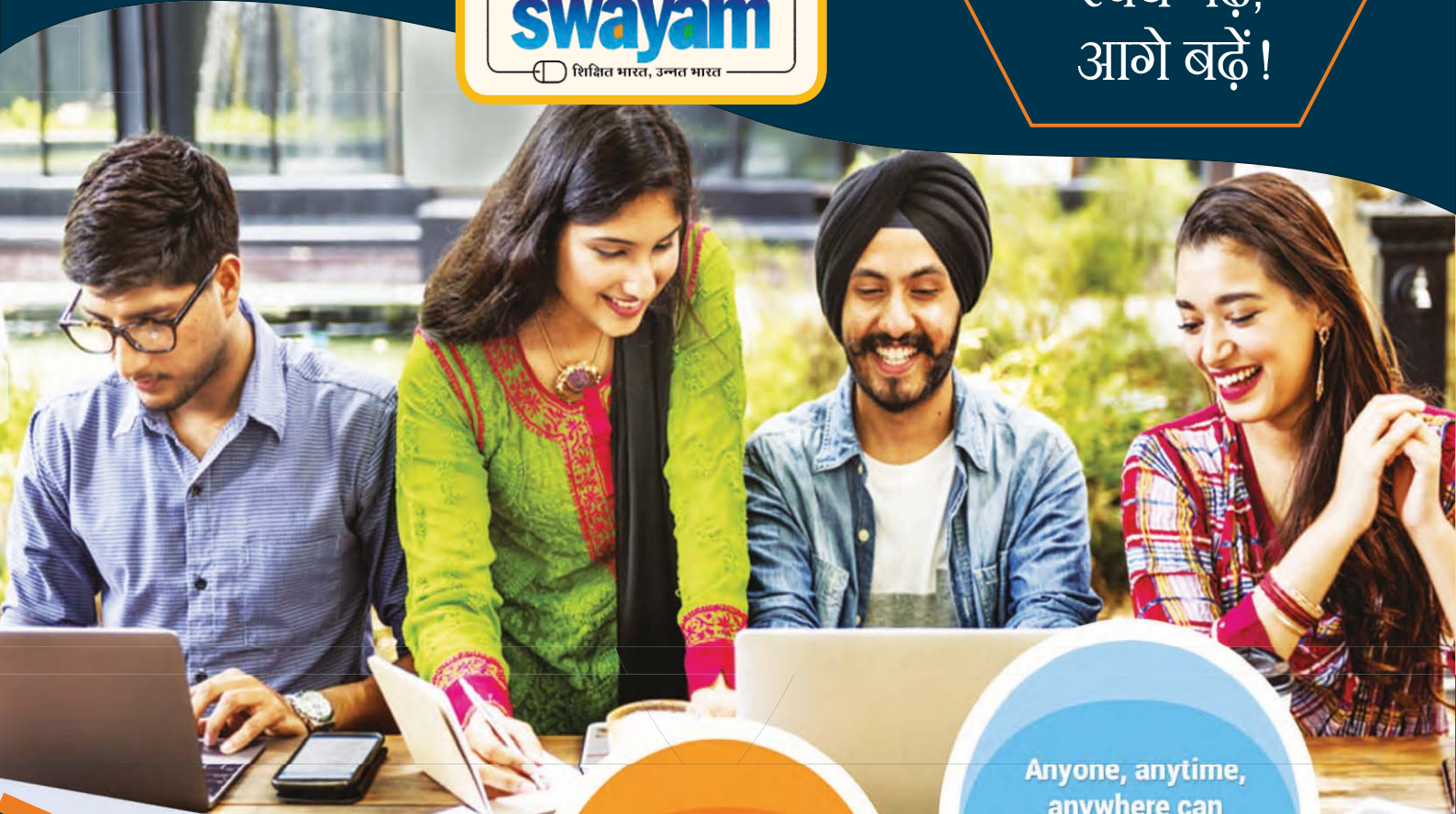


SWAYAM Courses: At a Glance



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आगे बढ़ें!



