

**COURSE STRUCTURE  
AND  
DETAILED SYLLABUS**

for

**Two Year Degree Course**

in

**MASTER OF BUSINESS APPLICATION**

**(MBA)**

(Applicable from the Academic Year 2015-2016)



School of Management Studies (MBA)

**SREENIDHI INSTITUTE OF SCIENCE AND TECHNOLOGY**

(An Autonomous Institution approved by UGC and affiliated to JNTUH)

(Accredited by NAAC with 'A' Grade, Accredited by NBA of AICTE, Recipient of WBA under TEQIP I & II)

Yamnapet, Ghatkesar, Malkagiri(Medchal)-501 301

## COURSE STRUCTURE AND SYLLABUS

Academic Regulations: 2015 – 2016

### I YEAR – I SEMESTER

CODE	SUBJECT	L	P	T	C	Marks	
						Int.	Ext.
<b>Core Courses:</b>							
5Z101	Principles of Management and Organizational Behavior	4	0	0	3	25	75
5Z102	Financial Accounting and Analysis	4	0	2	4	25	75
5Z103	Managerial Economics	4	0	0	3	25	75
5Z104	Marketing Management	4	0	0	3	25	75
5Z105	Statistics for Management	4	0	2	4	25	75
<b>Soft Core Elective Courses: (Choose any one)</b>							
5Z106	Enterprise Resource Planning and Management Information Systems	4	0	0	2	25	75
5Z107	General Management and Entrepreneurship	4	0	0	2	25	75
5Z108	Business Ethics	4	0	0	2	25	75
5Z109	Business Communication and Soft Skills	4	0	0	2	50	50
5Z110	Leadership Lab	0	3	0	2	50	50
5Y171	IT for Business Applications Lab	2	2	0	2	50	50
<b>TOTAL CREDITS</b>					<b>23</b>		

L= Lecture; P = Practical; T = Tutorial; C= Credits

### I YEAR – II SEMESTER

CODE	SUBJECT	L	P	T	C	Marks	
						Int.	Ext.
<b>Core Courses:</b>							
5Z211	Financial Management	4	0	2	4	25	75
5Z212	Human Resource Management	4	0	0	3	25	75
5Z213	Production and Operations Management	4	0	1	3	25	75
5Z214	Quantitative Analysis for Business Decisions	4	0	2	4	25	75
5Z215	Legal and Economic Environment of Business	4	0	0	3	25	75
<b>Soft Core Elective Courses: (Choose any one)</b>						25	
5Z216	Project Management and Finance	4	0	0	2	25	75
5Z217	Management Control Systems	4	0	0	2	25	75
5Z218	Mergers and Acquisitions	4	0	0	2	25	75
5Z219	Cross Cultural Business Management	4	0	0	2	25	75
5Z220	Industry Analysis Lab	0	3	0	2	50	50

5Z221	Business Ethics Lab	0	3	0	2	50	50
<b>TOTAL CREDITS</b>					<b>23</b>		
<b>CUMULATIVE CREDITS</b>					<b>46</b>		

**L= Lecture; P = Practical; T = Tutorial; C= Credits**

**II YEAR – I SEMESTER (III Semester)**

CODE	SUBJECT	L	P	T	C	Marks	
						Int.	Ext.
<b>Core Courses:</b>							
5Z322	Strategic Management	4	0	0	3	25	75
5Z323	Logistics and Supply Chain Management	4	0	0	3	25	75
5Z324	Research Methodology	4	0	2	4	25	75
5H678	Quantitative Aptitude and Logical Reasoning	4	0	2	3	25	75
	Elective –I	4	0	0	4	25	75
	Elective – II	4	0	0	4	25	75
	Elective - III	4	0	0	4	25	75
5Z334	Project Seminar	0	3	0	2	50	50
<b>TOTAL CREDITS</b>					<b>27</b>		
<b>CUMULATIVE CREDITS</b>					<b>73</b>		

**L= Lecture; P = Practical; T = Tutorial; C= Credits**

**II YEAR – II SEMESTER (IV Semester)**

CODE	SUBJECT	L	P	T	C	Marks	
						Int.	Ext.
<b>Core Courses:</b>							
5Z435	Management of Technology	4	0	0	3	25	75
	Elective – IV	4	0	0	4	25	75
	Elective – V	4	0	0	4	25	75
	Elective – VI	4	0	0	4	25	75
5Z445	Entrepreneurship Lab	-	3	0	2	50	50
5Z446	Project Work & Dissertation (Excellent / Good / Satisfactory / Unsatisfactory)		--	--	6	--	Grading
<b>TOTAL CREDITS</b>					<b>23</b>		
<b>CUMULATIVE CREDITS</b>					<b>96</b>		

**L= Lecture; P = Practical; T = Tutorial; C= Credits**

**CHOOSE ANY ONE OF THE FINANCE OR MARKETING OR HR OR SYSTEMS  
ELECTIVES**

CODE	SUBJECT	T	P	C	Marks	
					Int.	Ext.
<b>FINANCE ELECTIVES</b>						
5Z325	Security Analysis and Portfolio Management	4	0	4	25	75
5Z328	Financial Institutions, Markets and Services	4	0	4	25	75
5Z331	Strategic Management Accounting	4	0	4	25	75
5Z436	Management of Derivatives	4	0	4	25	75
5Z439	Strategic Investment and Financing Decisions	4	0	4	25	75
5Z442	International Financial Management	4	0	4	25	75
<b>MARKETING ELECTIVES</b>						
5Z326	Consumer Behavior	4	0	4	25	75
5Z329	Services Marketing	4	0	4	25	75
5Z332	Retailing Management	4	0	4	25	75
5Z437	Product and Brand Management	4	0	4	25	75
5Z440	Sales and Distribution Management	4	0	4	25	75
5Z443	Integrated Marketing Communications	4	0	4	25	75
<b>HR ELECTIVES</b>						
5Z327	Performance Management & Counseling	4	0	4	25	75
5Z330	Training and Development	4	0	4	25	75
5Z333	Management of Change and Leadership	4	0	4	25	75
5Z438	Management of Industrial Relations	4	0	4	25	75
5Z441	Talent and Knowledge Management	4	0	4	25	75
5Z444	HRD and OD	4	0	4	25	75
<b>SYSTEMS ELECTIVES</b>						
5FC03	Data Base Management Systems	4	0	4	25	75
5F320	E- Commerce	4	0	4	25	75
5EC04	Software Engineering	4	0	4	25	75
5EC05	Computer Networks	4	0	4	25	75
5EC07	Operating Systems	4	0	4	25	75
5EC12	Software Project Management	4	0	4	25	75

**TOTAL CREDITS = 23 + 23 + 27 + 23 = 96**

## SUBJECT WISE COURSE OBJECTIVES – PROGRAM OUTCOMES MAPPING

S. NO.	CODE	COURSE OBJECTIVES	a	b	c	d	e	f	g	h	i	j	k
<b>SEMESTER-I</b>													
1	5Z101	Principles of Management and Organizational Behavior	x	x		x	x	x	x	x			x
2	5Z102	Financial Accounting and Analysis		x		x					x		
3	5Z103	Managerial Economics			x	x	x				x		
4	5Z104	Marketing Management		x	x	x	x						
5	5Z105	Statistics for Management		x		x	x						x
6	5Z106	Enterprise Resource Planning and Management Information Systems			x	x	x	x	x		x		
7	5Z107	General Management and Entrepreneurship	x	x		x	x	x	x	x			x
8	5Z108	Business Ethics		x		x							x
9	5Z109	Business Communication and Soft Skills	x	x		x	x	x	x	x			x
10	5Z110	Leadership Lab				x			x	x			x
11	5Y171	IT for Business Applications Lab			x		x						
<b>SEMESTER-II</b>													
10	5Z211	Financial Management				x	x				x		
11	5Z212	Human Resource Management	x	x		x			x				x
12	5Z213	Production and Operations Management			x	x	x						
13	5Z214	Quantitative Analysis for Business Decisions				x	x				x		
14	5Z215	Legal and Economic Environment of Business	x	x				x					
16	5Z216	Project Management and Finance		x		x							x
17	5Z217	Management Control Systems		x		x				x			x
18	5Z218	Mergers and Acquisitions		x						x			x
19	5Z219	Cross Cultural Business Management	x	x				x					
19	5Z220	Industry Analysis Lab		x		x				x			x
20	5Z221	Business Ethics Lab		x						x			x
<b>SEMESTER-III</b>													

19	5Z322	Strategic Management	x			x	x		x												x	
20	5Z323	Logistics and Supply Chain Management			x		x		x												x	
21	5Z324	Research Methodology		x		x	x															
22	5H678	Quantitative Aptitude and Logical Reasoning				x						x	x									
<b>ELECTIVES IN SEMESTER III</b>																						
23	5Z325	Security Analysis and Portfolio Management				x	x													x		
24	5Z328	Financial Institutions, Markets and Services	x			x														x		
25	5Z331	Strategic Management Accounting					x													x		
26	5Z326	Consumer Behavior	x	x	x	x	x														x	
27	5Z329	Services Marketing	x	x	x	x	x	x														
28	5Z332	Retailing Management	x			x						x									x	
29	5Z327	Performance Management & Counseling	x	x		x	x															
30	5Z330	Training and Development				x	x	x													x	
31	5Z333	Leadership and Management of Change		x		x																
32	5FC03	Data Base Management Systems				x	x														x	
33	5F713	E- Commerce		x	x																x	
34	5EC04	Software Engineering				x	x														x	
<b>SEMESTER – IV</b>																						
35	5Z435	Management of Technology	x			x			x											x	x	
36	5Z445	Entrepreneurship Lab				x							x								x	
37	5Z446	Project Work & Dissertation (Excellent / Good / Satisfactory / Unsatisfactory)	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
<b>ELECTIVES IN SEMESTER IV</b>																						
37	5Z436	Management of Derivatives		x		x															x	
38	5Z439	Strategic Investment and Financing Decisions	x			x															x	x
39	5Z442	International Financial Management				x	x														x	
40	5Z437	Product and Brand Management				x	x															x

41	5Z440	Sales and Distribution Management		x	x	x	x						
42	5Z443	Integrated Marketing Communications		x	x	x	x				x		
43	5Z438	Management of Industrial Relations	x	x		x			x				
44	5Z441	Talent and Knowledge Management	x	x		x							
45	5Z444	HRD and OD	x	x		x			x				x
46	5EC05	Computer Networks				x	x						x
47	5EC07	Operating Systems				x	x						x
48	5EC12	Software Project Management				x	x						x

## COURSE STRUCTURE AND DETAILED SYLLABUS

### I YEAR – I SEMESTER

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<b>Core Courses:</b>							
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5Z105	Statistics for Management	4	0	2	4	25	75
<b>Soft Core Elective Courses: (Choose any one)</b>							25
5Z106	Enterprise Resource Planning and Management Information Systems	4	0	0	2	25	75
5Z107	General Management and Entrepreneurship	4	0	0	2	25	75
5Z108	Business Ethics	4	0	0	2	25	75
5Z109	Business Communication and Soft Skills	4	0	0	2	25	75
5Z110	Leadership Lab	0	3	0	2	50	50
5Y171	IT for Business Applications Lab	2	2	0	2	50	50
<b>TOTAL CREDITS</b>					<b>23</b>		

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a	b	c	d	e	f	g	h	i	j	k
x	x		x	x	x	x	x			x

Semester –I MBA

<b>T</b>	<b>P</b>	<b>C</b>
4	0	3

## **5Z101 PRINCIPLES OF MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR**

**Course Objective:** The Objective of the course is to give a basic perspective of Management theories and Practices to understand the Organizational Behavior.

### **UNIT I**

**INTRODUCTION:** Management – definitions, types of managers; managerial roles and functions; Perspectives on Management: Scientific Management (Fredrick W.Taylor, Frank and Lillian Gilbreth), Human Relations (Elton Mayo, Douglas Mc Gregor’s Theory X and Theory Y, William Ouchi’s Theory Z), the Systems Approach, the Contingency Approach, the Mckinsey 7-S Framework.

### **UNIT II**

**NATURE OF PLANNING:** Steps in planning, types of planning, Levels of planning - The Planning Process. Nature of organizing, organization levels and span of management – Organizational design and structure –departmentation, line and staff concepts, staffing – delegation, Motivation theories.

### **UNIT III**

**BASIC CONTROL PROCESS:** Control as a feedback system – Feed Forward Control – Requirements for effective control – control techniques – Overall controls and preventive controls. Decision Making: The nature of Managerial Decision Making, the Rational Model of Decision Making, Improving the Effectiveness of Decision Making Tools and Techniques.

### **UNIT IV**

**ORGANIZATIONAL BEHAVIOUR:** Definition, Nature, and Scope of OB –Perception and Attribution – Perception and Attribution: Nature and importance of Perception – Perceptual selectivity and organization - Social perception – Attribution Theories–Attribution Errors.

### **UNIT V**

**PERSONALITY AND ATTITUDES:** Meaning of personality – Development of personality - Johari Window and Transactional Analysis - Nature and formation of Attitudes. Stress and Conflict: Meaning and types of stress –Meaning and types of conflict - strategies to cope with stress and conflict.

### **UNIT VI**

**POWER AND POLITICS:** Meaning and types of power-- Groups Vs. Teams – teams in modern work place – Behavioral performance management: reinforcement and punishment as principles of Learning –Process of Behavioral modification. Leadership theories – Styles, Activities and skills of Great leaders.

**Essential Readings:**

- Management Organisational Behaviour-Jon L.Pierce &Donald G.Gardener cengage
- Koontz, Weihrich & Aryasri, *Principles of Management*, TMH, New Delhi, 2009

**Suggested Readings:**

- Luthans, Fred: Organisational Behaviour 10/e, McGraw-Hill,
- Nelson: Organisational Behaviour, 3/e, Thomson, 2006
- Robbins, P Stephen, Timothy A.Judge, Organisational Behaviour, 12/e, PHI/Pearson, New Delhi, 2007
- Aswathappa: Organisational Behaviour, 9/e, Himalaya,
- Heinz Weihrich, Harold Koontz: *Management A Global Perspective*, 10/e, Tata McGraw Hill, 2007.
- Daft, the New Era of Management, Thompson, 7/e New Delhi, 2007.
- Schermerhorn: Management 8ed, Wiley India 2006

a	b	c	d	e	f	g	h	i	j	k
	x		x					x		

Semester –I MBA

<b>T</b>	<b>P</b>	<b>C</b>
4	0	4

## 5Z102 FINANCIAL ACCOUNTING AND ANALYSIS

**Course Objective:** The Objective of the course is to provide the basic knowledge of book keeping and accounting and enable the students to understand the Financial Statements and make analysis of financial statements of a company.

### UNIT I

**INTRODUCTION TO ACCOUNTING:** Definition - Importance, Objectives and Principles, Accounting Concepts and Conventions, Generally Accepted Accounting Principles (GAAP). Accounting Process: Overview of Books of Original Record, Journal, Ledger, and Subsidiary books.

### UNIT II

**FINAL ACCOUNTS:** Classification of Capital & Revenue Expenses, Trial Balance, Final Accounts with adjustments.

### UNIT III

**VALUATION OF ASSETS:** Tangible Vs Intangible assets, Methods of Inventory Valuation and Valuation of Goodwill: Depreciation of fixed assets and Methods of Depreciation – Straight Line Method & Written down Value Method, Annuity Method.

### UNIT IV

**FINANCIAL ANALYSIS-I:** Statement of Changes in Working Capital, Funds from Operations, Funds Flow Vs Cash Flow Statement, Preparation and Analysis of cash flow and funds flow statements.

### UNIT V

**FINANCIAL ANALYSIS-II:** Analysis and interpretation of financial statements from investor and company point of view, Horizontal Analysis and Vertical Analysis – Common size Statement, Comparative Statement – IFRS; Functional classification of Liquidity, Leverage, Turnover and Profitability ratios.

### UNIT VI

**INTRODUCTION TO ACCOUNTING PACKAGES:** Tally, Wings, Focus 5.0, Tata-ex-Next generation, Meaning, Definition and History of Tally – Creation of Company – Preparation of Journal Entries – Accounting Vouchers – Ledgers in Tally – Introducing various methods in Tally such as Normal, Sales Tax Methods, Closing Stock Method, Depreciation method, Opening Balance Method, Discount Method, Single Rate on Purchase Method, Single Rate on Sales Method, VAT concepts – Bank Transaction Method (Without Inventory) – Reports – Trading Account – P & L Account and Balance Sheet – Individual Reports – Types, Short Cut Keys.

**Essential Readings:**

- Earl K. Stice and James. D. Stice, “Financial Accounting – Reporting and Analysis”, 2009, 7<sup>th</sup> Ed. south western, Cengage Learning.
- Danesh K. Khatri – Financial Accounting, Tata Mc Graw Hill Edu. Pvt. Ltd.
- Sanjay Satpathy, Tally ERP Book, Advanced usage A practical hands on Self Study Approach Book.
- Tally ERP9 Advanced Bode, Ashok K. Nadhani, BPB Publications.

**Suggested Readings:**

- Robert N. Anthony, David F. Hawkins and Kenneth A. Merchant, *Accounting –Text and Cases*, TMH, 2005.
- Samuel C. Weaver, J. Fred Weston, *Finance and Accounting for Non-financial Managers*, Tata McGraw-Hill Publishing Co. Ltd., 2002.
- Horngreen: *Financial Accounting* 8/e Pearson Education, 2007.
- Ashok Banerjee, *Financial Accounting*, Second Edition, Excel Books, New Delhi, 2006.
- Dr.S.N. Maheshwari and Dr.S.K. Maheshwari, *Financial Accounting*, Vikas Publishing House Pvt. Ltd., 2007.
- Weygandt, Kieso, Kimmel, *Financial Accounting*, 4/e, Wiley India Edition, 2006.
- M.E. Thukaram Rao, *Accounting for Managers*, New Age International Publishers, first edition, New Delhi, 2006.

a	b	c	d	e	f	g	h	i	j	k
		x	x	x				x		

Semester –I MBA

<b>T</b>	<b>P</b>	<b>C</b>
4	0	3

## 5Z103 MANAGERIAL ECONOMICS

**Course Objective:** The Objective of this course is to understand the relevance of Economics in Business Management. This will enable the students to understand the Decision Making at various functional areas with regard to profit maximization.

### UNIT I

**INTRODUCTION TO MANAGERIAL ECONOMICS:** Definition, Nature and Scope, Concept of Micro and Macro Economics, Relationship with other areas in Economics, Production Management, Marketing, Finance and Personnel, Operations Research, Basic Economic principles. Impact of IT on Managerial Economics - The role of Managerial Economist.

### UNIT II

**THEORY OF DEMAND:** Demand Analysis, Elasticity of Demand, types and significance of Elasticity of Demand. Demand Estimation – Marketing Research approaches to Demand Estimation. Need for forecasting, forecasting techniques. Supply Analysis – Supply function, Law of Supply, Elasticity of Supply.

### UNIT III

**PRODUCTION ANALYSIS:** Production function, Marginal Rate of Technical Substitution, Iso quants and Iso costs, Production function with one/two variables, Cobb-Douglas Production Function, Returns to Scale and Returns to Factors, Economies of Scale- Innovations and Global competitiveness.

### UNIT IV

**COST THEORY AND ESTIMATION:** Cost concepts, Determinants of cost, cost-output relationship in the short run and long run, short run Vs long run costs, Average cost curves, minimizing costs internationally- the new economies of scale, Break even Analysis.

### UNIT V

**MARKET STRUCTURE AND PRICING PRACTICES:** Features and Types of different competitive situations – Price Output determination in Perfect competition, Monopoly, Monopolistic competition and Oligopoly in the long run and short run, Pricing Strategies. Government Intervention and pricing.

**UNIT VI**

**PROFIT THEORY AND MEASUREMENT:** Meaning and nature of profit, Kinds of profits, Role of profit, Theories of Profit-Residual claimant theory, Wage theory of profit, Dynamic Surplus theory of profit, Innovation theory of profit, Risk and uncertainty - bearing theory of profit.

