

CURRICULUM & SYLLABUS - 2015

SEMESTER I

SNO	SUB CODE	SUBJECT NAME	L	T	P	C
1	MBA103	QUANTITATIVE TECHNIQUES	3	0	0	3
2	MBA102	ECONOMIC FOUNDATION OF BUSINESS ENVIRONMENT	3	0	0	3
3	MBA108	PRINCIPLES OF MANAGEMENT	3	0	0	3
4	MBA104	ACCOUNTING FOR MANAGEMENT	3	0	0	3
5	MBA105	ORGANIZATIONAL BEHAVIOUR	3	0	0	3
6	MBA106	COMMUNICATION SKILLS	3	0	0	3
7	MBA107	LEGAL ASPECTS OF BUSINESS	3	0	0	3
8	MBA1L2	INTRODUCTION TO COMPUTERS	0	0	3	1
9	MBA1L1	SOFT SKILLS – I	0	0	3	1
		TOTAL	21	0	4	23

Total Credits: 23

SEMESTER II

SNO	SUB CODE	SUBJECT NAME	L	T	P	C
1	MBA205	FINANCIAL MANAGEMENT	3	0	0	3
2	MBA201	HUMAN RESOURCE MANAGEMENT	3	0	0	3
3	MBA203	PRODUCTION AND OPERATIONS MANAGEMENT	3	0	0	3
4	MBA206	MARKETING MANAGEMENT	3	0	0	3
5	MBA2E1	ELECTIVE - I	3	0	0	3
6	MBA2E2	ELECTIVE - II	3	0	0	3
7	MBA2E3	ELECTIVE - III	3	0	0	3
8	MBA2L1	BUSINESS APPLICATION SOFTWARE	0	0	4	2
9	MBA2L2	SOFT SKILLS – II	0	0	3	1
		TOTAL	21	0	6	24

Total Credits: 24

SEMESTER III

SNO	SUB CODE	SUBJECT NAME	L	T	P	C
1	MBA308	STRATEGIC MANAGEMENT	3	0	0	3
2	MBA304	ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT	3	0	0	3
3	MBA303	RESEARCH METHODOLOGY	3	0	0	3
4	MBA309	OPERATIONS RESEARCH	3	0	0	3
5	MBA3E4	ELECTIVE IV	3	0	0	3
6	MBA3E5	ELECTIVE V	3	0	0	3
7	MBA3E6	ELECTIVE VI	3	0	0	3
8	MBA3L3	SOFT SKILLS - III	0	0	3	1
9	MBA3L2	WEB DESIGN	0	0	4	2
		TOTAL	21	0	6	24

Total Credits: 24

SEMESTER II & III ELECTIVES

SNO	SUB CODE	SUBJECT NAME	CREDITS			
			L	T	P	C
		ELECTIVES – FINANCIAL MANAGEMENT				
1	MBA001	SECURITIES AND INVESTMENT MANAGEMENT	3	0	0	3
2	MBA002	CREDIT APPRAISAL MANAGEMENT	3	0	0	3
3	MBA003	FINANCIAL FRAMEWORK AND SYSTEMS	3	0	0	3
4	MBA004	WORKING CAPITAL MANAGEMENT	3	0	0	3
5	MBA005	MICRO–FINANCE: PERSPECTIVES AND OPERATIONS	3	0	0	3
6	MBA006	CORPORATE FINANCE	3	0	0	3

		ELECTIVES – HUMAN RESOURCE MANAGEMENT	L	T	P	C
1	MBA007	MANAGERIAL BEHAVIOUR AND EFFECTIVENESS	3	0	0	3
2	MBA008	INDUSTRIAL RELATIONS AND LABOUR WELFARE	3	0	0	3
3	MBA009	TRAINING AND DEVELOPMENT	3	0	0	3
4	MBA010	STRATEGIC HUMAN RESOURCE DEVELOPMENT	3	0	0	3
5	MBA011	PSYCHOLOGY FOR MANAGERS	3	0	0	3
6	MBA012	ORGANIZATIONAL DEVELOPMENT	3	0	0	3

		ELECTIVES – MARKETING MANAGEMENT	L	T	P	C
1	MBA013	RETAIL MANAGEMENT	3	0	0	3
2	MBA014	CONSUMER BEHAVIOUR	3	0	0	3
3	MBA015	SERVICE MARKETING	3	0	0	3
4	MBA016	SOCIAL MEDIA MARKETING	3	0	0	3
5	MBA017	ADVERTISING AND SALES PROMOTION	3	0	0	3
6	MBA018	BRAND MANAGEMENT	3	0	0	3
		ELECTIVES – BANKING AND INSURANCE MANAGEMENT	L	T	P	C
1	MBA019	BANKING FUNDAMENTALS AND CONCEPTS	3	0	0	3
2	MBA020	BANK OPERATIONS MANAGEMENT	3	0	0	3
3	MBA021	INSURANCE CONCEPTS AND SYSTEMS	3	0	0	3
4	MBA022	INSURANCE SYSTEM IN INDIA	3	0	0	3
5	MBA023	COMMERCIAL BANK MANAGEMENT	3	0	0	3
6	MBA024	RETAILING AND CRM IN BANKING	3	0	0	3

		ELECTIVES–LOGISTICS AND SUPPLY CHAIN MANAGEMENT	L	T	P	C
1	MBA025	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	3	0	0	3
2	MBA026	LOGISTICS MANAGEMENT	3	0	0	3
3	MBA027	WAREHOUSING AND INVENTORY MANAGEMENT	3	0	0	3
4	MBA028	EXPORT TRADE AND DOCUMENTATION	3	0	0	3
5	MBA029	RETAIL MARKETING AND CRM	3	0	0	3
6	MBA030	INTERNATIONAL MARKETING	3	0	0	3
		ELECTIVES- INTERNATIONAL BUSINESS MANAGEMENT	L	T	P	C
1	MBA031	INTERNATIONAL INDUSTRIAL BUYER BEHAVIOUR	3	0	0	3
2	MBA032	SALES AND DISTRIBUTION MANAGEMENT	3	0	0	3
3	MBA033	INTERNATIONAL SALES PROMOTION AND BRAND MANAGEMENT	3	0	0	3
4	MBA034	GLOBAL LEADERSHIP & SKILLS DEVELOPMENT	3	0	0	3
5	MBA035	INTERNATIONAL BUSINESS LAWS	3	0	0	3
6	MBA036	CROSS CULTURAL MANAGEMENT	3	0	0	3

		ELECTIVES –HOSPITAL AND HEALTHCARE MANAGEMENT	L	T	P	C
1	MBA037	HOSPITAL & HEALTH CARE POLICY & PLANNING	3	0	0	3
2	MBA038	ORGANIZATION AND MANAGEMENT OF HOSPITAL & HEALTH SYSTEM (INCLUDING SUPPORTING SERVICES)	3	0	0	3
3	MBA039	EPIDEMIOLOGY IN MEDICAL AND HEALTH SYSTEMS MANAGEMENT	3	0	0	3
4	MBA040	QUALITY ASSURANCE AND MANAGEMENT IN HOSPITALS	3	0	0	3
5	MBA041	RISK MANAGEMENT AND HEALTH INSURANCE	3	0	0	3
6	MBA042	LEGAL FRAMEWORK FOR HOSPITALS	3	0	0	3
		ELECTIVES – TOURISM AND HOSPITALITY MANAGEMENT	L	T	P	C
1	MBA043	TRAVEL AND TOURISM MANAGEMENT	3	0	0	3
2	MBA044	ADVANCED FOOD PRODUCTION MANAGEMENT	3	0	2	3
3	MBA045	FOOD SERVICE FACILITIES PLANNING AND MANAGEMENT	3	0	0	3
4	MBA046	TOURISM PRODUCT	3	0	0	3
5	MBA047	INTERNATIONAL TOURISM MANAGEMENT	3	0	0	3
6	MBA048	ACCOMODATION OPERATION	3	0	0	3

		ELECTIVES– NUTRITION AND HEALTHCARE MANAGEMENT	L	T	P	C
1	MBA049	HUMAN NUTRITION	3	0	0	3
2	MBA050	NUTRITION THROUGH LIFE CYCLE	3	0	0	3
3	MBA051	HEALTH AND FITNESS	3	0	0	3
4	MBA052	COMMUNITY NUTRITION	3	0	0	3
5	MBA053	FOOD QUALITY CONTROL	3	0	0	3
6	MBA054	VALUE EDUCATION	3	0	0	3
		ELECTIVES – MEDIA AND ENTERTAINMENT MANAGEMENT	L	T	P	C
1	MBA055	HISTORY OF MEDIA	3	0	0	3
2	MBA056	FILM ANIMATION AND GAMING PROGRAMMING MANAGEMENT	3	0	0	3
3	MBA057	MANAGING MEDIA	3	0	0	3
4	MBA058	FILM AND TV PRODUCTION, PROGRAMMING MANAGEMENT	3	0	0	3
5	MBA059	MEDIA BUSINESS PRACTICES	3	0	0	3
6	MBA060	SOUND PRODUCTION AND MUSIC INDUSTRY MANAGEMENT	3	0	0	3

		ELECTIVES – EDUCATION MANAGEMENT	L	T	P	C
1	MBA061	PRINCIPLES OF EDUCATION MANAGEMENT	3	0	0	3
2	MBA062	EDUCATION ENVIRONMENT	3	0	0	3
3	MBA063	EDUCATION INSTITUTION MANAGEMENT	3	0	0	3
4	MBA064	OFFICE MANAGEMENT	3	0	0	3
5	MBA065	INSTITUTIONAL LINKAGE FOR EDUCATION MANAGEMENT	3	0	0	3
6	MBA066	FINANCE MANAGEMENT IN EDUCATION INSTITUTIONS	3	0	0	3
		ELECTIVES – BUSINESS ANALYTICS	L	T	P	C
1	MBA067	MULTIVARIATE DATA ANALYTICS	3	0	0	3
2	MBA068	BIG DATA ANALYTICS	3	0	0	3
3	MBA069	BUSINESS INTELLIGENCE AND DATA MINING	3	0	0	3
4	MBA070	CONSUMER BEHAVIOUR & CRM	3	0	0	3
5	MBA071	BUSINESS PROCESS ENGINEERING	3	0	0	3
6	MBA072	SUPPLY CHAIN ANALYTICS	3	0	0	3

SEMESTER III

SNO	SUB CODE	SUBJECT NAME	L	T	P	C
1	MBA3V1	S UMMER PROJECT WORK	0	0	4	2

SEMESTER IV

SNO	SUB CODE	SUBJECT NAME	L	T	P	C
1	MBA4P1	PROJECT WORK	0	0	12	6
2	MBA401	INTERNATIONAL BUSINESS MANAGEMENT	3	0	0	3
3	MBA402	BUSINESS ETHICS, CORPORATE SOCIAL RESPONSIBILITY AND GOVERNANCE	3	0	0	3
		TOTAL	6	0	12	12

Total Credits: 12

Overall Credits: 85

MBA103 QUANTITATIVE TECHNIQUES

3 0 0 3

OBJECTIVES

1. To understand the importance of statistics in Business
2. To study the measures of central tendency and Dispersion
3. To acquire knowledge on Testing of Hypothesis-I
4. To acquire knowledge on Testing of Hypothesis-II
5. To learn about correlation and Regression

COURSE OUTCOMES (CO)

CO1: Development of knowledge on statistics in Business

CO2: Enhance the knowledge on measures of central tendency and Dispersion

CO3: Awareness about Testing of Hypothesis-1

CO4: Awareness about Testing of Hypothesis-II

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S					S			S	
CO2		M	S		M			M		
CO3		M		S			M			
CO4	S		M	M						

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4.	Quiz	4	Alumni
5.	Online Test		
4	End Semester Examinations		

Unit I: INTRODUCTION OF STATISTICS

9

Introduction – Importance of statistics in business- Classification and tabulation of statistical data
- Diagrammatic and graphical representation of data.

