

MBA in Family Managed Business Subject & Syllabus

First Year	Semester I	Principles of Management
		Quantitative Techniques for Business
		Financial and Management Accounting
		Marketing Management
		IT Skills
	Semester II	Organizational Behavior
		Financial Management
		Legal aspects and Business Environment
		Production and Operations Management
		Business Ethics and Corporate Governance
Second Year	Semester III	Innovation and Entrepreneurship/ MOOCs
		Project Management
		Managerial Economics
		Human Resource Management
		Summer Internship Project
	Semester IV	Strategic Management/ MOOCs
		Social Entrepreneurship Small Business Promotion
		Institutional & Legal Framework for Start Ups & Family Business
		Small Business Promotion
		Communication and Branding Strategies
		Project Appraisal & Management/
		Dynamics of Family Business Management
		Business Analytics
		Inter-Departmental Course
Third Year	Semester V	Research Methods for Business
		Family Business Models
		Managing Conflict in Family Business, Leadership and Team Work
		Taxation Laws & Planning
		Sickness and Turnaround Strategies for small business
		Governmental Schemes for Entrepreneurship Development
	Semester VI	Management Information Systems
		Business Finance for Start - Ups and Growth
		Master Thesis/ Dissertation
		Artificial Intelligence in business
		Intra-departmental Course

Syllabus

Semester 1

PRINCIPLES OF MANAGEMENT

Unit I

Management: Concept, Nature & Importance; Managerial Roles & Skills; Levels of Management; Principles of Management; Management Process. Classical theories-Taylor Scientific Management, Fayol's Administrative Management, Bureaucracy. Neo classical theories-Hawthorne Experiment & Human relations Approach; System approach; Social System Approach; Decision Theory Approach; Behavior Science Approach; Contingency theory; McKinsey-7-S theory; Quantitative Approach.

Unit II

Nature, Scope, Objectives and Significance of Planning; Types of Planning; Process of Planning; Barriers to Effective Planning; Planning Premises and Forecasting; Decision Making
- Conditions of Certainty, Risk and Uncertainty, Bounded rationality (Herbert Simon); Management By Objective; Management Information System.

Unit III

Concept of Organizing; Organization Theories; Formal & Informal Organizations; Forms of Formal Organizational Structure; Departmentation; Span of Management; Authority, Responsibility and Accountability; Power; Delegation, Centralization & Decentralization.

Unit IV

Concepts and significance of Staffing, Direction & Supervision. Types & importance of Control; Techniques of control; Management by Exception; Coordination: Essence of management; Coordination vs. Co-operation; Types of coordination; Techniques of coordination.

Unit V

Forms of Business Organizations; Company and its various forms; Formation of a company; Memorandum of Association; Articles of Association; Prospectus; Shares and Share Capital; Promoters, Trusts & Societies; Issues of Consumer Protection.

QUANTITATIVE TECHNIQUES FOR BUSINESS

Unit-I

Introduction to Statistics: Basic concepts, Classification & Tabulation, Data measurement, Uses of Statistics in business. Descriptive Statistics: Measure of Central Tendency - Mean, Median, Mode, Percentiles, Quartiles.

Unit-II

Measures of Variation: Range, Inter-quartile range, Mean Absolute Deviation, Variance and Standard deviation. Measures of Association Correlation: Methods of Correlation study - Karl Pearson's coefficient of correlation, Rank correlation.

Unit-III

Simple Regression Analysis: Introduction to regression analysis, regression lines, Coefficient of Determination & Estimation, Develop Trend line Probability: Introduction, Methods of assigning probabilities, Structure of probability, Joint and Conditional probabilities, Addition and Multiplication Laws, Baye's Theorem

Unit-IV

Analysis of Categorical Data: Chi-Square- Test of Independence, Test of Goodness of Fit. Probability Distributions: Discrete Distributions -Binomial Distribution, Poisson Distribution, Continuous Distributions - Normal Distribution

Unit-V

Introduction to Matrices: Types of Matrices, Matrix Operations-Addition, Subtraction & Multiplication of Matrices, Adjoint and Inverse of a Matrix, Solving Linear Equations using Matrix Method, Business Applications of Matrices.

FINANCIAL AND MANAGEMENT ACCOUNTING

Unit I

Introduction to Accounting -Basic Concepts, Purpose, Importance, Scope and Limitations of Accounting Users of Accounting, Information, Generally Accepted Accounting Principles (GAAP) and Accounting Standards (AS), International Financial Reporting Standards (IFRS) -need and significance. Ethical Dimensions in Reporting of Accounting Information

Unit II

Financial Statements Preparation and Analysis- Preparation of Income Statements and Balance Sheet, Contents of Corporate Annual Reports, Financial Statement Analysis - Ratio Analysis, Trend Analysis

Unit III

Preparation of Cash Flow Statement, Direct Method-Cash Flow from Operating, Investing and Financing Activities; Indirect Method of Preparing Cash Flow Statement Reconciliation of Net Income to Net Cash Provided by Operations,

Unit IV

Costing Techniques- Introduction to Costs and Costs Behaviour, Absorption and marginal costing, Applications of marginal costing techniques in managerial decision making

Unit V

Accounting for Planning and Control- Budgets and Budgetary Control, Various Types of Operating Budgets, and Financial Budgets, Flexible Budgeting, Rolling Budget and Zero Based Budgeting Variance Analysis, Management Control System and Responsibility Accounting.

MARKETING MANAGEMENT**Unit I:**

Meaning, Scope, Nature, Importance, Recent Trends & Challenges in Marketing, Core Concepts of Marketing, Company's Orientations towards the Marketplace, Concept of Value, Value Creation and Delivery.

Unit II:

Marketing Plan and Strategy, Ansoff Market Expansion Grid, BCG Matrix, Role of Technology in Marketing, Environmental Variables of Marketing, Market Segmentation, Bases for Segmentation, Market Targeting, Developing and Communicating Positioning Strategy.

Unit III:

Consumer and Business Markets, Product Classification, Product life cycle - stages and strategies, Product Differentiation, Developing Pricing Strategies and Programs, Adapting the Price, Pricing techniques for Promotion, Responding to Price Changes.

Unit IV:

Dealing with Competition, Role of Marketing Channels, Channel levels, Channel Design Decision and Managing Channel Conflict.

Unit V:

Characteristics of Marketing Communication Mix, Integrated Marketing Communication, Macro Models of Communication, Micro Models of Consumer Response, Communication Objectives, Personal and Non-Personal Communication Channels, New Forms of Communication (viral marketing, experiential marketing), Marketing Control, Emerging trends in marketing.

