

**MINUTES OF THE MEETING OF BOARD OF STUDIES IN MANAGEMENT STUDIES**

**MEETING No. 23**

**DATE** : 12-02-2022

**TIME** : 10.00 AM (Online/ Offline)

**Google Meet Id:** <https://meet.google.com/grk-wdwb-xwv?authuser=0>

**The following members were present for the meeting:**

1.	<b>Dr. P. Vidhyapriya</b> Professor & Head Kongu Business School Kongu Engineering College, Perundurai 638 060	Chairman
2.	<b>Dr.J.Praveen Paul</b> Professor Department of Management Studies Mepco Schlenk Engineering College Post, Sivakasi – 626 005. E-Mail: jpraveen@mepcoeng.ac.in Mobile: 9443557010 Area of Specialization: Marketing Experience: 23.6 years	University Nominee
3.	<b>Dr. P.S.Velmurugan</b> Dean Department of Commerce Central University of Tamil Nadu, Neelakudi (Post: Kandalancherry), Thiruvavur – 610 101 E-Mail: velmuruganps@gmail.com velmuruganps@yahoo.com Mobile: 9944115566 Area of Specialization: Finance and Taxation Experience: 21.6 years	Academic Council Nominee
4.	<b>Mr. T. Rajkumar</b> Senior Associate Consultant Robert Bosch, CHIL-SEZ Keeranatham Village, Coimbatore - 641 035 E-Mail: rajkumarmba@live.com Mobile: 98942 45601 Year of completion at KEC: 2015 PG Qualification with Specialization : MBA - Finance & Operations Area of Specialization: Production Experience: 5.6years	Alumni Representative
5.	<b>Dr. R. Kasilingam</b> Professor Department of Management Studies , Pondicherry University, Puducherry – 605 014 E-Mail: kasimeena@gmail.com Mobile: 9840179939 Area of Specialization: Finance and Marketing Experience: 31.6 years	Academic Council Nominee
6.	<b>Mr. V.P.S. Radhakrishnan</b> Managing Director Angel Starch & Food Pvt Ltd 1 <sup>st</sup> Floor- H-19 Periyar Nagar, Erode – 638009 E-Mail: md@angelstarch.com Mobile: 999464444 Area of Specialization: Operations & Marketing Experience: 31.6 years	Industry Representative

7.	<b>Dr. R. Somasundaram</b> Professor Kongu Business School Kongu Engineering College, Perundurai 638 060 Professor & Head Email:rssundhar.mba@kongu.edu Mobile 9443305502 Area of Specialization: production Experience: 25.6 years	Internal Member
8.	<b>Dr. S.C.Vetrivel</b> Associate Professor Kongu Business School Kongu Engineering College, Perundurai 638 060 E-Mail: scvetrivel.mba@kongu.edu Mobile: 9442210999 Area of Specialization: HR Experience: 14.3 years	Internal Member
9.	<b>Dr. P. Karthikeyan</b> Associate Professor Kongu Business School Kongu Engineering College, Perundurai 638 060 E-Mail: ptp_karthi.mba ptp_karthi.mba@kongu.edu Mobile : 9843641321 Area of Specialization: Finance & Marketing Experience: 17.6 years	Internal Member
10.	<b>Dr. V.Krishnamoorthy</b> Associate Professor Kongu Business School Kongu Engineering College, Perundurai 638 060 E-Mail: krishnamoorthy.mba@kongu.edu Mobile: 9865136311 Area of Specialization: Marketing & Finance Experience: 23.6 years	Internal Member
11.	<b>Dr. P. Sundharesalingam</b> Associate Professor Kongu Business School Kongu Engineering College, Perundurai 638 060 E-Mail: sundaresalingam.mba@kongu.edu Mobile: 9842912127 Area of Specialization: Operations Experience: 18.4 years	Internal Member
12.	<b>M.Mohanasundari</b> Associate Professor Kongu Business School Kongu Engineering College, Perundurai 638 060 E-Mail: mohanasundari.mba@kongu.edu Mobile: 9486763908 Area of Specialization: Finance & Marketing Experience: 18 years	Internal Member
13.	<b>Dr. S.Padmavathy</b> Assistant Professor (Sr.G.) Kongu Business School Kongu Engineering College, Perundurai 638 060 E-Mail: padmavathy.mba@kongu.edu Mobile : 8675014214 Area of Specialization: HR Experience: 17 years	Internal Member

14.	<b>Dr. N.Prakash</b> Assistant Professor (Sr.G.) Kongu Business School Kongu Engineering College, Perundurai 638 060 Email: np.mba ptp_karthi.mba@kongu.edu Mobile : 9842721589 Area of Specialization: operations management Experience: 12.6 years	Internal Member
15.	<b>Prof T.P.Saravanan</b> Assistant Professor Kongu Business School Kongu Engineering College, Perundurai 638 060 Email: tpsaravanan.mba@kongu.edu Mobile : 9865977766 Area of Specialization: marketing Experience: 23.6 years	Internal Member
16.	<b>Dr R.Maheswari</b> Assistant Professor Kongu Business School Kongu Engineering College, Perundurai 638 060 Email: maheswari.mba@kongu.edu Mobile : 9842896660 Area of Specialization: Finance Experience: 9 years	Internal Member
17.	<b>Dr V. Vaishnavi</b> Assistant Professor Kongu Business School Kongu Engineering College, Perundurai 638 060 Email: vaishnavi.mba@kongu.edu Mobile : 9003463969 Area of Specialization: HR Experience: 2.5 years	Internal Member