Unit II: MEASURES OF CENTRAL TENDENCY & MEASURES OF DISPERSION 9

Measures of central tendency- Mean, Median, Mode – Measures of dispersion-Range, Mean deviation, standard deviation. Estimation- Types of estimation

Unit III: TESTING OF HYPOTHESIS-I 9

Sample size determination – Type I and II error – Procedure for testing of hypothesis- Sampling methods- hypothesis testing for large sample and small sample (using Z-test, ‘T’ test) -F-test.

Unit IV: TESTING OF HYPOTHESIS-II 9

Non- parametric Tests - types – Chi- Square test- Spearman’s Rank correlation test, Kruskal Wallis H Test, Sign test, Mann Whitney test.

Unit V: CORRELATION AND REGRESSION 9

Concepts of Correlation- Types of Correlation- Karl Pearson’s coefficient of Correlation, Simple Regression- Regression Coefficients-Method of Least squares.

Total No. of periods: 45

References:

1. P.N. Arora, S. Arora - Statistics for Management - S. Chand Ltd. - 2009.
2. Richard I. Levin and David S. Rubin - Statistics for Management - Pearson Edu. Inc. & Dorling Kindersley Pub. - 7th Edition - 1998.
3. Aczel A.D. and Sounderpandian J., “Complete Business Statistics”, 6th edition, Tata McGraw – Hill Publishing Company Ltd., New Delhi, 2012.
4. Srivatsava TN and Shailaja Rego, Statistics for Management, Tata McGraw Hill, 2008.
5. Ken Black, Applied Business Statistics, 7th Edition, Wiley India Edition, 2012.

MBA102 ECONOMIC FOUNDATION OF BUSINESS ENVIRONMENT 3 0 0 3

OBJECTIVES

1. To acquaint the students with the basic objectives and instruments of Macro Economics and the need for the study of Macroeconomics for Managers
2. To ponder upon the importance of Circular Flow of Income
3. To highlight the concept of Growth, Employment, Inflation Rate, Balance of Payment and Exchange rate.
4. To describe about the National income concepts and the Measurement of national income
5. To Bring out the role of economic planning

COURSE OUTCOMES (CO)

CO1: Acquaintance with the fundamental concepts of Objectives and Instruments of Macro Economics

CO2: Familiarity with the knowledge of Circular Flow of Income

CO3: Knowledge of the concept of Growth, Employment, Inflation Rate, Balance of Payment and Exchange rate.

CO4: Awareness of the National income concepts and the Measurement of national income

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S					M			S	
CO2		M	S		M			M		
CO3		M		S			S			
CO4	S		M	M				M		

Course Assessment Methods:

Direct	Indirect
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1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5.	Case study Analysis		

Unit I: NATURE AND SCOPE OF MACRO ECONOMIC ISSUES 9

Objectives and Instruments of Macro Economics – Growth, employment, inflation, balance of payment exchange rate – Circular flow of income – National income concepts – Measurement of national income – The role of economic planning – Indian economic planning.

Unit II: ANALYSIS OF NATIONAL INCOME, EMPLOYMENT AND INFLATION 9

Keynesian Perspective multiplier – Accelerator – Business Cycle – The role of fiscal policy – Indian fiscal policy – Indian fiscal policy and Experience.

Unit III: ANALYSIS OF MONETARY SECTOR 9

Demand and supply of money – Equilibrium of money market – The role of monetary policy – Indian Perspectives.

Unit IV: INTEGRATION OF COMMODITY AND MONEY MARKET 9

Analysis of Inflation and unemployment – The role of economic policies – Indian experience.

Unit V: ANALYSIS OF EXTERNAL SECTOR 9

International trade – Trade multiplier – The role of trade policy – Analysis of performance of Indian economy in external sector.

Total No. of Periods: 45

References:

1. D.N. Dwivedi – Managerial Economics – Vikas Pub. Home (P) Ltd – 7th Edition – 2009.

2. G.S. Gupta – Managerial Economics – Tata Mc Graw Hill, New Delhi – 2nd Edition – 1990.
3. H.L. Ahuja – Economic Environment of Business, Macro Economic Analysis – S. Chand and Co. Ltd, New Delhi – 2010.

MBA108-PRINCIPLES OF MANAGEMENT

3 0 0 3

OBJECTIVES

1. Understanding the management functions
2. Knowledge on the level of management
3. Clear sight on the concepts of MBO
4. Understanding the concepts of planning
5. Knowledge on the centralization and decentralization
6. Knowledge on concepts of control

COURSE OUTCOMES (CO)

CO1: Understanding the concepts of OB

CO2: Clear sight on the factors contributing discipline

CO3: Knowledge on the concepts of motivation

CO4: Understanding the concepts of personality

CO/PO Mapping

S – Strong, M – Medium, W – Weak

Cos	Programme Outcomes (Pos)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10

CO1	S							M		
CO2		M	S		M					
CO3		M		S				S		
CO4	S		M	M			M		S	M

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Group Discussion		
6	Case study Analysis		

Unit I

9

The Nature of Management –Management: Science or Art – Difference between administration and management - Evolution of management thought - Roles of managers– F.W.Taylor and Henri Fayol contribution to the management- Organization and the environmental factors.

Unit II

9

Nature and purpose of planning - Planning process – Objectives - Management by objective (MBO)- Strategic Planning - Decision Making - Decision Making Process.

Unit III

9

Nature and purpose of organizing - Organization structure - Span of control - Centralization and Decentralization – Delegation of authority - Staffing - Selection and Recruitment - Orientation - Training and development.

Unit IV

9

Fundamentals of Directing – Importance & Techniques-Controlling - nature of control – Organizational control techniques Process of controlling - Types of control- Coordination needs, importance, types & strategies to co-ordination - nature and the purpose of groups- formation of groups-Managing groups.

Unit V

9

Management Concepts in Thirukkural: Goal setting in verse 596-Business Ethics in verse 113- Thirukkural: Adapting to changing Environment in verse 474,426 and verse 140- - Thirukkural: Communication Principles in Decision making process – verse 948, 472, 467,663- Thirukkural: Leadership in verse 436,770 and 994.

Total No. of Periods: 45

References:

1. Meenakshi Gupta - Principles of Management - PHI Learning Pvt. Ltd.-2009.
2. L.M.Prasad - Principles and Practice of Management - Sultan Chand & Sons - 7th Edition - 2007.
3. Harold Koontz - Principles of Management - Tata McGraw Hill - 2004.
4. R.N Gupta - Principles of Management - Sultan Chand Ltd - 2nd Edition - 2007.
5. W. Haynes, Sampat Mukherjee - 21st Century Management - New central Book Agency (P) Ltd., Calcutta - 2nd Edition - 2005.

MBA104-ACCOUNTING FOR MANAGEMENT

3 0 0 3

OBJECTIVES

1. Clear insight into the basics of Accounting

2. The knowledge of the fundamental difference between book keeping and accounting
3. The knowledge of the fundamental differences between the various branches of Accounting
4. Familiarity with the procedure for preparing journal, ledger and trial balance
5. Acquaintance with the format of Trading, Profit & Loss Account and the Balance Sheet

COURSE OUTCOMES (CO)

CO1: Understanding the significance, uses and applications of Financial statement analysis

CO2: Practice on the application of various tools of financial statement analysis

CO3: Hands on practice to analyze the trend of a phenomenon

CO4: Ability to make inter-firm and intra-firm comparisons

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S					M				
CO2		M	S		M			M		
CO3		M		S					S	
CO4	S		M	M			S			M

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey

2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni

UNIT I - FINANCIAL ACCOUNTING

9

Accounting – Meaning – Definition – Objectives – Advantages & Disadvantages – Functions - Accounting concepts & Conventions – Golden rules of Accounting – Journal, Ledger, Trial Balance – Preparation of Trading and Profit & Loss – Balance sheet – Problem in Final Accounts.

UNIT II - COST ACCOUNTING

9

Cost Accounting – Meaning – definition - Cost Concepts – Classification – Advantages & disadvantages of cost account – Basic cost concepts - Preparation of Cost Sheet – Inventory Valuation – Meaning & Objectives – Inventory System – Methods of Valuation of Inventory

UNIT III - MANAGEMENT ACCOUNTING

9

Management Accounting – meaning – Definition Advantage & disadvantages – Financial Statement Analysis – Comparative statement – Common size balance Sheet – Trend Analysis.

UNIT IV MANAGAEMENT ACCOUNTING

9

Accounting Ratios – Classification of ratios – Advantages and disadvantages – Computations of ratios.- Cost Volume Profit Analysis – Contribution – PV Ratio – Margin of Safety – Break Even Point – Break Even Chart

UNIT V FUND FLOW AND CASH FLOW STATEMENT

9

Fund flow statement – Need, uses – Fund flow statement format – Problem cash Flow Statement – Meaning – Preparing of cash flow statement – cash flow and fund flow statement – cash flow format – Problem in cash flow statement

Total No. of Periods: 45

References:

1. V.R. Palanivelu – Accounting for management - Laxmi Publications – 1st edition - 2007.
2. Dr.S.N. Maheswari – Cost & Management Accounting – Sultan chand – 10th edition - 2002.
3. M.Y.Khan & P.K.Jain – Management accounting – Tata Mc Graw Hill – 5th edition - 2000.
4. Rao M.E.Thukaram – Accounting for Managers – New Age International -2007.

MBA105-ORGANIZATIONAL BEHAVIOUR

3 0 0 3

OBJECTIVES

1. To know and understand the basic approaches in organization
2. To know the reasons for studying of organization behavior
3. To know the role of managers
4. Analyse the behaviour of individuals and groups in organizations in terms of the key factors that influence organizational behaviour.
5. Assess the potential effects of organizational - level factors (such as structure, culture and change) on organizational behaviour.

COURSE OUTCOMES (CO)

CO1:Understand the need and importance of organizational behavior

CO2:Define the concept of Personality

CO3:Apply the theories of group creation and perception

CO4:Discuss the differences between functional and dysfunctional conflict;

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S						S			
CO2		M	S		M			M		
CO3		M		S			M			
CO4	S		M	M				M		

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni

Unit – I: MANAGING ORGANIZATIONAL BEHAVIOUR

9

Definition need and Importance of Organizational Behaviour – Nature and Scope of Organizational Behaviour - Role of managers – Contributing disciplines to Organizational Behaviour - Frame work of Organizational Behaviour.

Unit – II: INDIVIDUAL PROCESS

9

Personality – types – Factors influencing personality –Theories of Personality – Perception-Importance - Types of Perception — Factors influencing Perception - Interpersonal perception-

Impression Management – Learning – Types of learners –The learning process – Learning theories – attitudes and values – Motivation – Theories of motivation - Effects on work behavior - Important types of work stress.

Unit – III: GROUP DYNAMICS AND GROUP BEHAVIOUR

9

Group Dynamics - How Groups Work - Groups in Organizations - Stages of Group, Foundations of Group Performance - Decision Making in Groups – Group Behaviour – Group Communication – Team building - Interpersonal relations – Communication – Control , Group decision making – Merits and Demerits of Group decision making.

Unit – IV: LEADERSHIP AND POWER

9

Meaning – Importance – Leadership styles – Theories – Leaders Vs Managers – Sources of power – Power centers – Power and Politics

Unit – V: ORGANIZATIONAL PROCESS

9

Organizational structure and design – Organizational culture and climate – Factors affecting organizational climate, Organizational change – Importance – Resistance to change – Managing change. Organizational development – Characteristics – objectives, Organizational Conflict – Causes – Types of Conflicts.

