SEMESTER – VI

Course Code	Course Title	Teaching Hrs/Week	Internal Assessment Marks	External Assessment Marks	Exam Hrs	Credits
DSC601	Business Law	5	20	80	3	5
DSC602	Small Business Management	5	20	80	3	5
DSC603	International Business Management	5	20	80	3	5
Specialization [Select any One Group]						
Group1 –Finance						
SF604	Goods and Service Taxes	4	20	80	3	4
SF605	Advanced Financial Decisions	4	20	80	3	4
Group2 –Marketing						
SM606	Retail Management	4	20	80	3	4
SM607	Digital Marketing	4	20	80	3	4
	Group3 –Human Resource					
SHR608	Strategic HR Management	4	20	80	3	4
SHR609	Cultural Diversity at Work Place	4	20	80	3	4
Skill Based Course [Compulsory]						
SBC610	Internship Project [Report & Viva-voce]	2	-	50	-	2
TOTAL		**25 Hrs/Week**	**100**	**450**		**25**

SUBJECT CODE : DSC601

NAME OF THE COURSE: BUSINESS LAW

Objectives:

To impart knowledge of legal environment related to business transactions such as contracts, sales, consumers and online transactions.

Unit 1

Law of Contract-Definition, Essentials of Valid contract, Kinds of Contract, Offer, Acceptance, Consideration, Capacity of parties to Contract, Free Consent, Discharge of Contract, Breach of contract and remedies.

Unit 2

Companies Act, Definition of Company, Kinds of company, Memorandum of Association, Articles of Association, Prospectus, Meetings and Resolutions.

Unit 3

Social security legislation – EPF Act objectives – Purpose and Important provisions – ESI Act objectives – Purpose and important provisions

Unit 4

Sale of goods act-Meaning and definition, Essentials of sale Contract, Sale and agreement to sale, Conditions and warranties, Unpaid seller, Rule of transfer property

Unit 5

The Consumer protection act,1986, District forum, State forum, National Commissions, Consumer Council.

References

• Indian Contract Act-by Bare act, Government of India

• N.D.Kapoor Mercantile Law, Sultan Chand & Company, New Delhi

• Avatar Singh Mercantile Law, Vikas publications.

• Balchandani : Business law

• S.D.Geeth & M.S.Patil: Business Law

• S.S. Gulshan: Business law

SUBJECT CODE: DSC602

SMALL BUSINESS MANAGEMENT

OBJECTIVES

By the end of this course, students will be able to:

To enable the students to know the importance of small scale business in a developing economy like India and motivate the students to start small scale business.

Unit 1: Basics of Small Business Enterprise Small Business – Definition – Features – Role of Small Business in Economic Development – Reasons for Establishing Small Business – Quality of Small Businessmen – Advantages and Disadvantages of Small Business – Reasons for Failures of Small Business – Characteristics of Successful Small Businessmen – Different Stages of Small business – Steps in Setting up a Small Business – Crisis Management in Business – Relationships between Small and Large Units – Small Sector in India – A note on Family Business.

Unit 2: Dynamics of Small Business Concepts and Definitions of Small Scale Industries (SSIs) – Role of SSIs – Government Policy and Development of SSIs – Growth and Performance – SSI Sector and Committee Report – Reservation of items for SSI – Problems of SSI – Sickness of SSI: Causes, Symptoms and Cures – Prospects of SSI in free Economy.

Unit 3: Institutions Supporting Small Business Central, State and Other Institutional Support for SSI – Technological Upgradation and Institutional facility for SSI – Incentives and Subsidies for SSI.

Unit 4: Management of Small Business Production Management – Financial Management – Marketing Management – Strategic Management – Personal Management – and Office Management in Small Business Enterprises.

