

NPTEL : Managerial Accounting (Management)

Co-ordinators : Dr. Varadraj Bapat

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Co-ordinators : Dr. Trupti Mishra

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- Lecture 70 - Characteristics of Asanas
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- Lecture 72 - Asanas for Different Body Constitution
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- Lecture 76 - Pranayama Practices and Conscious Breathing
- Lecture 77 - Process and Benefits of Diaphragmatic Breathing
- Lecture 78 - Guidelines for Pranayama
- Lecture 79 - Nadi Shodhana Pranayama (Alternate Nostril Breathing)
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- Lecture 84 - Methods of Pratyahara
- Lecture 85 - Understanding Emotional Intelligence
- Lecture 86 - Emotional Intelligence and its Relation to Everyday Behavior
- Lecture 87 - How Yoga Helps in Emotional Balance
- Lecture 88 - Positive and Negative Emotions
- Lecture 89 - Dealing with Negative Emotions
- Lecture 90 - How Yoga Helps in Equanimity of Mind
- Lecture 91 - What are the 7 Stages of Wisdom
- Lecture 92 - What Yoga does for Balancing Emotions and Cognitions
- Lecture 93 - How Yoga Impacts Student's Performance: Empirical Studies

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NPTEL : Organisation Management (Management)

Co-ordinators : Prof. Vinayshil Gautam

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- Lecture 2 - Longitudinal thinking and legacy factor:Organizational Growth
- Lecture 3 - Longitudinal thinking and legacy factor:Organizational Growth (Continued...)
- Lecture 4 - Longitudinal thinking and legacy factor:Organizational Growth (Continued...)
- Lecture 5 - Theory and majors schools of Thought and Framework of Organizational Analysis
- Lecture 6 - Theory and majors schools of thought and framework of organizational analysis (Continued...)
- Lecture 7 - Theory and majors schools of thought and framework of organizational analysis (Continued...)
- Lecture 8 - Systems contingency approach to organization theory and practice; techniques of organizational diagnosis
- Lecture 9 - Systems contingency approach to organization theory and practice; techniques of organizational diagnosis (Continued...)
- Lecture 10 - Systems contingency approach to organization theory and practice; techniques of organizational diagnosis (Continued...)
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- Lecture 14 - Socio-culture dimension of work and behavior (Continued...)
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- Lecture 16 - Impact of environment and cultural variables on organization structure & style
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- Lecture 18 - Impact of environment and cultural variables on organization structure & style (Continued...)
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- Lecture 21 - Intervention strategies for organization development - individual, Group and Interpersonal Interventions
- Lecture 22 - Intervention strategies for organization development - individual, Group & interpersonal interventions (Continued...)
- Lecture 23 - Intervention strategies for organization development - individual, Group & interpersonal interventions (Continued...)
- Lecture 24 - Total System Intervention & Stabilizing Change Management by Objectives
- Lecture 25 - Total System Intervention & Stabilizing Change Management by Objectives (Continued...)
- Lecture 26 - Total System Intervention & Stabilizing Change Management by Objectives (Continued...)
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- Lecture 30 - Environmental analysis Techniques and impact for organizational growth
- Lecture 31 - Environmental analysis Techniques and impact for organizational growth (Continued...)

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- Lecture 2 - Understanding organizations: nature and functions
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- Lecture 5 - Concerns of organising engineering business and systems (Continued...)
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- Lecture 7 - Structure and process issues in running organisations
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- Lecture 9 - Design issues in running organisations
- Lecture 10 - Design issues in running organisations (Continued...)
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- Lecture 13 - Operating organizations (Continued...)
- Lecture 14 - Cybernetics and systems framework
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- Lecture 16 - Socio-technical systems
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- Lecture 19 - Dealing with efficiency and excellence
- Lecture 20 - Dealing with efficiency and excellence (Continued...)
- Lecture 21 - Dealing with efficiency and excellence (Continued...)
- Lecture 22 - Man-machine relationship
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- Lecture 26 - Concerns of recruitment, selection, skill formation and redeployment
- Lecture 27 - Concerns of recruitment, selection, skill formation and redeployment (Continued...)
- Lecture 28 - Concerns of recruitment, selection, skill formation and redeployment (Continued...)
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- Lecture 2 - Structural features of developed and underdeveloped countries
- Lecture 3 - The Global North and the Global South: Why the Divide?
- Lecture 4 - Growth versus Development - some indices of economic development
- Lecture 5 - Modern Economic Growth
- Lecture 6 - Strategies of economic development and growth - I
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- Lecture 10 - Strategies of economic development and growth - V
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- Lecture 12 - Growth and Inequality
- Lecture 13 - Economic Growth and Public Support
- Lecture 14 - Measures of Inequality
- Lecture 15 - Introduction to Human Development-Putting People First
- Lecture 16 - The Human Development and Capability Approach
- Lecture 17 - Utilitarianism, Basic Needs Approach and the Capability Approach
- Lecture 18 - Measuring Human Development - I
- Lecture 19 - Measuring Human Development - II
- Lecture 20 - Other Human Development Indices
- Lecture 21 - Multidimensional Poverty, MDGs and SDGs
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- Lecture 23 - In Conclusion

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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
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- 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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NPTEL : NOC:Project Management (Management)

Co-ordinators : Prof. Raghunandan Sengupta

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Lecture 2 - Introduction to Agile Project Management

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Lecture 15 - Application of Utility Theory in Project Management - II

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Lecture 20 - Activity Networks used in Project Management

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Lecture 22 - Program Evaluation Review Technique (PERT) - I

Lecture 23 - Program Evaluation Review Technique (PERT) - II

Lecture 24 - Aspects and applications of CPM and PERT

Lecture 25 - Concepts of a Project Life Cycle

Lecture 26 - Discounting Rates and Project Pricing

Lecture 27 - Concept of Forward Rates and Payback Time

Lecture 28 - Important Example of PERT Network involving Probabilistic time and variance

Lecture 29 - Scheduling and Crashing of Jobs

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Lecture 7 - System Design Process

Lecture 8 - Systems View Point

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Lecture 17 - Unmanned Aerial Systems - A Systems Engineering Case Study

Lecture 18 - Discussion about Systems Engineering and System Thinking with Professor Ian Angell

Lecture 19 - Demonstration of real life systems by the Indian Army

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Lecture 21 - Functional Analysis

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Lecture 24 - Timeline Analysis Sheet and Requirement Allocation Sheet