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Massive Open
Online Courses available
by best teachers from
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Ministry of Human Resource Development
Government of India

July 2018



Message of the Chairman



The Indian higher education system is one of the oldest and largest in the world with 903 universities including Institutions of National Importance, 41, 012 colleges, 3.66 crore students and 12.84 lakh teachers. This massification of higher education brings along with it many issues which confront the higher education of our country today like, the issues of access, equity, relevance, quality, management and financing.

The ICT plays a major role in addressing these issues. In this context, Massive Open online courses are very successfully bridging the digital divide as through these courses quality education can be brought at the doorstep of every learner at virtually no cost. I congratulate the Ministry of Human Resource Development for this noble initiative which will bring a marked improvement in the quality of education being imparted in our country. The project would also help the students and teachers to update their knowledge and skills especially for those located in rural/backward/remote areas and would help the nation move towards an information-rich society.

I congratulate, Prof Rajnish Jain, Secretary, UGC, Dr(Mrs) Pankaj Mittal, Additional Secretary, UGC and her team in bringing out this document which will be very handy information booklet for our Vice Chancellors.

Wishing you all the best.

Prof. D P Singh
Chairman, UGC

Foreword



The phenomenal growth of ICT in the education system has had a tremendous impact globally. India has been quick enough to leverage technology for teaching learning processes as ICT has facilitated the accessibility to education and promoting quality teaching and learning to learners of all age groups across the length and breadth of the country. Taking cognizance of such advancements, the Ministry of Human Resource Development, Government of India launched SWAYAM (Study Webs of Active Learning for Young Aspiring Minds), an indigenously developed platform aimed at providing learning opportunities to the learners through MOOCs (Massive Open Online Course) free of cost in a structured manner.

MHRD has identified nine National Coordinators for developing MOOCs from School to PG level on the platform, namely- NCERT for school education from 9th to 12th; NIOS for out of school children from 9th to 12th; Consortium for Educational Communication (CEC), an IUC of UGC, for Non-technology UG programmes; UGC for Non-technology PG programmes; IGNOU for Diploma and Certificate programmes; NPTEL for Technical/ Engineering UG & PG degree programmes; IIM for management programmes, NITTR, Chennai for Teacher Training programmes and AICTE for self paced programmes.

The MOOCs courses on Swayam being run by these National Coordinators (except for NPTEL) in the coming semester beginning from July, 2018 are compiled in this document for easy reference of the Vice Chancellors and academicians.

I compliment my colleagues, Dr (Mrs) Pankaj Mittal, Additional Secretary, UGC and Dr Diksha Rajput, Publication Officer and her team in editing and compiling this document which will work as a ready reckoner for our users.

My Good Wishes for all.

Prof Rajnish Jain
Secretary, UGC

Preface



The MOOCs on the SWAYAM are high quality, curriculum-based, interactive content in different subjects across disciplines of social sciences, arts, fine arts, humanities, natural & mathematical sciences, linguistics, languages, technology, management, teacher training and skill sector. These courses are developed by the best faculty of the country carefully chosen from various educational institutions across the country from Secondary till Post-Graduation level. The basic philosophy of MOOCs on SWAYAM is free learning for Any one, Any time, Any where (AAA) with the facility of credit transfer for upto 20% of the courses in a programme.

The MOOCs on SWAYAM follow a Four Quadrant Approach comprising of Quadrant-I - e-Tutorial, which contains Video and Audio Content in an organised form, Animation, Simulations, video demonstrations, Virtual Labs, etc. , Quadrant-II - e-Content, which contains PDF, Text, e-Books, illustrations, video demonstrations, documents and Interactive simulations; Quadrant-III - Web Resources, Open source Content on Internet, Case Studies, books including e-books, research papers & journals, Articles, etc. and Quadrant-IV - Self-Assessment, which contains Problems and Solutions, which could be in the form of Multiple Choice Questions, Fill in the blanks, Matching Questions, Short Answer Questions, Long Answer Questions, Quizzes, Assignments and solutions, Discussion forum topics and setting up the FAQs, Clarifications on general misconceptions etc.

