

Management of Technology and Innovation

Course Code: HMLP604

L - T- P

3 – 0 -0

(Credit-3)

Internal Assessment 25 Marks

Mid-Semester 25 Marks

End-Semester Exam 50 Marks

Total 100 Marks

Course Outcomes:

CO-1	Learn the fundamental concept of Technology and innovation and their significance for business and society
CO-2	To understand the concept technology advancement and Diffusion over time and its effect on product life cycle.
CO-3	Analyse how technology and innovation define strategic advantage of business concern.
CO-4	Learn the concept of technology transfer and its implications and how national innovation policy support the sustainable development goal.

Units	Detailed Syllabus
Unit. 1	Introduction of Management of Technology and Innovation Definition of Technology and Innovation, Classification of Technology, Definitions of Management of Technology, Definitions of Management of Innovation , Importance of Technology and Innovation to both Business and Society, Process of Managing Technology and Innovation.
Unit 2	Technology Life-Cycle and Innovation Planning The S-curve of Technological Progress, Technology and Market Interaction, The Product Life-Cycle, Competition at Different phases of Technology Life-Cycle, Type of Innovation, Factors favoring and discouraging Innovation, Diffusion of Technology and Innovation
Unit 3	Business Strategy and Technology Strategy Defining Strategy, Formulation of Strategy, Adding Value, Technology as Strategic resource gaining competitive advantage, Concept of core competency, Linking Technology Strategy and Business Strategy, Creating the product-technology-business connection.
Unit 4	Technology Transfer and Innovation Policy Definition of Technology Transfer, Classification of Technology Transfer, Channel of Technology Flow, Technology Transfer models, Intra-firm Technology Transfer, International Technology Transfer, National Innovation Policy and SDGs

Learning Resources:

Text Book:	<ol style="list-style-type: none">1. Tarek Khalil , Management of Technology: The Key to Competitiveness and Wealth Creation, McGraw-Hill Education2. Frederick Betz, <i>Managing Technological Innovation: Competitive Advantage from Change</i>3. Joseph Tidd & John Bessant, <i>Managing Innovation: Integrating Technological, Market and Organizational Change</i> (6th edition)4. Melissa Schilling — Strategic Management of Technological Innovation (6th edition) McGraw-Hill India
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Advanced Management Studies

Course Code: HMLP601

L - T- P

3 – 0 -0

(Credit-3)

Internal Assessment 25 Marks

Mid-Semester 25 Marks

End-Semester Exam 50 Marks

Total 100 Marks

Course Outcomes:

CO-1	To study the advanced concepts in Human Resource Management to overcome the ethical issues and build dynamic team for organization efficiency.
CO-2	To understand the Marketing discipline in comprehensive view in 21 st century and successfully develop Brand Equity for business
CO-3	To understand the concept of Financial Restructuring and performance to make efficient investment decision.
CO-4	Identify and analysis the strategic issues in organization development and functioning of international institutions and their agreements.

Units	Details Syllabus
Unit 1	Human Resource Management and Organizational Efficiency Recent Developments in HRM/HRD: Competency Based HRM; Six Sigma in HR, Employee Engagement; Human Capital Management; Organization Citizenship Behavior, Work Life Balance, Workplace Spirituality, Stress Management, Ethical Issues in HRM; Team Building-Concept, process and factors affecting Team Building; Organizational efficiency- Concept and Importance, improving organizational efficiency.
Unit 2	Comprehensive Marketing Concepts Marketing: Social, Ethical & Legal Aspects of Marketing. Service Marketing; Social Marketing, E-marketing, Green Marketing, Rural Marketing; International Marketing. Brand Equity-Concept and Measurement, Building Brand Equity; Emerging trends in Marketing.
Unit 3	Financial Management and Investment Advances in valuation of Assets and Liabilities; Capital Structure and firm valuation; Environmental Accounting; Carbon Credit; Social Audit. Measuring impact on firm's performance and valuation using technical and economic analysis; Derivatives: Valuation of Forward, Futures, Options, Swaps, Swaptions; Legal aspects of Companies Act related to Corporate Governance, auditing, accounting and loans; Concept of Micro-Finance
Unit 4	Strategic Management Issues and Challenges Management Development in Indian as well as Multinational Organizations; Organizational Development Interventions; Major Provisions of Labor Legislations and Recent Amendments. Corporate Governance and Ethics; Social Entrepreneurship. WTO& TRIPs; Concepts of IPR; Patent, Copyright, Trade-Mark, Industrial Design, Geographical Indication, Trade Secret; Recent issues of IPR in India

