

**NPTEL : Managerial Accounting (Management)**

**Co-ordinators : Dr. Varadraj Bapat**

- Lecture 1 - Introduction to Management Accounting
- Lecture 2 - Double Entry System, Forms of Organisation
- Lecture 3 - Financial Statements
- Lecture 4 - Balance Sheet
- Lecture 5 - Profit and Loss Account
- Lecture 6 - Company Account
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- Lecture 9 - Inventory Valuation, Cash Flow
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- Lecture 12 - Cash Flow Statement Cases-Part II
- Lecture 13 - Fund Flow Statement Cases
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- Lecture 15 - Ratio Analysis
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- Lecture 17 - Comparative, Common-size and Ratio Analysis
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- Lecture 19 - Financial Statements Analysis - Dabur India Case
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- Lecture 25 - Equivalent production and Activity Based Costing
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**NPTEL : Managerial Economics (Management)**

**Co-ordinators : Dr. Trupti Mishra**

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- Lecture 2 - Coping with Change and Transient Competitive Advantage
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- Lecture 6 - Diagnostic for Organization Development and Change
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- Lecture 8 - Design of Effective Interventions and their prerequisites
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- Lecture 14 - Discussion on various large group Interventions
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- Lecture 16 - Managing OD and Change through Restructuring Organizations
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- Lecture 19 - Change in the Organization Design
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- Lecture 22 - Organization Development in Digital Transformation
- Lecture 23 - Mergers and Acquisitions - A Special Case of OD
- Lecture 24 - Stages of Mergers and Acquisitions: A Case Study
- Lecture 25 - Transorganizational OD Intervention
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- Lecture 35 - Theory of Production- long Run Production Analysis, Return to Scale, Isoquants
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- Lecture 37 - Theory of Production- Different kind of Production Functions: Cobb Douglas Production function, Optimal input combination
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- Lecture 40 - Theory of Cost- Cost-Output Relationship, Short run cost Analysis
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- Lecture 54 - Theory of Market: Types of Monopoly
- Lecture 55 - Theory of Market: Supply Curve of Monopoly Firm
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# DIGIMAT - The No.1 Autonomous Learning Platform for Creative Learning

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**Co-ordinators : Prof. Devdip Purkayastha**

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**Co-ordinators : Prof. Vinayshil Gautam**

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- Lecture 12 - Growth and Inequality
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**NPTEL : NOC:Managing Services (Management)**

**Co-ordinators : Prof. Jayanta Chatterjee**

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- Lecture 2 - Evolving Service Markets
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- Lecture 4 - Product Service Systems
- Lecture 5 - The Service Act
- Lecture 6 - Seamless Service
- Lecture 7 - Service Management Elements
- Lecture 8 - Core Vs. Supplementary Services
- Lecture 9 - Intangibility of Services
- Lecture 10 - Response to IHIP Challenges
- Lecture 11 - Process & Promotion
- Lecture 12 - Process Issues in Service
- Lecture 13 - Challenges of Services-1
- Lecture 14 - Service Uniqueness-2
- Lecture 15 - Consumer in the Services Flow-1
- Lecture 16 - Service Consumer Behavior-2
- Lecture 17 - Customer Co Creation of Services-1
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- Lecture 19 - Current Service Map to New Service Design
- Lecture 20 - Current Service Map to New Service Design.
- Lecture 21 - Case Study on Service Excellence-1
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- Lecture 24 - People in Services
- Lecture 25 - Position - Value Proposition-1
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- Lecture 27 - Branding Services-1
- Lecture 28 - Distributing Services
- Lecture 29 - Distributing Services
- Lecture 30 - Network of Services
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Lecture 8 - Marketing Objectives

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**NPTEL : NOC:Project Management (Management)**

**Co-ordinators : Prof. Raghunandan Sengupta**

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Lecture 3 - Systems Engineering Management (SEM)

Lecture 4 - SEM - Lifecycle Integration

Lecture 5 - Systems Engineering - Modern Version

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Lecture 8 - Systems View Point

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Lecture 11 - System Interfaces and Interactions

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Lecture 14 - System Engineering Life Cycle Stages (Continued...)

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- Lecture 1 - Quality and its Dimensions
- Lecture 2 - Quality and Variability
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- Lecture 6 - Introduction to Concepts of Probability
- Lecture 7 - Six Sigma Overview
- Lecture 8 - DMAIC for Problem Solving
- Lecture 9 - DMAIC examples and DMADV
- Lecture 10 - Quality Improvement
- Lecture 11 - 7 Old Tools for Quality Assurance
- Lecture 12 - 7 New Tools for Quality Assurance
- Lecture 13 - CPM, PDPC and Introduction To House of Quality
- Lecture 14 - Building the House of Quality
- Lecture 15 - Introduction to Acceptance Sampling
- Lecture 16 - The Operating Characteristic Curve
- Lecture 17 - The OC curve and Sampling Plans
- Lecture 18 - Double Sampling
- Lecture 19 - Sequential Sampling, Military Standard and Introduction to R
- Lecture 20 - Basic Understanding of R and Introduction to Control Charts
- Lecture 21 - Basics of X bar and R chart
- Lecture 22 - Usage of X bar chart and R chart
- Lecture 23 - Variable Sample Size in X bar and R chart
- Lecture 24 - Patterns in Charts
- Lecture 25 - S chart and OC curve
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- Lecture 29 - Estimating control limits with varying sample size
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- Lecture 1 - Similarities and Differences
- Lecture 2 - Theoretical Foundations I Competitive Strategy
- Lecture 3 - Theoretical Foundations II Product Strategy
- Lecture 4 - Theoretical Foundations III Understanding Customer Behaviour
- Lecture 5 - Theoretical Foundations IV Product Life Cycle (PLC) and Chasm
- Lecture 6 - Theoretical Foundations V Product Platforms and Portfolios
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- Lecture 8 - STP continued
- Lecture 9 - Understanding Product Platforms
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- Lecture 13 - Estimating Marketing and Sales Potential
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- Lecture 17 - Managing New Products in Large Organizations
- Lecture 18 - Introduction to the Stage Gate model
- Lecture 19 - What is a Lean Startup
- Lecture 20 - The Business Model Canvas
- Lecture 21 - Introduction to Intellectual Property Rights
- Lecture 22 - Taking the Product to the Market - Deployment Strategies

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Lecture 2 - Introduction to Probability Theory

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Lecture 8 - Optimization Theory and Techniques - Part 1

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[Lecture 54 - Linear Programming - Part 1](#)

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Lecture 6 - Conditional Probability

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Lecture 14 - Iso-Cost Curve and Co-production

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Lecture 18 - Costing in a Hospital System

Lecture 19 - Choice in Healthcare

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Lecture 23 - Market Imperfection

Lecture 24 - Ideal Healthcare Market Conditions

Lecture 25 - Imperfect in Healthcare Markets

Lecture 26 - Building Blocks of Health Systems and Health Financing

Lecture 27 - Mechanisms of Health Financing

Lecture 28 - Introduction to health insurance

Lecture 29 - Important concepts of health insurance

Lecture 30 - Strategies for Private Health Insurance companies

Lecture 31 - Types of health insurance and Death Spiral

Lecture 32 - Third Party Administrator.

Lecture 33 - Managed Care Organizations

Lecture 34 - Reinsurance

Lecture 35 - What is Economic Evaluation?

Lecture 36 - Cost Minimization Analysis and Cost Effectiveness Analysis

Lecture 37 - Cost-utility Analysis

Lecture 38 - Cost-Benefit Analysis

Lecture 39 - Types of Goods- Excludability and Rivalry in Consumption

Lecture 40 - Public Goods, Common Resources and decision making based on Cost-Benefit Analysis

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Lecture 43 - External cost, external benefit and efficient output

Lecture 44 - External cost, external benefit and efficient output

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Lecture 48 - Fundamental Concepts and Theories Related to Population,Health and Development

Lecture 49 - Population Composition and demographic Dividend

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Lecture 1 - What is Simulation

Lecture 2 - Terminologies in Simulation

Lecture 3 - How to Built Simulation Model

Lecture 4 - Components of Discrete Event Simulation

Lecture 5 - A Simple Example

Lecture 6 - Terminologies and Like Approaches

Lecture 7 - Monte-Carlo Simulation

Lecture 8 - How to build Simulation? - Major considerations

Lecture 9 - Basic Simulation terms and Illustrative examples

Lecture 10 - Steps in a Simulation Study

Lecture 11 - An introduction to ARENA

Lecture 12 - Simulation experiments using ARENA

Lecture 13 - Probability and Statistics for simulation

Lecture 14 - Pareto Analysis

Lecture 15 - Frequency Distribution

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Lecture 17 - Simulation with ARENA: Use of Decision node

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**NPTEL : NOC:Management of Field Sales (Management)**

**Co-ordinators : Prof. Jayanta Chatterjee**

Lecture 1 - Introduction to Management of Field Sales

Lecture 2 - Sales Role and Activities

Lecture 3 - Value added selling and Non Verbal Messages

Lecture 4 - Communication Styles in Field Sales

Lecture 5 - Managing Product Life cycle

Lecture 6 - From Product To Benefit

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**Co-ordinators : Dr. Susmita Mukhopadhyay**

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**Co-ordinators : Dr. Sangeeta Sahney**

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**NPTEL : International Finance (Management)**

**Co-ordinators : Dr. Arun K. Misra**

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- Lecture 23 - MLR - Model adequacy tests
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- Lecture 8 - Case Study on Motivation and Involvement
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- Lecture 15 - Production and Cost
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- Lecture 4 - KM System Life Cycle (KSLC)
- Lecture 5 - Aligning KM and business strategy
- Lecture 6 - Process and models of KM cycle
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- Lecture 11 - Knowledge codification
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- Lecture 13 - System development: system testing and deployment
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- Lecture 15 - Knowledge transfer and knowledge sharing
- Lecture 16 - Knowledge infrastructure
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- Lecture 18 - Knowledge audit
- Lecture 19 - The knowledge team
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- Lecture 21 - Analysis, design of KM system
- Lecture 22 - Analysis, design of KM system
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- Lecture 26 - Inferences from data
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- Lecture 30 - Knowledge portals
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- Lecture 2 - Business Ethics in different organizational contexts
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- Lecture 5 - What is Corporation?
- Lecture 6 - Corporate Social Responsibility
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- Lecture 8 - Corporate accountability
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- Lecture 10 - Normative ethical theories and descriptive ethical theories, western modernist ethical theories
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- Lecture 12 - Alternative perspectives on ethical theories
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- Lecture 14 - Models of ethical decision making and individual influences on ethical decision making
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- Lecture 21 - Organizing for business ethics
- Lecture 22 - Shareholders as stakeholders: understanding Corporate Governance
- Lecture 23 - Ethical issues in corporate governance
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- Lecture 25 - Shareholding for sustainability
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- Lecture 32 - Case Study 2
- Lecture 33 - Consumers as stakeholders
- Lecture 34 - Ethical issues, marketing and the consumer
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- Lecture 41 - The corporate citizen in the business community
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- Lecture 43 - Civil society and business ethics
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- Lecture 45 - Globalization and CSOs
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- Lecture 48 - Government, regulation and business ethics
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- Lecture 53 - Case Study 3
- Lecture 54 - Environment and business ethics
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- Lecture 58 - Information technology and business ethics
- Lecture 59 - Data identity and security
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- Lecture 1 - Introduction to Gender Justice
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- Lecture 8 - Constitutional Perspectives (Continued...)
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- Lecture 14 - Gender Violence- Within and Beyond
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- Lecture 19 - Role of different agencies
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Lecture 4 - Duties and Responsibilities of Sales Managers and the Effective Sales Executive

Lecture 5 - Skills required in Sales Managers and Qualities in a Sales Managers

Lecture 6 - Determining Sales related Marketing Policies

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- Lecture 8 - Fundamentals of Total Quality Management
- Lecture 9 - Cost of quality
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- Lecture 59 - Design for Six Sigma (DFSS): DMADV, DMADOV
- Lecture 60 - Design for Six Sigma (DFSS): DFX
- Lecture 61 - Team Management
- Lecture 62 - Six Sigma: Case study
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## NPTEL : NOC:Performance and Reward Management (Management)

**Co-ordinators : Dr. Susmita Mukhopadhyay**

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Lecture 2 - Understanding meaning of performance management and reward systems management with performance management process (Continued...)

Lecture 3 - Understanding meaning of performance management and reward systems management with performance management process (Continued...)

Lecture 4 - Understanding meaning of performance management and reward systems management with performance management process (Continued...)

Lecture 5 - Understanding meaning of performance management and reward systems management with performance management process (Continued...)

Lecture 6 - Developing an understanding as to why performance management and reward management are of strategic importance and their role in strategic planning

Lecture 7 - Developing an understanding as to why performance management and reward management are of strategic importance and their role in strategic planning (Continued...)

Lecture 8 - Developing an understanding as to why performance management and reward management are of strategic importance and their role in strategic planning (Continued...)

Lecture 9 - Developing an understanding as to why performance management and reward management are of strategic importance and their role in strategic planning (Continued...)

Lecture 10 - Developing an understanding as to why performance management and reward management are of strategic importance and their role in strategic planning (Continued...)

Lecture 11 - Implementation of a performance management system, defining performance and choosing a measurement approach and understanding the meaning of results

Lecture 12 - Implementation of a performance management system, defining performance and choosing a measurement approach and understanding the meaning of results (Continued...)

Lecture 13 - Implementation of a performance management system, defining performance and choosing a measurement approach and understanding the meaning of results (Continued...)

Lecture 14 - Implementation of a performance management system, defining performance and choosing a measurement approach and understanding the meaning of results (Continued...)

Lecture 15 - Implementation of a performance management system, defining performance and choosing a measurement approach and understanding the meaning of results (Continued...)

Lecture 16 - Implementing a performance management system in your organization

Lecture 17 - Implementing a performance management system in your organization (Continued...)