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- 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
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- Lecture 29 - Estimating control limits with varying sample size
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- 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
- Lecture 7 - Theoretical Foundations VI Understanding Customers (STP)
- Lecture 8 - STP continued
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- Lecture 10 - The Idea Generation process
- Lecture 11 - Creating Customer Value Proposition
- Lecture 12 - Lean Product Process
- Lecture 13 - Estimating Marketing and Sales Potential
- Lecture 14 - Introduction to New Product Forecasting Techniques
- Lecture 15 - Diffusion process and Product Life Cycle
- Lecture 16 - Technology Adoption Life Cycle and Crossing the Chasm
- Lecture 17 - Managing New Products in Large Organizations
- Lecture 18 - Introduction to the Stage Gate model
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- Lecture 20 - The Business Model Canvas
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NPTEL : NOC:Total Quality Management-II (Management)

Co-ordinators : Prof. Raghunandan Sengupta

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NPTEL : NOC:Management of Field Sales (Management)

Co-ordinators : Prof. Jayanta Chatterjee

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NPTEL : Econometric Modelling (Management)

Co-ordinators : Dr. Rudra P. Pradhan

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- Lecture 2 - Structure of Econometric Modelling
- Lecture 3 - Univariate Econometric Modelling
- Lecture 4 - Bivariate Econometric Modelling
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- Lecture 6 - Probability
- Lecture 7 - Bivariate Econometric Modelling
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- Lecture 12 - ANOVA for Bivariate Econometric Modelling
- Lecture 13 - Trivariate Econometric Modelling
- Lecture 14 - Trivariate Econometric Modelling (Continued...)
- Lecture 15 - Reliability of Trivariate Econometric Modelling
- Lecture 16 - Multivariate Econometric Modelling
- Lecture 17 - Multivariate Econometric Modelling (Continued...)
- Lecture 18 - Matrix Approach to Econometric Modelling
- Lecture 19 - Matrix Approach to Econometric Modelling (Continued...)
- Lecture 20 - Multicollinearity Problem
- Lecture 21 - Multicollinearity Problem (Continued...)
- Lecture 22 - Autocorrelation Problem
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- Lecture 30 - Panel Data Modelling
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NPTEL : Organizational Behaviour (Management)

Co-ordinators : Dr. Susmita Mukhopadhyay

- Lecture 1 - Understanding Organizational Behaviour
- Lecture 2 - Effectiveness in Organizations
- Lecture 3 - Social System and Organizational Culture
- Lecture 4 - Social System and Organizational Culture (Continued...)
- Lecture 5 - Individual differences and work behaviour
- Lecture 6 - Personality
- Lecture 7 - Personality (Continued...)
- Lecture 8 - Attitudes
- Lecture 9 - Attitudes (Continued...)
- Lecture 10 - Attitudes (Continued...)
- Lecture 11 - Perceptions and Attributions
- Lecture 12 - Perceptions and Attributions (Continued...)
- Lecture 13 - Motivation
- Lecture 14 - Motivation (Continued...)
- Lecture 15 - Job Design, Work and Motivation
- Lecture 16 - Job Design, Work and Motivation (Continued...)
- Lecture 17 - Evaluation, Feedback and Rewards
- Lecture 18 - Evaluation, Feedback and Rewards (Continued...)
- Lecture 19 - Managing Misbehaviour
- Lecture 20 - Stress
- Lecture 21 - Counseling
- Lecture 22 - Informal and Formal Groups
- Lecture 23 - Teams and Teambuilding
- Lecture 24 - Managing Conflict and Negotiation
- Lecture 25 - Managing Conflict and Negotiation (Continued...)
- Lecture 26 - Power and Politics
- Lecture 27 - Empowerment and Participation
- Lecture 28 - Assertive Behaviour and Transactional Analysis
- Lecture 29 - Communication
- Lecture 30 - Communication (Continued...)
- Lecture 31 - Decision Making

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- Lecture 3 - Risk and Return
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- Lecture 5 - Organization and Function of Equity and Debt Markets
- Lecture 6 - Mutual Funds
- Lecture 7 - Market Efficiency - Concepts and forms of efficiency
- Lecture 8 - Testing Market Efficiency
- Lecture 9 - Financial Statement Analysis
- Lecture 10 - Financial Statement Analysis (Continued...)
- Lecture 11 - Valuation of Equity Shares - I
- Lecture 12 - Valuation of Equity Shares - II
- Lecture 13 - Economic Analysis - I
- Lecture 14 - Economic Analysis - II
- Lecture 15 - Industry Analysis - I
- Lecture 16 - Industry Analysis - II
- Lecture 17 - Company Analysis - I
- Lecture 18 - Company Analysis - II
- Lecture 19 - Technical Analysis - I
- Lecture 20 - Technical Analysis - II
- Lecture 21 - Introduction to Portfolio Management
- Lecture 22 - Introduction to Portfolio Management (Continued...)
- Lecture 23 - Capital Market Theory - I
- Lecture 24 - Capital Market Theory - II
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- Lecture 26 - Multifactor Pricing Model
- Lecture 27 - Markowitz Optimal Portfolio Selection Model
- Lecture 28 - Other Optimal Portfolio Selection Models
- Lecture 29 - Equity Portfolio Management Strategies - I
- Lecture 30 - Equity Portfolio Management Strategies - II
- Lecture 31 - Introduction to Bond Analysis

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[Lecture 36 - Bond Portfolio Management Strategies - II](#)

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Lecture 4 - Initiating Six Sigma

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Lecture 6 - Review of Probability and Statistics - II

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Lecture 8 - Review of Probability and Statistics - IV

Lecture 9 - QM Systems Overview

Lecture 10 - Cost of Quality and TQM Tools

Lecture 11 - QFD and ISO 9000

Lecture 12 - QS 9000 and Awards

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Lecture 14 - Introduction to Project Management

Lecture 15 - Project Life Cycle

Lecture 16 - Critical Path Method

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Lecture 18 - Acceptance Sampling

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Lecture 22 - Control Chart Examples

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NPTEL : Consumer Behaviour (Management)

Co-ordinators : Dr. Sangeeta Sahney

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[Lecture 12 - Models of Consumers and Models of Consumer Behaviour \(Continued...\)](#)

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[Lecture 15 - Consumer Needs and Motivation, Emotions and Mood, Consumer Involvement \(Continued...\)](#)

[Lecture 16 - Consumer Needs and Motivation, Emotions and Mood, Consumer Involvement \(Continued...\)](#)