**The following members were present as special invitees: Nil**

**The following members have requested for leave of absence: Nil**

#### **Meeting of the Management Studies Board:**

Chairman / BoS welcomed the members and briefed on curriculum, syllabi of courses to be added and syllabi of courses to be modified under Regulation 2020 for MBA Programmes.

The board discussed and approved the following points as per the agenda:

**Item No. 23.1: Ratification of the following items under R2020 as given in Annexure-I.**

- a. SWAYAM Online Course on Toyota Production System
- b. Evaluation Methodology for Alternative Credit Courses (ACC)

It is resolved to ratify the above items (a & b) as given in Annexure – I.

**Item No. 23.2. Approval of the syllabi of new elective courses to be added and syllabi of courses to be modified for MBA programme under R2020 as given in Annexure-II.**

The members discussed the syllabi of newly added elective courses and syllabi of modified elective courses for MBA programme as given in Annexure-II and approved the same.



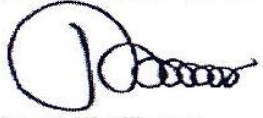
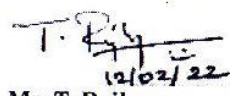

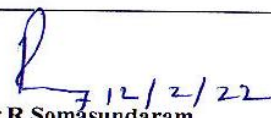



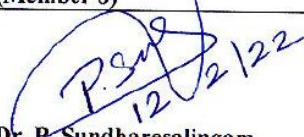
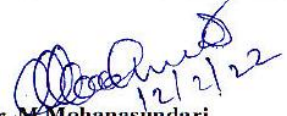
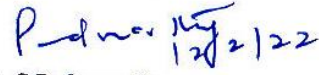
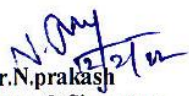

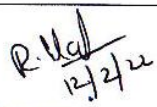
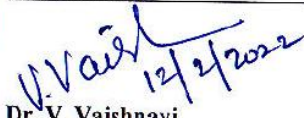

**Item No. 23.3. Approval for on-line SWAYAM courses with syllabi to be offered from first trimester onwards, under R2020 as given in Annexure-III.**

The members discussed on-line SWAYAM courses with syllabi to be offered from first trimester onwards, Transfer of credits from NPTEL, SWAYAM, etc., under R2020 (from the year 2021-22 onwards) as given in Annexure – III and approved the same.

**Reporting Item No. 23.4. Proctored online/ conventional examination system being followed for the November / December 2021 end semester / trimester examinations as given in Annexure-VI.**

The members appreciated the proctored online/ conventional examination system being followed for the November / December 2021 end semester / trimester examinations as given in Annexure-IV..

The meeting was concluded with a vote of thanks to the members.

 <b>Dr. J. Praveen Paul</b> Name & Signature (Member 1)	 <b>Dr. P. S. Velmurugan</b> Name & Signature (Member 2)
 <b>Dr. R. Kasilingam</b> Name & Signature (Member 3)	 <b>Mr. T. Rajkumar</b> Name & Signature (Member 4)
 <b>Mr. V. P. S. Radhakrishnan</b> Name & Signature (Member 5)	 <b>Dr. R. Somasundaram</b> Name & Signature (Member 6)
 <b>Dr. S. C. Vetrivel</b> Name & Signature (Member 7)	 <b>Dr. P. Karthikeyan</b> Name & Signature (Member 8)
 <b>Dr. V. Krishnamoorthy</b> Name & Signature (Member 9)	 <b>Dr. P. Sundharsalingam</b> Name & Signature (Member 10)
 <b>Dr. M. Mohanasundari</b> Name & Signature (Member 11)	 <b>Dr. S. Padmavathy</b> Name & Signature (Member 12)
 <b>Dr. N. Prakash</b> Name & Signature (Member 13)	 <b>Prof. T. P. Saravanan</b> Name & Signature (Member 14)
 <b>Dr. R. Maheswari</b> Name & Signature (Member 15)	 <b>Dr. V. Vaishnavi</b> Name & Signature (Member 16)
 <b>Dr. P. Vidhyapriya</b> Name & Signature Chairman/BoS	

## Annexure – I

- a) Ratification items under R2020 implemented during the academic year 2021-22 and/or previous years.

The following online SWAYAM course have been permitted for the students for credit transfer (for 2020 - 2022 batch and 2021 - 2023 batch MBA students).

