

**NPTEL : Managerial Accounting (Management)**

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

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

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# DIGIMAT - The No.1 Learning Management 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 59 - Can silence be strategic?
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- Lecture 1 - Background, IR in the post-independence period, functions of IR
- Lecture 2 - Approaches towards IR, models of IR
- Lecture 3 - Introduction to trade unions, labour legislations, worker's participation
- Lecture 4 - Employers' Federation and their role in IR
- Lecture 5 - Salient features of IR in India
- Lecture 6 - Birth and evolution of the trade union movement in India
- Lecture 7 - Objectives, Theories, Bases of TUs
- Lecture 8 - TU federations, Presence of local TUs, Reasons for growth, Compulsory Unionism
- Lecture 9 - Trade Unions Act 1926: Aim, scope, registration, Rights and Responsibilities of TUs
- Lecture 10 - Size and Finance of TUs, TU rivalry and recognition
- Lecture 11 - Industrial Disputes: Meaning, Causes, Interests and Right Disputes
- Lecture 12 - Strikes ,Forms, and Effects of Strike
- Lecture 13 - Industrial Dispute Act 1947: Disputes Settlement Machineries
- Lecture 14 - Statutory and Non-Statutory measures of Settlement
- Lecture 15 - Collective Bargaining : Importance, Theories, Hurdles to CB in India
- Lecture 16 - Introduction, objectives, classifications
- Lecture 17 - Intra mural labour welfare services
- Lecture 18 - Extra mural labour welfare services
- Lecture 19 - Evolution of social security measures, Mention of welfare provisions of few labour laws
- Lecture 20 - Social Security, Convention (No.102) ILO
- Lecture 21 - Social security legislations: Evolution and Growth
- Lecture 22 - Provision for old age and against unemployment and Gratuity, existing social security laws
- Lecture 23 - Issues in Labour Welfare and Social Security, Review of welfare amenities
- Lecture 24 - Role of Welfare officer, problems in enforcement of welfare amenities
- Lecture 25 - Employees Compensation Act 1923: Occupational diseases, Compensation
- Lecture 26 - Right to compensation in presence of Employees' State Insurance Act
- Lecture 27 - Evolution of Provident Fund legislation in India, Central Government Health Scheme, 1954
- Lecture 28 - Employees Provident Fund and Miscellaneous Provisions Act, 1952: scope, definitions
- Lecture 29 - Employees' Provident Fund, Deposit Linked Insurance Schemes
- Lecture 30 - Employee Pension Scheme 1995, Miscellaneous Provisions
- Lecture 31 - Payment of Gratuity Act 1972: Enactment, Scope and Coverage

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Lecture 32 - Payment of Gratuity Act 1972: Main Provisions, Compulsory Insurance, Other Provisions

Lecture 33 - Maternity Benefit Act 1961: Growth, Definitions, Main Provisions, and Other Provisions

Lecture 34 - Child labour (Prohibition& Regulation)Act,1986: Objectives

Lecture 35 - Prohibition of Employment and Regulation of Conditions of children in certain occupations

Lecture 36 - Central Board of Workers' Education Scheme : Rational, Schemes, Composition of Board

Lecture 37 - Five Year Plans and Workers' Education

Lecture 38 - Factories Act 1948: definitions, authorities

Lecture 39 - Health, safety, provisions relating to hazardous processes

Lecture 40 - Welfare, working hours of adults

Lecture 41 - Employment of young persons, annual leave with wages and Penalties and procedure,other provisions

Lecture 42 - Payment of Wages Act, 1936: Objective, Scope

Lecture 43 - Wage legalities, Authorized deductions, miscellaneous provisions

Lecture 44 - Minimum Wages Act 1948: Scope, Fixation of minimum wages

Lecture 45 - Procedure for fixing minimum wages, mode of payment, miscellaneous provisions

Lecture 46 - Equal Remuneration Act 1976: Scope, definations, provisions

Lecture 47 - Workers' Participation in Management

Lecture 48 - Degree and Forms of Labour Participation

Lecture 49 - Workers Committee, Joint management Councils

Lecture 50 - Employee's Participation in PSUs Participation in Private sector

Lecture 51 - The participation of workers in Management Bill 1990

Lecture 52 - Labour Welfare and Industrial Relations: Case Laws

Lecture 53 - Introduction, Labour reforms undertaken

Lecture 54 - Code on Wages 2019

Lecture 55 - Occupational Safety, Health and Working Conditions Code, 2020

Lecture 56 - Industrial Relations Code, 2020

Lecture 57 - Code on Social Security, 2020

Lecture 58 - Labour Welfare and Industrial Relations: A Bird's Eye View

Lecture 1 - Deploying AI in HR Practices

Lecture 2 - Introduction to AI Tools

Lecture 3 - Leveraging AI for Diversity Management

Lecture 4 - Decision Making

Lecture 5 - Adopting AI in Administrative task automation, Recruitment, and Talent acquisition

Lecture 6 - HR Metrics

Lecture 7 - Role of AI in Performance Management

Lecture 8 - Application of AI in Onboarding

Lecture 9 - Using AI in Person-Job Fit

Lecture 10 - HR Analytics

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Lecture 12 - HR Administration application

Lecture 13 - SMART HRM

Lecture 14 - Using AI For Employee Retention

Lecture 15 - Using AI for Performance Appraisal

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Lecture 17 - Using AI in Workforce Planning

Lecture 18 - Ethical Concerns in Using AI in Various Functions of HRM

Lecture 19 - AI-Augmented HRM

Lecture 20 - Learning and Development Programmes

Lecture 21 - Disruptive Innovation in HRM: Future of HRM

Lecture 22 - HRM in the Era of Generative AI

Lecture 23 - Building Organizational Capabilities through AI-Driven HRM

Lecture 24 - Metaverse in HRM

Lecture 25 - Challenges of AI Adoption in HRM

Lecture 26 - HRM Digitalization Success and Future Opportunities

Lecture 27 - AI in Career Succession Planning of Employees

Lecture 28 - AI in Sustaining Green HRM

Lecture 29 - Emerging Trends of AI Based HRM

Lecture 30 - Benefits of Synergizing AI and HRM

Lecture 31 - AI in Compensation and Benefits

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Lecture 2 - Prisonersâ€™ Dilemma

Lecture 3 - Best Response and Nash Equilibrium

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Lecture 5 - Dominant Strategies

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Lecture 13 - Battle of Sexes

Lecture 14 - Battle of Sexes: Best Response Dynamic

Lecture 15 - Paying Taxes

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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

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Lecture 9 - Intangibility of Services

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Lecture 12 - Process Issues in Service

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Lecture 20 - Current Service Map to New Service Design.

Lecture 21 - Case Study on Service Excellence-1

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**NPTEL : NOC:Quantitative Finance (Management)**

**Co-ordinators : Dr. Raghu Nandan Sengupta**

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**NPTEL : NOC:Marketing Management-II (Management)**

**Co-ordinators : Prof. Jayanta Chatterjee, Dr. Shashi Shekhar Mishra**

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Lecture 13 - Introduction to Brand, Branding and Brand Equity

Lecture 14 - Strategic Brand Management Process

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Lecture 17 - Secondary Associations of a Brand and Advantages of Brand

Lecture 18 - Measuring Brand Equity and other Brand Related Constructs

Lecture 19 - Global Dimensions of Brands

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Lecture 27 - Determining the Demand and Cost Estimation

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

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

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

Lecture 15 - Requirement Analysis

Lecture 16 - Requirement Analysis (Continued...)

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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 16 - The Operating Characteristic Curve
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- Lecture 19 - Sequential Sampling, Military Standard and Introduction to R
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- Lecture 21 - Basics of X bar and R chart
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- Lecture 24 - Patterns in Charts
- Lecture 25 - S chart and OC curve
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- Lecture 8 - STP continued
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- Lecture 11 - Creating Customer Value Proposition
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- Lecture 13 - Estimating Marketing and Sales Potential
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- Lecture 16 - Technology Adoption Life Cycle and Crossing the Chasm
- Lecture 17 - Managing New Products in Large Organizations
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**NPTEL : NOC:Total Quality Management-II (Management)**

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

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Lecture 2 - Introduction to Probability Theory

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

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

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Lecture 20 - Decision Trees

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- Lecture 7 - Modeling with continuous variable - Part 1
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- Lecture 9 - Value Engineering Green Plan: Introduction
- Lecture 10 - Value Engineering Green Plan: Methodology - Part 1
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Lecture 2 - Help, Documentation, Examples, Packages and Libraries

Lecture 3 - Command Line and Data Editor

Lecture 4 - Introduction to R Studio

Lecture 5 - R as a Calculator

Lecture 6 - Calculation with Data Vectors and Built-in Function

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Lecture 8 - Matrix Operations

Lecture 9 - Univariate Data-Central Tendency and Variability

Lecture 10 - Bivariate Data

Lecture 11 - Missing Data Handling

Lecture 12 - Measuring Central Tendency with Missing Data

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Lecture 17 - Pie Diagram, Histogram and Multiple Histogram

Lecture 18 - Scatter Plots, Smooth Scatter Plots and Matrix Plots

Lecture 19 - Three Dimensional Plots, Star Plots and Chernoff Faces

Lecture 20 - Continuous and Discrete

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Lecture 25 - Bivariate Normal and Multivariate Normal Distributions in R

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Lecture 30 - Test and Confidence Interval for Mean in One Sample with Known Variance in Univariate Data

- Lecture 31 - Test and Confidence Interval for Mean in One Sample with Unknown Variance in Univariate Data
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- Lecture 39 - Model Fitting with R Software
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- Lecture 41 - Analysis of Variance and Implementation in R Software
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- Lecture 53 - Principle Component and Its Graphical Analysis in R
- Lecture 54 - Canonical Variables and Concepts
- Lecture 55 - Statistical Analysis of Canonical Variables
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# DIGIMAT - The No.1 Learning Management Platform for Creative Learning

**NPTEL : NOC:Business Marketing - Technology Focus (Management)**

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

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Lecture 2 - Tech Marketing

Lecture 3 - Technology life cycle, networks and platforms

Lecture 4 - Organization Markets and Competition

Lecture 5 - Organization Buying decisions

Lecture 6 - Researching Business Markets

Lecture 7 - Design and Tech Market

Lecture 8 - Customer Driven Innovation, New Product Management

Lecture 9 - Market Segments - Technology Focus

Lecture 10 - PLC and TALC

Lecture 11 - Crossing the Chasm

Lecture 12 - B2B Brands - 1

Lecture 13 - B2B Brands - 2

Lecture 14 - B2B Pricing Basics

Lecture 15 - Critical Underpinning Concepts

Lecture 16 - Pricing (Continued...)

Lecture 17 - Pricing Summary

Lecture 18 - B2B Sales

Lecture 19 - Supply Chain

Lecture 20 - Marketing Communication

Lecture 21 - Digital Marketing

Lecture 22 - Digital Relationship Management

Lecture 23 - E-Marketing Tools

Lecture 24 - E-Market Place

Lecture 25 - B2B E-Commerce

Lecture 26 - Electronic Auction

Lecture 27 - E-Procurement

Lecture 28 - Marketing as Strategy - I

Lecture 29 - Marketing as Strategy - II

Lecture 30 - LIVE Session (JCB, TATA Steel, THERMAX)

Lecture 31 - Marketing Orientation

[Lecture 32 - Marketing - R&D interaction](#)

[Lecture 33 - Marketing Metrics](#)

[Lecture 34 - Sample Question and Answers](#)



Lecture 1 - Fundamentals of R

Lecture 2 - Data cleaning

Lecture 3 - Data Visualization - Part 1

Lecture 4 - Data Visualization - Part 2

Lecture 5 - Introduction to Probability Theory

Lecture 6 - Conditional Probabilities and Bayes Theorem

Lecture 7 - Random Variables and Probability Distributions

Lecture 8 - Binomial Distribution

Lecture 9 - Continuous Random Variables and Normal Distribution

Lecture 10 - Descriptive Analytics: Measures of Central Tendency

Lecture 11 - Descriptive Analytics: Measures of Variability and Shape

Lecture 12 - Statistical Inference: Sampling

Lecture 13 - Statistical Inference: Central Limit Theorem and Confidence Intervals

Lecture 14 - Statistical Inference: Hypothesis testing

Lecture 15 - Introduction to R

Lecture 16 - Inferential statistics: R Implementation

Lecture 17 - Statistical Inference: Sampling

Lecture 18 - Hypothesis Testing: R Implementation

Lecture 19 - Regression Modelling - Part 1

Lecture 20 - Regression Modelling - Part 2

Lecture 21 - Regression Algorithm: Application - Part 1

Lecture 22 - Regression Algorithm: Application - Part 2

Lecture 23 - Classification Algorithms: Logit/Probit Regression - Part 1

Lecture 24 - Classification Algorithms: Logit/Probit Regression - Part 2

Lecture 25 - Classification Algorithms: Application - Part 1

Lecture 26 - Classification Algorithms: Application - Part 2

Lecture 27 - Advanced Data Visualization - Part 1

Lecture 28 - Advanced Data Visualization - Part 2

Lecture 29 - Introduction to Panel Data Modelling

Lecture 30 - Panel data application and implementation with R

Lecture 31 - Advanced Time-Series Models

[Lecture 32 - Introduction to ARMA process](#)

[Lecture 33 - Forecasting with ARMA models](#)

[Lecture 34 - Non-stationarity, Cointegration, and Error correction Models](#)

[Lecture 35 - Return and Volatility Modelling and Forecasting](#)

[Lecture 36 - Maximum Likelihood Estimation \(MLE\)](#)

[Lecture 37 - Quantile Regression - Part A](#)

[Lecture 38 - Quantile Regression - Part B](#)

[Lecture 39 - Solar Panel Marketing Case Study](#)

[Lecture 40 - PCA and Clustering - Part 1](#)

[Lecture 41 - PCA and clustering - Part 2](#)

[Lecture 42 - Tutorial - HR Analytics - Part 1](#)

[Lecture 43 - Tutorial - HR Analytics - Part 2](#)

[Lecture 44 - Application of Logistic Regression - Part 1](#)

[Lecture 45 - Application of logistic regression - Part 2](#)

- Lecture 1 - Introduction to Teaching Assistants (TA)
- Lecture 2 - Introduction to R
- Lecture 3 - Data Cleaning with R
- Lecture 4 - Data Visualization
- Lecture 5 - Data Visualization with GGLOT
- Lecture 6 - Regression Modelling - Part 1
- Lecture 7 - Regression Modelling - Part 2
- Lecture 8 - Regression Algorithm : Application - Part 1
- Lecture 9 - Regression Algorithm : Application - Part 2
- Lecture 10 - Introduction to Market Microstructure
- Lecture 11 - Introduction to Risk and Return
- Lecture 12 - Portfolio Theory and Asset Pricing Models
- Lecture 13 - Introduction to Portfolio Construction
- Lecture 14 - Advanced Portfolio Optimization - Part 1
- Lecture 15 - Advanced Portfolio Optimization - Part 2
- Lecture 16 - Portfolio Construction with R - Part 1
- Lecture 17 - Portfolio Construction with R - Part 2
- Lecture 18 - Portfolio Construction with R - Part 3
- Lecture 19 - Tutorial on Data Visualization
- Lecture 20 - Tutorial on Portfolio Construction with Advanced Financial Market Instruments - Part 1
- Lecture 21 - Tutorial on Portfolio Construction with Advanced Financial Market Instruments - Part 2
- Lecture 22 - Introduction to Univariate Models - Part 1
- Lecture 23 - Introduction to Univariate Models - Part 2
- Lecture 24 - Introduction to ARMA Process
- Lecture 25 - Non-Stationarity, Cointegration, and Error Correction Models - Part 1
- Lecture 26 - Non-Stationarity, Cointegration, and Error Correction Models - Part 2
- Lecture 27 - Volatility Modelling
- Lecture 28 - Tail Risk Measurement: VaR and CVaR (or ES) models
- Lecture 29 - Advanced Financial Markets Instruments: Return and Volatility Modelling and Forecasting
- Lecture 30 - Classification Algorithms: Logit/Probit Regression - Part 1
- Lecture 31 - Classification Algorithms: Logit/Probit Regression - Part 2

[Lecture 32 - Classification Algorithms: Application - Part 1](#)

[Lecture 33 - Classification Algorithms: Application - Part 2](#)

[Lecture 34 - Introduction to Panel Data Modelling](#)

[Lecture 35 - Panel Data Application and Implementation with R](#)

[Lecture 36 - Maximum Likelihood Estimation \(MLE\)](#)

[Lecture 37 - Quantile Regression - Part 1](#)

[Lecture 38 - Quantile Regression - Part 2](#)

[Lecture 39 - Quantile Regression: Income Expenditure Case Study](#)

[Lecture 40 - Trend Determining Techniques](#)

[Lecture 41 - Moving Average Indicators](#)

[Lecture 42 - Momentum Indicators - Part 1](#)

[Lecture 43 - Momentum Indicators - Part 2](#)

[Lecture 44 - R Application for Technical Analysis and Algorithmic Trading - Part 1](#)

[Lecture 45 - R Application for Technical Analysis and Algorithmic Trading - Part 2](#)

[Lecture 46 - Valuation of Fixed Income Securities](#)

[Lecture 47 - Valuation of Common Stocks](#)

[Lecture 48 - Cost of Capital](#)

[Lecture 49 - Yield to Maturity and Theories of Term Structure of Interest Rates - Part 1](#)

[Lecture 50 - Yield to Maturity and Theories of Term Structure of Interest Rates - Part 2](#)

[Lecture 51 - Duration and Convexity](#)

**NPTEL : Econometric Modelling (Management)**

**Co-ordinators : Dr. Rudra P. Pradhan**

- Lecture 1 - Introduction to Econometric Modelling
- Lecture 2 - Structure of Econometric Modelling
- Lecture 3 - Univariate Econometric Modelling
- Lecture 4 - Bivariate Econometric Modelling
- Lecture 5 - Bivariate Econometric Modelling (Continued...)
- Lecture 6 - Probability
- Lecture 7 - Bivariate Econometric Modelling
- Lecture 8 - Bivariate Econometric Modelling (Continued...)
- Lecture 9 - Reliability BEM
- Lecture 10 - Reliability BEM (Continued...1)
- Lecture 11 - Reliability BEM (Continued...2)
- 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
- Lecture 23 - Autocorrelation Problem (Continued...)
- Lecture 24 - Heteroscedasticity Problem
- Lecture 25 - Heteroscedasticity Problem (Continued...)
- Lecture 26 - Dummy Modelling
- Lecture 27 - Dummy Modelling (Continued...)
- Lecture 28 - LOGIT and PROBIT Model
- Lecture 29 - LOGIT and PROBIT Model (Continued...)
- Lecture 30 - Panel Data Modelling
- Lecture 31 - Panel Data Modelling (Continued...)