This document "SWAYAM Courses : At a Glance " is a compilation of the Courses developed by the Course Coordinators/Instructors of eight National Coordinators and gives a bird's eye view of the Course objectives, learning outcomes, course duration, credits and profile of the course coordinator for the learner. It is hoped that this document will enable learners and institutions to make informed choices about the MOOCs courses to be pursued in the coming semester, commencing from July, 2018.

The compilation and production of this document would not have been possible without the active support of my colleagues in UGC, Dr Diksha Rajput, Mr Abhishek Anand and in INFLIBNET, Dr Jagdish Arora and Dr Abhishek Kumar. I am grateful to them for their support.

Wishing you a happy learning.

Dr(Mrs) Pankaj Mittal
Additional Secretary, UGC



तेजस्वि नावधीतमस्तु

**Indian Institutes of Management
Bangalore**



Management and Professional Courses



MHRD

सत्यमेव जयते



Management and Professional Courses

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PROFESSOR M S NARASIMHAN
Professor, IIMB

TYPE OF COURSE : PG
INTENDED AUDIENCE: UG/PG

COURSE DURATION : 6 weeks (1st June to 28th Dec, 2018)
EXAM DATE : December 2018
NO OF CREDITS : 2

PRE-REQUISITES : Open to all educational and professional background

OBJECTIVE OF COURSE

This course will explain how accounting information is relevant to managers, and how it can be processed and analyzed for effective managerial decision-making. By examining the costing information that is extensively used across three key managerial functions of planning, decision-making and controlling, the course equips non-finance managers with basic managerial accounting skills. This course provides insight on the cost structure of products and services, costing systems, budgeting and variance analysis techniques.

This course will help learners understand:

- Basics of Accounting
- Process Costing
- Cost Allocation
- Activity-based-costing
- Cost Analysis for Decision Making
- Budgeting
- Variance Analysis



LEARNING OUTCOME

At the end of this course, the learner will be able to understand the basic cost terms and concepts, preparation of cost sheet, costing systems like job costing, product costing, activity based costing, cost allocation techniques, variance analysis. The learner will also explore absorption costing, marginal costing, break even analysis, optimal product mix, budgeting and other techniques and apply this information for effective managerial decision making.

COURSE PLAN

Week 1:- Introduction to Management Accounting

Week 2:- Product Costing

Week 3:- Cost Allocation and Activity Based Costing

Week 4:- Cost Analysis for Decision Making

Week 5:- Budgeting

Week 6:- Variance Analysis

ABOUT INSTRUCTOR

Professor M S Narasimhan teaches courses on Management Accounting, Financial Accounting, Corporate Finance and Investments. His areas of interest include Management Accounting, Corporate Finance and Capital Markets. He is a member of the Institute of Cost and Works Accountants of India. He has received his PhD from University of Madras. He has also completed a study on Corporate Disclosure Practices in India, sponsored under the FIRE project. He has published several articles and research studies in national and international journals and financial newspapers.





PROFESSOR PADMINI SRINIVASAN

Professor, IIMB

TYPE OF COURSE : PG

INTENDED AUDIENCE : UG/PG

COURSE DURATION : 6 weeks (1st June to 28th Dec, 2018)

EXAM DATE : December 2018

NO OF CREDITS : 2

PRE-REQUISITES : Open to all from any background

OBJECTIVE OF COURSE

This course is designed to help learners from all fields to understand financial statements and analyse them for better decisions. This course will help:

1. Understand the various elements of financial statements
2. Identify the accounting principles related to its preparation
3. Explore the accounting rules related to the elements of financial statements
4. Apply tools and techniques to analyse and interpret the key parameters of financial performance for better decision making



LEARNING OUTCOME

At the end of this course, the learners will be able to understand the basic accounting concepts, financial statements and their elements. They will get across various accounting standards with respect to the elements in the financial statements. It will also enable them to apply the tools and techniques for analysing the financial statements and interpret them for better decision-making.