**Essential Readings:**

- Craig H. Petersen, W. Cris Lewis and Sudhir K. Jain: *Managerial Economics, 14th edition* Pearson, 2012.
- Mehta, P.L., *Managerial Economics - Analysis, Problems, Cases*, Sultan Chand and Sons, New Delhi, 2001.
- *Managerial Economics* by Dr G S Gupta, Mc Graw Hill, 2010.

**Suggested Readings:**

- Keat, *Managerial Economics : Economic Tools for Today's Decision Makers*, Pearson Education, 2007
- Dominic Salvatore, *Managerial Economics*, Thomson, 2006
- Mote Paul: *Managerial Economics 1e* TMH 2004
- Froeb: *Managerial Economics—A Problem Solving Approach*, Thomson, 2007.
- James L. Pappas and Engene F. Brigham: *Managerial Economics*, Pearson Education, New Delhi, 2006.
- *Managerial Economics*-Mark Hirschey-Cengage
- Petersen, Lewis and Jain: *Managerial Economics*, Pearson/PHI, 2006
- Gupta: *Managerial Economics 1e* TMH 2005.

a	b	c	d	e	f	g	h	i	j	k
	x	x	x	x						

**Semester –I MBA**

**T P C**  
4 0 3

## **5Z104 MARKETING MANAGEMENT**

**Course Objective:** The objective of the course is to have the basic concepts of Marketing which is one of the important areas of functional management. This is a pre-requisite for taking up any elective paper in 3<sup>rd</sup> and 4<sup>th</sup> semester in the stream of Marketing.

### **UNIT I**

**INTRODUCTION TO MARKETING:** Importance, scope of Marketing, Core marketing Concepts, Marketing Philosophies, Marketing Process – Functions of Marketing, Marketing Environment, Developed Vs Developing Marketing, Marketing Myopia; Marketing Research - process, MR Online, MR and Ethics, Marketing Decision System.

### **UNIT II**

**MARKET SEGMENTATION AND TARGETING:** Mass Marketing, Identification of Market Segments - Basis for Consumer and Industrial Marketing Segmentation, requirements for effective segmentation, Evaluating market segmentation, selecting Target Markets, Positioning – positioning maps, positioning strategy.

### **UNIT III**

**PRODUCT MANAGEMENT:** Constituents of a product, types of new products – Test Marketing of a new product, Packaging – Purpose, Types and New Trends in packaging, product levels, product range, Product Line, Product Mix, Product Life Cycle, PLC as a tool for Marketing Strategy .New Product Development - Concept, Strategies for Introduction, Growth, Maturity & Decline Phase, Criticism of the Product Life Cycle.

### **UNIT IV**

**PROMOTION& COMMUNICATION STRATEGIES:** Marketing channels, Channel intermediates and functions, channel structure, channel for consumer products, business and industrial products, alternative channel, channel strategy decisions .Promotional mix, factors affecting the promotion mix, advertising, public relations, sales promotion, personal selling, marketing communication process,

### **UNIT V**

**PRICING STRATEGY:** Objectives of Pricing, Methods of Pricing, selecting the final price, Adopting price, initiating the price cuts, imitating price increases, responding to Competitor's price changes.

**UNIT VI**

**PERSONAL COMMUNICATION & MARKET EVALUATION AND CONTROLS:** WOM, Rural Marketing, BOP, relationship Marketing, Digital Marketing, Social marketing, post modern marketing, market sustainability and ethics, Global marketing. Market Evaluation And Controls – Types, processes, obstacles to marketing control – Marketing Audit – Marketing Ethics

**Essential Readings:**

- Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithleshwar Jha: Marketing Management, 13/e, Pearson Education, 2012.
- Adrian Palmer , Introduction to Marketing Theory and Practice, Oxford University Press 2007
- Ramaswamy Namakumari, “Marketing Management”, TMH 5th Edition 2013.

**Suggested Readings:**

- Rajan Saxena: Marketing Management, 2/e, Tata McGraw Hill, 2006
- Principles of Marketing –Kurtz/Boone- 12e-cengage
- Kerin, Hartley & Rudelius: Marketing— The Core, McGraw-Hill, Irwin, 2007.
- Lamb, Hair, Mac Daniel: Marketing, 7/e Thomson Publishers, 2006.
- Boone& Kurtz, Principles of Marketing, 12/e, Thomson Publishers, 2007.
- Michael J.Etzel, Bruce J. Walker, William J.Stanton, Ajay Pandit, Marketing Concepts 13<sup>th</sup> ed Tata McGraw Hill 2006
- William D.Perreault, Jr.E.Jerome Mc Carthy, Basic marketing, 14/e, Tata McGraw Hill.2007.
- Czinkota and Kotabe: Marketing Management, 2/e, Thomson, 2007.
- Joel R. Evans, Borry Berman: Marketing in the 21st Century, 8/e, Biztantra, 2006.
- Philip Kotler and Kelvin Lane Marketing Mangement 12<sup>th</sup> ed Pearson Education 2007



<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>	<b>e</b>	<b>f</b>	<b>g</b>	<b>h</b>	<b>i</b>	<b>j</b>	<b>k</b>
	<b>x</b>		<b>x</b>	<b>x</b>						<b>x</b>

Semester –I MBA

<b>T</b>	<b>P</b>	<b>C</b>
4	0	4

## 5Z105 STATISTICS FOR MANAGEMENT

**Course Objective:** The Objective of the course is to introduce the basic statistics and different statistical tools for data analysis, interpretation, presentation of reports in different functional areas of Management.

\*Statistical table is required for the students.

### UNIT I:

**INTRODUCTION TO STATISTICS:** Overview, origin and development and Managerial Applications of Statistics, Measures of Central Tendency, Dispersion, Skewness and Kurtosis.

### UNIT II:

**INTRODUCTION TO PROBABILITY:** Concepts and Definitions of Probability–Classical, Relative frequency, Subjective and axiomatic. Addition and multiplication theorems, Statistical independence, Marginal, Conditional and joint Probabilities. Probability Distribution-Random Variable (RV), Expectation and Variance of a RV. Probability Distribution function, properties, Continuous and Discrete Probability distribution functions.

### UNIT III:

**DISCRETE PROBABILITY DISTRIBUTIONS:** Binomial Distribution, Properties and applications; Poisson Distribution, Properties and applications. Continuous Probability Distributions-Normal Distribution, Standard Normal Distribution,- Properties, applications and importance of Normal Distribution.

### UNIT IV:

#### PARAMETRIC AND NON PARAMETRIC TESTS:

Small Sample Tests- t-Distribution-properties and applications, testing for one and two means, paired t-test. Analysis of Variance - One Way and Two Way ANOVA (with and without Interaction).

Chi-Square distribution: Test for a specified Population variance, Test for Goodness of fit, Test for Independence of Attributes.

### UNIT V:

**CORRELATION ANALYSIS:** Scatter diagram, Positive and Negative correlation, limits for coefficient of Correlation, Karl Pearson's coefficient of correlation, Spearman's Rank correlation, concept of Multiple and partial Correlation.

**UNIT VI:**

**REGRESSION ANALYSIS:** Concept, least square fit of a linear regression, two lines of regression, Properties of regression coefficients.

**Time Series Analysis**–Components, Models of Time Series–Additive, Multiplicative and Mixed models; Trend analysis-Free hand curve, Semi averages, moving averages, Least Square methods.

**Essential Readings:**

- Levin R.I., Rubin S. David, “Statistics for Management”, 2000, 7th Ed. Pearson.
- Gupta S.C, “Fundamentals of Statistics”, 2010, 6th Ed. HPH.

**Suggested Readings:**

- Keller, G, “Statistics for Management”, 2009, 1st Ed, Cengage Learning.
- Amir D. Aczel and Jayavel Sounderpandian, “Complete Business Statistics”, TMH,
- John C Lee, “Business and Financial Statistics Using MS-Excel”, First edition, 2009, Cambridge.
- J. K Sharma, “Business Statistics”, 2010, 2nd Ed. Pearson.

## SOFT CORE ELECTIVE COURSES (CHOOSE ANY 3)

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Semester –I MBA

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4	0	2

### 5Z106 ENTERPRISE RESOURCE PLANNING AND MANAGEMENT INFORMATION SYSTEMS

**Course Objective:** This course helps to provide the basic concepts of Enterprise Resource Planning and Management of Information System. This course will enable the students to study areas of BPR, ERP Modules, and types of information systems. This course explores the nature and applications of ERP & MIS.

#### UNIT I

**INTRODUCTION TO ERP:** Overview of ERP, MRP, MRPII and Evolution of ERP, Integrated Management Systems, Reasons for the growth of ERP, Risks of ERP.

#### UNIT II

**ERP & RELATED TECHNOLOGY:** BPR, Concepts of Data Mining, Data Warehousing, On-Line Analytical Processing (OLAP). Supply chain Management, CAD/CAM; ERP System Options and Selection, ERP proposal Evaluation.

#### UNIT III

**ERP MODULES:** Finance, Accounting Systems, Manufacturing and Production Systems, Sales and Distribution Systems, Human Resource Systems, Plant Maintenance System, Materials Management System.

#### UNIT IV

**ERP IMPLEMENTATION AND MAINTENANCE:** Implementation challenges, ERP Implementation strategies, ERP Implementation life cycle- Pre evaluating screening, Package evaluation-Project planning Phase- GAP Analysis- Reengineering, Configuration-Team Training-Testing & Going Live, Maintaining ERP & IS.

#### UNIT V

**BENEFITS OF ERP:** Reduction of Lead Time, On-Time Shipment, Reduction in Cycle Time, Improved Resource Utilization, Better Customer Satisfaction, Improved Supplier Performance, Increased Flexibility, Reduced Quality Costs, Improved Information Accuracy and Design Making Capabilities.

#### UNIT VI

**INTRODUCTION TO MIS:** Types of Information Systems, Transaction Processing Systems, Decision Support Systems, Office Automation System, Communication Systems, Group

Decision Support Systems (GDSS), Executive Information Systems; Impact of Information systems on organizations and business firms.

**Essential Readings:**

- David L Olson, Managerial Issues of Enterprise Resource Planning Systems, McGraw Hill, International Edition-2012.
- C Laudon and Jane P.Laudon, et al: Management Information Systems, 9/e, PHI and Pearson Education, 2005.

**Suggested Readings:**

- Mary Sumner “Enterprise Resource planning” Pearson, 2012
- Alexis Leon, ERP (Demystified), 5/E, Tata McGraw-Hill, 2012.
- Robert Schultheis and Mary Summer, Management Information System the Manager’s View, Tata McGraw-Hill-2008
- Murthy, CSV, Management Information Systems- Text and Applications, Himalaya Publishing House- 2009.
- Vaman, ERP in Practice, Tata McGraw-Hill , 2007
- Gordon B. Davis & Margrethe H.Olson: Management Information Systems, Tata McGraw-Hill, 2006.
- W S Jawadekar: Management Information Systems, 2/e, Tata McGraw-Hill , New Delhi, 2007

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Semester –I MBA

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## 5Z107 GENERAL MANAGEMENT & ENTREPRENEURSHIP

**Course Objective:** The course is designed to impart the necessary managerial skills and tactics required for an emerging Entrepreneur for the Engineering students to enhance their career prospects and ambitions of starting a new Enterprise.

### UNIT I

**INTRODUCTION TO MANAGEMENT AND ENTREPRENEURSHIP:** Changing Face of Management-Entrepreneurship, Modern Management with Entrepreneurial Orientation.. Meaning of Entrepreneurship. Benefits and Drawbacks of Entrepreneurship Reasons feeding the Entrepreneurial fire. Understanding Entrepreneurship as a Process. Multiple roles of Entrepreneur: Intrapreneur, Inventor, Coordinator, Manager and Controller. Psychological and behavioral aspects of First-Generation Entrepreneur. Case Studies

### UNIT II

**PROCESS DEVELOPMENT AND INNOVATION PROJECT MANAGEMENT:** Business Process Model, Value chain for Manufacturing industries and Service Industries. Frugal Innovation. Creativity process in developing Innovation.. Types of New Products, Forecasting of New Products, Stages in the New Product Development, Prototype building and pitching Going ahead with ideas, killing the ideas through Stage Gate Models, pitching of full fledged idea. Choosing the Start-Up Team.

### UNIT III

**PROJECT MANAGEMENT & FEASIBILITY REPORT:** Project Inception, Project Implementation, and Project control. Analyzing the project by employing capital budgeting techniques, Risk Management, tools and techniques. Methods of Appraising the Project. Industry Analysis pertaining to the Product, Competitive Analysis and Market analysis. Preparation of feasibility report, Contents of Feasibility Report. Exercise to write an effective Feasibility report. Case Studies.

### UNIT IV

**PROTECTION OF IDEAS AND MECHANISM:** Exposure to intellectual property rights to the entrepreneur in the Indian and the World context. Registration process for Patents, Copyrights, Trademarks, Geographical indicators. Legal Framework in administration of Intellectual property rights. Meaning of Infringement, consequences of Infringement. Cases on Infringement. Case Studies.

**UNIT V**

**VENTURE FINANCING AND ISSUES RELATED TO PRICING:** Meaning of Venture Capitalist, Process of Venture Capital, Seed Funding, First Phase Funding, Second Phase Funding and Final Phase funding. Cost analysis, Preparation of standard costing, Finalizing the output, fixing the pricing based on market structure, Monopoly, oligopoly market structures and marketing pricing practices for attracting customers. Case Studies

**UNIT VI**

**MANUFACTURING AND QUALITY MANAGEMENT:** Plant Layout, Process and Product Layout, Service Factory. Introduction to Quality Circles, Quality inspection, ISO Certification, process of certification and exposure to the entrepreneurs of the need for certification. Quality certification for Manufacturing industrial. Case Studies

**Essential Readings:**

- "Projects: Planning, Analysis, Selection, Financing, Implementation, and Review", Prasanna Chandra, TMH, New Delhi, 2012
- "Project Management", Jeffrey K. Pinto, Pearson, 2011
- Small Scale industries and Entrepreneurship Vasanth Desai "Himalya publishing 2012

**Suggested Readings:**

- Innovation by Design", Gerald H. (Gus) Gaynor, AMACOM {American Management Association), NYC, 2002
- Entrepreneurship Rajeev Roy "" oxford ,2012
- Fundamentals of Entrepreneurship Nandan H, PHI, 2013
- Entrepreneurship Development Khanka, ,S.Chand 2012
- Robert Hisrich et al "enterpreneruship TMH 2012
- Entrepreneurship Development B.Janikairam and M Rizwana

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Semester –I MBA

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## 5Z108 BUSINESS ETHICS

**Course Objective:** To enable the students to understand the parameters of Accountability, Control and reporting system in the corporate board and to help the students to have an insight in to the interactive relationship among various corporate and related Constituents.

### UNIT I

**BUSINESS ETHICS:** Fundamental principles of Ethics, Ethics in International Business, Normative and relative ethics, concept and choice, Legal compliances, Sarham Oxley Act (SOX) Home and host country's regulations and compulsions of international agencies, Kohlberg's study- Carol Gilligan's Theory-Principles of Ethics).

### UNIT II

**PROFESSIONAL ETHICS:** Ethical Dilemma. Introduction, Dilemma and Ethical Dilemma-Mounting Scandals-Ethical Issues-Preparatory Ethics: Proactive steps- Ethics in production and production management – Ethics of marketing professionals-Ethics in HRM –Ethics of finance and accounting professionals.

### UNIT III

**CYBER CRIMES:** Cyber crimes and cyber Terrorism-social, Political, ethical and psychological, dimensional, Intellectual property in the cyberspace, Ethical dimensions of cyber crimes. Ethics and human rights Balanced global environment Kyoto Protocol concern of global warming, judicious use of natural resources.

### UNIT IV

**OVERVIEW OF CORPORATE GOVERNANCE:** Perspectives on Corporate Governance and Stakeholder Expectations – The Controversy over Corporate Purpose, Corporate Governance and Global Competitiveness; India- Board structure process and Evaluation-Board Committees, Indian model of Corporate Governance.

### UNIT V

**FINANCIAL INSTITUTIONS AND NOMINEE DIRECTORS:** Financial Institutions and Nominee Directors - Corporate Disclosure and Investor Protection, Firm Valuation and the Role of Boards, Lawyers, and Investment Bankers – the Role and Influence of Mutual Funds and Hedge Funds on Corporate Governance; OECD Principles of Corporate Governance.

**UNIT VI**

**CORPORATE SOCIAL RESPONSIBILITY:** Definition, Concept of Social Responsibility, tools and approaches to ethics, Corporate social Accountability .Business in a social world. Ethics and Social Responsibility- professional ethics- ethics of practicing company secretaries – ethical investing.

**Essential Readings:**

- N.D. Kapoor, *Mercantile Law*, Sultan Chand & Sons, latest edition
- K. Aswathappa, *Essentials of Business Environment*, Himalaya Publication house, 2008.

**Suggested Readings:**

- S.S. Gulshan, *Mercantile Law*, 2/e, Excel Books, latest edition
- Francis Cherunilam, *Business Environment Text & Cases*, Himalaya Publication, 2010
- Akhileshwar Pathak, *Legal Aspects of Business*, 3/e, Tata McGraw-Hill, 2007
- C.L.Bansal, *Business and Corporate Laws*, 1/e, Excel Books, 2006
- S.N.Maheshwari & Maheshwari, *Business Regulatory*
- Vivek Mittal , *Business Environment*, Excell Books, 2009



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<b>x</b>	<b>x</b>		<b>x</b>	<b>x</b>	<b>x</b>	<b>x</b>	<b>x</b>			<b>x</b>

Semester –I MBA

<b>T</b>	<b>P</b>	<b>C</b>
4	0	2

## 5Z109 BUSINESS COMMUNICATION AND SOFT SKILLS

The objective of this course is to lay emphasis on the students' basic communication skills. Special focus is laid on the various aspects of communication both verbal and Non-verbal.

### UNIT I

#### BASIC COMMUNICATION SKILLS:

Nature and scope of communication, Types of Communication. Verbal and non – Verbal communication, barriers to effective communication – kinesics. Written communication – differences between spoken and written communication – features of effective writing such as clarity, brevity, appropriate tone clarity, balance - Assertive Communication.

### UNIT II

#### PRESENTATION SKILLS:

Management Presentations – Types of Presentations - Basic Presentation Structure –Presentation Challenges – Using Presentation Equipment Effectively – Effective Presentation Delivery – Planning and Delivering a Presentation. Advanced Presentation Skills – Participation in meetings and chairing meetings.

### UNIT III

#### BUSINESS COMMUNICATION SKILLS:

Business Letters – Pro-forma,Culture – Format – Style – Effectiveness, Promptness .Analysis of sample letters collected from Industry – Email, Fax. Business and Technical Report Writing - Types of Reports – Progress reports - Routine Reports – Annual Reports . Format – Analysis of Sample Reports from Industry – Synopsis and Thesis Writing.

### UNIT IV

#### TIME MANAGEMENT:

Time Management - Taking Control of your workday - Analyzing use of time - Setting goals & Prioritizing, Use of Time - Major Time Management Challenges - Overcoming Overload – Management of Memory & Time - Time as a Resource - Eliminating the Time Wasters.

**UNIT V****TEAM DYNAMICS:**

Importance of teams, Stages of team development- Participating in a Team - Self-directed team member - team communication skills - Challenges of Creating Team Players-The team star players, Teams vs. Groups- Contemporary Team Issues. Characteristics of effective teams.

**UNIT VI****NEGOTIATIONS:**

Nature of Negotiations- Need to Negotiate- Formal and informal situations of negotiation, Communication & Effective Negotiation .skills- Listening, Speaking, Understanding. Basic Approaches to Negotiation-Distributive and Integrative Negotiations- Negotiation skills.

**References:**

- Essentials of Business Communication, Rajendra Pal, JS Korlahhi: Sultan Chand & Sons, New Delhi.
- Basic Communication Skills for Technology, Andre J. Rutherford: Pearson Education Asia, Patparganj, New Delhi 92
- Advanced Communication Skills, V. Prasad, Atma Ram Publications, New Delhi.
- Raymond V.Lesikav, John D. Pettit Jr.: Business Communication; Theory and Pppliaction, All India Traveller Bookseller, New Delhi 51
- Business Communication, RK Madhukar, Vikas Pulishing House Pvt. Ltd.,
- KR Lakshiminarayana: English for Technical Com

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**Semester – I MBA**

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### **5Z110 LEADERSHIP LAB**

In the Leadership Seminar Paper the students will be assigned various topics from the “Leadership Seminar Volumes” provided by the department to all the students. The students are asked to present their views by critically analyzing topics assigned to them and present through power point presentation to the internally constituted committee consisting of Director and the Head of the Department along with three senior faculty members and a faculty member who has been handling the leadership seminar paper.