Unit 5: Global Opportunities for Small Business Small Enterprises in International Business – Export Documents and Procedures for Small Enterprises – E-commerce and Small Enterprises – Exposure and Observation Visit: Poultry, Sericulture, Courier, Cell Phone Sales and Service, Dairy, Mushroom Cultivation, Ornamental Pottery, Dying Unit, Power loom and Handloom, Blood Bank, Rice Mill and Food and Fruit Processing Unit – Role of Women SHGs in Micro Enterprises.

References 1. Barrow C. The Essence of Small Business, Prentice Hall of India, New Delhi, 1997.

2. Bedapatai Mohanty, Economics of Small Scale Industries, Ashish, New Delhi, 1986

3. Charantimath P.M., Entrepreneurship Development and Small Business Enterprises, Pearson Education, New Delhi, 2006.

4. Cormon J and Lussier R.N., Small Business Management: A Planning Approach, IRWIN, London, 1996 5. Datt, Ruddar and Sundharam K.P.M., Indian Economy, S.Chand, New Delhi, 2006.

6. Desai S.S.M., Industrial Economy of India, Himalaya Publishers, New Delhi, 1968.

7. Development Commissioner, Small Scale Industries, Ministry of ID and IT, Government of India, New Delhi, 1985.

8. Dhanulinga Nadar, Small Scale Industry Interrelationship with Large Scale Industry, Rainbow, Coimbatore, 1985.

9. Francis Cherunilam, Industrial Economics : Indian Perspectives, Himalaya, Delhi, 1989.

10. Ganapathy Iyer, E.V., Indian Industrial Development Problems, Ganapathy Trans – West, Madras, 1983.

11. Gopal Swaroop, Advances to Small Industries and Small Borrowers, Sultan Chand, New Delhi, 1986. 12. Khanka S.S. (2001): Entrepreneurial Development, S.Chand & Co., New Delhi, 2001.

13. Little N.D., Dipack Mazumdar and John M.Page. Jr., Small Manufacturing Enterprises, Oxford University Press, London, 1989.

14. Mathur S.P., Economics of Small Scale Industry, Dundeep Prakashan, Delhi, 1989.

15. Narasaiah M.L., Small Scale Entrepreneurship, Discovery Publishing House, New Delhi, 2001. 16. Parekh. H.T., Management of Industry India, Vora & Co., Bombay, 1971.

17. SBP Consultants and Engineers Pvt. Ltd., Hand Book of Reserve, Small Cottage and Tiny Industries, SBP, Delhi, 1984.

18. Shukla M.B., Entrepreneurship and Small Business Management, KITAB MAHAL, New Delhi, 2003.

19. United Nations: Manual for the Preparation of Industrial Feasibility, Oxford and IBH, New Delhi.

20. Vasanth Desai, Small Scale Industries and Entrepreneurship, Himalaya Publishing House, Mumbai, 2002.

21. Vera Ram K., How to Succeed in Small Industry, Vikas, New Delhi, 1984.

22. Vera Ram K., Small Industries – The Challenge of the Elighties, Vikas, New Delhi, 1983.

SUBJECT CODE : DSC603

INTERNATIONAL BUSINESS MANAGEMENT

OBJECTIVES

1. The objective of this course is to enable students to gain knowledge paradigm in international marketing to gain similarities/ differences across

MODULE – 1: INTERNATIONAL BUSINESS & TRADE

International business – meaning, definition, characteristics, need & importance, difference between domestic trade & international trade, modes of entering international business (exporting, licensing, franchising, contract manufacturing, turnkey projects, management contracts, wholly owned manufacturing facility, assembly operations, joint ventures, third country location, merger & acquisition, strategic alliance, counter trade, foreign investment. Stages of internationalization, protectionism, tariff & non-tariff barriers to international business.

MODULE – 2: FOREX MARKET

Balance of payments – meaning, significance, structure of BoP, disequilibrium in BoP – causes and remedial measures.

Foreign exchange rate – meaning, types, determinants; Foreign exchange market – meaning & characteristics

Exchange control – meaning, objectives, exchange control measures.