Total No. of Periods: 45

References:

1. S.S. Khanka - Organizational Behaviour - S. Chand Ltd. – 2006.
2. L.M.Prasad - Organizational Behaviour. S. Chand Company – 3rd edition – 2004.
3. Kavitha Singh – Organizational Behaviour – Pearson –1st Edition, 2009.
4. Robbins et.al Organizational Behaviour Prentice Hall India 12th edition

MBA106-COMMUNICATION SKILLS

3 0 0 3

OBJECTIVES

1. Acquaintance with the fundamental concepts of business communication
2. Thorough knowledge on the factors facilitating communication
3. Practically experienced the importance of communication in business
4. Practice on the concept of principles of communication
5. Overwhelm the barriers of business communication

COURSE OUTCOMES (CO)

CO1: Awareness of the why listening skills are important, from an employability perspective

CO2 :Reasons of failure to listen effectively and ways to improve

CO3: Adopt simple listening techniques to ensure that you listen effectively

CO4: The platform to improve body language

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S				M			M		
CO2		M	S		M		M			
CO3		M		S					S	
CO4	S		M	M			M			

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni

Unit I**9**

Nature and Process of Communication: Definition, classification, purpose and process. Barriers and principles to effective communication, conditions for successful communication, importance of communication in management, communication structure in organization.

Unit II**9**

Listening: listening process, types of listening, essentials of good listening- Nonverbal communication: classification of non-verbal communication- body language, gestures, handshakes, gazes, smiles, hand movements, styles of walking, voice modulations, guidelines for developing nonverbal communication skills. Presentation skills- elements of a presentation, designing your presentation.

Unit III**9**

Negotiation skills: need to negotiate, factors affecting negotiation, stages of the negotiation process, negotiation strategies- Communication skills for Interviews and Group Discussions, Business etiquettes: telephone etiquette.

Unit IV**9**

Principles of effective writing, Layout of a letter - Letter Formats - Application for appointment - Reference letters - Appointment letters - Orders - Enquiry letters - Offers and Quotations - bank correspondence - correspondence with Government Department and public bodies.

Unit V**9**

Business letter format, style of letter arrangement, types of letters, developing resume. Report writing, circulars, notices, memos, agenda and minutes, Modern Forms of Communication: Fax - e-mail – Video Conferencing - Internet – Websites and their use in Business- Current trends and technologies in business communication.

Total No. of Periods: 45

Reference Books

1. Ludlow, R. & Panton, F. The Essence of Effective Communications, Prentice Hall of India Pvt. Ltd., New Delhi.
2. Raman, Meenakshi and Singh, Prakash, Business Communication, Oxford University Press.

MBA107-LEGAL ASPECTS OF BUSINESS

3 0 0 3

OBJECTIVES

1. To impart the significance of Indian Contract Act.
2. To explain the vital elements of a valid contract.
3. To impart about Quasi-contract and remedies for breach of contract
4. Familiar with Indian Contract Act.
5. Understanding the vital elements of a valid contract

COURSE OUTCOMES (CO)

CO1:A perusal of various kinds of company.

CO2:Evolving the best Corporate Governance concept

CO3:Familiarity with various act like payment of wages act, Bonus act, Minimum wages act
Industrial disputes Act.

CO4:Familiar with Indian Contract Act

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)
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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S								M	
CO2		M	S		M					S
CO3		M		S		M			M	
CO4	S		M	M					S	

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni

Unit-I: MERCANTILE AND COMMERCIAL LAW

9

The Indian Contract Act 1872 – Essential of a valid contract - Void Agreements - Formation of a contract – Performance of contracts – breach of contract and its remedies – Quasi contracts.

Unit – II: NEGOTIABLE INSTRUMENTS ACT 1881

9

Nature and requisites of negotiable instruments – transfer of negotiable instruments and liability of parties’ enforcement of Secondary liability – holder in due course – special rules for cheques and drafts, - discharge of negotiable instruments- recent cases with negotiable instruments.

Unit – III: INDUSTRIAL LAW

Factories Act – Payment of wages act – Bonus act- Minimum wages act – Industrial disputes Act- Trade Unions Act – Gratuity Act 1972 – ESI Act – Workmen Compensation Act

Unit – IV: COMPANY LAW & INDUSTRIAL LAW

9

Major principles – Nature and types of companies – Formation – Memorandum and Articles of Association – Prospectus - Power – duties and liabilities of Directors – Winding up of Companies.

Unit – V: CYBER LAW AND INTELLECTUAL PROPERTY LAW

9

Overview – salient features of IT Act – Cyber Crimes – Types – Penalties thereof – E-Commerce – E Contract – Internet Policies of Government of India – Forms of Intellectual property – Patents – Copyrights – Trademarks – Industrial designs – Essential Elements of IPR

Total No. of Periods: 45

References:

1. N.D. Kapoor - Elements of Mercantile law – Sultan Chand and company, New Delhi – Latest Edition – 2002.
2. Arun Kumar Sen & Jitendra Kumar Mitra – Commercial and Industrial law – The world press Pvt. Ltd. Calcutta – 1996.
3. P.P.S. Gogna - Mercantile Law - S.Chand & Co. Ltd., New Delhi - 1999.
4. Respective Bare Acts.

MBA1L2-INTRODUCTION TO COMPUTERS

0 0 3 1

OBJECTIVES

1. To develop sound knowledge in MS Office
2. To have an understanding of how to develop Software Packages
3. To have thorough understanding of Database Management Packages

COURSE OUTCOMES (CO)

CO1: Sound knowledge in MS Office

CO2: Thorough Knowledge on the Software Packages

CO3: Sound knowledge in SQL Server or Oracle

CO4: Thorough Knowledge on the Statistical Packages

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S					M				S
CO2		M	S		M			M		
CO3		M		S			S			
CO4	S		M	M					M	

Course Assessment Methods:

Direct		Indirect	
1	Lab Observation Book	1	Course and Survey
2	Lab Record Book	2	Faculty Survey
3	Viva Voce	3	Industry
4	Model Examination	4	Alumni
5	End Semester Examinations		

Unit 1:- MS OFFICE 4

MS—Excel, MS- Power Point, MS-Word, MS Access

Unit II: - SOFTWARE PACKAGES 4

Accounting Packages, Statistical Packages, Operations Research Packages

Unit III: - DATABASE MANAGEMENT PACKAGE 4

SQL Server or Oracle, front end tool Visual Basic or Developer 2000

Total No. of Periods: 12

P R A C T I C A L

MBA1L1-SOFT SKILLS I

0 0 3 1

UNIT I

PERSONAL COMPETENCIES

UNIT II

SOCIAL COMPETENCIES

UNIT III

SOCIAL SKILLS

UNIT IV

CRITICAL THINKING AND PROBLEM SOLVING SKILLS

UNIT V

ENTREPRENEURSHIP SKILLS

SEMESTER II

MBA205-FINANCIAL MANAGEMENT

3 0 0 3

OBJECTIVES

1. To educate the students on the basics of finance
2. To depict the overriding importance of Financial Management in an Organisation
3. To narrate the changing roles and responsibilities of Modern Finance Manager
4. To Focus on the Various Financial Decisions
5. To distinguish between Wealth Maximization and Profit Maximization

COURSE OUTCOMES (CO)

CO1: Acquaintance with the basics of Finance

CO2: Realisation of the superseding significance of Financial Management in an Organisation

CO3: Clarity on the roles and responsibilities of Modern Finance Manager

CO4: Knowledge of the financial decision making

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S						M			
CO2		M	S		M				S	
CO3		M		S			S			
CO4	S		M	M						M

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni

5	Case Study Analysis		
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Unit – I: NATURE OF FINANCIAL MANAGEMENT 9

Finance Management – Nature Scope of Finance – Profit Maximization versus Wealth Maximization – Financial goals and Firms mission and objectives – Financial decisions-

Unit – II: CAPITAL STRUCTURE 9

Time Value of Money - Capital structure –Theories and Approaches-Meaning – Net income – Net operating income- MM Approach. - Problems

Unit – III: FINANCING DECISIONS 9

Capital Budgeting- Significance-Traditional Techniques- Pay Back-ARR- Discounted Cash Flow Techniques- NPV-PI-IRR-Discounted Pay Back Techniques

Unit – IV: INVESTMENT DECISIONS 9

Cost of capital various methods- Cost of Debt – Cost of Equity – Cost of Debt – Cost of Retained Earnings- Calculation of WACC

Unit – V: DIVIDEND DECISIONS 9

Types of Dividend – Regulations regarding Dividend-Relevance and Irrelevance Models- Walter’s model – Gordon’s model – MM Hypothesis – Dividend policy – Practical considerations

Total No. of Periods: 45

References:

1. IM Pandey - Essentials of Financial Management - Vikas Publications - 3rd Edition.
2. IM Pandey - Financial Management - Vikas Publication - 10th Edition.
3. MY Khan and PK Jain - Basic Financial Management - Tata Mc Graw Hill Publication - 3rd Edition - 2012.

4. Prasanna Chandra - Foundation of Financial Management - Tata Mc Graw Hill
Publication - 8th Edition - 2011.

MBA201- HUMAN RESOURCE MANAGEMENT

3 0 0 3

OBJECTIVES

1. To acquaint the students with the importance and objectives of Human Resource Management
2. To ponder upon the qualities of Personnel Managers, evolution and growth of Personnel Management
3. To highlight the importance of Human Resource policies
4. To describe the concept of Human Resource Planning
5. To keep the students abreast with the terms like Job Analysis, Job Description and Job Specification

COURSE OUTCOMES (CO)

CO1:Acquaintance with the fundamental concepts of Human Resource Management

CO2: Familiarity with the evolution and growth of Personnel Management

CO3: Knowledge of Human Resource Policies

CO4: Awareness of the concept of Human Resource Planning

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S								S	
CO2		M	S		M					
CO3		M		S			S			
CO4	S		M	M						M

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Group Discussion		

Unit – I: INTRODUCTION OF HUMAN RESOURCE MANAGEMENT

9

Definition – Importance of Human Resources – Objectives of Human Resources Management – Qualities of Personnel Managers- Evolution and growth of Personnel Management in India. Human Resources Policies: Need, type and Scope – Human Resource Planning: Long and short term Planning, Job analysis – Skills Inventory – Job Description and Job Specification.

Unit – II: RECRUITMENT AND SELECTION**9**

Purposes, types, Process and Evaluation Technique - methods of recruitment and selection – Attracting and Acquiring Talent – Retention and Retraining - Reduction of recruitment costs – Functions of Human Resources Management from Procurement to Separation – Placement, Induction, Transfers, Promotions Disciplinary actions, Termination of services – Resignation, Dismissal, Retrenchment and Voluntary Retirement Schemes, Exit Interviews, Prevention of employee turnover.

Unit – III: PERFORMANCE EVALUATION**9**

Ranking, rating scales, critical incident method – MBO as a method of appraisal, job evaluation, criteria for promotions and job enrichment- Wages and salary Administration – Meaning, Calculation of Wages, Salary, and Perquisites – Compensation packages – Rewards and Incentives – Financial and non financial Incentives.

Unit – IV: EMPLOYEE’S SAFETY AND HEALTH**9**

Employee’s Safety and Health – Preventive approaches including health education, Audit of safety programs and safety training –Work - stress – Causes and Consequences – Stress – Management Programs –Personnel Office Management – Functions of the Office, correspondence, O & M in Personnel department, Maintenance of Personnel records- Importance of Safety – Role of Safety Department.

Unit – V: TIME MANAGEMENT**9**

Introduction to Time Management – Setting Goals and Priorities - Importance of Time Factor- Time waste – Prioritizing work Scheduling – Functions of the Time office – Flexible work arrangement

Total No. of Periods: 45**References:**

1. L.M.Prasad– Human Resource Management – S. Chand & Sons – 2007.
2. C.B. Mamoria, S. V. Gankar - Personnel Management – Himalaya Pub. – 2002.
3. Gary Dessler - Human Resource Management – Prentice Hall – 8th Edition – 2000.
4. S.S. Khanka - Human Resource Management – S. Chand Ltd. – 2007

OBJECTIVES

1. To impart the significance of production and operation management in today's scenario.
2. To explain the Operational strategies in the global economy.
3. To integrate marketing and production for strategic formulation.
4. To familiarize with the demand forecasting methods.
5. To highlight the importance of Inventory management.

COURSE OUTCOMES (CO)

CO1:Familiar in today's production and operation management set up.

CO2:Understanding the Operational strategies in the global economy.

CO3: Integrate marketing and production for strategic formulation

CO4:Acquaintance with the forecasting techniques.