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[Lecture 20 - Consumer Learning \(Continued...\)](#)

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[Lecture 25 - Consumer Perception, Risk and Imagery \(Continued...\)](#)

[Lecture 26 - Consumer Perception, Risk and Imagery \(Continued...\)](#)

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NPTEL : International Finance (Management)

Co-ordinators : Dr. Arun K. Misra

- Lecture 1 - International Financial Environment
- Lecture 2 - International Financial Transactions
- Lecture 3 - Gold Standard
- Lecture 4 - Purchasing Power Parity
- Lecture 5 - Floating and Fixed Exchange Rate Regimes
- Lecture 6 - Currency Boards and Currency Basket Systems
- Lecture 7 - Features of Foreign Exchange Market
- Lecture 8 - Exchange Rate Arithmetic
- Lecture 9 - Understanding Merchant Rates
- Lecture 10 - Foreign Exchange Forward Contracts
- Lecture 11 - Value at Risk for Foreign Exchange Market
- Lecture 12 - International Parity Conditions and Movement Exchange Rate
- Lecture 13 - Exchange Rate Determination and Forecasting
- Lecture 14 - Development of Foreign Exchange Market in India
- Lecture 15 - Foreign Exchange Exposures : Transaction Exposure
- Lecture 16 - Transaction Exposure Management
- Lecture 17 - Foreign Exchange Futures Market for Transaction Exposure Management
- Lecture 18 - Foreign Currency Options : Transaction Exposure Management
- Lecture 19 - Interest Rate Swaps
- Lecture 20 - Currency Swaps
- Lecture 21 - Operating Exposure Assessment
- Lecture 22 - Operating Exposure Management
- Lecture 23 - International Capital Structure and Capital Assets Pricing Model
- Lecture 24 - International Capital Budgeting
- Lecture 25 - Evaluation of Foreign Direct Investment
- Lecture 26 - Cross Listing of Shares : Depository Receipts
- Lecture 27 - International Financial Integration
- Lecture 28 - World Trade Organisation
- Lecture 29 - India's Forex Reserves Composition and Determinants of Optimum Reserves
- Lecture 30 - Movement of Exchange Rates in India
- Lecture 31 - International Trade Theory

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[Lecture 38 - Characteristics of Indian Foreign Exchange Market](#)

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- Lecture 2 - Introduction to multivariate statistical modeling (Continued...)
- Lecture 3 - Univariate descriptive statistics
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- Lecture 5 - Estimation
- Lecture 6 - Estimation (Continued...)
- Lecture 7 - Hypothesis testing
- Lecture 8 - Multivariate descriptive statistics
- Lecture 9 - Multivariate descriptive statistics (Continued...)
- Lecture 10 - Multivariate normal distribution
- Lecture 11 - Multivariate normal distribution (Continued...)
- Lecture 12 - Multivariate Inferential Statistics
- Lecture 13 - Multivariate Inferential Statistics (Continued...)
- Lecture 14 - ANOVA (Analysis of Variance)
- Lecture 15 - Analysis of Variance (Continued...)
- Lecture 16 - Multivariate Analysis of Variance (MANOVA)
- Lecture 17 - MANOVA (Continued...)
- Lecture 18 - Tutorial - ANOVA
- Lecture 19 - Tutorial ANOVA (Continued...)
- Lecture 20 - MANOVA - Case Study
- Lecture 21 - Multiple Regression – Introduction
- Lecture 22 - MLR - Sampling distribution of regression coefficients
- Lecture 23 - MLR - Model adequacy tests
- Lecture 24 - MLR - Test of assumptions
- Lecture 25 - MLR - Model diagnostics
- Lecture 26 - MLR - Case Study
- Lecture 27 - Multivariate Linear Regression
- Lecture 28 - Multivariate Linear Regression - Estimation
- Lecture 29 - Multivariate Linear Regression - Model Adequacy tests
- Lecture 30 - Principal Component Analysis (PCA)
- Lecture 31 - PCA - Model Adequacy & Interpretation

[Lecture 32 - Regression Modeling using SPSS](#)

[Lecture 33 - Factor Analysis](#)

[Lecture 34 - Factor Analysis - Estimation & Model Adequacy testing](#)

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Lecture 4 - Demand Forecasting

Lecture 5 - Production

Lecture 6 - Exercises on Economics

Lecture 7 - Cost - Volume - Profit Relationships

Lecture 8 - Cost Management Systems and Activity Costing Systems

Lecture 9 - Relevant Information and Decision Making

Lecture 10 - Cost Allocation

Lecture 11 - Exercises on Economics (Continued...)

Lecture 12 - Double - Entry Bookkeeping

Lecture 13 - Job Costing

Lecture 14 - Process Costing

Lecture 15 - The Master Budget

Lecture 16 - Flexible Budget and Variance Analysis

Lecture 17 - Financial Statements

Lecture 18 - Financial Statements (Continued...)

Lecture 19 - Analysis of Financial Statements

Lecture 20 - Exercises (Continued...)

Lecture 21 - Time Value of Money

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Lecture 23 - Comparison of Alternatives (Continued...)

Lecture 24 - Comparison of Alternatives (Continued...)

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Lecture 26 - Depreciation Accounting (Continued...)

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Lecture 6 - The Training process: Assessment of training needs and Training methods

Lecture 7 - General and Specific Training and Evaluation of Training

Lecture 8 - Career Management and planning

Lecture 9 - Career Development

Lecture 10 - Compensation

Lecture 11 - Pay for performance systems

Lecture 12 - Pay and Reward systems

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Lecture 14 - Separation and Administration of Benefits

Lecture 15 - Business Ethics

Lecture 16 - Ethical Aspects of HRM Activities

Lecture 17 - Employee Health

Lecture 18 - Employee Wellbeing in the Workplace

Lecture 19 - Organized Labor

Lecture 20 - Managing the Labor Relations Process

Lecture 21 - International HRM

Lecture 22 - Global Employment Law, Industrial Relations and International Ethics

Lecture 23 - Challenges to International HRM

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Lecture 25 - Multilevel Model of Strategic HRM