INFORMATION TECHNOLOGY SKILLS (IT Skills)

Unit I:

Computer Systems -An Introduction, Elements of a Computer System, Input, Output and storage devices. Processing and CPUs. Operating system – Basics, functions and types., Concepts of Networking and Data Communication. Basics and Features of Internet. Methods of Accessing the Internet, Handling Graphics and Multimedia,

Unit II:

Text processing software: creating and saving a document, previewing and printing a document, editing, proofreading and formatting of documents. Presenting information in columns and tables, using graphics, symbols, diagrams and charts. Creating and modifying table of contents, index, bookmarks, cross references, hyperlinks, foot notes, end notes and bibliography. Crating form letters, e-mail messages and labels. Collaborating using tracking of changes, adding and reviewing comments, comparing and merging documents, password protecting of documents. Creating documents in alternate formats.

Unit III:

Presentation software: Creating and managing slides and presentation, entering and editing content on slides, presenting content in tables, inserting, creating and managing graphics, adding sound and animation to slides, reviewing, preparing and delivering presentation, customising and sharing presentations.

Unit IV:

Spreadsheet Software: Creating workbooks, working with data and tables, formatting and changing workbook appearance, managing and hiding worksheet data, ordering and summarising data, combining data from multiple sources, creating charts and graphs,

Unit V:

Performing calculations using Formulas and Functions, analysing alternate data sets, creating dynamic worksheets, printing worksheets and charts. Automating repetitive tasks, using workbooks for collaborative working. Performing business intelligence analysis.

Semester 2

ORGANISATIONAL BEHAVIOUR

Unit I

Introduction to OB: Meaning and Nature of Organizational Behavior, OB as an Interdisciplinary Subject, Significance of OB for Managers, OB as an Open System, Robbin's Model of OB, Changing Context, Challenges for an OB Manager.

Unit II:

Perception: Meaning, Significance of Perception for Understanding Human Behavior, Factors Influencing Perception, Attribution Theory. Attitude: Meaning, Concept, Significance of attitude for Understanding Human Behavior, Values and attitude, Attitude formation, Measurement of Attitude, Cognitive Dissonance theory, Attitude Change, Learning: Concept, Learning Theories: Classical, Operant, Social, Learning, OB Modification, Steps in OB Modification Process.

Unit III:

Motivation: Motivation and Goal Directed Nature of Human Behavior, Process, Theories of Motivation, Maslow's Need Hierarchy, Herzberg's Two Factor Theory, Theory X, Y and Z, Work Redesign for Creating Motivating Job, Applications of Motivation. Meaning, Functions and Types of Group, Reasons for Joining Group, Stages of Group Development, Characteristics, Advantages, and Disadvantages of Informal Groups.

Unit IV:

Concept of Group Dynamics, Group Norms, Group Cohesiveness, Group Shift and Group Decision Making Techniques, Conflict, Dysfunctional Groups, Groups vs. Team, Types of Team, Concept of Leadership, Fiedler's Contingency Model, Hershey and Blanchard's Model, Transactional and Transformation Leadership.

Unit V:

Organizational Conflict: Reasons, Consequences and Handling. Organizational Culture: Concept, Forming, Sustaining and Changing a Culture, OCTAPACE Model, Hofstede Model, Organizational Change: Forces of Change, Resistance to Change, Change Model-Lewin's model. Case Studies: Some cases of real business world to supplement learning from the course.

FINANCIAL MANAGEMENT

Unit I:

Nature of Financial Management: Scope and objectives of finance, role and functions of finance manager, risk-return trade off, shareholders' wealth maximization, agency problem, General awareness of financial environment-financial instruments, regulation and markets.

Unit II:

Investment Decisions: Analysis of Capital budgeting decisions, application of discounted and non-discounted techniques in capital budgeting, time value of money, capital rationing, risk analysis in capital budgeting.

Unit III:

Financing Decisions: Cost of Capital and & Dividend Decision: Optimum capital structure, financial and operating leverages, sources of long-Term Finance, cost of capital-components' costs and Combined Cost (WACC), capital structure theories.

Unit IV:

Dividend theories, Irrelevance of dividend, MM Hypothesis, relevance of dividend and Walter's model, dividend policy determinants, share repurchase or buyback, Issue of bonus share and its implications,

Unit V:

Working Capital Management: Principles of working capital management, Accounts Receivable management, Inventory management and Cash management, factors influencing working capital requirement, computation of working capital required in business firm.

LEGAL ASPECTS AND BUSINESS ENVIRONMENT

Unit I

Indian Contract Act, 1872 Contract- Meaning, Essentials, Kinds, Offer and Acceptance, Contractual Capacity, Free Consent, Consideration, Void Agreements, Quasi Contracts. Modes of discharge of contract and remedies for breach of contract. Contract of Indemnity and Guarantee. The Sale of Goods Act, 1930 Meaning of Contract of sale, Difference between Sale and Agreement to Sell. Conditions and Warranties, Transfer of Property in Goods, Unpaid Seller and his Rights.

Unit II

Indian Partnership Act, 1932. Meaning and test of Partnership, Implied Authority of a partner, Position of a minor in partnership.

The Negotiable Instruments Act, 1881 Meaning, and characteristics of promissory note, bill of exchange and cheque. Negotiation and assignment. Crossing of cheque, bouncing of cheques.

Unit III

Concept of Business Environment, Nature and Factors in Business Environment, Role of Planning in a Market Economy, India's Growth Experience, Performance & Challenges, Unemployment & Employment, Population Change, and Economic Environment, Agricultural Growth, Performance & Policies, Industrial Growth & Policies.

Unit IV

Economic role of Government; Contemporary Economic Reforms, Role of Industry in Economic Development, Stock Exchange of India, Role of Regulatory Institutions in Indian financial system- RBI and SEBI, Balance of Payment.

Global Business Environment- Political, Economic, Social, Cultural, Legal, Technological, Theories of International Trade; Adam Smith, Ricardo and Ohlin & Heckscher, Indian Economy and GATT, WTO,

Unit V

Emerging issues, Regional Economic Integration, European Union. Corporate Social Responsibility; Environmental and Sustainability issues in Development.

PRODUCTION AND OPERATIONS MANAGEMENT

Unit I

Introduction to Operations Management; Historical Evolution; Strategic role of Operations; Systems view of Operations Management; Functions of Operations manager; Recent Trends; Designing Products; Services and Processes; Flexible Manufacturing System.