School of Management Studies has set up three centers of Excellence namely Leadership, Business Ethics and Entrepreneurship. The department has prepared books related to various centers to be covered in four semesters of MBA Program. Further, in order to make the students understand the contents of these articles, they are trained to present various articles in the classroom in front of their classmates and faculty members.

The Internally constituted committee will thoroughly assess each student’s presentation, communication and subject skills for award of marks. The evaluation of the leadership seminar will be for 50 Marks done internally.

<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>	<b>e</b>	<b>f</b>	<b>g</b>	<b>h</b>	<b>i</b>	<b>j</b>	<b>k</b>
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**Semester –I MBA**

**T P C**  
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### **5Y171 IT FOR BUSINESS APPLICATIONS LAB**

Course Objective: To provide hands on experience to students in using computers for data organization and addressing business needs. There is also stress on use of statistical package for analysis of business data and its proper interpretation using SPSS.

Hands on experience with SPSS package and a few simple exercises on statistical analysis.

#### **MS-Office – MS Word, MS Excel and MS Powerpoint:**

- Greg Perry, Microsoft Office 2007, Sam Teach your self, Pearson Education, 2007.
- Mansfield, MS Office, Reprint 2006, Tata McGraw-Hill , 2006.
- Microsoft Office System step by step, 2003 edition, PHI, 2004
- Vikas Guptha, Comdex Computer Course Kit, Office 2007, Dreamtech Press, Wiley-India, 2007

#### **TALLY Packages:**

#### **SPSS:**

- Carver, Doing Data Analysis with SPSS 14.0, 3/e, Thomson, 2007
- Coakes, SPSS 13.0 for Windows, Wiley-India, 2006.
- George, SPSS for Windows Step by Step, 6/e, Pearson Education, 2006.
- Arthur Griffin, SPSS for Dummies, Wiley-India, 2007.

Hands on experience with SPSS package and a few simple exercises on statistical analysis.

## COURSE STRUCTURE AND DETAILED SYLLABUS

### I YEAR – II SEMESTER

CODE	SUBJECT	L	P	T	C	Marks	
						Int.	Ext.
<b>Core Courses:</b>							
5Z211	Financial Management	4	0	2	4	25	75
5Z212	Human Resource Management	4	0	0	3	25	75
5Z213	Production and Operations Management	4	0	1	3	25	75
5Z214	Quantitative Analysis for Business Decisions	4	0	2	4	25	75
5Z215	Legal and Economic Environment of Business	4	0	0	3	25	75
<b>Soft Core Elective Courses: (Choose any one)</b>						25	75
5Z216	Project Management and Finance	4	0	0	2	25	75
5Z217	Management Control Systems	4	0	0	2	25	75
5Z218	Mergers and Acquisitions	4	0	0	2	25	75
5Z219	Cross Cultural Business Management	4	0	0	2	25	75
5Z220	Industry Analysis Lab	0	3	0	2	50	50
5Z221	Business Ethics Lab	0	3	0	2	50	50
<b>TOTAL CREDITS</b>					<b>23</b>		
<b>CUMULATIVE CREDITS</b>					<b>46</b>		

**L = Lecture ; P = Practical; T= Tutorial ; C= Credits**

a	b	c	d	e	f	g	h	i	j	k
			x	x				x		

Semester –II MBA

<b>T</b>	<b>P</b>	<b>C</b>
4	0	4

## 5Z211 FINANCIAL MANAGEMENT

**Course Objective:** The objective of the course is to provide the necessary basic inputs and tools to manage the finance function. After the completion of the course, the students should be able to understand the Management of finance of Business Organization.

**\*The students need Discounting Present Value Table and Annuity tables for the examination**

### UNIT I

**INTRODUCTION TO FINANCIAL MANAGEMENT:** Definition - Concepts – Objectives – Profit, Wealth Maximization and EPS Maximization, Managerial Finance functions - Time value of money: present value, future value of money, Capitalization - Theories of Capitalization.

### UNIT II

**INVESTMENT DECISIONS:** Concepts of Capital Budgeting – Importance and Nature of Capital Budgeting – Capital Budgeting Evaluation Techniques - Traditional – Pay back and Average rate of return, DCF Techniques – IRR, NPV and Profitability Index – Capital Rationing.

### UNIT III

**FINANCING DECISIONS:** Concepts and Measurement of cost of capital, Implicit Vs Explicit Cost of Capital, Computation of Cost of Debt, Cost of Equity, Cost of Preference shares, Cost of Retained Earnings, Weighted average Cost of Capital and Marginal Cost of Capital.

**Concepts of Capital Structure:** Optimal Capital Structure – Factors influencing the Capital Structure – Theories of Capital Structure – NI and NOI Approach, MM approach, Financial Leverage, Operating Leverage - EBIT/EPS analysis Indifference point.

### UNIT IV

**WORKING CAPITAL MANAGEMENT:** Concepts of Working Capital- Gross Vs Net Working Capital, Determinants of Working Capital, and Operating cycle approach, planning of Working Capital, Financing of working capital strategies; Importance of Current Assets and Current Liabilities in the Management of Working Capital.

### UNIT V

**MANAGEMENT OF CURRENT ASSETS:** Management of cash – Motives for holding cash, Basic strategies for cash management, cash budget - Management of Receivables: Objectives, Credit Policies, Credit Terms, Collection Policies, Management of Inventory: Objectives of Inventory and Techniques for Inventory management.

**UNIT VI**

**DIVIDEND DECISIONS:** Dividends Vs Profit Retention – Objective of Dividend Policy – Factors influencing for Dividend Policy – Stability of Dividends, Forms of Dividends – Stock Split Vs Bonus Shares – Dividend Theories – Walter’s Model, Gordon’s Model and MM Hypothesis.

**Essential Readings:**

- Jonathan Berk, Peter DeMarzo, Ashok Thampy, “Financial Management”, 2010, Pearson.
- Brigham, E. F. and Ehrhardt. M. C., “Financial Management Theory and Practice”, 2006, 10<sup>th</sup> Ed. Thomson South-Western.
- MY Khan and PK Jain: Financial Management--Text and Problems, Tata McGraw Hill. 2009.

**Suggested Readings:**

- Collin Barrow: Practical Financial Management, Kogan Page, 2009
- Srivastava: Financial Management and policy, Himalaya, 2009
- Berk: Financial Management, Pearson, 2009.
- S.N.Maheswari: Financial Management, Vikas, 2007.
- John Tennet: Guide to Financial Management, Viva, 2009
- James C. Van Horne: Financial Management and Policy, Pearson, 2006
- Chandra Bose D: Fundamentals of Financial Management, Prentice Hall of India- 2006
- Vishwanath: Corporate Finance, 2/e, Sage, 2007.
- M. Pandey: Financial Management, 9/e Vikas, 2007
- Rajiv Srivastav & Anil Mishra: Financial Management, Oxford, 2008.
- Chakraborty, Bhattacharya, Rao and Sen : Financial Management and control. MacMillan, 2007.
- Michael C Ehrhardt Eugene F. Brigham: Corporate Finance, A Focused Approach Cengage, 2006.
- Richard A Brealey, Stewart C Myers, Franklin Allen, Pitabas Mohanty: Principles of Corporate Finance. 8<sup>th</sup> edition, Tata McGraw Hill, 2007.
- Besley and Brigham: Essentials of Managerial Finance, 13/e Cengage, 2006

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Semester –II MBA

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## 5Z212 HUMAN RESOURCE MANAGEMENT

**Course Objective:** The objective of the course is to provide basic knowledge of functional areas of Human Resource Management. This will be the prerequisite for enabling students to take any elective offered in third and fourth semesters in HRM stream.

### UNIT I

**INTRODUCTION TO HRM:** Objectives of HRM, HR activities, Challenges of HRM, HR Planning: Strategic and Human Resource Planning, The HR Planning process, HR Information systems, Assessment of HR requirements, HR Functions and Policies.

### UNIT II

**JOB ANALYSIS:** Job Analysis and Design- Uses of Job analysis, methods of data collection, Job Description and Specifications. Job design, Job redesign, Job Rotation, Job enlargement, Job enrichment.

### UNIT III

**RECRUITMENT AND SELECTION:** Recruitment Process, Methods of recruiting, realistic job preview, developing and using Application Blanks, Challenges of recruiting; Selection process, type of tests, basic features of interviews, types of interviews, interview errors and bias, designing and conducting the effective interview, Co-operative counseling, reference and background verification, medical evaluation, Technical, HR interview, Job offer, Induction and Placement.

### UNIT IV

**TRAINING AND DEVELOPMENT:** Introduction to training, Training process, Training methods, Management development – individual, group, organizational techniques, evaluation of training and development. Appraising and Managing Performance: The Appraisal process, methods, and potential problems in performance evaluations.

### UNIT V

**COMPENSATION:** Objectives, Influences on compensation, Compensation and motivation, job evaluation system – simple ranking, job grading, point systems, and factor–comparison system, Human relations effects of Job evaluation.

### UNIT VI

**INTRODUCTION TO INDUSTRIAL RELATIONS:** Industrial Disputes and causes, remedial measures, Collective Bargaining, sources of grievances, Grievance procedure, Guidelines for handling grievances; maintenance of HR Benefits and services, security, safety, health and welfare services. Employee Separation, Recent trends in HRM.



**Essential Readings:**

- John M. Ivancevich, Human Resource Management, 9/e, Tata McGraw- Hill, 2007

**Suggested Readings:**

- Scott Snell & George Colander, Human Resource Management, Thomson Publications, 2007.
- K. Aswathappa, Human Resource and Personnel Management, Tata McGraw Hill, 2007
- R.Wayne Mondy & Robert M.Noel, Human Resource Management, Pearson Education, 2006
- Robert L. Mathis and John H. Jackson, Human Resource Management, Thomson, 2007.
- C.B.Memoria and S.V.Gankar, Personnel Management: Text and Cases, Himalaya Publishers, Bombay, 2007.
- Biswajeet Pattanayak, Human Resource Management, Prentice Hall India, 3/e, 2005.
- Gomez-Mejia, Managing Human Resources 3/e Pearson Education.
- David A. Decenzo & Stephen P. Robbins, Fundamentals of Human Resource Management, 8/e, Wiley Publications, 2006
- Fisher: Human Resource Management 5ed, Biztantra 2005
- Griffin: Human Resource Management 2ed, Biztantra 2005

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		<b>x</b>	<b>x</b>	<b>x</b>						

Semester –II MBA

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4	0	3

## 5Z213 PRODUCTION AND OPERATIONS MANAGEMENT

**Course Objective:** This course provides an introduction to the concepts and analytical methods that are useful in understanding the management of firm's operations and familiarizes with the problems and issues confronting Operations Managers.

### UNIT I

**INTRODUCTION:** Overview of Production and Operations Management, Functions, Historical Development of POM, POM scenario today.

**Product and Process Design:** New Product Development – It's Concepts, Steps in Product Design, Process planning and Design – Selection of process, Value Analysis, Value Engineering.

### UNIT II

**FACILITIES MANAGEMENT & AGGREGATE PLANNING:** Location of Facilities, Layout of Facilities, Optimization of Product/Process Layout.

**Aggregate Planning:** Preparation of Aggregate Demand Forecast, Specification of Organizational policies for smoothing Capacity Utilization, Determination of feasible production alternatives and Determination of Optimal Production Strategy.

### UNIT III

**SCHEDULING:** Introduction, Job Shop Scheduling, Types of Schedules, Schedule Generation, Heuristic procedures, Priority Dispatching rules, Johnson's problem, Extension of Johnson's rule, Two Jobs and Machines Scheduling, JIT Manufacturing and its contribution to Scheduling Decision, Master Production Scheduling.

### UNIT IV

**MATERIALS AND STORES MANAGEMENT:** Need, use and importance of Materials Management, Materials Requirement Planning, Materials Budgeting, Techniques for prioritization of Materials.

Objectives of Stores Management, Requirements for efficient Management of Stores, Safety Stock Inventory Control, Different systems of Inventory Control, Types of Inventory, ABC and VED analysis.

### UNIT V

**QUALITY MANAGEMENT:** Economics of Quality Assurance; Inspection and Statistical Quality Control, Control Charts for Variables and Attributes, Acceptance Sampling plans, OC Curves, Total Quality Management, ISO 9000 series standards, Six Sigma.

**UNIT VI**

**P.E.R.T. & C.P.M:** Drawing Networks, Identifying Critical path, probability of completing the project within the given time, Project Crashing – Optimum cost and Optimum duration.

**Books Recommended:**

- Danny Samson “Operations Management: Integrated Approach” Cambridge, 2012.
- B. Mahadevan, Operations Management: Theory and Practice, Second Edition, Pearson, 2010.

**Suggested Readings:**

- Kenneth K. Boyer, Rohit Verma, Operations Management: Cengage Learning, 2011.
- K. Ashwathappa, Sreedhar Bhat, Production and Operations Management, HPH, 2012.
- Panneerselvam “ Production and Operations Management” PHI,2012
- Adam, EE & Ebert: RJ Production and Operations Management, 6<sup>th</sup> Edition, New Delhi, Prentice Hall of India, 1995.
- Ajay K Garg, Production and Operations Management, TMH, 2012
- Dipak Kumar Bhattacharyya, Production and Operations Management, Universities Press, 2012.
- J.K, Sharma: Operations Research, Macmillian, 2013.
- Richard B. Chase, Ravi Shankar, Operations and Supply Management 12th Edition, TMH, 2010.
- Chary, SN Production and Operations Management, New Delhi, Tata McGraw Hill, 1989.

<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>	<b>e</b>	<b>f</b>	<b>g</b>	<b>h</b>	<b>i</b>	<b>j</b>	<b>k</b>
			<b>x</b>	<b>x</b>				<b>x</b>		

Semester –II MBA

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## 5Z214 QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS

**Course Objective:** The objective of the course is to provide the basic tools of Operations Research in solving Management problems through Modeling and using Mathematical Approach.

### UNIT I

**INTRODUCTION:** Origin of Operations Research, Applications of Operations Research in different Managerial areas, defining a Model, types of Models, Process for developing an Operations Research Model, practices, Opportunities and short comings of using an Operations Research Model.

### UNIT II

**LINEAR PROGRAMMING:** Structure of LPP, Assumptions of LPP, Application areas of LPP, Guidelines for formulation of LPP, Formulation of LPP for different areas, Solving of LPP by Graphical Method, Simplex Method, Two-phase Method, Big-M Method, Converting primal LPP to dual LPP, Limitations of LPP.

### UNIT III

**TRANSPORTATION & ASSIGNMENT MODELS:** Definition and Application of the Transportation Model, Solution of the Transportation Problem, Assignment Model, Traveling Salesman Problem.

### UNIT IV

**DECISION THEORY:** Introduction, Ingredients of Decision problems. Decision Making under Uncertainty, Cost of Uncertainty – under risk, under perfect information; Decision tree, Construction of Decision tree.

### UNIT V

**GAME THEORY:** Introduction – Two Person Zero-Sum Games, Pure Strategies, Games with Saddle Point, Mixed strategies, Rules of Dominance, Solution Methods of Games without Saddle point – Algebraic, Matrix, and Arithmetic Methods.

### UNIT VI

**QUEUING THEORY:** Queuing Structure and basic components of a Queuing Model, Distributions in Queuing Model, Differences in Queuing Model with FCFS, Queue Discipline, Single and Multiple Service Stations with Finite and Infinite Population.

**Essential Readings:**

- Hillier / Lieberman: Introduction to operations research, 9th edition, TMH, 2012.
- Hamdy A Taha : Operations Research: An Introduction, 9th edition, Pearson, 2013
- J.K. Sharma, “Operations Research: Theory and applications, 5th edition, Macmillian, 2013.

**Suggested Readings:**

- S.D. Sharma, Operations Research – Kedarnath Ramnath &Co 2002.
- N.D.  
Vohra: Quantitative Techniques in Management, Tata McGraw Hill, New Delhi, 2007
- Barry Render, Ralph M. Stair, Jr. Michael E. Hanna, Quantitative Analysis for Management 9e Prentice Hall of India Pvt. Ltd New Delhi 2007.
- Hamdy, A.Taha: Operations Research: An Introduction, Prentice-Hall of India; New Delhi 2007.
- Harvey M. Wagner: Principles of Operations Research, PHI, New Delhi, 2003.
- Hillier/Lieberman: Introduction to Operations Research; Tata Mc Graw Hill, New Delhi, 2007.
- R. Panneerselvam :Operations Research 2<sup>nd</sup> Prentice Hall of India Pvt. Ltd. 2007
- Bill E Gillett: Introduction To Operations Research: A Computer-Oriented Algorithmic Approach, Tata Mc-Graw Hill, New Delhi, 2006.

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Semester –II MBA

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## 5Z215 LEGAL AND ECONOMIC ENVIRONMENT OF BUSINESS

**Course Objective:** The objective of the course is to enable students to understand the legal framework of business and to provide the student with a background of various environmental factors that have major repercussions on business and sharpen their mind to watch and update the changes that occur constantly in this sphere.

### UNIT I

**LAW OF CONTRACT -1872:** Nature of contract and essential elements; types of contracts, Unlawful and illegal agreements, Contingent contracts, Performance and Discharge of contracts, Remedies for breach of contract, Indemnity and Guarantee, Latest Amendments.

### UNIT II

**COMPANIES ACT 1956:** Steps and procedure for Incorporation of the company, Company Management–Appointment of Directors; Powers, Duties & liabilities of Directors; Company Meetings, Resolutions, Winding-up of a Company, Latest Amendments.

### UNIT III

#### **BASIC BUSINESS REGULATIONS:**

**Negotiable Instruments Act – 1881:** Negotiable Instruments- Promissory Note, Bills of Exchange, Cheques, and their definitions and characteristics, Types of endorsements, Discharge of Parties, Latest Amendments.

**Sale of goods Act -1930:** General Principles, Conditions & Warranties, Performance of Contract of Sale, Latest Amendments.

**Central excise Act-1944:** Basic concepts related to excisable goods, Classification of Goods, and Basic concept of VAT, Latest Amendments.

### UNIT IV

**INTRODUCTION TO BUSINESS ENVIRONMENT:** Macro Environment Analysis (PESTEL Model); Industrial Policies: A brief review of industrial policies since Independence, Industrial policy of 1991 and recent developments, Fiscal Policy, Monetary Policy, EXIM Policy, FDI in INDIA.

### UNIT V

**BALANCE OF PAYMENTS:** Structure, Major components, Causes for dis-equilibrium in Balance of Payments, correction measures, Impact of New Economic Policy on Balance of Payments, Recent trends.

**UNIT VI**

**WTO:** Nature and scope – Organization and structure– role and functions of WTO in promoting world trade – Principles followed- Agreements reached in the Uruguay round including TRIPS, TRIMS and GATS, Disputes settlement mechanism.

**Essential Readings:**

- RSN Pillai, Bagavathi, Business Law, S.Chand, 2013
- Francis Cherunilam, Business Environment Text & Cases, Himalaya Publication, 2010

**Suggested Readings:**

- N.D.Kapoor, Mercantile Law, Sultan Chand & Sons, latest edition
- S.S. Gulshan, Mercantile Law, 2/e, Excel Books, latest edition
- K.Aswathappa, Essentials of Business Environment, Himalaya Publication house, 2008.
- Akhileshwar Pathak, Legal Aspects of Business, 3/e, Tata McGraw-Hill, 2007
- C.L.Bansal, Business and Corporate Laws, 1/e, Excel Books, 2006
- S.N.Maheshwari & Maheshwari, *Business Regulatory*
- Vivek Mittal , Business Environment, Excell Books,2009

## SOFT CORE ELECTIVE COURSES (CHOOSE ANY 3)

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Semester – II

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### 5Z216 PROJECT MANAGEMENT & FINANCE

**Course Objective:** The course has been designed to create an awareness of the need for systematic management of projects. This application-oriented course provides the skills in project planning, financing, implementing and controlling, starting from project identification, till project termination.