Lecture 26 - Strategic HRM in a Networked World

Lecture 27 - Sustainable HRM

Lecture 28 - HR Measurement and Accountability

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- Lecture 2 - Introduction to Commodity Derivatives and Risk Management (Continued...)
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- Lecture 4 - Futures Contract Specifications (Continued...)
- Lecture 5 - Futures Contract - Mark-to-Market Margin
- Lecture 6 - Commodity Options and Commodity Spreads
- Lecture 7 - Pricing and Valuations of Futures Contract
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- Lecture 9 - Convenience Yield, Contango-Backwardation
- Lecture 10 - Commodity Basic Risk - Part I
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- Lecture 12 - Minimum Variance Hedge Ratio - Part I
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- Lecture 14 - Commodity Indexes - Part I
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- Lecture 16 - Agri-Commodity Price Risk Management - Part I
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- Lecture 18 - Seasonality in Agri-Commodity, Contango and Backwardation - Part I
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- Lecture 20 - Commodity Prices Determination - Part I
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- Lecture 22 - Crude Oil Derivatives - Part I
- Lecture 23 - Crude Oil Price Determination
- Lecture 24 - Spot-Futures Relationship in Crude Oil - Part I
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- Lecture 26 - Hedging of Crude Oil and Refined Product Price Risk - Part I
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- Lecture 28 - Introduction to Gold and Gold Derivatives
- Lecture 29 - LBMA, Gold Spot Price and Gold Derivatives
- Lecture 30 - OTC Contracts on Gold and Gold Dehedge
- Lecture 31 - Spot Trading of Electricity in India - Part I

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NPTEL : NOC:Performance and Reward Management (Management)

Co-ordinators : Dr. Susmita Mukhopadhyay

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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...)

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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...)

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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...)

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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...)

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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...)

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

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NPTEL : NOC:The Ethical Corporation (Management)

Co-ordinators : Prof. Chhanda Chakraborti

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Lecture 8 - Normative Ethical Theories : Rights and Justice

Lecture 9 - Normative Ethical Theories : Virtue Ethics

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[Lecture 12 - Building Customer Relationships \(Continued...\)](#)

[Lecture 13 - Building Customer Relationships \(Continued...\)](#)

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[Lecture 23 - Social CRM \(Continued...\)](#)

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[Lecture 30 - CRM in B2C Markets \(Continued...\)](#)

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[Lecture 38 - eCRM: Components and Strategies \(Continued...\)](#)

[Lecture 39 - Contact Centres for CRM](#)

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Lecture 3 - Principles of Management

Lecture 4 - Scientific Management

Lecture 5 - Evolution of Management Thought

Lecture 6 - Concept, Types, Importance and Process of Planning

Lecture 7 - Characteristics, Nature and Scope and Principles of Planning

Lecture 8 - Traditional objective setting and methods of Planning

Lecture 9 - Strategic Management and Planning

Lecture 10 - Premising and Forecasting of Planning

Lecture 11 - Concept, Types, Importance and Process of Decision Making

Lecture 12 - Different Models of Decision Making

Lecture 13 - Decision Making Styles and Cognitive biases in decision making

Lecture 14 - Barriers of Effective Decision Making

Lecture 15 - Group Decision Making

Lecture 16 - Concept, Importance and Steps of Management by Objectives

Lecture 17 - Concept, Importance and Steps of Management by exception

Lecture 18 - Style of Management (American, Japanese and Indian)

Lecture 19 - Approaches of management including McKinsey's approach

Lecture 20 - Introduction, strategies, techniques, benefits and rules of Self Management

Lecture 21 - Concept, Importance, Process, Nature, and Principle of Organisation

Lecture 22 - Organisational Design and Structure

Lecture 23 - Coordination in Management

Lecture 24 - Differentiation in management

Lecture 25 - Concept, Types, Importance, Steps, Factors and Advantages of Integration

Lecture 26 - Concept, Types, Importance and Process of Span of Management

Lecture 27 - Concept, types, factors, advantages and disadvantages of Centralisation and Decentralisation

Lecture 28 - Delegation

Lecture 29 - Different issues relating to authority and power

Lecture 30 - Different aspects of line and staff organisation

Lecture 31 - Concept, importance, process and methods of Staffing and HRM

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Lecture 3 - Components of a decision support systems (Continued...)

Lecture 4 - Models in decision support systems

Lecture 5 - Models in decision support systems (Continued...)

Lecture 6 - Structured, Semi-Structured and Unstructured problems; Models

Lecture 7 - Purpose of models; classification of models

Lecture 8 - Solution Techniques - Optimization : Linear Programming

Lecture 9 - Solution Techniques - Optimization : Linear Programming (Continued...)

Lecture 10 - Solution Techniques - Optimization : Integer Programming

Lecture 11 - Decision Support Systems for Forecasting

Lecture 12 - Decision Support Systems for Forecasting (Continued...)

Lecture 13 - Decision Support Systems for Forecasting (Continued...)

Lecture 14 - Decision Support Systems for Forecasting (Continued...)

Lecture 15 - Decision Support Systems for Forecasting (Continued...)

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Lecture 17 - Decision Making for Warehouse Location (Continued..): Centre of gravity; Ardalan heuristic and transportation cost models

Lecture 18 - Estimation of space requirement in a warehouse and concept of economic order quantity (EOQ)

Lecture 19 - Economic order quantity (EOQ) (Continued...)

Lecture 20 - ABC-FSN-VED Analysis; space calculation in a warehouse - for Staging area

Lecture 21 - Space calculation in a warehouse : Space calculation for racks

Lecture 22 - Order Picking; Material handling equipment's

Lecture 23 - Material Safety and Safety Equipment's

Lecture 24 - Automated storage and replenishment systems (AS/RS)

Lecture 25 - Managerial Decision making in the context of warehousing and materials management

Lecture 26 - Issues in HR; Employee Selection

Lecture 27 - Employee Selection, Promotion and Deployment Method - Lp Method

Lecture 28 - Employee Selection, Promotion and Deployment Method - Rating and ranking Method ; Clustering

Lecture 29 - Employee Selection, Promotion and Deployment Method - BCG

Lecture 30 - Strategizing for Business, the SWOT and Porter's Framework Revisited