[Lecture 32 - Simultaneous Equation Modelling](#)

[Lecture 33 - Simultaneous Equation Modelling \(Continued...\)](#)

[Lecture 34 - Structural Equation Modelling](#)

[Lecture 35 - Structural Equation Modelling \(Continued...\)](#)

[Lecture 36 - Time Series Modelling](#)

[Lecture 37 - Time Series Modelling \(Continued...\)](#)

[Lecture 38 - Unit Root](#)

[Lecture 39 - Cointegration](#)

[Lecture 40 - Concluding Remarks](#)

**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

[Lecture 32 - Decision Making \(Continued...\)](#)

[Lecture 33 - Leadership](#)

[Lecture 34 - Leadership \(Continued...\)](#)

[Lecture 35 - Leadership \(Continued...\)](#)

[Lecture 36 - Organizational structure and Design](#)

[Lecture 37 - Organizational structure and Design \(Continued...\)](#)

[Lecture 38 - Organizational structure and Design \(Continued...\)](#)

[Lecture 39 - Change and Innovation](#)

[Lecture 40 - Change and Innovation \(Continued...\)](#)

[Lecture 41 - Organizational behaviour across cultures](#)



**NPTEL : Security Analysis and Portfolio Management (Management)**

**Co-ordinators : Dr. Jitendra Mahakud, Dr. Chandra Sekhar Mishra**

- Lecture 1 - Introduction to Investment Management
- Lecture 2 - Markets for Investment
- Lecture 3 - Risk and Return
- Lecture 4 - Risk and Return (Continued...)
- 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
- Lecture 25 - Arbitrage Pricing Theory
- 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

[Lecture 32 - Bond Pricing and Yield](#)

[Lecture 33 - Interest Rate: Determination & Structure](#)

[Lecture 34 - Bond Price Volatility](#)

[Lecture 35 - Bond Portfolio Management Strategies - I](#)

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

[Lecture 37 - Derivatives - I](#)

[Lecture 38 - Derivatives - II](#)

[Lecture 39 - Portfolio Performance Evaluation - I](#)

[Lecture 40 - Portfolio Performance Evaluation - II](#)

**NPTEL : Six Sigma (Management)**

**Co-ordinators : Prof. Tapan P. Bagchi**

Lecture 1 - Concepts in Quality Management - I

Lecture 2 - Concepts in Quality Management - II

Lecture 3 - Concepts in Quality Management - III

Lecture 4 - Initiating Six Sigma

Lecture 5 - Review of Probability and Statistics - I

Lecture 6 - Review of Probability and Statistics - II

Lecture 7 - Review of Probability and Statistics - III

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

Lecture 13 - Competing Through Service Quality

Lecture 14 - Introduction to Project Management

Lecture 15 - Project Life Cycle

Lecture 16 - Critical Path Method

Lecture 17 - Measurement System Analysis

Lecture 18 - Acceptance Sampling

Lecture 19 - Design of Sampling Plans

Lecture 20 - MIL-STD-105E Sampling Plan

Lecture 21 - Introduction to SPC

Lecture 22 - Control Chart Examples

Lecture 23 - Control Charts by Excel

Lecture 24 - Process Capability

Lecture 25 - Quality Function Deployment

Lecture 26 - Design of Experiments - Overview

Lecture 27 - Planning for DOE

Lecture 28 - Factor Effect Calculations

Lecture 29 - ANOVA in DOE

Lecture 30 - Benchmarking in Six Sigma

Lecture 31 - How to Benchmark

[Lecture 32 - Six Sigma in Supply Chains](#)

[Lecture 33 - Taguchi Methods](#)

[Lecture 34 - Robust Design](#)

[Lecture 35 - The Journey to Six Sigma](#)

[Lecture 36 - A Case Study of Defect Reduction](#)

[Lecture 37 - DFM & Reliability](#)

[Lecture 38 - Failure Modes & Effects Analysis \(FMEA\)](#)

[Lecture 39 - Implementing Six Sigma](#)

[Lecture 40 - Getting Results From Six Sigma](#)

Lecture 1 - Introduction

Lecture 2 - Definitions & Concepts

Lecture 3 - Communicative Competence - I

Lecture 4 - Communicative Competence - II

Lecture 5 - Communicative Competence - III

Lecture 6 - Intercultural Communication - I

Lecture 7 - Intercultural Communication - II

Lecture 8 - Intercultural Communication - III

Lecture 9 - Intercultural Communication - Thought and Speech

Lecture 10 - Intercultural Communication - Thought and Speech (Continued...)

Lecture 11 - Intercultural Communication: Translation as Problematic Discourse

Lecture 12 - Nonverbal Communication

Lecture 13 - Barriers to Communication

Lecture 14 - Barriers to Communication (Continued...)

Lecture 15 - Barriers to Communication (Continued...) & Listening

Lecture 16 - Listening (Continued...)

Lecture 17 - Communication Rules

Lecture 18 - Communication Style

Lecture 19 - Interpersonal Communication

Lecture 20 - Interpersonal Communication (Continued...)

Lecture 21 - Relational Communication

Lecture 22 - Relational Communication (Continued...)

Lecture 23 - Organizational Communication

Lecture 24 - Organizational Communication (Continued...)

Lecture 25 - Collaboration

Lecture 26 - Communication in Groups and Teams

Lecture 27 - Communication in Groups and Teams (Continued...1)

Lecture 28 - Communication in Groups and Teams (Continued...2)

Lecture 29 - Persuasive Communication

Lecture 30 - Persuasive Communication (Continued...)

Lecture 31 - Negotiation and Conflict Management

[Lecture 32 - Negotiation and Conflict Management \(Continued...\)](#)

[Lecture 33 - Leadership](#)

[Lecture 34 - Written Communication in International Business](#)

[Lecture 35 - Role of Technology in international Business Communication](#)

[Lecture 36 - Moving to Another Culture](#)

[Lecture 37 - Re-entry](#)

[Lecture 38 - Crisis Communication](#)

[Lecture 39 - Ethics in Business Communication](#)

[Lecture 40 - Conclusion](#)

**NPTEL : Consumer Behaviour (Management)**

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

[Lecture 1 - Introduction to the Study of Consumer Behaviour](#)

[Lecture 2 - Introduction to the Study of Consumer Behaviour \(Continued...\)](#)

[Lecture 3 - Market Research and Consumer Behaviour](#)

[Lecture 4 - Market Research and Consumer Behaviour \(Continued...\)](#)

[Lecture 5 - Market Segmentation and Positioning](#)

[Lecture 6 - Market Segmentation and Positioning \(Continued...\)](#)

[Lecture 7 - The Consumer Decision Making Process](#)

[Lecture 8 - The Consumer Decision Making Process \(Continued...\)](#)

[Lecture 9 - Models of Consumers and Models of Consumer Behaviour](#)

[Lecture 10 - Models of Consumers and Models of Consumer Behaviour \(Continued...\)](#)

[Lecture 11 - Models of Consumers and Models of Consumer Behaviour \(Continued...\)](#)

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

[Lecture 13 - Consumer Needs and Motivation, Emotions and Mood, Consumer Involvement](#)

[Lecture 14 - Consumer Needs and Motivation, Emotions and Mood, Consumer Involvement \(Continued...\)](#)

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

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

[Lecture 17 - Consumer Needs and Motivation, Emotions and Mood, Consumer Involvement \(Continued...\)](#)

[Lecture 18 - Consumer Learning](#)

[Lecture 19 - Consumer Learning \(Continued...\)](#)

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

[Lecture 21 - Consumer Learning \(Continued...\)](#)

[Lecture 22 - Personality, Self Concept and Self Image](#)

[Lecture 23 - Personality, Self Concept and Self Image \(Continued...\)](#)

[Lecture 24 - Consumer Perception, Risk and Imagery](#)

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

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

[Lecture 27 - Consumer Attitudes](#)

[Lecture 28 - Consumer Attitudes \(Continued...\)](#)

[Lecture 29 - Consumer Attitudes \(Continued...\)](#)

[Lecture 30 - Consumer Communication](#)

[Lecture 31 - Consumer Communication \(Continued...\)](#)

[Lecture 32 - Consumer Groups and Reference Groups](#)

[Lecture 33 - Family and Family Life Cycle](#)

[Lecture 34 - Social Class and Mobility, Lifestyle Analysis](#)

[Lecture 35 - Culture, Sub-Culture and Cross-Culture](#)

[Lecture 36 - Culture, Sub-Culture and Cross-Culture \(Continued...\)](#)

[Lecture 37 - Interpersonal Communication and Influence](#)

[Lecture 38 - Opinion Leadership](#)

[Lecture 39 - Diffusion of Innovation](#)

[Lecture 40 - Diffusion of Innovation \(Continued...\)](#)



**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

[Lecture 32 - International Bond Market](#)

[Lecture 33 - India's Foreign Trade - Direction and Composition](#)

[Lecture 34 - Financial Stability](#)

[Lecture 35 - Test-1](#)

[Lecture 36 - Money and Forex Market Interaction : Indian Experience](#)

[Lecture 37 - Test-2](#)

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

[Lecture 39 - Test-3](#)

[Lecture 40 - Test-4](#)

**NPTEL : Applied Multivariate Statistical Modeling (Management)**

**Co-ordinators : Dr. J. Maiti**

- Lecture 1 - Introduction to multivariate statistical modeling
- Lecture 2 - Introduction to multivariate statistical modeling (Continued...)
- Lecture 3 - Univariate descriptive statistics
- Lecture 4 - Sampling distribution
- 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](#)

[Lecture 35 - Factor Analysis - Model Adequacy, rotation, factor scores & case study](#)

[Lecture 36 - Cluster Analysis](#)

[Lecture 37 - Cluster Analysis \(Continued...\)](#)

[Lecture 38 - Introduction to Structural Equation Modeling \(SEM\)](#)

[Lecture 39 - SEM - Measurement Model](#)

[Lecture 40 - SEM - Structural Model](#)

[Lecture 41 - Correspondence Analysis](#)

[Lecture 42 - Correspondence Analysis \(Continued...\)](#)

Lecture 1 - Introduction

Lecture 2 - Market Equilibrium : Demand and Supply

Lecture 3 - Elasticity of Demand

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

Lecture 22 - Comparison of Alternatives

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

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

Lecture 25 - Depreciation Accounting

Lecture 26 - Depreciation Accounting (Continued...)

Lecture 27 - Exercises

Lecture 28 - Evolution of Management Thoughts

Lecture 29 - Functions of Management

Lecture 30 - Functions of Management (Continued...)

Lecture 31 - Functions of Management (Continued...)

[Lecture 32 - Directing](#)

[Lecture 33 - Product Development](#)

[Lecture 34 - Forecasting Revisited](#)

[Lecture 35 - Forecasting Revisited \(Continued...\)](#)

[Lecture 36 - Forecasting Revisited \(Continued...\)](#)

[Lecture 37 - Capacity Planning](#)

[Lecture 38 - Capacity Planning \(Continued...\) and Plant Location](#)

[Lecture 39 - Product Service Strategies and Plant Layout](#)

[Lecture 40 - Plant Lauout \(Continued...\) and Production Planning and Control](#)

[Lecture 41 - Production Planning and Control \(Continued...\)](#)

[Lecture 42 - Inventory Management](#)

[Lecture 43 - Inventory Management \(Continued...\)](#)

[Lecture 44 - Supply Chain Management](#)

[Lecture 45 - Supply Chain Management \(Continued...\) and Marketing Management](#)

[Lecture 46 - Marketing Management \(Continued...\)](#)

[Lecture 47 - Forms of Ownership](#)

[Lecture 48 - Starting a New Company and Small - scale Industrial Undertakings](#)

[Lecture 49 - Capital Financing](#)

[Lecture 50 - Entrepreneurship - Final Words](#)

Lecture 1 - Introduction to HRM

Lecture 2 - Job Analysis and Design

Lecture 3 - Employee testing and selection

Lecture 4 - Performance appraisal

Lecture 5 - Performance evaluation and feedback

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

Lecture 13 - Benefits

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

Lecture 24 - Strategic HRM

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

Lecture 29 - Types of Score Cards

Lecture 30 - Discipline in Organizations

Lecture 31 - Dealing with Difficult Employees

Lecture 32 - Using HRM to Prevent the Need for Discipline



- Lecture 1 - Introduction to Commodity Derivatives and Risk Management
- Lecture 2 - Introduction to Commodity Derivatives and Risk Management (Continued...)
- Lecture 3 - Futures Contract Specifications
- 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
- Lecture 8 - Pricing and Valuations of Futures Contract (Continued...)
- Lecture 9 - Convenience Yield, Contango-Backwardation
- Lecture 10 - Commodity Basis Risk - Part I
- Lecture 11 - Commodity Basis Risk - Part II
- Lecture 12 - Minimum Variance Hedge Ratio - Part I
- Lecture 13 - Minimum Variance Hedge Ratio - Part II
- Lecture 14 - Commodity Indexes - Part I
- Lecture 15 - Commodity Indexes - Part II
- Lecture 16 - Agri-Commodity Price Risk Management - Part I
- Lecture 17 - Agri-Commodity Price Risk Management - Part II
- Lecture 18 - Seasonality in Agri-Commodity, Contango and Backwardation - Part I
- Lecture 19 - Seasonality in Agri-Commodity, Contango and Backwardation - Part II
- Lecture 20 - Commodity Prices Determination - Part I
- Lecture 21 - Commodity Prices Determination - Part II
- Lecture 22 - Crude Oil Derivatives - Part I
- Lecture 23 - Crude Oil Price Determination
- Lecture 24 - Spot-Futures Relationship in Crude Oil - Part I
- Lecture 25 - Spot-Futures Relationship in Crude Oil - Part II
- Lecture 26 - Hedging of Crude Oil and Refined Product Price Risk - Part I
- Lecture 27 - Hedging of Crude Oil and Refined Product Price Risk - Part II
- 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

[Lecture 32 - Spot Trading of Electricity in India - Part II](#)

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Lecture 19 - Communication for Behavioral Impact (COMBI) for Sustainable Development

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- Lecture 3 - Determinants of Demand
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- Lecture 18 - LR and SR Cost Curves
- Lecture 19 - Market Structures
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- Lecture 44 - Ethical issues and CSOs
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- Lecture 47 - Civil society, business and sustainability
- Lecture 48 - Government, regulation and business ethics
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Lecture 17 - Gender Violence- Within and Beyond (Continued...)

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Lecture 20 - Role of different agencies (Continued...)

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Lecture 3 - Why CSR?

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**NPTEL : NOC:Decision Modeling (Management)**

**Co-ordinators : Prof. Biswajit Mahanty**

Lecture 1 - Decision Analysis: Introduction (Repplace with the new one)

Lecture 2 - Payoff Matrix

Lecture 3 - Decision Making Under Risk

Lecture 4 - Value of Information

Lecture 5 - Probability Concepts

Lecture 6 - Bayes Theorem

Lecture 7 - Decision Tree

Lecture 8 - Decision Problem with Experimentation

Lecture 9 - Decision Problem with Experimentation (Continued...)

Lecture 10 - Decision Problem Example

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Lecture 12 - Poisson and Exponential Distribution

Lecture 13 - Birth and Death Process

Lecture 14 - M/M/1 Queing Model

Lecture 15 - Queuing Examples

Lecture 16 - Queuing Examples (Continued...)

Lecture 17 - M/D/1 and M/M/s Queuing Models

Lecture 18 - M/M/s and M/M/infinity Models

Lecture 19 - Finite Queue Space and Queuing Cost Models

Lecture 20 - Queuing Cost, Priority and Networking Models

Lecture 21 - Introduction to Simulation

Lecture 22 - Discrete-Event and Monte-Carlo Simulation

Lecture 23 - Pseudo random Numbers

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

**NPTEL : NOC:E-Business (Management)**

**Co-ordinators : Prof. Mamata Jenamani**

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Lecture 4 - Business Models on the web (Continued...)