MODULE – 3: INTERNATIONAL BUSINESS ENVIRONMENT

Meaning, internal & external environment – economic, political, demographic, social & cultural, technological and natural environment;

Globalization – meaning, features, challenges. Globalization in India – impact, arguments for and against globalization; merits & demerits;

WTO – objectives, functions, organization structures, merits & demerits

MODULE – 4: SUPPORT INSTITUTIONS

Financial & non-financial support; EXIM Bank; ECGC

Trade Blocks – meaning, purpose; brief introduction to trade blocs: SAARC, ASEAN, NAFTA, CARICOM, APEC, EU, BRICS.

MODULE – 5: PROCEDURE & DOCUMENTS

INCOTERMS, Import procedure & documents; export procedure & documents; export promotion measures; EXIM Policy

References

International Marketing by Rakesh Mohan Joshi, Oxford

International Marketing by Cateora & Graham, TMH 12th edition

Global Marketing Management by Warren Keegan, Pearson Ed

International Marketing by Francis Cherunilam Himaliya

International Marketing by Onkvist 7 Shaw, PH1

International Marketing by Terpsra & Sarathy, Thompson 8th Ed.

International Marketing by Srinavasan R., 2nd ED, PH

SUBJECT CODE: SF604

GOODS AND SERVICE TAX

Work load: 4 hours per week — Total Contact Hours: 60 hrs.

Internal Marks: 20 — External Marks: 80

OBJECTIVES

By the end of this course, students will be able to:

1. Understand the basics of taxation, including the meaning and types of taxes, and the differences between direct and indirect taxation.
2. Analyse the history of indirect taxation in India and the structure of the Indian taxation system.
3. Understand the framework and definitions of GST, including the constitutional framework, CGST, SGST, IGST, and exemptions from GST.
4. Understand the time, place, and value of supply under GST, and apply this knowledge to calculate the value of supply and determine GST liability.
5. Understand input tax credit under GST, including its meaning and process for availing it, and apply this knowledge to calculate net GST liability.

MODULE NO. 1: BASICS OF TAXATION

Tax – Meaning and Types, Differences between Direct and Indirect Taxation, Brief History of Indirect Taxation in India, Structure of Indian Taxation.

MODULE NO. 2: GOODS AND SERVICES TAX –FRAMEWORK AND DEFINITION

Introduction to Goods and Services Tax, Constitutional Framework, Orientation to CGST, SGST and IGST, Meaning and Scope of Supply, Types of Supply. Exemptions from GST.

MODULE NO. 3: TIME, PLACE AND VALUE OF SUPPLY

Time of Supply – in case of Goods and in case of Services - Problems on ascertaining Time of Supply; Place of Supply – in case of Goods and in case of Services (both General and Specific Services) – Problems on Identification of Place of Supply; Value of Supply – Meaning, Inclusions and Exclusions. Problems on calculation of 'Value of Supply'.

MODULE NO. 4: GST LIABILITY AND INPUT TAX CREDIT

Rates of GST – Classification of Goods and Services and Rates based on classification, Problems on computation of GST Liability. Input Tax Credit – Meaning, Process for availing Input Tax Credit – Problems on calculation of Input Tax Credit and Net GST Liability.

MODULE NO. 5: GST PROCEDURES

Registration under GST, Tax Invoice, Levy and Collection of GST, Composition Scheme, Due dates for Payment of GST, Accounting record for GST, Features of GST in Tally Package. GST Returns – Types of Returns, Monthly Returns, Annual Return and Final Return – Due dates for filing of returns. Final Assessment. Accounts and Audit under GST.