Text Books	<ol style="list-style-type: none"> 1. Chandra, Prasanna (2011). Financial Management, , Tata McGraw Hill, Delhi. 2. Aswathappa K. (2005). Human Resource Management: Text and Cases, Tata McGrawHill, New Delhi. 3. Kotler, Philip (2009). Marketing Management, PHI, New Delhi. 4. Tamali Sen Gupta (2011). Intellectual Property Law in India, Kluwer Law International 5. Ricardo Bayon, Amanda Hawn, Katherine Hamilton (2012). Voluntary Carbon Markets: An International Business Guide to What They Are.
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Data Analysis and research Tools

Course Code: HMLP602

L - T- P

3 – 0 -0

(Credit-3)

Internal Assessment 25 Marks

Mid-Semester 25 Marks

End-Semester Exam 50 Marks

Total 100 Marks

Course Outcomes:

CO-1	To understand the functioning of Excel Spreadsheet and perform advanced analysis on data table
CO-2	To learn the SPSS software and its key features to efficiently manage data file for analysis.
CO-3	Performing descriptive research analysis using data file in Excel and SPSS.
CO-4	Application of SPSS for Fundamental research techniques to explore the relation between research variables and test the predictive accuracy.

Units	Detailed Syllabus
Unit-1	Introduction to Excel Excel Spreadsheets-time and data functions, Financial and statistical functions, Creating Graph and Chart, Advanced excel functions data validation techniques, utilizing Pivot Tables for data summarization, 'What-If' analysis, Freeze Panes and Data Validation tools
Unit-2	Statistical Package for Social Science Research Introduction to SPSS: Understanding the software's purpose and features. Data Entry, create and modify data files, including defining variables and entering data. Recoding variables, Handling missing data, and sorting data.
Unit-3	Descriptive Research and Data presentation Performing Descriptive Statistics using Excel/SPSS -Calculating measures like mean, median, mode, standard deviation, and frequency distributions, Basic Graphs, cross-tabulation, frequencies, and descriptive ratio statistics
Unit- 4	Exploratory Research and Data Analysis SPSS Analysis- Bivariate Statistics means, nonparametric tests, and Analysis of Variance (ANOVA), Test of significance – t test, chi square test, Correlation; Simple & Multiple Regression, Reliability Analysis; Factor Analysis; Multidimensional Scaling. Assessing predictive accuracy using statistical descriptors – Coefficient of determination, RMSE, bias, NMSE.

Text Books:	<ol style="list-style-type: none"> 1. Field A. (2012) <i>Discovering Statistics with R</i>, Sage Publications, London. 2. Darren George and Paul Mallery (2011), <i>SPSS for Windows Steps by Step: A Simple</i> 3. <i>Guide</i>. Pearson 4. Donald Cooper, Pamela Schindler (2000). <i>SPSS Windows Students</i> 5. <i>Version for the use</i> 6. <i>with Business Research Methods</i>. Tata McGraw Hill. 6. <i>Time Series Data Analysis Using E Views</i> (2011), I. Gusti Ngurah Agung 7. I Gusti Ngurah Agung (2011), <i>Panel Data Analysis using E-Views</i>, John Wiley & Sons 8. <i>Time Series Data Analysis Using EViews</i> (2011), I. Gusti Ngurah Agung
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