/ansula/risk-risk-management
<u>UNIT:2</u> :	Measurement and management of financial risk	https://pluto.huji.ac.il/~mswiener/teaching/MAV001F/EMBA_RMFeb01.ppt
<u>UNIT:3</u>	Forwards and Futures contract to manage risk	https://www.slideshare.net/Jasirgemz/derivative-forward-and-future-contract https://www.slideshare.net/SundarShetty2/forward-and-futures-a-detailed-ppt
<u>UNIT:4</u>	Swaps and options to manage risk	https://global.oup.com/us/companion.websites/fdscontent/uscompanion/us/ppt/derivatives/DMCH12.ppt
<u>UNIT:5:</u>	Financial engineering	http://www.iimchyderabad.com/econtent/RiskAnalysisandManagement-UnitV.pdf

SEM-IV BUSINESS LAW

<u>UNIT:1</u> INTRODUCTION	1)Indian contract act 1872, 2)offer, acceptance, consideration	1. https://www.youtube.com/watch?v=ol2BXgF-P48 2. https://www.youtube.com/watch?v=G_Db4dm4SZc
<u>UNIT:2</u> CONTRACT ACT 1872	1)Wagering agreements, 2)contingent contracts	1. https://www.youtube.com/watch?v=X0WK1jiw1DE 2. https://www.youtube.com/watch?v=RGRi011lIdo
<u>UNIT:3</u> SALE OF GOOD ACT,1930	1)Contract of sale, 2) essentials of valid sale 3)breach of contract	1. https://www.youtube.com/watch?v=pHFHBSocPUE 2. https://www.youtube.com/watch?v=u4C_90sHD2M 3. https://www.youtube.com/watch?v=jo_xZvRqvW4
<u>UNIT:4</u>	1)Trademarks,	1.

TRADE MARKS ,PATENTS,COPY RIGHTS	2)patents and 3)copy right	https://www.youtube.com/watch?v=nXyCyWg6x98
UNIT:5 INFORMATION TECHNOLOGY ACT AND ENVIRONMENTAL PROTECTION ACT	1)Information technology act 2000, 2)digital signature, 3)e goverence	1. https://www.youtube.com/watch?v=czDzUP1HclQ 2. https://www.youtube.com/watch?v=uPFA7Z7WnOY

SEM-VI BUYER BEHAVIOUR

UNIT:1 INTRODUCTION	buyer behaviour	https://resources.saylor.org/wwwresources/archived/site/wp-content/uploads/2012/12/BUS203-3.2_Understanding-buyer-behavior.pdf
UNIT:2	Theories of buyer behaviour	https://www.researchgate.net/publication/235361430_The_Theory_of_Buyer_Behavior
UNIT:3	Impact of culture on buyer behaviour	https://www.slideshare.net/MDSALMANANJUM/culture-and-consumer-behavior-92839810
UNIT:4	Buyer behaviour decision	https://www.slideshare.net/akkiiyy/consumer-buying-decision-process-69716240
UNIT:5	Models of buyer behaviour	https://nscpolteksby.ac.id/ebook/files/Ebook/Business%20Administration/Consumer%20Behaviour%20and%20Advertising%20Management%20(2006)/21.%20Chapter%2020%20-%20Models%20of%20Consumer%20Behaviour.pdf

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SEM-I : BUSINESS ECONOMICS:

UNIT:1	TOPICS	E-CONTENT
BUSINESS	Definition	https://www.slideshare.net/1234567

ECONOMICS NATURE & SCOPE	and scope	89ASHU/business-economics-53163203
UNIT-2 Demand concepts & Elasticity of demand	Law of demand, elasticity of demand, concept of supply, law of supply	https://www.slideshare.net/123456789ASHU/business-economics-53163203
Unit-3 Production and cost concepts	Theory of production function, law of diminishing marginal returns to scale	https://www.pvpsiddhartha.ac.in/department/lecture%20notes/MEFA/unit2.pdf
Unit-4 Budget line	Cost concepts, Economies & diseconomies to scale	https://egyankosh.ac.in/bitstream/123456789/7590/1/Unit-8.pdf
Unit -5 Market structure	Market structure, types of markets	https://www.ebookbou.edu.bd/Books/Text/SOB/CEMBA-CEMPA/elec_4618/Module-7.pdf