Books for Reference:

1. V Rajesh Kumar and Mahadev, “Indirect Taxes”, Mc Graw Hill Education

2. Datey, V S, “Indirect Taxes”, TaxmannPublications.

3. Hiregange et al, “Indirect Taxes:, Puliani and Puliani.

4. Haldia, Arpit, “GST Made Easy”, Taxmann Publications.

5. Chaudhary, Dalmia, Girdharwal, “GST – A Practical Approach”, Taxmann Publications.

6. Garg, Kamal, “Understanding GST”, Bharat Publications.

7. Hiregange, Jain and Naik, “Students’ Handbook on Goods and Services Tax”, Puliani and Puliani.

SUBJECT CODE SF605

ADVANCED FINANCIAL DECISIONS

Objectives

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

1) Understand critical financial decisions
2) Analyse and interpret complex financial situations/choices
3) Take appropriate decisions in the interest of the company
4) Appreciate growing emphasis on sustainability in corporate financial strategies
5) Understand the basics of investment

SYLLABUS:

MODULE – 1:

CAPITAL BUDGETING – PRINCIPLES & TECHNIQUES:

Capital Budgeting – meaning, nature, importance, difficulties, process/phases. Factors influencing capital budgeting decisions; Techniques of Investment Evaluation: (a) Non-discounting Techniques – Payback Period and Accounting Rate of Return (b) Discounting techniques – Net Present Value, Profitability Index & Internal Rate of Return. Terminal Value Method; Project selection under Capital Rationing

MODULE – 2:

CAPITAL BUDGETING – UNDER RISK & UNCERTAINTY:

Meaning of certainty, risk and uncertainty; Sources of risk – project specific risk, competitive risk, industry specific risk, firm specific risk, market risk and international risk; Techniques to incorporate risk factor – Risk Adjusted Discount Rate, Certainty Equivalent Coefficient, Sensitivity Analysis, Probability Assignment, Standard Deviation, Co-efficient of Variation and Decision Tree.

MODULE – 3:

CAPITAL RESTRUCTURING – MERGER & ACQUISITION:

M & A: meaning, types, economic advantages; Synergy; Stages in M & A transactions; Determining firm's value; Financial evaluation of M & A – approaches for determining exchange ratio: earnings approach, market value approach, and book value approach.

MODULE – 4:

DIVIDEND DECISIONS:

Dividend: meaning and types; Legal and procedural aspects for dividend payment; Dividend policy: meaning, determinants and types. Dividend Theories: Theory of Relevance – Walter's model & Gordon's model. Theory of Irrelevance – Modigliani & Miller Model

MODULE – 5:

INTRODUCTION TO INVESTMENT:

Meaning; Investment process; Criteria for investment; Types of investors; Elements of investment; Investment Avenues; Factors influencing selection of investment alternatives; Investment Vs Speculation Vs Gambling.

Security Market – Primary market & Secondary market; Government securities market; Corporate debt market; Money market instruments

Stock exchange, functions, SEBI

Reference books

1. I M Pandey, Financial management, Vikas publications, New Delhi.
2. Abrish Guptha, Financial management, Pearson.
3. Khan & Jain, Basic Financial Management, TMH, New Delhi.
4. S N Maheshwari, Principles of Financial Management, Sulthan Chand & Sons, New Delhi.
5. Chandra & Chandra D Bose, Fundamentals of Financial Management, PHI, New Delhi.
6. B.Mariyappa, Advanced Financial Management, Himalaya Publishing House, New Delhi.
7. Ravi M Kishore, Financial Management, Taxman Publications
8. Prasanna Chandra, Financial Management, Theory and Practice, Tata McGraw Hill.

COURSE CODE SM606

RETAIL MANAGEMENT

Course Credits 4 No of hours per week 4

Total No. of teaching hours 56

Pedagogy: Classroom lectures, Case studies, Group discussion, Seminar & field work etc.,

OBJECTIVES

On successful completion student will demonstrate:

1. Understand the Retail Business.
2. Understand the business operations in Retailing.
3. Formulate the retail strategies of Retail Business.
4. Apply the Retailing principles and theories.
5. Explore the career opportunities in the Retail sector.

MODULE -1: INTRODUCTION TO RETAIL BUSINESS (12 Hours)

Definition, functions and types of retail Ownership-Independent Retailer, Chain Stores, Franchising, Leased departmental stores, Vertical Marketing system, Consumer co-operatives; forms of retail business ownership. Indian Retail Scenario- Factors influencing retail business in India; Ethical Issues in Retailing; International perspective in retail business- FDI in Indian Organized Retail Sector.