Lecture 18 - Implementing a performance management system in your organization (Continued...)

Lecture 19 - Implementing a performance management system in your organization (Continued...)

Lecture 20 - Implementing a performance management system in your organization (Continued...)

Lecture 21 - Role of performance management in employee development, addressing performance management skills and team reward management

Lecture 22 - Role of performance management in employee development, addressing performance management skills and team reward management (Continued...)

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Lecture 23 - Role of performance management in employee development, addressing performance management skills and team reward management (Continued...)

Lecture 24 - Role of performance management in employee development, addressing performance management skills and team reward management (Continued...)

Lecture 25 - Role of performance management in employee development, addressing performance management skills and team reward management (Continued...)

Lecture 26 - Overview, reward system, understanding total, strategic and international reward

Lecture 27 - Overview, reward system, understanding total, strategic and international reward (Continued...)

Lecture 28 - Overview, reward system, understanding total, strategic and international reward (Continued...)

Lecture 29 - Overview, reward system, understanding total, strategic and international reward (Continued...)

Lecture 30 - Overview, reward system, understanding total, strategic and international reward (Continued...)

Lecture 31 - Understanding linkage between performance management and reward, an overview of various types of reward; financial reward, non-financial reward; contingent pay scheme; bonus scheme; team pay ; rewarding for business performance; recognition sc

Lecture 32 - Understanding linkage between performance management and reward, an overview of various types of reward; financial reward, non-financial reward; contingent pay scheme; bonus scheme; team pay ; rewarding for business performance; recognition sc

Lecture 33 - Understanding linkage between performance management and reward, an overview of various types of reward; financial reward, non-financial reward; contingent pay scheme; bonus scheme; team pay ; rewarding for business performance; recognition sc

Lecture 34 - Understanding linkage between performance management and reward, an overview of various types of reward; financial reward, non-financial reward; contingent pay scheme; bonus scheme; team pay ; rewarding for business performance; recognition sc

Lecture 35 - Understanding linkage between performance management and reward, an overview of various types of reward; financial reward, non-financial reward; contingent pay scheme; bonus scheme; team pay ; rewarding for business performance; recognition sc

Lecture 36 - Understanding linkage between performance management and reward, an overview of various types of reward; financial reward, non-financial reward; contingent pay scheme; bonus scheme; team pay ; rewarding for business performance; recognition sc

Lecture 37 - Valuing and grading jobs, understanding pay levels, job evaluation schemes, equal pay, market rate analysis, designing of grade and pay structure

Lecture 38 - Valuing and grading jobs, understanding pay levels, job evaluation schemes, equal pay, market rate analysis, designing of grade and pay structure (Continued...)

Lecture 39 - Valuing and grading jobs, understanding pay levels, job evaluation schemes, equal pay, market rate analysis, designing of grade and pay structure (Continued...)

Lecture 40 - Valuing and grading jobs, understanding pay levels, job evaluation schemes, equal pay, market rate analysis, designing of grade and pay structure (Continued...)

Lecture 41 - Valuing and grading jobs, understanding pay levels, job evaluation schemes, equal pay, market rate analysis, designing of grade and pay structure (Continued...)

Lecture 42 - Rewarding Special Groups, rewarding directors and senior executives, sales and customer service staff, knowledge workers and manual workers

Lecture 43 - Rewarding Special Groups, rewarding directors and senior executives, sales and customer service staff, knowledge workers and manual workers (Continued...)

Lecture 44 - Rewarding Special Groups, rewarding directors and senior executives, sales and customer service staff, knowledge workers and manual workers (Continued...)

Lecture 45 - Rewarding Special Groups, rewarding directors and senior executives, sales and customer service staff, knowledge workers and manual workers (Continued...)

Lecture 46 - Rewarding Special Groups, rewarding directors and senior executives, sales and customer service staff, knowledge workers and manual workers (Continued...)

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[Lecture 49 - Understanding relevance of employee benefits and pension schemes, employee benefits, flexible benefits, pension scheme, 7th Pay Commission \(Continued...\)](#)

[Lecture 50 - Understanding relevance of employee benefits and pension schemes, employee benefits, flexible benefits, pension scheme, 7th Pay Commission \(Continued...\)](#)

[Lecture 51 - Understanding relevance of employee benefits and pension schemes, employee benefits, flexible benefits, pension scheme, 7th Pay Commission \(Continued...\)](#)

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[Lecture 53 - Developing and Implementing Reward Systems](#)

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[Lecture 55 - Developing and Implementing Reward Systems \(Continued...\)](#)

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[Lecture 57 - Developing and Implementing Reward Systems \(Continued...\)](#)

[Lecture 58 - Understanding the implications of performance and reward management in present organizational dynamics through case studies](#)

[Lecture 59 - Understanding the implications of performance and reward management in present organizational dynamics through case studies \(Continued...\)](#)

[Lecture 60 - Understanding the implications of performance and reward management in present organizational dynamics through case studies \(Continued...\)](#)

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**NPTEL : NOC:The Ethical Corporation (Management)**

**Co-ordinators : Prof. Chhanda Chakraborti**

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Lecture 2 - Ethical Corporation

Lecture 3 - What is Ethics

Lecture 4 - Law and Ethics, and Responsibilities

Lecture 5 - Why should a Corporation be Ethical

Lecture 6 - Normative Ethical Theories : Utilitarianism

Lecture 7 - Normative Ethical Theories : Deontological Ethics

Lecture 8 - Normative Ethical Theories : Rights and Justice

Lecture 9 - Normative Ethical Theories : Virtue Ethics

Lecture 10 - Normative Ethical Theories : Care Ethics

Lecture 11 - Managing Ethics within the Corporation

Lecture 12 - Managing Ethics within the Organization : Formal Approach

Lecture 13 - Managing Ethics within a Corporation : Formal and Informal Approach

Lecture 14 - How to Manage Inter - Personal Ethical Misconduct at Workplace

Lecture 15 - How to Apply Ethics

Lecture 16 - Understanding Corporate Governance

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Lecture 18 - Specific Areas of Concern in Corporate Governance and Countermeasures - I

Lecture 19 - Specific Areas of Concern in Corporate Governance and Countermeasures - II

Lecture 20 - Concluding Session on Corporate Governance

Lecture 21 - Investing in Human relations: Employees as stakeholders and Investors of Human Capital

Lecture 22 - Employer-employee: Duties and rights from both sides

Lecture 23 - Organization model and employer-employee relation

Lecture 24 - Some specific issues in employer-employee relationship

Lecture 25 - Employees All Over the World

Lecture 26 - The Ethical Corporation : Natural Environment

Lecture 27 - Corporate Obligations to Natural Environment through the Laws

Lecture 28 - Corporate Obligations to Natural Environment through Appeal to Business Sense and Strategy

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Lecture 30 - Environmental Obligations : What Can an Ethical Corporation Do?

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[Lecture 37 - What is NOT Fair Competition](#)

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- Lecture 2 - Trademark
- Lecture 3 - Geographical Indications
- Lecture 4 - Copyright
- Lecture 5 - Industrial Designs
- Lecture 6 - Integrated Circuits Layout Designs
- Lecture 7 - Trade Secrets or Undisclosed Information
- Lecture 8 - Information Competition Law
- Lecture 9 - Introduction to Competition Law (Continued...)
- Lecture 10 - Introduction Competition Law Anti-Competitive Practices
- Lecture 11 - Bid-Rigging
- Lecture 12 - Introduction Competition Law - Vertical Agreements
- Lecture 13 - Abuse of Dominance, Combinations
- Lecture 14 - Regulation of Combinations
- Lecture 15 - Economic Theory of IP And Competition
- Lecture 16 - Interface Between IP And Competition
- Lecture 17 - The United States Anti-Trust Law
- Lecture 18 - Tying Arrangements And Intellectual Property Under Sherman Act
- Lecture 19 - United States Jurisprudence: Unilateral Refusal To License Or Deal
- Lecture 20 - Price Fixing And Antitrust Law
- Lecture 21 - Market Allocation And IP
- Lecture 22 - Vertical Restraints
- Lecture 23 - Vertical Restraints (Contd)
- Lecture 24 - Enforcement of Anti-Trust Law in United States
- Lecture 25 - Introduction To EU Competition Policy And IPR
- Lecture 26 - IP Based Conduct under Article 101
- Lecture 27 - IP Based Conduct under Article 102
- Lecture 28 - IP Based Conduct under Article 102
- Lecture 29 - Technology Transfer Agreements
- Lecture 30 - TTBER and safe harbor provisions
- Lecture 31 - Standard Essential Patents and FRAND Terms

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[Lecture 33 - Introduction to Competition Law in India \(Continued...\)](#)

[Lecture 34 - Introduction to Competition Law in India \(Continued...\)](#)

[Lecture 35 - IP Licensing and Indian Competition Law](#)

[Lecture 36 - IP Licensing and Indian Competition Law \(Continued...\)](#)

[Lecture 37 - IP Licensing and Indian Competition Law \(Continued...\)](#)

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Lecture 7 - How to read a patent document

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Lecture 25 - Introduction to patent landscape (Continued...)

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Lecture 17 - Communication (Continued...)

Lecture 18 - Communication (Continued...)

Lecture 19 - Communication (Continued...)

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Lecture 26 - Power and Political Behaviour

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Lecture 28 - Power and Political Behaviour (Continued...)

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- Lecture 32 - Decision making (Continued...)
- Lecture 33 - Decision making (Continued...)
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- Lecture 35 - Decision making (Continued...)
- Lecture 36 - Leadership Concept Types and Importance
- Lecture 37 - Team Leadership Context, Actions
- Lecture 38 - Theories of Leadership: Trait, Behavioural, Contingency, LMX, Three Dimensional
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- Lecture 40 - Leadership and Management
- Lecture 41 - Problem Solving-Concept, Types and Importance
- Lecture 42 - Problem Solving Process, Decision Making and Comparison between
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- Lecture 45 - Creativity Across Different Paradigms
- Lecture 46 - Team and Organization
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- Lecture 50 - Organizational Characteristics in Global Context
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- Lecture 56 - Evaluating Teams
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- Lecture 59 - Rewarding Teams
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Lecture 26 - Group Technology (GT): Concept and Definition

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- Lecture 32 - Cell Formation Approaches - I
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- Lecture 34 - Evaluation of Cell Design, Numerical Examples
- Lecture 35 - Production Planning and Control in CMS, Assessment of Solution by Heuristics
- Lecture 36 - Types and Definitions of of Flexibility in Manufacturing Systems
- Lecture 37 - Volume-Variety Relationships in Production Systems, What is FMS?
- Lecture 38 - Basic Features of FMS: PhysicalSubsystems
- Lecture 39 - Basic Features of FMS: Control Subsystems and Manufacturing Control Activities.
- Lecture 40 - Types of Problems in FMS
- Lecture 41 - Operational Problems in FMS: Tools and Techniques - 1, Problem Formulation
- Lecture 42 - Operational Problems in FMS: Tools and Techniques - 2, Numerical Examples
- Lecture 43 - Tool Allocation Policies in FMS, Numerical Examples
- Lecture 44 - Fixture and Pallet Selection Problems: Numerical Examples
- Lecture 45 - Types of FMS Layout, Relative Advantages
- Lecture 46 - Fundamentals of Robotics and its Applications
- Lecture 47 - Robot Movement and Precision
- Lecture 48 - Robot Motion Analysis, Robotic Joints and Links
- Lecture 49 - Robot Classification System, Industrial Robot Applications
- Lecture 50 - Numerical Examples
- Lecture 51 - Definition of Process Planning: Function of Process Plan
- Lecture 52 - Basic Steps in Process Plan Development
- Lecture 53 - Process Planning Approaches: Manual Experience-based Process Planning
- Lecture 54 - Process Planning Approaches: Computer-aided Process Planning
- Lecture 55 - CIN and CAPP, Process Optimization and CAPP
- Lecture 56 - Process Optimization and CAPP
- Lecture 57 - FMS and CAPP
- Lecture 58 - Process Optimization and CAPP: Numerical Examples
- Lecture 59 - Process Planning and Concurrent Engineering
- Lecture 60 - Autonomation (and other TPS Areas and Approaches)

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**NPTEL : NOC:Retail Management (Management)**

**Co-ordinators : Prof. Swagato Chatterjee**

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- Lecture 2 - Various Types of Companies and Their Memberships
- Lecture 3 - Meetings of a Company and Memorandum of Associations
- Lecture 4 - Corporate Social Responsibility (CSR)
- Lecture 5 - Reporting and Various Activities under CSR
- Lecture 6 - Concept, Definition and Features of Corporate Governance
- Lecture 7 - Effect of Corporate Governance
- Lecture 8 - Major Structural Issues
- Lecture 9 - Duties and Responsibilities of Directors
- Lecture 10 - Corporate Governance a Way Forward
- Lecture 11 - Concept, Scope and Features of PIT
- Lecture 12 - Investigation and Prohibition on Dealing, Counselling
- Lecture 13 - Key Changes in PIT Amendment, 2020
- Lecture 14 - Model Code of Conduct for PIT, Trading Initiatives
- Lecture 15 - Insider trading examples, PIT Recent Cases and Insider Trading Initiatives
- Lecture 16 - Concept, Elements, Importance and Forms of Contracts
- Lecture 17 - Concept of Offer, Valid Offer and Essentials of Valid Offer
- Lecture 18 - Concept of Fraud, Misrepresentation and Consideration
- Lecture 19 - Major Issues related to Contract
- Lecture 20 - Law of Insurance
- Lecture 21 - Background, Concept and Salient Features of Factories Act
- Lecture 22 - Health and Safety
- Lecture 23 - Labour Welfare
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- Lecture 25 - Duties of Inspecting Officials
- Lecture 26 - Background, Concept and Importance of Legislation for Wages
- Lecture 27 - Payment of Wages
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- Lecture 31 - Social Securities

