

**SDM College of Business Management Post Graduate Centre for Management Studies
and Research, Mangalore 03**

Certificate Programme

21FM01: Basics of Stock Market Operations

Syllabus

Objectives:

- To equip students an opportunity to understand the role of capital markets
- To evaluate the various capital markets instruments like Stock, bonds, etc.
- To understand the basics of new instruments like ETFs and derivatives.
- To give the students a basic understanding of the products, players and functioning of financial markets, particularly the capital market.

Outcome:

After completing the course, students will be able to understand:

- The basic structure of stock trading in India.
- Trading procedure in secondary markets
- Role of capital markets.

Chapter 1: Introduction to investments: Need for investment, equity; Investment Avenues. Securities and Securities market, Role of regulator - SEBI.

Chapter 2: Origin, Nature and Role of Capital Markets -Globalization of Capital markets- Capital Markets in India. Capital Market Instruments: Stocks, Bonds, Debentures – convertible debentures – ADRs - GDRs – ETFs –Units of Mutual funds.

Chapter 3: Primary market: Procedure for buying shares through IPO; Depositories: difference compared to bank; Dematerialisation of securities.

Chapter 4: Secondary Market: Introduction, stock exchange, stock trading, products in the secondary market - equity investment, debt investment. Role and Functions of Stock Exchanges, Listing of Securities, Stock Exchanges in India, Members of the Stock Exchanges, Methods of Trading in a Stock Exchange, Online Trading – Depositories – Role, Mark to Market System.

Chapter 5: Trading , settlement and Surveillance System In Stock Exchanges : Different trading systems – BSE - BOLT System – Different types of settlements - Pay-in and Pay-out – Bad Delivery – Short delivery – Auction – NSE – NEAT system options – Market types, Order types and books – De-mat settlement – Physical settlement – Institutional segment – Funds

settlement – Valuation debit – Valuation price – Bad and short delivery Risk management system in BSE & NSE – Margins – Exposure limits – Surveillance system in BSE & NSE – Circuit breakers

Chapter 6: Stock Market Indices: Meaning, Purpose, and Construction in developing index – Methods (Weighted Aggregate Value method, Weighted Average of Price Relatives method, Free-Float method) – Stock market indices in India – NSE indices – S&P CNX Nifty – Scrip selection criteria – Construction

References:

1. Pathak, Bharathi. V.P. - Indian Financial System, Pearson Education India
2. Singh, Preethi - Dynamics of Indian Financial System, Ane Books Pvt. Ltd.
3. Guruswami, S - Capital Markets, Tata McGraw Hill, New Delhi
4. Khan. M.Y - Indian Financial System, Tata McGraw Hill, New Delhi
5. Avadhani, V.A - Investment And Security Markets in India, Himalaya Publishing House

.....

21FM02: Commercial Banking System in India

Syllabus

Workload: 04 hours per week

Examination : 03 hours - 70 marks

Objectives	This course aims at introducing the mechanisms followed by banking sector to the students.
Course Outcome	After completion of the course the students will be able to: <ol style="list-style-type: none"> 1. understand the Banking structure in India 2. understand the types of accounts available for customers 3. understand the types of Loans available for customers 4. understands rights and obligations of banker and customer 5. understand the basic of the international banking

Pedagogy : Lectures, assignments, practical exercises, discussions, seminars

Chapter 1: Banking system and structure in India – Types of banks in operation – Role of Reserve Bank and GOI as regulator of banking system – Provisions of Banking Regulation Act and Reserve Bank of India Act.

Chapter 2: The terms banker and customer – types of relationship between banker and customer – Banker’s obligations to customers – Right to lean, setoff, appropriation – Provisions of Negotiable Instrument Act, 1881 – Bankers legal duty of disclosure and related matters.

Chapter 3: Customer's accounts with banks- opening – operation – KYC norms and operation – Types of account and customers – nomination – settlement of death claims – Banking Technology – Home banking – ATMs- Internet banking- mobile banking-Core banking solutions – Debit, Credit and Smart cards – EFD – RTGS.

Chapter 4: Banker as lender – Types of loans - Overdraft facilities – discounting of bills – Financing book dates and supply bills – Charging of Security bills – pledge – mortgage – assignment.