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Lecture 6 - Inter and Intra Organizational Business Processes

Lecture 7 - Information system foundations

Lecture 8 - Types of business information system

Lecture 9 - Decision support for the management

Lecture 10 - Enterprise Resource planning

Lecture 11 - Connecting with stakeholders

Lecture 12 - E-procurement - Reengineering the traditional procurement process

Lecture 13 - E-procurement - New paradigms in the procurement process

Lecture 14 - E-procurement - e-procurement Implementation issues and risks

Lecture 15 - Customer relationship management

Lecture 16 - E-Marketing

Lecture 17 - E-Marketing (Continued...)

Lecture 18 - Supply Chain Management - I - The Information flow

Lecture 19 - Supply Chain Management - II - Tntegration

Lecture 20 - Supply Chain Management - III - Interoperability

Lecture 21 - Supply Chain Management - IV - Logistics and distribution

Lecture 22 - Supply Chain Management - V - E-Commerce supply chain

Lecture 23 - Components of E-Business Infrastructure

Lecture 24 - Internet and the Web

Lecture 25 - Networking resources

Lecture 26 - Hardware and software resources

Lecture 27 - Data resources

Lecture 28 - Security categories

Lecture 29 - Security terminologies

Lecture 30 - Digital signature

Lecture 31 - Protocols for security: TLS

- Lecture 32 - Impact of security protocol on server performance
- Lecture 33 - Digital Payment systems
- Lecture 34 - Interoperability of information system
- Lecture 35 - Electronic data interchange (EDI)
- Lecture 36 - Fundamentals of web services
- Lecture 37 - Fundamentals of cloud based systems
- Lecture 38 - Automatic data capture using RFID
- Lecture 39 - Automatic data capture using RFID and its applications
- Lecture 40 - Automatic data capture using RFID and its applications (Continued...)
- Lecture 41 - GPS and GIS in supply chain
- Lecture 42 - Sensors and IOT: Traceability Across the supply chain
- Lecture 43 - Business Analytics and Big data
- Lecture 44 - Decision support Concepts
- Lecture 45 - Understanding the web log - I
- Lecture 46 - Understanding the web log - II
- Lecture 47 - Using the Web log: Web usage mining
- Lecture 48 - User behaviour modelling from web log
- Lecture 49 - User behaviour modelling from web log (Continued...)
- Lecture 50 - E-Business Capacity Planning
- Lecture 51 - E-Business Capacity Planning (Continued...)
- Lecture 52 - Introduction to Recommender System
- Lecture 53 - Content Based Recommender System
- Lecture 54 - Collaborative Filtering Based Recommender System
- Lecture 55 - Association and Demographics Based Recommended System
- Lecture 56 - Dynamic Pricing
- Lecture 57 - Introduction to Auction
- Lecture 58 - Economic Considerations in Auction
- Lecture 59 - Winner Determination Problem
- Lecture 60 - Online auction issues

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

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[Lecture 39 - Channel Systems, Channel Management, Logistics and Marketing Channels - Part II](#)

[Lecture 40 - International Sales and Channel Management](#)

- Lecture 1 - Brief overview of the course
- Lecture 2 - Quality concepts and definition
- Lecture 3 - History of continuous improvement
- Lecture 4 - Six Sigma Principles and Focus Areas - Part 1
- Lecture 5 - Six Sigma Principles and Focus Areas - Part 2
- Lecture 6 - Six Sigma Applications
- Lecture 7 - Quality Management: Basics and Key Concepts
- Lecture 8 - Fundamentals of Total Quality Management
- Lecture 9 - Cost of quality
- Lecture 10 - Voice of customer
- Lecture 11 - Quality Function Deployment (QFD)
- Lecture 12 - Management and Planning Tools - Part 1
- Lecture 13 - Management and Planning Tools - Part 2
- Lecture 14 - Six Sigma Project Identification, Selection and Definition
- Lecture 15 - Process characteristics and Monitoring
- Lecture 16 - Process characteristics and analysis
- Lecture 17 - Process Mapping: SIPOC
- Lecture 18 - Data Collection and Summarization - Part 1
- Lecture 19 - Data Collection and Summarization - Part 2
- Lecture 20 - Measurement systems: Fundamentals
- Lecture 21 - Measurement systems analysis: Gage R&R study
- Lecture 22 - Fundamentals of statistics
- Lecture 23 - Probability theory
- Lecture 24 - Process capability analysis: Key Concepts
- Lecture 25 - Process capability analysis: Measures and Indices
- Lecture 26 - Process capability analysis: Minitab Application
- Lecture 27 - Non-normal process capability analysis
- Lecture 28 - Hypothesis testing: Fundamentals
- Lecture 29 - Hypothesis Testing: Single Population Test
- Lecture 30 - Hypothesis Testing: Two Population Test
- Lecture 31 - Hypothesis Testing: Two Population: Minitab Application

- Lecture 32 - Correlation and Regression Analysis
- Lecture 33 - Regression Analysis: Model Validation
- Lecture 34 - One-Way ANOVA
- Lecture 35 - Two-Way ANOVA
- Lecture 36 - Multi-vari Analysis
- Lecture 37 - Failure Mode Effect Analysis (FMEA)
- Lecture 38 - Introduction to Design of Experiment
- Lecture 39 - Randomized Block Design
- Lecture 40 - Randomized Block Design: Minitab Application
- Lecture 41 - Factorial Design
- Lecture 42 - Factorial Design: Minitab Application
- Lecture 43 - Fractional Factorial Design
- Lecture 44 - Fractional Factorial Design: Minitab Application
- Lecture 45 - Taguchi Method: Key Concepts
- Lecture 46 - Taguchi Method: Illustrative Application
- Lecture 47 - Seven QC Tools
- Lecture 48 - Statistical Process Control: Key Concepts
- Lecture 49 - Statistical Process Control: Control Charts for Variables
- Lecture 50 - Operating Characteristic (OC) Curve for Variable Control charts
- Lecture 51 - Statistical Process Control: Control Charts for Attributes
- Lecture 52 - Operating Characteristic (OC) Curve for Attribute Control charts
- Lecture 53 - Statistical Process Control: Minitab Application
- Lecture 54 - Acceptance Sampling: Key Concepts
- Lecture 55 - Acceptance Sampling Plans for Attributes: Key Concepts
- Lecture 56 - Design of Acceptance Sampling Plans for Attributes
- Lecture 57 - Acceptance Sampling Plans for Variables
- Lecture 58 - Acceptance Sampling: Minitab Application
- 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
- Lecture 63 - Six Sigma: Summary of key concepts



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

## NPTEL : NOC:Performance and Reward Management (Management)

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

Lecture 1 - Understanding meaning of performance management and reward systems management with performance management process

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...)

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

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

Lecture 48 - Understanding relevance of employee benefits and pension schemes, employee benefits, flexible benefits, pension scheme, 7th Pay Commission

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...)

Lecture 52 - Understanding relevance of employee benefits and pension schemes, employee benefits, flexible benefits, pension scheme, 7th Pay Commission (Continued...)

Lecture 53 - Developing and Implementing Reward Systems

Lecture 54 - Developing and Implementing Reward Systems (Continued...)

Lecture 55 - Developing and Implementing Reward Systems (Continued...)

Lecture 56 - Developing and Implementing Reward Systems (Continued...)

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...)

Lecture 61 - Understanding the implications of performance and reward management in present organizational dynamics through case studies (Continued...)

Lecture 62 - Understanding the implications of performance and reward management in present organizational dynamics through case studies (Continued...)

Lecture 63 - Understanding the implications of performance and reward management in present organizational dynamics through case studies (Continued...)

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

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

Lecture 1 - What is a Corporation

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

Lecture 17 - Conflicts and Key Elements in Corporate Governance

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

Lecture 29 - Corporate Obligations to Natural Environment on Ethical Grounds

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

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[Lecture 33 - Consumer ethics: Duty of a Corporation in marketing communication and promotion](#)

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[Lecture 38 - Competitors as Stakeholders; Global 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](#)

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

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[Lecture 39 - Patent and Competition Law](#)

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Lecture 4 - Patentability-Novelty - II

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Lecture 7 - How to read a patent document

Lecture 8 - Introduction to patent search

Lecture 9 - Introduction to patent search

Lecture 10 - Fundamentals of patent search

Lecture 11 - Fundamentals of patent search

Lecture 12 - Hands on Patent Search

Lecture 13 - Hands on Patent Search

Lecture 14 - Hands on Patent Search - Sequence Search

Lecture 15 - Hands on Patent Search - Emerging areas of Technology

Lecture 16 - Types of patent Search

Lecture 17 - Types of patent Search (Continued...)

Lecture 18 - Types of patent Search (Continued...)

Lecture 19 - Types of patent Search, Validity Search

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Lecture 22 - Types of Patent Search

Lecture 23 - Introduction to patent landscape

Lecture 24 - Introduction to patent landscape (Continued...)

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Lecture 27 - Hands on Patent Landscape (Continued...)

Lecture 28 - Hands on Patent Landscape (Continued...)

Lecture 29 - Hands on Patent Landscape (Continued...)

Lecture 30 - Hands on Patent Landscape (Continued...)

Lecture 31 - Analytical tools for Patent search and analysis



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Lecture 5 - Analytics Framework Based on SCOR Model

Lecture 6 - Design Options for Distribution Network

Lecture 7 - Supplier selection Analytics

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Lecture 9 - Supplier selection Analytics (Continued...)

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Lecture 11 - Supplier selection Analytics (Continued...)

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Lecture 23 - Performance of the entire supply chain

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Lecture 25 - Concepts in inventory management - I

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- [Lecture 41 - Technique of Order Preference by Similarity to Ideal Solution \(TOPSIS\) Method](#)
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[Lecture 10 - What Consumers Want \(Continued...\)](#)

[Lecture 11 - What Consumers Want \(Continued...\)](#)

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[Lecture 14 - Segmentation Targeting and Positioning \(Continued...\)](#)

[Lecture 15 - Segmentation Targeting and Positioning \(Continued...\)](#)

[Lecture 16 - Segmentation Targeting and Positioning \(Continued...\)](#)

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[Lecture 18 - Demand Forecasting and Pricing](#)

[Lecture 19 - Demand Forecasting and Pricing \(Continued...\)](#)

[Lecture 20 - Demand Forecasting and Pricing \(Continued...\)](#)

[Lecture 21 - Demand Forecasting and Pricing \(Continued...\)](#)

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[Lecture 51 - Text Mining and Sentiment Analytics](#)

[Lecture 52 - Text Mining and Sentiment Analytics \(Continued...\)](#)

[Lecture 53 - Text Mining and Sentiment Analytics \(Continued...\)](#)

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[Lecture 56 - Text Mining and Sentiment Analytics \(Continued...\)](#)

[Lecture 57 - Text Mining and Sentiment Analytics \(Continued...\)](#)

[Lecture 58 - Text Mining and Sentiment Analytics \(Continued...\)](#)

[Lecture 59 - Text Mining and Sentiment Analytics \(Continued...\)](#)

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[Lecture 61 - Social Network Analysis and Excel Dashboards](#)

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- Lecture 46 - Managing Liquidity of Commercial Banks - I
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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

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Lecture 8 - Traditional objective setting and methods of Planning

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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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**NPTEL : NOC:Decision Support System for Managers (Management)**

**Co-ordinators : Prof Sujoy Bhattacharya, Prof. Anupam Ghosh, Prof. Kunal Kanti Ghosh**

Lecture 1 - Introduction to decision support systems

Lecture 2 - Components of a decision support systems

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...)

Lecture 16 - Decision Making for Warehouse Location : Factor Rating and Break - Even Method

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
- Lecture 38 - Decision Support Systems for Marketing : Decision Support Systems for Media Selection Model (Continued...)
- 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...)
- Lecture 53 - Decision Support Systems for Inventory (Continued...)
- 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...)
- Lecture 59 - Decision Support Systems for Operations Management (Continued...)
- Lecture 60 - DSS for Multi - Item Production - Distribution Planning



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Lecture 2 - Introduction - Part 2

Lecture 3 - Dimensions of Information System

Lecture 4 - Information Management in the digital world

Lecture 5 - Class discussions and conclusion

Lecture 6 - Data bases and information management

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

Lecture 12 - Business Benrfits of ERP

Lecture 13 - ERP project management: Challenge, risks and best practices

Lecture 14 - Change management and conclusion

Lecture 15 - Customer relationship management

Lecture 16 - Supply Chain Management - Part 1

Lecture 17 - Supply Chain Management - Part 2

Lecture 18 - Supplier relationship management

Lecture 19 - Product lifecycle maintenance

Lecture 20 - Information Systems for manufacturing management

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

Lecture 22 - Information Systems for materials management

Lecture 23 - Information Systems for quality management

Lecture 24 - Information Systems for marketing

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

Lecture 26 - Information Systems for sales and distribution

Lecture 27 - Information Systems for finance and accounting

Lecture 28 - Information Systems for human resource management

Lecture 29 - Information Systems for human resource management (Continued...)

Lecture 30 - Information Systems (IS) strategy

Lecture 31 - Aligning IT with business objectives

- Lecture 32 - Balanced Score Card
- Lecture 33 - Data Centers, Virtualization and cloud computing
- Lecture 34 - Cloud computing and selection of cloud vendor
- Lecture 35 - Introduction to E-Commerce
- Lecture 36 - B2C Business Models
- Lecture 37 - B2C Business Models (Continued...)
- Lecture 38 - Unique E-Commerce Business Models
- Lecture 39 - Social Commerce and M-Commerce
- Lecture 40 - Cloud Computing - Part I
- Lecture 41 - Cloud Computing - Part II
- Lecture 42 - Internet of Things - Part I
- Lecture 43 - Internet of Things - Part II
- Lecture 44 - Internet of Things - Part III
- Lecture 45 - Big Data and other Emerging Technologies
- Lecture 46 - Knowledge Management Systems (KMS)
- Lecture 47 - Decision Support Systems
- Lecture 48 - Executive Support Systems
- Lecture 49 - Expert Systems
- Lecture 50 - Learning Management Systems (LMS)
- Lecture 51 - Ethical and Social Issues in MIS - I
- Lecture 52 - Ethical and Social Issues in MIS - II
- Lecture 53 - Security Issues in MIS - I
- Lecture 54 - Security Issues in MIS - II
- Lecture 55 - Security Issues in MIS - III
- 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

Lecture 1 - Overview of Module 1 and Introduction of Causality

Lecture 2 - Correlation and Causality

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...)

Lecture 8 - Probability Theory (Continued...)

Lecture 9 - Posterior Probability

Lecture 10 - Bayesian Theorem

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

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

Lecture 13 - Probability Distribution

Lecture 14 - Double Structure of Variable

Lecture 15 - Probability Distribution (Discrete/Continuous Variable) Random Variable

Lecture 16 - Probability Mass Function (PMF) Probability Density Function (PDF)

Lecture 17 - Expectation, Variance, Covariance

Lecture 18 - Expectation, Variance, Covariance (Continued...)

Lecture 19 - Covariance Rule

Lecture 20 - Bernoulli Distribution

Lecture 21 - Bernoulli Distribution (Continued...)

Lecture 22 - Normal Approximation of Bernoulli Distribution

Lecture 23 - Sampling

Lecture 24 - Sampling (Continued...)

Lecture 25 - Central Limit Theorem

Lecture 26 - Law of Large Numbers LLN

Lecture 27 - Properties of Estimator

Lecture 28 - Conflict Between Unbiasedness and Min Variance

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Lecture 30 - Normal Distribution

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[Lecture 55 - Multicollinearity \(Continued...\)](#)

[Lecture 56 - Multicollinearity \(Continued...\)](#)

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[Lecture 60 - Dummy variable \(Continued...\)](#)

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[Lecture 67 - Heteroscedasticity \(Continued...\)](#)

[Lecture 68 - Heteroscedasticity \(Continued...\)](#)

[Lecture 69 - Heteroscedasticity \(Continued...\)](#)

[Lecture 70 - Autocorrelation](#)

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Lecture 2 - Group Properties and Determinants of Group Behaviour

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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

Lecture 16 - Communication

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Lecture 19 - Communication (Continued...)

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Lecture 29 - Power and Political Behaviour (Continued...)

Lecture 30 - Power and Political Behaviour (Continued...)