COURSE PLAN

This is a 5-week course, with 1-week of additional content.

Week 1 :- Introduction to Financial Accounting

Week 2:- A Closer Look at the Balance Sheet

Week 3:- Income Statement and Cash Flow Statement

Week 4:- Financial Statement Analysis – I

Week 5:- Financial Statement Analysis – II

Week 6:- Additional Content

ABOUT INSTRUCTOR

Dr. Padmini Srinivasan is an Associate Professor, Finance & Accounting Area at the Indian Institute of Management Bangalore (IIMB). She is a Chartered Accountant and a Company Secretary by practice. She received her Ph.D. from the National Law School of India University. Her areas of expertise and interests include Financial Accounting, Financial Statement Analysis, Management Accounting and Corporate Governance and Accountability. She has varied professional interests in teaching, research and consulting in the areas of Financial Reporting, Management Accounting, Corporate Governance and accountability.





JOSE PD
Professor, IIMB



SAI YAYAVARAM
Professor, IIMB



REGIE GEORGE PALLATHITTA
Professor, IIMB

TYPE OF COURSE : PG

INTENDED AUDIENCE : UG/PG

PRE-REQUISITES : None

COURSE DURATION : 5 weeks (1st June to 28th Dec 2018)

EXAM DATE : December 2018

NO OF CREDITS : 2

OBJECTIVE OF COURSE

This course aims to equip you with a good understanding of:
 What managing a firm strategically implies?
 How one analyzes the industry in which a firm competes?
 How does a firm create competitive advantage?
 How does a firm sustain its competitive advantage?

LEARNING OUTCOME

- Industry and competitive analysis
- Resource and competency analysis
- Analysing strategy across corporate and business levels



COURSE PLAN

Week 1: INTRODUCTION TO STRATEGIC MANAGEMENT

Week 2: ANALYZING THE EXTERNAL ENVIRONMENT

Week 3: ANALYZING THE INTERNAL ENVIRONMENT

Week 4: COMPETITIVE POSITIONING

Week 5: MANAGING THE MULTI-BUSINESS FIRM

ABOUT INSTRUCTOR

Dr. P D Jose is a Professor at the Indian Institute of Management Bangalore (IIMB), where he teaches core courses on Business and Corporate Strategy and several electives on Sustainability. Prior to joining IIMB, he was a member of the faculty at the Administrative Staff College of India, Hyderabad. He is a Fellow of the Indian Institute of Management Ahmedabad. He also has a Post Graduate Diploma in Forestry Management from the Indian Institute of Forest Management, Bhopal and Bachelors in Physics from the Institute of Science, Mumbai. He has taught classes on Strategy and Sustainability at a number of schools including Cardiff University Business School (UK), the School of Economics and Business at the University of Goteborg, Sweden and Indian Institute of Management at Kozhikode and Ahmedabad. He has also consulted for several government agencies, non-governmental, private sector and international organizations.

Dr Rejie George Pallathitta is an Associate Professor in the Corporate Strategy and Policy area at IIM Bangalore. He is a Ph.D. from Tilburg University in The Netherlands. Professor Pallathitta's interests are in the areas of Corporate Governance, Strategic Management and International Business. He has published papers in the Strategic Management Journal and the Journal of Business Research and has presented his research work at several international conferences.

Dr Sai Yayavaram is an Associate Professor at IIM Bangalore, where he teaches Competition & Strategy. He also conducts executive education programmes on strategic management and management of innovation for senior managers. He is a Ph.D. in Strategic Management from McCombs School of Business, The University of Texas at Austin and holds a Post Graduate Diploma in Management from the Indian Institute of Management, Ahmedabad. His research focuses on technology management, complexity and strategic rents and has been published in Administrative Science Quarterly, Strategic Management Journal and Organization Science.