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- Lecture 1 - Introduction to Safety and Risk Management
- Lecture 2 - Hazard Triangle
- Lecture 3 - Safety Ontology
- Lecture 4 - Qualitative Risk Assessment
- Lecture 5 - Quantitative Risk Assessment
- Lecture 6 - Hazard and Risk Data - I
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- Lecture 8 - Incident Investigation Data
- Lecture 9 - Inspection and Audit Data
- Lecture 10 - Behavioral and Organizational Safety Data
- Lecture 11 - Data Dimensions and Information Quality
- Lecture 12 - Missing Data Handling
- Lecture 13 - Data Transformation - I
- Lecture 14 - Data Transformation - II
- Lecture 15 - Data Reduction - I
- Lecture 16 - Data Reduction - II
- Lecture 17 - Probability Distribution
- Lecture 18 - Sample and Statistics
- Lecture 19 - Safety Data Visualization Tools - I
- Lecture 20 - Safety Data Visualization Tools - II
- Lecture 21 - Safety Data Exploration
- Lecture 22 - Leading and Lagging Indicators for Measuring Safety Performance
- Lecture 23 - Control Charts for Safety Performance Evaluation and Monitoring
- Lecture 24 - Safety Capability Analysis - I
- Lecture 25 - Safety Capability Analysis - II
- Lecture 26 - Safety Reports and Use of Text Analytics
- Lecture 27 - Preprocessing of Text Data - I
- Lecture 28 - Preprocessing of Text Data - II
- Lecture 29 - Document Classification using KNN
- Lecture 30 - Topic Modeling - Latent Dirichlet Allocation
- Lecture 31 - Bow-Tie Construction

- Lecture 32 - Bow-Tie Quantification - I
- Lecture 33 - Bow-Tie Quantification - II: Accident Scenarios/Paths
- Lecture 34 - Bow-Tie Quantification - III: Accident Path Quantification
- Lecture 35 - Bow-Tie Quantification - IV: Probabilistic Approach using Monte Carlo Simulation
- Lecture 36 - Consequence Modeling and Risk Distribution
- Lecture 37 - Introduction to Predictive Safety and Risk Analytics
- Lecture 38 - Logistic Regression
- Lecture 39 - Application of Logistic Regression
- Lecture 40 - Classification and Regression Tree (CART)
- Lecture 41 - Classification and Regression Tree (CART): Case Study
- Lecture 42 - Support Vector Machine
- Lecture 43 - Support Vector Machine (Continued...)
- Lecture 44 - Application of Support Vector Machine
- Lecture 45 - Association Rule Mining
- Lecture 46 - Application of Association Rule Mining
- Lecture 47 - Statistical Measures of Safety Program Effectiveness - I
- Lecture 48 - Statistical Measures of Safety Program Effectiveness - II
- Lecture 49 - Statistical Measures of Safety Program Effectiveness - III
- Lecture 50 - Intervention Design
- Lecture 51 - Risk Based Decision Making - I
- Lecture 52 - Risk Based Decision Making - II
- Lecture 53 - Risk Based Maintenance - I
- Lecture 54 - Risk Based Maintenance - II
- Lecture 55 - Introduction to Behavioral Safety
- Lecture 56 - Behavioral Safety Data Collection and Preliminary Analysis
- Lecture 57 - Causal Modelling - I
- Lecture 58 - Causal Modelling - II: Application of Path Model
- Lecture 59 - Injury Epidemiology
- Lecture 60 - Occupational Safety, Health and Working Conditions Code, 2020 Analytics



Lecture 1 - Introduction and Concept - I

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Lecture 3 - Analysis of micro and macro environment - I

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Lecture 5 - Competition and Competitive Advantage - I

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Lecture 8 - Framework for Internal Analysis of Firm - I

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Lecture 10 - Value Chain Analysis

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Lecture 13 - Strategy Formulation - II

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Lecture 15 - Diversification - I

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Lecture 17 - Mergers and Acquisitions - I

Lecture 18 - Mergers and Acquisitions - II

Lecture 19 - Portfolio Analysis and Display Matrices - I

Lecture 20 - Portfolio Analysis and Display Matrices - II

Lecture 21 - Operating and Financial Analysis

Lecture 22 - Complexities and Challenges of Competing in Global Markets - I

Lecture 23 - Complexities and Challenges of Competing in Global Markets - II

Lecture 24 - Entry Mode Strategies and Main Approaches for International Business

Lecture 25 - Building Competitive Advantage in International Markets

Lecture 26 - Strategies for competing in developing markets, and defending against global giants

Lecture 27 - Resource Allocation

Lecture 28 - 7-S Framework for Organizational Change

Lecture 29 - Strategy Implementation Issues

Lecture 30 - Matching organization structure to strategy

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- Lecture 32 - Boundaryless Organization
- Lecture 33 - Strategic Leadership - I
- Lecture 34 - Strategic Leadership - II
- Lecture 35 - Universal Inner Structure of Effective Leaders
- Lecture 36 - Strategic Leadership - IV
- Lecture 37 - Business and Operational Excellence
- Lecture 38 - Strategic and Operational Control
- Lecture 39 - Balanced Scorecard Approach
- Lecture 40 - Roles and Responsibilities of Board of Directors
- Lecture 41 - Strategic Management Role and Style of the Board
- Lecture 42 - Composition, structure and other requirements of Board
- Lecture 43 - Improve Board Effectiveness, Board and Directorsâ€™ Performance Evaluation
- Lecture 44 - Corporate Governance Code
- Lecture 45 - Corporate Social Responsibility and Sustainability
- Lecture 46 - Social Auditing
- Lecture 47 - Innovation for Survival and Growth - I
- Lecture 48 - Innovation for Survival and Growth - II
- Lecture 49 - Entrepreneurship and Intrapreneurship
- Lecture 50 - Technology Management - I
- Lecture 51 - Technology Management - II
- Lecture 52 - In-house Development of Technology
- Lecture 53 - Strategic Importance of Knowledge and Organizational Learning
- Lecture 54 - Strategies for Knowledge Management
- Lecture 55 - Developing Strategic Plan of a Major Oil Company - I
- Lecture 56 - Developing Strategic Plan of a Major Oil Company - II
- Lecture 57 - Developing Strategic Plan of a Major Oil Company - III
- Lecture 58 - Summary of Modules 1-6
- Lecture 59 - Summary of Modules 7-11
- Lecture 60 - Summary of Modules 12-18

- Lecture 1 - Definition, purpose, and development of Human Factors and Ergonomics
- Lecture 2 - Types and components of worksystems, their interactions and evaluations
- Lecture 3 - Human components, machine components and environment components of worksystems
- Lecture 4 - Modern worksystems, FMJ vs FJM
- Lecture 5 - Contribution of human factors in systems design, engineering and management
- Lecture 6 - Anthropometry in product/process design, MHD, anthropometric design motto
- Lecture 7 - Types of anthropometric data, principles of applied anthropometry
- Lecture 8 - Examples of anthropometric design, numerical exercises
- Lecture 9 - Working Posture Analysis, Postural Triangle, Design for Seated and Standing Workers - Part 1
- Lecture 10 - Working Posture Analysis, Postural Triangle, Design for Seated and Standing Workers - Part 2
- Lecture 11 - Metabolism during work, Aerobic and anaerobic work, oxygen uptake
- Lecture 12 - Physical work capacity and energy expenditure, Individual differences, RWL, MOW
- Lecture 13 - MOE expenditure, Subjective measures of physical effort, Borg RPE scale, Factors
- Lecture 14 - EE of various operations in agriculture, construction and manufacturing industry - I
- Lecture 15 - EE of various operations in agriculture, construction and manufacturing industry - II
- Lecture 16 - Types of Injury Problems in Manual Handling Tasks, Types of Activities and Body Movements
- Lecture 17 - Biomechanical Modelling and Analysis of Manual Lifting
- Lecture 18 - Definitions and Standards of Lifting: NIOSH Lifting Equation
- Lecture 19 - EC Guidelines, UK Health and Safety Commission Guidelines
- Lecture 20 - Use of Material Handling Aids, Types of Material Handling Devices, Numerical Problems
- Lecture 21 - Ergonomic Problems in Computer Workstations, Design Elements of Computer Workstation
- Lecture 22 - Specifications of Computer Workstation Design Elements
- Lecture 23 - Methods to Reduce Glare/Reflection on Screen
- Lecture 24 - Design of Human-Computer Interaction
- Lecture 25 - Evolution of Technology in Computer Screen, Numerical Problems
- Lecture 26 - Work Postures and Related Complaints, Work Postures for Different Tasks, Task Analysis
- Lecture 27 - Power Law of Practice, Learning Curve, Numerical Pro
- Lecture 28 - Work Posture Assessment, Rapid Entire Body Assessment (REBA), MSDs/RMIs
- Lecture 29 - Hand tool design: Fitting the task, user and hand, Usage of hand tools and types of
- Lecture 30 - Design guidelines for hand tools
- Lecture 31 - Environment Component in Worksystems, Ergonomic Design of Physical Environment

- Lecture 32 - Ergonomic Design Framework for Environment, Importance of Illumination
- Lecture 33 - Measurement of Illuminance, Luminance, and Contrast
- Lecture 34 - Measures of Contrast, Contrast Ratio under Different Work Situations
- Lecture 35 - Direct and Indirect Glare or Reflection, Illumination for Inspection and Quality
- Lecture 36 - Problem of Heat Stress at Workplaces, Thermoregulation Process, Acclimation and
- Lecture 37 - Thermal Balance Equation and Heat Stress
- Lecture 38 - Quality of Thermal Environment, Evaluation of Thermal Environment
- Lecture 39 - Whole Body Vibration and Sources of Vibration Discomfort
- Lecture 40 - Design guidelines for hand tools
- Lecture 41 - Auditory Environment and Human Performance, Measurement of Sound and Noise Exposure
- Lecture 42 - Noise Exposure and Hearing Loss, Noise Analysis and Noise Reduction using Engineering
- Lecture 43 - Effects of Noise on Performance, Broadbent and Poulton Theories, Interference of Noise
- Lecture 44 - Octave bands and examples
- Lecture 45 - Ergonomic design of auditory environment in different workplaces
- Lecture 46 - Concepts of Design for Manufacturing (DFM), Design for Assembly (DHA), and Design
- Lecture 47 - Product Design Assessment and Important Measures, Manual Assembly Design Efficiency
- Lecture 48 - Assembly Time Determination with PMTS Methods, Human Factors Principles in DHA
- Lecture 49 - Maintenance in Manufacturing/Production System - Important Ergonomic Design Issues - Part I
- Lecture 50 - Maintenance in Manufacturing/Production System - Important Ergonomic Design Issues - Part II
- Lecture 51 - Definition of Shift Work, Problems with Shift Work, Effect on Circadian Rhythms
- Lecture 52 - Problems of shift workers, Shift Work and Human Performance
- Lecture 53 - Recommended Shift Work Schedules
- Lecture 54 - Major Ergonomic Issues and Problems in Shift Work Design - Part 1
- Lecture 55 - Major Ergonomic Issues and Problems in Shift Work Design - Part 2
- Lecture 56 - Concepts of Ergonomic Performance and its Indicators
- Lecture 57 - EPI Assessment Tool Development
- Lecture 58 - Factors and their level of assessment
- Lecture 59 - Application of EPI Model in Different Worksystems
- Lecture 60 - Epilogue

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Lecture 3 - Introduction to Organizational Design

Lecture 4 - Introduction to Organizational Design

Lecture 5 - Introduction to Organizational Design

Lecture 6 - Organizational Environment

Lecture 7 - Organizational Environment

Lecture 8 - Organizational Environment

Lecture 9 - Organizational Environment

Lecture 10 - Organizational Environment

Lecture 11 - Organizational Structure

Lecture 12 - Organizational Structure

Lecture 13 - Organizational Structure

Lecture 14 - Organizational Structure

Lecture 15 - Organizational Structure

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Lecture 17 - Organizational Design and Strategy in a changing Global environment

Lecture 18 - Organizational Design and Strategy in a changing Global environment

Lecture 19 - Organizational Design and Strategy in a changing Global environment

Lecture 20 - Organizational Design and Strategy in a changing Global environment

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Lecture 22 - Organizational Change

Lecture 23 - Organizational Change

Lecture 24 - Organizational Change

Lecture 25 - Organizational Change

Lecture 26 - Managing Conflict, Power, and Politics

Lecture 27 - Managing Conflict, Power, and Politics

Lecture 28 - Managing Conflict, Power, and Politics

Lecture 29 - Managing Conflict, Power, and Politics

Lecture 30 - Managing Conflict, Power, and Politics

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- Lecture 32 - Organizational culture and socialization
- Lecture 33 - Organizational culture and climate
- Lecture 34 - Managing organizational culture
- Lecture 35 - International aspects of organizational culture
- Lecture 36 - Organizational design and technology
- Lecture 37 - Technologies and organizational structure
- Lecture 38 - Technological theories and organizational design
- Lecture 39 - Organizational design and technology: Challenges
- Lecture 40 - Organizational competencies
- Lecture 41 - Decision making
- Lecture 42 - Learning
- Lecture 43 - Knowledge management
- Lecture 44 - IT and IS
- Lecture 45 - IT in Management and Organization
- Lecture 46 - Organizational Birth and Growth
- Lecture 47 - Organizational Decline and Death
- Lecture 48 - Organizational Inertia and Resilience
- Lecture 49 - Organizational Transformation
- Lecture 50 - Organizational Development and Intervention
- Lecture 51 - Innovation: Concept, Types
- Lecture 52 - Innovation Framework Model
- Lecture 53 - Intrapreneurship
- Lecture 54 - Creativity
- Lecture 55 - Creativity and Related Issues
- Lecture 56 - Creativity and Design Thinking
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- Lecture 61 - Future Trends for Organizational Transformation

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Lecture 15 - Valuation in M and A: Cash Flow Based Approach - 4 (Dividend Discount Model)