Module 5: Banks Financial Statements and Performance evaluation

Functions and Forms of Commercial Banking, Regulations of Commercial Banking, Banks' Financial Statements, Profitability Measures, Efficiency Measures, Stability Measures, Liquidity Measures, Loan Quality Measures

Chapter 6: Introduction to Co-operative Bank – Meaning- Types of cooperative banks, objectives of the banks, current issues in cooperative banking sector.

21MM01: Product Management and Marketing Ethics

Syllabus

Objectives:

- To provide the student with a general overview about the role played by the product and the product range in the marketing strategy and operational scenarios
- To introduce the student to the role of ethics in marketing
- To apply an understanding of the product manager's role in product pricing, sales and promotion

Course outcome:

- The student will be able to develop new product ideas.
- The student will be able to apply the fundamental concepts of product management
- The student will be able to analyse factors resulting in success and failure of new products

Teaching Pedagogy: Lectures, assignments, case study, presentations, etc.

1. Product Management Overview and Introduction Product Management Principles- Scope of Product -The Role of the Product Manager- Product Management Dimensions
2. New products planning– Classification of new products – New product development process- successful new product launches- New product failure experiences-New Product Development Process- Model I-The cyclical approach- Model II-New product

process management model- Model III – Product strategy of the organisation- Model IV – Five step process.

3. Product strategy - Building the Product Strategy-Defining Product Strategy-Product Value- Market Segmentation-Competitive Analysis-Product Positioning -Pricing of new product.
4. Product launch and commercialization: The product launch cycle-Product launch process-effective plan for product launch-product launch mistakes
5. Marketing Ethics-Meaning & definition – Principles of marketing ethics – Significance of marketing ethics- Social responsibility and Marketing ethic, Critical role ethics play in marketing.
6. Importance of ethical Advertising – Ethical principles relating to customers, society and competitors – Importance of ethical advertising.

REFERENCE BOOKS

- Dr.C.Anandan, Product Management, McGraw-Hill Education(India)Pvt.Ltd, 2007
- Chunawalla,S.A. Product Management, Himalaya Publishing House, 2007
- Matt LeMay, Product Management in practice, 2017
- Donald Lehmann & Russell Winer Product Management, 4th Edition, 2017
- Gagandeep Singh, Product Management and Strategy, 2021

21MM02: Strategic Brand Management Syllabus

Objectives:

1. Define the main concepts and explain the purpose of branding.
2. Examine brand concepts in real-life setting by articulating the context of and the rationale for the application.
3. Describe the process and methods of brand management, including how to establish brand identity and build brand equity.
4. Formulate effective branding strategies for both consumer and business products/services

Course Outcome

1. Demonstrate an understanding of how to design and build a brand-driven organization.
2. Demonstrate an understanding of challenges and opportunities of branding in today's global marketplace.
3. Students can Identify and create an effective brand positioning strategies.
4. Students can Identify, analyze, and apply traditional branding theories.
5. Determinate the various components of branding strategy and identify options available to marketing executives.
6. Develop an understanding of the increased role of communication and information technology in branding.

Evaluation Pattern: Internal Assessment -30 Marks, Final Examination- 70- Marks

Pedagogy: Lectures, Live Projects, Case study, Assignments, Presentations

Modules

Module 1: Strategic Brand Management process, Brand Architecture Module Overview, Product vs. Brand , Strategic Brand Management, Brand Architecture, Designing Brand Architecture

Module 2: Brand Positioning and Re positioning Module Overview, Brand Positioning, Brand Positioning Basics, Brand Positioning Statement- Guidelines, Brand Re-positioning, Brand positioning vs. Product Positioning

Module 3: Brand Identity , Brand Personality Module Overview, Brand Identity, Who Defines the Brand Identity, Brand Personality ,David Aaker's Model, Kapferer's Model

Module 4: Brand Communication, Brand Knowledge: Awareness & Image Module Overview, Importance of Communication, Brand Awareness, Brand Image

Module 5: Customer Based Brand Equity

Meaning, Model of CBBE Brand Equity: Meaning, Sources, Steps in Building Brands, Brand building blocks-Resonance, Judgments, Feelings, performance, imagery, salience-Brand Building Implications

Module 6: Making Brands go Global:

Geographic extension, sources of opportunities for global brand, single name to global brand, consumers & globalization, conditions favoring marketing, barriers to globalization, managerial blockages, organization for a global brand, pathways to globalization. Luxury Brand Management: Luxury definition and relativity, luxury goods and luxury brands, basic psychological phenomena associated with luxury purchase, luxury marketing mix, luxury retail, International luxury markets: historical leaders and emerging countries.