MODULE -2: CONSUMER BEHAVIOUR IN RETAIL BUSINESS (10 Hours)

Buying decision process and its implication on retailing –Customer shopping Behavior, Customer service and customer satisfaction. Retail planning process: Factors to consider in preparing a business plan – implementation – risk analysis.

MODULE-. 3: RETAIL ORGANIZATION AND FUNCTIONAL MANAGEMENT

(10 Hours)

Business Models in Retailing, Classification of Retailing Formats, Operational Stages in Retailing, Factors influencing Location of stores, Stores Designing, Space planning, Inventory Management, Merchandising Management, Selection and optimization of Workforce. Retail Accounting and Cash Management.

MODULE -4: RETAIL MARKETING MIX **(15 Hours)**

Introduction -Product: Decisions related to selection of goods (Merchandise Management) Product Assortment and display, new product launch, PLC in Retailing; Pricing- Influencing factors – approaches to pricing – price sensitivity - Value pricing – Markdown pricing. Place: Supply channel, Retail logistics, computerized replenishment system, corporate replenishment Policies. Promotion : Setting objectives, communication effects, promotional mix.; Retail distribution- In Store and Online Store, Factors influencing retail distribution; Human Resource Management in Retailing- Selection and Optimization of work force.

MODULE- 5: IMPACT OF INFORMATION TECHNOLOGY IN RETAILING
(09 Hours)

Non store retailing (e-retailing) - The impact of Information Technology in retailing - Integrated systems and networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – customer database management system. Legal aspects in retailing, Social issues in retailing, Ethical issues in retailing.

Booksfor References:

1. Suja Nair; Retail Management,HPH

2. Karthic – Retail Management, HPH

3. S.K. Poddar& others – Retail Management, HPH.

4. R.S.Tiwari ; Retail Management, HPH 18

5. Barry Bermans and Joel Evans: & quot; Retail Management – A Strategic Approach & quot;, 8th edition, PHI/02

6. A.J.Lamba, & quot;The Art of Retailing & quot;, 1st edition, Tata McGraw Hill,

Newdelhi, 2003.

7. Swapna Pradhan :Retailing Management, 2/e, 2007 & 2008, TMH

8. James R. Ogden & Denise T.: Integrated Retail Management

9. A Sivakumar : Retail Marketing , Excel Books

10.Ogden : Biztantra, 2007

11.Levy & Weitz : Retail Management -TMH 5th Edition 2002

12.Rosemary Varley, Mohammed Rafiq-: Retail Management

13.Chetan Bajaj: Retail Management -Oxford Publication.

14.Uniyal &Sinha : Retail Management - Oxford Publications.

15. Araif Sakh ; Retail Management

COURSE CODE : SM607

DIGITAL MARKETING

Subject Code: SM607

Work load: 4 hours per week Total Contact Hours: 60 hrs.

Internal Marks: 20 External Marks: 80

OBJECTIVE: To make students to learn concepts, theories, principles, functions and objectives of Digital Marketing.

MODULE - 1: INTRODUCTION TO DIGITAL MARKETING. **(12 HOURS)**

Evolution of Digital Marketing – Traditional vs Digital Marketing, The Consumer Decision Journey, The P-O-E-M Framework, Segmenting and Customizing Messages, The Digital Landscape, Digital Advertising Market in India, Skills required in Digital Marketing, Digital Marketing Plan.

MODULE- 2: DISPLAY ADVERTISING. **(12 HOURS)**

The Evolution of Display Advertising, Concept of Display Advertising, Display Measurement, Types of Display Ads, Buying Models, Display Plan, Targeting, YouTube Advertising – Channels, Ads, Types of Videos, Buying Models, Targeting and Optimization.