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S					M				M
CO2		M	S		M			S		
CO3		M		S		M				
CO4	S		M	M						M

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry

4	End Semester Examinations	4	Alumni
5	Case study Analysis		

Unit – I: MANAGING OPERATIONS IN A GLOBAL ENVIRONMENT 9

Introduction to operations management – Historical Milestones – Factors affecting POM today – Operations Strategies In a global economy – Global business conditions – Linking marketing and production strategies.

Unit – II: PLANNING THE STRATEGIC USE OF RESOURCES 9

Demand Forecasting – Qualitative forecasting methods – Quantitative forecasting models for long range & short range forecasts – Selection of forecasting methods problems – Plant location and layout, definition and factors influencing--Computer software for forecasting – Inventory Management, EOQ.

Unit – III: OPERATION QUALITY MANAGEMENT 9

Nature of quality – Traditional quality Management – Modern quality Management tools – 5’S - Recognition for quality management, ISO – TQM Programmes – Quality Management in services – Quality control- concepts, control charts & sampling –Problems – Acceptance plans

Unit – IV: PROJECT MANAGEMENT AND SUPPLY CHAIN MANAGEMENT 9

Project planning and control techniques – Gantt chart – CPM & PERT –Activity cost – Time Trade off – Computer software for project Management Purchasing.

Unit –V: PRODUCTION PLANNING AND DECISION MAKING. 9

Aggregate planning, Master Production scheduling – Types of Production Planning & Control Systems –Problems

Total No. of Periods: 45

References:

1. Norman Gaither and Greg Frazier - Operations Management - Thomson Learning, New Delhi - 9th Edition – 2002.
2. K. Aswathappa and K. Sridhara Bhat - Production and Operation Management – Himalaya Publishing House, New Delhi - 2000.
3. S.N.A. Chary - Production and Operations Management – Tata McGraw Hill, New Delhi - 3rd edition – 2004.
4. Paneer Selvam - Production and Operation Management – Prentice Hall of India, New Delhi - 2nd edition – 2006.
5. Martand T.Telsang - Production Management – S. Chand and Company Ltd, New Delhi – 2007.

MBA206-MARKETING MANAGEMENT

3 0 0 3

OBJECTIVES

1. To make students understand the concept of marketing with selling.
2. To familiarize with the marketing mix.
3. To discuss about the benefits of marketing and its functions.
4. To familiarize with Market Segmentation and Targeting.
5. To make students understand with Product life cycle, Product Mix, branding.

COURSE OUTCOMES (CO)

CO1: Acquaintance with the concept of marketing and selling.
CO2: Familiar with marketing mix
CO3: Understanding the benefits of marketing and its functions

CO4: Familiarize with Market Segmentation and Targeting.

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S					S				M
CO2		M	S		M				S	
CO3		M		S			M			
CO4	S		M	M					S	

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT I: OVERVIEW OF MARKETING

9

Define Marketing – Scope of Marketing – Role of Marketing Management – Marketing Process – Functions of Product life cycle Marketing – Concepts of Marketing - Benefits –Marketing Mix-Core Marketing concept- selling vs. Marketing.

UNIT II: MARKETING MIX AND SEGMENTATION

9

Buyer Behavior, Market Segmentation and Targeting, Positioning and differentiation strategies, , new product development, Product Mix and Product line decisions, Branding and Packaging, Price setting - objectives, factors and methods.

UNIT III: MARKETING COMMUNICATION MIX

9

Integrated marketing communication process and Mix: Advertising, Sales promotion and Public relation decisions. Direct marketing - Growth, Benefits and Channels; Telemarketing; Sales force objectives, structure, size and compensation.

UNIT IV MARKETING CHANNEL

9

Marketing channel system - Functions and flows; Channel design, Channel management- Tapping into global Market -Global Target market selection.

UNIT V MARKETING RESEARCH

9

Importance-scope-types-merits and demerits of marketing research- Marketing Research process- Marketing research in India- Role of forecasting- Sales forecasting- Measures of Market demand through questionnaire.

Total No. of Periods: 45

REFERENCE

1. Marketing Management - Philip Kotler - Pearson Education/PHI, 2003.
2. Marketing Management - Rajan Saxena - Tata McGraw Hill, 2002.
3. Marketing Management - Ramasamy & Namakumari - Macmilan India, 2002.
4. Case and Simulations in Marketing - Ramphal and Gupta - Golgatia, Delhi.

MBA2L1-BUSINESS APPLICATION SOFTWARE

0 0 4 2

OBJECTIVES

1. To develop sound knowledge in Tally
2. To have an understanding of how to develop Software Packages
3. To have thorough understanding of Finance Packages

COURSE OUTCOMES (CO)

1. To develop sound knowledge in Tally
2. To have an understanding of how to develop Software Packages

3. To have thorough understanding of Finance Packages
4. To have a thorough knowledge in Basic Computing

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S					S				M
CO2		M	S		M			S		
CO3		M		S		S				
CO4	S		M	M					M	

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni

Unit I

FUNCTIONAL AREA PACKAGES

9

FINANCE PACKAGES:

Tally – Preparation of Purchase and Sales – Orders – Preparation of Invoices – Various Accounting Reports – EX – SAMP Metastock.

Unit II

MARKETING PACKAGE:

9

SPSS – Set of Market Research Data – Summarize, Describe, Present Data and Graphics Methods – Calculate standard Deviation – Maximum, Minimum Mean Median Mode.

Unit III

OPERATION RESEARCH PACKAGE:

9

PM – TORA – Linear Programming – Transportation – Assignment & Network.

Total No. of Periods: 45

References:

1. Wayne Winston - Practical management Science: “Spreadsheet Modeling and Applications” – Thomson Brooks / Cole – 2005.
2. Robert H. Carver “Doing Data analysis with SPSS 10.0” - Thomas Learning - 2001.
3. Namrata Agrawal, -”Financial Accounting using Tally 6.3” - Dreamtech press, New Delhi - 2004.

MBA 2L2

SOFT SKILLS –II

0 0 3 1

Guest Lectures will be organized on a major topic of interest to impart soft skills by the experts. Both in house and experts from outside will handle the classes for development of soft skills.

SEMESTER II & III - ELECTIVES

ELECTIVES ---FINANCE

OBJECTIVES

1. An insight into the new issue market
2. To give information about the parties involved in the new issue
3. To educate on the functioning of stock exchanges
4. To deliberate upon pricing of new issues and the directions of the regulatory agencies
5. To give a complete overview on online trading

COURSE OUTCOMES (CO)

CO1: Understanding the basics of new issue market

CO2: Knowledge on the parties involved in the new issue

CO3: A glimpse of the functioning of stock exchanges

CO4: Updating with the pricing mechanism for new issue and government regulations thereon

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S								M	
CO2		M	S		M					S
CO3		M		S				S		
CO4	S		M	M			M			

Course Assessment Methods:

Direct	Indirect
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1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

Unit – I INTRODUCTION TO CAPITAL MARKETS

9

Capital Market – Meaning – Primary and Secondary Market – Capital Market development in India – Stock Exchanges – organization and functioning – BSE & NSE – Listing of Securities – SEBI – Objectives and Functions – SEBI Guidelines on Capital Market

Unit – II PRIMARY AND SECONDARY MARKET

9

New Issue market – parties involved in the new issue – Government & Statutory agencies – Collection Centers – Placement of the Issue – Pricing of New Issues – Allotment of shares. – Stock Exchanges – BSE – Trading System – NSE – Trading System – Stock Exchanges across the world – Stock Market Case Analysis

Unit – III FUNDAMENTAL ANALYSIS

9

Economic Analysis – Macro Economic Variables – Methods of economic analysis – Industry analysis – Industry life cycle – Industry factors – Company analysis – Key internal variables – Measuring and forecasting earnings – Case Analysis

Unit –IV TECHNICAL ANALYSIS

9

Dow Theory – Efficient market hypothesis – charting methods and patterns – Technical Indicators – SMA, EMA, ROC, RSI, MACD, Oscillators – Case Analysis

Unit –V - PORTFOLIO MANAGEMENT

9

Introduction to portfolio management – Measurement of portfolio risk and return – Portfolio construction – Traditional and Modern Portfolio Construction – Markowitz Theory – Sharpe

Model – Portfolio Evaluation – Sharpe’s, Treynor’s and Jenson’s Measure for portfolio performance – Portfolio revision

Total No. of Periods: 45

References:

1. K Sasidharan Alex K Mathews - Security Analysis and Portfolio Management - Tata Mc Graw Hill - 1st Edition - 2011.
2. K. Nagarajan and G. Jayabal - Security Analysis and Portfolio Management - New Age Publication - 1st Edition - 2011.
3. Punithavathy Pandian - Security Analysis and Portfolio Management - Vikas Publications - 2nd Edition.

MBA002-CREDIT APPRAISAL MANAGEMENT

3 0 0 3

OBJECTIVES

1. To give Awareness of the need for and role of investment
2. To make a Focus on the types and avenues of investment
3. To Make differentiation between speculation and investment
4. To educate on the various types of shares and debentures
5. To give the investor education

COURSE OUTCOMES (CO)

CO1: Awareness of the need for and role of investment

CO2: Focus on the types and avenues of investment

CO3: Clarity on the role of investor and speculator

CO4: Familiarity with the various types of shares and debentures

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S			M			S			
CO2		M	S		M				M	
CO3		M		S						S
CO4	S		M	M			M			

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT I – INTRODUCTION

9

Concept of Credit Management – Definition of credit – Credit Department – Objectives of credit management – Process and Principles of Credit Management – Principle of Good Lending – Credit Allocation – Credit Evaluation – Post Sanction Review – Monitoring and Supervision – Credit Institutions.

UNIT II – OVERVIEW OF CREDIT POLICY AND ESTIMATION

9

Nature of Credit Policy – Need for credit policy – Components of Credit Policy- Types of Credit agreement – Government Regulations of Credit Policy – Credit policy by Banks and Financial

institutions – Banking and Financial Institutions in bringing credit facilities to various sectors – Credit Estimation

UNIT III - CREDIT ANALYSIS AND DOCUMENTATION

9

Credit Analysis – Projections – Feasibility Study – Borrowers Study – Bankers Opinion – Balance Sheet Analysis for Lending – Classification of borrowers – Risk and Return Analysis of loans Analysis – Credit Documentation – Credit Application – Credit Payment Terms – Credit Statements - Security and Renewal of Documents.

UNIT IV – CREDIT MONITORING AND SEGMENTS OF LOANS AND ADVANCES 9

Credit Monitoring – Supervision – Follow up – Follow up Reports – Physical Follow up – Credit Collection – Loan Default – Segments of loans and advances – Agricultural finance – Crop Loans – Loans for cultivation – Kissan Credit Cards – NABARD Initiatives – Retail Banking Advances – Consumer Credit.

UNIT V – NON PERFORMING ASSET MANAGEMENT

9

NPA Management – identification of NPAs – Asset Classification – Prudential Norms – Regulations on NPAs in Banking and Financial Institutions – NPA Status on Banks and Financial Institutions– Capital Adequacy – Provisioning Norms – Monitoring of NPAs – Debt Recovery and Restructure Mechanisms.

Total No. of Periods: 45

REFERENCES

1. G.S. Popli and S.K. Puri, Strategic Credit Management in Banks, Prentice Hall of India, 2014.
2. K.R. Subbakrishna and S. Murali Bank Credit Management Himalaya Publishing House 2nd Edition, 2014.
3. Hrishikes Bhattacharya, Credit Appraisal and Lending Decisions, Oxford University Press, 2011.
4. G. Vijayaragavan, Bank Credit Management,, Himalaya Publishing House, 2013
5. S.K. Bagchi, Credit Risk Management Jaico Publishers

OBJECTIVES

1. To familiarize with the financial and non financial products and services.
2. To explain the components of Financial Statement.
3. To ponder the Mechanics of Accounting
4. To Know About The Quasi Regulatory Institutions

COURSE OUTCOMES (CO)

CO1:Familiar in the financial and non financial products and services.