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- Lecture 6 - Present and Future Values of Investments
- Lecture 7 - Bonds as an Investment
- Lecture 8 - Pricing and Valuation of Bonds
- Lecture 9 - Pricing and Valuation of Bonds (Continued...)
- Lecture 10 - Prices, Yields, and Duration of Bonds
- Lecture 11 - Equity as an Asset Class
- Lecture 12 - Equity Valuation Models
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- Lecture 19 - The CAPM and Index Models (Continued...)
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- Lecture 23 - Mutual Fund Basics (Continued...)
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- Lecture 37 - Gold as Asset, LBMA Spot Price Fix
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- Lecture 44 - Crude Oil Price Risk Management: 3-Way Collar, Spread Options and Swaps
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- Lecture 48 - Weather Derivatives (Snowfall, Rainfall and Hurricane)
- Lecture 49 - Weather Derivatives (Rainfall and Hurricane)
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**Co-ordinators : Dr. A. Thillai Rajan**

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- Lecture 40 - FMS Loading and scheduling, Summary of the course contents

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- Lecture 12 - Multiple Quantity Discount, Multiple item inventory - Constraint on numbers of orders
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- Lecture 17 - Lot sizing
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- Lecture 19 - Disaggregation
- Lecture 20 - Disaggregation - time varying demand, Safety stock - ROL for discrete demand distribution
- Lecture 21 - Safety stock - ROL for normal distribution of lead time demand
- Lecture 22 - Integrated model, ROL for normal distribution of LTD and given mean
- Lecture 23 - Safety stock reduction - delayed Product differentiation, substitution. MOM
- Lecture 24 - Sequencing and scheduling - Assumptions, objectives and shop settings
- Lecture 25 - Single machine sequencing. Two machine flow shop - Johnson's algorithm
- Lecture 26 - Flow shop scheduling - Three machines, Johnson's algorithm and Branch and bound algorithm
- Lecture 27 - Flow shop scheduling - heuristics - Palmer, Campbell Dudek Smith algorithm
- Lecture 28 - Job shop scheduling - Gantt chart, Different dispatching rules
- Lecture 29 - Job shop scheduling - Shifting bottleneck heuristic
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- Lecture 6 - Course Preview and History of Design Thinking
- Lecture 7 - Discussion - Intro to Demo Problem
- Lecture 8 - Empathize - Lecture 1
- Lecture 9 - Empathize - Workshop 1
- Lecture 10 - Empathize - Workshop 2
- Lecture 11 - Empathize - Skit
- Lecture 12 - Interviews
- Lecture 13 - Analyze - Lecture-1 5 Whys
- Lecture 14 - Analyze - 5ys - IIT Stadium levels
- Lecture 15 - Analyze - Lecture 2 Conflict of Interest
- Lecture 16 - Analyze - Workshop - Part 1
- Lecture 17 - Analyze - Workshop - Part 2
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- Lecture 19 - Solve - Lecture 1
- Lecture 20 - Solve - Workshop 1
- Lecture 21 - Elephant and blind men
- Lecture 22 - Test - Lecture 1
- Lecture 23 - Test - Workshop 1
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- Lecture 26 - The END - Part 2
- Lecture 27 - Finale and Appeal for proposals



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- Lecture 2 - Background and relevance
- Lecture 3 - Examples of managing uncertainty and making decisions
- Lecture 4 - Risk, uncertainty and variability
- Lecture 5 - Probability: Events, Conditioning and Total Probability
- Lecture 6 - Discrete random variables
- Lecture 7 - Continuous random variables: characteristics and examples
- Lecture 8 - Expected Value: Mean, Variance and Functions
- Lecture 9 - Multiple Random Variables: Discrete and Continuous
- Lecture 10 - Criteria, Objectives and Settings for Decisions
- Lecture 11 - Introduction to one-time decisions
- Lecture 12 - Solving the secretary problem
- Lecture 13 - Which option to gamble just once?
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- Lecture 15 - Nested one-time decisions
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- Lecture 18 - Decisions in Game Shows: Monte Hall
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- Lecture 21 - Newsvendor Problem: Example and Proof
- Lecture 22 - Buffers to Cushion for Fluctuations
- Lecture 23 - Safety Stock for Inventories
- Lecture 24 - Safety Stock: Example and Derivation
- Lecture 25 - Route Planning
- Lecture 26 - Exploration and Exploitation
- Lecture 27 - Introduction to sequential decision making
- Lecture 28 - Costs, Ratings, Options and Choices for both Restaurants
- Lecture 29 - Two Stage Stochastic Optimization
- Lecture 30 - Concluding Remarks and Simpson's Paradox
- Lecture 31 - Markov Chains for Decisions

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Lecture 10 - Transaction and Financial Statements (Continued...)

Lecture 11 - Transaction and Financial Statements (Continued...)

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Lecture 19 - Final Accounts

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**NPTEL : NOC:Entrepreneurship (Management)**

**Co-ordinators : Prof. C Bhaktavatsala Rao**

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- Lecture 2 - Entrepreneurial Journey - Part 2
- Lecture 3 - Entrepreneurial Journey - Part 3
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- Lecture 8 - Ideation and Prototyping - Part 1
- Lecture 9 - Ideation and Prototyping - Part 2
- Lecture 10 - Ideation and Prototyping - Part 3
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- Lecture 12 - Ideation and Prototyping - Part 5
- Lecture 13 - Ideation and Prototyping - Part 6
- Lecture 14 - Testing and Validation - Part 1
- Lecture 15 - Testing and Validation - Part 2
- Lecture 16 - Commercialisation and Disruption as Success Drivers - Part 1
- Lecture 17 - Commercialisation and Disruption as Success Drivers - Part 2
- Lecture 18 - Commercialisation and Disruption as Success Drivers - Part 3
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- Lecture 20 - Commercialisation and Disruption as Success Drivers - Part 5
- Lecture 21 - Technological Innovation and Entrepreneurship - Part 1
- Lecture 22 - Technological Innovation and Entrepreneurship - Part 2
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- [Lecture 54 - Organizational Structure - Part 1](#)
- [Lecture 55 - Organizational Structure - Part 2](#)
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# DIGIMAT - The No.1 Autonomous Learning Platform for Creative Learning

**NPTEL : NOC: The Future of Manufacturing Business: Role of Additive Manufacturing (Management)**

**Co-ordinators : Prof. R. K. Amit, Prof. U. Chandrasekhar**

Lecture 1 - What is Manufacturing ?

Lecture 2 - Manufacturing and Industrial Revolution

Lecture 3 - Manufacturing Processes and Era of Mass Production

Lecture 4 - Mass Production to Mass Customization

Lecture 5 - Laws of Manufacturing - I

Lecture 6 - Laws of Manufacturing - II

Lecture 7 - Business Models

Lecture 8 - Manufacturing Radar - I

Lecture 9 - Manufacturing Radar - II

Lecture 10 - Agile Manufacturing - I

Lecture 11 - Agile Manufacturing - II

Lecture 12 - Technology and Manufacturing

Lecture 13 - AM Implementation and SC Configuration - I

Lecture 14 - AM Implementation and SC Configuration - II

Lecture 15 - Manufacturing and IIoT - I

Lecture 16 - Manufacturing and IIoT - II

Lecture 17 - Digital Supply Network - I

Lecture 18 - Digital Supply Network - II

Lecture 19 - Machine Intelligence

Lecture 20 - Blockchains and Use Cases

Lecture 21 - Additive Manufacturing Technologies and Categorization

Lecture 22 - Process Chain for AM of Plastics and Metals

Lecture 23 - Design for Additive manufacturing (DFAM) for Metal printing

Lecture 24 - Supply chain for Additive Manufacturing

Lecture 25 - Design for Laser Powder Bed fusion (LPBF)

Lecture 26 - Additive Manufacturing Application for Prototype, Tooling and Part Repair

Lecture 27 - AM Materials and Metallurgy in LPBF

Lecture 28 - Additive Parameter Development

Lecture 29 - Quality in Additive Manufacturing

Lecture 30 - Extrusion AM for Industrial Application

Lecture 31 - Design for LPBF - Case Studies



- Lecture 1 - Introduction to Financial Accounting
- Lecture 2 - Company form of business
- Lecture 3 - Accounting as an information system
- Lecture 4 - Key accounting terms - I
- Lecture 5 - Key accounting terms - II
- Lecture 6 - Tutorial - Key accounting terms
- Lecture 7 - Accounting Equation
- Lecture 8 - Walkthrough of Balance Sheet - I
- Lecture 9 - Walkthrough of Balance Sheet - II
- Lecture 10 - Walkthrough of Balance Sheet - III
- Lecture 11 - Walkthrough of Income Statement - I
- Lecture 12 - Generally Accepted Accounting Principles - I
- Lecture 13 - Generally Accepted Accounting Principles - II
- Lecture 14 - Recap and way forward
- Lecture 15 - Types of Accounts
- Lecture 16 - Tutorial - Types of Accounts - Part I
- Lecture 17 - Tutorial - Types of Accounts - Part II
- Lecture 18 - Debit and Credit
- Lecture 19 - Tutorial - Debit and Credit
- Lecture 20 - Rules of debit and credit
- Lecture 21 - Entering transactions in Journal - Part I
- Lecture 22 - Entering transactions in Journal - Part II
- Lecture 23 - Entering transactions in Journal - Part III
- Lecture 24 - Tutorial - Entering transactions in Journal I - Part I
- Lecture 25 - Tutorial - Entering transactions in Journal I - Part II
- Lecture 26 - Tutorial - Entering transactions in Journal I - Part III
- Lecture 27 - Key Trends in Journalizing
- Lecture 28 - Journalizing complex transactions
- Lecture 29 - Practice Problem - I
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- Lecture 31 - Introduction to Ledger

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[Lecture 33 - Process of Ledger Posting - Part 2](#)

[Lecture 34 - Process of Ledger Posting - Part 3](#)

[Lecture 35 - Balancing the Accounts](#)

[Lecture 36 - Debit and Credit Balances](#)

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[Lecture 38 - Tutorial - Identifying balances - Part 2](#)

[Lecture 39 - Tutorial - Identifying balances - Part 3](#)

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[Lecture 47 - Practice Problem - 1](#)

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[Lecture 53 - Tutorial - Mapping operating and non operating items to direct and indirect items](#)

[Lecture 54 - Preparation of Final Accounts](#)

[Lecture 55 - Tutorial - Preparation of Final Accounts](#)

[Lecture 56 - Tutorial - Preparation of Trading Account](#)

[Lecture 57 - Tutorial - Preparation of P&L Account](#)

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[Lecture 63 - Tutorial - Adjustments in Final Accounts](#)

[Lecture 64 - Tutorial - Calculating Cost of Goods Sold](#)

- Lecture 65 - Tutorial - Outstanding Expenses
- Lecture 66 - Tutorial - Prepaid Expenses
- Lecture 67 - Validating the learning - Balance Sheet
- Lecture 68 - Validating the learning - Income Statement
- Lecture 69 - Recap and way forward
- Lecture 70 - Introduction to Financial Statement Analysis
- Lecture 71 - Liquidity Ratios
- Lecture 72 - Tutorial - Liquidity Ratios
- Lecture 73 - Solvency Ratios
- Lecture 74 - Tutorial - Solvency Ratios
- Lecture 75 - Profitability Ratios
- Lecture 76 - Tutorial - Profitability Ratios - Part 1
- Lecture 77 - Tutorial - Profitability Ratios - Part 2
- Lecture 78 - Efficiency Ratios
- Lecture 79 - Tutorial - Efficiency Ratios
- Lecture 80 - Validating the learning - Walkthrough of RIL's Annual Report
- Lecture 81 - Online Resources for Financial Analysis
- Lecture 82 - Practice Problem - Liquidity Position
- Lecture 83 - Practice Problem - Solvency Position
- Lecture 84 - Practice Problem - Profitability Position
- Lecture 85 - Practice Problem - Profitability Position
- Lecture 86 - Practice Problem - Interpretation of Ratios
- Lecture 87 - Practice Problem - Arithmetic problems
- Lecture 88 - Recap and way forward
- Lecture 89 - Types of Cash Flows
- Lecture 90 - Tutorial - Types of Cash Flows
- Lecture 91 - Walkthrough of Cash Flow Statement of RIL
- Lecture 92 - Profit and Loss Appropriation Account
- Lecture 93 - Cash Flows from Operating Activities - Part 1
- Lecture 94 - Cash Flows from Operating Activities - Part 2
- Lecture 95 - Tutorial - Changes in working capital
- Lecture 96 - Tutorial - Cash Flows from Operating Activities - Part 1
- Lecture 97 - Cash Flows from Investing Activities

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[Lecture 109 - Contribution Margin](#)

[Lecture 110 - Tutorial - Contribution](#)

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[Lecture 112 - Tutorial - Break Even Point](#)

[Lecture 113 - Tutorial - Break Even Point](#)

[Lecture 114 - Visualizing the Break Even Point](#)

[Lecture 115 - Tutorial - Break Even Analysis](#)

[Lecture 116 - Case - Break Even Analysis](#)

[Lecture 117 - Introduction to Inventory Management](#)

[Lecture 118 - Economic Order Quantity](#)

[Lecture 119 - ABC Analysis](#)

[Lecture 120 - Methods of stock valuation](#)

# DIGIMAT - The No.1 Autonomous Learning Platform for Creative Learning

## NPTEL : NOC:Technology Forecasting for Strategic Decision Making - An Introduction (Management)

**Co-ordinators : Prof. Dmitry Kucharavy, Prof. Bala Ramadurai**

Lecture 1 - Introduction to Tech Forecasting for Strategic Decision Making

Lecture 2 - Famous forecasts which missed the mark

Lecture 3 - Why do we need technology forecasts? - Innovation vs Invention Efficiency vs Effectiveness

Lecture 5 - Why do we need technology forecasts? - Limiting Resources

Lecture 6 - Why do we need technology forecasts? - Why is it difficult to forecast?

Lecture 7 - Why do we need technology forecasts? - General stages of forecasting?