Lecture 31 - Fortune at the Bottom of the Pyramid, GE, Rule of Three

- Lecture 32 - Self Actualisation Needs, Rural Marketing Challenges
- Lecture 33 - Rural Marketing; Balanced ScoreCard
- Lecture 34 - Evaluating Investment Proposals : NPV, IRR
- Lecture 35 - Costing and Pricing for Public Transport
- Lecture 36 - Costing and Pricing for Hospitals
- Lecture 37 - Decision Support Systems for Marketing : Decision Support Systems for Media Selection Model
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- Lecture 39 - Decision Support Systems for Marketing : Decision Support Systems for Product Pricing Model
- Lecture 40 - Pricing : Model Selection Using Cross - Validation
- Lecture 41 - Taxation and the Distribution Network
- Lecture 42 - Transshipment; Flexibility and Six Sigma
- Lecture 43 - Flexibility and Total Cost of the Network
- Lecture 44 - Risk Analysis for the Distribution Network
- Lecture 45 - Echelons in the Network
- Lecture 46 - Concept of Variability and Six Sigma
- Lecture 47 - Concept of Variability and Six Sigma (Continued...)
- Lecture 48 - Roadmap to Six Sigma; Ishikawa Diagram and SIPOC
- Lecture 49 - Service Systems : Characteristics; Failure and Recovery
- Lecture 50 - Decision Support Systems for Inventory
- Lecture 51 - Decision Support Systems for Inventory (Continued...)
- Lecture 52 - Decision Support Systems for Inventory (Continued...)
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- Lecture 54 - Decision Support Systems for Inventory (Continued...)
- Lecture 55 - Decision Support Systems for Operations Management
- Lecture 56 - Decision Support Systems for Operations Management (Continued...)
- Lecture 57 - Decision Support Systems for Operations Management (Continued...)
- Lecture 58 - Decision Support Systems for Operations Management (Continued...)
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- Lecture 60 - DSS for Multi - Item Production - Distribution Planning

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Lecture 3 - Dimensions of Information System

Lecture 4 - Information Management in the digital world

Lecture 5 - Class discussions and conclusion

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Lecture 7 - Data warehouse and business intelligence

Lecture 8 - Introduction to data mining

Lecture 9 - Data analytics tools and techniques

Lecture 10 - What is ERP ?

Lecture 11 - ERP - Evolution and Benefits

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Lecture 21 - Information Systems for manufacturing management (Continued...)

Lecture 22 - Information Systems for materials management

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Lecture 25 - Information Systems for marketing (Continued...)

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Lecture 30 - Information Systems (IS) strategy

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- Lecture 35 - Introduction to E-Commerce
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- Lecture 38 - Unique E-Commerce Business Models
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- Lecture 42 - Internet of Things - Part I
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- Lecture 45 - Big Data and other Emerging Technologies
- Lecture 46 - Knowledge Management Systems (KMS)
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- Lecture 48 - Executive Support Systems
- Lecture 49 - Expert Systems
- Lecture 50 - Learning Management Systems (LMS)
- Lecture 51 - Ethical and Social Issues in MIS - I
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- Lecture 53 - Security Issues in MIS - I
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- Lecture 56 - Managing Global Organization - Globalization - Part 1
- Lecture 57 - Global Strategies and Business Organization
- Lecture 58 - Shared Services
- Lecture 59 - Offshoring/Transitioning Global IT Systems
- Lecture 60 - Globalization of Corporates in a Flat World

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Lecture 3 - Correlation and Causality (Continued...)

Lecture 4 - Correlation and Causality (Continued...)

Lecture 5 - Probability Theory

Lecture 6 - Probability Theory (Continued...)

Lecture 7 - Probability Theory (Continued...)

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Lecture 9 - Posterior Probability

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Lecture 11 - Bayesian Theorem (Continued...): Repeated Trial

Lecture 12 - Bayesian Theorem (Continued...): Example of Diamond Identification

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Lecture 22 - Normal Approximation of Bernoulli Distribution

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Lecture 2 - Group Properties and Determinants of Group Behaviour

Lecture 3 - Stages, Theories and Models of Group Development

Lecture 4 - Effectiveness of Work Group Behaviour

Lecture 5 - Group Decision Making and Limitations of Group Behaviour

Lecture 6 - Concept and Types of Team

Lecture 7 - How to improve team performance, difference between Team and Group

Lecture 8 - Effectiveness of Teamwork

Lecture 9 - Teamwork Process

Lecture 10 - Teamwork and Leadership

Lecture 11 - Concept and Types of Cooperation and Competition

Lecture 12 - Factors leading to Competition and Cooperation

Lecture 13 - Functions of Cooperation and Competition

Lecture 14 - Models on Competition and Cooperation

Lecture 15 - Benefits and drawbacks of competition and cooperation

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Lecture 2 - Types of Manufacturing Systems and Role of Automation

Lecture 3 - Product-Process-Flexibility Matrices, Four-Plane Concept of Manufacturing

Lecture 4 - Product Design and Manufacturing Systems

Lecture 5 - Definitions and Design Criteria for Production Systems

Lecture 6 - Manufacturing System Components - I

Lecture 7 - Manufacturing System Components - II

Lecture 8 - Industry 4.0

Lecture 9 - Automation Principles and Strategies for Process Improvement

Lecture 10 - Automated Production System Framework

Lecture 11 - Product Development Process: Approaches and stages

Lecture 12 - Mathematical Models for Interaction between Design and Manufacturing

Lecture 13 - Sequential and Concurrent Engineering Approaches for Product Development

Lecture 14 - Characterization of Concurrent Engineering Framework

Lecture 15 - Concurrent Engineering Techniques

Lecture 16 - Introduction to Concept and Application of Numerical Control (NC) Technology

Lecture 17 - Basic Concepts of an NC System

Lecture 18 - NC Coordinate System, NC Motion Control System

Lecture 19 - Features of CNC, Configuration of CNC Machine Control System

Lecture 20 - Numerical Examples

Lecture 21 - Distributed Numerical Control (DNC) and its Configuration

Lecture 22 - NC Part Programming-I (Manual, Computer-assisted)

Lecture 23 - NC Part Programming-II (CAD/CAM, MDI)

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Lecture 25 - Numerical Examples

Lecture 26 - Group Technology (GT): Concept and Definition

Lecture 27 - Methods and Implementation of GT for Automation

Lecture 28 - Part Family Formation: Tools and Techniques

Lecture 29 - Numerical Examples on Part Family Formation

Lecture 30 - Application of GT for Designing Flexible and Programmable Automation

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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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Lecture 2 - Corporate Finance and Corporate Governance

Lecture 3 - Sources of Finance for a Firm

Lecture 4 - Return and Risk

Lecture 5 - Return, Risk and Portfolio Theory

Lecture 6 - Time Value of Money

Lecture 7 - Valuation of Future Cash Flows

Lecture 8 - Valuation of Future Cash Flows (Continued...)