SEM-III : HUMAN RESOURCE MANAGEMENT:

UNIT-1 INTRODUCTION TO HRM:		https://borgenproject.org/topic-1-introduction-to-human-resources-management/
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Unit-2 Acquiring human resources		https://www.slideshare.net/preeti52/acquiring-human-resources
Unit-3 Developing HR		https://www.hrhelpboard.com/training-development.htm
Unit-4 Labour management		https://www.mlsu.ac.in/econtents/1238_Industrial%20disputes.pdf https://www.slideshare.net/shivangikingrani/industrial-relation-and-disputes
Unit-5 Performance appraisal		<ul style="list-style-type: none"> • https://www.slideshare.net/angel01021990/performance-appraisal-ppt-hrm • •

Unit-1: Entrepreneur & Entrepreneurs hip		https://ecestudy.files.wordpress.com/2015/02/entrepreneur-and-entrepreneurship.pdf
Unit-2: Role of institutions		https://dhriiti.com/wp-content/uploads/2017/11/Role-of-Educational-Institute-In-ED.pdf

SEM-IV: Business law & Ethics:

Unit-1 Law of contracts		https://legislative.gov.in/sites/default/files/A1872-09.pdf
Unit-2 Special contracts		https://legislative.gov.in/sites/default/files/A1872-09.pdf
Unit-3 Companies act		https://www.slideshare.net/kamalEGA/presentation-on-companies-act-2013-2 https://thelegalinfo.com/2021/06/16/ppt-on-companies-act-2013/
Unit-4 Consumer protection act		https://www.wipo.int/edocs/lexdocs/laws/en/in/in076en.pdf

SEM-5 : Financial markets and services:

Unit-1 Indian financial system		https://www.igntu.ac.in/eContent/IGNTU-eContent-457919741593-B.Com-6-Prof.ShailendraSinghBhadouriaDean&-FINANCIALSERVICES-All.pdf
Unit-2 Financial markets		https://www.learnpick.in/prime/documents/ppts/details/1298/types-of-financial-markets
Unit-3 Leasing & Hire purchase		https://www.slideshare.net/RichaModi1/leasing-and-hire-purchase
Unit-4 Non fund financial		https://slideplayer.com/slide/13679284/ https://www.slideshare.net/ABHINAVRAI88/factoring-and-forfaiting-20497797
services Unit-5 Mutual funds		https://www.slideshare.net/altacitglobal/mutual-fund-11397048

SEM-5 : Insurance services:

Unit-1 Insurance		https://nios.ac.in/media/documents/vocinservices/m2--f2.pdf
Unit-2 Life insurance		https://gacbe.ac.in/pdf/ematerial/18BCO32C-U2.pdf
Unit-3 Policy documents & surrender policy		https://slideplayer.com/slide/7087287/
Unit-4 Policy claims		https://www.nios.ac.in/media/documents/VocInsServices/m3-f7.pdf
Unit-5 General insurance		https://nios.ac.in/media/documents/vocinservices/m2--f5.pdf

SEM-5 : Analysis of investment in financial assets:

Unit-1 introduction		https://www.slideshare.net/AkshayKumar348/investment-analysis-and-portfolio-management-69954976
Unit-2 Fixed income securities		https://www.slideshare.net/AkshayKumar348/investment-analysis-and-portfolio-management-69954976

Unit-3 Valuation of common stock		https://www.slideshare.net/BabasabPatil/common-stock-valuation
Unit-4 Portfolio Analysis		https://rucore.libraries.rutgers.edu/rutgers-lib/36650/PDF/1/play/
Unit-5 Evaluation of portfolio		http://rajeshsapm.blogspot.com/2017/02/portfolio-performance-evaluation.html