Lecture 9 - Failure and Success Startup Stories

Lecture 10 - Strategic, Tactical and Operational Decision Making

Lecture 11 - Quiz about Strategic, Tactical and Operational decision making

Lecture 12 - Answer to the quiz on Strategic, Tactical and operational decision making

Lecture 13 - Introduction to Vacuum forming case study and FORMAT handbook

Lecture 14 - Quiz on systems and set

Lecture 15 - Quiz on functions

Lecture 16 - Technology Lifecycle - Example case study - Transportation

Lecture 17 - Technology Lifecycle - Seasons, Clockspeed - Part 1

Lecture 18 - Technology Lifecycle - Seasons, Clockspeed - Part 2

Lecture 19 - Technology Lifecycle - Seasons, Clockspeed - Part 3

Lecture 20 - Technology Lifecycle - Seasons, Clockspeed - Part 4

Lecture 21 - Technology Lifecycle - Seasons, Clockspeed - Part 5

Lecture 22 - Aryabhata's experience in modeling and Live Solar Eclipse

Lecture 23 - Alternatives to forecasting in scope of technology management

Lecture 24 - Alternatives to forecasting in scope of technology management - Q&A

Lecture 25 - Element-Name-Value Model

Lecture 26 - System Operator

Lecture 27 - How to collect problems for mapping

Lecture 28 - How to formalize our knowledge about problems?

Lecture 29 - System function - What's function 1 Energy for cooking

Lecture 30 - System function - What's the function 2 Mosquito repellent

Lecture 31 - System function - What's the function 3 Pancake (Dosa) batter

Lecture 32 - Technological roadmaps

Lecture 33 - Maps of contradiction for forecasting

[Lecture 34 - Quantitative forecasting](#)

[Lecture 35 - Demo of S-curve fitting software](#)

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- Lecture 2 - Leadership and Management
- Lecture 3 - Management Thought - 1
- Lecture 4 - Management Thought - 2
- Lecture 5 - Management Thought - 3
- Lecture 6 - Trait Theory
- Lecture 7 - Behavioural Theory
- Lecture 8 - Situational Theory
- Lecture 9 - Path-Goal Theory
- Lecture 10 - Leader-Member Exchange Theory
- Lecture 11 - Technology Leadership
- Lecture 12 - Climate Leadership
- Lecture 13 - Resource Leadership
- Lecture 14 - Global Leadership
- Lecture 15 - Crisis Leadership
- Lecture 16 - Leadership Attributes
- Lecture 17 - Apex Leadership Attributes
- Lecture 18 - Leadership Essentials
- Lecture 19 - Learning to Lead
- Lecture 20 - Indian Leader Competencies
- Lecture 21 - Self-actualization
- Lecture 22 - Leadership Balance
- Lecture 23 - Paradox Management
- Lecture 24 - Agile and Precise
- Lecture 25 - Adaptive Processes
- Lecture 26 - Stature versus Title
- Lecture 27 - Vision, Strategy, Structure and Execution
- Lecture 28 - Organization Structures
- Lecture 29 - Effective Execution
- Lecture 30 - Building Perpetual Corporations
- Lecture 31 - Enablement as Development

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[Lecture 33 - CEO Succession](#)

[Lecture 34 - Success Factors for Succession](#)

[Lecture 35 - Stage and Stature](#)

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[Lecture 39 - Finance Leadership](#)

[Lecture 40 - Human Resources Leadership](#)

[Lecture 41 - Pioneering Leadership Model](#)

[Lecture 42 - Performance Leadership Model](#)

[Lecture 43 - Corporate Longevity Model](#)

[Lecture 44 - Intellectual Leadership Model](#)

[Lecture 45 - Leadership Accountability Model](#)

[Lecture 46 - Charismatic Leadership Model](#)

[Lecture 47 - People Leadership Model](#)

[Lecture 48 - Follower Leadership Model](#)

[Lecture 49 - Dependence-Independence Model](#)

[Lecture 50 - Connected Leadership Model](#)

[Lecture 51 - Leadership Sensibilities](#)

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[Lecture 55 - Organizational Totalitarianism](#)

[Lecture 56 - Dr A P J Abdul Kalam President without Precedent](#)

[Lecture 57 - Dr C K Prahalad Timeless in Strategy, Tireless in Creativity](#)

[Lecture 58 - Steve Jobs Technology Visionary Par Excellence](#)

[Lecture 59 - Dr KallamAnjiReddy Game Changing Pharma Entrepreneur](#)

[Lecture 60 - J R D Tata Conglomerate Leadership Beyond Compare](#)

[Lecture 61 - Mahatma Gandhi Leadership Beyond Compare](#)

[Lecture 62 - In Closing](#)

- Lecture 1 - External analysis
- Lecture 2 - Industry evolution
- Lecture 3 - Five forces model
- Lecture 4 - Generic competitive strategies
- Lecture 5 - Position analyses
- Lecture 6 - Competitive Dynamics
- Lecture 7 - Business Portfolio Analysis
- Lecture 8 - Global Strategy
- Lecture 9 - Creative Strategy
- Lecture 10 - Balanced Scorecard
- Lecture 11 - Execution overview
- Lecture 12 - Structure as enabler
- Lecture 13 - Execution
- Lecture 14 - Execution case study
- Lecture 15 - Strategic management
- Lecture 16 - Competitive strategy overview
- Lecture 17 - Economic forces
- Lecture 18 - Liquidity as the sixth force
- Lecture 19 - The six forces model
- Lecture 20 - Strategic groups
- Lecture 21 - Buyer power
- Lecture 22 - Supplier power
- Lecture 23 - Competitive moves
- Lecture 24 - Market signaling
- Lecture 25 - Competitor clusters and analysis
- Lecture 26 - Generic strategies
- Lecture 27 - Structural analysis and competitive strategy
- Lecture 28 - Quality, Cost and value
- Lecture 29 - Differentiation and De-commoditization
- Lecture 30 - Niche as a core competence
- Lecture 31 - Generic industry environments

Lecture 32 - Integration, Expansion, and Diversification

Lecture 33 - Comparators and responders

Lecture 34 - Strategic balance

Lecture 35 - Technology and collaboration

Lecture 36 - Technology strategy

Lecture 37 - Competition in technology prism

Lecture 38 - Technological competence

Lecture 39 - Generic technology strategies

Lecture 40 - Innovation and generic strategies

Lecture 41 - Technology and Differentiation

Lecture 42 - Technology and Followership

Lecture 43 - Technology in five forces prism

Lecture 44 - Technology and Patenting

Lecture 45 - Technology and Change

Lecture 46 - Customised product design

Lecture 47 - Technology and functionality

Lecture 48 - Technological behaviour

Lecture 49 - Technology and public policy

Lecture 50 - Technology and transformation

Lecture 51 - Strategic shifts

Lecture 52 - Business models

Lecture 53 - Retro - Futurism

Lecture 54 - Innovation strategy and process

Lecture 55 - High technology business companies

Lecture 56 - Renewables and electric vehicles

Lecture 57 - Dyson and 3M

Lecture 58 - GE and DuPont

Lecture 59 - NVIDIA and Bose

Lecture 60 - Fitbit and apple

Lecture 61 - In closing

- Lecture 1 - Understanding Business Development
- Lecture 2 - Marketing and Business Development
- Lecture 3 - Markets and Marketing
- Lecture 4 - Strategy Formulation
- Lecture 5 - Business Development Cases
- Lecture 6 - Successful Business
- Lecture 7 - Industry and Market
- Lecture 8 - Vision, Mission and Strategy
- Lecture 9 - Goals
- Lecture 10 - Case Study of Business Development Excellence
- Lecture 11 - Industry and Business
- Lecture 12 - Porter's Five Forces Theory
- Lecture 13 - Industrial Transformations
- Lecture 14 - Competitive Strategies
- Lecture 15 - Company Analysis
- Lecture 16 - Industry, Market and Business
- Lecture 17 - Industry and Market Analysis
- Lecture 18 - Market Structures
- Lecture 19 - Demand Forecasting
- Lecture 20 - Competitor Analysis
- Lecture 21 - Customer Characteristics
- Lecture 22 - Customer Typologies
- Lecture 23 - Market Research and Design Thinking
- Lecture 24 - Customer Bonding
- Lecture 25 - Customer Relationship Management
- Lecture 26 - Market and Market Descriptors
- Lecture 27 - Market and Product Segmentation
- Lecture 28 - Product-Market Segmentation
- Lecture 29 - Segmentation Deep Dive
- Lecture 30 - Market Attractiveness and competitive positioning
- Lecture 31 - Branding

[Lecture 32 - Brand Organization](#)

[Lecture 33 - Advertising and Communication](#)

[Lecture 34 - Servitization](#)

[Lecture 35 - Pricing](#)

[Lecture 36 - A New IT Start-up](#)

[Lecture 37 - An FMCG Start-up](#)

[Lecture 38 - A logistics start-up](#)

[Lecture 39 - A Nutraceuticals Start-up](#)

[Lecture 40 - A Telecom Fightback](#)

[Lecture 41 - Collaborations](#)

[Lecture 42 - Strategic Alliances](#)

[Lecture 43 - Joint Ventures](#)

[Lecture 44 - Subsidiaries](#)

[Lecture 45 - Mergers and Acquisitions](#)

[Lecture 46 - Value Chain Competencies](#)

[Lecture 47 - Functional Competencies](#)

[Lecture 48 - Negotiating Skills](#)

[Lecture 49 - Cultural Skills](#)

[Lecture 50 - Leadership Attributes](#)

[Lecture 51 - Growth Strategies](#)

[Lecture 52 - Growth Examples](#)

[Lecture 53 - Fragmented Industries and Emerging Industries](#)

[Lecture 54 - Mature Industries and Declining Industries](#)

[Lecture 55 - Global Industries and New Businesses](#)

[Lecture 56 - A Pharma Transformation](#)

[Lecture 57 - Pharma Strategic Alliances](#)

[Lecture 58 - Business Turbulence](#)

[Lecture 59 - Creating Value](#)

[Lecture 60 - From Starting to scale in Closing](#)

- Lecture 1 - Instrumental Variable Estimation - Part I
- Lecture 2 - Instrumental Variable Estimation - Part II
- Lecture 3 - Instrumental Variable Estimation - Part III
- Lecture 4 - Instrumental Variable Estimation - Part IV
- Lecture 5 - Instrumental Variable Estimation - Part V
- Lecture 6 - Instrumental Variable Estimation - Part VI
- Lecture 7 - Instrumental Variable Estimation - Part VII
- Lecture 8 - Instrumental Variable Estimation - Part VIII
- Lecture 9 - Instrumental Variable Estimation - Part IX
- Lecture 10 - Instrumental Variable Estimation - Part X
- Lecture 11 - Instrumental Variable Estimation - Part XI
- Lecture 12 - Simultaneous Equation Model - Part I
- Lecture 13 - Simultaneous Equation Model - Part II
- Lecture 14 - Simultaneous Equation Model - Part III
- Lecture 15 - Simultaneous Equation Model - Part IV
- Lecture 16 - Simultaneous Equation Model - Part V
- Lecture 17 - Simultaneous Equation Model - Part VI
- Lecture 18 - Simultaneous Equation Model - Part VII
- Lecture 19 - Simultaneous Equation Model - Part VIII
- Lecture 20 - Pooled Data and Panel Data Model Estimation - Part I
- Lecture 21 - Pooled Data and Panel Data Model Estimation - Part II
- Lecture 22 - Pooled Data and Panel Data Model Estimation - Part III
- Lecture 23 - Pooled Data and Panel Data Model Estimation - Part IV
- Lecture 24 - Pooled Data and Panel Data Model Estimation - Part V
- Lecture 25 - Pooled Data and Panel Data Model Estimation - Part VI
- Lecture 26 - Panel Data Model Estimation - Part VII
- Lecture 27 - Panel Data Model Estimation - Part IX
- Lecture 28 - Qualitative Response Model - Part I
- Lecture 29 - Qualitative Response Model - Part II
- Lecture 30 - Qualitative Response Model - Part III
- Lecture 31 - Qualitative Response Model - Part IV

- [Lecture 32 - Qualitative Response Model - Part V](#)
- [Lecture 33 - Qualitative Response Model - Part VI](#)
- [Lecture 34 - Multinomial Regression Model - Part I](#)
- [Lecture 35 - Multinomial Regression Model - Part II](#)
- [Lecture 36 - Multinomial Regression Model - Part III](#)
- [Lecture 37 - Multinomial Regression Model - Part IV](#)
- [Lecture 38 - Dynamic Panel data Model - Part I](#)
- [Lecture 39 - Dynamic Panel data Model - Part II](#)
- [Lecture 40 - Dynamic Panel data Model - Part III](#)
- [Lecture 41 - Dynamic Panel data Model - Part IV](#)
- [Lecture 42 - Dynamic Panel data Model - Part V](#)
- [Lecture 43 - Dynamic Panel data Model - Part VI](#)
- [Lecture 44 - Dynamic Panel data Model - Part VII](#)
- [Lecture 45 - Dynamic Panel data Model - Part VIII](#)
- [Lecture 46 - Dynamic Panel data Model - Part IX](#)
- [Lecture 47 - Dynamic Panel data Model - Part X](#)
- [Lecture 48 - Dynamic Panel data Model - Part XI](#)
- [Lecture 49 - Dynamic Panel data Model - Part XII](#)
- [Lecture 50 - Dynamic Panel data Model - Part XIII](#)
- [Lecture 51 - Dynamic Panel data Model - Part XIV](#)
- [Lecture 52 - Dynamic Panel data Model - Part XV](#)
- [Lecture 53 - Dynamic Panel data Model - Part XVI](#)
- [Lecture 54 - Dynamic Panel data Model - Part XVII](#)
- [Lecture 55 - Dynamic Panel data Model - Part XVIII](#)
- [Lecture 56 - Dynamic Panel data Model - Part XIX](#)
- [Lecture 57 - Dynamic Panel data Model - Part XX](#)
- [Lecture 58 - Course outline for Applied Econometrics](#)