Course Name	No of Weeks	Credit Recommended by NPTEL	Credit to be Transferred
Toyota Production System	8 week	2	2



## TOYOTA PRODUCTION SYSTEM

**PROF. RAJAT AGRAWAL**

Department of Management  
IIT Roorkee

**TYPE OF COURSE** : Rerun I Elective I PG/UG

**COURSE DURATION** : 8 weeks (23 Aug'21 - 15 Oct'21)

**EXAM DATE** : 23 Oct 2021

**PRE-REQUISITES** : Production and Operations Management

**INTENDED AUDIENCE** : Industry people who wants to use “operations” for competitive advantage, Students doing research in operations management, Students doing Masters and Bachelors degrees in area of operations management, Industrial engineering etc, Professionals who are interested in knowing the best practices in operations.

**INDUSTRIES APPLICABLE TO** : This course will be highly useful for manufacturing organizations. Particularly companies such as Hero, Maruti, BHEL, Rockman, Bajaj, Tata etc.

### **COURSE OUTLINE :**

Manufacturing is one of the important activity for wealth generation. Countries like China, Thailand, Vietnam etc are creating an enabling environment for developing these nations as major industrial ones. Therefore, there is an increasing interest in manufacturing activities. Toyota car company at Japan is a very interesting case study to learn many things to make manufacturing competitive. Toyota consistently raises the bar for manufacturing, product development, and process excellence. The result is an amazing business success story: steadily taking market share from price cutting competitors, earning far more profit than any other automaker, and winning the praise of business leaders worldwide. The proposed course will discuss various aspects of Toyota's approach and will also focus to achieve sustainability through excellence in operations.

### **ABOUT INSTRUCTOR :**

Prof. Rajat Agrawal is a member of faculty (Associate Professor) at Department of Management Studies, Indian Institute of Technology, Roorkee. He is also associate faculty member at Center of Excellence for Disaster Mitigation and Management and Center of Excellence for Transportation Management, IIT Roorkee. He administers various initiatives of IIT Roorkee in the field of IPR, incubation and entrepreneurship in different capacities. He initiated incubation centre at IIT Roorkee. He is cocordinator of Design innovation centre at IIT Roorkee.

### **COURSE PLAN :**

**Week 1:** Manufacturing Excellence, Global Environment ,Production System, Operations Strategy , The Heart of the TPS: Eliminating Waste

**Week 2:** Principles of Toyota Way, Culture Behind Toyota Way, Toyota Way in Action, Long Term Philosophy, Create Continuous Flow

**Week 3:** Pull System, Leveling Workload, Get Quality Right the first time, Standardization of Task, Use of Visual Control

**Week 4:** Use of Reliable Technology, Role of Leaders in Manufacturing Philosophy, Developing Exceptional Teams , Challenge & Respect Extended Networks, See yourself to understand the situation

**Week 5:** Developing decisions with Consensus, Becoming Learning Organization, Becoming a Learning Organization: Continuous Improvement, Using Toyota Way for other Organization (Service & Technical), Lean Manufacturing

**Week 6:** Lean Vs Agile Manufacturing, Sustainable Manufacturing-I, Sustainable Manufacturing-II, Flexible Manufacturing System, Benchmarking

**Week 7:** Cultural Issues in Lean, Overview of Lean implementation, Significance of Lead time, Techniques to reduce LT, Value Stream Mapping

**Week 8:** KANBAN Approach, KANBAN Calculation-I, KANBAN Calculation-II, Theory of Constraints, Different Business Excellence Models

b. Evaluation Methodology for Alternative Credit Courses (ACC)

Sl. No	Course Code	Course Name	Continuous Assessment	End Trimester	Total
1.	20MBE58	Outbound Experiential Learning	100	Nil	100

The above examination pattern is approved for alternative credit courses (ACC) from 2020 - 2021 batch onwards.

- b) The syllabi of the following two elective courses were modified and offered to students of 2021 - 2023 batch.

**Annexure - II**

**(i) Syllabi of courses to be added newly and syllabi of courses to be modified for MBA programme under R2020**

**(a) List of courses newly added:**

S.No.	Course Name	Semester	Regulation
1.	Introduction to Goods and Service Tax (GST)	Elective	2020
2.	Management of Inventory Systems	Elective	2020
3.	Managing Innovation	Elective	2020

**INTRODUCTION TO GOODS AND SERVICE TAX (GST)**

Programme & Branch	Master of Business Administration	Trim.	Category	L	T	P	Credit
Prerequisites	NIL	3/4/5/6	FE	3	0	0	3

Preamble	The course is intended to give an idea on Goods and Service Tax (GST)	
Unit – I	Introduction and overview of GST	6
Introduction to GST: Tax Classification - Direct Taxes - Indirect Taxes - Benefits of GST- Over view of GST- Scope of Supply- Levy of GST		
Unit – II	Reverse charge mechanism	6
Concept of reverse charge mechanism composition scheme.		
Unit – III	Valuation of GST	6
Valuation of Rules - Payment of GST- Input tax credit – concept of Input tax credit- Payment of GST		
Unit – IV	Returns under GST	6
Furnishing of Returns- Books of Accounts- Different book of accounts		
Unit – V	Interest Penalty and Prosecution	6
Provision of Interest – Provision of Penalty and prosecution		

**Total:30**

**REFERENCES:**

1.	Gupta, S.S, "GST Law and Practice", 1st Edition, Taxman Publication, New Delhi, India 2017.
2.	Garg, Keshav. R, "GST Ready Reckoner" 3rd Edition, Bharat Publisher, New Delhi, India, 2017.
3.	Datey V.S, "GST Ready Reckoner", 1st Edition, Taxman Publication, New Delhi, India 2017.
4.	Subramanian, P.L., "Guide to GST" 3rd Edition, Snow white publication, Pune, India, 2017
5.	Arpit Haldia, "GST, Law and Practice", 2nd Edition, Taxman Publication, New Delhi, India, 2021.