**S G BADRINATH**

Professor, IIMB

TYPE OF COURSE : PG**INTENDED AUDIENCE** : UG/PG**COURSE DURATION** : 5 weeks (1st June to 28th Dec, 2018)**EXAM DATE** : December 2018**NO OF CREDITS** : 2**PRE-REQUISITES** : Introductory corporate finance, High school algebra**OBJECTIVE OF COURSE**

When you complete this course, you will become familiar with the general structure of primary and secondary equity markets from a domestic and international perspective. Beginning with introductory finance notions of risk and return, we examine qualitative concepts such as market efficiency and valuation.

These tools should enable you to build valuation models for common stocks. Through this process, you will also learn how professional financial analysts should evaluate companies. The course is suitable for students seeking eventual employment with a brokerage company, investment company or financial services company with responsibilities in evaluating and selecting equity securities for investment portfolios.

LEARNING OUTCOME

- To advance the understanding of fundamental concepts of financial markets and market participants.
- To explain the structure of global markets in which equities trade.
- To evaluate the economic and industry environment in which companies operate.
- To develop and employ tools of financial analysis for examining company fundamentals.
- To understand techniques for valuing equity securities.
- To link theories of valuation to practical aspects of investing.

COURSE PLAN**WEEK 1:** INTRODUCING MARKETS, PARTICIPANTS AND PERFORMANCE**WEEK 2:** MARKET STRUCTURE**WEEK 3:** TRADING LOCATIONS AND PRACTICES**WEEK 4:** BASICS OF VALUATIONS**WEEK 5:** FUNDAMENTAL VALUATION ANALYSIS**ABOUT INSTRUCTOR**

Professor Badrinath is currently the Chairperson of the Centre for Capital Markets and Risk Management at IIM Bangalore. He is on leave from San Diego State where he teaches in the Investments and Risk Management areas. His Ph.D. is in Finance from the Krannert Graduate School of Management, Purdue University. He has a PGDM in Finance from IIMB, and an M.A from St. Stephen's College. His research has appeared in leading academic publications such as the Journal of Finance, The Journal of Financial Economics, The Review of Financial Studies, the Journal of Risk and Insurance, the Journal of Banking and Finance and the Journal of Business. Collectively, these papers have been cited several hundred times. Additionally, some of his research has been funded by the Fulbright Foundation, the U.S. Environmental Protection Agency and the Financial Executives Research Foundation. At Rutgers, he received college wide and University-wide teaching awards. At San Diego, he has received awards for Outstanding faculty and for Outstanding faculty contributions to the College of Business. He has served as the faculty advisor to the Aztec Equity Fund -- a student managed equity portfolio. He has also served as a consultant in cases involving utility rate setting and in anti-takeover legislation.





PROFESSOR SHAINESH

Professor, IIMB

TYPE OF COURSE : PG
INTENDED AUDIENCE: UG/PG

COURSE DURATION : 5 weeks (1st July to 20th Dec, 2018)
EXAM DATE : December 2018
NO OF CREDITS : 2

PRE-REQUISITES : Familiarity with marketing concepts will be helpful.

LEARNING OUTCOME

- The meaning and application of CRM
- Benefits of CRM to companies and consumers
- How to implement CRM best practices
- The importance of bonding and building loyalty with customers
- How to build long term customer relationships



COURSE PLAN

WEEK 1: INTRODUCTION TO CRM

WEEK 2: BUILDING CUSTOMER RELATIONSHIPS

WEEK 3: ECONOMICS OF CRM

WEEK 4: Break week

WEEK 5: CRM APPLICATIONS

WEEK 6: CRM IMPLEMENTATION

ABOUT INSTRUCTOR

Shainesh is Professor of Marketing at the Indian Institute of Management Bangalore. He has conducted research and teaching assignments at various universities abroad. His book titled Customer Relationship Management – A Strategic Perspective (Macmillan India) is a prescribed textbook for CRM courses at several business schools. He is also the co-author of a book on CRM titled Customer Relationship Management – Emerging Concepts, Tools and Applications (15th Reprint 2011, Tata McGraw Hill, New Delhi).