CO2:Understanding the various components of Financial Statement.

CO3:Acquaintance about the mechanics of accounting

CO4: Understanding the Regulation On Foreign Investments

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S					M			M	
CO2		M	S		M					
CO3		M		S				S		
CO4	S		M	M						M

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey

2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT I – INTRODUCTION

9

Financial Framework – Need of framework – Importance of regulator for financial institutions – Structure of Regulatory Framework in India – Role of Financial Regulators – Nature of Financial Services – Financial System and Markets – Financial Sector Reforms – Formal and Informal Financial System.

UNIT II – BANKING AND FINANCIAL FRAMEWORK

9

RBI Act 1934 – Regulations of RBI – Regulatory Measures on monetary policy & Fiscal Policy - Regulatory Measures on NBFCs – Regulatory Measures on Financial Inclusion – Regulatory Measures on Capital Adequacy.

UNIT III – QUASI REGULATORY INSTITUTIONS

9

NABARD – Objectives – Functions – Schemes – SIDBI – Objectives – Functions – Schemes – NHB – Regulations – Role and Functions – Board for Payment and Settlement System – Board of Financial Supervision – Competition Commission of India – Roles and Functions – Microfinance Regulations

UNIT IV – MUTUAL FUND MANAGEMENT AND SEGMENTS OF FINANCE

9

Mutual Fund – Meaning – Definition – Importance – Advantages and Disadvantages – Benefits – Types of Mutual Funds – Exchange Traded Funds (ETF) – Features of ETF – Working of ETFs – Assessment of Net Asset Value (NAV) – SEBI Guidelines on Mutual Funds – Case Analysis

UNIT V – REGULATION ON FOREIGN INVESTMENTS

9

Foreign Investment – IMF – World Bank – Guidelines - Foreign Trade Policy- ADR & GDR – FCCB – FDI & FII Regulation – FEMA Act – FDI in various sector – Case Analysis

Total No. of Periods: 45

REFERENCES

1. IM Pandey – Venture Capital: The Indian Experience – Prentice Hall of India.
2. Mahajan, Sanjeev Kumar, Mahajan Anupama Puri – Financial Administration of India – Prentice Hall of India
3. D.V. Ingle – Mutual Funds in India – New Century Publication – 1st Edition – 2013
4. Thummuluri Siddaiah – Financial Services – Pearson Education – 4th Edition – 2014
5. S. Gurusamy – Financial Markets and Institutions – McGraw Hill Education.
6. P. Pandian – Financial Services and Markets – Vikas Publishing House

MBA004-WORKING CAPITAL MANAGEMENT

3 0 0 3

OBJECTIVES

1. To give Awareness of the need for and role of Finance
2. To make a Focus on the types and avenues of Finance
3. To Make differentiation between speculation and Finance
4. To educate on the various types of shares and debentures
5. To give the investor education

COURSE OUTCOMES (CO)

CO1: Awareness of the need for and role of Finance

CO2: Focus on the types and avenues of Finance

CO3: Clarity on the role of investor and speculator

CO4: Familiarity with the various types of shares and debentures

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S				M				S	
CO2		M	S		M			S		
CO3		M		S			M			
CO4	S		M	M						S

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

Unit – I: INTRODUCTION.

9

Introduction – concepts of working capital – Need – determinants of working capital – Issues in working capital – Estimating – working capital needs.

Unit – II: ACCOUNTS RECEIVABLE MANAGEMENT

9

Introduction – Credit policy – Nature and goals – Optimum credit policy – credit policy variables – credit evaluation of individual accounts – Monitoring receivable.

Unit – III: INVENTORY MANAGEMENT.

9

Introduction – Nature of Inventories – Need to hold inventories – objective of inventory management – Inventory management techniques – Analysis of investment in inventory – Inventory management process.

Unit – IV: CASH MANAGEMENT. 9

Introduction – Facts of cash Management – Motives of holding cash – Cash planning – Managing cash collection and disbursement – Investing surplus cash in marketable securities – cash Management techniques.

Unit – V: WORKING CAPITAL FINANCE. 9

Introduction – trade credit – Accrued expense & deferred income – Bank finance for working capital – commercial paper – Money market.

Total No. of periods – 45

References:

1. MY Khan and PK Jain - Basic Financial Management - Tata Mc Graw Hill Publication - 3rd Edition - 2012.
2. Prasanna Chandra - Foundation of Financial Management - Tata Mc Graw Hill Publication - 8th Edition - 2011.
3. Mathur Sathish B. - Working Capital Management and Control - New Age International - 2nd Edition – 2013.

MBA005-MICROFINANCE: PERSPECTIVES & OPERATIONS 3 0 0 3

OBJECTIVES

1. To give Awareness of the need for and role of Finance
2. To make a Focus on the types and avenues of Finance
3. To Make differentiation between speculation and Finance
4. To educate on the various types of shares and debentures
5. To give the investor education

COURSE OUTCOMES (CO)

CO1: Awareness of the need for and role of Finance

CO2:Focus on the types and avenues of Finance
 CO3:Clarity on the role of investor and speculator
 CO4:Familiarity with the various types of shares and debentures

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S								S	
CO2		M	S		M		M			
CO3		M		S		M			S	
CO4	S		M	M				M		S

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

Unit I—INTRODUCTION

9

Micro Finance: Introduction –Definitions, Scope and Assumptions; Micro Finance: Lessons from International Experience; Micro Finance Services – Scope, Achievements and Challenges – Micro Finance and the poor: A critique- Economic growth and Transformation

Unit II –SHG & MICROFINANCE**9**

An Overview; State Interventions in Rural Credit in India; NABARD and SHG – Bank Linkage Programmes; Constraints in Mainstreaming of MFIs; Governance and the Constitution of the Board of various Forms of MFI's; Micro Finance versus Informal Sources of Lending

UNIT III- MICRO-FINANCE & SHG IN INDIA**9**

Micro-Finance in India: Present and Future; Some innovative and Creative Micro-Finance Models; Impact of Micro-Finance; Emerging Issues; Impact Assessment and Social Assessment of MFIs – Malegam Committee – Microfinance Development Act – RBI regulations on Microfinance – MFI Institutions – SHG Linkage Programme

UNIT IV- FINANCIAL / NON FINANCIAL PRODUCT AND SERVICES 9

Financial Product and Services : Introduction – Financial services –Credit delivery methodologies – Non Financial Services – Fundamentals of Designing products –Sustainable Interest Rate; - MFI Institutions and its products

UNIT V – CREDIT MANAGEMENT**9**

Revenue Models of Micro-Finance : Profitability, Efficiency and Productivity – Credit Management – Loan Repayment Status – Repayment of MFIs.

Total No. of Periods: 45**REFERENCES :**

1. Indian Institute of Banking & Finance “Micro-Finance Perspectives and Operations” – Mcmillan India.
2. Debadutta K.Panda “ Understanding Microfinance” – Willey India – 2009

OBJECTIVES

1. To give Awareness of the need for and role of Finance
2. To make a Focus on the types and avenues of Finance
3. To Make differentiation between speculation and investment
4. To educate on the various types of shares and debentures
5. To give the investor education

COURSE OUTCOMES (CO)

CO1: Awareness of the need for and role of Finance

CO2: Focus on the types and avenues of Finance

CO3: Clarity on the role of investor and speculator

CO4: Familiarity with the various types of shares and debentures

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S			M		M		M		
CO2		M	S		M					
CO3		M		S						S
CO4	S		M	M				M		

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey

3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT I – ISSUE OF SHARES AND DEBENTURES

9

Issue of Shares – Features –Various Kinds - Forfeiture of Share – Reissue of shares - Underwriting of Shares and Debentures – Redemption of Preference shares – Issue of Preference Shares – Redemption of Debentures.

UNIT II – AMALGAMATION AND ABSORPTION

9

Accounting for amalgamation of companies – Absorption – Accounting procedures for absorption

UNIT III – RECONSTRUCTION AND LIQUIDATION

9

Reconstruction – Internal – External – Reconstruction Schemes – Inter Company Holdings – Liquidation of Companies

UNIT IV – VENTURE CAPITAL

9

Meaning of Venture Capital – Types of Venture Capital – Methods of Venture Capital – Venture capital in India.

UNIT V – AUDITING

Auditing – Meaning and objectives – Types of Audit – Audit Process – Audit Programme – Internal Audit – Audit Procedure – Audit of Limited Companies – Recent trends in Auditing.

Total No. of Periods: 45

REFERENCES

1. Gupta R.L., Radhaswamy M: Company Accounts; Sultan Chand and Sons, New Delhi.
2. Maheshwari S.N: Corporate Accounting; Vikas Publishing House, New Delhi.

3. Monga J.R., Ahuja, Girish, and Sehgal Ashok: Financial Accounting; Mayur Paper Backs, Noida. .

ELECTIVES- HUMAN RESOURCE MANAGEMENT

MBA007-MANAGERIAL BEHAVIOUR AND EFFECTIVENESS

3 0 0 3

OBJECTIVES

1. To describe the concept of Descriptive Dimensions of Managerial Jobs
2. To give an insight into the Time Dimensions in Managerial Jobs
3. To give a glimpse of an Effective and Ineffective Job behavior
4. To peep into the concept of Functional level differences in Managerial Job behavior.

COURSE OUTCOMES (CO)

CO1:Acquaintance with the fundamental concepts of Descriptive Dimensions of Managerial Jobs

CO2:Familiarity with the Time Dimensions in Managerial Jobs

CO3:Exposure to Effective and Ineffective Job behavior

CO4:Familiarity with the Functional level differences in Managerial Job behavior.

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S				M				S	
CO2		M	S		M					

CO3		M		S				S		
CO4	S		M	M		S				M

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

Unit I: DEFINING THE MANAGERIAL JOB

9

Descriptive Dimensions of Managerial Jobs – Methods – Model – Time Dimensions in Managerial Jobs – Effective and Ineffective Job behavior – Functional and level differences in Managerial Job behavior.

Unit II: DESIGNING THE MANAGERIAL JOB

9

Identifying Managerial Talent – Selection and Recruitment – Managerial Skills Development – Pay and Rewards – Managerial Motivation – Effective Management Criteria – Performance Appraisal Measures – Balanced Scorecard - Feedback – Career Management – Current Practices.

Unit III: THE CONCEPT OF MANAGERIAL EFFECTIVENESS

9

Definition – The person, process, product approaches – Bridging the Gap – Measuring Managerial Effectiveness – Current Industrial and Government practices in the Management of Managerial Effectiveness- the Effective Manager as an Optimizer.

Unit IV: ENVIRONMENTAL ISSUES IN MANAGERIAL EFFECTIVENESS

9

Organizational Processes – Organizational Climate – Leader – Group Influences – Job Challenge – Competition – Managerial Styles.

Unit V: DEVELOPING THE WINNING EDGE

9

Organizational and Managerial Efforts – Self Development – Negotiation Skills – Development of the Competitive Spirit – Knowledge Management – Fostering Creativity and innovation .

Total No. of Periods: 45

References:

1. Peter Drucker – Management - Harper Row - 2005.
2. Milkovich, Newman and C.S. Venkataratnam - Compensation - McGraw-Hill International - Ninth Edition - 2005.
3. Blanchard and Thacker - Effective Training Systems: Strategies and Practices – Pearson - 2006.
4. Andrew J Dubrin - Leadership Research Findings, Practices & Skills – Biztantra - 2008.
5. Joe,Tidd & John Bessant - Managing Innovation - Wiley - 4th edition - 2006.
6. T.V.Rao - Appraising and Developing Managerial Performance - Excel Books - 2000.