<b>COURSE OUTCOMES:</b>		<b>BT Mapped (Highest Level)</b>
On completion of the course, the students will be able to		
CO1:	understand the concept of GST	Understanding (K2)
CO2:	analyze the importance of Reverse Charge Mechanism	Analyzing (K4)
CO3:	comprehend the principles of valuation of GST	Applying (K3)
CO4:	evaluate the implication of furnishing of returns	Evaluating (K5)
CO5:	understand the implication of Interest, Penalty and prosecution	Understanding (K2)

Mapping of COs with POs						
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2				
CO2	1	3				
CO3	2	3				
CO4	3	2				
CO5		3				
1 – Slight, 2 – Moderate, 3 – Substantial, BT- Bloom's Taxonomy						

ASSESSMENT PATTERN – THEORY							
Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Total %
CAT1	20	20	30	30			100
CAT2	10	10	30	30	20		100
ETE	10	10	30	30	20		100

\* ±3% may be varied (CAT 1,2 – 50 marks & ESE – 100 marks)

#### MANAGEMENT OF INVENTORY SYSTEMS

Programme & Branch	Master of Business Administration	Trim.	Category	L	T	P	Credit
Prerequisites	Nil	3/4/5/6	FE	3	0	0	3

Preamble	This course aims at enabling the students to understand the system and processes to manage the stock of organization with the involvement of Technology system. This course helps the students manage, control, track and plan inventory.	
Unit – I	Introduction to Inventory Management	6
Introduction to Inventory and Materials Management: Concepts and Issues, Types of inventory, Inventory costs and their measurement, Structure of inventory models, Importance and areas of materials management. Classification of inventory problems, Importance-based classification of inventory, selective inventory management techniques and their use.		
Unit – II	Dynamic Inventory Problems under Certainty and Risk	6
Dynamic Inventory Problems under Certainty: General characteristics, Fixed Order Size System (EOQ and its variants), Economic Production Quantity (EPQ), Fixed order interval system, Inventory problem formulation and solution under constraints, Numerical problems. Dynamic Inventory Problems under Risk: General characteristics, Types of inventory control systems with known stock-out costs and service levels, Approximate and exact methods for safety stock determination, Numerical problems.		
Unit – III	Inventory Control and Purchasing	6
MRP, MRP-II and ERP: Concepts and Issues of MRP, Design of MRP system and its variants (MRP-II and ERP), Cases. Basics of Purchasing Management: Fundamentals and importance of industrial purchasing, Types of purchasing, Measurement and evaluation of performance of suppliers and purchasing systems.		
Unit – IV	Theory of Constraints and Materials Management	6
Theory of Constraints and Materials Management: Concept and Issues, Bottleneck and non-bottleneck resources, Process and transfer batches, Capacity constraint resources, D-B-R scheduling and VAT plants, Effect on materials management. JIT-based Approaches for Materials Management: Concepts and Issues, Relationship with Lean Engineering practices, Cases.		
Unit – V	Value Engineering/Analysis and Stores Management	6
Value Engineering/Analysis and Stores Management: Objectives and issues of Value Engineering/Analysis(VE/VA), Steps in VE/VA, , Basics of and approaches for stores management, Cases.		

**Total:30**



**REFERENCES:**

1.	Starr, M K and Miller, D W, "Inventory Control: Theory and Practice", 3rd Edition, Prentice Hall, New Delhi, 2020
2.	Tersine, R J, "Principles of Inventory and Materials Management", 5th Edition, Prentice Hall, New Delhi, 2020.
3.	Prem Vrat, "Materials Management: An Integrated Systems Approach (Springer Texts in Business and Economics)", 1st Edition, Springer, 2016
4.	Stevenson W.J, "Operations Management", 13th Edition, McGraw Hill Education, New Delhi, 2018.
5.	Chary S.N., "Production and Operations Management", 6th Edition, McGraw Hill Education, New Delhi, 2019.