Unit II

Facility Location Planning; Facility Layout Planning; Job Design; Work Study; Work Measurement; Method Study; Financial Analysis of Operating Plans; Ergonomics; Environmental Consideration - Green manufacturing; Ethical issues in OM.

Unit III

Production Planning & Control, Master Scheduling; Aggregate Planning; Rough Cut Capacity Planning; Gantt Charts & Sequencing. Just in Time (JIT); Lean Production System; Total Productive Maintenance (TPM).

Unit IV

Fundamentals of Inventory Management; Inventory Control Techniques; Material Requirement Planning (MRP); Manufacturing Resource Planning (MRP II); Enterprise Resource Planning; Project Management – PERT/CPM.

Unit V

Introduction to Quality Management; TQM; Contributions of Quality Gurus - Demings, Juran, Philip Crosby & Ishikawa; Techniques of Quality Control; ISO 9000 & ISO 14000; Statistical Process Control; Quality Circles; Kaizen; Six Sigma Approach; 7 QC tools; Service Quality & Service Quality Management

BUSINESS ETHICS & CORPORATE GOVERNANCE

Unit I: Introduction

Opening Case: Subprime lending

Concept of Business Ethics, Elements of Business Ethics, History and development of Business Ethics, Can Ethics be taught?, Bad Apple Theory, Why Ethics matters in Business? Ethics and Law, Ethical Behavior, Relationship between Business and Ethics: Unitarian View of Ethics, Separatist View of Ethics, Integration View of Ethics, Why be ethical in business? Who cares?, Pressure Points for Ethical Behaviour.

Emerging Ethical Issues and Dilemmas in Business- Lying, Bullying, Discrimination, Sexual Harassment, Fraud, Corporate Espionage, Insider Trading, Environmental Issues, Sexual Harassment, Misuse of Organizational resources, Privacy Concerns, Employee Theft, Conflict of Interest etc. ;

Ethical issues related to Marketing, Ethical issues related to Finance, Ethical issues related to HR, Ethical issues related to IT, Ethics of Net neutrality, Ethical dimensions of artificial intelligence.

Ethical Issues in Capitalism, Socialism and Communism, Closing Case Study: Bhopal Gas tragedy
Unit II: Business Ethics Philosophies

Opening Case: Turing Pharmaceutical price hike controversy

Institutionalization of Business Ethics in India:

Environment Laws, Antitrust Laws, Consumer Protection Laws, Investor Protection, Intellectual Property Right Laws, Corruption Prevention Laws, and Laws Promoting Equity and Safety at Workplaces.

Traditional and Contemporary Moral Philosophies:

Teleology: Egoism, Utilitarianism, Deontology: Categorical Imperative of Kant, Hypothetical Imperative, Divine Command Theory, Machiavellian Theory, Darwinism, Justice Theory of Rawls', Virtue Theory of Aristotle, Ethical Relativism.

Contemporary Moral Philosophies: Contractarianism, Prisoner's Dilemma, Kohlberg's Cognitive Moral Development Theory and Heinz Dilemma, Feminist care ethics, Integrated Social Contract Theory (ISCT).

Closing Case: Johnson & Johnson Tylenol Crisis

Unit III: Ethical Decision Making: Individual And Organizational Factors

Opening Case: Enron scandal

Individual Ethics Management: Ethical Dilemma; Ethical Decision Making Models- Utility, Rights, Justice and Caring (URJC) Model, Janus Headed Model, Steps for Taking Good Ethical Decision; White Collar Crimes and Reason for its Growth.

Organizational Ethics Management: Organizational Culture and Ethical Climate, Danger Signs of Ethical Risk in Organization, Whistleblowing in Organisations: Tips for whistleblowing and the process of handling whistleblowing in organisations, Discussion of case related to murder of whistle-blowers SatyendraDubey and ShanmugamManjunath. Leadership and Ethics, Leadership and use of power to shape an ethical corporate culture, Use of Developing, Managing and Controlling Good Ethics Program in an Organization, Ethics Audit, Mechanism to Resolve Ethical issues in Organization.

Global Ethics Management: Avoiding, Forcing, Persuasion or education, Infiltration, Negotiation or Compromise, accommodation and Collaboration.

Closing Case: Galleon Group Insider trading fraud

Unit IV: Corporate Social Responsibility Opening Case: Merck and River blindness

Definition of CSR, Importance and Limitations of CSR, Identifying and Defining Social Problems, Preventing and Solving Social Problems, Historical Evolution of CSR, Development of CSR in Modern India, Trusteeship Theory of Mahatma

Gandhi, Types of CSR: Carroll's Pyramid, Triple Bottom Line and Environmental Sustainability, Cause Related Marketing, CSR Standardization, Developing an Effective CSR Strategy.

Theological Ethics and Philanthropy: Philanthropy in Hinduism, Buddhism, Islam, Christianity, Islam and Sikhism.

Closing Case: The pesticide controversy and its impact upon the CSR strategy of Coca-Cola

Unit V: Corporate Governance: Theories and Models Opening Case: Punjab National Bank Scam

Definition of Corporate Governance, Importance of Corporate Governance, Principles of Corporate Governance, and Models of Corporate Governance: Anglo-American Model, German Model, Japanese Model, Issues in Corporate Governance. Development of Corporate Governance in US, UK and India.

Theories of Governance: Agency Theory, Shareholder Theory, Stakeholder Theory, Stewardship Theory,

Closing Case: Satyam Scam

Semester 3

INNOVATION AND ENTREPRENEURSHIP

Unit I:

Entrepreneurship: Meaning and objective. Entrepreneurship and its role in Economic Development. Entrepreneurial Traits and Mindset. Misconceptions and Myths about Entrepreneurship. Motivation for becoming an Entrepreneur. Entrepreneurship as a Career Option. Entrepreneurial Leadership.

Creativity and Innovation .Bottlenecks to Creativity and innovation .Disruptive Technology and generating commercial value from Innovation; Sources of New Ideas, Techniques for generating Ideas. Assessing Business Potential of an Idea. Idea to Opportunity: Sources of Opportunity, Opportunity Recognition.