MBA008-INDUSTRIAL RELATIONS AND LABOUR WELFARE

3 0 0 3

OBJECTIVES

1. To enable students to grasp and apply the principles of IR and develop an awareness of the significance of industrial peace.
2. To provide a conceptual basis of Industrial Relations.
3. To give an understanding of the components and meaning of sustaining Industrial peace anchored on harmonious Employee-Management relations.
4. To understand the meaning and the concepts of Industrial relations
5. To familiarize the students with various concepts of Workers Participation in Management

COURSE OUTCOMES (CO)

CO1:Understanding the concepts of Industrial relations

CO2:Knowledge of the IR System in India

CO3:Knowledge of the WPM in India

CO4:Understanding the importance of Industrial relation problem

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S				S				M	
CO2		M	S		M		S			
CO3		M		S				M		
CO4	S		M	M						S

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

Unit I**9**

Industrial Relations – Definition, scope, objectives, factors affecting IR - Approaches to Industrial relations - System of IR in India - Industrial Relations problems in the Public Sector – Codes of conduct - Workers Participation in Management – Concept, objectives, Forms and Levels of Participation.

Unit II**9**

Industrial conflict – Causes for Industrial Conflict, Industrial Disputes Act, 1947:- Definitions of Industry - Authorities under the Act – Procedure, Powers and Duties of Authorities, Impact of Industrial Disputes, Strikes – Typology of strikes, Lockout.

Unit III**9**

Settlement machinery - Conciliation - Conciliation Officer - Board of Conciliation - Court of Enquiry - Labour Court - Industrial Tribunal and National Tribunal and Arbitration, Adjudication Labour Welfare work – importance, concept, scope of labour welfare work facilities under Welfare Funds - Duties of Labour Welfare Officers,

Unit IV**9**

The Minimum Wages Act, 1948 , Provident Fund Act 1952 and Payment of Gratuity Act 1972- Scope , applicability, minimum gratuity, nomination, rights of Employer and duties of Employee

Trade Unions: Meaning - trade union movement in India - The role of the Trade Unions in Modern Industrial Society of India, functions of trade unions - objectives of important trade unions, The Trade Union Act, 1926, procedure for registration of Trade Union, Grounds for the withdrawal and cancellation of registration, union structure, Rights and responsibilities, Penalties for offences of trade unions, Difference between a registered and a recognized Trade Union, problems of trade unions, future trends of trade union movement in India.

Unit V**9**

Ethical Codes and Industrial Relations – The code of Discipline, Principle of the Code, Objectives of Code of Discipline, Code of Discipline in Industry. Collective Bargaining –

Concept – Importance – Principles, Forms of Collective Bargaining, Process of Negotiations during bargaining.

Reference Books

1. Industrial Relations and Labour Legislation M.R. Sreenivasan Margam Publication
2. Essentials of Human Resource Management and Industrial Relations - Subba Rao –3rd Revised edition

MBA009-TRAINING AND DEVELOPMENT

3 0 0 3

OBJECTIVES

1. To introduce the students to the basic concepts of Training and how to focus the training method and design
2. Understanding the Meaning of training, Methods – techniques and aids for effective real life applications in both manufacturing and services
3. To introduces the new concepts of Training and development and implement the same
4. Understanding the importance of Industrial relation problem
5. The knowledge of the level of participation

COURSE OUTCOMES (CO)

CO1:Understanding the training strategy

CO2:Knowledge of the different context in training

CO3:The knowledge of the Instructional system design

CO4:To understand the meaning and the concepts of Industrial relations

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)
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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S					M				S
CO2		M	S		M			M		
CO3		M		S						
CO4	S		M	M				S		

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

Unit I

9

Definition of Training – concept features – Significance role of training – Historical development of Training and Development - applying training to organizational effectiveness.

Unit II

9

Learning: Basic concepts - components of learning – Principles of Learning – Learning Theory - reinforcement Principle – Steps in Learning – E – Learning and technology.

Unit III

9

Training methods – Lecture Methods, Audio – Visual Aids, using films in Training – Programmed learning – Discussion Methods, Case Methods, Role play, Business, Games, In – Basket Exercises, Field Training – Techniques for Training.

Unit IV**9**

Training Process – Assessing Training needs – Designing Training Programme – Preparation of Trainees – Implementation of Training – Evaluating Training and Development – Follow up Training

Unit V**9**

Career Development: Concepts – Stages - Career Development Programme – Executive development Programme – Executive development – Objective, Process - Employee development – Career Management – Computers in Training and Development – Emerging trends and Future Prospects in Training and Development.

Total No. of Periods: 45**References:**

1. P Nick Blanchard & James W. Thacker - Effectiveness Training – Systems, Strategies and Practices –Pearson Education - 2nd Edition - 2004.
2. Milankuber and Joseph Prokopenko - Diagnosing Management Training and Development Needs – Oxford and IBH Publishing Co - 1989
3. Training Instruments for Human Resource Development and organization development - UdaiPareek (TMH) - 2nd edition- 2002
4. N.G. Nair, Latha Nair – Personnel Management and Industrial Relations –S. Chand Company Ltd., New Delhi - 1999.

MBA010-STRATEGIC HUMAN RESOURCE DEVELOPMENT 3 0 0 3**OBJECTIVES**

1. Understand the principles of training methods
2. Expos ure to students on the basic and lecture methods, Discussion Methods
3. To introduces the concepts of training like Field training , Case Methods
4. To provide a conceptual basis of Industrial Relations.

5. To give an understanding of the components and meaning of sustaining Industrial peace anchored on harmonious Employee-Management relations.

COURSE OUTCOMES (CO)

CO1:Understanding the methods of training

CO2:Practice on the application of programmed learning

CO3:Understand the practice of training methods

CO4:Understanding the training strategy

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S					M			M	
CO2		M	S		M					
CO3		M		S			M			
CO4	S		M	M						S

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

Unit I**9**

Meaning – Strategic – Vision, Mission and Values – Importance – Challenges to Organizations – HRD Functions - Roles of HRD Professionals - HRD Needs Assessment - HRD practices – Measures– HRD Program Implementation and Evaluation – Recent trends, Bench Marking and HRD Audit.

Unit II**9**

e- Employee profile– e- selection and recruitment - Virtual learning and Orientation – e -training and development – e- Performance management and– Issues in employee privacy – Employee surveys online.

Unit III**9**

Domestic Vs International HRM - Cultural Dynamics - Culture Assessment - Cross Cultural Education and Training Programs – Leadership and Strategic HR Issues in International Assignments - Building Multicultural Organization

Unit IV**9**

Career Concepts – Roles – Career stages – Career planning and Process – Career development Models – Competencies and Career Management – Competency Mapping Models – Equity and Competency based Compensation.

Unit V**9**

Need for Coaching – Role of HR in coaching – Coaching and Performance – Skills for Effective Coaching – Coaching Effectiveness– Need for Counseling – Role of HR in Counseling–Work Stress – Sources - Consequences – Stress Management Techniques.- - Self Management and Emotional Intelligence.

Total No of Periods: 45

References:

1. Bernadin - Human Resource Management - Tata McGraw Hill - 2006.
2. Robert L. Mathis and John H. Jackson - Human Resource Management - Cengage Learning - 2007.
3. Rosemary Harrison - Employee Development – University Press, India Ltd, New Delhi - 2007.
4. Tony Edwards and Chris Rees - International Human Resource Management – Pearson - 2007.

OBJECTIVES

1. Understanding the basic concepts of learning
2. Exposure to the students on the basics of training need assessment and analysis
3. Apply and evaluate best practices for the attainment of make training effective.
4. To understand the meaning and the concepts of quality of work life.
5. To familiarize the students with various concepts of Workers Participation in Management

COURSE OUTCOMES (CO)

CO1:Understanding the various methods of Training

CO2:Knowledge of the Training calendar

CO3:Understand the training need assessment and analysis

CO4:Understanding the concepts the concepts of quality of work life

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S					M			S	
CO2		M	S		M				M	S
CO3		M		S		M				
CO4	S		M	M			M			M

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT I**9**

Introduction to Industrial Psychology – Definitions & Scope. Major influences on industrial Psychology- Scientific management and human relations schools . Hawthorne Experiments.

UNIT II**9**

Individual differences and behaviour, Human needs and their implications for a work organization, Psychology applied to advertising, Marketing and Consumer Behaviour.

UNIT III**9**

Personnel Selection and importance of testing techniques, Psychological and Projective tests, Training Development.

UNIT IV**9**

Performance Appraisal- Techniques and Problems, Job Satisfaction and its measurement, Creativity a work-element of creativity in leadership and decision making.

UNIT V**9**

Organisational Role Stress- Managing stress, Burnout-causes, effect and coping, Gender biasness in Indian organizations, Monotony, Boredom and Fatigue at work places, The Physical surroundings of work place-quality of work life.

Total No. of Periods: 45

References

1. H.L. Kalia, Industrial Psychology, The Associated Publishers, 1st Edition, 2006.
2. Cary L. Cooper and Edwin A. Locke, Industrial and Organizational Psychology, Blackwell Publishing, 2000.
3. Joseph Tiffin, Ernest J. McCormick, and Daniel R. Ilgen, Industrial Psychology, Prentice hall of India Pvt. Ltd., New Delhi, 1987.
4. Michael G. Aamodt, Industrial / Organizational Psychology, Cengage Learning, 2008.
5. Wayne Weiten and Margaret A. Lloyd, Psychology Applied to Modern Life, Thomson Learning 8th Edition, 2007.

OBJECTIVES

1. To introduce the students to the basic concepts of Training and how to focus the training method and design
2. Understanding the Meaning of training, Methods – techniques and aids for effective real life applications in both manufacturing and services
3. To introduces the new concepts of Training and development and implement the same
4. The knowledge of the Instructional system design
5. To understand the meaning and the concepts of Organizational Development

COURSE OUTCOMES (CO)

CO1:Understanding the training strategy

CO2: Knowledge of the different context in training

CO3:The knowledge of the Instructional system design

CO4:Understanding the importance of Industrial relation problem

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S									M
CO2		M	S		M			S		
CO3		M		S						
CO4	S		M	M						S

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT I**9**

Introduction to Organization Development - Growth and relevance of OD- Diagnoses for OD, Foundations Process of OD- Approaches to OD

UNIT II**9**

Designing OD Interventions - Characteristics of OD Interventions, Overview of types of Interventions, - Interpersonal and Group Process Approaches- Organization Process Approaches- HRM Interventions- Performance Management- Career Planning & Development Interventions

UNIT III**9**

Strategic and Techno Structural Interventions -Organizational Restructuring, Organizational transformation, work design and redesign, Socio-technical systems, Quality circles, Employee Involvement, Total Quality Management

UNIT IV**9**

Organization Culture- A Sociological Perspective, Socialization Processes -Effectiveness of OD Interventions: Evaluation and Institutionalization of OD Interventions – Importance, Process and Difficulties Involved- Role of an OD Consultant- Dealing with Consultant – Client Relationships, Ethical Issues in OD

Learning Organization and Organizational Effectiveness -Significance of Learning Organization to Organizational effectiveness- Establishing Learning Dynamics in Organizations- Building a Learning Organization

Total No. of Periods 45

References:

1. Cummings, G Thomas and Worley, G Christopher - “Organization Development and Change” – Thomson Publications - 2005
2. French L, Wendell and Bell, H, Cecil - “Organization Development – behavioral Science Interventions for Organizational Improvement” - Prentice Hall, New Delhi - 2005.
3. Pareek, Udai - “Training Instruments in HRD and OD” - Tata McGraw Hill, New Delhi - 2004
4. Marquardt, J, Michael - “Building the learning Organization” - Jaico Books, New Delhi - 2003
5. R. Goffee & G. JonesCary L. Cooper - Organizational Culture: A Sociological Perspective - The International Handbook of Organizational Culture and Climate

ELECTIVES -MARKETING

MBA013-RETAIL MANAGEMENT

3 0 0 3

OBJECTIVES

1. To help students to understand the significance and the functional framework of retail management.
2. It aims to provide conceptual understanding of global retailing
3. Practical exposure to the students.
4. To describe the implications of consumer decisions on Marketing decisions
5. To create an understanding about the different buy situations.