Lecture 9 - Valuation of Bonds

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Lecture 12 - Capital Budgeting Decisions (Continued...)

Lecture 13 - Capital Budgeting Techniques - I

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NPTEL : NOC:Retail Management (Management)

Co-ordinators : Prof. Swagato Chatterjee

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NPTEL : Infrastructure Finance (Management)

Co-ordinators : Dr. A. Thillai Rajan

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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

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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

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Lecture 8 - Manufacturing Radar - I

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Lecture 10 - Agile Manufacturing - I

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Lecture 12 - Technology and Manufacturing

Lecture 13 - AM Implementation and SC Configuration - I

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Lecture 15 - Manufacturing and IIoT - I

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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

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- Lecture 70 - Introduction to Financial Statement Analysis
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- Lecture 73 - Solvency Ratios
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- Lecture 80 - Validating the learning - Walkthrough of RIL's Annual Report
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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?

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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

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Lecture 15 - Quiz on functions

Lecture 16 - Technology Lifecycle - Example case study - Transportation

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

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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

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- 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 40 - Human Resources Leadership
- Lecture 41 - Pioneering Leadership Model
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- Lecture 43 - Corporate Longevity Model
- Lecture 44 - Intellectual Leadership Model
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- Lecture 57 - Dr C K Prahalad Timeless in Strategy, Tireless in Creativity
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- 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
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- Lecture 13 - Industrial Transformations
- Lecture 14 - Competitive Strategies
- Lecture 15 - Company Analysis
- Lecture 16 - Industry, Market and Business
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- Lecture 18 - Market Structures
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- Lecture 22 - Customer Typologies
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Lecture 2 - Introduction to virtual teams

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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

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- Lecture 44 - Liquidity Ratios - Grasim Industries (Part-3)
- Lecture 45 - Profitability Ratios- Grasim Industries (Part-1)
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NPTEL : NOC:Supply Chain Analytics (Management)

Co-ordinators : Prof. Rajat Agrawal

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- 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
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NPTEL : NOC:Working Capital Management (Management)

Co-ordinators : Prof. Anil K. Sharma

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- Lecture 5 - School of Innovation
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- Lecture 7 - Steps of Innovation Management
- Lecture 8 - Idea Management System
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- Lecture 10 - Design Thinking and Entrepreneurship
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- Lecture 17 - Who is an Entrepreneur ?
- Lecture 18 - Social Entrepreneurship ?
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- Lecture 21 - Marketing of Innovation
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- Lecture 45 - Multiple Regression Analysis in SPSS - I
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- Lecture 51 - Factor Analysis in SPSS - I
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- Lecture 53 - Exploratory Factor Analysis in SPSS
- Lecture 54 - Confirmatory Factor Analysis in SPSS - I
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- Lecture 22 - Market Segmentation, Targeting, and Positioning - 2
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- Lecture 24 - Crafting customer value proposition, sustainable competitive advantage and positioning - 1
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- Lecture 33 - Managing Successful Products, Services, and Brands - 1
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- Lecture 53 - Forward vs Futures Prices
- Lecture 54 - Futures Hedging
- Lecture 55 - Issues in Futures Hedging
- Lecture 56 - Perfect Futures Hedge, Cross Hedge, Tailing the Hedge
- Lecture 57 - Stock Index Futures - 1
- Lecture 58 - Stock Index Futures - 2
- Lecture 59 - Interest Rate Futures - 1
- Lecture 60 - Interest Rate Futures - 2

- Lecture 1 - Breaking the Myths and Learning the Basics
- Lecture 2 - Evolution and Role of Sales Management
- Lecture 3 - Tactical Role of Sales Management
- Lecture 4 - Complexities in Sales Management and Characteristics of Modern Selling
- Lecture 5 - Difference Between Sales and Marketing
- Lecture 6 - Selling in a VUCA World
- Lecture 7 - Place of Selling in Overall Marketing Plan
- Lecture 8 - Use of Marketing Principles in Creating Strategic Sales Plan
- Lecture 9 - Sales Forecasting Methods for Informed Decision-Making
- Lecture 10 - Tools to Assess Market While Developing Strategic Sales Plan
- Lecture 11 - Models of Sales planning
- Lecture 12 - Types of sales man and what makes a good sales man
- Lecture 13 - Buying Centre and stages of sales call
- Lecture 14 - Transformative Factors And Evolved Selling Process And Theories
- Lecture 15 - Miller Heiman approach and virtual framework strategic selling
- Lecture 16 - Miller Heiman Approach And Virtual Framework Strategic Selling (Continued...)
- Lecture 17 - Buyer Persona and Consumer and B2B Decision Making process
- Lecture 18 - Consumer and B2B Decision Making process Selling and Consumer Behavior
- Lecture 19 - B2B Decision Making Process and Difference in B2B and B2C Selling
- Lecture 20 - Key Account Management and Customer Centric Selling
- Lecture 21 - Key Account Management, Customer Centric Selling and CRM Strategies (Continued...)
- Lecture 22 - Key Responsibilities of Salespeople
- Lecture 23 - Preparing for a Sales Role
- Lecture 24 - Preparing for a Sales Role (Continued...)
- Lecture 25 - Personal Selling Skills and Motivating Sales Team
- Lecture 26 - Personal Selling Skills and Motivating Sales Team (Continued...)
- Lecture 27 - Meaning and Role of Sales Intelligence
- Lecture 28 - Data for Sales intelligence
- Lecture 29 - Ideal Customer Profile
- Lecture 30 - Data-Driven Approaches to Selling
- Lecture 31 - Social Media for Lead Generation

[Lecture 32 - Understanding International Selling](#)

[Lecture 33 - Global Sales Dynamics and Sales Force Management](#)

[Lecture 34 - Do's and Don'ts of International Selling](#)

[Lecture 35 - Role of culture in International Selling](#)

[Lecture 36 - Challenges of Selling in International Markets](#)

[Lecture 37 - Role of technology management in selling](#)

[Lecture 38 - Use of Sales force Automation for Effective Selling](#)

[Lecture 39 - Role of AR/VR and AI in Selling](#)

[Lecture 40 - Managing a Diversified Sales-force](#)

[Lecture 41 - Ethical and Social issues in Selling](#)

NPTEL : NOC:Retail Marketing Strategy (Management)

Co-ordinators : Prof. Sourabh Arora

Lecture 1 - Understanding Retailing from a Strategic Standpoint

Lecture 2 - Why is Retailing so Important: Strategic Perspectives

Lecture 3 - Strategic Standpoint and Evolution of Retailing

Lecture 4 - Evolution of Retailing

Lecture 5 - Value Creation

Lecture 6 - Retailing Theories Role in Supply Chain

Lecture 7 - Retailing Theories and Retailers Role in Supply Chain

Lecture 8 - Retailers Role in Supply Chain and Retail Management Decision Process

Lecture 9 - Retail Management Decision Process (Continued...) and Kahn's Retailing Success Matrix

Lecture 10 - Retail Management Decision Process and Kahn's Retailing Success Matrix

Lecture 11 - Retail Management Decision Process, Kahn's Retailing Success Matrix and Success Factors

Lecture 12 - Kahn's Retailing Success Matrix and Success Factors for Retailing

Lecture 13 - Success Factors for Retailing and View of Consumer Decision Making Processes

Lecture 14 - Success Factors for Retailing and View of Consumer Decision Making Processes (Continued...)