Unit II:

Types of New Ventures, Tax implications of various forms of Ventures. Procedures for setting up a Business in India. Entrepreneurship and Intellectual Property Rights (IPR): Patents, Trademarks and Copyrights. Business Plan: Purpose and Contents of a Business Plan. Marketing Plan: Need for Marketing Research, Industry Analysis, Competitor Analysis, Market Segmentation, Target Markets, Market Positioning, Marketing Mix, Marketing Plan and Market Strategy. Operation and Production Plan: Product Design and Specifications.

Unit III:

Types of Production Systems, Location and Layout Decisions, Plant and Technology Choices, Production Planning and Commercialization.

Financial Plan: Assumptions underlying the Financial Statements. Budgeting. Preparation of projected Funds Flow and Cash Flow Statement, Profit and Loss Accounts / Income Statement and Balance Sheet. Key Financial Indicators: Break-Even Analysis, Ratio Analysis, Valuation Methods, Sensitivity analysis. Financing of New Ventures: Stages of Financing, Sources of Finance - Seed Funding, Venture Capital Funding, Bank Funding, Lease Financing. Funding opportunities and Institutional Support in India for New Ventures. Managing Cash and Liquidity, Record Keeping, Performing Due Diligence

Unit IV:

Launching a New Venture: Preparing Implementation Plan, Raising Resources, Leveraging Intellectual property, Organisation Plan: Team Building for the New Venture, Designing Organisational Structure and Systems Building a Winning Team, Motivating and Inspiring the Team Members, Monitoring the Technological Trends, Pilot Testing, Understanding Markets, Market Strategies and Positioning. Managing Growth: Managerial Issues and Growth Strategies for New Ventures. Revival and Exit: Turnaround Strategies, Liquidation and Exit Strategies for Entrepreneurs.

Unit V:

Introduction to social enterprises, Social entrepreneurship - need, definition, characteristics and models. Social leadership, networks and external relationships, revenue models, Measures of performance of social enterprises, ISO 26000, Local problems and local solutions, Social audit, Issues in management of Social Enterprises.

PROJECT MANAGEMENT

Unit I: Basic framework of project

Meaning and importance of a Project, types of projects, project development cycle, the concept of project management, project planning and implementation Corporate Strategy and Resource Allocation, Generation and Screening of Project Ideas -Project identification, Project formulation and preparation - pre-feasibility studies, feasibility studies and Balanced scorecard,

Unit II: Project Preparation

Market and Demand estimation, market survey, demand forecasting techniques, technical feasibility, cost of project, estimation of costs, estimation of fund requirement, sources of funds, project financing in India, loan syndication for projects, tax considerations in project preparation, plans and project planning tips; design project management

Unit III: Project Appraisal

Cost benefit analysis (Cash flow projections), Financial evaluation - discounted and non discounted techniques of capital budgeting techniques, project rating index, critical examination of evaluation techniques, Economic, commercial, social cost benefit analysis in public and private sectors, investment criteria and choice of techniques, Treatment of risk and uncertainty -types and risk measuring techniques, risk sensitivity analysis, probability approach single as well as multiple projects, allocation of limited capital

Unit IV: Implementation, Monitoring and Control of Projects

Project scheduling, network techniques for resource and cost budgeting and scheduling, project management teams and coordination, forms of project organizations, project review and administrative aspects, Monitoring and post completion audit, evaluation of the projects.

Unit V: Contemporary Issues

Contemporary issues in project appraisal and related area, project management principles byproject management institute USA

MANAGERIAL ECONOMICS

Unit I:

Nature and Scope of Managerial Economics, Demand-Supply Framework, Elasticity types and applications, Demand Forecasting, Marginal Analysis and Optimization.

Unit II:

Analysis of Production Function, Theory of Cost, Law of Variable Proportion, Laws of Return to Scale, Economies of Scope, Optimal Combination of Inputs,

Unit III:

Managerial Theories and Goal(s) of a Firm; Information Economics and its Business Applications, Environmental Economics.

Unit IV:

Market Structures and Strategic Behavior of Firms, Pricing and output strategies in different Market Structures, Price Discrimination, Game Theory Applications.

Unit V:

National Income Analysis, Theories of Inflation and Deflation, Theories of Business Cycles and Stabilisation Policies, Monetary Policy, Fiscal Policy and the Budget.

HUMAN RESOURCE MANAGEMENT

Unit I:

Introduction to Human Resource Management (HRM), Evolution of HRM, Trends shaping HRM, Strategic Human Resource Management, HRM Models- Harvard model, Guest model, Ulrich's HR model, AMO framework, Line and Staff aspects of HRM.

Unit II:

Job Analysis- process and methods, Job Description, Job Specification, Human Resource Planning and Forecasting, Employee Recruitment- Sources, Application Forms, Employee Selection- Types of Tests, Management Assessment Centers, Types of Interviews, Placement.

Unit III:

Employee Orientation- Purpose, Process, Training Process- Analysing the training need & designing the training program, implementation and evaluation of training program, Management Development Programs, Employer Life-cycle Career Management- Promotion, Transfers, Retirements, Career Planning, Talent Management.

Unit IV:

Concept of Performance Management and Appraisal, Techniques for Appraising Performance, Appraisal related Problems, Appraisal Interview, Succession Planning Factors in determining pay rates, Process of establishing Pay rates- Salary survey, Job Evaluation, Pricing Managerial and Professional Jobs, Competency-Based Pay, Variable Pay, Employee Incentives, Benefits.

Unit V:

Employee Relations: Concept and Types of Employment Relationship, Industrial relations, Collective bargaining, Psychological Contract, Ethical behaviour at work, Employee well-being.

SUMMER INTERNSHIP PROJECT**Semester 4****STRATEGIC MANAGEMENT****Unit I:**

Nature and Scope of Strategic Management, Process of Strategic planning and Implementation, Strategic Management Process, Strategists and their Role in Strategic Management, Hierarchy of Strategic Internet: Vision, Mission, Goals and Objectives, Business Definition. Environmental Appraisal: Environmental Scanning, Appraising the Environment, Organizational Appraisal: Organisational Capability Factors, Considerations in Organisational Appraisal, Methods and Techniques used for Organisational Appraisal, Structuring Organisational Appraisal.

Unit II:

Company level strategies: Grand, Stability, Expansion, Retrenchment and Combination Strategies, Business Level strategy: Cost, Differentiation, Focus, Organisational prerequisites for implementing chosen business strategy, Implications for strategic alignment, tailoring strategy to fit specific industry and company situation.