#### UNIT I

**PROJECT MANAGEMENT CONCEPTS:** Concept and characteristics of a project, objectives of project management, types of projects, project organizational structure, project life cycle, qualities & functions of a project manager, challenges and problems of project management.

#### UNIT II

**PROJECT FORMULATION:** Generation and Screening of Project Ideas, Project Identification, Project Rating Preliminary, Analysis, Market, Technical, Financial, Economic and Ecological Pre-Feasibility Report, Project Estimates and Techno- Economic Feasibility Report, Detailed Project Report, Different Project Clearance procedure.

#### UNIT III

**PROJECT IMPLEMENTATION AND CONTROL:** Monitor and assess project performance, performance measurement, Methods to monitor, evaluate and control planned cost and schedule performance, quality management tools and techniques at different stages of project.

#### UNIT IV

**PROJECT FINANCING:** Source of capital, Debt-Equity Financing, Formal & Informal Agencies in Financing, Government grants and Subsidies, Seed, Angel & Venture Capital, DCF Techniques: NPV, IRR, PI and Non DCF Methods: BP, ARR for Project evaluation.

#### UNIT V

**PROJECT RISK ASSESSMENT:** Probabilistic cash flow approaches, sources, measures and perspectives of standalone risk analysis, Sensitivity Analysis, Scenario Analysis, Break-Even-Analysis, Simulation managing risk, Project selection Analysis.



**UNIT VI**

**PROJECT CLOSEOUT AND TERMINATION:** Introduction, Types of Project Termination, Natural Termination – The Closeout Process: Finishing the work, Handling over the project, Gaining acceptance for the Project, Harvesting the Benefits, Project Reviewing.

**Essential Readings:**

- Clifford F Gray, Erik W Larson, “Project Management-The Managerial Process”, Tata McGraw-Hill Publishing Co. Ltd
- Financial Management by I M Pandey, Vikas Publishing House

**Suggested Readings:**

- Jack Meredith, Samuel J. Mantel Jr, “Project Management-A Managerial Approach”, John Wiley Sons
- John M Nicholas “Project Management for Business and Technology” Prentice Hall of India Pvt. Ltd.
- James P Lewis “Project Planning, Scheduling and Control Tata McGraw-Hill Publishing Co. Ltd
- Financial Management: M Y Khan & P K Jain, Text, Problem and Cases 6/e Tata McGraw-Hill Publishing Co. Ltd
- Project Management: Engineering, Technology and Implementation, Shtub, Bard and Globerson, PH Inc.
- Project Management Handbook, Lock, Gower.
- Project Management Handbook, Cleland and King, VNR
- Project Management: Systems approach to Planning Scheduling and Controlling, H. Kerzner.
- Project Scheduling and Monitoring in Practice, S. Choudhury, SAP.
- Total Project Management: The Indian Context, P. K. Joy, Macmillan India Ltd.

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Semester –II MBA

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### 5Z217 Management Control Systems

**Course Objective:** To enable the students to acquire the knowledge of Departmentation, skills of decision making and to familiarize the students with control measures and mechanism in an organizational climate.

#### UNIT I

**THE NATURE OF MANAGEMENT:** Basic Concepts – Boundaries of Management Control – Cases: General Electric Company – Xerox Corporation – Stewart Box Company.

#### UNIT II

**THE RESPONSIBILITY CENTERS:** Revenue and Expense Centers: Responsibility Centers – Revenue Centers – Expense Centers – Administrative and Support Centers – Research and Development Centers – Marketing Centers – Transfer Pricing: Objectives of Transfer Prices – Transfer Pricing Methods – Pricing Corporate Services – Administration of Transfer Prices – Cases.

#### UNIT III

**BUDGET PREPARATION:** Nature of a Budget – Other Budgets – The Budget Preparation Process – Behavioral Aspects – Quantitative Techniques –Analyzing Financial Performance Reports: Calculating variances – Variations in Practice – Limitations of Variance Analysis – Behavioral Considerations in Performance Evaluation –Cases

#### UNIT IV

**PERFORMANCE MEASUREMENT:** Information Used in Control Systems – Performance Measurement – Interactive Control -Management Compensation: Research Findings on Organizational Incentives – Characteristics of Incentive Compensation Plans – Incentives for Corporate Officers – Incentives for Business Unit Managers – Agency Theory –Cases

#### UNIT V

**VARIATIONS IN MANAGEMENT CONTROL:** Controls for Differentiated Strategies: Corporate Strategy – Business Unit Strategy – top Management Style –Modern Control Methods: Just-in-Time – Total Quality Management – Computer Integrated Manufacturing – Decision Support Systems –Cases

#### UNIT VI

**SERVICE ORGANIZATIONS AND FINANCIAL SERVICE ORGANIZATIONS:** Service Organizations in General - Professional Organizations – Health Care Organizations – Nonprofit Organizations – Government Organizations – Merchandising Organizations. Financial Service Organizations in General – Commercial Banks and Thrift Institutions – Securities Firms –

Insurance Companies –Multinational Organizations: General Considerations – Transfer Pricing – Exchange Rates & Performance Evaluation –Management Control of Projects: Nature of Projects – the Control Environment – Project Planning – Project Execution – Project Evaluation –Cases

**Essential Readings:**

- Management Control Systems, 10th Ed. – Anthony and Govindarajan
- Practical Auditing – B.N.Tandon
- Cost Accounting – B.K.Bhar
- Dr.Y.Satyanarayana: Management Control Systems in Competitive Environment, ICAI books.

**Suggested Readings:**

- Management Accounting – Khan & Jain
- Financial Management – Prasanna Chandra
- Guidance Note on Transfer Pricing – ICAI Publications

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Semester –II MBA

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## 5Z218 MERGERS & ACQUISITIONS

**Course Objective:** This course exposes students to a broad range of financial restructuring techniques that can be applied to improve business performance. Case discussion helps to illustrate how various Corporate restructuring approaches may be used to increase firms value and highlight characteristics of potential candidates for different Restructuring techniques.

### UNIT I

**CORPORATE RESTRUCTURING:** Different Methods of Restructuring – Joint ventures – sell off & spin-off – divestitures – Equality Carve out – Leveraged Buy outs (LBO) – Management Buy outs – Master limited Partnership Employee Stock Ownership Plans (E SOP)

### UNIT II

**MERGERS:** Nature of acquisitions and Amalgamations, types of Mergers – Motive Behind Mergers - Theories of Mergers – Operating, Financial and Managerial Synergy of Mergers, Value Creation in horizontal, vertical and conglomerate Mergers – Internal & external change forces contributing to Mergers & Acquisition activities.

### UNIT III

**MERGERS & ACQUISITIONS:** A strategic perspective – Industry life cycle and product life cycle analysis in Mergers & Acquisitions decisions, strategic approaches to Mergers & Acquisitions, SWOT Analysis, BCG matrix, Porter's five forces model.

### UNIT IV

**MERGER PROCESS:** Dynamics of Mergers & Acquisitions Process - Identification of targets negotiation – Closing the deal. Five State Model – due diligence (Detailed Discussion) – Managerial Challenges of Mergers & Acquisitions Process of Merger Integration - Organization & Human Aspects.

### UNIT V

**CORPORATE VALUATION:** Valuation approaches – Discounted cash flow valuation – Relative valuation – valuing corporate control – valuing operating & financial synergy – valuing of LBO.

Methods of financing Mergers – cash offer , share exchange ratio- Mergers as a Capital Budgeting decision.

## **UNIT VI**

**TAKEOVERS:** Types, hostile takeover approaches, Takeover defenses – Financial defensive measures – coercive offers and defense – anti – takeover amendments – Poison Pill defense. Legal & Regulatory frame work of Mergers & Acquisitions – Provisions of Company's act 1956, Corporate Tax – provisions relating to income tax act, SEBI Take over.

### **Essential Readings:**

- Mergers acquisitions and Business Valuation – Ravindhar Vadapalli

### **Suggested Readings:**

- Mergers acquisitions & Corporate Restructuring – Chandrasekhar Krishna Murthy & S R Vishwanath – Sage Publication
- Sudi Sudarsanam – Value Creation from M & A.

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## **5Z219 CROSS CULTURAL BUSINESS MANAGEMENT**

### **UNIT I**

**INTRODUCTION:** Concept of Culture for a Business Context; Brief wrap up of organizational culture & its dimensions; Cultural Background of business stake-holders [managers, employees, share holders, suppliers, customers and others] – An Analytical frame work

### **UNIT II**

**CULTURE AND GLOBAL MANAGEMENT:** Global Business Scenario and Role of Culture- A Frame work for Analysis; Elements & Processes of Communication across Cultures;

### **UNIT III**

Communication Strategy for/ of an Indian MNC and Foreign MNC [with 3 illustrations on each drawing from different geo economic and social contexts] & High Performance Winning Teams and Cultures; Culture Implications for Team Building

### **UNIT IV**

Cross Culture – Negotiation & Decision Making: Process of Negotiation and Needed skills & Knowledge Base – Over view with two illustrations from multi cultural contexts [India – Europe/ India – US settings, for instance]; International and Global Business Operations- Strategy Formulation & Implementation; Aligning Strategy, Structure & Culture in an organizational Context

### **UNIT V**

Global Human Resources Management-. Staffing and Training for Global Operations.. Developing a Global Management Cadre.. Motivating and Leading; Developing the values and behaviors necessary to build high-performance organization personnel [individuals and teams included]

### **UNIT VI**

Corporate Culture: The Nature of Organizational Cultures Diagnosing the As-Is Condition; Designing the Strategy for a Culture Change Building; Successful Implementation of Culture Change Phase; Measurement of ongoing Improvement

**References:**

1. International Management: Managing Across Borders And Cultures, 4th Ed, "Deresky Helen," Prentice Hall India, ISBN : 81-203-2227-4 , Rs. 295.00
2. The Secret Of A Winning Culture: Building High-Performance Teams, "Esenn Drlarry, Rchildress John," Prentice Hall India, ISBN: 81-203-1713-0, Rs. 195.00
3. Revitalize Your Corporate Culture: Powerful Ways To Transform Your Company Into A High-Performance Organization, "Cashby Franklin", Prentice Hall India, ISBN: 81- 203-1693-2, Rs.295

Journals: International Journal Of Cross Cultural Management, ISBN: 1470-5958, SAGE Publications

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**Semester –II MBA**

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**5Z220 INDUSTRY ANALYSIS LAB  
FOLLOWED BY SEMINAR AND VIVA VOCE**

Students can choose a specific Industry for Analysis and write their observations as to the trend; future prospects, problems etc., based on secondary sources of data such as Economic Times, Financial Express, Centre for Monitoring Indian Economy (CMIE) etc.

The Industry analysis can be taken up as part of their Summer Internship Programme. The Evaluation of the Industry Analysis Report followed by Seminar and Viva-voce will be for 50 marks done internally.



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**Semester –II MBA**

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### **5Z221 BUSINESS ETHICS LAB**

In the Business Ethics Seminar Paper the students will be assigned various topics from the “Business Ethics Seminar Volumes” provided by the department to all the students. The students are asked to present their views by critically analyzing topics assigned to them and present through power point presentation to the internally constituted committee consisting of Director and the Head of the Department along with three senior faculty members and a faculty member who has been handling the Business Ethics seminar paper.

School of Management Studies has set up three centers of Excellence namely Leadership Business Ethics, and Entrepreneurship. The department has prepared books related to various centers to be covered in four semesters of MBA Program. Further, in order to make the students understand the contents of these articles, they are trained to present various articles in the classroom in front of their classmates and faculty members.

The Internally constituted committee will thoroughly assess each student’s presentation, communication and subject skills for award of marks. The evaluation of the Business Ethics Seminar will be for 50 Marks done internally.

## COURSE STRUCTURE AND DETAILED SYLLABUS

### II YEAR – I SEMESTER (III Semester)

CODE	SUBJECT	L	P	T	C	Marks	
						Int.	Ext.
<b>Core Courses:</b>							
5Z322	Strategic Management	4	0	0	3	25	75
5Z323	Logistics and Supply Chain Management	4	0	0	3	25	75
5Z324	Research Methodology	4	0	2	4	25	75
5H678	Quantitative Aptitude and Logical Reasoning	4	0	2	3	25	75
	Elective –I	4	0	0	4	25	75
	Elective – II	4	0	0	4	25	75
	Elective - III	4	0	0	4	25	75
5Z334	Project Seminar	0	3	0	2	50	50
<b>TOTAL CREDITS</b>					<b>27</b>		
<b>CUMULATIVE CREDITS</b>					<b>73</b>		

**L = Lecture ; P = Practical; T = Tutorial ; C= Credits**

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Semester –III MBA

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## 5Z322 STRATEGIC MANAGEMENT

**Course Objective:** The Objective of the course is to enable students to have a grasp of various business strategies in general and functional management areas. It will provide a strategic orientation in conduct of the business.

**Prerequisites:** Knowledge of the subjects such as Principles of Management, Financial Management, HRM, Marketing Management, Production and Operations Management.

### UNIT I

**INTRODUCTION:** Concepts in Strategic Management, Strategic Management as a process – Developing a strategic Vision, Mission, Objectives, Policies – Factors that shape a company’s strategy – Industry and Competitive Analysis – Methods; Strategy and Competitive advantage.

### UNIT II

**STRATEGY FORMULATION:** Formulation of strategy at Corporate, Business and Functional levels; Types of Strategies: Offensive strategy, Defensive strategy, Vertical integration, horizontal Integration, Turnaround Strategy; Strategies for Mergers and Acquisitions, Takeovers, Joint Ventures; Diversification Strategy: Why firms diversify, different types of diversification strategies; Concept of core competence; Tailoring strategy to fit specific Industry and Company situations; Management of Strategic change.

### UNIT III

**STRATEGIC ANALYSIS AND CHOICE:** Tools and Techniques- Porter's Five Force Model, BCG Matrix, GE Model, TOWS Matrix, SPACE Matrix, IE Matrix, Grand Strategy Matrix; Market Life Cycle Model –Organizational Learning-Impact Matrix and Experience Curve- Generic Strategies; Strategy Framework for analyzing Competition, Porter’s Value Chain Analysis, Exit and Entry Barriers.

### UNIT IV

**STRATEGY IMPLEMENTATION:** Strategy and Structure, Strategy and Leadership, Strategy and culture connection.

### UNIT V

**FUNCTIONAL IMPLEMENTATION:** Operationalizing and institutionalizing strategy - Strategies for competing in Global markets and Internet economy - Organizational Values and their impact on Strategy – Resource Allocation as a vital part of strategy – Planning systems for implementation.

**UNIT VI**

**STRATEGY EVALUATION AND CONTROL:** Establishing strategic controls - Measuring performance – appropriate measures – using qualitative and quantitative, benchmarking to evaluate performance - strategic information systems – problems in measuring performance – Strategy and Corporate Evaluation and feedback in the Indian and International context.

**Essential Readings:**

- Wheelen & Hunger, Concepts in Strategic Management and Business Policy, 9/E Pearson Education.

**Suggested Readings:**

- Strategic Management-Charles W.L.Hill – Cengage
- Thompson & Strickland: Strategic Management, Concepts and Cases. Tata McGraw-Hill, 12/e, New Delhi, 2007.
- Gregory Dess and G.T. Lumpkin, Strategic Management – Creating Competitive Advantage, McGraw Hill International, 2006
- Lawrence R Jauch, R.Gupta & William F.Glueck: Business Policy and Strategic Management, Frank Bros. Delhi, 2006.
- Ranjan Das, Crafting the Strategy: Concepts and Cases in Strategic Management, Tata McGraw Hill, New Delhi, 2006.
- Hitt, Ireland & Hoskisson: Management of Strategy, 7/e, Thomson 2007
- Saloner, Shepard & Podolny, Strategic Management, John Wiley, New York, 2006.
- Allan Afuah, Business Models: A Strategic Management Approach, Tata McGraw Hill , 2007
- John A.Pearce II & Richard B.Robinson, Jr. Strategic Management: Strategic Formulation and Implementation, AITBS Publishers & Distributors, Delhi, 2006
- Charles W.L.Hill & Gareth R.Jones: Strategic Management Theory: An Integrated Approach, Houghton Mifflin, Boston, 2006.
- Fred R.David Strategic Management Concepts and Cases 9<sup>th</sup> edition Pearson Education 2007
- Hill : Strategic Management a n Integrated Approach 6<sup>th</sup> edition Biztantra 2005
- Parnell: Strategic Management Theory and Practice Biztantra 2005
- Saloner: Strategic Management Wiley

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Semester –III MBA

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## 5Z323 LOGISTICS AND SUPPLY CHAIN MANAGEMENT

**Course Objective:** The objective of the course is to give the student an overview of Supply Chain management principles and practices.

**\*The students need Statistical Table to solve numerical problems.**

**Prerequisites:** Knowledge of Production and Operations Management, Marketing Management and QABD.

### UNIT I

**INTRODUCTION TO LSCM:** Logistics and Competitive strategy, Understanding the Supply Chain, Objectives and Importance of Supply Chain Process, View of Logistics and Supply Chain; Competitive and Supply Chain Strategies, Achieving Strategic Fit, Challenges of LSCM.

### UNIT II

**SUPPLY CHAIN DRIVERS AND METRICS:** Drivers for Supply Chain Performance, Framework for structuring drivers; Facilities, inventory, transportation, information, sourcing and pricing; Obstacles to Achieving fit; designing the Supply Chain Network; Role of distribution in the Supply Chain, Factors influencing network design, role of network in the Supply Chain.

### UNIT III

**DEMAND FORECASTING & AGGREGATE PLANNING IN SUPPLY CHAIN:** Demand Forecasting in Supply Chain, Components of forecast and forecasting methods, role of IT in forecasting, Aggregate Planning in Supply Chain, Planning Supply and Demand in a Supply Chain, Managing Predictable Variability.

### UNIT IV

**LOGISTICS AND SUPPLY CHAIN RELATIONSHIPS:** Benchmarking logistics process and SCM operations –Mapping the supply chain processes – SCOR model – Supplier and distributor benchmarking –setting benchmarking priorities –identifying logistics performance indicators –Channel structure – channel relationships – Transportation, Inventory Planning & Managing - logistics service alliances.

### UNIT V

**WAREHOUSE MANAGEMENT:** Importance, Structure, Business process of warehouse management, product unit used for packaging and shipping, supply chain relevant for warehouse management, Goods receipt, Issue & Transfer within the warehouse, Warehouse management automation & IT integration, RFID.

**UNIT VI**

**MANAGING GLOBAL LOGISTICS AND GLOBAL SUPPLY CHAINS:** Performance of Logistics and Supply chain in India, Logistics in a global economy – views of global logistics-global operating levels – interlinked global economy – The global supply chains -Global supply chain business processes

**Essential Readings:**

- Martin Christopher, *Logistics and Supply Chain Management*, Pitman, London.
- Donald J. Bowersox and David J. Closs, *Logistical Management: The Integrated Supply Chain Process*, Tata McGraw Hill, 2006.
- Sunil Chopra and Peter Meindl: *Supply chain Management: Strategy, Planning and Operation, 3/e*, Pearson Education, New Delhi 2007.

**Suggested Readings:**

- B. S. Sahay, *Supply Chain Management for Global Competitiveness*, Macmillan, New Delhi.2003.
- Philip B. Schary, Tage Skjott -Larsen: *Managing the Global Supply Chain*, Viva, Mumbai, 2006.
- Monczka: *Purchasing and Supply Chain Management* Thomson, 2006.
- Ballou, *Business Logistics/Supply chain Management*5/e Pearson Education.
- David Simchi -Levi, Philip Kaminsky, Edith Simchi- Levi, *Designing and Managing The Supply Chain* 2<sup>nd</sup> ed. Tata McGraw Hill Publishing Company Ltd.,2006
- Amit Sinha, Herbert Kotzab, *Supply Chain Management A managerial Approach*, Tata McGraw Hill Education Private Ltd, 2012.

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Semester –III MBA

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## 5Z324 RESEARCH METHODOLOGY

**Course Objective:** The objective of the course is to introduce the basic methods of conducting research, explore ideas in formulating Research Objectives, Hypothesis and Sample framework for understanding the research studies.