Lecture 1 - Introduction to contemporary teams

Lecture 2 - Introduction to virtual teams

Lecture 3 - Virtual teams

Lecture 4 - Factors affecting virtual teams

Lecture 5 - Managing virtualness

Lecture 6 - Cross-cultural teams

Lecture 7 - Factors affecting cross-cultural teams

Lecture 8 - Introduction to start-up teams

Lecture 9 - Factors affecting start-up teams

Lecture 10 - Introduction to IPO model in teams

Lecture 11 - Introduction to Human-AI teams

Lecture 12 - Inputs and Processes in Human-AI teams

Lecture 13 - States and Outcomes in Human-AI teams

Lecture 14 - Multiple Team Membership and Multi-team Systems

Lecture 15 - Introduction to Agile teams

Lecture 16 - Team Dynamics in Agile teams

Lecture 17 - Remote work teams

- Lecture 1 - Introduction to Financial Accounting and Cost Accounting
- Lecture 2 - Introduction to Corporate Finance
- Lecture 3 - Contents of Income Statement and Balance Sheet - Part I
- Lecture 4 - Contents of Income Statement and Balance Sheet - Part II
- Lecture 5 - Interaction between Income Statement and Balance Sheet
- Lecture 6 - Preparation of Income Statement and Balance Sheet: Example - Part I
- Lecture 7 - Preparation of Income Statement and Balance Sheet: Example - Part II
- Lecture 8 - Preparation of Income Statement and Balance Sheet: Example - Part III
- Lecture 9 - Preparation of Balance Sheet: Lone Pine Cafe A - Part I
- Lecture 10 - Preparation of Balance Sheet: Lone Pine Cafe A - Part II
- Lecture 11 - Preparation of Income Statement: Lone Pine Cafe B
- Lecture 12 - Cash Flow Statement: Concept and Example (Direct Method) - Lone Pine Cafe
- Lecture 13 - Classification of Balance Sheet Items: Maynard Company A
- Lecture 14 - Preparation of Income Statement: Maynard Company B
- Lecture 15 - Preparation of Cash Flow Statement: Lone Pine Cafe (Indirect Method)
- Lecture 16 - Preparation of Cash Flow Statement: Lori Crump (Indirect Method)
- Lecture 17 - Preparation of cash flow statement: An example (Direct Method)
- Lecture 18 - Preparation of cash flow statement: An example (Indirect Method)
- Lecture 19 - Ratio Analysis - Part I - Analysis of financial statements
- Lecture 20 - Ratio Analysis - Part II - Profitability Ratios
- Lecture 21 - Ratio Analysis - Part III - Dividend and Liquidity Ratios
- Lecture 22 - Ratio Analysis - Part IV - Efficiency Ratios
- Lecture 23 - Cost, Costing and Cost Accounting
- Lecture 24 - Classification of Costs
- Lecture 25 - Preparation of Cost Sheet - Part I
- Lecture 26 - Preparation of Cost Sheet - Part II
- Lecture 27 - Allocation and Apportionment of Cost
- Lecture 28 - Primary and Secondary Distribution of Overhead
- Lecture 29 - Activity Based Costing - Part I
- Lecture 30 - Activity Based Costing - Part II
- Lecture 31 - Break-Even Analysis

- Lecture 32 - Decision Making using Cost Accounting Informations - Examples - Part I
- Lecture 33 - Decision Making using Cost Accounting Informations - Examples - Part II
- Lecture 34 - Decision Making using Cost Accounting Informations - Examples - Part III
- Lecture 35 - Decision Making using Cost Accounting Informations - Examples - Part IV
- Lecture 36 - Decision Making using Cost Accounting Informations - Examples - Part V
- Lecture 37 - Introduction to Budgeting: Preparation of Budgets - Part I
- Lecture 38 - Introduction to Budgeting: Preparation of Budgets - Part II
- Lecture 39 - Introduction to Budgeting: Preparation of Budgets - Part III
- Lecture 40 - Flexible Budget and Variance Analysis
- Lecture 41 - Foundations of Corporate Finance - Part I
- Lecture 42 - Foundations of Corporate Finance - Part II
- Lecture 43 - Time Value of Money: Present Value and Future Value in Single and Multiperiod case
- Lecture 44 - Simplification of Cash Flows: Annuity, Growing Annuity, Perpetuity and Growing Perpetuity
- Lecture 45 - Bond Valuation - Part I
- Lecture 46 - Bond Valuation - Part II
- Lecture 47 - Stock Valuation
- Lecture 48 - Numericals on Bond and Stock Valuation
- Lecture 49 - Technique of Evaluating Capital Investment Decisions
- Lecture 50 - Numericals on Technique of Evaluating Capital Investment Decisions
- Lecture 51 - Risk and Return - Part I
- Lecture 52 - Risk and Return - Part II
- Lecture 53 - Risk and Return: Individual Securities
- Lecture 54 - Risk and Return: Portfolio
- Lecture 55 - Cost of Capital and Valuation - Part I
- Lecture 56 - Cost of Capital and Valuation - Part II
- Lecture 57 - Valuation and Capital Structure
- Lecture 58 - Dividend and Other Payouts

**NPTEL : NOC:Strategic Sourcing (Management)**

**Co-ordinators : Prof. Arshinder Kaur**

- Lecture 1 - Evolution of Sourcing and changing paradigms
- Lecture 2 - Changing Expectations leading to Supply Management and Strategic Sourcing
- Lecture 3 - Supply Chains and Supply Networks
- Lecture 4 - Return on Assets
- Lecture 5 - Strategic sourcing and Organisation's Strategy Importance of supply management
- Lecture 6 - Procure to Pay cycle
- Lecture 7 - Recognition of need
- Lecture 8 - Purchasing and supply process - 1
- Lecture 9 - Purchasing and supply process - 2
- Lecture 10 - Need identification and types - 1
- Lecture 11 - Need identification and types - 2
- Lecture 12 - Indirect contributions of Supply
- Lecture 13 - Aligning supply objectives with organisation's strategy
- Lecture 14 - Procurement in Organizations - 1
- Lecture 15 - Procurement in Organizations - 2
- Lecture 16 - Developing supply strategy - 1
- Lecture 17 - Developing Sourcing/Supply strategy - 1
- Lecture 18 - Developing Sourcing/Supply strategy - 2
- Lecture 19 - Technology in Sourcing
- Lecture 20 - Reverse Auctions
- Lecture 21 - Success stories about technologies in Sourcing
- Lecture 22 - Strategic cost management - 1
- Lecture 23 - Strategic cost management - 2
- Lecture 24 - Strategic cost management - Cost analysis
- Lecture 25 - Sustainability in Supply management - 1
- Lecture 26 - Sustainability in Supply management - 2
- Lecture 27 - Science Based Targets
- Lecture 28 - Negotiation supply management
- Lecture 29 - Planning for negotiation
- Lecture 30 - Negotiation strategy
- Lecture 31 - Negotiation strategy (Continued...)

[Lecture 32 - Supply Contracts](#)

[Lecture 33 - Types of supply contracts - 1](#)

[Lecture 34 - Types of supply contracts - 2](#)

[Lecture 35 - Supplier selection and evaluation - 1](#)

[Lecture 36 - Supplier selection and evaluation - 2](#)

[Lecture 37 - Supplier selection and evaluation - 3](#)

[Lecture 38 - Outsourcing decisions - 1](#)

[Lecture 39 - Outsourcing decisions - 2](#)

[Lecture 40 - TOPSIS](#)

[Lecture 41 - Goal Programming](#)

[Lecture 42 - Interpretive structural model - 1](#)

[Lecture 43 - Interpretive structural model - 2](#)

[Lecture 44 - Supply risk management](#)

[Lecture 45 - Risk management framework](#)

[Lecture 46 - Supply risk examples](#)

[Lecture 47 - Assessment of risk](#)

[Lecture 48 - Risk metrics](#)

Lecture 1 - Introduction

Lecture 2 - Accounting Process

Lecture 3 - Accounting Concepts

Lecture 4 - Trial Balance and its Relevance

Lecture 5 - Relevant Accounting Statements

Lecture 6 - Journal (Part-I) - The first and original book of accounting

Lecture 7 - Journal (Part-II) - The first and original book of accounting

Lecture 8 - Ledger-The second book of accounts

Lecture 9 - Financial Statements

Lecture 10 - Financial Statements - Income Statement

Lecture 11 - Financial Statements - Balance Sheet

Lecture 12 - Financial Statements with Adjustments (Part-1)

Lecture 13 - Financial Statements with Adjustments (Part-2)

Lecture 14 - Financial Statements with Adjustments (Part-3)

Lecture 15 - Financial Statements with Adjustments (Part-4)

Lecture 16 - Financial Statements with Adjustments (Part-5)

Lecture 17 - Financial Statements with Adjustments (Part-6)

Lecture 18 - Financial Statements with Adjustments (Part-7)

Lecture 19 - Financial Statements with Adjustments (Part-8)

Lecture 20 - Financial Statements with Adjustments (Part-9)

Lecture 21 - Financial Statements with Adjustments (Part-10)

Lecture 22 - Financial Statements with Adjustments (Part-11)

Lecture 23 - Financial Statements with Adjustments (Part-12)

Lecture 24 - Financial Statements with Adjustments (Part-13)

Lecture 25 - Corporate Financial Statements (Part-1)

Lecture 26 - Corporate Financial Statements (Part-2)

Lecture 27 - Corporate Financial Statements (Part-3)

Lecture 28 - Corporate Financial Statements (Part-4)

Lecture 29 - Corporate Financial Statements (Part-5)

Lecture 30 - Corporate Financial Statements (Part-6)

Lecture 31 - Corporate Financial Statements (Part-7)

- Lecture 32 - Corporate Financial Statements (Part-8)
- Lecture 33 - Corporate Financial Statements (Part-9)
- Lecture 34 - Financial Statement Analysis
- Lecture 35 - Ratio Analysis (Part-1)
- Lecture 36 - Ratio Analysis (Part-2)
- Lecture 37 - Ratio Analysis (Part-3)
- Lecture 38 - Different Sets of Ratios (Part-1)
- Lecture 39 - Different Sets of Ratios (Part-2)
- Lecture 40 - Ratio Analysis - A case of Grasim Industries (Part-1)
- Lecture 41 - Ratio Analysis - A case of Grasim Industries (Part-2)
- Lecture 42 - Liquidity Ratios - Grasim Industries (Part-1)
- Lecture 43 - Liquidity Ratios - Grasim Industries (Part-2)
- Lecture 44 - Liquidity Ratios - Grasim Industries (Part-3)
- Lecture 45 - Profitability Ratios- Grasim Industries (Part-1)
- Lecture 46 - Profitability Ratios- Grasim Industries (Part-2)
- Lecture 47 - Profitability Ratios- Grasim Industries (Part-3)
- Lecture 48 - DuPont Ratios (Part-1)
- Lecture 49 - DuPont Ratios (Part-2)
- Lecture 50 - Valuation or Capital Market Ratios (Part-1)
- Lecture 51 - Valuation or Capital Market Ratios (Part-2)
- Lecture 52 - Cash Flow Statement - Introduction (Part-1)
- Lecture 53 - Cash Flow Statement (Part-2)
- Lecture 54 - Preparation of Cash Flow Statement- Basic Cash Flow Statement
- Lecture 55 - Cash Flow Statement - Further Analysis (Part-1)
- Lecture 56 - Cash Flow Statement - Further Analysis (Part-2)
- Lecture 57 - Final Cash Flow Statement (Part-1)
- Lecture 58 - Final Cash Flow Statement (Part-2)
- Lecture 59 - Financial Reporting (Part-1)
- Lecture 60 - Financial Reporting (Part-2)

**NPTEL : NOC:Supply Chain Analytics (Management)**

**Co-ordinators : Prof. Rajat Agrawal**

- Lecture 1 - Introduction to Supply Chain Management
- Lecture 2 - Evolution of Supply Chain Management
- Lecture 3 - Analytics in Supply Chain Management
- Lecture 4 - Supply Chain Planning
- Lecture 5 - Different views of Supply Chain
- Lecture 6 - Supply Chain Strategy
- Lecture 7 - Supply Chain Drivers
- Lecture 8 - Developing Supply Chain Strategy
- Lecture 9 - Strategic Fit in Supply Chain
- Lecture 10 - Demand Forecasting in Supply Chain
- Lecture 11 - Bullwhip Effect and Time Series Analysis
- Lecture 12 - Exponential Smoothing Method of Forecasting
- Lecture 13 - Measures of Forecasting Errors
- Lecture 14 - Tracking Signal and Seasonality Models
- Lecture 15 - Forecasting using multiple characteristics in Demand Data and Inventory Management in Supply Chain
- Lecture 16 - Inventory Management in Supply Chain
- Lecture 17 - Multi echelon Inventory Management
- Lecture 18 - Multi echelon Inventory Management (Continued...)
- Lecture 19 - Multi echelon Inventory Management for four stations
- Lecture 20 - Multi echelon Inventory Management for four stations (Numerical Example)
- Lecture 21 - Multi echelon Inventory Management for four stations (Numerical Example) (Continued...)
- Lecture 22 - Network Design in Supply Chain
- Lecture 23 - Network Design of Global Supply Chain
- Lecture 24 - Alternative channels of Distribution
- Lecture 25 - Location Decisions in Supply Chain
- Lecture 26 - Network Optimization Models
- Lecture 27 - Using Excel Solver for Network Optimization
- Lecture 28 - Uncertainty in Network Design
- Lecture 29 - Network Design in Uncertain Environment and Flexibility
- Lecture 30 - Flexibility in Supply Chain
- Lecture 31 - Optimal Level of Product Availability in Supply chain



[Lecture 32 - Time Value of money in Supply Chain](#)

[Lecture 33 - Different types of Analytics in Supply Chain](#)