Lecture 31 - Decision making

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[Lecture 37 - Team Leadership Context, Actions](#)

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[Lecture 54 - Process of Virtual Team Development](#)

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[Lecture 56 - Evaluating Teams](#)

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[Lecture 59 - Rewarding Teams](#)

[Lecture 60 - Rewarding Teams \(Continued...\)](#)



Lecture 1 - Basic Concepts of Manufacturing Systems, Evolution of Manufacturing Systems

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)

Lecture 24 - Interpolation and Part Programming

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

Lecture 31 - Concept and Definition of Cellular Manufacturing System (CMS)

- Lecture 32 - Cell Formation Approaches - I
- Lecture 33 - Cell Formation Approaches - II
- 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

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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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Lecture 19 - Cost of Capital and Firm Value - I

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[Lecture 11 - Hofstede's Cultural Dimensions, Cross-cultural Sales Negotiations \(Continued...\)](#)

[Lecture 12 - Hofstede's Cultural Dimensions, Cross-cultural Sales Negotiations \(Continued...\)](#)

[Lecture 13 - Hofstede's Cultural Dimensions, Cross-cultural Sales Negotiations \(Continued...\)](#)

[Lecture 14 - Hofstede's Cultural Dimensions, Cross-cultural Sales Negotiations \(Continued...\)](#)

[Lecture 15 - Import Export Procedures](#)

[Lecture 16 - Import Export Procedures \(Continued...\)](#)

[Lecture 17 - Import Export Procedures \(Continued...\)](#)

[Lecture 18 - Import Export Procedures \(Continued...\)](#)

[Lecture 19 - Import Export Procedures \(Continued...\)](#)

[Lecture 20 - Designing a Global Marketing Program](#)

[Lecture 21 - Designing a Global Marketing Program \(Continued...\)](#)

[Lecture 22 - Designing a Global Marketing Program \(Continued...\)](#)

[Lecture 23 - Designing a Global Marketing Program \(Continued...\)](#)

[Lecture 24 - Designing a Global Marketing Program \(Continued...\)](#)

[Lecture 25 - International Business Case Analysis](#)

[Lecture 26 - International Business Case Analysis](#)

[Lecture 27 - International Business Case Analysis \(Continued...\)](#)

[Lecture 28 - International Business Case Analysis \(Continued...\)](#)

[Lecture 29 - International Business Case Analysis \(Continued...\)](#)

[Lecture 30 - Learning Session by Practicing Manager](#)

[Lecture 31 - Learning session by Practicing Manager \(Continued ...\)](#)

[Lecture 32 - Interaction with Practicing Manager - Question and Answer Session](#)

[Lecture 33 - Learning Session by Practicing Manager](#)

[Lecture 34 - Learning Session by Practicing Manager followed by Conclusion session](#)

[Lecture 35 - Interaction with Practicing Manager](#)

[Lecture 36 - Interaction with Practicing Manager \(Continued...\)](#)

[Lecture 37 - Interaction with Practicing Manager \(Continued...\)](#)

[Lecture 38 - Interaction with Practicing Manager \(Continued...\)](#)

[Lecture 39 - Concluding Session](#)

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

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

[Lecture 1 - Introduction to Retailing - Part 1](#)

[Lecture 2 - Introduction to Retailing - Part 2](#)

[Lecture 3 - Introduction to Retailing - Part 3](#)

[Lecture 4 - Relationship Management in Retailing](#)

[Lecture 5 - Value-based Retailing](#)

[Lecture 6 - Retailing Services](#)

[Lecture 7 - Loyalty and Reward Programs](#)

[Lecture 8 - Strategic Planning in Retailing](#)

[Lecture 9 - Global Retailing](#)

[Lecture 10 - Retail Business Models by Ownership](#)

[Lecture 11 - Franchising in Retail](#)

[Lecture 12 - Retail Institutions by Store - Based Strategy Mix](#)

[Lecture 13 - Retail Institutions by Store - Based Strategy Mix \(Continued...\)](#)

[Lecture 14 - Retail Institutions by Store - Based Strategy Mix \(Continued...\)](#)

[Lecture 15 - Retail Institutions by Store - Based Strategy Mix \(Continued...\)](#)

[Lecture 16 - Web, Non store-based and Other Forms of Nontraditional Retailing](#)

[Lecture 17 - Web, Non store-based and Other Forms of Nontraditional Retailing \(Continued...\)](#)

[Lecture 18 - Identifying and Understanding the Customers](#)

[Lecture 19 - Trading Area Analysis](#)

[Lecture 20 - Trading Area Analysis \(Continued...\)](#)

[Lecture 21 - Trading Area Analysis \(Continued...\)](#)

[Lecture 22 - Site Selection](#)

[Lecture 23 - Site ownership vs Site Leasing](#)

[Lecture 24 - Retail Supply Chain Management](#)

[Lecture 25 - Retail Supply Chain Management \(Continued...\)](#)

[Lecture 26 - Retail Operations Management - 1](#)

[Lecture 27 - Retail Operations Management - 2](#)

[Lecture 28 - Retail Operations Management - 3](#)

[Lecture 29 - Image in Retail](#)

[Lecture 30 - Pricing in Retail](#)

[Lecture 31 - Pricing in Retail \(Continued...\)](#)

[Lecture 32 - Pricing in Retail \(Continued...\)](#)

[Lecture 33 - Merchandising in Retail](#)

[Lecture 34 - Merchandising in Retail \(Continued...\)](#)

[Lecture 35 - Category Management and Merchandise Planning](#)

[Lecture 36 - Retail Promotions](#)

[Lecture 37 - Retail Promotions: non-Ad Promotions](#)

[Lecture 38 - OBHR Issues in Retail - 1](#)

[Lecture 39 - HR Issues in Retail](#)

[Lecture 40 - Vendor Negotiations](#)

[Lecture 41 - Special Merchandising Contexts - 1](#)

[Lecture 42 - Special Merchandising Contexts - 2](#)

[Lecture 43 - Store Layout in Retail](#)

[Lecture 44 - Retail Operations: Financial Aspects](#)

[Lecture 45 - Budgeting and Costing](#)

[Lecture 46 - Financial Merchandise Management](#)

[Lecture 47 - Merchandise Forecasting, Dollar Control](#)



- Lecture 1 - Concept, Definition and Features of Company
- 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
- Lecture 24 - Working Hours
- Lecture 25 - Duties of Inspecting Officials
- Lecture 26 - Background, Concept and Importance of Legislation for Wages
- Lecture 27 - Payment of Wages
- Lecture 28 - Minimum Wages
- Lecture 29 - Payment of Bonus Act
- Lecture 30 - Equal Remuneration Act
- Lecture 31 - Social Securities

[Lecture 32 - Social securities in unorganised sector](#)

[Lecture 33 - The Employees' Provident Fund Act](#)

[Lecture 34 - Payment of Gratuity Act 1972](#)

[Lecture 35 - Employee State Insurance \(ESI\)](#)

[Lecture 36 - Concept and Salient Features of Industries](#)

[Lecture 37 - Industrial Relation](#)

[Lecture 38 - Industrial Dispute Act](#)

[Lecture 39 - Various Authorities under Industrial Dispute Act, 1947](#)

[Lecture 40 - Procedure, Power and Duties of Authorities](#)

- 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
- Lecture 7 - Hazard and Risk Data - II
- 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

Lecture 2 - Introduction and Concept - II

Lecture 3 - Analysis of micro and macro environment - I

Lecture 4 - Analysis of micro and macro environment - II

Lecture 5 - Competition and Competitive Advantage - I

Lecture 6 - Competition and Competitive Advantage - II

Lecture 7 - Competition and Competitive Advantage - III

Lecture 8 - Framework for Internal Analysis of Firm - I

Lecture 9 - Framework for Internal Analysis of Firm - II

Lecture 10 - Value Chain Analysis

Lecture 11 - Resource-based view of firm and sustainability

Lecture 12 - Strategy Formulation - I

Lecture 13 - Strategy Formulation - II

Lecture 14 - Strategy Formulation - III

Lecture 15 - Diversification - I

Lecture 16 - Diversification - II

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

Lecture 31 - Forms of Organization

- 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



Lecture 1 - Introduction to Organizational Design

Lecture 2 - Introduction to Organizational Design

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

Lecture 16 - Organizational Design and Strategy in a changing Global environment

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

Lecture 21 - Organizational Change

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

Lecture 31 - Organizational culture

- 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
- Lecture 57 - Turnaround Situation: Strategic, Operational and Cultural
- Lecture 58 - IT and ICT Intervention
- Lecture 59 - Human Resource Intervention
- Lecture 60 - Organizational Culture, Transformation and Ethical Values
- Lecture 61 - Future Trends for Organizational Transformation

Lecture 1 - Introduction to Mergers and Acquisitions - I

Lecture 2 - Introduction to Mergers and Acquisitions - II

Lecture 3 - Theories of Mergers and Acquisitions

Lecture 4 - Legal Environment of M and A in India

Lecture 5 - Case Studies - DO M and A PAY ?

Lecture 6 - Takeover Tactics and Anti-takeover Defenses - 1

Lecture 7 - Takeover Tactics and Anti-takeover Defenses - 1

Lecture 8 - Takeover Tactics and Anti-takeover Defenses - 2

Lecture 9 - Takeover Tactics and Anti-takeover Defenses - 3

Lecture 10 - Acquisition Search and Due Diligence - 1

Lecture 11 - Acquisition Search and Due Diligence - 2

Lecture 12 - Valuation in M and A: Cash Flow Based Approach - 1

Lecture 13 - Valuation in M and A: Cash Flow Based Approach - 3 (Cost of Capital)

Lecture 14 - Valuation in M and A: Cash Flow Based Approach - 4 (Dividend Discount Model)

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

Lecture 16 - Valuation in M and A: Cash Flow Based Approach - 5 (Free Cash Flow Models)

Lecture 17 - Valuation in M and A: Cash Flow Based Approach - 6 (Free Cash Flow Models) (Continued...)

Lecture 18 - Valuation in M and A: Valuation of Synergies - 1

Lecture 19 - Valuation in M and A: Valuation of Synergies - 2

Lecture 20 - Valuation in M and A: Asset Based Valuation

Lecture 21 - Valuation in M and A: Relative Valuation - 1

Lecture 22 - Valuation in M and A: Relative Valuation - 2

Lecture 23 - Alternative Exit and Restructuring Strategies - 1

Lecture 24 - Alternative Exit and Restructuring Strategies - 2

Lecture 25 - Alternative Exit and Restructuring Strategies - 3

Lecture 26 - M and A Deal Structuring - 1

Lecture 27 - M and A Deal Structuring - 2

Lecture 28 - M and A Deal Structuring - 3

Lecture 29 - M and A Deal Structuring - 4

Lecture 30 - M and A Deal Structuring - 5

Lecture 31 - Legal Aspects of M and A - 1

[Lecture 32 - Legal Aspects of M and A - 2](#)

[Lecture 33 - Legal Aspects of M and A - 3](#)

[Lecture 34 - Accounting Aspects of M and A - I](#)

[Lecture 35 - Accounting Aspects of M and A - II](#)

[Lecture 36 - Alternative Exit and Restructuring Strategies - 1](#)

[Lecture 37 - Alternative Exit and Restructuring Strategies - 2](#)

[Lecture 38 - Alternative Exit and Restructuring Strategies - 3](#)

[Lecture 39 - Leveraged Buyouts](#)

[Lecture 40 - Alternative Exit and Restructuring Strategies - Insolvency and Bankruptcy](#)

- Lecture 1 - Investment Management as a Process
- Lecture 2 - Role of Financial Markets and Institutions
- Lecture 3 - Types of Investments
- Lecture 4 - Ecology of Financial Markets
- Lecture 5 - Investment Philosophies
- 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
- Lecture 13 - Equity Valuation Models (Continued...)
- Lecture 14 - Equity Valuation Ratios
- Lecture 15 - Equity Investment Strategies
- Lecture 16 - Portfolio Theory - Primer
- Lecture 17 - Capital Asset Pricing Model
- Lecture 18 - The CAPM and Index Models
- Lecture 19 - The CAPM and Index Models (Continued...)
- Lecture 20 - Consumption-Based Asset Pricing
- Lecture 21 - Two-fund Theorem
- Lecture 22 - Mutual Fund Basics
- Lecture 23 - Mutual Fund Basics (Continued...)
- Lecture 24 - Risk Indicator of a Mutual Fund
- Lecture 25 - Risk Indicator of a Mutual Fund (Continued...)
- Lecture 26 - Market Efficiency
- Lecture 27 - Market Efficiency (Continued...)
- Lecture 28 - Fundamental Analysis of Securities
- Lecture 29 - Value Investing using PV Models
- Lecture 30 - Asset Allocation and Portfolio Strategies
- Lecture 31 - Exchange Traded Funds (ETFs)

[Lecture 32 - Forming Portfolio with ETFs](#)

[Lecture 33 - Forming Portfolio with ETFs \(Continued...\)](#)

[Lecture 34 - Cryptocurrencies](#)

[Lecture 35 - Cryptocurrencies \(Continued...\)](#)

[Lecture 36 - Behavioral Anomalies in Investments](#)

[Lecture 37 - Behavioral Anomalies in Investments \(Continued...\)](#)

[Lecture 38 - Portfolio Evaluation](#)

[Lecture 39 - Portfolio Evaluation \(Continued...\)](#)

[Lecture 40 - Wrapping up](#)

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

## NPTEL : NOC:Project Management: Planning, Execution, Evaluation and Control (Management)

**Co-ordinators : Prof. Sanjib Chowdhury**

Lecture 1 - Basic Concepts and Introduction

Lecture 2 - Drivers of Project Management

Lecture 3 - Linkages between Organization Strategy and Projects

Lecture 4 - Project Governance and Design of Project Portfolio System

Lecture 5 - Non-Financial and Multi-Criteria Project Selection Models

Lecture 6 - Organization Structure

Lecture 7 - Organization Culture

Lecture 8 - Project Scope of Work and Deliverables

Lecture 9 - Responsibility Matrices and Project Communication Plan

Lecture 10 - Estimating Guidelines and Methods, Top-down Estimation

Lecture 11 - Level of Details, Type of Costs and Refining Estimates

Lecture 12 - Concept of Project Network and Development Rules

Lecture 13 - Construction of Network and Computation Process

Lecture 14 - Extended Network Techniques to Represent Reality

Lecture 15 - Probability of Completion of Project on Time

Lecture 16 - Managing Risk and Risk Identification

Lecture 17 - Risk Assessment

Lecture 18 - Risk Response Development and Contingency Planning

Lecture 19 - Risk Response Control and Change Control Management

Lecture 20 - Risk Assessment of Capital projects

Lecture 21 - Classification of Scheduling Problems: Time-constrained Project

Lecture 22 - Resource-constrained Project

Lecture 23 - Time-phased Budget, Critical Chain Project Management

Lecture 24 - Rationale and Options for Project Crashing

Lecture 25 - Crashing - Reducing Project Duration

Lecture 26 - Reducing Project Duration - Solving Numerical

Lecture 27 - Project Monitoring and Control Process

Lecture 28 - Development of Performance Indexes for Monitoring

Lecture 29 - Forecasting Project Completion Time and Cost

Lecture 30 - Strategic Dimensions and Decision Logic of Outsourcing

Lecture 31 - Best Practices in Outsourcing Project Work

[Lecture 32 - Partnering and Traditional Approaches for Managing Relations](#)

[Lecture 33 - The Art of Negotiating](#)

[Lecture 34 - Customer's Satisfaction and Managing Customer Relations](#)

[Lecture 35 - Types of Contract and their Salient Features](#)

[Lecture 36 - Preparation and Evaluation of RFP: Best Practices](#)

[Lecture 37 - Project Closure Activities and Post-Implementation Evaluation](#)

[Lecture 38 - Retrospectives](#)

[Lecture 39 - Oversight Activities and Levels](#)

[Lecture 40 - Phase Gate System, Project Management Maturity Model](#)



Lecture 1 - Introduction to Commodity Market

Lecture 2 - Commodity Spot Market and Different Types of Auction

Lecture 3 - Commodity Spot Market and Different Types of Auction

Lecture 4 - Introduction to forward contract

Lecture 5 - Introduction to Futures Contract

Lecture 6 - Futures Contract Specification

Lecture 7 - Futures Contract Specification (Continued...)

Lecture 8 - Futures Contract Specification (Continued...)

Lecture 9 - Futures Contract (Different Types of Margins)

Lecture 10 - Futures Contract (Mark-to-Market/MTM Margin)

Lecture 11 - Hedgers Vs. Speculators

Lecture 12 - Measures of Speculation

Lecture 13 - Spot Price, Futures Price and Basis Risk

Lecture 14 - Spot Price, Futures Price and Basis Risk (Continued...)

Lecture 15 - Pricing of Futures

Lecture 16 - Pricing of Futures (Continued...)

Lecture 17 - Convenience Yield, Minimum Variance Hedge Ratio

Lecture 18 - Hedge Effectiveness, Cross Hedge, Stack and Roll Vs. Strip Hedge

Lecture 19 - Calendar Spread, Valuation of Futures vs. Forwards, Commodity Swaps

Lecture 20 - Commodity Swaps

Lecture 21 - Commodity Index

Lecture 22 - Commodity Index (Continued...)