Reference Books

1. Product Management, Donald R. Lehmann and Russell S. Winer, Fourth Edition, TMH
2. Innovation Management and New Product Development, Paul Trott, Fourth Edition, Pearson
3. Startegic Brand Management, Kapferer, J.-N. (1997). London: Kogan Page Limited
4. Building Brand Value: Five Steps of Building Powerful Brands, M. G.Parameswaran, 2006, New Delhi: Tata McGraw Hill
5. Brand Management H. V. Verma, 2004, New Delhi: Excel Books
6. Branding, A reference guide to solving your toughest branding problems and strengthening your market position, B. VanAuken, 2007. Jaico Publishing House
7. Managing Indian Brands-Concepts and Strategies, S Ramesh Kumar, 2001, Vikas Publications
8. Successful Branding, Prank K Chaudhary, University (India) Press Limited, Hyderabad, 2001
9. Product Strategy and Management, Michael Baker and Susan Hart, Pearson Education, Second Edition.
10. Strategic Brand Management, Kevin Lane Keller, M.G. Rameswaram and Isaac Jacob, Pearson Education, Third Edition.

21HR01: Personal Growth and Interpersonal Effectiveness

Syllabus

Course Objectives:

1. To make the student identify the strength and weakness within individual for the wellbeing of the individual and organization.
2. To make the students familiar with their behavior as individual, in a group and in the organization and alter according to the need.
3. To make the students familiar with the interpersonal skills for the effectiveness of the team building and organizational development.
4. To make the students familiar with the importance of relationships and social adjustment with peers at workplace.

Course Outcomes: At the end of the course, the students will be able to:

1. enhance knowledge and skills to develop an appreciation and sensitivity to individual differences that impact personal, social and professional success.
2. demonstrate an understanding of group dynamics and effective teamwork and exhibit the ability to work effectively with those different from themselves
3. develop interpersonal skills including communication and cooperation and build meaningful relationships with peers, leaders, and community members
4. demonstrate the ability to think reflectively and implement effective goal setting and action planning strategies for decision making under stressful situations.
5. implement successful strategies for enhancing self-image, self-esteem, emotional IQ and other factors and developing individualized action plans for improvement of overall personal well-being.
6. demonstrate the ability to maintain ideal relationships and adjust themselves to the different scenarios occurring at workplace.

Unit I:

Personal: Self-awareness, Developing self-awareness, Relationship between self-awareness and self-esteem, Role, Role and the individual, Life roles, Organizational roles, dimensions of life roles, Role efficacy, Role stress, NLP Test, Emotional Intelligence, Positive Cognitive States and Processes: Optimism- How optimism works; variation of optimism and pessimism; Spirituality and well-being.

Unit II:

Personal growth: Meaning, nature and scope of personal Growth, Stages of personal growth, Activities promoting personal growth, Ego states, types of transactions and Time structuring. Life position, scripts and Games, Strokes and Stamps.

Personal Effectiveness-I: Understanding our Thinking Process, managing our Internal Dialogue, Convergent Thinking, Divergent thinking, Perceptual Positions for Assertiveness, Managing Conflicts, Creating Rapport, Powerful Persuasion Strategies.

Unit III:

Personal effectiveness-II: Personality Typing using Enneagram, Carl Jung\'s theory of personality types and Myers Briggs Type Indicator test (MBTI), Seven Habits of Highly Effective People, Spiritual Foundations of Personal Effectiveness Interpersonal relations and personal growth: Interpersonal needs, motivation and behaviour-FIRO-B and Johari Window, Defense Mechanism in groups, T-Group, Human process labs.

Unit IV:

Nurturing Relationships: Meaning of relationship, Changing concepts and roles in relationships, Relationship with self–self-concept, self-acceptance, self-esteem, Types of self-esteem, self-confidence, Power of self-Talk.