MODULE- 3: CONTENT CREATION AND MARKETING. **(12 HOURS)**

Website & Blog Development, Web Analytics, Content Curation/User Generated Content, Amplifying User Generated Content, Content Marketing, Influencer Marketing – Leveraging Trust and Engagement.

MODULE -4: SEARCH ENGINE OPTIMIZATION & SEARCH ENGINE MARKETING (12 HOURS)

Search Marketing, Search Engine Optimization, SEO Basics – On Page Optimization and Off Page Optimization, Keyword Research for SEO, SEO Tactics, Search Engine Marketing & Keyword Research.

MODULE -5: SOCIAL MEDIA MARKETING AND E-COMMERCE. **(12 HOURS)**

Social Media for Marketing, How to Build a Successful Strategy, Major Social Media Networks, which network is the right network, Facebook Marketing, Instagram Marketing – Types of ads, Advertising Insights, Ad Campaigns, Facebook Ad Manager, The Growth of E-Commerce, Online Advertising and E-Commerce, Framework of E-commerce.

RECOMMENDED BOOKS:

1. Digital Marketing – Seema Gupta (Mc Graw Hill Education)
2. Digital Marketing Strategy and Tactics – Jeremy Kagan and Siddharth Singh (Wiley India)
3. Hanson "Internet marketing and E-Commerce", Latest edition, Cengage learning.
4. Frontiers of E-commerce by Ravi Kalakota & Andrew-parsons Education
5. E-Commerce Concepts, models by C.S.V. Murthy, Himalaya Publication

COURSE CODE: SHR608

STRATEGIC HR MANAGEMENT

Subject Code: SHR608

Work load: 4 hours per week | Total Contact Hours: 56 hrs.

Internal Marks: 20 | External Marks: 80

OBJECTIVE: To familiarize the students about the ways of developing the human resources and recent developments in HRD.

MODULE -1: HUMAN RESOURCE DEVELOPMENT (10 Hours)

Concept of HRD - Objectives, need, significance, qualities of an HRD Manager, functions of HRD Manager, principles of HRD, Differences between HRM & HRD, Techniques (functions) of HRD.

MODULE- 2: EMPLOYEE TRAINING & EXECUTIVE DEVELOPMENT. (12 Hours)

Employee Training – Concept of training, importance, needs, objectives, Types of training, stages in training (including the methods of training), evaluating training effectiveness. Executive Development – Concept of Executive Development, Objectives, Methods.

MODULE -3: PERFORMANCE APPRAISAL AND EMPLOYEE EMPOWERMENT.

(12 Hours)

Performance Appraisal – Concept of performance appraisal, objectives, importance, process, merits & demerits, essentials of effective performance appraisal system, methods of performance appraisal. Employee Empowerment-Concept of empowerment, elements and importance of empowerment, barriers to empowerment.

MODULE- 4: HUMAN RESOURCE CONTROL. (12 Hours)

HR Records - Meaning, objectives, significance and types. HR Research-Meaning, objectives and techniques. HR Audit - Meaning, objectives and significance. HR Accounting - Meaning, objectives, advantages and limitations. HRIS - Meaning, need for HRIS, computerized HRIS.

MODULE -5: EMERGING HORIZONS IN HRM. (14 Hours)

International HRM - Globalization, its impact on HRM, model of international HRM, international recruitment. Organizational Change - Meaning, causes, resistance to change, causes of resistance to change, measures to overcome resistance to change. HRM in IT Industries – Workforce diversity - downsizing-exit policy – HR Outsourcing – ethical issues in HRM - changing role of HRM – knowledge Management - HR six sigma.

RECOMMENDED BOOKS:

1. C. B Gupta, Human Resource Management-19th revised edition Sultan Chand & Sons

2. David & Stephen P. Robbins, Human Resource Management - Wiley India Private

Ltd.