Lecture 23 - Commodity options

Lecture 24 - Introduction to Commodity Options (Continued...), Hedgers vs. Speculators

Lecture 25 - Pricing of Commodity Options

Lecture 26 - Commodity Options (Continued...), Put-Call Parity and Put-Call Ratio

Lecture 27 - Put-Call Parity, Implied Volatility, Swaptions

Lecture 28 - Commodity Swaption (Continued...) and Asian Options on Commodities

Lecture 29 - Commodity Derivatives Market : Value Proposition

Lecture 30 - Commodity Derivatives Market : Value Proposition

Lecture 31 - Agricultural Commodity Price Risk Management

- Lecture 32 - Agricultural Commodity Price Risk Management (Continued...)
- Lecture 33 - Agricommodities Price Risk, Seasonality, Crush Spread Futures
- Lecture 34 - Agri-commodity Seasonality, Crush Spread Futures, Salmon Futures
- Lecture 35 - Crush Spread Futures, Salmon Futures, Agri-commodity risk Management Practices
- Lecture 36 - Gold and other Precious Metal Derivatives
- Lecture 37 - Gold as Asset, LBMA Spot Price Fix
- Lecture 38 - Gold as Asset, ETF, Gold-Silver Ratio
- Lecture 39 - Gold Price Risk Management, Dehedge, Zero Cost Derivatives
- Lecture 40 - Gold Quanto Futures, Delta Hedge Trap
- Lecture 41 - Crude oil and Crude oil Derivatives Price Risk Management
- Lecture 42 - Crude oil and Crude oil Derivatives Price Risk Management (Continued...)
- Lecture 43 - Crack Spread Futures, Spread Options and Crude Oil Price Risk
- Lecture 44 - Crude Oil Price Risk Management: 3-Way Collar, Spread Options and Swaps
- Lecture 45 - Swaps, Calendar Spreads: Crude Oil and Natural Gas Risk Management
- Lecture 46 - Weather Derivatives
- Lecture 47 - Weather Derivatives (Continued...)
- Lecture 48 - Weather Derivatives (Snowfall, Rainfall and Hurricane)
- Lecture 49 - Weather Derivatives (Rainfall and Hurricane)
- Lecture 50 - Spot and Derivatives Contracts on Electricity
- Lecture 51 - Electricity Trading in Day Ahead Market (DAM)
- Lecture 52 - Spot and Derivatives in Electricity (System Price and Area Clearing Price)
- Lecture 53 - Spot and Derivatives in Electricity (Green DAM, Duck Curve, Dark/Spark Spread)
- Lecture 54 - Carbon Credits and Carbon Credit Derivatives Market
- Lecture 55 - Carbon Credits (CDM, JI, RGGI, REC, ESCerts)
- Lecture 56 - Carbon Credits (REC, ESCerts, CORSIA) and Carbon Derivatives
- Lecture 57 - Freight Rates Derivatives
- Lecture 58 - Freight Rates Derivatives (Continued...)
- Lecture 59 - Water Derivatives
- Lecture 60 - Real Estate Derivatives and Derivatives Losses

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

**NPTEL : NOC:Service Management: Integrating Strategy, Operations, and Technology (Management)**

**Co-ordinators : Prof. Sanjib Chowdhury**

Lecture 1 - The Role of Services in an Economy - 1

Lecture 2 - The Role of Services in an Economy - 2

Lecture 3 - The Nature of Services - 1

Lecture 4 - The Nature of Services - 2

Lecture 5 - The Nature of Services - 3

Lecture 6 - Strategic Service Vision, and Competitive Advantage

Lecture 7 - Generic Strategies for Competitive Advantage (Continued...)

Lecture 8 - Five-forces Model, and SWOT Analysis

Lecture 9 - Winning Customers, Sustainability, and Role of Information in Services

Lecture 10 - Virtual Value Chain, Limits in the Use of Information, and Service Firm Competitiveness

Lecture 11 - Sources of Growth and Innovations in Service Sector

Lecture 12 - Design and Development of New Service

Lecture 13 - Taxonomy and Generic Approaches to Service System Design

Lecture 14 - Role of Technology in Services and Service Encounter Triad

Lecture 15 - Service Encounter (Continued...)

Lecture 16 - Service Profit Chain

Lecture 17 - Servicescapes and Facility Design

Lecture 18 - Process Flows

Lecture 19 - Product Layout: Work Allocation Problem

Lecture 20 - Process Layout: Relative Location Problem

Lecture 21 - Process Layout: Relative Location Problem (Continued...)

Lecture 22 - Defining and Measuring Service Quality

Lecture 23 - Quality Service by Design

Lecture 24 - Unconditional Service Guarantee and Service Recovery

Lecture 25 - Statistical Process Control - I

Lecture 26 - Statistical Process Control - II

Lecture 27 - Statistical Process Control - III

Lecture 28 - Statistical Process Control - IV

Lecture 29 - Foundation of Continuous Improvement

Lecture 30 - Quality Improvement Programs - I

Lecture 31 - Quality Improvement Programs - II

- Lecture 32 - Domestic Growth and Expansion Strategies
- Lecture 33 - Generic International Strategies
- Lecture 34 - Transnational Operations and Global Service Strategies
- Lecture 35 - Strategic Location Considerations
- Lecture 36 - Facility Location Modelling
- Lecture 37 - Facility Location Techniques: Locational Cost-Profit-Volume analysis
- Lecture 38 - Facility Location Techniques: Cross-Median Approach
- Lecture 39 - Facility Location Techniques: Huff Retail Location Model - I
- Lecture 40 - Facility Location Techniques: Huff Retail Location Model - II
- Lecture 41 - Strategies for Managing Demand - I
- Lecture 42 - Strategies for Managing Demand - II
- Lecture 43 - Strategies for Managing Demand - III
- Lecture 44 - Strategies for Managing Capacity - I
- Lecture 45 - Strategies for Managing Capacity - II
- Lecture 46 - Yield Management - I
- Lecture 47 - Yield Management - II
- Lecture 48 - Strategies for Managing Customer Waiting
- Lecture 49 - Essential Features of Queuing Systems
- Lecture 50 - Relationship between negative Exponential and Poisson distribution
- Lecture 51 - Strategic Roles of Capacity Planning, and Queuing - Terminology
- Lecture 52 - Queuing Models - Operating System Characteristics
- Lecture 53 - Queuing System Cost Trade-off
- Lecture 54 - Basic Concepts and Approach to Managing Project
- Lecture 55 - Developing Project Plan using PERT/CPM
- Lecture 56 - Construction of Network and Network Computation Process
- Lecture 57 - Uncertain Activities, and Probability of Completion of Project on Time
- Lecture 58 - The Role of Inventory in Services, and Inventory Models
- Lecture 59 - Economic Order Quantity and Special Inventory Models
- Lecture 60 - Inventory Management under Uncertainty
- Lecture 61 - Inventory Control Systems and ABC Analysis

**NPTEL : NOC:Financial Management (in Hindi) (Management)**

**Co-ordinators : Prof. Abhijeet Chandra**

[Lecture 1](#)

[Lecture 2](#)

[Lecture 3](#)

[Lecture 4](#)

[Lecture 5](#)

[Lecture 6](#)

[Lecture 7](#)

[Lecture 8](#)

[Lecture 9](#)

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[Lecture 31](#)

[Lecture 32](#)

[Lecture 33](#)

[Lecture 34](#)

[Lecture 35](#)

[Lecture 36](#)

[Lecture 37](#)

[Lecture 38](#)

[Lecture 39](#)

[Lecture 40](#)

- Lecture 1 - Introduction to Advertising - I
- Lecture 2 - Introduction to Advertising - II
- Lecture 3 - Introduction to Advertising - III
- Lecture 4 - Introduction to Advertising - IV
- Lecture 5 - Introduction to Advertising - V
- Lecture 6 - Understanding Communication
- Lecture 7 - Integrated Marketing Communications
- Lecture 8 - Introduction to Positioning
- Lecture 9 - Positioning - II
- Lecture 10 - Positioning - III
- Lecture 11 - Classification of advertising
- Lecture 12 - Types of advertising
- Lecture 13 - Theories of advertising
- Lecture 14 - Segmentation, Targeting and Advertising Strategy Approaches
- Lecture 15 - Perception
- Lecture 16 - AIDA Model
- Lecture 17 - DAGMAR Model
- Lecture 18 - Hierarchy Of Effects Model
- Lecture 19 - DRIP Model
- Lecture 20 - Information Processing Model
- Lecture 21 - Elaboration Likelihood Model (ELM)
- Lecture 22 - Innovation Adoption Model
- Lecture 23 - Foote, Cone and Belding Model and Kim Lord Model
- Lecture 24 - Lasswell's Model
- Lecture 25 - Multi-Attribute Attitude Models (MAAMS)
- Lecture 26 - Objectives of Advertising
- Lecture 27 - Communication and Sales as an Advertising Objective
- Lecture 28 - Setting Communication Objectives and Rossiter and Percy Grid
- Lecture 29 - Marketing Objectives
- Lecture 30 - Problems in Implementing Advertising and Promotions Objective
- Lecture 31 - Introduction to Advertising Budgets

- Lecture 32 - Budgeting Approaches - I
- Lecture 33 - Budgeting Approaches - II
- Lecture 34 - Advertising Budgets - III
- Lecture 35 - Creative Strategy
- Lecture 36 - Creative Execution
- Lecture 37 - Introduction to Media Planning
- Lecture 38 - Media Planning Process
- Lecture 39 - Media Planning Decision and Media Types
- Lecture 40 - Art of Copywriting
- Lecture 41 - Copy Testing and Diagnosis
- Lecture 42 - Advertising Campaign - I
- Lecture 43 - Advertising Campaign - II
- Lecture 44 - Advertising Research Technique - I
- Lecture 45 - Advertising Research Technique - II
- Lecture 46 - Introduction to the Advertising Agency - I
- Lecture 47 - Advertising Agency - II
- Lecture 48 - Advertising Agency - III
- Lecture 49 - Advertising Agency - IV
- Lecture 50 - Advertising Agencies - V
- Lecture 51 - Introduction to Public Relations - I
- Lecture 52 - Introduction to Public Relations - II
- Lecture 53 - Introduction to Public Relations - III
- Lecture 54 - The Process of Public Relations
- Lecture 55 - Publicity and Corporate Advertising
- Lecture 56 - Advertising Laws and Ethics
- Lecture 57 - Intellectual Property Rights and Advertising
- Lecture 58 - Social Aspects of Advertising
- Lecture 59 - Economic Aspects of Advertising
- Lecture 60 - Advertising the Way Forward: Insights for Tomorrow's Journey



**NPTEL : Infrastructure Finance (Management)**

**Co-ordinators : Dr. A. Thillai Rajan**

Lecture 1 - Introduction

Lecture 2 - Overview on Infrastructure Financing Sources

Lecture 3 - Basics of Financial Management - Part-1

Lecture 4 - Basics of Financial Management - Part-2

Lecture 5 - Basics of Financial Management - Part-3

Lecture 6 - Basics of Financial Management - Part-4

Lecture 7 - Analysis of company Performance - Part-1

Lecture 8 - Analysis of company Performance - Part-2

Lecture 9 - Analysis of Project Viability Time value of money

Lecture 10 - Analysis of Project Viability Cost of Capital

Lecture 11 - Analysis of Project Viability Capital Budgeting Techniques - I

Lecture 12 - Analysis of Project Viability Capital Budgeting Guidelines - II

Lecture 13 - Analysis of Project Viability Capital Budgeting Guidelines - III

Lecture 14 - Analysis of Project Viability Capital Budgeting Guidelines - IV

Lecture 15 - Overview and introduction to project finance

Lecture 16 - Project Financing Attributes and Motivations - I

Lecture 17 - Project Financing Attributes and Motivations - II

Lecture 18 - Project Finance Markets - I

Lecture 19 - Project Finance Markets - II

Lecture 20 - Project Finance Markets - III

Lecture 21 - Project Finance Markets Mezzanine / Sub-ordinated Debt

Lecture 22 - Project Finance Markets - Type of Debt and Leasing

Lecture 23 - Project Finance Markets - Financial Intermediation

Lecture 24 - Project Finance Markets - Loan Refinancing

Lecture 25 - Project Finance Markets - Project Bonds - I

Lecture 26 - Project Finance Markets - Project Bonds - II

Lecture 27 - Public Private Partnerships

Lecture 28 - Risk Management - I

Lecture 29 - Risk Management - II

Lecture 30 - Risk Management - III

Lecture 31 - Risk Management - Market Risks

[Lecture 32 - Risk Management - Country / Political risks - I](#)

[Lecture 33 - Risk Management - Country / Political risks - II](#)

[Lecture 34 - Risk Management - Country / Political risks - III](#)

[Lecture 35 - Risk Management - Country / Political risks - IV](#)

[Lecture 36 - Context of infrastructure development - I](#)

[Lecture 37 - Context of infrastructure development - II](#)

[Lecture 38 - Context of infrastructure development - III](#)

[Lecture 39 - Context of infrastructure development - IV](#)

[Lecture 40 - Context of infrastructure development - V](#)

**NPTEL : Manufacturing Systems Management (Management)**

**Co-ordinators : Prof. G. Srinivasan**

- Lecture 1 - Introduction to Manufacturing Systems Management
- Lecture 2 - Different types of Manufacturing Systems
- Lecture 3 - Introduction to Cellular Manufacturing
- Lecture 4 - Cellular Manufacturing Applications, Production Flow Analysis
- Lecture 5 - Production Flow Analysis
- Lecture 6 - Cellular Manufacturing - Unidirectional flow, Capacity Planning, Layout
- Lecture 7 - Exercise on Production Flow Analysis
- Lecture 8 - Rank Order Clustering, Similarity Coefficient based algorithm
- Lecture 9 - Similarity Coefficient based clustering algorithm
- Lecture 10 - Hierarchical and Non hierarchical clustering algorithms
- Lecture 11 - Optimization based algorithms
- Lecture 12 - Optimization based algorithms, Assignment based algorithm
- Lecture 13 - Assignment model, Algorithm considering sequence of visit of machines
- Lecture 14 - Algorithm considering sequence of visit of machines
- Lecture 15 - Algorithm considering cell load data, alternate process plans
- Lecture 16 - Reducing Intercell moves
- Lecture 17 - Part subcontracting, Incremental cell formation
- Lecture 18 - Product based cells
- Lecture 19 - Branching algorithm for product based cells, Operator and task assignment
- Lecture 20 - Operator and task assignment
- Lecture 21 - Operator and task assignment continued
- Lecture 22 - Static and dynamic Operator allocation, Multiple products and incremental cells
- Lecture 23 - Cell scheduling and sequencing
- Lecture 24 - Cell scheduling and sequencing continued
- Lecture 25 - Single piece transportation
- Lecture 26 - Cell Layout, Introduction to Just-in-time manufacturing
- Lecture 27 - Cell control and JIT
- Lecture 28 - Basic elements of JIT, Kanban systems
- Lecture 29 - Role of basic elements, Critical success factors
- Lecture 30 - Models in JIT
- Lecture 31 - Models in JIT continued

- Lecture 32 - CONWIP, Introduction to synchronous manufacturing
- Lecture 33 - Theory of constraints, Product mix problem
- Lecture 34 - Statistical Fluctuations, Random events, principles of SM
- Lecture 35 - Scheduling in SM
- Lecture 36 - Drum Buffer Rope system
- Lecture 37 - Flexible Manufacturing System, Part selection problem
- Lecture 38 - FMS Loading problem
- Lecture 39 - FMS Loading, multiple batches and changeover times
- Lecture 40 - FMS Loading and scheduling, Summary of the course contents

- Lecture 1 - Introduction - (Challenges, Methodologies)
- Lecture 2 - Forecasting - Time series models - Simple Exponential smoothing
- Lecture 3 - Forecasting - Linear Models, Regression, Holt's , seasonality
- Lecture 4 - Forecasting - Winter's model, causal models, Goodness of forecast, Aggregate Planning, Tabular method
- Lecture 5 - Aggregate Planning, Tabular method, Linear Programming
- Lecture 6 - Aggregate Planning, Transportation model
- Lecture 7 - Aggregate Planning, Dynamic Programming, backordering
- Lecture 8 - Aggregate Planning, Quadratic model, Demand and capacity planning
- Lecture 9 - Inventory Models - Costs, EOQ model
- Lecture 10 - Inventory - EOQ model graphs, with backordering
- Lecture 11 - Inventory - Models for all quantity and marginal quantity Discount
- Lecture 12 - Multiple Quantity Discount, Multiple item inventory - Constraint on numbers of orders
- Lecture 13 - Multiple item inventory - Constraint on money value, space, equal number of orders
- Lecture 14 - Multiple item inventory - combining orders, production consumption model
- Lecture 15 - Inventory - Production consumption model with backordering, Economic lot scheduling problem
- Lecture 16 - Economic lot scheduling problem, Supply Chain inventory
- Lecture 17 - Lot sizing
- Lecture 18 - Lot sizing - heuristics
- 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
- Lecture 30 - Job shop scheduling - Shifting bottleneck heuristic. Line Balancing
- Lecture 31 - Line Balancing

[Lecture 32 - Location problems - p median problem, Fixed charge problem](#)

[Lecture 33 - Location allocation problems in supply chain. Layout](#)

[Lecture 34 - Quantitative models for layout, Summary](#)

[Lecture 35 - Introduction to Supply Chain Management](#)

[Lecture 36 - Location Problems](#)

[Lecture 37 - Transportation and Distribution Models](#)

[Lecture 38 - Transportation and Distribution Models\(continued\)](#)

[Lecture 39 - Bin Packing and Travelling Salesman Problems](#)

[Lecture 40 - Vehicle Routeing Problems](#)

[Lecture 41 - Value of Information](#)

- Lecture 1 - Introduction to Business Analysis for Engineers
- Lecture 2 - Introduction to Accounting
- Lecture 3 - Accounting Principles - 1
- Lecture 4 - Balance Sheet Fundamentals
- Lecture 5 - Balance Sheet Fundamentals
- Lecture 6 - Accounting Principles - 2
- Lecture 7 - Introduction to Income Statement & Double Entry
- Lecture 8 - Double Entry Examples - 1
- Lecture 9 - Double Entry Examples - 2
- Lecture 10 - Preparation of Financial Statement
- Lecture 11 - Cash Flow Statement - 1
- Lecture 12 - Cash Flow Statement - 2
- Lecture 13 - Special Accounts Illustrations
- Lecture 14 - Final Illustrative Example
- Lecture 15 - Summary of Financial Accounting
- Lecture 16 - Introduction to Management Accounting & Behaviour of Cost
- Lecture 17 - Cost-Volume Relationship
- Lecture 18 - Cost-Objects & Variance
- Lecture 19 - Labour & Over Heads Variance Analysis
- Lecture 20 - Cash Conversion Cycle
- Lecture 21 - Inventory Management
- Lecture 22 - What is Strategy?
- Lecture 23 - Porter's Diamond Model
- Lecture 24 - Industry Analysis
- Lecture 25 - Industry Analysis & Sources of Strategy
- Lecture 26 - The Need for Value
- Lecture 27 - Value Chain Analysis
- Lecture 28 - Corporate Portfolio Analysis
- Lecture 29 - External & Internal Environ Analysis
- Lecture 30 - Models for Strategy,Ansoff matrix
- Lecture 31 - Porter's Generic Strategy

[Lecture 32 - Prahlad's Core Competency](#)

[Lecture 33 - Case study to understand strategy](#)

[Lecture 34 - Case study to understand strategy](#)

[Lecture 35 - Blue ocean and conclusion](#)

[Lecture 36 - Introduction to Economics](#)

[Lecture 37 - Introduction to GDP](#)

[Lecture 38 - Supply vs Demand](#)

[Lecture 39 - Price & Income Elasticity and Utility](#)

[Lecture 40 - Macroeconomic Variables](#)

[Lecture 41 - Fiscal & Monetary Policy](#)

[Lecture 42 - Union Budget & Conclusion](#)



Lecture 1 - Linear Programming Introduction and formulations - Product Mix problem and Notations

Lecture 2 - Linear Programming Introduction and formulations - Manpower and Production planning formulations

Lecture 3 - Linear Programming Introduction and formulations - Media selection problem and Bicycle problem

Lecture 4 - Linear Programming Introduction and formulations - Caterer problem

Lecture 5 - Linear Programming Introduction and formulations - Maximum flow and bin packing problems

Lecture 6 - Graphical and Algebraic methods - Graphical method (maximization)

Lecture 7 - Graphical and Algebraic methods - Graphical method (minimization)

Lecture 8 - Graphical and Algebraic methods - Algebraic method (maximization)

Lecture 9 - Graphical and Algebraic methods - Algebraic method (minimization)

Lecture 10 - Graphical and Algebraic methods - Comparing graphical and algebraic methods

Lecture 11 - Simplex Algorithm - Algebraic form of simplex algorithm

Lecture 12 - Simplex Algorithm - Tabular form of simplex (maximization)

Lecture 13 - Simplex Algorithm - Tabular form (minimization)

Lecture 14 - Simplex Algorithm - Unboundedness

Lecture 15 - Simplex Algorithm - Infeasibility

Lecture 16 - Dual - Motivation to the dual

Lecture 17 - Dual - Writing the dual for a general LP

Lecture 18 - Dual - Writing the dual for a general LP (Continued...)