Relationship with others – Cultivating open communication, Adjustments, Relationship between social adjustment and self-acceptance, compromises, give and take, Empathy& Prioritization.

Unit V:

Team Work – Working with people, Building/ developing team skills. Advantages and Disadvantages of working in teams. Trends in team work.

Unit VI:

Case Analysis: case studies related to unit I to unit V.

REFERENCE :

1. Human Relations in organizations - Robert N. Lussier, 6/e, McGraw Hill Education.
2. Understanding Organization B. Udai Pareek, Oxford University Press, 3rd edition,2012.
3. Handbook of positive psychology. (eds.), Snyder, C.R. & Lopez, S.J. (2002), New York: Oxford University Press.
4. Science: Achieving behavioral excellence for success, Singh, A. (2013). Behavioral. New Delhi: Wiley India Pvt. Ltd.
5. Theories of Personality- Calvin S Hall, 4/e, Wiley India Pvt. Ltd.
6. Seven habits of highly effective people - Stephen R Covey, Pocket BOOKS.
7. Development of Management Skills - Whetten & Cameron, 8/e, PHI.
8. Competency Mapping Assessment and Growth - Naik G. P, IIHRM, 2010.
9. Training in interpersonal Skills- Stephen Robbins, Pearson Education.

21HR02: Organisational Change and Development

Syllabus

Objective:

1. To acquaint the student with Nature, Foundations and Overview of Organization change & Development
2. To understand the Values, Assumptions and Beliefs in Organization Development
3. To help students understand the Process and Intervention in Organization Development
4. To acquaint students with the concept of Learning Organizations as a process of making the organization adaptable and change proof.

Course Outcome:

At the end of the course, Students will be able to understand what is organizational change and Development and will be prepared to implement the changes in a professional manner at the workplace in future. The right knowledge can lead to right action thereby they can work towards the development of the organization they own or serve.

Unit 1. Organizational change

Organizational change- Introduction, nature of change, Internal & External changes, types of change, Models of change- Lewis's Force field, Systems Model, Action research model, organizational vision and strategic planning.

Unit 2. Resistance to change

Resistance to change- reasons for the resistance, overcoming resistance for the change, change and person and manager, systematic approach to making change- factors for effective change, skills of leaders in change management, designing the change.

Unit 3. Introduction to Organization Development

Definition, Nature and History of Organization Development. Approaches to OD: Laboratory Training Stem, Survey Research and Feedback Stem, Action Research Stem and Sociotechnical Stem Values, Assumptions and Beliefs in Organization Development Competencies of an Effective Organization Development Practitioner

Unit 4. Managing the Organization Development Process

Models and Theories of Planned Change, Diagnosis: Diagnose the State of the Systems, its Subunits and Organizational Processes, Action Research and Organization Development, The Program Management Component

Unit 5. Building Learning Organization

Meaning and Importance, The Five Disciplines, The 7 Learning Disabilities, The 11 Laws of the Fifth Discipline

Unit 6. Organizational Development Interventions

Team Interventions, Intergroup and Third Party Peacemaking Interventions, Structural Interventions, Comprehensive OD Intervention

Books for Reference:

Cummings, T.G and Worley, C.G (2001) Organization Development and Change. Thomson Learning. USA

French, W.L., Bell,Jr, C.H and Vohra, V (2011) Organization Development. Sixth Edition. Eleventh Impressions. Pearson Prentice Hall, New Delhi

Ramnarayan, S and Rao, T.V (2011) Organization Development: Accelerating Learning and Transformation. Revised and Updated 2nd edition. Sage Publication. New Delhi.

Rothwell, W. J and Sullivan, R. L (Editors) (2005) Practicing Organization Development: A Guide for consultants Second Editor. Pfeiffer A Wiley Imprint. Sanfrancisco, California, USA.

Seth Allcorn (2006) Organizational Dynamics and Intervention: Tools for Changing the Workplace. Prentice-Hall of India Private Limited, New Delhi

Sharma, R.R (2010) Change Management: Concepts and Applications. Tata McGraw Hill Education Private Limited. New Delhi

Senge, P.M (2006) The Fifth Discipline – the art of and practice of the learning organisation. Currency. USA