### UNIT I

**FOUNDATIONS OF RESEARCH:** Meaning, Objectives, Motivation, Utility. Concept of theory, empiricism, Deductive and inductive theory. Characteristics of scientific method – Understanding the language of Research – Concept, Construct, Definition, Variable. Research Process.

### UNIT II

**PROBLEM IDENTIFICATION & FORMULATION:** Research Question – Investigation Question – Measurement Issues – Hypothesis – Qualities of a good Hypothesis –Null Hypothesis & Alternative Hypothesis. Hypothesis Testing – Logic & Importance.

### UNIT III

**RESEARCH DESIGN:** Concept and Importance in Research – Features of a good research design – Exploratory Research Design – concept, types and uses, Descriptive Research Designs – concept, types and uses. Experimental Design: Concept of Independent & Dependent variables.

### UNIT IV

**QUALITATIVE AND QUANTITATIVE RESEARCH:** Qualitative research – Quantitative research – Concept of Measurement, causality, generalization, replication. Merging the two approaches. Measurement: Concept of measurement– what is measured? Problems in measurement in research – Validity and Reliability. Levels of measurement – Nominal, Ordinal, Interval, Ratio.

### UNIT V

**SAMPLING:** Concepts of Statistical Population, Sample, Sampling Frame, Sampling Error, Sample Size, Non Response. Characteristics of a good sample. Probability Sample – Simple Random Sample, Systematic Sample, Stratified Random Sample & Multi-stage sampling. Determining size of the sample – Practical considerations in sampling and sample size.

### UNIT VI

**DATA ANALYSIS:** Data Preparation – Univariate analysis (frequency tables, bar charts, pie charts, Percentages), bivariate analysis – Cross tabulations and Chi-square test including testing hypothesis of Association. Report writing and presentation of results. Types of research reports, report structure, report formulation, Guidelines for effective Documentation.

**Essential Readings:**

- Business Research Methods – Donald Cooper & Pamela Schindler, TMGH, 9th edition

**Suggested Readings:**

- Business Research Methods – Alan Bryman & Emma Bell, Oxford University Press.
- Research Methodology – C.R.Kothari
- Research Methodology – concepts and cases –Deepak Chawla& Neena sondhi
- Research Methodology and Statistical Analysis (Text and cases) O.R.Krishnaswamy & D.Obul Reddy



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## **5H678 QUANTITATIVE APTITUDE AND LOGICAL REASONING**

### **UNIT I:**

Series Completion, Analogy, Classification, Coding – Decoding, Blood Relations, Direction sense test and Puzzle test.

### **UNIT II:**

Clocks & Calendar, Data Sufficiency, Syllogism and Venn diagrams.

### **UNIT III:**

Number system, HCF & LCM, Average, Percentage - Profit and Loss.

### **UNIT IV:**

Ratio and Proportion: Properties of Ratio, Comparison of Ratios, Useful Simple Results on Proportion – Partnership and Share – Mixtures.

### **UNIT V:**

Simple Interest: Effect of change of P, R and T on Simple Interest - Compound Interest: Conversion Period, Difference between Compound Interest and Simple Interest – Time and Work – Time and Distance.

### **UNIT VI:**

Mensuration: Area of Plane Figures, Volume and Surface Area of Solid Figures.  
Data Interpretation: Tabulation, Bar Graphs, Pie Charts, Line Graphs.

### **Essential Readings:**

- Verbal and Non Verbal Reasoning by R. S. Agarwal.
- Quantitative Aptitude by R. S. Agarwal.

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## **5Z325 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT (ELECTIVE – I)**

**Course Objective:** The objective of the course is to develop students’ knowledge, skills and competencies in employing different methodologies and techniques for managing the market, credit and operational risks in security analysis and Investment Management and other related risks.

### **UNIT I**

**INVESTMENTS:** Investment Management –Objectives –Types –Investment Media, Investment Process. The Investment Environment – Investment Vs Speculation – Investment Vs Gambling – Securities Trading and Settlement – Types of Orders - Margin Trading.

### **UNIT II**

**SECURITY ANALYSIS:** Definition and objectives of Securities Analysis – Types of Securities, Analysis - Fundamental Analysis, Objectives and believes of Fundamental Analysis – Framework for Fundamental Analysis – Concept of Intrinsic Value Economic Analysis – Industry Analysis: Key Characteristics – Industry Life Cycle – Company Analysis – Technical Analysis – Meaning – Types – Fundamental Analysis Vs Technical Analysis; Features of Technical Analysis - Dow Theory, Efficient Market Hypothesis.

### **UNIT III**

**ANALYSIS AND VALUATION OF BONDS:** Strategic role of Bonds from an Investors point of view – Bond Terminology – Types of Bonds – Valuation of Bonds – Bond Yield Measures – Bond Price Analysis – Risk associated with Bonds – Bond Duration.

### **UNIT IV**

**EQUITY VALUATION MODELS:** Valuation Methods – Dividend Discount Models Intrinsic Value and Market Price – Measures of Relative Value – Price Earnings Ratio – Price / Book Value Ratio – Price / Sales Ratio – Economic Value Added.

### **UNIT V**

**PORTFOLIO MANAGEMENT:** Concept of Portfolio Management-Optimal Portfolio-Theories of Portfolio-Markowitz Model, Capital Asset Pricing Model, Capital Market Line and Securities market line; Portfolio Diversification, Efficient Frontier – Measurement of Portfolio risk and return.

**UNIT VI**

**PORTFOLIO PERFORMANCE AND REVISION:** Performance of Portfolio – Meaning – Models - Jensen's Model. Sharpe's Model and Trynor's Model – Techniques of Portfolio revision – Formula Plans, Constant Rupee Value Plan – Constant Ratio Plan, Variable Ratio Plan.

**Essential Readings:**

- William. F. Sharpe, Gordon j Alexander & Jeffery V Bailey: Fundamentals of Investments Prentice Hall, 2012.
- Donald E, Fischer and Ronald J. Jordan, SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT 2000.
- Prasanna Chandra, MANAGING INVESTMENTS, Tata Mc Graw Hill.

**Suggested Readings:**

- R.J.Fuller and J.L.Farrel, Modern Investments and Security Analysis, McGraw Hill
- Jack Clark Francis, MANAGEMENT OF INVESTMENTS, McGraw Hill.
- Stron Robert, PORTFOLIO MANAGEMENT HAND BOOK, Jaico, Bombay.
- Frank K.Reilly and Keith C.Brown, Investment Analysis Portfolio Management, 7/e Thomsom Publications, 2006.

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### **5Z326 CONSUMER BEHAVIOR (ELECTIVE – I)**

**Course Objective:** The objective of the course is to enable students understand the perspectives of consumers in terms of psychological foundations, environmental influence on their buying behavior, Consumer decision making process and laws to be followed.

**Pre-requisites:** Marketing Management offered in first semester.

#### **UNIT I**

**INTRODUCTION TO CONSUMER BEHAVIOR:** Meaning, Definition and relevance of Consumer Behavior study, Development of Consumer Behavior as a separate field of study, Growth of Consumer research, Consumer Behavior and Marketing Management, Consumer Segmentation, Targeting and positioning, Trends in Consumer Behavior.

#### **UNIT II**

**PSYCHOLOGICAL FOUNDATIONS OF CONSUMER BEHAVIOR:** Consumer Motivation, Consumer Perception, Personality and Consumer Behavior, Consumer Learning and Information Processing, Consumer Attitude and Attitude Change.

#### **UNIT III**

**ENVIRONMENTAL INFLUENCES ON CONSUMER BEHAVIOR:** Demographic, Social class and Culture influence, Reference groups, Family personality and Cross cultural influence.

#### **UNIT IV**

**CONSUMER DECISION PROCESSES:** High and Low Involvement, Pre-purchase Processes, Post Purchase processes, Consumption and evaluation, brand loyalty and repeat purchase behavior, Consumers and the diffusion of innovations.

#### **UNIT V**

**MODELS OF BUYER BEHAVIOR:** Howard Model, Howard- Sheth Model, EKB Model, Webster and Wind Model and Sheth Industrial Buyer Behavior Model.

#### **UNIT VI**

**CONSUMERISM AND CONSUMER PROTECTION:** Roots of Consumerism. Consumer safety, Information and environmental concerns, benefits of consumerism; Consumer Protection Act 1986, Central and state consumer protection councils, Consumer disputes redressal agencies, Consumer disputes redressal forum, National consumer disputes redressal commission.

**Essential Readings:**

- David L Loudon and Albert J Della Bitta, Consumer Behaviour, 4/e, Tata McGraw Hill, New Delhi, 2007.
- Schiffman, L. G and Kanuk L. L Consumer Behaviour, 8/e, Pearson Education, New Delhi, 2007

**Suggested Readings:**

- Consumer Behaviour In Indian Perspective-Text and cases By Suja R.Nair. Himalaya Publishing House.
- Consumer Behaviour Text and Cases ,Satish K Batra and SHH Kazmi ,Excel Books,
- Hawkins, Best, Coney, Consumer Behaviour, 8/e, Tata McGraw Hill, New Delhi, 2007.
- Kumar: Conceptual Issues in Consumer Behavior : The Indian Context, Pearson Education, New Delhi, 2006
- Jay D Lindquist and M Joseph Sirgy, Shopper, Buyer and Consumer Behaviour, Second Edition, Bizttantra, New Delhi, 2007
- Roger D. Black Well et al., Consumer Behaviour, 10/e Thomson, New Delhi, 2006
- Henry Assael, Consumer Behaviour,6/e,Thomson, New Delhi,2007
- Michael R.Solomon, Consumer Behaviour,5/e, Prentice Hall of India, New Delhi,2006

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### **5Z327 PERFORMANCE MANAGEMENT AND COUNSELING (ELECTIVE – I)**

**Course Objective:** To provide an outline of performance management of individuals in the organization; To provide knowledge of PM techniques and tools; To understand the importance and effectiveness of counseling as a performance management tool; To gain experience in the counseling processes and problems in improving the organizational effectiveness.

#### **UNIT I**

**INTRODUCTION:** Definition, Concerns And Scope – Historical Developments In Performance Management - Performance Appraisal Vs Performance Management – Performance Management Vs Human Resource Management - Processes For Managing Performance – Essence And Implications Of Performance Management-Critical Appraisal.

#### **UNIT II**

**PFM THEATRE:** Pfm System – Pfm Theatre – Planning Managee Performance And Development – Monitoring Managee Performance & Mentoring Managee Development-Annual Stock Taking. 360- Degree Feedback- Stocktaking Potential – Tools for Stocktaking Potential References

#### **UNIT III**

**PERFORMANCE APPRAISAL AND BENCH MARKING:** Assessment Center- Self Appraisal -Performance Shaping Factors–Yerkes–Dodson’s Law-Corporate Performance Management-EFQM Excellence Model–Diagnostic And Process Bench Marking. PM Audit, PM Pathway Analysis.

#### **UNIT IV**

**PERFORMANCE METRICS AND MODELS:** Performance Measures Pyramid. Steps For Designing Metrics, Wang Lab, Smart Pyramid, Conceptual, DHL, RCN Models Of PM, Spangenberg’s Integrated Model Of PM, Sears’s Model For Organizational Performance, Balanced Score Card Framework.

#### **UNIT V**

**COUNSELING PROCESS:** Preparation For Counseling, Counseling Relationship, Counseling Content, Process.—Variables Affecting The Counseling Process—Counselor Skills. Trends In Counseling: Changing Roles Of Counselor, Values In Counseling – Evaluation Of Counseling.

**UNIT VI**

**COUNSELING FOR PERFORMANCE MANAGEMENT:** Counseling Definition, Factors Contributing to the Emergence of Counseling – Expectations and Goals - Counseling as a Solution to the Management Problems, Approaches to Counseling; Effective Feedback Systems.

**Essential Readings:**

- Robert L. Cardy, “Performance Management”, 2008. PHI
- Prem Chadha: Performance Management, Macmillan India, New Delhi, 2006.

**Suggested Readings:**

- A.S. Kohli & T. Deb, “Performance Management”, 2009, Oxford
- T.V Rao, Counseling and Guidance Tata McGraw Hill
- Counseling and Guidance: S.Narayan Rao TMH
- Michael Armstrong & Angela Baron, Performance Management: The New Realities, Jaico Publishing House, New Delhi, 2002.
- T.V.Rao, Appraising and Developing Managerial Performance, TV Rao Learning Systems Pvt. Limited, Excel, 2006.
- David Wade and Ronad Recardo, Corporate Performance Management, Butter Heinemann, New Delhi, 2002.
- Henderson: Compensation Management in Knowledge Based World 9/e Pearson Education, 2007.
- Robert L.Cardy, “Performance Management”, 2008. PHI
- H. Aguinis, “Performance Management”, 2009, Pearson

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**5FC03 DATA BASE MANAGEMENT SYSTEMS (IT DEPT.)  
(ELECTIVE – I)**

**UNIT I**

**DATA BASE SYSTEMS:** Data Vs Information, Data base System Applications, data base System VS file System – View of Data – Data Abstraction –Instances and Schemas – data Models – the ER Model – Relational Model – Other Models – Database Languages – DDL – DML – database Access for applications Programs – data base Users and Administrator – Transaction Management – data base System Structure – Storage Manager – the Query Processor, History of Data base Systems. Data base design and ER diagrams – Design Entities, Attributes and Entity sets – Relationships and Relationship sets – Additional features of ER Model – Concept Design with the ER Model –Data Modeling checklist.

Application - ER diagram for a tiny college

**UNIT II**

**INTRODUCTION TO THE RELATIONAL MODEL:** Integrity Constraint Over relations – Enforcing Integrity constraints – Querying relational data – Logical data base Design – Introduction to Views – Destroying /altering Tables and Views. Relational Algebra – Selection and projection set operations – renaming – Joins – Division – Examples of Algebra overviews – Relational calculus – Tuple relational Calculus – Domain relational calculus – Expressive Power of Algebra and calculus.

Application -Student database design.

**UNIT III**

**FORM OF BASIC SQL QUERY:** Examples of Basic SQL Queries – Introduction to Nested Queries – Correlated Nested Queries Set – Comparison Operators – Aggregative Operators – NULL values – Comparison using Null values – Logical connectivity's – AND, OR and NOT – Impact on SQL Constructs – Outer Joins – Disallowing NULL values – Complex Integrity Constraints in SQL Triggers, Embedded SQL.

Application - working with Aviation company database.

**UNIT IV**

**SCHEMA REFINEMENT:** Problems Caused by redundancy – Decompositions – Problem related to decomposition – reasoning about FDS – FIRST, SECOND, THIRD Normal forms – BCNF – Lossless join Decomposition – Dependency preserving Decomposition – Schema refinement in Data base Design – Multi valued Dependencies – FORTH Normal Form.

Application - Faculty Evaluation Report.



**UNIT V**

**TRANSACTION CONCEPT:** Transaction State - Implementation of Atomicity and Durability – Concurrent – Executions – Serializability- Recoverability – Implementation of Isolation – Testing for serializability- Lock –Based Protocols – Timestamp Based Protocols- Validation-Based Protocols – Multiple Granularity, Recovery and Atomicity – Log – Based Recovery – Recovery with Concurrent Transactions – Buffer Management – Failure with loss of nonvolatile storage-Advance Recovery systems- Remote Backup systems, Application - Production Management System.

**UNIT VI**

**DATA ON EXTERNAL STORAGE:** File Organization and Indexing – Cluster Indexes, Primary and Secondary Indexes – Index data Structures – Hash Based Indexing – Tree base Indexing – Comparison of File Organizations – Indexes and Performance Tuning- Intuitions for tree Indexes – Indexed Sequential Access Methods (ISAM) – B+ Trees: A Dynamic Index Structure, Query Optimization techniques. Application – Creating B+ tree on Instructor File.

**Essential Readings:**

- Data base System Concepts, Silberschatz, Korth, McGraw hill, V edition.
- Data base Management Systems, Raghurama Krishnan, Johannes Gehrke, TATA McGrawHill 3rd Edition
- Database Management Systems, Peter Rob, A.Ananda Rao,Carlos Coronel ,CENGAGE Learning

**Suggested Readings:**

- Data base Systems design, Implementation, and Management, Peter Rob & Carlos Coronel 7th Edition.
- Fundamentals of Database Systems, Elmasri Navrate Pearson Education
- Introduction to Database Systems, C.J.Date Pearson Education

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## **5Z328 FINANCIAL INSTITUTIONS, MARKETS AND SERVICES (ELECTIVE – II)**

**Course Objective:** The objective of the course is to provide to students an understanding of Financial Markets, the major Institutions involved and the Services offered within this framework.

### **UNIT I**

**INTRODUCTION:** The structure of financial system, Equilibrium in financial markets, Indicators of Financial Development, Financial system and Economic Development, Financial Sector Reforms after 1991 - Regulatory and Promotional Institutions: Functions and Role of RBI, Role and functions of SEBI, performance of Non-Statutory Financial Organizations: IFCI, IRBI, NABARD, SIDBI and SFCs.

### **UNIT II**

**BANKING INSTITUTIONS:** Commercial Banks, Public and Private Sectors, Structure and Comparative performance, Competition, Interest rates, Spread and NPAs; Bank Capital Adequacy norms and capital market support; Banking Innovations – BPLR to Base rate, Core Banking System, Financial Inclusion, Current rates: Policy rates, Reserve Ratios, Exchange rates, Lending/ Deposit rates; Co-operative Banks - Role, Govt. initiatives to strengthen Co-operative Banks.

### **UNIT III**

**NON BANKING FINANCIAL INSTITUTIONS:** Structure and functioning of Unit Trust of India and Mutual Funds, Growth of Indian Mutual funds and their Regulation, Role of AMFI. Insurance Companies – Structure and Investment pattern of LIC, GIC and other Insurance companies, Competition, Innovation- Bancassurance, Role of IRDA, Challenges faced by Insurance Sector.

### **UNIT IV**

**FINANCIAL AND SECURITIES MARKETS:** Structure and functions of Call Money Market, Government Securities Market – T-bills Market, Commercial Bills Market, Commercial paper and Certificate of Deposits; Securities Market – Organization and Structure, Listing, Trading and Settlement, SEBI and Regulation of Primary and Secondary Markets.

### **UNIT V**

**ASSET/FUND BASED FINANCIAL SERVICES:** Lease Finance, Consumer Credit and Hire purchase Finance, Factoring - Definition, Functions, Advantages, Evaluation, Forfeiting, Bills Discounting, Housing Finance, Venture Capital Financing. Fee-based Advisory services: Stock Broking, Credit Rating.

**UNIT VI****INVESTMENT BANKING AND MERCHANT BANKING:**

Investment Banking: Introduction, Functions and Activities, Underwriting, Banker to an Issue, Debenture Trustees and Portfolio managers, Challenges faced by Investment Bankers.

Merchant Banking: Definition, Merchant Banks Vs Commercial Banks, Services of Merchant Banks.

**Essential Readings:**

- L.M. Bhole: Financial Institutions and Markets, TMH, 2009.
- E. Gordon, K. Natarajan: Financial Markets and Services, Himalaya Publishing House, 2013.

**Suggested Readings:**

- Vasant Desai: Financial Markets and Financial Services, Himalaya, 2009
- Pathak: Indian Financial Systems, Pearson, 2009
- M.Y. Khan: Financial Services, TMH, 2009.
- S. Gurusamy: Financial Services and System, Cengage, 2009
- Justin Paul and Padmalatha Suresh: Management of Banking and Financial Services, Pearson, 2009.
- Gomez, Financial Markets, Institutions and Financial Services, PHI, 2012.
- R M Srivatsava: Dynamics of Financial Markets and Institutions in India, Excel, 2013.

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### **5Z329 SERVICES MARKETING (ELECTIVE – II)**

**Course Objective:** The objective of the course is to provide a deeper insight into the Marketing Management of companies offering services as product.

**Pre-requisites:** Marketing Management offered in first semester

#### **UNIT I**

**UNDERSTANDING SERVICES MARKETING:** Concept of Services Marketing, role of services in the modern economy, classification and characteristics of services compared to goods, 7p's of Services Marketing; Distinctive characteristics of services-four I's of services - Intangibility, Inconsistency, Inseparability and Inventory; Growth in Services – Global & Indian Scenarios.