Lecture 19 - Dual - Duality theorems

Lecture 20 - Dual - Complimentary slackness theorem

Lecture 21 - Primal dual relationships - Dual solution using complimentary slackness

Lecture 22 - Primal dual relationships - Dual solution from simplex table; economic interpretation of dual

Lecture 23 - Primal dual relationships - Economic Interpretation of the dual; Dual Simplex algorithm

Lecture 24 - Primal dual relationships - Solving LPs with mixed type of constraints

Lecture 25 - Primal dual relationships - Matrix method for LP problems

Lecture 26 - Introducing the transportation problem

Lecture 27 - North West corner Rule and minimum cost method

Lecture 28 - Penalty cost method

Lecture 29 - Stepping stone method and Modified Distribution method

Lecture 30 - MODI method; Dual of the transportation problem and the optimality of the MODI method

Lecture 31 - Introducing the Assignment problem

[Lecture 32 - Solving the Assignment problem](#)

[Lecture 33 - Hungarian algorithm; Alternate optimum](#)

[Lecture 34 - Unequal number of rows and columns; Dual of the assignment problem](#)

[Lecture 35 - Optimality of the Hungarian algorithm](#)

[Lecture 36 - Setting up the problem and solving simple LP problems](#)

[Lecture 37 - Unboundedness and infeasibility](#)

[Lecture 38 - Solving other formulations](#)

[Lecture 39 - Solving a transportation problem](#)

[Lecture 40 - Solving an assignment problem](#)

[Lecture 1 - Course Overview](#)

[Lecture 2 - Course Overview \(Continued...\)](#)

[Lecture 3 - Descriptive Statistics - Graphical Approaches](#)

[Lecture 4 - Descriptive Statistics - Measures of Central Tendency](#)

[Lecture 5 - Descriptive Statistics - Measures of Dispersion](#)

[Lecture 6 - Random Variables and Probability Distributions](#)

[Lecture 7 - Probability Distributions \(Continued...\)](#)

[Lecture 8 - Probability Distributions \(Continued...\)](#)

[Lecture 9 - Inferential Statistics - Motivation](#)

[Lecture 10 - Inferential Statistics - Single sample tests](#)

[Lecture 11 - Two Sample tests](#)

[Lecture 12 - Type 1 and Type 2 Errors](#)

[Lecture 13 - Confidence Intervals](#)

[Lecture 14 - ANOVA and Test of Independence](#)

[Lecture 15 - Short Introduction to Regression](#)

[Lecture 16 - Introduction to Machine Learning](#)

[Lecture 17 - Supervised Learning](#)

[Lecture 18 - Unsupervised Learning](#)

[Lecture 19 - Ordinary Least Squares Regression](#)

[Lecture 20 - Simple and Multiple Regression in Excel and Matlab](#)

[Lecture 21 - Regularization/ Coefficients Shrinkage](#)

[Lecture 22 - Data Modelling and Algorithmic Modelling Approaches](#)

[Lecture 23 - Logistic Regression](#)

[Lecture 24 - Training a Logistic Regression Classifier](#)

[Lecture 25 - Classification and Regression Trees](#)

[Lecture 26 - Classification and Regression Trees \(Continued...\)](#)

[Lecture 27 - Bias Variance Dichotomy](#)

[Lecture 28 - Model Assessment and Selection](#)

[Lecture 29 - Support Vector Machines](#)

[Lecture 30 - Support Vector Machines \(Continued...\)](#)

[Lecture 31 - Support Vector Machines for Non Linearly Separable Data](#)

- [Lecture 32 - Support Vector Machines and Kernel Transformations](#)
- [Lecture 33 - Ensemble Methods and Random Forests](#)
- [Lecture 34 - Artificial Neural Networks](#)
- [Lecture 35 - Artificial Neural Networks \(Continued...\)](#)
- [Lecture 36 - Deep Learning](#)
- [Lecture 37 - Associative Rule Mining](#)
- [Lecture 38 - Association Rule Mining \(Continued...\)](#)
- [Lecture 39 - Big Data - A small introduction](#)
- [Lecture 40 - Big Data - A small introduction \(Continued...\)](#)
- [Lecture 41 - Clustering Analysis](#)
- [Lecture 42 - Clustering Analysis \(Continued...\)](#)
- [Lecture 43 - Introduction to Experimentation and Active Learning](#)
- [Lecture 44 - Introduction to Experimentation and Active Learning \(Continued...\)](#)
- [Lecture 45 - An Introduction to Online Learning - Reinforcement Learning](#)
- [Lecture 46 - An Introduction to Online Learning - Reinforcement Learning \(Continued...\)](#)
- [Lecture 47 - Summary + Insights into the Final Exam](#)

Lecture 1 - Course Overview

Lecture 2 - Course Overview (Continued...)

Lecture 3 - Descriptive Statistics - Graphical Approaches

Lecture 4 - Descriptive Statistics - Measures of Central Tendency

Lecture 5 - Descriptive Statistics - Measures of Dispersion

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Lecture 7 - Probability Distributions (Continued...)

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Lecture 26 - Classification and Regression Trees (Continued...)

Lecture 27 - Bias Variance Dichotomy

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Lecture 30 - Support Vector Machines (Continued...)

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- [Lecture 40 - Big Data, A small introduction \(Continued...\)](#)
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- [Lecture 42 - Clustering Analysis \(Continued...\)](#)
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- [Lecture 44 - Introduction to Experimentation and Active Learning \(Continued...\)](#)
- [Lecture 45 - An Introduction to Online Learning - Reinforcement Learning](#)
- [Lecture 46 - An Introduction to Online Learning - Reinforcement Learning \(Continued...\)](#)
- [Lecture 47 - Summary - Insights into the Final Exam](#)
- [Lecture 48 - Tutorial on weka](#)
- [Lecture 49 - Tutorial on Decision Trees](#)
- [Lecture 50 - Big Data - A Small Introduction \(Continued...\)](#)

Lecture 1 - Patent Law as Concepts

Lecture 2 - Understanding the Patents Act and the Rules

Lecture 3 - Preliminary Sections

Lecture 4 - Preliminary Rules

Lecture 5 - Patents (Amendment) Rules, 2016

Lecture 6 - Easy way to read the Patents Act and Rules

Lecture 7 - What can be Patented?

Lecture 8 - Inventions not Patentable

Lecture 9 - Novelty

Lecture 10 - Anticipation

Lecture 11 - Inventive Step

Lecture 12 - Capable of Industrial Application

Lecture 13 - Person Skilled in the Art

Lecture 14 - Complete and Provisional Specifications

Lecture 15 - Contents of Specifications

Lecture 16 - Structure of a Patent Specification

Lecture 17 - Reading a Patent Specification

Lecture 18 - Introduction to Patent Drafting: Provisional Specification

Lecture 19 - Introduction to Patent Drafting: Complete Specification

Lecture 20 - Who Can Apply for a Patent?

Lecture 21 - Form of Application

Lecture 22 - Patent Application: Making, What to include, and Types

Lecture 23 - Powers of Controller: Generally

Lecture 24 - Patents of Addition

Lecture 25 - Priority Dates

Lecture 26 - Professor's Interaction 01

Lecture 27 - Publication of Application

Lecture 28 - Request for Examination

Lecture 29 - Examination of Application

Lecture 30 - Expedited Examination of Application

Lecture 31 - Search for Anticipation

[Lecture 32 - Procedure in case of Anticipation](#)

[Lecture 33 - Consideration of Report of Examiner](#)

[Lecture 34 - Refuse, Require Amendment, and Division of Applications](#)

[Lecture 35 - Dating of Application and Anticipation](#)

[Lecture 36 - Potential Infringement](#)

[Lecture 37 - Orders Regarding Substitution of Applicants](#)

[Lecture 38 - Putting Applications in Order for Grant](#)

[Lecture 39 - Amendments during Prosecution](#)

[Lecture 40 - Introduction to Opposition to Grant of Patents](#)

[Lecture 41 - Pre-Grant Opposition](#)

[Lecture 42 - Post-Grant Opposition](#)

[Lecture 43 - Obtained Invention](#)

[Lecture 44 - Mention of Inventor](#)

[Lecture 45 - Opposition in General](#)

[Lecture 46 - Secrecy Provisions](#)

[Lecture 47 - Grant of Patents](#)

[Lecture 48 - Rights conferred by Grant](#)

[Lecture 49 - Rights of Co-Owners of Patents and Power of Controller to give directions](#)

[Lecture 50 - Patent obtained by Fraud of True and First Inventor](#)

[Lecture 51 - Term of Patent](#)

[Lecture 52 - Restoration of Lapsed Patents](#)

[Lecture 53 - Surrender of Patents](#)

[Lecture 54 - Revocation of Patents](#)

[Lecture 55 - Register of Patents](#)

[Lecture 56 - Patent Office and its Establishment](#)

[Lecture 57 - Patent Agents](#)

[Lecture 58 - Use and Acquisition by Government](#)

[Lecture 59 - Penalties](#)

[Lecture 60 - Introduction to Compulsory Licensing](#)

[Lecture 61 - Working of Patents](#)

[Lecture 62 - Compulsory Licenses](#)

[Lecture 63 - Revocation of Patents 1](#)

[Lecture 64 - Powers of Controller](#)



[Lecture 65 - Licensing of Related Patents](#)

[Lecture 66 - Compulsory License on Notification by Central Government](#)

[Lecture 67 - Compulsory License for Export of Pharma Products](#)

[Lecture 68 - Termination of Compulsory License, Related Rules](#)

[Lecture 69 - Intellectual Property Appellate Board](#)

[Lecture 70 - Infringement Suits and Defences](#)

[Lecture 71 - Reliefs in Suit for Infringement](#)

[Lecture 72 - Declaration as to Non-Infringement](#)

[Lecture 73 - Groundless threat of Infringement Proceedings](#)

[Lecture 74 - Certificate of Validity](#)

[Lecture 75 - Scientific Advisors](#)

[Lecture 76 - International Arrangements](#)

[Lecture 77 - Miscellaneous](#)

[Lecture 78 - Fees](#)

- Lecture 1 - Design Thinking - A Primer Start - Part 1
- Lecture 2 - Design Thinking - A Primer Start - Part 2
- Lecture 3 - Design Thinking - A Primer Start - Part 3
- Lecture 4 - Intro to Design Thinking
- Lecture 5 - Case Study - Arcturus IV by John E. Arnold
- 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
- Lecture 18 - Solve - Tea cup story
- 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
- Lecture 24 - Test - Customer reactions to prototype
- Lecture 25 - The END - Part 1
- Lecture 26 - The END - Part 2
- Lecture 27 - Finale and Appeal for proposals

- Lecture 1 - Tutorial - How to Install Octave and using Octave
- 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?
- Lecture 14 - Utility Function
- Lecture 15 - Nested one-time decisions
- Lecture 16 - Decision Trees
- Lecture 17 - Decisions in Game Shows: Final Jeopardy
- Lecture 18 - Decisions in Game Shows: Monte Hall
- Lecture 19 - Project Network and Analysis
- Lecture 20 - Newsvendor Problem: Background, Model and Analysis
- 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

[Lecture 32 - DTMC Modeling and Analysis](#)

[Lecture 33 - Markov Decision Process Set Up](#)

[Lecture 34 - Analyzing the four policies](#)

Lecture 1 - Introduction

Lecture 2 - Introduction (Continued...)

Lecture 3 - Two Financial Statements

Lecture 4 - Two Financial Statements (Continued...)

Lecture 5 - Two Financial Statements (Continued...)

Lecture 6 - Three Financial Statements

Lecture 7 - Three Financial Statements (Continued...)

Lecture 8 - Three Financial Statements (Continued...)

Lecture 9 - Transaction and Financial Statements

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

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

Lecture 12 - Lone Pine Cafe (Case)

Lecture 13 - Lone Pine Cafe (Case)

Lecture 14 - Journal - 1

Lecture 15 - Journal - 2

Lecture 16 - Journal - 3

Lecture 17 - Ledger Posting Part - 1

Lecture 18 - Ledger Posting Part - 2

Lecture 19 - Final Accounts

Lecture 20 - Cash Flow Statements - 1

Lecture 21 - Cash Flow Statements - 2

Lecture 22 - Cash Flow Statements - 3

Lecture 23 - Cash Flow Statements - 4

Lecture 24 - Cash Flow Statements - 5

Lecture 25 - Reading the Financial Statements of a Annual Report - 1

Lecture 26 - Reading the Financial Statements of a Annual Report - 2

Lecture 27 - Reading the Financial Statements of a Annual Report - 3

Lecture 28 - Financial Statement Analysis - 1

Lecture 29 - Financial Statement Analysis - 2

Lecture 30 - Financial Statement Analysis - 3

Lecture 31 - Financial Statement Analysis - 4

[Lecture 32 - Recap](#)

[Lecture 33 - Ratios Analysis](#)

[Lecture 34 - Ratios Analysis](#)

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

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

- Lecture 1 - Entrepreneurial Journey - Part 1
- Lecture 2 - Entrepreneurial Journey - Part 2
- Lecture 3 - Entrepreneurial Journey - Part 3
- Lecture 4 - Entrepreneurial Discovery - Part 1
- Lecture 5 - Entrepreneurial Discovery - Part 2
- Lecture 6 - Entrepreneurial Discovery - Part 3
- Lecture 7 - Entrepreneurial Discovery - Part 4
- Lecture 8 - Ideation and Prototyping - Part 1
- Lecture 9 - Ideation and Prototyping - Part 2
- Lecture 10 - Ideation and Prototyping - Part 3
- Lecture 11 - Ideation and Prototyping - Part 4
- 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
- Lecture 19 - Commercialisation and Disruption as Success Drivers - Part 4
- 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
- Lecture 23 - Technological Innovation and Entrepreneurship - Part 3
- Lecture 24 - Technological Innovation and Entrepreneurship - Part 4
- Lecture 25 - Technological Innovation and Entrepreneurship - Part 5
- Lecture 26 - Technology, Business, and Operations Strategies - Part 1
- Lecture 27 - Technology, Business, and Operations Strategies - Part 2
- Lecture 28 - Technology, Business, and Operations Strategies - Part 3
- Lecture 29 - Technology, Business, and Operations Strategies - Part 4
- Lecture 30 - Technology, Business, and Operations Strategies - Part 5
- Lecture 31 - Raising Finances and Developing Financial Strategy - Part 1

[Lecture 32 - Raising Finances and Developing Financial Strategy - Part 2](#)

[Lecture 33 - Raising Finances and Developing Financial Strategy - Part 3](#)

[Lecture 34 - Raising Finances and Developing Financial Strategy - Part 4](#)

[Lecture 35 - Raising Finances and Developing Financial Strategy - Part 5](#)

[Lecture 36 - Education and Entrepreneurship - Part 1](#)

[Lecture 37 - Education and Entrepreneurship - Part 2](#)

[Lecture 38 - Education and Entrepreneurship - Part 3](#)