3. G. D. Maheshwari, Human Resource Management – Sultan Chand & Co, New Delhi

4. L. M. Prasad, Human Resource Management – third edition Sultan Chand & Sons

5. Michael Armstrong, Human Resource Management -, Kogan Page,

6. P. C. Tripati, Personnel Management and Industrial Relations – Sultan Chand & Sons

7. P. Subba Rao, Essentials of Human Resource Management and Industrial Relations

Himalaya Publishing House

8. R Krishnaveni, Human Resource Development- Excel Books

COURSE CODE : SHR609

CULTURAL DIVERSITY AT WORK PLACE

Credits 4 credits **No. of hours per week 4 hours**

Total No. of Teaching hours 56 hours

OBJECTIVES

1 The student shall study cultural diversity in the workplace which shall make them learn

Faster inclusivity

Enhance communication

Promote Innovation

Improve all over productivity by leveraging diverse perspectives and skills

MODULE NO. 1: INTRODUCTION TO DIVERSITY

Definition of Diversity, Introduction to cultural diversity in organizations, Evolution of Diversity Management, Over View of Diversity, Types of Diversity, Advantages of Diversity, Identifying characteristics of diversity, Scope- Challenges and issues in diversity management, Understanding the nature of Diversity – Cultural Diversity – Global Organizations- Global Diversity.

MODULE NO. 2: EXPLORING DIFFERENCES

Introduction -Exploring our and others' differences, including sources of our identity, Difference and power: Concepts of prejudice, discrimination, dehumanization and oppression.

MODULE NO. 3: VISIONS OF DIVERSITY AND CROSS CULTURAL MANAGEMENT

Models and visions of diversity in society and organizations: Justice, fairness, and group and individual differences. Cross-Cultural Management: Meaning and Concepts, Frameworks in Cross-Cultural Management: Kluckhohn and Strodtbeck framework, Hofstede’s Cultural Dimensions, Trompenaar’s Dimensions, Schwartz Value Survey.

MODULE NO. 4: SKILLS AND COMPETENCIES

Skills and competencies for multicultural teams and workplaces/ Organizational assessment and change for diversity and inclusion, Diversity Strategies. Creating Multicultural Organizations.

MODULE NO. 5: RECENT TRENDS IN DIVERSITY MANAGEMENT

Emerging workforce trends–Dual-career couples–Cultural issues in international working on work-life balance–Managing multi-cultural teams: Issues and challenges, Global demographic trends: Impact on diversity management, Social psychological perspective on workforce diversity, Diversity Management in IT organizations, Contemporary Issues in Workplace Diversity.

References

1) Cultural Diversity in the work place issues and strategies by George Henderso; Praeger Publisher Inc.

2) Managing Cultural Diversity at the work place by Khizar Humryun Ansari Published by Paper Back

3) Cultural Diversity at the work place Dr. Dinesh N, B Imran Basha A Shivakumar. M. Sujjan Visiol Book House

SBC610

Internship Project

INSTRUCTIONS: During the VI Semester, students should be assigned Internship and it shall be monitored by the Mentors. Faculty from the Management Department only shall be appointed as Mentors. Internship may be undertaken in any Tiny, Small, Medium or Large organisation.

* A Maximum 20 Students shall be allotted to each Mentor. 2 hours of Mentorship / Workload shall be allotted to a teacher. Attendance shall be monitored as per University criteria (minimum 75%).

Minimum of 90 hours of Internship shall be undertaken by the student after the class hours during the semester. The Report shall consist of the concerned Industry's Profile, Specific Organisational Profile, Functions and Operations, Nature of work (Internship) undertaken by the student, Experience & Learning Outcomes and suggestions & conclusion.

The report shall be prepared in about 50-60 pages and include the Internship Certificate along with the log sheet from the Organisation and submitted before the end of the semester for assessment and viva-voce examination. The marks shall be uploaded by the college on the University Portal along with IA marks.

The marks shall be awarded on the following basis.

- 60 marks for Internship Report and 20 marks for Viva- Voce examination to be evaluated by a panel of examiners appointed by the BOE, RCU
- 20 marks for maintenance of Log Book to be awarded by the mentor