Strategic Analysis and Choice: Business Portfolio, Portfolio balance, choice, Construction and analysis of business portfolio, Strategic imperatives of portfolio choice, Competitive advantage: Sources, drivers and routes to Competitive advantage

Unit III:

Strategies for entering new business, choosing a diversification path-related vs unrelated business, International diversification and. Strategies for managing a group of business, Corporate Restructuring. The challenge of Strategic Implementation, Levels of organizational change and associated approaches to strategic management of change, Organizational learning, leadership for organizational change, assessment of readiness to change, Integrating formulation and implementation, role of implementers at different

levels, Principal managerial components of strategy execution process, building a capable organization, staffing, building core competencies and competitive capabilities, matching organization structure to strategy, organization structures of the future

Unit IV:

Generic model of core processes and systems, Context levers, systems levers – information resourcing, human resourcing, capital resourcing and control systems, systems as action levers, Managing internal operations and actions to promote better strategy execution: Marshalling resources, instituting best practices, adopting best practices and continuous improvement, TQM, Installing Information systems and operating systems, corporate culture and leadership as keys to successful execution

Unit V:

Functional and Operational Implementation, operational effectiveness, Strategy Evaluation and Control, Techniques of operational and strategic control the leader as a role model, Everyday actions shaping organizational outcomes, Strategic Management in an International Firm; Navigating and managing disruptions and innovation. Strategy and Corporate Evolution in Indian Context.

SOCIAL ENTREPRENEURSHIP

Unit I

Understanding Social Entrepreneurship and Organizational form: Defining Social Entrepreneurship Difference between Social and Business Entrepreneurship, Evolution of Social Entrepreneurship in India, Process and Types of Social Entrepreneurship, Challenges, Strategies and future of social entrepreneurship.

Unit II

Building blocks of social enterprise: Social enterprise as a business model, types of Business Model, Understanding the Pricing Models, Creating the Delivery Channels, Financing the social enterprise, Making social enterprise competitive, Communication strategies for social enterprises. Social Entrepreneurships and its Linkage with NGO's, Microfinance, etc., Role of ICT, SHGs, Case Studies.

Unit III

New Directions for Social Entrepreneurship: Managing startup social enterprises, Measuring performance of social enterprises, Governance of Social Enterprises, Corporate Social Entrepreneurship, Contemporary Issues in Social Entrepreneurship, Case Studies.

Unit IV

Understanding Women Entrepreneurship: Concept, Evaluation, Importance and functions of women entrepreneurship, Topologies and categories of women entrepreneur, Entrepreneurial Process among Women Entrepreneurs, Financial Structure of Enterprises Owned by Women Entrepreneurs, Challenges of Women entrepreneur.

Unit V

Growth & Strategies: Women entrepreneur in India and abroad, Government policy on Women Entrepreneurship, Organization Promoting Women Entrepreneurs in India, Profile of Enterprise, Socio -Economic Origins, Motivating & Facilitating Factors of Women Entrepreneur; Work-Home role Conflict- Entrepreneurial Performance, Problem & prospects. Case Studies.

INSTITUTIONAL & LEGAL FRAMEWORK FOR START UPS & FAMILY BUSINESS

Unit 1: National Level Institutions

Need for Institutional Support , Institutional support for Small business enterprise at Central level, Role and objectives of National Small Industries Corporation Ltd. (NSIC), National Science and technology Entrepreneurship Development Board (NSTEDB), National Productivity Council (NPC), National Institute for small industry extension and training , Indian Institute of Entrepreneurship , Entrepreneurship development Institute of India

Unit II: State level/ district level institutions

State level institutions Role and objectives of Directorate of Industries, .District industries centre , state financial corporation (SFCs), State Industrial Development /Investment corporations(SIDO / SIICs), State small Industrial Development Corporation , SIDBI – development and support services

Unit III: Business Law

Indian Partnership Act, 1932. Meaning and test of Partnership, Implied Authority of a partner, Position of a minor in partnership, Consequences of Non Registration of a partnership, Firm Expansion, Death and Insolvency of a partner, Dissolution of firm.

The Negotiable Instruments Act, 1881 Meaning, and characteristics of promissory note, bill of exchange and cheque. Holder and Holder in due course. Negotiation and assignment. Crossing of cheque, bouncing of cheques. Elements of company law; Meaning and types of companies, Formation and incorporation Memorandum of Association, Articles of Association, Prospectus.

Unit IV: Legal Framework

Basic introduction and relevant sections of : Bailment pledge and lien ,Consumer protection Intellectual property rights , Law and banking, Negotiable instruments ,Right to information Act, Information technology Act Environment protection Act, letter of credit indemnity guarantee and bond

Unit V: Contemporary Issues

Amendments and recent important case laws, Institutional performance analysis

SMALL BUSINESS PROMOTIONS

Unit I:

Small Business Organization: Entrepreneurial Career: Meaning and Importance. Small Scale Industries Registration: Benefits, Subsidies, Incentives and Export Prospects. Methodology of Small Business Promotion.

Unit II:

Market Survey & Opportunity: Business planning: Start up strategies for Small Business. Evaluation of an existing business. Acquisition Vs New Venture decisions. Legal framework for Buyouts. Governmental Promotions and Incentives for Business start - ups.

Unit III:

Identification of a feasible location: Location Management for New ventures: Marketing research for site selection. Locating a manufacturing plant. Site criteria used by the high - Technology companies. Role of Industrial Parks.

Unit IV:

Intellectual Property Rights and the Entrepreneurship: Patents: Meaning, Types and Importance of Intellectual Property Rights. Intellectual Property Rights: Application process, Registration and grant for Patents. Copyrights and Trademarks: Support systems. District Industry centers.

Unit V:

Small Enterprise in International Business: Theories of International Trade. Export Plan. Export Financing. Export Incentives. Export Procedure & Documentation.

COMMUNICATION & BRANDING STRATEGIES

Unit I:

Introduction to Marketing Communication, concept of Integrated marketing communication. Elements of Promotion mix: advertising , sales promotion, public relations(media relations, sponsorships, business events, social media)

personal selling, Exhibition, Trade shows, Interactive/Internet Marketing. Product Packaging as a communication tool

Unit II:

Designing communication plan, process, budget allocation methods, advertising- types, functions, appeals, designing advertisements, media strategy, types of media, advertising agencies – types and compensation to these agencies. Sales promotion- types, significance, tools. Personal selling.