[Lecture 39 - Beyond Founders and Founder-Families - Part 1](#)

[Lecture 40 - Beyond Founders and Founder-Families - Part 2](#)

[Lecture 41 - Beyond Founders and Founder-Families - Part 3](#)

[Lecture 42 - Beyond Founders and Founder-Families - Part 4](#)

[Lecture 43 - India as A Start-up Nation - Part 1](#)

[Lecture 44 - India as A Start-up Nation - Part 2](#)

[Lecture 45 - India as A Start-up Nation - Part 3](#)

[Lecture 46 - National Entrepreneurial Culture - Part 1](#)

[Lecture 47 - National Entrepreneurial Culture - Part 2](#)

[Lecture 48 - Entrepreneurial Thermodynamics - Part 1](#)

[Lecture 49 - Entrepreneurial Thermodynamics - Part 2](#)

[Lecture 50 - Human Resources Strategy](#)

[Lecture 51 - Entrepreneurship and Employment - Part 1](#)

[Lecture 52 - Entrepreneurship and Employment - Part 2](#)

[Lecture 53 - Entrepreneurship and Employment - Part 3](#)

[Lecture 54 - Entrepreneurship and Employment - Part 4](#)

[Lecture 55 - Corporate Governance](#)

[Lecture 56 - Marketing Strategy](#)

[Lecture 57 - Start-up Case Studies - Part 1](#)

[Lecture 58 - Start-up Case Studies - Part 2](#)

[Lecture 59 - Start-up Case Studies - Part 3](#)

[Lecture 60 - Start-up Case Studies - Part 4](#)

[Lecture 61 - In Closing](#)



[Lecture 1 - Introduction to Organizational Behaviour - Part 1](#)

[Lecture 2 - Introduction to Organizational Behaviour - Part 2](#)

[Lecture 3 - Introduction to Organizational Behaviour - Part 3](#)

[Lecture 4 - Introduction to Organizational Behaviour - Part 4](#)

[Lecture 5 - Introduction to Organizational Behaviour - Part 5](#)

[Lecture 6 - Perception - Part 1](#)

[Lecture 7 - Perception - Part 2](#)

[Lecture 8 - Perception - Part 3](#)

[Lecture 9 - Perception - Part 4](#)

[Lecture 10 - Personality - Part 1](#)

[Lecture 11 - Personality - Part 2](#)

[Lecture 12 - Personality - Part 3](#)

[Lecture 13 - Personality - Part 4](#)

[Lecture 14 - Personality - Part 5](#)

[Lecture 15 - Personality - Part 6](#)

[Lecture 16 - Personality - Part 7](#)

[Lecture 17 - Learning - Part 1](#)

[Lecture 18 - Learning - Part 2](#)

[Lecture 19 - Attitudes - Part 1](#)

[Lecture 20 - Attitudes - Part 2](#)

[Lecture 21 - Attitudes - Part 3](#)

[Lecture 22 - Attitudes - Part 4](#)

[Lecture 23 - Emotions - Part 1](#)

[Lecture 24 - Emotions - Part 2](#)

[Lecture 25 - Emotions - Part 3](#)

[Lecture 26 - Motivation - Part 1](#)

[Lecture 27 - Motivation - Part 2](#)

[Lecture 28 - Motivation - Part 3](#)

[Lecture 29 - Motivation - Part 4](#)

[Lecture 30 - Motivation - Part 5](#)

[Lecture 31 - Motivation - Part 6](#)

- Lecture 32 - Interpersonal Relationships - Part 1
- Lecture 33 - Interpersonal Relationships - Part 2
- Lecture 34 - Interpersonal Relationships - Part 3
- Lecture 35 - Interpersonal Relationships - Part 4
- Lecture 36 - Communication - Part 1
- Lecture 37 - Communication - Part 2
- Lecture 38 - Communication - Part 3
- Lecture 39 - Decision Making - Part 1
- Lecture 40 - Decision Making - Part 2
- Lecture 41 - Decision Making - Part 3
- Lecture 42 - Decision Making - Part 4
- Lecture 43 - Power and Leadership - Part 1
- Lecture 44 - Power and Leadership - Part 2
- Lecture 45 - Power and Leadership - Part 3
- Lecture 46 - Power and Leadership - Part 4
- Lecture 47 - Power and Leadership - Part 5
- Lecture 48 - Group Dynamics - Part 1
- Lecture 49 - Group Dynamics - Part 2
- Lecture 50 - Group Dynamics - Part 3
- Lecture 51 - Organizational Culture - Part 1
- Lecture 52 - Organizational Culture - Part 2
- Lecture 53 - Organizational Change
- Lecture 54 - Organizational Structure - Part 1
- Lecture 55 - Organizational Structure - Part 2
- Lecture 56 - Organizational Structure - Part 3

# DIGIMAT - The No.1 Learning Management 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 32 - Metal Powder Manufacturing and Characterisation

- 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
- Lecture 30 - Recap and way forward
- Lecture 31 - Introduction to Ledger

[Lecture 32 - Process of Ledger Posting - Part 1](#)

[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](#)

[Lecture 37 - Tutorial - Identifying balances - Part 1](#)

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

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

[Lecture 40 - Tutorial - Identifying balances - Part 4](#)

[Lecture 41 - Practice Problem - I](#)

[Lecture 42 - Practice Problem - II](#)

[Lecture 43 - Practice Problem - III](#)

[Lecture 44 - Recap and way forward](#)

[Lecture 45 - Introduction to Trial Balance](#)

[Lecture 46 - Preparation of Trial Balance](#)

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

[Lecture 48 - Practice Problem - 2](#)

[Lecture 49 - Errors in Trial Balance](#)

[Lecture 50 - Recap and way forward](#)

[Lecture 51 - Introduction to Final Accounts](#)

[Lecture 52 - Tutorial - Identifying direct and indirect expenses](#)

[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](#)

[Lecture 58 - Tutorial - Preparation of Balance Sheet](#)

[Lecture 59 - Practice Problem](#)

[Lecture 60 - Adjustments in Final Accounts](#)

[Lecture 61 - Transactions to be adjusted in Final Accounts - Part 1](#)

[Lecture 62 - Transactions to be adjusted in Final Accounts - Part 2](#)

[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

[Lecture 98 - Tutorial - Cash Flows from Investing Activities](#)

[Lecture 99 - Cash Flows from Financing Activities](#)

[Lecture 100 - Tutorial - Cash Flows from Financing Activities](#)

[Lecture 101 - Preparing Cash Flow Statement](#)

[Lecture 102 - Identifying hidden information - Part 1](#)

[Lecture 103 - Identifying hidden information - Part 2](#)

[Lecture 104 - Identifying hidden information - Part 3](#)

[Lecture 105 - Practice Problem - Part 1](#)

[Lecture 106 - Practice Problem - Part 2](#)

[Lecture 107 - Need of Break Even Analysis](#)

[Lecture 108 - Understanding the nature of costs](#)

[Lecture 109 - Contribution Margin](#)

[Lecture 110 - Tutorial - Contribution](#)

[Lecture 111 - Break Even Point](#)

[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 Learning Management 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](#)

[Lecture 36 - Forecasting and Forecast](#)

Lecture 1 - Leadership: Business Context

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

- Lecture 32 - Instilling Development Passion
- Lecture 33 - CEO Succession
- Lecture 34 - Success Factors for Succession
- Lecture 35 - Stage and Stature
- Lecture 36 - R&D Leadership
- Lecture 37 - Operations Leadership
- Lecture 38 - Marketing Leadership
- 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
- Lecture 52 - Leadership Mistakes
- Lecture 53 - Lonely at the Top
- Lecture 54 - Leadership Emotions
- 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 to Cost Accounting - Part I

Lecture 2 - Introduction to Cost Accounting - Part II

Lecture 3 - Material Cost - Part I

Lecture 4 - Material Cost - Part II

Lecture 5 - Labour Cost - Part I

Lecture 6 - Labour Cost - Part II

Lecture 7 - Overhead - Part I

Lecture 8 - Overhead - Part II

Lecture 9 - Cost Sheet - Part I

Lecture 10 - Cost Sheet - Part II

Lecture 11 - Job Costing - Part I

Lecture 12 - Job Costing - Part II

Lecture 13 - Service / Operating Costing - Part I

Lecture 14 - Service / Operating Costing - Part II

Lecture 15 - Contract Costing - Part I

Lecture 16 - Contract Costing - Part II

Lecture 17 - Process Costing - Part I

Lecture 18 - Process Costing - Part II

Lecture 19 - Cost Volume Profit Analysis - Part I

Lecture 20 - Cost Volume Profit Analysis - Part II

Lecture 21 - Cost Volume Profit Analysis - Part III

Lecture 22 - Cost Volume Profit Analysis - Part IV

Lecture 23 - Decision Making - Part I

Lecture 24 - Decision Making - Part II

Lecture 25 - Decision Making - Part III

Lecture 26 - Decision Making - Part IV

Lecture 27 - Decision Making - Part V

Lecture 28 - Budgetary Control - Part I

Lecture 29 - Budgetary Control - Part II

Lecture 30 - Budgetary Control - Part III

Lecture 31 - Budgetary control - Part IV



[Lecture 32 - Budgetary control - Part V](#)

[Lecture 33 - Budgetary control - Part VI](#)

[Lecture 34 - Standard Costing - Part I](#)

[Lecture 35 - Variance Analysis - Part I](#)

[Lecture 36 - Variance Analysis - Part II](#)

[Lecture 37 - Variance Analysis - Part III](#)

[Lecture 38 - Variance Analysis - Part IV](#)

[Lecture 39 - Variance Analysis - Part V](#)

[Lecture 40 - Interaction with CFO](#)

Lecture 1 - Concept of GST and difference between Direct tax and Indirect tax - Part 1

Lecture 2 - Concept of GST and difference between Direct tax and Indirect tax - Part 2

Lecture 3 - Concept of GST and difference between Direct tax and Indirect tax - Part 3

Lecture 4 - Concept of GST and difference between Direct tax and Indirect tax - Part 4

Lecture 5 - Registration - Part 1

Lecture 6 - Registration - Part 2

Lecture 7 - Registration - Part 3

Lecture 8 - Registration - Part 4

Lecture 9 - Place of Supply - Part 1

Lecture 10 - Place of Supply - Part 2

Lecture 11 - Place of Supply - Part 3

Lecture 12 - Place of Supply - Part 4

Lecture 13 - Place of Supply - Part 5

Lecture 14 - Value of Supply - Part 1

Lecture 15 - Value of Supply - Part 2

Lecture 16 - Value of Supply - Part 3

Lecture 17 - Value of Supply - Part 4

Lecture 18 - Value of Supply - Part 5

Lecture 19 - Input Tax Credit 1 - Part 1

Lecture 20 - Input Tax Credit 1 - Part 2

Lecture 21 - Input Tax Credit 1 - Part 3

Lecture 22 - Input Tax Credit 1 - Part 4

Lecture 23 - Input Tax Credit 1 - Part 5

Lecture 24 - Input Tax Credit 2 - Part 1

Lecture 25 - Input Tax Credit 2 - Part 2

Lecture 26 - Payment of Taxes - Part 1

Lecture 27 - Payment of Taxes - Part 2

Lecture 28 - Returns - Part 1

Lecture 29 - Returns - Part 2

Lecture 30 - Returns - Part 3

Lecture 31 - Returns - Part 4

[Lecture 32 - Overview of GST portal - Part 1](#)

[Lecture 33 - Overview of GST portal - Part 2](#)

[Lecture 34 - Overview of GST portal - Part 3](#)

[Lecture 35 - Overview of GST portal - Part 4](#)

[Lecture 36 - Overview of GST portal - Part 5](#)

Lecture 1 - What is Market and Marketing?

Lecture 2 - Research, Marketing Research and its Types

Lecture 3 - Introduction to Marketing Research Process

Lecture 4 - Step #1 Problem Definition Discussion with Decision Maker

Lecture 5 - Step #1 Problem Definition Problem Audit, Interview with Experts, Qualitative Research

Lecture 6 - Step #1 Problem Definition Marketing Research Problem and an Example

Lecture 7 - Step #2 Developing an approach to the problem Understanding a Theory

Lecture 8 - Step #2 Developing an approach to the problem Components of an approach

Lecture 9 - Step #2 Developing an approach to the problem Examples

Lecture 10 - Case Studies for Problem Definition Process

Lecture 11 - Research Design: An Introduction

Lecture 12 - Exploratory and Descriptive Research Design: An Introduction

Lecture 13 - Exploratory Research Techniques: Secondary Data and Thematic Analysis

Lecture 14 - Exploratory Research Techniques: Secondary Data and Qualitative Research - Focus Group Discussion

Lecture 15 - Exploratory Research Techniques: Focus Group Discussion PDF

Lecture 16 - Exploratory Research Techniques: Depth Interviews

Lecture 17 - Exploratory Research Techniques: Projective Techniques

Lecture 18 - Descriptive Research Techniques

Lecture 19 - Causal Research Design: Experiments and Confounding Variables

Lecture 20 - Causal Research Design: Experiments and Related Terminologies

Lecture 21 - Causal Research Design: Experiments and its Types

Lecture 22 - Measurement and Scaling: Levels of Measurement

Lecture 23 - Measurement and Scaling: Comparative and Non Comparative Scaling

Lecture 24 - Measurement and Scaling: Non Comparative Scaling - Likert Item Scales

Lecture 25 - Measurement and Scaling: Semantic Differential Scale and Other Scale Decisions

Lecture 26 - Measurement and Scaling: Multi item Scales

Lecture 27 - Measurement and Scaling: Multi item Scales, Conceptual and Operational Definitions

Lecture 28 - Questionnaire Design: Initial Steps 1 to 5

Lecture 29 - Questionnaire Design: Steps 6 onwards and Other Issues

Lecture 30 - Questionnaire Design: Framing Common Demographic and Screener Questions

Lecture 31 - Data Analysis using SPSS: Entering the Data

[Lecture 32 - Data Analysis using SPSS: Data Cleaning and Descriptive Statistics](#)

[Lecture 33 - Data Analysis using SPSS: Charts, Outliers, and Descriptive Statistics](#)

[Lecture 34 - Data Analysis using SPSS: Cross Tabs](#)

[Lecture 35 - Data Analysis using SPSS: Hypothesis Testing for Association](#)

[Lecture 36 - Data Analysis using SPSS: Hypothesis Testing for Differences in Means P value, Sampling Distribution](#)

[Lecture 37 - Data Analysis using SPSS: Hypothesis Testing for Differences in Means \(Independent Sample T test\)](#)

[Lecture 38 - Analysis using SPSS: Hypothesis Testing for Differences in Means Paired Sample T test, One way ANOVA](#)

- Lecture 1 - Foundations of Public Management - I
- Lecture 2 - Foundations of Public Management - II
- Lecture 3 - Foundations of Public Management - III
- Lecture 4 - Foundations of Public Management - IV
- Lecture 5 - Foundations of Public Management - V
- Lecture 6 - Approaches to the field of Management - I
- Lecture 7 - Approaches to the field of Management - II
- Lecture 8 - Approaches to the field of Management - III
- Lecture 9 - Approaches to the field of Management - IV
- Lecture 10 - Approaches to the field of Management - V
- Lecture 11 - Environment of Public organizations - I
- Lecture 12 - Environment of Public organizations - II
- Lecture 13 - Environment of Public organizations - III
- Lecture 14 - Environment of Public organizations - IV
- Lecture 15 - Environment of Public organizations - V
- Lecture 16 - Accountability and Control - I
- Lecture 17 - Accountability and Control - II
- Lecture 18 - Accountability and Control - III
- Lecture 19 - Accountability and Control - IV
- Lecture 20 - Accountability and Control - V
- Lecture 21 - Goals, effectiveness and Performance - I
- Lecture 22 - Goals, effectiveness and Performance - II
- Lecture 23 - Goals, effectiveness and Performance - III
- Lecture 24 - Goals, effectiveness and Performance - IV
- Lecture 25 - Goals, effectiveness and Performance - V
- Lecture 26 - Structure of Public organizations - I
- Lecture 27 - Structure of Public organizations - II
- Lecture 28 - Structure of Public organizations - III
- Lecture 29 - Structure of Public organizations - IV
- Lecture 30 - Structure of Public organizations - V
- Lecture 31 - Management of people in public organizations - I

- Lecture 32 - Management of people in public organizations - II
- Lecture 33 - Management of people in public organizations - III
- Lecture 34 - Management of people in public organizations - IV
- Lecture 35 - Management of people in public organizations - V
- Lecture 36 - Public Service Motivation - I
- Lecture 37 - Public Service Motivation - II
- Lecture 38 - Public Service Motivation - III
- Lecture 39 - Public Service Motivation - IV
- Lecture 40 - Public Service Motivation - V
- Lecture 41 - Effective Leadership in Public Organizations - I
- Lecture 42 - Effective Leadership in Public Organizations - II
- Lecture 43 - Effective Leadership in Public Organizations - III
- Lecture 44 - Effective Leadership in Public Organizations - IV
- Lecture 45 - Effective Leadership in Public Organizations - V
- Lecture 46 - Administrative reforms and organizational change in public organizations - I
- Lecture 47 - Administrative reforms and organizational change in public organizations - II
- Lecture 48 - Administrative reforms and organizational change in public organizations - III
- Lecture 49 - Administrative reforms and organizational change in public organizations - IV
- Lecture 50 - Administrative reforms and organizational change in public organizations - V
- Lecture 51 - Public Management through Collaboration - I
- Lecture 52 - Public Management through Collaboration - II
- Lecture 53 - Public Management through Collaboration - III
- Lecture 54 - Public Management through Collaboration - IV
- Lecture 55 - Public Management through Collaboration - V
- Lecture 56 - Innovation in Public Sector Organization - I
- Lecture 57 - Innovation in Public Sector Organization - II
- Lecture 58 - Innovation in Public Sector Organization - III
- Lecture 59 - Innovation in Public Sector Organization - IV
- Lecture 60 - Innovation in Public Sector Organization - V