[Lecture 34 - Predictive Modelling in Forecasting in Supply Chain](#)

[Lecture 35 - Representation on Uncertainty in Supply Chain](#)

[Lecture 36 - Using Decision Tree for handling Uncertainty](#)

[Lecture 37 - Example of using Decision Tree incorporating Uncertainty in Single Factor](#)

[Lecture 38 - Example of using Decision Tree incorporating Uncertainty in two Key Factors](#)

[Lecture 39 - Modelling Flexibility in Supply Chain](#)

[Lecture 40 - Trends, Challenges and Future of Supply Chain](#)

Lecture 1 - Introduction to Marketing Research

Lecture 2 - Defining Research Problem

Lecture 3 - Developing Research Approach and Developing Research Design: Non- Conclusive

Lecture 4 - Research Design: Conclusive

Lecture 5 - Qualitative Research: Nature and Approaches

Lecture 6 - Qualitative Research: Depth Interview, Focus Group Discussion

Lecture 7 - Projective Technique, Case Study

Lecture 8 - Case Study, Descriptive Research Design and Research Errors

Lecture 9 - Primary and Secondary Data, Research Error

Lecture 10 - Measurement and Scaling: Comparative and Non-comparative Scaling

Lecture 11 - Scale Development Process

Lecture 12 - Questionnaire and Form Design

Lecture 13 - Causal Research and Types

Lecture 14 - Experimental Design and Sampling

Lecture 15 - Sampling Design and Procedure

Lecture 16 - Sampling and Sample Size Determination

Lecture 17 - Hypothesis Development: Null and Alternate, Type I and Type II Errors

Lecture 18 - Data Preparation

Lecture 19 - Hypothesis Testing: T-Test, Z-Test

Lecture 20 - T, Z and F Test

Lecture 21 - Hypothesis Testing: Anova and Manova

Lecture 22 - Cross Tabulation and Chi Square Test

Lecture 23 - Correlation and Regression

Lecture 24 - Regression

Lecture 25 - Factor Analysis

Lecture 26 - Factor Analysis

Lecture 27 - SEM and CFA - 1

Lecture 28 - SEM and CFA - 2

Lecture 29 - SEM and CFA - 3

Lecture 30 - Cluster Analysis - I

Lecture 31 - Cluster Analysis - II

[Lecture 32 - Discriminant Analysis](#)

[Lecture 33 - Discriminant Analysis - 1](#)

[Lecture 34 - Researching Rural Market](#)

[Lecture 35 - International Marketing Research](#)

[Lecture 36 - Ethics in Marketing Research](#)

[Lecture 37 - Ethics in Marketing Research - 1](#)

[Lecture 38 - Report Preparation and Presentation](#)

[Lecture 39 - Multi Dimensional Scaling](#)

[Lecture 40 - Conjoint Analysis](#)

- Lecture 1 - Introduction of Project Management
- Lecture 2 - Project Success
- Lecture 3 - Types of Structure Organizations
- Lecture 4 - Project Management Office
- Lecture 5 - Stakeholders Management
- Lecture 6 - Types of Projects and Project Life Cycle
- Lecture 7 - Project Life Cycle Phases and Project Appraisal
- Lecture 8 - Methods of Project Selection - I
- Lecture 9 - Methods of Project Selection - II
- Lecture 10 - Methods of Project Selection - MCDM-I
- Lecture 11 - Methods of Project Selection - MCDM-II
- Lecture 12 - Methods of Project Selection - MCDM-III
- Lecture 13 - Market and Demand Analysis - I
- Lecture 14 - Market and Demand Analysis - II
- Lecture 15 - Financial Analysis
- Lecture 16 - Capital Budgeting Techniques - I
- Lecture 17 - Capital Budgeting Techniques - II
- Lecture 18 - Financing of Projects
- Lecture 19 - Risk Management - I
- Lecture 20 - Risk Management - II
- Lecture 21 - Risk Management (Control and Documentation)
- Lecture 22 - Stand Alone Risk Analysis - I
- Lecture 23 - Stand Alone Risk Analysis - II
- Lecture 24 - Hillier Model
- Lecture 25 - Simulation Analysis
- Lecture 26 - Decision Tree Analysis - I
- Lecture 27 - Decision Tree Analysis - II
- Lecture 28 - Abandonment Analysis
- Lecture 29 - Technical Analysis
- Lecture 30 - Product Mix and Plant Capacity Analysis
- Lecture 31 - Project Team Building, Conflict and Negotiation

- Lecture 32 - HRM Issues and time Management
- Lecture 33 - Project Time Management - Introduction
- Lecture 34 - Project Time Management - Project Scheduling
- Lecture 35 - Project time Management - Numbering of Nodes
- Lecture 36 - Project Time Management - PERT Networks
- Lecture 37 - Project Time Management - CPM
- Lecture 38 - Project Time Management - Laddering in PERT/CPM
- Lecture 39 - Probability Models in Networks - I
- Lecture 40 - Probability Models in Networks - II
- Lecture 41 - Probability Models in Networks - III
- Lecture 42 - Probability Models in Networks - IV
- Lecture 43 - Simulation of Networks - I
- Lecture 44 - Simulation of Networks - II
- Lecture 45 - Slacks and Floats - I
- Lecture 46 - Slacks and Floats - II
- Lecture 47 - Time and Cost Relationship
- Lecture 48 - Crashing of Networks - I
- Lecture 49 - Crashing of Networks - II
- Lecture 50 - Crashing of Networks - III (Free Float Method)
- Lecture 51 - Crashing of Networks - IV
- Lecture 52 - Introduction to Project Cost Management
- Lecture 53 - Cost Control (Tools and Techniques)
- Lecture 54 - Cost Estimation
- Lecture 55 - Introduction to Quality Management
- Lecture 56 - Cost of Quality
- Lecture 57 - Quality Management (Source of variability and Six Sigma)
- Lecture 58 - Quality Management (Six Sigma Tools)
- Lecture 59 - Procurement Management- I
- Lecture 60 - Procurement Management- II and Project Termination

Lecture 1 - Introduction

Lecture 2 - Data Mining Process

Lecture 3 - Introduction To R

Lecture 4 - Basic Statistics

Lecture 5 - Basic Statistics - Part 2

Lecture 6 - Partitioning Process

Lecture 7 - Visualization Techniques

Lecture 8 - Visualization Techniques - Part 2

Lecture 9 - Visualization Techniques - Part 3

Lecture 10 - Visualization Techniques - Part 4

Lecture 11 - Visualization Techniques - Part 5

Lecture 12 - Visualization Techniques - Part 6

Lecture 13 - Dimension Reduction Techniques

Lecture 14 - Dimension Reduction Techniques - Part 2

Lecture 15 - Dimension Reduction Techniques - Part 3

Lecture 16 - Performance Metrics

Lecture 17 - Performance Metrics - Part 2

Lecture 18 - Performance Metrics - Part 3

Lecture 19 - Performance Metrics - Part 4

Lecture 20 - Performance Metrics - Part 5

Lecture 21 - Prediction Performance

Lecture 22 - Multiple Linear Regression

Lecture 23 - Multiple Linear Regression - Part 2

Lecture 24 - Multiple Linear Regression - Part 3

Lecture 25 - Multiple Linear Regression - Part 4

Lecture 26 - Multiple Linear Regression - Part 5

Lecture 27 - Multiple Linear Regression - Part 6

Lecture 28 - Machine Learning Technique K-Nn

Lecture 29 - Machine Learning Technique K-Nn - Part 2

Lecture 30 - Machine Learning Technique K-Nn - Part 3

Lecture 31 - Naive Bayes

[Lecture 32 - Naive Bayes - Part 2](#)

[Lecture 33 - Naive Bayes - Part 3](#)

[Lecture 34 - Naive Bayes - Part 4](#)

[Lecture 35 - Naive Bayes - Part 5](#)

[Lecture 36 - Classification And Regression Trees](#)

[Lecture 37 - Classification And Regression Trees - Part 2](#)

[Lecture 38 - Classification And Regression Trees - Part 3](#)

[Lecture 39 - Classification And Regression Trees - Part 4](#)

[Lecture 40 - Classification And Regression Trees - Part 5](#)

[Lecture 41 - Classification And Regression Trees - Part 6](#)

[Lecture 42 - Pruning Process](#)

[Lecture 43 - Pruning Process - Part 2](#)

[Lecture 44 - Pruning Process - Part 3](#)

[Lecture 45 - Regression Trees](#)

[Lecture 46 - Logistic Regression](#)

[Lecture 47 - Logistic Regression - Part 2](#)

[Lecture 48 - Logistic Regression - Part 3](#)

[Lecture 49 - Logistic Regression - Part 4](#)

[Lecture 50 - Logistic Regression - Part 5](#)

[Lecture 51 - Logistic Regression - Part 6](#)

[Lecture 52 - Logistic Regression - Part 7](#)

[Lecture 53 - Artificial Neural Networks](#)

[Lecture 54 - Artificial Neural Network - Part 2](#)

[Lecture 55 - Artificial Neural Network - Part 3](#)

[Lecture 56 - Artificial Neural Network - Part 4](#)

[Lecture 57 - Artificial Neural Network - Part 5](#)

[Lecture 58 - Artificial Neural Network - Part 6](#)

[Lecture 59 - Discriminant Analysis](#)

[Lecture 60 - Discriminant Analysis - Part 2](#)

**NPTEL : NOC:Working Capital Management (Management)**

**Co-ordinators : Prof. Anil K. Sharma**

- Lecture 1 - Introduction - I
- Lecture 2 - Introduction - II
- Lecture 3 - Nature of the Working Capital Management
- Lecture 4 - Approaches of Working Capital Management - I
- Lecture 5 - Approaches of Working Capital Management - II
- Lecture 6 - Trade off between Profitability and Risk - I
- Lecture 7 - Trade off between Profitability and Risk - II
- Lecture 8 - Working Capital Management in Indian Business - I
- Lecture 9 - Working Capital Management in Indian Business - II
- Lecture 10 - Operating Cycle
- Lecture 11 - Weighted Operating Cycle
- Lecture 12 - Working Capital Requirement Assessment - I
- Lecture 13 - Working Capital Requirement Assessment - II
- Lecture 14 - Assessing Working Capital Requirements - Problem 2 and 5
- Lecture 15 - Working Capital Requirement- The Conclusion
- Lecture 16 - Working Capital Leverage
- Lecture 17 - Risk and Cost of Holding Inventory
- Lecture 18 - Inventory Costs
- Lecture 19 - Inventory Behaviour
- Lecture 20 - Inventory Management - Methods and Strategies
- Lecture 21 - EOQ Technique of Inventory Management
- Lecture 22 - Stockouts cause Walkouts
- Lecture 23 - Rationing of Working Capital - I
- Lecture 24 - Rationing of Working Capital - II
- Lecture 25 - Different Modes of Bank Finance
- Lecture 26 - Incremental Inventory - I
- Lecture 27 - Incremental Inventory - II
- Lecture 28 - Management of Accounts Receivables - I
- Lecture 29 - Management of Accounts Receivables - II
- Lecture 30 - Management of Accounts Receivables - III
- Lecture 31 - Motives of Credit Sale - I



- Lecture 32 - Motives of Credit Sale - II
- Lecture 33 - Limitations of Credit Time Period
- Lecture 34 - Written Credit Policy - I
- Lecture 35 - Written Credit Policy - II
- Lecture 36 - Goals and Functions of Accounts Receivables Management
- Lecture 37 - Valuation of Receivables at Cost or Sales Value
- Lecture 38 - Credit Policy Changes - I
- Lecture 39 - Credit Policy Changes - II
- Lecture 40 - Credit Policy Changes - III
- Lecture 41 - Optimum Credit Policy
- Lecture 42 - Credit Risk Analysis - I
- Lecture 43 - Credit Risk Analysis - II
- Lecture 44 - Credit Risk Analysis - III
- Lecture 45 - Credit Policy Variables
- Lecture 46 - Cash Management
- Lecture 47 - Cash Flow Presentation
- Lecture 48 - Models of Cash Management- Certainty Model by Baumol
- Lecture 49 - Certainty Model by Baumol Continued
- Lecture 50 - Uncertainty Model by Miller and Orr
- Lecture 51 - Miller and Orr (Continued...) and Cash Management Techniques
- Lecture 52 - Measures of Liquidity
- Lecture 53 - Window Dressing and Management of Current Liabilities
- Lecture 54 - Management of Accounts Payable
- Lecture 55 - Cost of Stretching Accounts Payable - I
- Lecture 56 - Cost of Stretching Accounts Payable - II
- Lecture 57 - Other Accruals and Overtrading
- Lecture 58 - Bank Finance - Introduction
- Lecture 59 - Recommendations of Tondon and Chore Committees
- Lecture 60 - Deciding a Suitable Mix

- Lecture 1 - Analyzing the Current Business Scenario
- Lecture 2 - Innovation and Creativity - An Introduction
- Lecture 3 - Innovation in Current Environment
- Lecture 4 - Types of Innovation
- Lecture 5 - School of Innovation
- Lecture 6 - Challenges of Innovation
- Lecture 7 - Steps of Innovation Management
- Lecture 8 - Idea Management System
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- Lecture 1 - Understanding the basics of AI in Marketing - I
- Lecture 2 - Understanding the basics of AI in Marketing - II
- Lecture 3 - Understanding the basics of AI in Marketing - III
- Lecture 4 - Introduction to AI Algorithms
- Lecture 5 - Designs of AI, Transition process and AI matrix
- Lecture 6 - Customer value and Role of AI in Value Delivery Process
- Lecture 7 - Transforming Marketing Strategy using AI - I
- Lecture 8 - Transforming Marketing Strategy using AI - II
- Lecture 9 - Transforming Marketing Strategy using AI - III
- Lecture 10 - Transforming Marketing Strategy using AI - IV
- Lecture 11 - Transforming Marketing Strategy using AI - V
- Lecture 12 - Using AI for STP
- Lecture 13 - Application of AI in Marketing Mix - I
- Lecture 14 - Application of AI in Marketing Mix - II
- Lecture 15 - Marketing Information Systems and its Components
- Lecture 16 - What is Marketing Research - I
- Lecture 17 - What is Marketing Research - II
- Lecture 18 - Individual Dynamics and its influence on Consumer Behaviour
- Lecture 19 - Consumer Buying Decision Process
- Lecture 20 - Understanding Customer Journey - I
- Lecture 21 - Understanding Customer Journey - II
- Lecture 22 - Customer Experience: Meaning and Characteristics
- Lecture 23 - Personalization: Going Beyond Segmentation - I
- Lecture 24 - Personalization: Going Beyond Segmentation - II
- Lecture 25 - Avatar marketing
- Lecture 26 - Standardization, Personalization and Relationalization of Brands using AI
- Lecture 27 - Understanding Networks and Brand Network Effect
- Lecture 28 - Understanding the Use of AI for Addressing Competition
- Lecture 29 - AI and Brand Equity
- Lecture 30 - AI and New Brand Realities - I
- Lecture 31 - AI and New Brand Realities - II