Lecture 15 - Consumer Decision Making Processes (Continued...)

Lecture 16 - Consumer Decision Making Processes (Continued...)

Lecture 17 - Consumer Decision Making Processes (Continued...) and Consumer Motives

Lecture 18 - Tenets of Customer Centric Approach: A Retailers Perspective

Lecture 19 - Private Label Brands

Lecture 20 - Types of Private Label Brands and Introduction to Multi and Omni-Channel Retail

Lecture 21 - Introduction to Multi and Omni-Channel Retail

Lecture 22 - Introduction to Multi and Omni-Channel Retail (Continued...)

Lecture 23 - Introduction to Multi and Omni-Channel Retail (Continued...)

Lecture 24 - Formulating a Successful Retail Strategy

Lecture 25 - Formulating a Successful Retail Strategy

Lecture 26 - Formulating a Successful Retail Strategy (Continued...)

Lecture 27 - Formulating a Successful Retail Strategy (Continued...)

Lecture 28 - Formulating a Successful Retail Strategy (Continued...)

Lecture 29 - Formulating a Successful Retail Strategy (Continued...)

Lecture 30 - Formulating a Successful Retail Strategy (Continued...)

Lecture 31 - Location Decisions

[Lecture 32 - Location Decisions](#)

[Lecture 33 - Pricing Decisions](#)

[Lecture 34 - Merchandise Management and Planning](#)

[Lecture 35 - Merchandise Management and Planning \(Continued...\)](#)

[Lecture 36 - Role of HRM in Retailing](#)

[Lecture 37 - Role of HRM in Retailing \(Continued...\)](#)

[Lecture 38 - Motivating Employees](#)

[Lecture 39 - Showrooming and Webrooming](#)

[Lecture 40 - Showrooming and Webrooming](#)

[Lecture 41 - Virtual Reality, Augmented Reality and Artificial Intelligence in Retailing](#)

- Lecture 1 - Introduction to Business to Business Marketing
- Lecture 2 - Classification of Products and Customers in B2B
- Lecture 3 - B2B vs B2C Marketing - 1
- Lecture 4 - B2B vs B2C Marketing - 2
- Lecture 5 - Some Important Concepts and Case Study
- Lecture 6 - Value Chain Analysis, Core Competence and Outsourcing
- Lecture 7 - Introduction to Organisational Buying Behaviour
- Lecture 8 - Howard's Seth Model
- Lecture 9 - Seth's Model
- Lecture 10 - Webster and Wind Model, Buying Center and Buygrid Framework
- Lecture 11 - Purchasing function Goals and Kraljic's Model
- Lecture 12 - Purchasing Cycle and Procurement Development Process
- Lecture 13 - Strategic Sourcing and Case Study
- Lecture 14 - E-Procurement and Supplier Assessment
- Lecture 15 - B2B Marketing Strategy Formulation
- Lecture 16 - B2B Marketing Strategy Formulation and Balance Scorecard
- Lecture 17 - Balance Scorecard, Strategy Maps and Case Study
- Lecture 18 - Managing Products in B2B Markets: PLC Approach
- Lecture 19 - Managing Products in B2B Markets: TA Life Cycle Approach
- Lecture 20 - Managing Services in B2B Markets
- Lecture 21 - Introduction to STP
- Lecture 22 - Segmentation in B2B Markets
- Lecture 23 - Bonama and Shapiro's Nested Approach and Targeting in B2B
- Lecture 24 - Target Market Strategies
- Lecture 25 - Positioning in B2B Markets
- Lecture 26 - B2B Positioning Strategies
- Lecture 27 - Business Market Communication: Personal Selling
- Lecture 28 - Business Market Communication: Sales Force Management
- Lecture 29 - Business Market Communication: Advertising
- Lecture 30 - Business Market Communication: Social Media, Trade shows and more
- Lecture 31 - Business Market Communication: Promotional Budgeting

- Lecture 32 - Demand Forecasting in B2B Markets: Introduction
- Lecture 33 - Demand Forecasting in B2B Markets: Qualitative Methods
- Lecture 34 - Demand Forecasting in B2B Markets: Quantitative Methods - 1
- Lecture 35 - Demand Forecasting in B2B Markets: Quantitative Methods - 2
- Lecture 36 - B2B Product Management: New Product Development
- Lecture 37 - B2B Product Management: Identifying New Products
- Lecture 38 - B2B Product Management: Customer Value, Product Launch and more
- Lecture 39 - B2B Product Management: Branding
- Lecture 40 - B2B Pricing: Introduction
- Lecture 41 - B2B Pricing: Price Setting Process - 1
- Lecture 42 - B2B Pricing: Price Setting Process - 2
- Lecture 43 - B2B Pricing: Pricing Methods
- Lecture 44 - B2B Pricing: Geographical and Value Based Pricing
- Lecture 45 - B2B Pricing: Competitive Bidding
- Lecture 46 - Introduction to Relationship Management in B2B Markets
- Lecture 47 - Types of Relationships in B2B Markets and Customer Profitability
- Lecture 48 - Customer Relationship Management
- Lecture 49 - Customer Lifetime Value
- Lecture 50 - B2B Marketing Research: Introduction
- Lecture 51 - B2B Marketing Research: Research Methods
- Lecture 52 - Business Marketing Channels: Introduction and its Types
- Lecture 53 - Business Marketing Channels: Types of Participants
- Lecture 54 - Business Marketing Channels: E-Commerce
- Lecture 55 - Supply Chain Management and its Drivers
- Lecture 56 - Approaches to SCM and Logistics Management
- Lecture 57 - Strategic Business Units (SBU) and BCG Matrix
- Lecture 58 - GE Matrix and McKinsey 7S Framework
- Lecture 59 - Marketing Techniques Implementation and Control
- Lecture 60 - A Comprehensive Case Study