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

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

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

**Co-ordinators : Prof. Sourabh Arora**

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- 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
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- Lecture 51 - Understanding Global Organizational Design
- Lecture 52 - Designing Structure to Fit Global Strategy
- Lecture 53 - Building Global Capabilities
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- 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 Project Management - I
- Lecture 2 - Introduction to Project Management - II
- Lecture 3 - Agile Project Management
- Lecture 4 - Project Selection Models
- Lecture 5 - Examples of Project Selection Models
- Lecture 6 - Project Manager
- Lecture 7 - Attributes of Effective Project Manager
- Lecture 8 - Managing for Stakeholders
- Lecture 9 - Resolving Conflicts
- Lecture 10 - Negotiation
- Lecture 11 - Project in the Organization structure
- Lecture 12 - Human factors and the Project Team
- Lecture 13 - Traditional Project Activity Planning
- Lecture 14 - Agile Project Planning, Project Charter
- Lecture 15 - Coordination through Integration Management
- Lecture 16 - Project Feasibility Analysis
- Lecture 17 - Estimating Project Budgets
- Lecture 18 - Project Risk Management
- Lecture 19 - Quantitative Risk Assessment Methodologies
- Lecture 20 - Critical Path Method (CPM)
- Lecture 21 - Programme Evaluation And Review Technique PERT
- Lecture 22 - Risk Analysis with simulation for scheduling
- Lecture 23 - Gantt Chart and Scheduling with scrum
- Lecture 24 - Crashing a project
- Lecture 25 - Resource Loading
- Lecture 26 - Resource Levelling
- Lecture 27 - Goldratt's critical chain
- Lecture 28 - Planning monitoring controlling cycle
- Lecture 29 - Earned value analysis
- Lecture 30 - Agile tools for tracking project
- Lecture 31 - Three types of Project Controlling

[Lecture 32 - Control of change scope and scope creep](#)

[Lecture 33 - Project Audit](#)

[Lecture 34 - Essentials of an audit evaluation](#)

[Lecture 35 - When to close a project ?](#)

[Lecture 36 - Benefits realization, Case study on the success of Chandrayan 3](#)

[Lecture 37 - Software for Project Management](#)

[Lecture 38 - Demo on project management software](#)

[Lecture 39 - Simulations Software for Project Management](#)

[Lecture 40 - Course Summary](#)

**NPTEL : NOC:AI in Marketing (Management)**

**Co-ordinators : Prof. Zillur Rahman**

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- 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

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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

Lecture 28 - Innovation in Marketing Communication - 2

Lecture 29 - Innovation in Marketing Communication - 3

Lecture 30 - Innovative Marketing Communications: Direct Marketing

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



[Lecture 32 - Innovative Marketing Communications: Advertising - Print, Radio and Television](#)

[Lecture 33 - Innovative Marketing Communications: Digital and Social Media Marketing](#)

[Lecture 34 - Influence of Innovation in Marketing Communications on the Marketing Mix](#)

[Lecture 35 - Co-Creation of Value and Value Co-Creation](#)

[Lecture 36 - Innovation and Value Chains - 1](#)

[Lecture 37 - Innovation and Value Chains - 2](#)

[Lecture 38 - Beyond Business](#)

[Lecture 39 - What is Marketing of Innovation? - Part 1](#)

[Lecture 40 - What is Marketing of Innovation? - Part 2](#)

[Lecture 41 - What is Marketing of Innovation? - Part 3](#)

[Lecture 42 - Marketing of Innovation - new products/new usage/ new services/ new perspective?](#)

[Lecture 43 - Marketing Research on Marketing of Innovation - Part 1](#)

[Lecture 44 - Marketing Research on Marketing of Innovation - Part 2](#)

[Lecture 45 - Marketing of Innovation - A fundamental change of thought process](#)

[Lecture 46 - Introduction to Innovation](#)

[Lecture 47 - Sources and Principles of Innovation](#)

[Lecture 48 - Strategy and Innovation](#)

[Lecture 49 - Connecting Innovation to Strategy](#)

[Lecture 50 - Understanding Consumers](#)

[Lecture 51 - Consumer Behavior and Innovations](#)

[Lecture 52 - Product Life Cycle in case of Innovations; Is it different?](#)

[Lecture 53 - Branding of Innovation](#)

[Lecture 54 - Marketing of Innovation in Service Industry - Part 1](#)

[Lecture 55 - Marketing of Innovation in Service Industry - Part 2](#)

[Lecture 56 - Positioning of Innovation](#)

[Lecture 57 - New Product Development](#)

[Lecture 58 - Monetizing and Delivering Innovation](#)

[Lecture 59 - What if it did not happen?](#)

[Lecture 60 - Conclusion](#)

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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

- Lecture 1 - Introduction to HR Analytics
- Lecture 2 - HR Data Preparation and Development of HR metrics
- Lecture 3 - Data science framework
- Lecture 4 - Pitfalls of data science framework and Basics of data visualization
- Lecture 5 - Developing HR analytics unit and culture
- Lecture 6 - List of books
- Lecture 7 - Introduction to data visualization
- Lecture 8 - Data Visualization Power BI - 1
- Lecture 9 - Data Visualization Power BI - 2
- Lecture 10 - Data Visualization Power BI - 3
- Lecture 11 - Data Visualization Excel - 1
- Lecture 12 - Data Visualization Excel - 2
- Lecture 13 - Steps of recruitment
- Lecture 14 - Managerial challenges of recruitment - 1
- Lecture 15 - Managerial challenges of recruitment - 2
- Lecture 16 - Recruitment Analytics - 1
- Lecture 17 - Recruitment Analytics - 2
- Lecture 18 - Recruitment Analytics - 3
- Lecture 19 - Recruitment Analytics - 4
- Lecture 20 - Steps of employee selection process
- Lecture 21 - Managerial challenges of employee selection - 1
- Lecture 22 - Managerial challenges of employee selection - 2
- Lecture 23 - Selection Analytics - 1
- Lecture 24 - Selection Analytics - 2
- Lecture 25 - Selection Analytics - 3
- Lecture 26 - Selection Analytics - 4
- Lecture 27 - Data Visualization of Recruitment and Selection
- Lecture 28 - Steps of training
- Lecture 29 - Managerial challenges of employee training - 1
- Lecture 30 - Managerial challenges of employee training - 2
- Lecture 31 - Training Analytics - 1

- Lecture 32 - Training Analytics - 2
- Lecture 33 - Training Analytics - 3
- Lecture 34 - Training Analytics - 4
- Lecture 35 - Steps of Employee Development
- Lecture 36 - Managerial Challenges of Employee Development - 1
- Lecture 37 - Managerial challenges of employee development - 2
- Lecture 38 - Employee Development Analytics - 1
- Lecture 39 - Employee Development Analytics - 2
- Lecture 40 - Employee Development Analytics - 3
- Lecture 41 - Employee Development Analytics - 4
- Lecture 42 - Data Visualization of Training and Development
- Lecture 43 - Steps of performance management
- Lecture 44 - Managerial challenges of performance management - 1
- Lecture 45 - Managerial challenges of performance management - 2
- Lecture 46 - Performance Analytics - 1
- Lecture 47 - Performance Analytics - 2
- Lecture 48 - Performance Analytics - 3
- Lecture 49 - Performance Analytics - 4
- Lecture 50 - Steps of compensation management
- Lecture 51 - Managerial challenges of compensation management - 1
- Lecture 52 - Managerial challenges of compensation management - 2
- Lecture 53 - Compensation Analytics - 1
- Lecture 54 - Compensation Analytics - 2
- Lecture 55 - Compensation Analytics - 3
- Lecture 56 - Compensation Analytics - 4
- Lecture 57 - Data Visualization of Performance and Compensation
- Lecture 58 - Data Visualization Tableau - 1
- Lecture 59 - Data Visualization Tableau - 2
- Lecture 60 - Data Visualization Tableau - 3
- Lecture 61 - Data Visualization Tableau - 4
- Lecture 62 - Data Visualization Tableau - 5

Lecture 1 - What is Strategic Management?

Lecture 2 - Concepts of Strategy - 1

Lecture 3 - Concepts of Strategy - 2

Lecture 4 - Concepts of Strategy - 3

Lecture 5 - Strategy, Strategic Plan and Tactics

Lecture 6 - Strategic Planning, Thinking and Business Policy

Lecture 7 - Importance of Strategic Management

Lecture 8 - Corporate Culture

Lecture 9 - Leadership - 1

Lecture 10 - Leadership - 2

Lecture 11 - Developing and Communicating a Strategic Vision

Lecture 12 - Communicating a Strategic Vision

Lecture 13 - Developing a Company's Mission Statement and Linking it with Company's Core Values

Lecture 14 - Strategic Management Process - 1

Lecture 15 - Strategic Management Process - 2

Lecture 16 - Concept of Organizational Life Cycle

Lecture 17 - Generic Competitive Strategies - 1

Lecture 18 - Generic Competitive Strategies - 2

Lecture 19 - Ethics as a Strategy - 1

Lecture 20 - Ethics as a Strategy - 2

Lecture 21 - Sustainability as a Strategic Approach - 1

Lecture 22 - Sustainability as a Strategic Approach - 2

Lecture 23 - Environment and Strategy - 1

Lecture 24 - Environment and Strategy - 2

Lecture 25 - Internal Environment

Lecture 26 - Environmental Analysis - Resource Based Model

Lecture 27 - I/O Model, Resources, Capabilities, Core Competencies and Value Chain

Lecture 28 - Industry Life Cycle

Lecture 29 - Competition as Basis for Strategy Formulation and Red Ocean Strategy

Lecture 30 - Blue Ocean Strategy - 1

Lecture 31 - Blue Ocean Strategy - 2

- Lecture 32 - Blue Ocean Strategy - 3
- Lecture 33 - Blue Ocean Strategy - 4
- Lecture 34 - Blue Ocean Strategy - 5
- Lecture 35 - Strategic Entrepreneurship
- Lecture 36 - Strategy for Value Creation
- Lecture 37 - Strategy from Different Perspectives: Fortune at the Bottom of the Pyramid
- Lecture 38 - Strategy from Different Perspectives: Capitalism at the Crossroads
- Lecture 39 - Strategy from Different Perspectives: Sustainable Value Framework
- Lecture 40 - Strategy from Different Perspectives: Development as Freedom
- Lecture 41 - Designing Business Level Strategies
- Lecture 42 - Designing and Strengthening Business Strategies
- Lecture 43 - Corporate Level Strategy - 1
- Lecture 44 - Corporate Level Strategy - 2
- Lecture 45 - Designing Corporate Level Strategy
- Lecture 46 - Designing and Strengthening Corporate Level Strategy
- Lecture 47 - Strengthening Company's Competitive Position - 1
- Lecture 48 - Strengthening Company's Competitive Position - 2
- Lecture 49 - Mergers and Acquisitions - 1
- Lecture 50 - Mergers and Acquisitions - 2
- Lecture 51 - Corporate Governance - 1
- Lecture 52 - Corporate Governance - 2
- Lecture 53 - Corporate Governance - 3
- Lecture 54 - Managing Internal Operations
- Lecture 55 - Strategy Implementation
- Lecture 56 - Strategy Evaluation
- Lecture 57 - The Black Swan
- Lecture 58 - ESG and SDG
- Lecture 59 - Stop Predicting
- Lecture 60 - Conclusion

- Lecture 1 - Introduction to Product management
- Lecture 2 - Role of AI in Product Management - Part 1
- Lecture 3 - Role of AI in Product Management - Part 2
- Lecture 4 - Role of AI in Product Management - Part 3
- Lecture 5 - AI-Powered Market Research
- Lecture 6 - AI-Powered Market Research Tools
- Lecture 7 - Analyzing Qualitative Data with AI
- Lecture 8 - Enhancing Quantitative Research with AI
- Lecture 9 - AI in Customer Sentiment Analysis
- Lecture 10 - Predictive Analytics in Market Research
- Lecture 11 - AI in Brainstorming and Idea Generation
- Lecture 12 - Validating Ideas using AI
- Lecture 13 - AI-Driven Prioritization
- Lecture 14 - Integrating AI into Marketing Planning
- Lecture 15 - Market And Category Analysis with AI
- Lecture 16 - AI Tools for Customer Segmentation
- Lecture 17 - Personalization Engines using AI
- Lecture 18 - AI in Omni-Channel Customer Engagement
- Lecture 19 - AI Driven Customer Journey Mapping
- Lecture 20 - Introduction to Competitor Analysis using AI
- Lecture 21 - Competitive Intelligence with AI
- Lecture 22 - Competitor Monitoring using AI
- Lecture 23 - Using AI to Predict Competitor Moves
- Lecture 24 - Case Studies on AI in Competitor Analysis
- Lecture 25 - Sales Forecasting Models using AI
- Lecture 26 - AI Tools for Demand Planning
- Lecture 27 - AI for Sales Strategy Development
- Lecture 28 - AI in Sales Training
- Lecture 29 - Risk Modeling and Scenario Analysis with AI
- Lecture 30 - Strategic Planning with AI Insights
- Lecture 31 - Positioning and Differentiation using AI



- Lecture 32 - AI in Brand Management
- Lecture 33 - Product Lifecycle Management with AI
- Lecture 34 - Case Studies on AI in Product Strategy
- Lecture 35 - Product-Led Growth using AI
- Lecture 36 - New Product Development using AI - Part 1
- Lecture 37 - New Product Development using AI - Part 2
- Lecture 38 - Transforming New Product Development: The impact of AI - Part 1
- Lecture 39 - Transforming New Product Development: The impact of AI - Part 2
- Lecture 40 - AI in Go-To-Market Strategies
- Lecture 41 - Price Optimization using AI - Part 1
- Lecture 42 - Price Optimization using AI - Part 2
- Lecture 43 - Price Optimization using AI - Part 3
- Lecture 44 - Price Optimization using AI - Part 4
- Lecture 45 - Price Optimization using AI - Part 5
- Lecture 46 - Agile Development using AI
- Lecture 47 - Roadmap Development using AI
- Lecture 48 - AI for MVP (Minimum Viable Product) - Part 1
- Lecture 49 - AI for MVP (Minimum Viable Product) - Part 2
- Lecture 50 - AI-Powered Advertising - Part 1
- Lecture 51 - AI-Powered Advertising - Part 2
- Lecture 52 - AI in Channel Management
- Lecture 53 - Distribution Optimization using AI - Part 1
- Lecture 54 - Distribution Optimization using AI - Part 2
- Lecture 55 - AI in Performance Monitoring
- Lecture 56 - Revenue and profitability Analysis using AI
- Lecture 57 - Benchmarking and Adjustments using AI
- Lecture 58 - Customer support using AI
- Lecture 59 - Challenges and Ethical Considerations
- Lecture 60 - Future Trends in AI for Product Management

Lecture 1 - Operations Analytics: Introduction

Lecture 2 - Operations Analytics Applications

Lecture 3 - Descriptive Analytics

Lecture 4 - Predictive Analytics: Forecasts based on historical demand data

Lecture 5 - Predictive Analytics: Exponential Smoothing and Regression Analysis

Lecture 6 - Predictive Analytics: Estimation of Errors in Forecasting

Lecture 7 - Exponential Smoothing with Trend and Seasonality

Lecture 8 - Exponential Smoothing (Winter's Model)

Lecture 9 - Inventory Management and Uncertainties

Lecture 10 - Managing Uncertainty through Safety Inventory

Lecture 11 - Supply Uncertainty, Quantity Discounts and Production Lot Sizing

Lecture 12 - Decision Making under Uncertainty: Decision Tree

Lecture 13 - Decision Tree Example

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Lecture 16 - Optimal Stocking Quantity in a Single Period (Continued...)

Lecture 17 - Optimal Product Availability in Continuous Stocking

Lecture 18 - Material Requirements Planning

Lecture 19 - Material Requirements Planning (Continued...)

Lecture 20 - Improvements in Material Requirements Planning

Lecture 21 - Pricing and Revenue Management: Introduction

Lecture 22 - Levels and Strategy of Revenue Management

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Lecture 25 - Booking Control and Nesting

Lecture 26 - Managing Cancellations and Two-Class model

Lecture 27 - Capacity Allocation

Lecture 28 - Capacity Allocation: Two-class and Multiclass Models

Lecture 29 - Multiclass Models: EMSR-a and EMSR-b

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[Lecture 37 - Single- Product Dynamic Pricing Without Replenishment](#)

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[Lecture 40 - Markdown Pricing and Conclusion](#)

**NPTEL : Strategic Management (Management)**

**Co-ordinators : Prof. R. Srinivasan**

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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

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Lecture 15 - Synthesis of Internal Factors - 2

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Lecture 27 - Strategy Implementation - 1

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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](#)

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**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](#)

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[Lecture 36 - Technology Road Map](#)

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

[Lecture 38 - Summary](#)