COURSE OUTCOMES (CO)

CO1:Familiarity with the retail management concept

CO2:Practical revelation towards retail trends

CO3:Awareness of influencing factors

CO4:Awareness of the implications of consumer decisions on Marketing decisions

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S									
CO2		M	S		M			M		
CO3		M		S		M				
CO4	S		M	M				S		

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey

2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT – I - OVERVIEW

9

An overview of Global Retailing – Challenges and opportunities – Retail trends in India – Socioeconomic and technological Influences on retail management – Government policy implications on retailing.

UNIT– II-RETAIL FORMAT

9

Organized and unorganized formats – Types of retail format –Store Based Formats—Non Store Formats--Characteristics of each format –Emerging trends in retail format – MNC's role in organized retail format.

UNIT – III – RETAIL MIX

9

Choice of retail location - Internal and external atmospherics – Positioning of retail shops – Building retail store Image - Retail service quality management – Retail Supply Chain Management – Retail Pricing Decisions.

UNIT – IV - FOCUS ON CUSTOMER

9

Retailing and consumption- Consumer Requirements- The changing consumer demographics--lifestyle changes--shopping behavior- Retail outlet selection- legal and ethical issues in retailing.

UNIT – V- RETAIL MARKET STRATEGY

9

Retail Market strategy- Store Positioning- Retail Marketing mix- Definition of retail strategy- SWOT-focus on the customer-nature of strategic planning-Budget implementation and control.

Total No. of Periods: 45

REFERENCES

1. Michael Havy ,Baston, Aweitz and Ajay Pandit, Retail Management, Tata McGraw Hill,Sixth Edition, 2007
2. Patrick M. Dunne and Robert F Lusch, Retailing, Thomson Learning, 4th Edition 2008.4. Chetan Bajaj, Rajnish Tow and Nidhi V. Srivatsava, Retail Management, Oxford University Press, 2007.
3. Swapna Puadham, Retail Management -Text and Cases, Tata McGraw Hill, 2nd Edition,2008.
4. Dunne, Retailing, Cengage Learning, 2nd Edition, 2008
5. Sivakumar, Retail Marketing, Excel Books, First Edition, 2007.

MBA014-CONSUMER BEHAVIOUR

3 0 0 3

OBJECTIVES

1. To acquaint the students with the basic aspects of Consumer Behavior
2. To ponder upon the Approaches to the study of Consumer Behavior
3. To highlight the importance of the study of Consumer Behavior and Comprehensive models of Consumer decision process
4. To describe the implications of consumer decisions on Marketing decisions
5. To create an understanding about the different buy situations.

COURSE OUTCOMES (CO)

CO1:Acquaintance with the fundamental concepts of Consumer Behaviour

CO2:Familiarity of the approaches to the study of Consumer Behaviour

CO3:Knowledge of Comprehensive models consumer decision process

CO4:Awareness of the implications of consumer decisions on Marketing decisions

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S									M
CO2		M	S		M			S		
CO3		M		S						
CO4	S		M	M						M

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT – I: APPROACHES

9

Introduction – Concepts - Approaches to the study of consumer behavior – Significance – Comprehensive models of consumer decision process – Implications of the models on Marketing Decisions - Different buy situations – Programmed and non – programmed buying decisions.

UNIT – II: INTERNAL INFLUENCES

9

Internal influences on consumer behavior – Needs and motives – Personality – Demographic and Psychographics factors – Buyer as perceiver – As learner – Attitude formations – Change of attitude – Influencing factors – Measurement of attitude – Life style influence – Life cycle influence.

UNIT – III: EXTERNAL INFLUENCES**9**

External Influences on consumer behavior – Family – Reference group – Social and cultural aspects – Opinion leaders – Role of relationship – Post purchase behavior of consumers.

UNIT – IV: COMMUNICATION STRATEGY**9**

Developing communication strategy to influence the adoption process – Strategic marketing decisions in response to consumer behavior – Consumer Decision making process.

UNIT – V: ON – LINE BEHAVIOUR**9**

Determinants and framework of On-line buyer behavior – Difficulties and challenges in predicting consumer behavior – Diffusion of Innovation – Managing Dissonance – Emerging Issues.

Total No. of periods: 45**References:**

1. David L. Laudon & Albert J. Della Bitta - Consumer Behaviour - Tata McGraw Hill Publishing - 2001.
2. J. Paul Peter & Jerry C. Olson - Consumer Behaviour & Marketing Strategy - McGraw Hill - 2004.
3. S.L. Gupta & Smitra Pal - Consumer Behaviour: An Indian Perspective - Sultan Chand - 2001.
4. Assael - Consumer Behaviour - Thomson Learning – 2001

MBA015-SERVICES MARKETING**3 0 0 3****OBJECTIVES**

1. To introduce students to the unique features and characteristics of Services and the marketing challenges.
2. It aims to help the students to understand the unique challenges inherent in service marketing, managing.

3. Delivering service excellence at a profit.
4. Understanding the expanded marketing mix.
5. Practicing on the growth of service sector.
6. Acquaint about service characteristics.

COURSE OUTCOMES (CO)

CO1:Understanding the expanded marketing mix.

CO2:Practicing on the growth of service sector.

CO3:Acquaint about service characteristics.

CO4:To describe organizations kinds providing services and customer perceptions.

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S									
CO2		M	S		M			M		M
CO3		M		S		M				
CO4	S		M	M			M			

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT – I: INTRODUCTION TO SERVICES MANAGEMENT**9**

Evaluation and Growth of Service Sector Nature and Scope of services – Characteristics – Classification – Expanded Marketing Mix

UNIT – II: FOCUS ON CUSTOMERS**9**

Assessing Service Marketing opportunities--Service triangle—GAP model—Customers expectations and Perceptions of services – Service market segmenting, targeting and selection.

UNIT – III: SERVICE DESIGN**9**

Service life cycle – New service Development – Service Blue Printing – Competitive differentiation of Services- SERVQUAL.

UNIT – IV: SERVICE DELIVERY**9**

Service Process – Distributing service, direct distribution – Channel Functions – Channel Selection – Designing communications mix for promoting services.

UNIT – V: MARKETING STRATEGIES FOR DIFFERENT SERVICES**9**

Formulating service marketing – Strategies for Health, Hospitality, Tourism, Logistics, Financial Marketing: Meaning – Concept – Functions – Marketing Planning & Implementing Marketing Programmes.

Total No. of Periods: 45**References:**

1. Christopher H. Lovelock, Jochen Wirtz, - "Services Marketing" - Pearson Prentice Hall – 6th edition - 2007.
2. Halen Woodroff - "Services Marketing" - McMillan Publishing Co, New Delhi – 2004.
3. Rao – Services Marketing – Pearson – 2009.

OBJECTIVES

1. To peep into the concept of Social Commerce Implementation
2. To explain the applications of Social Gaming
3. To discuss the uses of International Social Media Channels and Listening Tools Management Tools
4. To understand How to Encourage Positive Chatter in Social Media
5. To have in-depth knowledge about Social Media threats

COURSE OUTCOMES (CO)

CO1:A Glance of the concept of Social Commerce Implementation

CO2:Awareness of the Applications of Social Gaming

CO3:Understanding the uses of International Social Media Channels, Listening Tools and Management Tools

CO4:Understanding of How to Encourage Positive Chatter in Social Media

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S								S	
CO2		M	S		M					
CO3		M		S		M			M	
CO4	S		M	M						M

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT I**9**

History and Evolution of Social Media - Social Media Audience and Goals for Social Media Marketing - Implications for Marketers - Social Commerce - Integrated Social Media Campaign - Social Media for Customer Support - How Social Media Supports Search Engine Optimization (SEO) - The Viral Impact of Social Media

UNIT II**9**

Social Media Measurement – Competitive Due Diligence - Defining Social Media Goals - The Social Media Conversation - Transparency and Authenticity in Social Media - Engagement is the Name of the Game - Start by Being a Quiet – Enterprise / Small Business - Traditional PR vs Online PR - Online PR for Social Media -Online PR for Search Engine Optimization (SEO)- Social Media for SEO - Paid, Owned, and Earned Social Media.

UNIT III**9**

Blogs: Why They Matter - Is Blogging Right for Your Company? - What is Micro blogging? - How to Create a Blog - Blogging Platforms - Blogosphere Outreach - Mass Media Driving to Social Media - Advertising in Social Media - Sweepstakes in Social Media - Defining Your Social Media Strategy.

UNIT IV

9

Social Commerce Implementation - Social Gaming - Social Media for B2B - International Social Media Channels - Listening Tools - Management Tools -How to Acquire Followers in Social Media Channels - How to Encourage Positive Chatter in Social Media - Social PR: How Brands Become Publishers- Social Media Threats - Staffing for Social Media – Enterprises.

UNIT V

9

Social Media Metrics - Establishing Goals and Tracking metrics: The Basics of Tracking Social Media - Free Social Media Tools - Paid Enterprise Level Measurement Tools for Social Media - Advanced Metrics and Tracking in Social Media - Technical Issues with Tracking and Measuring Social Media - Using Social Media for Brand Awareness - Using Social Media for Direct Response

Total No. of Periods: 45

References:

1. Social Media Marketing for Beginners – Atlantic Publishers and Distributors
2. The new rules of Marketing and PR – David Merman Scott
3. The Social Media Advantage – Holly Berkley and Amanda Walter
4. The Zen of Social Media Marketing – Shama Kabani

MBA017-ADVERTISING AND SALES PROMOTION

OBJECTIVES

1. To impart the changing lifestyle of the customers
2. To instruct legal and ethical issues in retail
3. To highlight the significance shopping behavior
4. To contemplate about store positioning.
5. To make the students abreast with means of best retail strategy.

COURSE OUTCOMES (CO)

CO1: Understanding the customer lifestyle.

CO2: Practice on shopping behavior.

CO3: Acquaint about legal and ethical issues in retail.

CO4 Knowledge of retail store positioning.

.

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S									S
CO2		M	S		M			M		
CO3		M		S						
CO4	S		M	M						S

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT I**9**

Advertising's Role in the Marketing Process : Legal Ethical and Social Aspects of Advertising; Process of Communication – Wilbur Schramm's Model, Two step Flow of Communication, Theory of Cognitive Dissonance and Clues for Advertising Strategists.

UNIT II**9**

Simulation of Primary and Selective Demand – Objective Setting and Market Positioning; Dagmar Approach – Determination of Target Audience; Building of Advertising Programme – Message, Headlines, Copy, Logo, Illustration, Appeal, Layout.

UNIT III**9**

Campaign Planning; Media Planning; Budgeting; Evaluation – Rationale of Testing Opinion and Aptitude Tests, Recognition, Recall, Experimental Designs; Advertising Organisation.

UNIT IV**9**

Selection Compensation and Appraisal of an Agency; Electronic Media Buying. Advertising campaign Advertising V/s Consumer Behaviour.

UNIT V**9**

Sales promotion – Role of Creative Strategies – Different methods of sales promotion – Evaluating effectiveness of different promotional strategies.

Total No. of Periods: 45

REFERENCE:

- 1) Advertising and Promotion By George E. Belch and others. Tata Mcgraw Hill Co.
- 2) Advertising Management with solution manual by Jaishri Jethwaney and Shruti Jauhi
Oxford University Press, Chennai.
- 3) Advertising and promotion by Shimp Cengage learning, Chennai.
- 4) Strategic advertising management by Lorry percy and Richard Elliott oxford University
press, chennai.
- 5) Advertising planning and implementation by Sangeeta Sharma and Raguvirsingh PHI
learning India PVT Ltd.,
- 6) Advertising & promotions are (IMC) Integrated Marketing Communication approach

MBA018-BRAND MANAGEMENT

3 0 0 3

OBJECTIVES

1. To make students understand the concept of marketing with selling.
2. To familiarize with the marketing mix.
3. To discuss about the benefits of marketing and its functions
4. To instruct the integrated marketing communication process
5. To impart about sales promotion.

COURSE OUTCOMES (CO)

CO1: Acquaintance with the concept of marketing and selling.

CO2: Familiar with marketing mix

CO3: Understanding the benefits of marketing and its functions.

CO4: Acquaintance with the integrated marketing communication process

.