#### **UNIT II**

**RELATIONSHIP MARKETING AND SERVICE QUALITY:** Consumer Behaviour in services, Consumer expectations in service, consumer perception of service, building customer relationships, service recovery; Determinants of Service Quality, SERVQUAL Scale, Gaps model of Service Quality - Customer Gap, provider gap and closing gap.

#### **UNIT III**

**ALIGNING SERVICE DESIGN AND STANDARDS:** Service innovation and design-challenges, types of service innovations, stages in service innovation and development, service blue printing, high performance service innovations, new service development processes, customer defined service standards - factors, types, and development.

#### **UNIT IV**

**PRODUCT & PRICING STRATEGIES FOR SERVICES:** Service product levels, Branding service products, Service life cycle; Objectives and foundations of service pricing, pricing and demand relationship, approaches to pricing services, putting service pricing strategies into practice.

#### **UNIT V**

**PROMOTION & DELIVERY OF SERVICES:** Integrated services marketing communications - need for coordination, five categories of strategies to match service promises with delivery; role of employees and customer in service delivery; Physical evidence and service space, delivery service through intermediaries and e-channels; Managing Demand and capacity.

**UNIT VI**

**RELEVANCE OF SERVICES MARKETING:** Hospital, Transportation (Airline), Banking, Tourism and Hotel services at Global & India.

**Essential Readings:**

- Valarie A. Zeithaml & Mary Jo Bitner: Services Marketing—Integrating Customer Focus Across the Firm, 3/e, Tata McGraw Hill, 2007.
- Thomas J. Delong & Asish Nanda: Managing Professional Services—Text and Cases, McGraw-Hill International, 2006.

**Suggested Readings:**

- Christopher Lovelock: Services Marketing People, Technology, Strategy, Fourth Edition, Pearson Education, 2006.
- Mark Davis, Managing Services People and Technology, McGraw-Hill International, 2006
- Adrian Payne, The Essence of Services Marketing, Prentice-Hall of India Pvt. Ltd., 2007.
- Roland T. Rust and P.K. Kannan, e-Service New Directions in Theory and Practice, Prentice-Hall of India Pvt. Ltd., 2006.
- James A. Fitzsimmons, Services Management—Operations, Strategy and Information Technology, 3/e, McGraw-Hill International, 2006.
- Rajendra Nargundkar, Services Marketing 2<sup>nd</sup> Edition, McGraw Hill companies 2007
- Hoffman, Services Marketing 3/e Thomson 2007
- Dr. B. Balaji, Services Marketing and Management, S.Chand, 2012.

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### **5Z330 TRAINING AND DEVELOPMENT (ELECTIVE – II)**

**Course Objective:** To enable the students to understand the design of training, implementation and evaluation of training programs in the organization.

#### **UNIT I**

**TRAINING IN ORGANIZATIONS:** Trends in training, Career opportunities in training, Integrating OD, strategy and training, understanding motivation and performance, aligning training design with learning process; Forces Influencing Working and Learning; Role of Training in Organizations, Systematic Approach to Training, Learning: Theories and Process.

#### **UNIT II**

**TRAINING NEED ANALYSIS:** The Training Need Analysis (TNA) Model, Organizational constraints, developing objectives, facilitation of learning and training transfer to the job, Design theory, Process and Approaches of TNA, Organizational Analysis, Requirements Analysis, Task, Knowledge, Skill, and Ability Analysis, Team Work for Conducting Training Needs Analysis, TNA and Training Process Design, Output of TNA, focus on Small Business.

#### **UNIT III**

**TRAINING DESIGN AND METHODS:** TNA and Design, Matching methods with outcomes, lectures and demonstrations, games and simulations, OJT, Computer Based Training (CBT); On the job and Off the job training methods – Kirkpatrick and Pecuniary Utility Models of Training – Types of MDP's, EDP's/Seminars and Conferences, Symposia.

#### **UNIT IV**

**IMPLEMENTATION & EVALUATION OF TRAINING:** Development of training, implementation, transfer of training, major players in Training & Development, rational for evaluation, resistance to training evaluation, types of evaluation; Implementation and Evaluation of Training Programme, Training Aids.

#### **UNIT V**

**AREAS OF ORGANIZATIONAL TRAINING:** Orientation training, diversity training, team training, cross functional teams, cross cultural training, training for talent management and Competency mapping.

**UNIT VI**

**STRATEGIC TRAINING:** Models of Training- Faculty, Customer, Matrix, Training Investment Leaders etc. Transfer of Training: Conditions of Transfer, Facilitation of Transfer with Focus on Organization Intervention (Supervisor Support, Peer Support, Trainer Support, Reward Systems, Climate etc.)

**Essential Readings:**

- P. Nick Blanchard, James W. Thacker, A. Anand Ram, "Effective Training" 4e, Pearson, 2012.

**Suggested Readings:**

- Anjali Ghansekar "Training & Development" Everest, 2013.
- Raymond A Noe, Amitabh Deo Kodwani, "Employee Training and Development" McGraw Hill, 2012.
- B. Rathan Reddy "Effective Human Resource Training & Developing Strategy" Himalaya, 2012.
- Rolf Lynton, Uday Pareek "Training for Development" Sage, 2012.
- G Pandu Naik "Training & Development" Excel Books, 2012.
- R K Sahu "Training for Development" Excel Books, 2012.
- P L Rao: HRD Trainer's Handbook of Management Games, Excel, 2013.
- Raymond Noe, A. (2008), Employees Training and Development, McGraw Hill Publication.
- O'Connor, Browner & Delaney (2003). Training for Organizations, Thompson Learning Press (now Cengage Learning).
- Lynton Rolf, P. & Pareek, Udai (2000), Training for Organisational Transformation, Sage Publication.
- Leatherman, D. (2007). The Training Trilogy: Conducting Needs Assessments, Designing Programs, Training Skills

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**5F320 E – COMMERCE (IT DEPT.)  
(ELECTIVE – II)**

**UNIT I**

**ELECTRONIC COMMERCE:** Frame work, anatomy of E-Commerce applications, E-Commerce Consumer applications, E-Commerce organization applications.

**UNIT II**

**CONSUMER ORIENTED ELECTRONIC COMMERCE:** Mercantile Process models.

**UNIT III**

**ELECTRONIC PAYMENT SYSTEMS:** Digital Token-Based, Smart Cards, Credit Cards, Risks in Electronic Payment systems. Approaches to Safe Electronic Commerce: Secure Transport Protocols, Secure Transactions, Secure Electronic Payment Protocol (SEEP), Secure Electronic Transaction (SET), Certificates for authentication Security on web Servers and Enterprise Networks.

**UNIT IV**

**INTER ORGANIZATIONAL COMMERCE:** EDI, EDI Implementation, Value added networks. Intra Organizational Commerce - work Flow, Automation Customization and internal Commerce, Supply chain Management

**UNIT V**

**CORPORATE DIGITAL LIBRARY:** Document Library, digital Document types, corporate Data Warehouses. Advertising and Marketing - Information based marketing, Advertising on Internet, on-line marketing process, market research.

**UNIT VI**

**CONSUMER SEARCH AND RESOURCE DISCOVERY:** Information search and Retrieval, Commerce Catalogues, Information Filtering. Multimedia - key multimedia concepts, Digital Video and electronic Commerce, Desktop video processings, Desktop video conferencing.

**Essential Readings:**

- E-Commerce fundamentals and applications Hendry Chan, Raymond Lee, Tharam Dillon, Ellizabeth Chang, John Wiley.



**Suggested Readings:**

- Frontiers of electronic commerce – Kalakata, Whinston, Pearson.
- Web Commerce Technology Handbook – Daniel Minoli, Emma Minoli, McGraw-Hill
- E-Commerce, S.Jaiswal – Galgotia.
- E-Commerce, Efrain Turbon, Jae Lee, David King, H.Michael Chang.
- Electronic Commerce – Gary P.Schneider – Thomson.
- E-Commerce – Business, Technology, Society, Kenneth C.Taudon, Carol Guyerico Traver.

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### **5Z331 STRATEGIC MANAGEMENT ACCOUNTING (ELECTIVE – III)**

**Course Objective:** The objective of the course is to enable the students to the components of product cost, their calculation methods, and their control.

#### **UNIT I**

**INTRODUCTION TO MANAGEMENT ACCOUNTING, COST ANALYSIS AND CONTROL:** Management accounting Vs. Cost accounting vs. financial accounting, Role of accounting information in planning and control, Cost concepts and Managerial use of classification of costs. Cost analysis and control: Direct and Indirect expenses, allocation and apportionment of overheads, calculation of machine hour rate. An introduction to activity based costing.

#### **UNIT II**

**COSTING FOR SPECIFIC INDUSTRIES:** Unit costing, Job Costing, Cost Sheet and tender and process costing and their variants, treatment of normal losses and abnormal losses, inter-process profits, costing for by-products and equivalent production.

#### **UNIT III**

**MARGINAL COSTING I:** Introduction, Application of Marginal costing in terms of cost control, profit planning, Closing down a plant, dropping a product line, charging general and specific fixed costs, fixation of selling price. Make or buy decisions, key or limiting factor.

#### **UNIT IV**

**MARGINAL COSTING II:** Selection of suitable product mix, desired level of profits, diversification of products, closing down or suspending activities, level of activity planning. Break-even analysis: application of BEP for various business problems. Inter-firm comparison: need for inter-firm comparison, types of comparisons, advantages.

#### **UNIT V**

**BUDGETARY CONTROL:** Budget, budgetary control, steps in budgetary control, Flexible budget, different types of budgets: sales budget, Cash budget, Production budget, Master budget, Performance budgets, material Vs purchase budgets, Zero Based Budgeting; An introduction to cost audit and management audit.

**UNIT VI**

**STANDARD COSTING:** Standard Cost and Standard Costing, Standard costing Vs Budgetary control, Standard costing Vs estimated cost, Standard costing and Marginal costing, analysis of variance, Material variance, Labor variance, Overhead Variance and Sales variance.

**Essential Readings:**

- Hansen Mowen, Cost and Management Accounting & Control, Thompson Publications 2012
- S.P.Jain and K.L.Narang, Cost and Management Accounting, Kalyani Publishers, New Delhi, 2006.

**Suggested Readings:**

- M.Y. Khan, P.K. Jain, Management Accounting: Theory and Problems, TMH, New Delhi, 4/e, 2007.
- Colin Drury, *Management and Cost Accounting*, Thomson-2007
- Bhahatosh Banerjee, *Cost Accounting Theory and Practice*, PHI,-2006
- Charles T. Horngren: *Cost Accounting –A Managerial Emphasis*, Prentice Hall of India, New Delhi,2006
- James Jiambalvo, *Managerial Accounting*, John Wiley & Sons, Inc.New Delhi,2007.
- Atkinson, Banker, Kaplan and Young, *Management Accounting*, PHI, 2006.
- Manash Gupta, *Cost Accounting Principles and Practice*, Pearson Education,2006
- Blocher, Chen, Cookins, Lin, *Cost Management a Strategic Emphasis*, Tata McGraw Hill, 3/e 2006.

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## 5Z332 RETAILING MANAGEMENT (ELECTIVE-III)

**Course Objective:** The objective of the course is to enable students to have a deeper insight into working of Retail Sectors.

**Pre-requisites:** Marketing Management offered in first Semester.

### UNIT I

**INTRODUCTION TO RETAIL MANAGEMENT:** Meaning of Retail & Retailing, History, types, functions, utilities, theories of retailing, e-tailing, structure of Indian retail industry, retailing in Asia, global retailing, retailing in Europe, service retailing, FDI retailing, Rural marketing, ethics in retailing.

### UNIT II

**UNDERSTANDING SHOPPERS & SHOPPING:** Shopping Environment, shopping in a Socio Cultural Contest, shopping process shopping behavior, demographics of Indian shoppers, psychographic profile of Indian shoppers, lifestyle of Indian shoppers, shopping patterns in India.

### UNIT III

**DELIVERING VALUE THROUGH RETAIL FUNCTIONS:** Classification of formats, ownership-based, store based, non-store based, other retail formats, Value Based Model of store format choice, attribute based model of store format choice, the competitive market place, Marketing Structure, the demand side of retailing, non price decisions, types of competition, evolution of retail competition, future changes in retail competition.

### UNIT IV

**PRICING & SUPPLY CHAIN MANAGEMENT:** Pricing Objectives & Policies, Interactive Pricing Decisions, different Pricing Strategies, Price Adjustment Strategies. SCM- introduction, drivers of SCM, SCM & competitive advantages, types of supply chain-supply chain length, width, control of supply chain, framework of Supply Chain Management-SCM network structure, Supply Chain Business Process, SCM components, Retail Inventory Management, Retail Logistics Management, EDI in SCM.

### UNIT V

**RETAIL BUYING & MANAGING RETAIL OPERATIONS:** Objectives of buying, organization buying, retailing buying behavior, models of buying behavior, buyer-responsibilities, merchandising & assortment plans merchandise plan, merchandise plan for basic stocks retail buying groups, negotiations in retail, contract in retail, store layout & design, merchandise display-fixtures, positioning of merchandise, materials & finishes – floors, interior

walls, ceilings, lightings, music, graphics-exterior signage, interior signage, layouts for e-retailers.

#### **UNIT VI**

**RETAILING IN INDIA:** The present Indian retail scenario – Retailing opportunities in India, FDI in Retailing, Global Retailing, Impact of technology in retailing, Ethics in Retailing, E-Retailing, and Service Retailing.

#### **Essential Readings:**

- Lusch, Dunne, Carver, Introduction to Retailing, 7th Edition, Cengage Learning, 2013.
- David Gilbert, Retail Marketing Management, 2nd edition, Pearson, 2013
- Michael levy, Barton Weits, Ajay Pundit, Retailing Management, McGraw-Hill, 2011.

#### **Suggested Readings:**

- Suja Nair, Retail Management, Himalaya Publication House, 2012.
- Piyush Kumar Sinha, Dwarika Prasad Uniyal, Managing Retailing, 2nd Edition, Oxford, 2012.
- Aditya Prakash Tripathi, Noopur Agarwal, Fundamentals of Retailing (text and cases), Himalaya Publication House, First Edition, 2009.
- Swapna Pradhan, Retail Management-Text & Cases, TMH, 2013.
- Dr. Harjit Singh, Retail Management a global perspective text and cases, S. Chand, 2011.
- Arif sheikh, Kaneez Fatima, Retail Management, Himalaya Publication House-2012.
- Chetan Bajaj, Rajnish tuli, Nidhi Varma ,Srivastava, Retail Management, 2nd edition, oxford, 2012.
- Amit Sinha, Supply Chain Management, TMH, 2012

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Semester –III MBA

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### **5Z333 MANAGEMENT OF CHANGE AND LEADERSHIP (ELECTIVE-III)**

**Course Objective:** the objective of the course is to enable managers cope up with the changes that take place constantly in business. Leader's role in the change management situation.

**UNIT I:**

**MANAGING STRATEGIC CHANGE PROCESS:** – An Overview of Change – Types of change – Reactive and Proactive change - Change Path Diagnostics - Methods for dealing with Resistance to Change – Change levers – Change as Growth and Change as Transformation – Organizational Change Matrix – Model of Cognitive, Effective and Behavioral Responses to Change.

**UNIT II:**

**IMPLEMENTING CHANGE:** Dynamics of Planned Change – Five Stages of Planned Change- Types of Individual, Group, and Organizational Change - Gestalt Change cycle – The Role of Mapping and Diagnosing Change –Strategies for Communicating Change – Consolidating change: Actions to Consolidate to Change – Signs of Consolidation of Change. Role of Change Agents.

**UNIT III:**

**METHODS FOR CHANGE MANAGEMENT:** Kurt Lewin's model of change; Force field analysis - Kotter's 8-step change model- Pendlebury, Nadler, Kanter and Taffinder has planned change models. Dunphy Contingency Model of Change - Edward de Bono's six thinking hats Johari window- Nadler and Tushman's congruence model - BPR as a tool of Managing Transformation - Management of New Technology in relation to organizational productivity and quality of work life.

**UNIT IV:**

**INTRODUCTION TO LEADERSHIP:** Leadership Traits, Leadership Styles, Skills, Behaviors, Vision, Inspiration, and Momentum of Leadership -Personality Types and Leadership-Five Factor Model of Personality- Leadership Theories.

**UNIT V:**

**LEADERSHIP IN TRANSFORMATION:** Transformational Leadership, Transactional Leadership - Role of Transformational leaders in Downsizing, Mergers, and Acquisitions, developing a personal leadership approach for today's global business – Leadership of Innovation and Creativity.

**UNIT VI:**

**LEADERSHIP DEVELOPMENT:** Leadership Development Efforts-Trait, Behavior, Power Influence, Situational and Integrative approaches to leadership-Causal and Normative Models-Cross Cultural Leadership - The Role of leadership in Implementing Change – Emerging trends in Leadership.

**Essential Readings:**

- Coulson Thomas, C., *Transforming the Company*, London: Kogan Page.
- Bender, Peter Urs, *Leadership from Within*, Macmillan India Ltd., Delhi.

**Suggested Readings:**

- Ian Palmer, “Managing organizational change”, 2008, TMH.
- Jim Grieses, “Organizational change”, 2010, Oxford.
- Hammer, M. and J. Champy, *Reengineering the Corporation*, Nicholas Brearley Publishing
- Srivastava, “Transformation Leadership”, 2008, Macmillan
- Mark Hughes, “Change management in organizations”, 2008, Jaico.
- Gary Yukl, “Leadership in organizations”, 2006, Pearson.
  
- J. DuBrin, “Leadership”, 2005, Wiley.

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Semester –III MBA

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**5EC04 SOFTWARE ENGINEERING (CSE DEPT.)**  
**(ELECTIVE – III)**

**UNIT I**

**INTRODUCTION TO SOFTWARE ENGINEERING:** The evolving role of software, Changing Nature of Software, Software myths. A Generic view of process: Software engineering- A layered technology, a process framework, The Capability Maturity Model Integration (CMMI), Process patterns, process assessment, personal and team process models. Process models: The waterfall model, Incremental process models, Evolutionary process models, The Unified process.

**UNIT II**

**SOFTWARE REQUIREMENTS:** Functional and non-functional requirements, User requirements, System requirements, Interface specification, the software requirements document. Requirements engineering process: Feasibility studies, Requirements elicitation and analysis, Requirements validation, Requirements management.

**UNIT III**

**SYSTEM MODELS:** Context Models, Behavioral models, Data models, Object models, structured methods. Design Engineering: Design process and Design quality, Design concepts, the design model. Creating an architectural design: Software architecture, Data design, Architectural styles and patterns, Architectural Design.

**UNIT IV**

**OBJECT-ORIENTED DESIGN:** Objects and object classes, An Object-Oriented design process, Design evolution. Performing User interface design: Golden rules, User interface analysis and design, interface analysis, interface design steps, Design evaluation. Testing Strategies: A strategic approach to software testing, test strategies for conventional software, Black-Box and White-Box testing, Validation testing, System testing, the art of Debugging.

**UNIT V**

**PRODUCT METRICS:** Software Quality, Metrics for Analysis Model, Metrics for Design Model, Metrics for source code, Metrics for testing, Metrics for maintenance. Metrics for Process and Products: Software Measurement, Metrics for software quality. Risk management: Reactive vs. Proactive Risk strategies, software risks, Risk identification, Risk projection, Risk refinement, RMMM, RMMM Plan.



**UNIT VI**

**QUALITY MANAGEMENT:** Quality concepts, Software quality assurance, Software Reviews, Formal technical reviews, Statistical Software quality Assurance, Software reliability, The ISO 9000 quality standards.

**Essential Readings:**

- Software Engineering, A practitioner's Approach- Roger S. Pressman, 6th edition, Mc Graw Hill International Edition.
- Software Engineering- Sommerville, 7th edition, Pearson education.

**Suggested Readings:**

- Software Engineering- K.K. Agarwal & Yogesh Singh, New Age International Publishers
- Software Engineering, an Engineering approach- James F. Peters, Witold Pedrycz, John Wiely.
- Systems Analysis and Design- Shely Cashman Rosenblatt, Thomson Publications.
- Software Engineering principles and practice- Waman S Jawadekar, McGraw-Hill Companies.