- Lecture 32 - AI for Value Creation and Product Development
- Lecture 33 - Personalization and hyper-personalization Using AI - I
- Lecture 34 - Personalization and hyper-personalization Using AI - II
- Lecture 35 - Personalization and hyper-personalization Using AI - III
- Lecture 36 - Personalization and hyper-personalization Using AI - IV
- Lecture 37 - Personalization and hyper-personalization Using AI - V
- Lecture 38 - Implementation of AI by Product Managers
- Lecture 39 - AI in Service
- Lecture 40 - Pricing Strategies Using AI - I
- Lecture 41 - Pricing Strategies Using AI - II
- Lecture 42 - Pricing Strategies Using AI - III
- Lecture 43 - Pricing Strategies Using AI - IV
- Lecture 44 - Role of AI in Advertising - I
- Lecture 45 - Role of AI in Advertising - II
- Lecture 46 - AI in Sales promotion and Direct Marketing
- Lecture 47 - AI in PR and Publicity and Social Media Marketing - I
- Lecture 48 - AI in PR and Publicity and Social Media Marketing - II
- Lecture 49 - Personal Selling using AI
- Lecture 50 - Sales management using AI
- Lecture 51 - AI and Marketing Channel Management
- Lecture 52 - Omnichannel Marketing and Retailing
- Lecture 53 - Changing face of Retailing in the age of AI
- Lecture 54 - AI in Logistics Management - I
- Lecture 55 - AI in Logistics Management - II
- Lecture 56 - Navigating Ethical Challenges in AI - I
- Lecture 57 - Navigating Ethical Challenges in AI - II
- Lecture 58 - Navigating Ethical Challenges in AI - III
- Lecture 59 - Navigating Ethical Challenges in AI - IV
- Lecture 60 - AI and Sustainability

Lecture 1 - Introduction

Lecture 2 - Innovation

Lecture 3 - Innovations in Marketing and Marketing of Innovations

Lecture 4 - Innovations in Marketing

Lecture 5 - Need for Innovations in Marketing - 1

Lecture 6 - Need for Innovations in Marketing - 2

Lecture 7 - Change in Consumer Behaviour - 1

Lecture 8 - Change in Consumer Behaviour - 2

Lecture 9 - Innovative Perspectives about 4Pâ€™s for Innovation

Lecture 10 - Innovator's Dilemma

Lecture 11 - Go-To-Market Strategy

Lecture 12 - Targeting - Evolutionary Perspective

Lecture 13 - Innovations in Targeting and Positioning

Lecture 14 - Changing Concepts in Marketing of Products and Services

Lecture 15 - Changing Concepts of Marketing and Innovations in Service Marketing

Lecture 16 - Countering Commoditization: An Innovative Perspective

Lecture 17 - Innovations and Branding

Lecture 18 - Innovation in Pricing and Factors Affecting Pricing Innovations

Lecture 19 - Innovation in Pricing

Lecture 20 - Innovation in Pricing Strategies - 1

Lecture 21 - Innovation in Pricing Strategies - 2

Lecture 22 - Innovation in Distribution Channels

Lecture 23 - Innovation in Channel Management

Lecture 24 - Innovation in Retailing - 1

Lecture 25 - Innovation in Retailing - 2

Lecture 26 - Influence of distribution innovation on Marketing Mix

Lecture 27 - Innovation in Marketing Communication - 1

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Lecture 30 - Innovative Marketing Communications: Direct Marketing

Lecture 31 - Innovative Marketing Communications: Sales Promotion and Public Relations

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- Lecture 2 - Services in Modern Economy
- Lecture 3 - Trends and Challenges in Services Marketing
- Lecture 4 - Service Marketing Mix and Value Creation
- Lecture 5 - Services Ecosystem and Stakeholder Analysis
- Lecture 6 - Customer Journey Mapping and Touchpoint Analysis
- Lecture 7 - Designing memorable customer experiences
- Lecture 8 - Personalization and Customization in Services
- Lecture 9 - Emotional and Sensory marketing in Services
- Lecture 10 - Technology-enabled customer experiences
- Lecture 11 - Service Design Thinking and Design-driven Innovation
- Lecture 12 - Open Innovation and Collaboration in Services
- Lecture 13 - Crowdsourcing and customer involvement in service development
- Lecture 14 - Managing Service Failures and Service Recovery Strategies
- Lecture 15 - Leveraging Customer Feedback for Continuous Improvement
- Lecture 16 - Digitalization of Services and Digital Service Platforms
- Lecture 17 - Online Customer Engagement and Social Media Marketing
- Lecture 18 - Mobile Marketing and Location-based Services
- Lecture 19 - Artificial Intelligence and Chatbot Integration in Services
- Lecture 20 - Blockchain and its application in service industries
- Lecture 21 - Data-driven Decision-making in Services Marketing
- Lecture 22 - Customer Analytics and Segmentation Strategies
- Lecture 23 - Predictive Analytics for Personalized Marketing
- Lecture 24 - Sentiment Analysis and Social Listening in Services
- Lecture 25 - Ethical Considerations in Handling Customer Data
- Lecture 26 - Building a Strong Service Brand Identity
- Lecture 27 - Brand Positioning and Differentiation Strategies
- Lecture 28 - Online Brand Management and Reputation Monitoring
- Lecture 29 - Managing Brand Extensions and Brand Partnerships
- Lecture 30 - Internal Branding and Aligning Employees with the Brand
- Lecture 31 - Measuring and Improving Service Quality



- Lecture 32 - SERVQUAL and Other Service Quality Measurement Tools
- Lecture 33 - Service Guarantees and Service-level Agreements
- Lecture 34 - Service Recovery Strategies and Complaint Handling
- Lecture 35 - Cultivating a Culture of Service Excellence
- Lecture 36 - Pricing Strategies for Services and Value-based Pricing
- Lecture 37 - Dynamic Pricing and Revenue Optimization Techniques
- Lecture 38 - Bundling and Packaging Strategies in Service Pricing
- Lecture 39 - Subscription Models and Revenue Diversification
- Lecture 40 - Pricing Strategies for Freemium and Subscription-based Services
- Lecture 41 - Cultural Nuances and Their Impact on Service Marketing
- Lecture 42 - Adapting Services for Different Cultural Contexts
- Lecture 43 - Global Branding and Localization Strategies
- Lecture 44 - Managing Diversity and Inclusivity in Service Delivery
- Lecture 45 - Cross-cultural Communication and Customer Relationship Management
- Lecture 46 - Sustainable practices and corporate social responsibility in services
- Lecture 47 - Environmental consciousness and green marketing
- Lecture 48 - Eco-friendly service design and operations
- Lecture 49 - Ethical sourcing and responsible supply chain management
- Lecture 50 - Consumer attitudes towards sustainable services
- Lecture 51 - Developing service leadership skills
- Lecture 52 - Motivating and empowering service employees
- Lecture 53 - Service culture and service-oriented organizational behaviour
- Lecture 54 - Training and development for service excellence
- Lecture 55 - Managing service teams and fostering collaboration
- Lecture 56 - Innovations in Service Delivery and Technology
- Lecture 57 - Augmented Reality and Virtual Reality in Services
- Lecture 58 - Internet of Things (IoT) in Service Ecosystem
- Lecture 59 - Servitization and Product-Service Systems
- Lecture 60 - Future Prospects and Challenges in Services Marketing

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Lecture 2 - Concept of Corporate Strategy

Lecture 3 - Strategic Management Process - 1

Lecture 4 - Strategic Management Process - 2

Lecture 5 - The 7-S Framework

Lecture 6 - Corporate Policy and Planning in India

Lecture 7 - Board of Directors - Role and Functions

Lecture 8 - Board of Directors - Role and Functions, Top Management - Role and Skills, Board Functioning - Indian Context

Lecture 9 - Board Functioning - Indian Context and Environmental Scanning

Lecture 10 - Environmental Scanning and Industry Analysis

Lecture 11 - The synthesis of External Factors and External Factors Analysis Summary (EFAS)

Lecture 12 - Internal Corporate Analysis and Impact Matrix

Lecture 13 - Value Chain Analysis

Lecture 14 - Synthesis of Internal Factors - 1

Lecture 15 - Synthesis of Internal Factors - 2

Lecture 16 - Internal Factors Analysis Summary (IFAS) and Case Study - 1

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Lecture 18 - Key Financial Ratios

Lecture 19 - Case Analysis - 2 and SFAS Matrix

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Lecture 21 - Corporate Strategy - 1

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**NPTEL : Global Supply Chain Management (Management)**

**Co-ordinators : Prof. N. Viswanadham**

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Lecture 2 - Introduction to Global Supply Chain Networks Part - 2

Lecture 3 - Zara - fast fashion

Lecture 4 - The Supply Chain Eco-System Framework

Lecture 5 - Supply Chain Eco-System Framework: Supply Chains & Resources

Lecture 6 - Supply Chain Eco-System Framework: Delivery services & Institutions

Lecture 7 - Metro Cash and Carry

Lecture 8 - Performance Analysis

Lecture 9 - Supply Chain Risk - Part-1

Lecture 10 - Supply Chain Risk - Part-2

Lecture 11 - Supply Chain Risk - Part-3

Lecture 12 - Mattel Toy Recalls and Supply Chain Management

Lecture 13 - Innovation in Emerging markets

Lecture 14 - Innovations in Supply Chain Ecosystem

Lecture 15 - Indian Telecom and Bharti Airtel

Lecture 16 - CEMEX - Part-1

Lecture 17 - CEMEX - Part-2

Lecture 18 - Governance

Lecture 19 - Governance of networked organizations

Lecture 20 - The Orchestration Governance Model

Lecture 21 - Orchestration-Examples

Lecture 22 - Li & Fung - Part-1

Lecture 23 - Li & Fung - Part-2

Lecture 24 - Supply Chain Design - Part-1

Lecture 25 - Supply Chain Design - Part-2

Lecture 26 - Green supply chain design - Part-1

Lecture 27 - Green supply chain design - Part-2

Lecture 28 - Green Supply Chain Ecosystem Analysis

Lecture 29 - GRIP Framework

Lecture 30 - Location Selection

Lecture 31 - Ecosystem Aware Location Analysis

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- Lecture 2 - Marketing Management
- Lecture 3 - Marketing in India
- Lecture 4 - Role of Marketing
- Lecture 5 - Case Analysis
- Lecture 6 - Case Analysis
- Lecture 7 - Case of Suryodaya
- Lecture 8 - Marketing System
- Lecture 9 - Input-Output Map
- Lecture 10 - Competition
- Lecture 11 - Consumer Behaviour Model
- Lecture 12 - BCG Matrix, Strategic Marketing
- Lecture 13 - Marketing Strategy
- Lecture 14 - Market Segmentation, VALS Model
- Lecture 15 - Sales Function and Marketing Mix
- Lecture 16 - B-B Markets, Macro Environment
- Lecture 17 - Analytical Marketing System
- Lecture 18 - Decision Models
- Lecture 19 - E-Business
- Lecture 20 - Market Demand, Concept Testing
- Lecture 21 - Product, Product Mix, PLC
- Lecture 22 - PLC (Continued...)
- Lecture 23 - Pricing Strategies
- Lecture 24 - Brands, Channels
- Lecture 25 - Channel Management, Marketing Communication
- Lecture 26 - Advertising, Marketing Organisation
- Lecture 27 - Role of Product Manager, Industrial Buying
- Lecture 28 - Sales Forecasting, Marketing Control
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- Lecture 1 - Long Range/Strategic Planning
- Lecture 2 - Purpose, Mission, Goals
- Lecture 3 - Different types of Strategies
- Lecture 4 - Different types of Strategies
- Lecture 5 - Strategic Management Process (SMP)
- Lecture 6 - Modes of Strategic decisions
- Lecture 7 - 7-S Frame work
- Lecture 8 - Director, powers
- Lecture 9 - Functions of BoD
- Lecture 10 - Responsibilities of Business
- Lecture 11 - Taxonomy of Company Environment
- Lecture 12 - Competitive Landscape
- Lecture 13 - Global Uncertainty Internal Corporate Analysis
- Lecture 14 - Industry structure, Competitor Analysis
- Lecture 15 - Firm's value chain
- Lecture 16 - Key factors of Success, Porter's Industry Competition Model
- Lecture 17 - S and W Profile Analysis
- Lecture 18 - Competitive Advantage(CA), IFAS,SFAS
- Lecture 19 - Case Analysis
- Lecture 20 - Case Analysis (Continued...)
- Lecture 21 - Case Study - 1
- Lecture 22 - Case Study - 2
- Lecture 23 - Business Strategy
- Lecture 24 - BEA, Doom Loops, Corporate Strategy, Portfolio Analysis
- Lecture 25 - Corporate Strategy, Display Matrices
- Lecture 26 - Display Matrices
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- Lecture 31 - Stage I, II, III, IV organizations



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