Unit III:

Introduction to Branding and Brand Management, Role and Importance of Branding, Elements of Branding, functions of a brand, Types of Brands. Concept of Brand Identity, brand personality, Brand image

Unit-IV:

Brand strategy decisions and brand extensions , Brand Management Process, Brand Loyalty, brand positioning and communication,

Unit-V:

Brand Equity, Approaches to Brand Equity, Methods of Brand Equity Valuation. Brand assessment and brand revitalization

PROJECT APPRAISAL & MANAGEMENT

Unit I: Basic framework of project

Meaning and importance of a Project, types of projects, project development cycle, the concept of project management, project planning and implementation Corporate Strategy and Resource Allocation, Generation and Screening of Project Ideas -Project identification, Project formulation and preparation – pre-feasibility studies, feasibility studies and Balanced scorecard, etc.

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sectors, investment criteria and choice of techniques, Treatment of risk and uncertainty -types and risk measuring techniques, risk sensitivity analysis, probability approach single as well as multiple projects, allocation of limited capital

Unit IV: Implementation, Monitoring and Control of Projects

Project scheduling, network techniques for resource and cost budgeting and scheduling, project management teams and coordination, forms of project organizations, project review and administrative aspects, Monitoring and post completion audit, evaluation of the projects.

Unit V: Contemporary Issues

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DYNAMICS OF FAMILY BUSINESS MANAGEMENT

Unit I: Family Owned business: Defining Family Owned Business. Classic systems of a Family Enterprise (The Family System, The Ownership System, The Enterprise System). Governance Systems (Enterprise Governance, Family Governance-Family Council, Owner Governance-Ownership Form);Creating a Governance Structure.Systems Approach to Family Interaction (Triangle, Scapegoat, Homeostasis, Boundaries.)

Unit II: Diagnosing Family Entanglements: Family genogram. Developing Business family's genogram, Using the Genogram to identify family scripts and themes. Circumplex Model of Marriage and Family Systems (understanding Family Cohesion and Family Flexibility), Application of CircumplexModel,Clinical Rating Scale and Developing Circumplex Model.

Unit III: Succession Planning in Family Owned Business: Personal Readiness (Identity, Change in Capacity, Temperament, Health), System Readiness - Family (Spouse, Children, Extended Family), System Readiness - Business (Enterprise Itself, Owners, Successors), System Readiness - Social and Cultural Context (Community and Cultural Norms).Succession Planning. Advice to Successee, Advice to Successor.Moores and Barrett's 4L Framework of Family Business Leadership.

Unit IV: Stages of Evolution of Family Enterprises: Individual Life Cycle (Levinson),Family lifecycle; The Family Business Lifecycles,Greiner's Model of Organizational Evolution. Ownership Issues in the Evolving Family Business,

Management Issues in the Evolving Family Business. Alternatives to Engaged Ownership (Exit, Delegation, Pruning the Tree, Dividing into Silos, Spinoff/Splitoff/Splitup, Sale).

Unit V: Narcissism, Envy, and Myths Family Firms: Personality types, Managerial implications of dysfunctional narcissism, The importance of individuation, The family firm as transitional object, The power of envy, Games families play: the role of family myths, The impact of family myths on the family business.

Addressing Transitions and Change in Family Enterprises: Vries's Five Critical Phases of Change (concern, crisis, confrontation, crystallization, and change). A model of individual change; The process of change within Family Enterprises; Understanding the change process in families.

BUSINESS ANALYTICS

Unit I:

Overview of Business Analytics, Analytical Methods and Models, Use of Analytics in Business Practices, Concept of Big Data, Types of Data, Hands on Practice on Data in Excel.

Unit II:

Concept of Data Visualization, Data visualization and Storytelling Through data, Data Visualization Techniques, Data Visualization Through Advanced Chart, Time Series Data Analysis and forecasting.

UNIT III:

Data Mining and Management, Data Mining Tools, Data Mining Process, Data Mining Through Social Media, Summarize Marketing Data, Data Reduction methods, Metrics for Business Management, Pricing Analytics.

Unit IV:

Introduction to R and R-Studio software, Data Analysis Through R, Web and Social Media Analytics, Sentiment Analysis, Social Network Analytics, Text Analytics, Hands on practice on Data Analysis using R

Unit V:

Optimization Techniques, Linear Optimization Models, Sensitivity Analysis, Decision Analysis, Decision Analysis without Probabilities, Decision Analysis with Probabilities.

Inter-Departmental Course

*** As per University guidelines**

Semester 5

RESEARCH METHODS FOR BUSINESS

Unit-I

Concept, Objectives and Significance of Research, Research Process, Research Design: Exploratory Research Design, Descriptive Research Designs- Cross-sectional & Longitudinal, Experimental Design: Pre-Experimental, Quasi Experimental, True Experimental & Statistical Design.

Unit-II

Measurement and Scaling: Primary Level of Measurement- Nominal, Ordinal, Interval, Ratio, Comparative and Non-competitive Scaling Techniques, Questionnaire Design, Sampling- Sampling Process, Sampling Techniques- Probability and Non-Probability Sampling, Sample Size Decision.

Unit-III

Data Collection: Primary & Secondary Data; Survey Method of Data Collection, Classification of Observation Method; Fieldwork and Data Preparation. Hypothesis: Null Hypothesis & Alternative Hypothesis; Type-I & Type-II Errors; Hypothesis Testing: T-Test, ANOVA, Concepts of Multivariate Techniques- Multiple Regression Analysis, Discriminant Analysis etc.

Unit-IV

Qualitative Research: Data Collection of Qualitative Research- Interviews, Observation & Documents, Qualitative Research Procedure: Focus Group Interview, Online Focus Group, Depth Interview, Projective Techniques, Other Methods of Qualitative Research: Narrative, Phenomenological, Grounded Theory, Ethnography & Case Study Method.

Unit-V

Meaning, Types and Layout of Research Report; Steps in Report Writing, Tabular & Graphical Presentation of Data, Citations, Bibliography and Annexure in Report, Avoid Plagiarism; Use of Statistical Software to Analysis the Data.

FAMILY BUSINESS MODELS

Unit I:

Family Business Development Model: Introduction of Family Business – Conceptual Models of Family firms. Three dimension development Model. Ownership Development Dimension. Family Developmental Dimensions. Business Developmental Dimensions. Modeling for Family Business.

Unit II:

Family Business Types: Family Business types and traditional forms of family business. Founders and the Entrepreneurial experiences. Growth and Evolution of Family Business. Complexity of family enterprise. Diversity of successions.