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Semester –III MBA

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### **5Z334 PROJECT SEMINAR**

In the Project Seminar the students will be informed to prepare project proposal by identifying the final project topic in the III Semester. The project proposal must cover the following aspects of Research Methodology and it is to be submitted to the internally constituted project seminar evaluation committee.

- i. Introduction of the topic
- ii. Statement of Problem and Objectives
- iii. Importance and Scope
- iv. Hypotheses
- v. Statistical techniques used for data analysis and Hypotheses Testing.
- vi. Sample selection and Size
- vii. Review of literature
- viii. Proposed summary of findings and suggestions
- ix. Limitations of the study and
- x. Organization of the study.

Committee consists of Director and the Head of the Department along with three senior faculty members and Student's Project Supervisor. The Internally constituted committee will thoroughly assess each student's presentation, communication and subject skills for award of marks. The evaluation of the Project Seminar will be for 50 Marks done internally.

## COURSE STRUCTURE AND DETAILED SYLLABUS

### II YEAR – II SEMESTER (IV Semester)

CODE	SUBJECT	L	P	T	C	Marks	
						Int.	Ext.
<b>Core Courses:</b>							
5Z435	Management of Technology	4	0	0	3	25	75
	Elective – IV	4	0	0	4	25	75
	Elective – V	4	0	0	4	25	75
	Elective – VI	4	0	0	4	25	75
5Z445	Entrepreneurship Lab	-	3	0	2	50	50
5Z446	Project Work & Dissertation (Excellent / Good / Satisfactory / Unsatisfactory)		--	--	6	--	Grading
<b>TOTAL CREDITS</b>					<b>23</b>		
<b>CUMULATIVE CREDITS</b>					<b>96</b>		

**L = Lecture ; P = Practical; T = Tutorial ; C= Credits**

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Semester –IV MBA

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## 5Z435 MANAGEMENT OF TECHNOLOGY

**Course Objective:** The Objective of the course is to expose students to the importance of technology in conduct of business and its skillful management for optimum results.

**\*Students need Discounting Table and Statistical Table to solve problem**

### UNIT I

**TECHNOLOGY INNOVATION:** Introduction to Technology, difference between Science and Technology, classification of Technology, Management of Technology, Nature & significance, Concept and nature of Innovation, types of Innovation, diverse routes and sources for Innovation, Innovation Process.

### UNIT II

**CREATIVITY AND PROBLEM SOLVING:** Concept of creativity, Creative process, Individual Creative Techniques, Group Creativity Techniques, characteristics of Creative individuals.

### UNIT III

**RESEARCH AND DEVELOPMENT STRATEGIES:** R&D Programme Planning and Control, Project Management, Project Planning and Control, Project Termination, Resource Allocation and Management; Elements of R&D strategies, Selection and Implementation of R&D Strategy.

### UNIT IV

**FINANCIAL EVALUATION OF RESEARCH A DEVELOPMENT PROJECTS:** The Need for Cost Effectiveness, R&D Financial forecasts, Risk as a factor in Financial Analysis, Project Selection Formulae, Allocation of Resources, DCF and other Techniques of evaluating R&D ventures.

### UNIT V

**NEW PRODUCT DEVELOPMENT AND TECHNOLOGY:** Product Development as a Competitive Strategy, Types of new products, New product development process, tools for efficient product development, performance measure, new product failures.

### UNIT VI

**TECHNOLOGICAL FORECASTING FOR DECISION MAKING:** Definition of Technological Forecasting, Forecasting system Inputs and Outputs, Classification of Forecasting Techniques, Current Status. Transfer of Technology: Modes of technology transfer, Price of technology transfer, Negotiation for price of MOT.

**Essential Readings:**

- William L Miller and Longdon, Morris, Fourth Generation R & D, John Wiley & Sons Inc.
- Norma Harrison & Danny Samson, Technology Management—Text and International Cases, McGraw-Hill International, 2005.
- Tarek Khalil, Management of Technology—The Key to Competitiveness and Wealth Creation, McGraw Hill, Boston, 2006.

**Suggested Readings:**

- Lalitha Ramakrishnan, 2009 Management of Technology
- V.K.Narayanan, Managing Technology and Innovation for Competitive Advantage, Pearson Education, 2006.
- IGNOU Course material on Technology Management.
- P.N.Rastogi, Managing Creativity, Macmillan India Ltd, 2003.
- Pradip N Khandwalla: Lifelong Creativity—An Unending Fest, Tata McGraw Hill, 2004.
- Pradip N Khandwalla: Corporate Creativity, Tata McGraw Hill, 2006.
- White: The Management of Technology & Innovation Thomson, 2007.

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Semester –IV MBA

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## 5Z436 MANAGEMENT OF DERIVATIVES (ELECTIVE IV)

**Course Objective:** The objective of this course is to make students understand the concept of Derivatives; learn the types of derivatives products and their application. It helps the students to have a comprehensive and in-depth knowledge about Derivatives. It provides the students awareness about the trading and settlement procedures of derivatives and their markets.

### UNIT I

**INTRODUCTION TO DERIVATIVES:** Concepts, Types and differences among derivatives - Development and Growth of Derivative Markets, Types of Derivatives, Uses of Derivatives, Fundamental linkages between spot & Derivative Markets, The Role of Derivatives Market, Uses & Misuses of Derivatives; Derivates Exchange in India.

### UNIT II

**FUTURES AND FORWARD MARKETS:** Structure of Forward and Futures Markets, Mechanics of futures markets, Hedging Strategies, Valuation of futures, Determination of forward and futures prices, Interest rate futures, Currency futures and Forwards.

### UNIT III

**OPTIONS:** Differences between Options and Futures, Structure of Options Market, Principles of Option, Pricing, Option Pricing Models: The Binomial Model, The Black – Scholes and Merton Model.

### UNIT IV

**BASIC OPTION STRATEGIES:** Advanced Option Strategies, Trading with Options, Hedging with Options, Currency Options, Bullish, Bearish, Neutral Strategies.

### UNIT V

**COMMODITY MARKET DERIVATIVES:** Introduction, Types, Commodity Futures and Options, Swaps; Commodity Exchanges- MCX, NCDEX- Role, Functions & Trading and settlement procedure.

### UNIT VI

**SWAPS:** Concept and Nature, Evolution of Swaps Market, Features of Swaps, Major types of Swaps, Interest Rate Swaps, Currency Swaps, Commodity Swaps, Equity Index Swaps, Credit Risk in Swaps, Credit Swaps, using Swaps to Manage Risk, Pricing and Valuing Swaps.

**Essential Readings:**

- Dubofsky, Miller: Derivatives Valuations and Risk Management, Oxford. 2012
- John C Hull: Options, Futures and other derivatives, Pearson, 2012.
- Prafulla Kumar Swami: “Fundamentals of Financial Derivatives” Himalaya Publishing House.

**Suggested Readings:**

- M.Ranganatham & R.Madhumathi: Derivatives and Risk Management, Pearson, 2012
- Robert A Strong: Derivatives – An Introduction, Thomson, 2012
- Gupta: Financial Derivatives, PHI 2012
- Don M. Chance, Robert Brooks: Derivatives and Risk Management Basic, Cengage. 2012.
- Sundaram Das, Derivatives – Principles and Practice, McGraw Hill, 2012.

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Semester –IV MBA

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### **5Z437 PRODUCT & BRAND MANAGEMENT (ELECTIVE IV)**

**Course Objective:** The objective of this course is to enable students to have a grasp of various product concepts, understanding brands and managing brand equity.

#### **UNIT I**

**PRODUCT CONCEPTS:** Product Mix concepts, Product Classification. Product Planning: Marketing Plan, Portfolio Analysis, Market Potential and forecasting Product Market Strategies. Product Life Cycle: Product Life Cycle Stages and corresponding Strategies, Product Evaluation

#### **UNIT II**

**PRODUCT POSITIONING:** Concept, Product Differentiation, Positioning Strategies, Preference Analysis, Benefits Segmentation New Products: New Product Categories, Organization for Product Management,, prototyping, New Product Development Process, test marketing.

#### **UNIT III**

**MANAGING PACKAGING & SUPPORT SERVICE:** Packaging Decisions, Product failure and Organizing for product Development, Market Segmentation and Target Markets, Product Research, Physical Product Development and Test Marketing, Role of Planning and Strategies in Product Decisions, Marketing Research for New Products.

#### **UNIT IV**

**UNDERSTANDING BRANDS:** Brands Vs Products, Benefits of branding; Brand attributes, Significance of branding to consumers & firms, selecting brand names

#### **UNIT V**

**BRAND AWARENESS:** Types of Brand Awareness, Brand Image- Types of Associations, Brand Identity, Brand Personality, Brand Positioning, Creating Core Brand Values; Bringing Brand to life.

#### **UNIT VI**

**MANAGING BRAND EQUITY:** Sustaining Brand equity- Customer Based Brand Equity, Sources of Brand Equity; Managing Brands: Building Branding Strategies, Brand Extensions, Brand Licensing and Franchising, Global Branding.



**Essential Readings:**

- Dr. S.L. Gupta, Product Management, Wisdom Publications
- C.Merle Crawford ,New Product Management

**Suggested Readings:**

- Urban, Hauser, and Dholakia, N. Essentials of New Product Management
- Murphy, John, Brand Strategy, Cambridge, The Director Books
- Nichololas Ind, Living the Brand Donald Lehmann, Product Management, Tata Mac Graw Hill
- Keller, Kevin Lane, Strategic Brand Management : Building, Measuring and Managing Brand Equity

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Semester –IV MBA

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## 5Z438 MANAGEMENT OF INDUSTRIAL RELATIONS (ELECTIVE IV)

**Course Objective:** The course is designed to impart knowledge regarding the laws so that the students are exposed to interpret, stimulate thinking on rationale behind the laws.

**Prerequisites:** HRM offered in second semester.

### UNIT I

**INDUSTRIAL RELATIONS:** Industrial Relations–basic concept and philosophy of Industrial Relations– Evolution and Growth of Industrial Relations in India – factors influencing Industrial Relations in India. Trade Unions Act, 1926, Types of Unions, Functions, Methods, Trade Unions in India: Union Structure and Characteristics.

### UNIT II

**COLLECTIVE BARGAINING:** Nature and legal framework of Collective Bargaining, Conciliation, Arbitration, Adjudication. Negotiating a Contract, Industrial Disputes Act, 1948: Meaning, nature and scope of Industrial disputes - Cases and Consequences of Industrial Disputes –Machinery for the Prevention and Settlement of industrial disputes in India.

### UNIT III

**LABOUR LEGISLATION-I:** Factories Act 1948, Workmen’s Compensation Act 1923, ESI Act 1948; Industrial Employment (Standing Orders) Act – 1946, Child Labor (Prohibition & Regulation) Act 1986, Grievance Handling: Employee Grievances – Causes of Grievances procedural aspects for Settlement of Grievances.

### UNIT IV

**LABOUR LEGISLATION-II:** Wage Policy and Wage Regulation Machinery, Wage Legislation; Payment of Wages Act 1936, Minimum Wages Act 1948, Payment of Bonus Act 1965, Payment of Gratuity Act 1972.

### UNIT V

**EMPLOYEE EMPOWERMENT:** Employee Participation - Quality of Work Life - Employment security and Management of Redundancies, Quality Circles, Workers Participation, Forms and Levels of Participation, Workers Education Schemes.

### UNIT VI

**CONTEMPORARY ISSUES IN INDUSTRIAL RELATIONS:** Labor Policy and Labor Reforms- Role of Government in Industrial Relations; Future Challenges of Industrial Relations; Emerging Trends in Employee Relations and Employee Involvement.

**Essential Readings:**

- Venkataratnam, C.S.: Industrial Relations, Oxford University Press, 2006

**Suggested Readings:**

- Arun Monappa: Industrial Relations, TMH , New Delhi,2003
- Venkataratnam,C.S.: Negotiated Change –Collective Bargaining, Liberalisation and Restructuring in India, Response Books, New Delhi, 2003.
- Sinha: Industrial Relations, Trade Unions and Labour Legislation, Pearson 2007.
- P.K.Padhi: Labour and Industrial Laws,PHI, 2007.

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Semester –IV MBA

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## 5EC05 COMPUTER NETWORKS (CSE DEPT.) (ELECTIVE IV)

**UNIT I**

**INTRODUCTION:** Uses of Computer Networks, Types of networks: WAN, LAN, MAN, Network Topologies, Reference models: OSI, TCP/IP. Physical Layer: Transmission media: magnetic media, twisted pair, coaxial cable, fiber optics, wireless transmission.

**UNIT II**

**DATA LINK LAYER:** Design issues in data link layer: framing, flow control, error control, Error Detection and Correction: Parity, CRC checksum, Hamming code, Flow Control: Sliding Window Protocols, Applications : Data link layer protocols HDLC, PPP.

**UNIT III**

**MEDIUM ACCESS SUB LAYER:** Channel allocation problem, MAC Protocols: ALOHA, CSMA, CSMA/CD, MAC addresses, IEEE 802.X, Standard Ethernet, Wireless LANS. Bridges, Types of Bridges.

**UNIT IV**

**NETWORK LAYER:** Design issues in Network Layer, Virtual circuit and Datagram subnets-Routing algorithm: Shortest path routing, Flooding, distance vector routing, Link state routing, Hierarchical routing, Broad casting, Multi casting, Routing for mobile hosts. Internetworking: Concatenated Virtual Circuits, Connectionless internetworking, Tunneling, Internetwork routing, Fragmentation

**UNIT V**

**NETWORK LAYER IN INTERNET:** IPv4, IP addresses, Sub netting, Super netting, NAT. Internet control protocols: ICMP, ARP, RARP, DHCP, Network Layer in ATM Networks. Congestion Control: Principles of Congestion, Congestion Prevention Policies. Congestion Control in datagram Subnet: Choke packet, load shedding, jitter control. Quality of Service: Leaky Bucket algorithm and token bucket algorithm.

**UNIT VI**

**TRANSPORT LAYER:** Transport Services, Connection establishment, Connection release and TCP and UDP protocols.

**Application Layer:** Domain name system, FTP, HTTP, SMTP, WWW.

**Network Security:** Confidentiality, Authentication. Encryption algorithms. Case study of encryption algorithm: DES, RSA.

**Essential Readings:**

- Computer Networks — Andrew S Tanenbaum, 4th Edition. Pearson Education/PHI
- Data Communications and Networking – Behrouz A. Forouzan. Third Edition TMH.

**Suggested Readings:**

- An Engineering Approach to Computer Networks-S.Keshav, 2nd Edition, Pearson Education
- Understanding communications and Networks, 3rd Edition, W.A. Shay, Thomson

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Semester –IV MBA

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## 5Z439 STRATEGIC INVESTMENT AND FINANCING DECISIONS (ELECTIVE V)

**Course Objective:** The objective of this course is to provide the student with an insight in to the several strategies before taking a decision on investment of the funds available to him. This course also provides for the evaluation of financial implication of a decision and also the associated risks in the investment.

**Prerequisites:** Sound knowledge of Financial Accounting and Analysis and Financial Management.

### UNIT I

#### **INVESTMENT DECISIONS UNDER CONDITIONS OF RISK AND UNCERTAINTY:**

Concepts of Risk and Uncertainty, Risk Analysis in Investment Decisions, Risk Adjusted Rate of Return, Certainty Equivalents, Probability Distribution of Cash Flows, Decision Trees, Sensitivity Analysis and Monte Carlo Approach to Simulation.

### UNIT II

#### **INVESTMENT DECISIONS UNDER CAPITAL CONSTRAINTS:**

Single and Multi Period Capital Constraints, Internal and External Capital Constraints, Capital Rationing Vs Portfolio, Portfolio Risk and Diversified Projects.

### UNIT III

**TYPES OF INVESTMENTS AND DISINVESTMENTS:** Project Abandonment Decisions, Evidence of IRR, Multiple IRR, Modified IRR, Pure, Simple and Mixed investments; Lorie Savage Paradox; Adjusted NPV and Impact of Inflation on Capital Budgeting Decisions.

### UNIT IV

**CRITICAL ANALYSIS OF APPRAISAL TECHNIQUES:** Discounted Pay Back, Post Pay Back, Surplus Life and Surplus Pay Back, Bail-out Pay Back, Return on Investment, Equivalent Annual Cost, Terminal Value, NPV Mean Variance Analysis, Significance of Information and Data Bank in Project Selections.

### UNIT V

**STRATEGIC ANALYSIS OF SELECTED INVESTMENT DECISIONS:** Lease Financing, Leasing Vs Operating Risk, Borrowing Vs Procuring, Hire Purchase and Installment Decisions; Leasing as a Financing Decision, Advantages of Leasing.

**UNIT VI**

**FINANCING DECISIONS:** Mergers and Acquisitions - Basic Issues, Strategy, Diversification, Theories of Mergers, Types of Mergers, Cost of Mergers, Government Guidelines for Takeover, Problems on Mergers & Acquisitions.

**Essential Readings:**

- Nikiforos T. Laopodis, Understanding Investments-Theories and Strategies, Routledge, 2013.
- Brigham & Ehrhardt: Financial Management, Text and Cases, Cengage, 2012.

**Suggested Readings:**

- I.M. Pandey: Financial Management, Vikas, 2012.
- MY Khan and PK Jain: Financial Management: Text, Problems & Cases, TMH, 2012.
- Ravi M Kishore “Strategic Financial Management, Taxman 2012.
- Prasanna Chandra: Financial Management, 8/e, TMH, 2012
- Prasanna Chandra: Projects: Planning, Analysis, Financing Implementation and Review, 6/e, TMH,2012
- G.V. Satya Sekhar, Strategic Financial Management , Himalaya Publishing House 2012

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Semester –IV MBA

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### **5Z440 SALES AND DISTRIBUTION MANAGEMENT (ELECTIVE V)**

**Course Objective:** The objective of the course is to provide students with detailed knowledge of some of the marketing mixes such as Distribution and Sales Activities.

**Prerequisites:** Marketing Management offered in first semester.

#### **UNIT I**

**INTRODUCTION TO SALES MANAGEMENT:** Evolution of Sales Management, Sales Management and Marketing Mix; Objective and Importance of Sales Management, types of Selling, Selling Process, Sales Organizations- their structure; Sales Managers- Functions and responsibilities, Salesmanship; Selling skills and Selling strategies.

#### **UNIT II**

**SALES PLANNING AND BUDGETING:** Sales planning and control process, sales forecasting methods, sales budgeting process, methods used for deciding sales budget, types of quotas and quota setting procedure, routing and scheduling sales persons, market cost analysis.

#### **UNIT III**

**SALES FORCE MANAGEMENT:** Recruitment and selection of the sales force, training the sales force, sales force motivation, sales force compensation, sales force control and evaluation, performance evaluation of sales force.

#### **UNIT IV**

**INTRODUCTION TO DISTRIBUTION MANAGEMENT:** Definition of Distribution Management, need for Distribution Channels, Designing the marketing channels, policies and strategies for Distribution, Distribution Channels for Rural Markets, capturing customer requirements.

#### **UNIT V**

**CHANNEL MANAGEMENT:** Unconventional channels - Channels for Consumer goods, Industrial Goods & Services – Integrated Marketing Channels – Horizontal, Vertical, Multi Channel Marketing Systems, Channel members - Selection and Appointment, Motivating and Evaluating Channel Members, Training the channel members, Managing Conflict, reasons for Channel Conflicts.

#### **UNIT VI**

**MANAGING CHANNEL INSTITUTIONS:** Managing Channel Information System - retailers, wholesalers, Franchisers, Brokers, Merchants and Facilitating Agent; Designing channel systems, Managing International Channel of Distribution, Ethical issues in Sales and Distribution Management.



**Essential Readings:**

- Anne T Coughlan, Erin Anderson, Louis W Stern, Adel I Ei Ansary, R.C.Natarajan, Marketing Channels, 7th edition, Pearson, 2011
- David Jobber, Geoffrey Lancaster, Selling and Sales Management, 7th edition, 2011.