**COURSE OUTCOMES:**

On completion of the course, the students will be able to

**BT Mapped  
(Highest Level)**

CO1:	understand and analyze the different inventory models in practice.	Analyzing (K4)
CO2:	appraise the appropriate dynamic inventory models for business situations.	Evaluating (K5)
CO3:	design and evaluate MRP system and performance of suppliers.	Evaluating (K5)
CO4:	examine and identify the different bottlenecks	Evaluating (K5)
CO5:	investigate and analyse the issues involved in value engineering analysis.	Analyzing (K4)

**Mapping of COs with POs**

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2				
CO2	1	3				
CO3	2	3				
CO4	3	2				
CO5		3				

1 – Slight, 2 – Moderate, 3 – Substantial, BT- Bloom's Taxonomy

**ASSESSMENT PATTERN – THEORY**

Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Total %
CAT1	10	10	20	30	30		100
CAT2	10	10	30	30	20		100
ETE	10	10	30	30	20		100

\* ±3% may be varied (CAT 1,2 – 50 marks & ESE – 100 marks)

## MANAGING INNOVATION

<b>Programme &amp; Branch</b>	<b>Master of Business Administration</b>	<b>Trim.</b>	<b>Category</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
<b>Prerequisites</b>	<b>NIL</b>	<b>3/4/5/6</b>	<b>NFE</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

Preamble	This course provides a Broader view on all relevant aspect of innovation and start up policy.	
<b>Unit – I</b>	<b>Innovation and creativity</b>	<b>6</b>
Innovation and creativity-An introduction-Innovation in Current Environment-Types of Innovation-schools of Innovation.		
<b>Unit – II</b>	<b>Challenges of Innovation</b>	<b>6</b>
<b>Challenges of Innovation:</b> Steps of Innovation Management Idea management System- Divergent Vs Convergent Thinking and Entrepreneurship		
<b>Unit – III</b>	<b>Experimentation in Innovation management</b>	<b>6</b>
<b>Experimentation in Innovation management:</b> Idea championship-participation for innovation-co-creation for Innovation- prototyping to Incubation		
<b>Unit – IV</b>	<b>Marketing of Innovation</b>	<b>6</b>
<b>Marketing of Innovation:</b> Technology Innovation Process-Technological Innovation Management planning- Creation of IPR-Types of IPR and Patents and Copyrights.		
<b>Unit – V</b>	<b>Handholding of Entrepreneurship</b>	<b>6</b>
<b>Handholding of Entrepreneurship:</b> Start up landscape and innovation India hubs-start up policy.		

**Total:30**

**REFERENCES:**

1.	C.B. Rao, "India as Global Start up Hub: Mission with passion", 1s Edition, Notion press, 2018.
2.	Aravind Kumar Bhatt, "Innovation and entrepreneurship", Kindle Edition, Laxmi Publication Pvt Ltd , 2018.
3.	Perihan Hazel Er," Entrepreneurship essentials" 1st Edition, Lap Lamber Academic publishers,2012.
4.	Bill Aulet, " Disciplined entrepreneurship" 1st Edition, Wiley, Noida, 2013.
5.	Robert D.Hisrich , Michael Perters, Dean Shepherd, Sabya Sachi Sinha, "Entrepreneurship", 11th Edition, McGraw Hill Education, New Delhi, 2020,

<b>COURSE OUTCOMES:</b> On completion of the course, the students will be able to		<b>BT Mapped (Highest Level)</b>
CO1:	Understand the implication of innovation in business.	Understanding(K2)
CO2:	Appraise the challenges of innovation and steps of innovation Management.	Evaluating (K5)
CO3:	Apply the Experimentation of Innovation in Entrepreneurship .	Applying (K3)
CO4:	Evaluate the implication of IPR in Business Development.	Evaluating (K5)
CO5:	Understand the Start up policy and its implication to the business	understanding (K2)

Mapping of COs with POs						
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3					
CO2		3				
CO3		3				
CO4		3				
CO5		3				

1 – Slight, 2 – Moderate, 3 – Substantial, BT- Bloom's Taxonomy

ASSESSMENT PATTERN – THEORY							
Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Total %
CAT1	20	20	20	20	20		100
CAT2	20	20	20	20	20		100
ETE	20	20	20	20	20		

\* ±3% may be varied (CAT 1,2 – 50 marks & ESE – 100 marks)

**(b) List of courses modified the syllabus content:**

S.No.	Course Code & Course Name	Semester	Regulation
1.	20MBE39 Entrepreneurial Marketing	Elective	2020
2.	20MBE42 Banking Technology Management	Elective	2020

**20MBE39 ENTREPRENEURIAL MARKETING**

Programme & Branch	Master of Business Administration	Trim.	Category	L	T	P	Credit
Prerequisites	NIL	3/4/5/6	NFE	3	0	0	3

Preamble	The course provides an in-depth understanding of marketing theory, concepts and tools used to market a new product offering and/or applicable in an entrepreneurial setting and place an emphasis on the special requirements for creating and executing marketing plans and programs in a setting of rapid technological change.	
Unit – I	Marketing and Entrepreneurship	6
Introduction- An Entrepreneurial Approach to Marketing -Business Success and Failure – Case Study - Sustaining Competitive Advantages of New Ventures - Build a Mission Statement – Case Study.		
Unit – II	Identifying Market Opportunities	6
Recognizing opportunities and generating ideas – Market research - Feasibility Analysis – Writing a business plan		
Unit – III	Market Development	6
Market Development: Digital and online marketing –product and service decisions- build a strong brand from scratch- competing on loyalty- Market Segmentation - Targeting.		
Unit – IV	Pricing & Channel Management	6
Pricing: Tools- Market Expansion and Pricing- strategies- case study. Channel Management: Channel behavior and organization- channel design decisions- channel management decisions - Retailer Relationships-Developing effective Distribution Strategies		
Unit – V	Building Customer Relationships & Entrepreneurial Communication Strategy	6
Building Customer Relationships: Managing Customers – Relationship Marketing - Traditional-Digital Marketing for Entrepreneurs- Media Marketing-customer value proposition. Entrepreneurial Communication Strategy: Inbound, outbound and social media strategy.		