**DR. ASHIS MISHRA**

Professor, IIMB

TYPE OF COURSE : PG
INTENDED AUDIENCE : UG/PG
PRE-REQUISITES : None

COURSE DURATION : 5 weeks (1st July to 28th Dec, 2018)
EXAM DATE : December 2018
NO OF CREDITS : 2

OBJECTIVE OF COURSE

You will learn the theories of marketing through practice (examples and illustrations). This course will explain what marketing management is all about in the simplest of terms and lay the foundation to your pathway to excellence in the wonderful world of marketing.

LEARNING OUTCOME

- Basic concepts of marketing
- Segmentation, targeting, differentiation and positioning
- Marketing strategy
- 4Ps of marketing: product, price, place and promotion

**COURSE PLAN****WEEK 1:** WHAT IS MARKETING**WEEK 2:** SEGMENTATION AND TARGETING**WEEK 3:** DIFFERENTIATION AND POSITIONING**WEEK 4:** MARKETING STRATEGY - PRODUCT AND PRICE**WEEK 5:** MARKETING STRATEGY - PLACE AND PROMOTION**ABOUT INSTRUCTOR**

Dr. Ashis Mishra is a faculty member in the Marketing Area at the Indian Institute of Management Bangalore (IIMB). Dr. Mishra teaches marketing management and retail management. His area of research involves Retail Productivity Analysis, Retail Atmospherics and Retail Consumer Behaviour. He has successfully developed and applied many quantitative models and business model frameworks in solving marketing/retailing-related problems. He has published over 10 papers in various national and international journals of repute.





P D JOSE

Professor, IIMB

TYPE OF COURSE : PG**INTENDED AUDIENCE**: UG/PG**COURSE DURATION** : 5 weeks**EXAM DATE** : December 2018**NO OF CREDITS** : 2

PRE-REQUISITES : No prior knowledge or experience is mandatory. However, prior exposure in the subject areas of management, especially strategic management will help you navigate through course easily.

OBJECTIVE OF COURSE

This course explores the emerging relationships between sustainability issues and competitive advantage. Building on the basic concepts of strategic management, this course will explore how managers may effectively deal with the sustainability challenges that they now encounter.

By encouraging you to reflect on these issues using multiple case studies, discussions and interviews, we will aim to enhance your understanding of alternative models of strategy development in the context of sustainable development.



LEARNING OUTCOME

- The nature of the sustainability problems faced by businesses
- The business case for sustainability: Links between sustainability strategy and corporate performance
- How can firms integrate sustainability concerns into their business strategy? Which tools and techniques may be employed for this?
- Applied understanding of stakeholder management, non-market environment and issues/crisis management

COURSE PLAN

Week 1: WHAT IS SUSTAINABILITY AND WHY SHOULD STRATEGISTS CARE?

Week 2: MANAGING STAKEHOLDERS

Week 3: MANAGING SUSTAINABILITY RISKS

Week 4: TRANSFORMING INTO SUSTAINABLE ENTERPRISE

Week 5: THE ANARCHIST CORPORATION

ABOUT INSTRUCTOR

P D Jose is a professor at the Indian Institute of Management Bangalore, where he teaches core courses on Business and Corporate Strategy and several electives on sustainability. He is a Fellow of the Indian Institute of Management Ahmedabad. He also has a Post Graduate Diploma in Forestry Management from the Indian Institute of Forest Management, Bhopal and Bachelor's in Physics from the Institute of Science, Bombay. He has taught classes on strategy and/or sustainability at a number of schools including Cardiff University Business School (UK); the School of Economics and Business at the University of Goteborg, Sweden; Indian Institute of Management at Kozhikode and Ahmedabad. He has also consulted with several government agencies, non-governmental, private sector and international organizations.





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Ministry of Human Resource Development
Government of India

July 2018

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