**Suggested Readings:**

- S.A.Chunawalla, Sales and Distribution Management, 3rd edition, HPH. 2012
- Spiro, Stanton & Rich: Management of Sales Force, Tata McGraw Hill, 2007.
- Jobber: Selling and Sales Management 6/e Pearson Education.
- Tapan K. Panda, Sunil Sahadev Sales and Distribution Management ,2nd edition Oxford.
- K.Sridhara Bhat , Sales and Distribution Management, 1st , HPH, 2011.
- Still, Cundiff, Govoni, Sales Management ,5th edition, Pearson ,2013
- Dinesh kumar, Marketing Channels ,Oxford ,2012
- Prof. M.V. Kulkarni, Sales and Distribution Management, Everest Publishing House, 2010.
- Anne T Coughlan, Erin Anderson, Louis W Stern, Adel I Ei Ansary, R.C.Natarajan, Marketing Channels, 7th edition, Pearson, 2011.
- Dr.S.L.Guptha, Sales and Distribution Management, 2nd edition, Excel books, 2010.

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**5Z441 TALENT AND KNOWLEDGE MANAGEMENT  
SYLLABUS  
(ELECTIVE V)**

**Course Objective:** To familiarize the concepts of Talent Management and Knowledge Management and understand the challenges of HR mechanisms to manage them effectively. To identify the importance of the values of autonomy and accountability in knowledge based organizations.

**UNIT-I:**

**EVOLUTION OF TALENT MANAGEMENT:** The Value of Talent - Concept and Approaches; Framework of Talent Management; Talent Identification, Integration, and Retention - Designing and Building a Talent Reservoir - Segmenting the Talent Reservoir - Talent Management Grid. - Creating a Talent Management System. Institutional Strategies for dealing with Talent Management.

**UNIT-II:**

**INTEGRATED TALENT MANAGEMENT:** Building the Talent Pipeline; Managing Employee Engagement; Link between Talent and Employee Engagement - Talent Nine Box Matrix - Using Talent Management Processes to drive Culture of excellence - Talent Poaching - Competency Mapping – Classification of Competencies.

**UNIT-III:**

**THE ROLE OF HR TO TALENT MANAGEMENT:** Creating a Talent mindset – Talent Pull levers – Online Profiling – Development Centers - Role of Leadership - Talent Management Responsibilities at the Top - Talent Management in India; Future directions in Talent Management Practice and Research .

**UNIT-IV:**

**KNOWLDEGE ECONOMY:** The Nature and Scope of Knowledge Management–Alternative views of Knowledge - Types of Knowledge. - Location of Knowledge - Rise of the knowledge worker - KM Tools – Role of Information Technology in Knowledge Management.

**UNIT-V:**

**KNOWLDEGE MANAGEMENT FRAMEWOK:** KM Process - Hansen–Earl’s Seven Schools of Knowledge Management–Alvesson and Karreman’s Knowledge Management approaches. Knowledge Management Solutions, Mechanisms, and Systems.

**UNIT-VI:**

**IMPLEMENTATION OF KNOWLEDGE MANAGEMENT:** Role of Knowledge Management in Organizational Restructuring - The Mystique of a Learning Organizations – KM Discovery Systems – Impact of KM on People, Product and Organizations – Future trends in KM.

**REFERENCES:**

1. ASTD, *Talent management: Strategies for success from six leading companies*, Cengage Learning.
2. Rao, T.V., *Hurconomics for talent management: Making the HRD missionary business-driven*, Pearson Education.
3. Berger, L. A. and Berger, D. R., *The talent management handbook*, McGraw-Hill Education India.
4. Sajjad M Jasmuddin, “Knowledge Management”, 1st ed, 2009, Cambridge.
5. Stuart Barnes, “Knowledge Management Systems”, Ed, Cengage Learning
6. Irma Becerra-Fernandez, Avelino Gonzalez and Rajiv Sabherwal “Knowledge Management”, 2009, Pearson Education Inc.
7. Donald Hislop, “Knowledge management in Organizations”, 2009, Oxford University Press, Second edition.
8. Sudhir Warier, “Knowledge Management”, Vikas Publishing House Pvt. Ltd.

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## 5EC07 OPERATING SYSTEMS (CSE DEPT.) (ELECTIVE V)

**UNIT I**

**INTRODUCTION:** Introduction to Operating System Concepts (including Multitasking, multiprogramming, multi user, Multithreading etc.), Types of Operating Systems: Batch operating system, Time-sharing systems, Distributed OS, Network OS, Real Time OS; Various Operating system services, architecture, System programs and calls.

**UNIT II**

**PROCESS MANAGEMENT:** Process concept, process scheduling, operation on processes; CPU scheduling, scheduling criteria, scheduling algorithms -First Come First Serve (FCFS), Shortest-Job-First (SJF), Priority Scheduling, Round Robin(RR), Multilevel Queue Scheduling. Engg. Applications – Process scheduling in Windows, Linux.

**UNIT III**

**PROCESS-SYNCHRONIZATION & DEADLOCKS:** Critical Section Problems, semaphores; methods for handling deadlocks-deadlock prevention, Avoidance & Detection; Deadlock recovery. Memory Management: Logical & Physical Address Space, swapping, Contiguous memory allocation.

**UNIT IV**

**MEMORY MANAGEMENT:** Paging and Segmentation techniques, Segmentation with paging; Virtual memory: Demand Paging, Page-Replacement Algorithms, and Thrashing. Engg. Applications – Memory management in Windows, Linux.

**UNIT V**

**FILE SYSTEM:** Different types of files and their access methods, directory structures, various allocation methods, disk scheduling and management and its associated algorithms.

**UNIT VI**

**I/O SYSTEMS:** I/O Hardware, Application I/O Interface, Kernel, Transforming I/O requests, Performance Issues. Protection and Security: Goals of protection, Principles of protection, Access matrix, Access control list, Capability List. Security Attacks, Program threats,

**Essential Readings:**

- Operating System Concepts by Silberchatz Galvin, 8<sup>th</sup> edition.
- Modern Operating Systems by A. Tanenbaum, 1992, Prentice-Hall.
- Operating Systems Internals and Design Principles by William Stallings, 4<sup>th</sup> edition, 2001, Prentice-Hall

**Suggested Readings:**

- Operating System By Peterson , 1985, AW.
- Operating System By Milankovic, 1990, TMH.
- Operating System Incorporating With Unix & Windows By Colin Ritchie, 1974, TMH.
- Operating Systems by Mandrik & Donovan, TMH
- Operating Systems By Deitel, 1990, AWL.
- Operating Systems – Advanced Concepts By Mukesh Singhal , N.G. Shivaratri, 2003, T.M.H

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## 5Z442 INTERNATIONAL FINANCIAL MANAGEMENT (ELECTIVE VI)

**Course Objective:** The objective of the course is to develop the student’s knowledge, skills and competencies in employing different methodologies in learning International Financial Management and Foreign Exchange Markets.

### UNIT I

**INTERNATIONAL FINANCIAL MANAGEMENT:** An overview, features, Importance, nature and scope; Traditional Vs International Financial Management; International Monetary System – Balance of payments - Recent changes and challenges in IFM. Exchange Rates: Exchange rate systems – Fixed Vs Floating Exchange Rate systems – Determinants of Exchange Rates – Exchange Controls.

### UNIT II

**FOREIGN EXCHANGE MARKET:** Organization – Spot Vs Forward Markets – Forward exchange contracts - Execution of forward contracts - Bid and Ask rates - Interbank Quotations – International Market Quotations – Cross Rates – Merchant Rates – FEDAI Regulations – Role of RBI.

### UNIT III

**CURRENCY DERIVATIVES AND EURO MARKETS:** Currency Forwards – Currency Futures – Currency Options – Exchange traded transactions – Financial Swaps – Forward Rate agreements – Interest Rate Options. **Euro markets:** Overview of other markets – Euro currency market, Euro credit market, Euro bond market, Euro Currency deposits and Euro Notes market.

### UNIT IV

**EXCHANGE RISK EXPOSURE:** Types of Exposure – Transaction Exposure – Translation Exposure – Economic Exposure - Hedging Foreign Currency Payables.

### UNIT V

**INTERNATIONAL PARITY RELATIONSHIPS:** Interest rate parity – Covered Interest Arbitrate, Reasons for Deviations from Interest Rate Parity – Purchasing power parity – PPP Deviations and the Real Exchange rate.

### UNIT VI

**FINANCIAL MANAGEMENT OF THE MULTINATIONAL FIRM:** International Capital Structure - Capital Budgeting - Cost of Capital – Foreign Direct Investment and Cross-Border Acquisitions – Multinational Cash Management.

**Essential Readings:**

- Alan C Sharpiro: Multinational Financial Management, Prentice Hall, New Delhi
- Francis Cherunilam : International Economics, Tata Mc Graw Hill , New Delhi
- C Jeevanandam, Foreign Exchange : Practice and Concepts, Sultan Chand & Sons, New Delhi

**Suggested Readings:**

- Lan H Giddy: Global Financial Markets, AITBS Publishers and Distributors, New Delhi
- Vijayabhaskar P and Mahapatra B., Derivatives Simplified, Respose Books, Sage Publications, New Delhi
- P.G.Apte International Financial Management, Tata McGraw-Hill, New Delhi, 2004
- Jeff Madura, International Financial Management, 6<sup>th</sup> edition, Thomson Publications.
- Maurice D.Levi, Internationasl Finance, 3<sup>rd</sup> edition, Tata McGraw-Hill, New Delhi, 2003
- S.Eun Choel and Risnick Bruce, International Financial Management, Tata Mc Graw Hill, 2001
- David K. Eiteman, Arthur I.Stonehill and Michael H.Moffeth, Multinationasl Business Finance, 10<sup>th</sup> edition, Pearson Education 2004.
- P.K Jain, Josette Peyraid and Surendra S. Yadav, Internationasl Financial Management, Maemillan Publishers, 2001
- Prakash G. Apte, Internationasl Finance A Business Perspective, Tata McGraw-Hill Publishing Co Ltd.,2003
- Adrian Buckley, Multinationasl finance, Third Edition, Prentice-Hall of India Pvt.,Ltd.,2001
- Melvin: International Money and Finance 7/e Pearson Education.

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## **5Z443 INTEGRATED MARKETING COMMUNICATION (ELECTIVE-VI)**

**Course Objective:** The objective of the course is to provide students with detailed knowledge on Advertising and Sales promotion.

### **UNIT I**

**COMMUNICATION MIX:** Understanding Integrated Marketing Communication as an integral part of Marketing; Advertising- Definition, Features, key players; Functions, role of advertising in Marketing Mix; Advertising as a communication Tool; Types of Advertising; Advertising Campaign.

### **UNIT II**

**BUDGETING AND MEDIA DECISIONS:** Setting Advertising Objectives; DAGMAR approach Advertisement budgets as an investment; Methods of setting Advertising Budget, process; Determining the optimum Advertising budget; Factors influencing Advertising Budget; Media Planning; Reach, Frequency and impact, choosing among major media types; Media Scheduling.

### **UNIT III**

**ADVERTISING MESSAGE DECISIONS, CREATIVE SIDE OF ADVERTISING AND ADVERTISING APPEALS:** Message content, structure, format & source, Copy writing, elements of Advertising copy, and requirements of an effective copy; Types of Advertising copies- Print, Television & Radio copy principles; Types of television commercials, Jingles, Illustrating Layout; Advertising Appeals.

### **UNIT IV**

**MEASURING ADVERTISING EFFECTIVENESS AND ADVERTISING AGENCIES:** Need and importance of measuring Advertising effectiveness, Evaluating communication effects of Advertising: pretesting, post testing, Evaluating Sales effects of Advertising. Advertising research techniques used in case of Print Ads, Broadcast, Radio, and Online Ads; Problems in measuring Advertising effectiveness. Advertising Agencies features, functions, types.

### **UNIT V**

**SALES PROMOTION:** Sales promotion mix, definition of sales promotion, factors influencing sales promotion; Advantages and drawbacks of sales promotion; Consumer promotions, Trade promotion; Promotion for Sales force; Sales Promotion tools and techniques.



**UNIT VI**

**PUBLICITY & PUBLIC RELATIONS:** Publicity, Power of publicity, control and dissemination of publicity, advantages and disadvantages of publicity; Public Relations- process, applications of PR and Public relation programs, Public relation tools.

**Essential Readings:**

- Krutishah Alan D' Souza, Advertising and promotions and IMC Perspective, TMH, 2012.
- George E Belch and Michael A Belch, Advertising and Promotion, 6<sup>th</sup> Edition, Tata McGraw Hill, 2006.

**Suggested Readings:**

- Jaishri jethwaney, Shruthi Jain, Advertising Managemnt, Oxford, second edition, 2012.
- Batra: Advertising Management 5/e Pearson Education, 2007.
- Jobber Selling and Sales Management 6/e Pearson Education.
- Clow Integrated Advertising, Promotion and Marketing Communications Pearson Education, 2007.
- Wells Advertising: Principles and Practice 6/e Pearson Education.

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## **5Z444 HUMAN RESOURCE DEVELOPMENT AND ORGANISATIONAL DEVELOPMENT (ELECTIVE-VI)**

**Course Objective:** To enable the students about importance of Human Resource Development and to correlate with the Organizational Development.

### **UNIT-I:**

**INTRODUCTION TO HUMAN RESOURCE DEVELOPMENT:** Concept; Relationship between Human Resource Management and Human Resource Development; HRD Mechanisms, Processes and Outcomes; HRD Matrix; HRD Interventions; Roles and Competencies of HRD Professionals; Challenges in HRD

### **UNIT-II:**

**HRD PROCESS AND ACTIVITIES:** Assessing need for HRD; Designing and Developing effective HRD Programs; Implementing - Evaluating Effectiveness of HRD Programs; HRD audit; HRD Culture and Climate - Intellectual Capital and HRD - Role of Trade Unions; Industrial Relations and HRD

### **UNIT-III:**

**HRD APPLICATIONS AND TRENDS:** Coaching and Mentoring; Career Management and development; Employee Counseling; Competency Mapping; Balanced Score Card, Appreciative Inquiry; Integrating HRD with Technology, Employer Branding - Emerging Trends.

### **UNIT-IV:**

**INTRODUCTION TO OD:** Meaning – Nature and Scope of OD - Evolution- Growth and Relevance of OD-Characteristics of OD-Values, Assumptions, and Beliefs in OD - Behavioral Science - Action Research Model of OD – Role of Top Management and Organization Development Practitioners

### **UNIT-V:**

**OD INTERVENTIONS:** Evaluating and institutionalizing interventions; Action research; Structural interventions- Work redesign, work modules, Quality of work life (QWL), Quality circles(QC); Behavioral interventions- Management by objectives (MBO), Sensitivity training, Transactional analysis; Career planning; Inter-group interventions- team building, survey feedback, Grid OD; Techno-structural interventions- Restructuring organizations, Employee involvement.

**UNIT-VI:**

**TECHNO-STRUCTURAL AND STRATEGIC INTERVENTIONS:** OD-HRD interface; OD in global settings - Organizational Transformation and its Characteristics-Culture Change – Self – designing organizations-Organizational Learning - Challenges and future of OD.

**REFERENCES:**

1. French, W.L. and Bell, C.H., *Organisation development*, Prentice-Hall, New Delhi.
2. Hackman, J.R. and Suttle, J.L., *Improving life at work: Behavioural science approach to organizational change*, Goodyear, California
3. Pareek U., Rao, T.V. and Pestonjee, D.M., *Behavioural processes in organisations*, Oxford and IBH., NewDelhi.
4. Cummings, T. G., *Theory of organization development and change*, South Western.
5. S. Ramanarayan, T.V. Rao, Kuldeep Singh, “Organization Development-Intervention and
6. Strategies”, 2006, Response Books.
7. Nadler, L., *Corporate human resources development*, Van Nostrand Reinhold.
8. Mankin, D., *Human resource development*, Oxford University Press India.
9. Haldar, U. K., *Human resource development*, Oxford University Press India.
10. Rao, T.V., *Future of HRD*, Macmillan Publishers India.
11. Rao, T.V., *HRD Score Card 2500: Based on HRD audit*, Response Books, SAGE Publications

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## 5EC12 SOFTWARE PROJECT MANAGEMENT (CSE DEPT.) (ELECTIVE-VI)

**UNIT I**

**CONVENTIONAL SOFTWARE MANAGEMENT:** The waterfall model, conventional software Management performance.

**Evolution of Software Economics:** Software Economics, pragmatic software cost estimation.

**UNIT II**

**IMPROVING SOFTWARE ECONOMICS:** Reducing Software product size, improving software processes, improving team effectiveness, improving automation, Achieving required quality, peer inspections.

**The old way and the new:** The principles of conventional software Engineering, principles of modern software management, transitioning to an iterative process.

**UNIT III**

**LIFE CYCLE PHASES:** Engineering and production stages, inception, Elaboration, construction, transition phases.

**Artifacts of the process:** The artifact sets, Management artifacts, Engineering artifacts, programmatic artifacts.

**UNIT IV**

**MODEL BASED SOFTWARE ARCHITECTURES:** A Management perspective and technical perspective.

**Work Flows of the process:** Software process workflows, Iteration workflows.

**UNIT V**

**CHECKPOINTS OF THE PROCESS:** Major mile stones, Minor Milestones, Periodic status assessments. Iterative Process Planning: Work breakdown structures, planning guidelines, cost and schedule estimating, Iteration planning process, Pragmatic planning. Project Organizations and Responsibilities: Line-of-Business Organizations, Project Organizations, evolution of Organizations.

**UNIT VI**

**PROCESS AUTOMATION:** Automation Building blocks, The Project Environment. **Project Control and Process instrumentation:** The seven core Metrics, Management indicators, quality indicators, life cycle expectations, **Future Software Project Management:** Modern Project Profiles, Next generation Software economics, modern process transitions.

**Essential Readings:**

- Software Project Management, Walker Royce: Pearson Education, 2005.

**Suggested Readings:**

- Software Project Management, Bob Hughes and Mike Cotterell: Tata McGraw-Hill Edition.
- Software Project Management, Joel Henry, Pearson Education.
- Software Project Management in practice, Pankaj Jalote, Pearson Education.2005.

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### **5Z445 ENTREPRENEURSHIP LAB**

In the Entrepreneurship Seminar Paper the students will be assigned various topics from the “Entrepreneurship Seminar volumes” provided by the department to all the students. The students are asked to present their views by critically analyzing topics assigned to them and present through power point presentation to the internally constituted committee consisting of Director and the Head of the Department along with three senior faculty members and a faculty member who has been handling the Entrepreneurship Seminar paper.

School of Management Studies has set up three centers of Excellence namely Leadership Business Ethics and Entrepreneurship. The department has prepared books related to various centers to be covered in four semesters of MBA Program. Further, in order to make the students to understand contents of these articles, they are trained to present various articles in the class room in front of their classmates and faculty members.

The Internally constituted committee will thoroughly assess each student’s presentation, communication and subject skills for award of marks to each student. The evaluation of the Entrepreneurship Seminar will be for 50 Marks done internally.

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### **5Z446 PROJECT WORK & DISSERTATION**

Students are required to work for the entire fourth semester on the project even as they undergo the assigned course work of this semester. The students can choose specific problem of Industry or Industry based project work. Alternatively it can be secondary source based or Field based project work. The project should have an internal faculty as guide.

Four copies of the thesis, certified by the supervisor and Head of the Department shall be submitted to the College / School. The Project report shall be adjudicated by one examiner selected by the chief superintendent of examinations. For this, Head of Department shall submit a panel of 3 examiners, who are eminent in that field, with the help of the PRC. The Chief Superintendent of the college in consultation with the college academic committee shall nominate the examiner.

If the report of the examiner is favorable, viva-voce examination shall be conducted by a Board consisting of the Head of the Department, Supervisor and the Examiner who adjudicated the Dissertation. The Board shall jointly report the student's performance in the project work as – (a) Excellent, or (b) Good, or (c) Satisfactory, or (d) Unsatisfactory, as the case may be.

#### **Suggested Books:**

- Business Essentials: *Research Project*, Viva, 2009
- Paul Oliver: *Writing Your Thesis*, Sage, 2009
- M.K.Rampal & S.L.Gupta: *Project Report Writing*, Paragon International, 2009
- Michael Jay Polonsky: David S Waller: *Designing and Managing a Research Project*, Sage, 2009
- Surendra Kumar: *An Aid to Project Work*, Paragon International, 2009.