**Total:30**

**REFERENCES:**

1.	Robert D. Hisrich ,Veland Ramadani, “Entrepreneurial Marketing : A Practical Managerial Approach”, First Edition, Edward Elgar Publishing, UK, 2018.
2.	Sheth J, Sisodia R., “4A’s of Marketing: Creating Value for Customers, Companies and Society”, 1st Edition,Routledge, USA, 2012.
3.	Bruce R. Barringer, Duane Ireland R “Entrepreneurship: Successfully Launching New Ventures”, 6th Edition, Pearson Education, Noida, 2018.
4.	Crane, G. Frederick., “Marketing for Entrepreneurs: Concepts and Applications for New Ventures” 2nd Edition, Sage Publications, New Delhi, 2012.
5.	Mohr, J., Sengupta, S., Slater, S., “Marketing of High-Technology Products and Innovations”, 3rd Edition, Pearson Education, Noida, 2010.

<b>COURSE OUTCOMES:</b> On completion of the course, the students will be able to		<b>BT Mapped (Highest Level)</b>
CO1:	develop mission statement with the essence of marketing concepts as they apply to small and new ventures;	Creating (K6)
CO2:	prepare a basic marketing plan for an existing or proposed entrepreneurial venture.	Applying (K4)
CO3:	develop skills in analyzing to progress in marketing by applying various strategies and methods in business by an entrepreneur.	Applying (K3)
CO4:	solve the problem of –newness  as they develop the pricing and distributing plan according to the dynamics of market.	Evaluating (K5)
CO5:	establish a strong customer relationship in business with the use of appropriate technology.	Applying (K3)

ASSESSMENT PATTERN – THEORY							
Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Total %
CAT1	20	15	20	10	20	15	100
CAT2	10	20	15	30	25		100
ETE	20	20	15	20	15	10	100

## 20MBE42 BANKING TECHNOLOGY MANAGEMENT

Preamble	This course familiarize the students about banking in a digitalized environment with prime focus on the need for digitalization of banking industry and banking management in a technological environment. This course aims to provide the students with a comprehensive knowledge and application of new technologies that are used to innovate and streamline financial systems.	
Unit – I	<b>Branch Operations and Core Banking</b>	<b>6</b>
Branch Operations and Core Banking: Introduction and Evolution of Bank Management — Technological Impact in Branch Operations — Analysis of Rangarajan Committee Reports on Mechanisation and Computerization of Banks — Total Branch Computerization — Electronic Banking — Electronic Products — Core Banking.		
Unit – II	<b>Delivery Channels</b>	<b>6</b>
<b>Delivery Channels:</b> Overview — Automated Teller Machines — Anywhere Anytime Banking — Internet Banking — Mobile Banking — Phone Banking — Call centers — Payment Gateways — Card Technologies — MICR Electronic Clearing — Security in Delivery channels.		
Unit – III	<b>Inter Bank Payment and Settlement System</b>	<b>6</b>
<b>Inter Bank Payment and Settlement System:</b> Structured Financial Messaging System — SWIFT — National Electronic Fund Transfer System (NEFT) — Electronic Clearing System (ECS) — Real Time Gross Settlement (RTGS) — Negotiated Dealing Systems (NDS) and Securities Settlement System — Electronic Money — E Cheques — Information System Security and Disaster Management — RuPay: India's Card Payment Network.		
Unit – IV	<b>Back Office Operations</b>	<b>6</b>
<b>Back Office Operations:</b> Bank Back Office Management — Inter Branch Reconciliation — Treasury Management — Risk Management — Data Centre Management — Network Management — Customer Relationship Management (CRM)		

<b>Unit – V</b>	<b>Contemporary Issues in Banking Techniques</b>	<b>6</b>
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**Contemporary Issues in Banking Techniques:** Analysis of Digital Lending(including Lending through Online Platforms and Mobile Apps)Reports— Banking Softwares — Licensing Small banks and Payment Banks— Case studies on banking technology.

**Total:30**

**REFERENCES:**

1.	Indian Institute of Banking and Finance, "Information Technology, Data Communications and Electronic BankingII", 3rd Edition, Macmillan Publishers, New Delhi, 2017.
2.	Banking Law and Practice, "Web Modules", The Institute of Companies Secretaries of India, New Delhi, 2019
3.	O. P. Srivastava., "Banking on Technology: The changing face of Indian banking", 1 <sup>st</sup> Edition, Reelismfilms, 2020.
4.	Brett King, "Bank 4.0: Banking Everywhere, Never at a BankII", 1st Edition, Wiley, New Delhi, 2018.
5.	Suresh Samudrala, "Retail Banking Technology", 1st Edition, Jaico Publishing House, Mumbai, 2015.