Unit III:

Narcissism, Envy and Myths in Family Firms: Personality types: Managerial implications of dysfunctional narcissism. Meaning and Importance of Individuation. Power of envy. Role of family myths and impact of family myths on family business. Characteristics of founder. Common defensive structures in founder.

Unit IV:

Leadership Transition: Options for tackling succession problem. Inheritance. Psychological pressure on new leaders. Systematic view of business family. Family system proposition. Family scripts and rules. Diagnosing family entanglements.

Unit V:

Transition and Change: Lewin's idea of change. Model of individual change. Process of change within organization. Change process in families. Family focus Role play on Family Business planning.

MANAGING CONFLICT IN FAMILY BUSINESS, LEADERSHIP AND TEAM WORK

Unit I

Conflict in Family Business: Concept, Difference in a family business conflict and non- family organization, Constructive or Destructive Impact of Family Ownership, Common Pattern of Conflict, Causes of Conflict, Consensus of Conflict in Family Business, Resolving Family Business Disputes, Case Studies.

Unit II

Family Business Leadership: Introduction, Leadership Challenges in Family Business, Evolving Strategies and leadership Role, Leader Legacy, Approaches to Family Leadership, Structure of Family Leadership, Responsibilities of Leadership Job, Difference between Family and Corporate Leadership, Family Democracy vs Meritocracy, Obtaining Honest Feedback, Defining and Measuring Success, Leadership Skills for 21st Century, Case Studies.

Unit III

Developing Next Generation Family Leader: Leadership and Religion in Family Business, Succession in Family Business through Authentic Leadership, Family Entrepreneurial Leadership Transition to the Second Generation, Challenges of Family Leadership, Familial Values & Professionalization, Structure and next generation Leaders preparation.

Unit IV

Teamwork in the Family Business: Introduction, Strategies for Building Team, Starting Points- The growing trend toward teams and partnership, Steps to creating a team atmosphere, Sibling Partnerships-Tasks and pitfalls in a sibling partnership, Pros and cons of sibling partnerships, Cousin Consortiums-Building a working relationship among cousins, Husbands and Wives- Common threads of successful spouse teams, Beating the stresses of mom-and-pop partnerships, Case Studies.

Unit V

Building Better Executive Teams: Strategies that encourage co-leadership, teaming up with hired managers, Creating Employee Work Teams-form, inspire, lead and support teams in the workplace, Encouraging teamwork and rewarding team performance, Identification of potential team players, Bringing the Family Team Together-Understanding stages of ownership evolution, Strategies to compensate family shareholders and Settling dispute , Successful Family Business Teams- Overcoming obstacles to good communications, Maintaining trust among all family members and Resolving conflicts, Practical Tools for Achieving Teamwork -Partnership charters, Constitutions to establish the rights of active and non-active owners, Ensuring family councils elicit members' aspirations and views, smooth out disagreements and facilitate future planning, Case Studies.

TAXATION LAWS & PLANNING

Unit I Basic Terms and heads of Income

Important definitions U/s 2 Residential Status Income under Salary, Income house from Property, Capital Gains (S. 45 to S 50C) Income from Other Sources (S.56 to S. 59)

Unit II Computation of Income Tax

Profits and Gains from Business, Profession & Vocation (S.28 to 32 35, 36, 37, 40, 40A, 43B) Computation of Income tax , important deductions Tax evasion and tax avoidance; tax planning and tax management, Residential status of a business and incidence of taxation,

Unit III Scope of tax planning

Scope of tax planning for setting of new business, Location of business undertaking, Nature and size of business, Form of business and ownership pattern , Employee remuneration Tax considerations in specific financial and managerial decisions, Lease or own decision, Make or buy decision, Repair/renewal or replacement of an asset, Capital structure decision

Unit IV GST and Other Indirect Tax

Concept of Indirect Tax, types of indirect tax in India, Difference between direct and indirect tax Introduction to GST - Definitions Salient Features. Objectives. Advantages and disadvantages, important amendments

Unit V Estate Planning & Contemporary Issues in Tax Laws

ESTATE PLANNING FOR FAMILY BUSINESS Estate Planning - outline of comprehensive succession plan - overview of estate tax - deduction of family owned business - special use valuation for real estate used in business - using charitable arrangements to minimize estate taxes, Filing of income tax, returns online: direct and indirect tax

SICKNESS AND TURNAROUND STRATEGIES FOR SMALL BUSINESS

Unit I: Concept of Sickness

Industrial Sickness, Meaning, Identification of a sick Unit, Definition of a sick unit , Guidelines for correct Identification of sickness, RBI's role and Guidelines regarding Sickness ,Government's Policy of Sickness , BIFR - ,BIFR's role in Turnaround. Role of Commercial banks in assisting small scale business

Unit II: Symptoms and Causes

Challenges for Small scale business, Process of Sickness, Signals and Symptoms of Sickness, Tracking the causes of Sickness - Meaningful cause analysis - Relevant case studies analyzing causes of Sickness.

Unit III: Viability Study

Conducting Techno - Economic viability study, Defining viability, Importance of Validity Study - Aspects to be covered in the validity report, Examination of External Environment.

Unit IV: Turnaround Strategies

Turnaround - Meaning, Choice of Existence, and Information required for formulating. Turnaround programme ,processing of Information, preparation of turnaround plan.

Unit V: Contemporary Issues and Cases

Turnaround stage - Interlinked strategies in the various faces of turnaround, Turnaround requirements ,Factors for successful Turnarounds, Monitoring the performance and followup, Recent cases related to turnaround plans .

GOVERNMENTAL SCHEMES FOR ENTREPRENEURSHIP DEVELOPMENT

Unit I:

Entrepreneurship Developmental Schemes in India: Problems and Prospects. Meaning, Role and Importance of Government Schemes for Entrepreneurship Development. Types & Levels of Schemes for Entrepreneurship Development. Entrepreneurship Development: Assessing overall business environment in Indian Economy.

Unit-II:

Introduction to E-Access and E-Registration to Governmental Schemes. Single Window clearance: An initiative of Government of India. Single Point Registration Scheme. eBiz Portal Government Schemes for Start-up Projects in India and Digital India.

Unit-III:

Start Up India & Stand Up India. Make in India. Pradhan Mantri Mudra Yojna. ATAL Innovation Management. A Scheme to Promote Innovative & Rural Entrepreneurship (ASPIRE). Technology Innovation Management and Entrepreneurship Information Service (TIME IS).