- Lecture 1 - Introduction to Organization Design
- Lecture 2 - Evolution of Organization Theory and Design
- Lecture 3 - Approaches to Design Based on Different Models
- Lecture 4 - Role of Strategy in Organization Design
- Lecture 5 - A Framework for Selecting Strategy and Design
- Lecture 6 - Assessing Organizational Effectiveness - 1
- Lecture 7 - Assessing Organizational Effectiveness - 2
- Lecture 8 - Understanding Organizational Structure
- Lecture 9 - Dimension of Organization Structure - 1
- Lecture 10 - Dimension of Organization Structure - 2
- Lecture 11 - Dimension of Organization Structure - 3
- Lecture 12 - Interorganizational Relationship - 1
- Lecture 13 - Interorganizational Relationship - 2
- Lecture 14 - The Impact of External Environment
- Lecture 15 - Framework for Response to Environmental Change
- Lecture 16 - Organization Resilience and Adaptability
- Lecture 17 - Introduction to Organization Decision-making
- Lecture 18 - Models of Organizational decision-making
- Lecture 19 - Contingency Decision-Making Framework
- Lecture 20 - Role of IT in decision making
- Lecture 21 - Strategic Role of Change
- Lecture 22 - Model of Change Management
- Lecture 23 - Managing Technology Change
- Lecture 24 - Leading in VUCA World
- Lecture 25 - Enhancing Organizational Readiness for Change
- Lecture 26 - Designing Organizations for Competitive Success
- Lecture 27 - Understanding and Developing Organization culture
- Lecture 28 - Managing Culture by Design
- Lecture 29 - Learning Organization
- Lecture 30 - Ethical values and Social Responsibility
- Lecture 31 - Organizational Design Challenges

- Lecture 32 - Interdepartmental Conflict in Organization
- Lecture 33 - Power and Organization
- Lecture 34 - Political Processes in an organization
- Lecture 35 - Communications Structure of Organization
- Lecture 36 - Leadership in Organization Design
- Lecture 37 - The strategic value of Information Technology
- Lecture 38 - E-business Organization Design
- Lecture 39 - Workplace Technology and Design - 1
- Lecture 40 - Workplace Technology and Design - 2
- Lecture 41 - Innovation Management and its Principles
- Lecture 42 - Models of Organizational Innovation
- Lecture 43 - Innovation for Impact
- Lecture 44 - Design Thinking for Innovation - 1
- Lecture 45 - Design Thinking for Innovation - 2
- Lecture 46 - Growth and Organization Life cycle
- Lecture 47 - Organization Size and Complexity of Organization
- Lecture 48 - Organization Bureaucracy and Control
- Lecture 49 - Organization Development and Tools - 1
- Lecture 50 - Organization Development and Tools - 2
- Lecture 51 - Understanding Global Organizational Design
- Lecture 52 - Designing Structure to Fit Global Strategy
- Lecture 53 - Building Global Capabilities
- Lecture 54 - Sustainable Organization Design
- Lecture 55 - Job Crafting
- Lecture 56 - Workplace Design for Well-being
- Lecture 57 - Organization Building in Context of Employee Engagement
- Lecture 58 - The Experience-Centric Organization
- Lecture 59 - The Wheel of Experience Centricity
- Lecture 60 - Designing Organization for Meaningful Experiences

Lecture 1 - Introduction to Strategic Management

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

Lecture 17 - Case Analysis

Lecture 18 - Key Financial Ratios

Lecture 19 - Case Analysis - 2 and SFAS Matrix

Lecture 20 - Business Strategy

Lecture 21 - Corporate Strategy - 1

Lecture 22 - Corporate Strategy - 2

Lecture 23 - Corporate Strategy - 3 and Functional Strategy

Lecture 24 - Functional Strategy - 1

Lecture 25 - Functional Strategy - 2

Lecture 26 - Functional Strategy - 3 and Strategic Choice

Lecture 27 - Strategy Implementation - 1

Lecture 28 - Strategy Implementation - 2

Lecture 29 - Evaluation and Control

Lecture 30 - Strategic Information Systems - 1

Lecture 31 - Strategic Information Systems - 2

[Lecture 32 - Other Strategic Issues - 1](#)

[Lecture 33 - Other Strategic Issues - 2](#)

[Lecture 34 - Small and Medium Enterprises](#)

[Lecture 35 - Non- Profit Organizations](#)

[Lecture 36 - Summary - 1](#)

[Lecture 37 - Summary - 2](#)

NPTEL : Global Supply Chain Management (Management)

Co-ordinators : Prof. N. Viswanadham

Lecture 1 - Introduction to Global Supply Chain Networks Part - 1

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

[Lecture 32 - Food supply chain in India](#)

[Lecture 33 - Food supply chain ecosystem - Grip frame work](#)

[Lecture 34 - Food Security in India](#)

[Lecture 35 - Smart Villages and Cities - Part-1](#)

[Lecture 36 - Smart Villages and Cities - Part-2](#)

[Lecture 37 - Overview of the Course](#)

[Lecture 38 - How to use the Video lectures](#)

Lecture 1 - Evolution of Marketing

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

Lecture 29 - Marketing Expense Analysis

Lecture 30 - Toyota Strategy

Lecture 31 - Cafe Coffee Day(CCD)

[Lecture 32 - CCD \(Continued...\)](#)

[Lecture 33 - I flex \(OFSS\)](#)

[Lecture 34 - OFSS](#)

[Lecture 35 - Oilseeds Growers Cooperative Society \(OGCS\)](#)

[Lecture 36 - OGCS](#)

- 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
- Lecture 27 - Display Matrices
- Lecture 28 - National Diamond
- Lecture 29 - Functional Strategy
- Lecture 30 - Strategic Choice
- Lecture 31 - Stage I, II, III, IV organizations

[Lecture 32 - Risk, Corporate Diversification](#)

[Lecture 33 - Mergers and Acquisitions](#)

[Lecture 34 - Model for Evaluation](#)

[Lecture 35 - Rewards](#)

[Lecture 36 - Technology Road Map](#)

[Lecture 37 - IT and Strategy, R&D Strategy](#)

[Lecture 38 - Summary](#)