<b>COURSE OUTCOMES:</b>	<b>BT Mapped (Highest Level)</b>
On completion of the course, the students will be able to	
CO1: familiarize the functioning of Core banking systems	Understanding (K2)
CO2: examine the various distribution channel for new era banks.	Analyzing (K4)
CO3: assess the different payment and settlement system.	Evaluating (K5)
CO4: scrutinize the risk management techniques and data protection systems.	Analyzing (K4)
CO5: scrutinize the risk management techniques and data protection systems.	Understanding (K2)

<b>Mapping of COs with POs</b>						
<b>COs/POs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
CO1	3	2				
CO2	2	3				
CO3	3	2				
CO4	3	2				
CO5		3				
1 – Slight, 2 – Moderate, 3 – Substantial, BT- Bloom's Taxonomy						

<b>ASSESSMENT PATTERN – THEORY</b>							
<b>Test / Bloom's Category*</b>	<b>Remembering (K1) %</b>	<b>Understanding (K2) %</b>	<b>Applying (K3) %</b>	<b>Analyzing (K4) %</b>	<b>Evaluating (K5) %</b>	<b>Creating (K6) %</b>	<b>Total %</b>
CAT1	20	20	15	20	25		100
CAT2	10	20	30	20	20		100
ETE	10	20	30	20	20		100

\* ±3% may be varied (CAT 1,2 – 50 marks & ESE – 100 marks)

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**Annexure - III**

**List of approved online SWAYAM courses and syllabi under R2020.  
(from the year 2021 - 2022 onwards)**

<b>S. No.</b>	<b>Course Name</b>	<b>No of week</b>	<b>Credit Recommended by SWAYAM</b>	<b>Credit to be Transferred</b>
1	Management of Inventory Systems	12	3	3
2	Safety and Risk Analytics	12	3	3
3	Customer Relationship Management	6	2	2
4.	Managing Innovation	6	2	2



## MANAGEMENT OF INVENTORY SYSTEMS

**PROF. PRADIP KUMAR RAY**

Department of Industrial and Systems Engineering  
IIT Kharagpur

**TYPE OF COURSE** : Rerun | Elective | UG/PG

**COURSE DURATION** : 12 weeks (24 Jan' 22 - 15 Apr' 22)

**EXAM DATE** : 24 Apr 2022

**INTENDED AUDIENCE** : Management, Industrial Engineering, Mechanical Engineering, Production Engineering and related disciplines.

**INDUSTRIES APPLICABLE TO** : Tata Steel, Tata Motors, L&T, Linde and similar such manufacturing and service organizations including IT companies

### **COURSE OUTLINE :**

The objective of the course is to introduce the basic concepts and statistical and other quantitative techniques and methods employed in the broad area of materials management, in general and inventory control and management, in particular. Static and dynamic inventory problems under certainty, risk and uncertainty, design of inventory study and decision procedures, current approaches in inventory management, important methods and approaches in purchasing, storing, distribution, value engineering/analysis, logistics and SCM are some of the topics which are required to be covered for the students taking up this course for the first time.

### **ABOUT INSTRUCTOR :**

Prof Pradip Kumar Ray is a Professor in the Department of Industrial and Systems Engineering, Indian Institute of Technology (IIT), Kharagpur, India. A mechanical engineering graduate (IEST, Shibpur) with MTech degree and PhD in industrial engineering (IIT Kharagpur), he has more than thirty-six years of experience - eight years in industry and twenty-eight years of teaching and research experience at IIT Kharagpur. He has published one text book, three edited books, thirteen book chapters, six lecture packages, and 162 papers in international and national journals of repute and conferences. His areas of interest include productivity modelling, materials management, quality engineering, ergonomics, healthcare inventory management. He has secured substantial number (27 till date) of industry and research grants. He has supervised 17 PhD scholars. He is a certified Lead Assessor for ISO-9001 registration, and a member of INFORMS and IIMM, and a Fellow of WAPS and IE (India).

### **COURSE PLAN :**

**Week 1:** Introduction to Inventory and Materials Management

**Week 2:** Inventory Problems and Selective Inventory Management

**Week 3:** Static Inventory Problems under Risk

**Week 4:** Static Inventory Problems under Uncertainty

**Week 5:** Dynamic Inventory Problems under Certainty

**Week 6:** Dynamic Inventory Problems under Risk

**Week 7:** MRP, MRP-II and DRP

**Week 8:** JIT-based Approaches for Materials Management

**Week 9:** Basics of Purchasing Management

**Week 10:** Theory of Constraints and Materials Management

**Week 11:** Value Engineering/Analysis and Stores Management

**Week 12:** Logistics and Supply Chain Management



## SAFETY AND RISK ANALYTICS

**PROF. JHARESWAR MAITY**

Department of Safety and Risk Analytics  
IIT Kharagpur

**TYPE OF COURSE** : New | Elective | UG/PG

**COURSE DURATION** : 12 Weeks (24 Jan' 22 - 15 Apr' 22)

**EXAM DATE** : April 24, 2022

**PRE-REQUISITES** : Basic probability and statistics

**INTENDED AUDIENCE** : All Engineering, Science, and Management Students

**INDUSTRIES APPLICABLE TO** : 1. Manufacturing companies like GM, Tata Motors, Tata Steel

2. Process industries such as ONGC
3. Mining industry like Coal India Limited
4. Construction companies like L&T
5. General Electric
6. R&D organizations like DRDO