Unit-IV:

Support for International Patent Protection in Electronics & Information Technology (SIP-EIT). Credit Guarantee Scheme for Startups (CGSS). The Venture Capital Assistance Scheme (VCA). Revamped Scheme of Fund for Regeneration of Traditional Industries (SFURTI).

Unit-V:

Small Business Innovation Research Initiative (SBIRI). VIRASAT: A Credit Scheme for Craft persons. Raw Material Assistance Scheme (RMAS). Comprehensive Handloom Cluster Development Scheme (CHCDS). Procurement and Marketing Support Scheme (P&MS)

Semester 6

MANAGEMENT INFORMATION SYSTEMS

Unit I:

Information Systems: Concept & Technologies, Role of information Systems in Business. Influence of Information Systems in Transforming Businesses. Global E-Businesses and Collaborations, Strategic roles of Information Systems. Behavioural, Technical and Socio- technical approaches. Enhancing Business Processes through Information Systems. Types of Business Information Systems. TPS, MIS, DSS and EIS. Organising the Information Systems function in Business. Ethical and Social issues of Information Systems.

Unit II:

Using Information Systems to Achieve Competitive Advantage: Porter's Competitive Forces Model and The Business Value Chain Model .Aligning Information Systems with Business. Decision Making and Information Systems: Types of Decisions and the Decision-Making Process, Business Value of Improved Decision Making. Decision Support for Operational, Middle and Senior Management .Concepts of Database and Database Management System.

Unit III:

Functional Information Systems: Marketing, Human Resource, Financial and Operational Information Systems. Cross Functional Information Systems, Enterprise Systems. Supply Chain Management Systems. Customer Relationship Management Systems. Business Value of Enterprise applications and challenges in Implementing.

Unit IV:

E-Commerce: Fundamentals and Concepts: Digital Markets and Digital Goods. Types of E- commerce and E-commerce Business Models. B2B E-Commerce: New Efficiencies and Relationships. Concept of Mobile E-Commerce.Security and Control of Information Systems.

Unit IV:

Knowledge: Concepts and Dimensions, Tacit and Explicit Knowledge, Knowledge Management Systems, Content Management Systems, Collaboration Tools and Learning Management Systems, Knowledge Work Systems.

Unit V:

Implementing Information Systems as Planned Organisational Change.Business Process Reengineering.Systems Analysis and Systems Design. Modeling and Designing Systems: Structured and Object-Oriented Methodologies, TraditionalSystems Life Cycle, Prototyping, End-User Development, Application Software Packages and Outsourcing. Implementing Information Systems.Introduction to Change Management.

BUSINESS FINANCE FOR START - UPS AND GROWTH**Unit I Sources of Finance**

Nature of financing needs of entrepreneurs and for new ventures and start-ups, , means of financing new ventures, short term and long term sources of finance , appraisal criteria for financing by different financing bodies, angel investors, Early sources of funding: Incubators, Accelerators and crowd funding

Unit II Financial Plan

Business Finance support by Venture capital funds, SFCs, SIIICs, commercial banks, SIDBI, private investors and EXIM bank for export credit, finance for export oriented units, Direct equity by EXIM and Direct finance, Preparing The Financing Plan : General considerations

, Construction financing, Long term financing, withholding Tax considerations, Estimating the Borrowing capacity of project, Loan repayment parameters, Borrowing capacity, assuming full draw downs, applications to hypothetical high speed rail project - annual coverage tests.

Unit III Evaluation of Venture

Evaluating Venture Opportunities, venture evaluation, Scheme of Micro finance Programme & innovations, financial inclusion through Business Correspondent scheme of RBI, Valuation of entrepreneurial Ventures - the venture capital method, discounted cash flow method

Unit IV

Instruments of finance - seed capital, project finance, working capital as well as export finance, other negotiated and spontaneous sources and instruments of finance in domestic and international environment for manufacturing, service and NGO's, Impact investing, Financing Social Entrepreneurs

Unit V

Fundamentals of Term Sheets, Managing distress situations, Case studies on strategic entrepreneurial finance

MASTER THESIS/ DISSERTATION

ARTIFICIAL INTELLIGENCE IN BUSINESS

Unit I: HUMAN VERSUS MACHINE

What matters to a machine; What makes a mind; Looking into the Future; Programs that Write Programs; Four Basic Drives; The Intelligence Explosion; The Point of No Return; The Law of Accelerating Returns; The Singularitarian; The End of Human Era; The Cyber Ecosystem; Telemigration, Automation and the Transformation; Digitech Impulse.

Unit II: USING AI TO ATTRACT, PERSUADE, AND RETAIN CUSTOMER

Market Research; Marketplace Segmentation; Raising Awareness; Social Media Engagement; In Real Life; The B2B World; The In-Store Experience; On the Phone; The Onsite Experience—Web Analytics; Merchandising; Closing the Deal; Back to the Beginning: Attribution; Growing Customer Expectations; Retention and Churn;

Many Unhappy Returns; Customer Sentiment; Customer Service; Predictive Customer Service; The AI Business Platform

Unit III: SOLVING THE BUSINESS PROBLEMS

Application of AI: Finance, Manufacturing, Transportation, Energy, Healthcare, Communication, Law, and Defence. One-to-One Marketing; One-to-Many Advertising; The Four Ps; The Customer Journey; Branding; Your Bot Is Your Brand; Marketing Mix Modelling; Econometrics; Customer Lifetime Value

Unit IV: THE CHALLENGES

Machine Mistakes; Human Mistakes; The Ethics of AI; What Machines Haven't Learned Yet; How to Train a Dragon; The Human Advantage; AI to Leverage Humans; Collaboration at Work; Your Role as Manager; AI for Best Practices.

Unit V: THE FUTURE

The Path to the Future; Machine-Train Thyself; Intellectual Capacity as a Service; Data as a Competitive Advantage; How Far Will Machines Go; Computing Tomorrow; Consciousness and AI: What is Consciousness; is Consciousness beyond Science; Experimental clues about Consciousness; Theories of Consciousness; How might AI Consciousness Feel?

Internship Details

- Candidate can gain real-time industry exposure
- Engage with senior executives and leaders
- Build an exposure to the application of management
- Understand diverse processes followed by leading Indian and global industries
- Gain valuable insights that can be applied to your family businesses
- Consolidate strong and long-lasting relationships

Placement Opportunity

MBA Family Business Management Placement departments take its roles religiously in training students according to requirements of the job, working with the students to find career of their interest and placing them successfully in top companies.

In case of students who want to join family business or start a company, then give them the necessary training required to achieve their desired goals.