### **COURSE OUTLINE :**

The objective of this course is to impart students of both UG and PG levels, working professionals, and industry practitioners with a holistic view of safety and risk analytics applied to systems life cycle through advanced analytics and reporting techniques and technologies. Upon completion of this course, the students will know (i) types, sources and characteristics of safety data and their integration for organization-wide safety centric data model, (ii) safety data visualization and exploration, (iii) safety performance evaluation and monitoring, (iv) safety predictive models, (v) behavioral safety analytics, (vi) injury epidemiology, and (vii) safety related decision making. The concepts, methodologies, mathematics, techniques and algorithms needed for this course are drawn from engineering approaches, statistics, machine learning and data mining. The primary focuses of this course is learn from data, predict the future and take data driven decision making.

### **ABOUT INSTRUCTOR :**

Prof. Jhareswar Maity, PhD, Professor, Department of Industrial & Systems Engineering, Indian Institute of Technology (IIT), Kharagpur has more than fifteen years of teaching, research and consulting experience on Safety Analytics, Quality Analytics and Engineering Ergonomics. He has published more than 70 papers in international and national journals of repute and more than 30 papers in conference proceedings. Till date, he has supervised 11 PhD candidates to successful completion and currently supervising 8 PhD research candidates.

### **COURSE PLAN :**

**Week 1:** Basics of safety and risk:

**Week 2:** Creation of safety database:

**Week 3:** Safety data quality assessment and preprocessing

**Week 4:** Descriptive safety analytics

**Week 5:** Safety performance evaluation and monitoring

**Week 6:** Analysis of Safety Reports and Narratives

**Week 7:** Risk quantification

**Week 8:** Predictive safety analytics

**Week 9:** Predictive risk analytics

**Week 10:** Predictive risk analytics

**Week 11:** Prescriptive safety analytics (contd.)

**Week 12:** Behavioral safety analytics and injury epidemiology



# Customer Relationship Management

## Course layout

### Week 1 : Introduction to CRM

- Meaning and definition of CRM, benefits of CRM, why should businesses adopt CRM

### Week 2 : Building Customer Relationships

- The why's and how's of building relationships with customers.

### Week 3 : Economics of CRM

- Lifetime value of customer, Activity based costing for customer profitability analysis

### Week 4 : CRM Applications

- Applications of CRM in different industries

### Week 5 : CRM in Business Markets

- CRM practices in Business Markets

### Week 6 : CRM implementation

- CRM implementation process, precautions related to CRM implementation.

# Managing Innovation

## Course layout

### Week 1: Introduction

- Module Overview
- Understanding the Concept of Innovation and its Importance
- Types of Innovation
- Innovation in Organization

### Week 2: Lay the Foundation and Create a Challenge Book

- Module Overview
- Step one: Lay the Foundation
- Create a Challenge Book
- Let's Discuss Step One and Two
- The Innovation Activity
- Conclusion

### Week 3: Build Participation and Experiment with Low-cost at High -speed

- Module Overview
- Choosing the Right "Role Model"
- Ways to Motivate Innovation Activity in Organization
- Role of Catalyst in Building Participation in Innovation Process
- How to Overcome Velocity Problem?
- Failure Fallacy
- Encouraging Experimentation
- Prototyping
- Conclusion

#### **Week 4: Go Fast from Prototyping to Incubation and Iterate on The Business Model**

- Module Overview
- Being a Champion
- Iterating on Business Model
- Design of a Pitch
- Business Model Metaphors
- Conclusion

#### **Week 5: Build an Innovation Sandbox and Create a Margin of Safety**

- Module Overview
- Ways to Enhance the Batting Average Problem
- Sand box, Platform and Open Source Approach
- Intellectual Property Protection
- Risk Management
- Big Bets Risks
- Where Do We Stand?
- Conclusion
- Case Study Discussion

### **Annexure-IV**

#### **REPORTING ITEM**

**Online/ conventional method of examination system being followed for the November / December 2021 ( both regular and arrear exams) End Semester / Trimester Examinations to be held in February 2022.**

a) As per the directions issued by Anna University and guidelines issued by Higher Education Department, Government of Tamilnadu, BE / BTech, BSc and MSc (Integrated) End Semester Examinations will be conducted through online mode, with students taking up the examinations from their places of stay. Examinations will be proctored by using appropriate software and also be monitored by faculty invigilators.

b) MBA, MCA, ME / MTech and PhD coursework End Semester / Trimester Examinations will be conducted through conventional method (paper and pen) in campus.

c) The above examination procedure shall also be followed for the maximum period exhausted students