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S								S	
CO2		M	S		M	M				
CO3		M		S						M
CO4	S		M	M			S			

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT-I

9

Branding concepts; branding challenges and opportunities; brand equity concept; strategic brand management process; customer based brand equity; building a strong brand and its implications; identifying and establishing brand positioning; defining and establishing brand values; internal branding.

UNIT-II

9

Choosing brand elements to build brand equity; designing marketing programs to build brand equity: integrating marketing communication to build brand equity: information

processing model of communication, marketing communication options, leveraging secondary brand knowledge to build brand equity: conceptualizing the leveraging process, country of origin; co-branding, licensing, celebrity endorsement, sporting, cultural and other events.

UNIT-III

9

Developing a brand equity measurement and management system: establishing brand equity management system; measuring sources of brand equity – capturing customer mindset: measuring outcomes of brand equity; capturing market performance.

UNIT-IV

9

Designing and implementing branding strategies: brand-product matrix, brand hierarchy, introducing and meaning new products and brand extensions; Brand Adoption Practices – Different type of brand extension – Factors influencing Decision for extension –managing brands over time: managing brands over geographic boundaries and market segments. Re-branding and re-launching.

UNIT-V

9

Measuring Brand Performance – Brand Equity Management - Global Branding strategies- Brand Audit – Brand Equity Measurement – Brand Leverage - Role of Brand Managers– Branding challenges & opportunities – current trends and issues in brand management- Case Studies.

Total No. of Periods: 45

Reference Books

1. Keller, Kevin Lane; Strategic Brand Management; Pearson Education; New Delhi
2. Verma, Harsha; Brand Management; Excel Books; New Delhi
3. Kapferer, Jean Noel; Strategic Brand Management; Kogan Page; New Delhi

4. Kumar, S. Ramesh; Marketing and Branding – The Indian Scenario; Pearson Education; New Delhi
5. Kapoor, Jagdeep; 24 Brand Mantras; Sage Publications; New Delhi
6. Sengupta subroto; Brand Positioning: Strategies for competitive advantage; Tata McGraw Hill; New Delhi
7. Clifton, Rita & Simmons, John; Brands and Branding; The Economist; Delhi.
8. Ramesh Kumar, Managing Indian Brands, Vikas Publication, India, 2002.

ELECTIVES-BANKING AND INSURANCE MANAGEMENT

MBA019-BANKING FUNDAMENTALS AND CONCEPTS 3 0 0 3

OBJECTIVES

1. To understand the basics concepts of banking and its fundamentals.
2. To gain in depth knowledge on the evolution of Indian Banking system.
3. To create ideas on the central banking system and nationalization of banks.
4. To enrich ideas on the classification of banks
5. To understand the recent changes and trends of branchless banking.

COURSE OUTCOMES (CO)

CO1:To understand the concept of central banking system.

CO2: To gain knowledge on Reserve Bank of India and its legal framework and structure.

CO3:To identify the reserve bank policies and functions.

CO4:To gain ideas on credit control measures.

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S					M			S	
CO2		M	S		M					M
CO3		M		S		M				
CO4	S		M	M				S		

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT I - BANKING BASICS

9

Concept of Banking – Meaning and Definition – Evolution of Banking - Banking Regulation Act 1949 – Classification of Banks - RBI Act 1938 - Reserve Bank of India — Public Sector Banks Vs Private Sector Banks – Branchless Banking – Recent Trends.

UNIT II – CENTRAL BANKING SYSTEM

9

Reserve Bank of India – Structure and Functions – RBI policies – Qualitative and Quantitative Credit Control Methods - RBI Guidelines – BASEL Norms – Guidelines on NPAs – Guidelines on NBFCs – Recent Structural Changes.

UNIT III – COMMERCIAL BANKING AND PRIVATE BANKING

9

Concept of commercial banks – Functions of Commercial Banks – Nationalization of Banks Role of Commercial Banks –Scheduled Banks – Recent Structural changes – Private Banking – Evolution – Recent Trends in private banking – Case Analysis.

UNIT IV – TECHNOLOGICAL INNOVATION IN BANKING

9

RBI Innovations - Concept of Core Banking Solutions – Branchless Banking – Total Branch Computerization – Micro Ink Character Recognition (MICR) - ECS – ATMs – Phone Banking - Internet Banking - Mobile Banking – Electronic Fund Transfer – NEFT – RTGS - Technologies for rural banking – Back office Operations – Issues and Challenges.

UNIT V – INTERNATIONAL BANKING

9

International Banking – Offshore Banking – Bank for International Settlement – EXIM Bank - Current International Banking scenario – Globalization and the transformation in international banking – RBI Guidelines on Foreign Exchange – Regulations of NRI Accounts – Role of World Bank and IMF – Role of ADB.

Total No. of Periods: 45

REFERENCES

1. Rakesh Kumar – Principles of Banking – Surendra Publications.
2. B. Santhanam – Banking Theory Law and Practice – Margham Publications.
3. Muraleedharan D – Modern Banking: Theory and Practice – Prentice Hall of India.
4. M.N. Gopinath – Banking Principles and Operations – Snow White Publsiher
5. K.C. Shekhar and Lekshamy Shekar – Banking Theory and Practice – Vikas Publishing House.
6. Rajesh and Sivagananthi – Banking Theory Law and Practice – Tata Mc Graw Hill

MBA020-BANK OPERATIONS MANAGEMENT

3 0 0 3

OBJECTIVES

1. To understand the relationship of banker and customer.
2. To analyze the bankers obligation to the customer.
3. To create awareness on rights and obligation of banker and customer.
4. To bring awareness of banking ombudsman
5. To bring in depth study on know your customer.

COURSE OUTCOMES (CO)

CO1:The student will understand on the relationship of banker and customer

CO2: The student will gain knowledge on the obligations of the banker for the customer.

CO3:The student will bring in depth study on the rights and obligations

CO4:The student will create insight on opening of customer accounts.

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S					M				
CO2		M	S		M					S
CO3		M		S		S				
CO4	S		M	M						M

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT I – BANKER & CUSTOMER RELATIONSHIP

9

Banker and Customer – Types of relationship between banker and customer – Bankers obligations to the customers – General and Special Features – Rights and Obligations – Rights of lien – Rights of Set off – Rights of appropriation – Rights of Banker – Know your customer– Banking Ombudsman

UNIT II - MANAGEMENT OF DEPOSITS AND ADVANCES

9

Deposit Mobilization – Nature of deposits – Features of deposits – Classification of deposits – concept of advances – Features of Advances - types of advances – concept of lending – Features of Lending – principles of Lending - Classification of loans

UNIT III – NEGOTIABLE INSTRUMENTS

9

Negotiable Instruments – Concept of cheques – Format of Cheque – Classifications of Cheques – Crossing of cheques – Endorsement of Cheques – Protection to the collecting banker – Duties of

Collection Banks – Bills of exchange – Definition – Parties – Dishonor of bill – Bank Draft – Sailable Features.

UNIT IV – BANK FINANCIAL MANAGEMENT

9

Concept of bank finance – Bank Assets and Liability – objectives of bank management – Analysis of bank profits – Indicators of profitability – Liquidity Management – Objectives of Liquidity Management – RBI Policies for liquidity Management – Capital Adequacy – Performance of Banks – CAMEL – Balanced Score Card

UNIT V – CAREER IN BANKING

9

Career In banking – Various cadres – Hierarchy – Management of Personnel – Local Advisory Committee – Recruitment process – Selection – Training – Promotion – Probationary Officer – Preparation for Bank Exams – Coaching – Bank Exam practice papers – CAIIB – Officers – AGM – DGM – Practical aspects of banking career – problems of bank exams – practice tests.

Total No. of Periods: 45

REFERENCES

1. VSP Rao – Bank Management – Discovery publishing house.
2. VVK Subburaj - SBI Special Management Executives – Arihant Experts.
3. Timothy W Koch – Bank Management – Mac Donald.
4. Muraleedharan D – Modern banking – Theory and Practice – Prentice Hall of India.
5. Lipscombe Geoffrey – The business of banking – New Age International.

OBJECTIVES

1. To understand on the concept of insurance.
2. To create awareness on need and importance of insurance.
3. To bring in depth insight on the history of insurance in India.
4. To gain ideas on insurance and its development for the economy.
5. To know the classification of insurance and insurance sector reforms.

COURSE OUTCOMES (CO)

CO1:The student will understand the concepts of insurance and its need and functions.

CO2:The student will gain insight on the role of economy with regard to insurance.

CO3:The student will gain knowledge on the classification of insurance.

CO4:The student will enhance skills on Insurance sector reforms.

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S									M
CO2		M	S		M	M				
CO3		M		S				S		
CO4	S		M	M		S				

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey

3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT I – INTRODUCTION

9

Meaning of Insurance – Definition – Nature – Importance – Functions – History of Insurance – Classification of Insurance – Life Insurance and General Insurance – Insurance sector reforms – Entry of private players – Insurance contract – overview of insurance policies

UNIT II – LEGAL FRAMEWORK OF INSURANCE

9

Insurance Act 1938 – Features – Development and growth of life and non life insurance industry in India – Nationalization of Insurance Industry – Insurance association – Insurance Councils – LIC Act 1956 – Amendment of General Insurance Business Act 1972 – Insurance Regulatory Development Authority Act

UNIT III – LIFE INSURANCE

9

Overview of Indian Insurance market – growth of insurance business in India – structure of Life Insurance Corporation of India – Postal Life Insurance – structure of postal life insurance – Appointment of life insurance agents and their functions – Remuneration of agents – concept of premium and bonus – types – Various policies – policy documents – policy lapse and surrender 9

UNIT IV – HEALTH INSURANCE

9

Concept of health insurance – Need and importance – Regulatory structure of health insurance – Health Insurance contracts – Proposal forms used in health insurance - Types of health Insurance products – Investment in health insurance and health savings – products for senior citizens – customer service and protection – health insurance fraud.

UNIT V – MARINE INSURANCE

9

Basic concepts of marine insurance – evolution - various acts to regulate marine insurance markets – International maritime bureau – Maritime Insurance Act – Arranging for cargo Insurance – Types of vessel – Voyage and transmit – packaging forms – cover note – policy form – Cargo Insurance coverage – Types of covers – Marine Claims and recoveries

Total No. of Periods: 45

REFERENCES

1. P.K. Gupta, (2010), “Insurance and Risk Management”, First Edition, Himalaya Publishing House, Mumbai.

2. P. Periasamy, (2009), Principles and Practice of Insurance”, Second Edition, Himalaya Publishing House, Mumbai.
3. G. Kotreshwar, (2011), “Risk Management-Insurance and Derivatives”, First Edition, Himalaya Publishing House, Mumbai.
4. Alka Mittal – Principles of Insurance and Risk Management – Sulthan Chand and Sons.
5. Avatar Singh – Law of Insurance – Eastern Books and Company.

MBA022-INSURANCE SYSTEM IN INDIA

3 0 0 3

OBJECTIVES

1. To identify the concept of health insurance in India.
2. To analyze on the regulatory structure of health insurance in India.
3. To develop ideas on health insurance contracts
4. To bring insight on types of health insurance policies.
5. To highlight on customer service on health insurance, health insurance frauds,

COURSE OUTCOMES (CO)

CO1:The student will gain ideas on an overview of health insurance.

CO2:The student will bring deep understanding on regulations of health insurance.

CO3:The student will get understanding on health insurance products.

CO4:The student will enrich knowledge on health proposal forms.

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S							S		
CO2		M	S		M		S			S

CO3		M		S		M				
CO4	S		M	M						S

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

Unit I INTRODUCTION TO INSURANCE

9

Basics and Nature of Insurance - Need for and Importance of Insurance— Insurance Functions and Services – Elements of Insurance Risk – Players in Life and Non—Life Insurance sector

Unit II TYPES OF INSURANCE

9

Re-Insurance – Nature of Re-Insurance risk – Legal Framework of Life and General Insurance- Marine-Fire-Medical insurance –Motor Insurance –Health Insurance.

Unit III INSURANCE PROGRAMS

9

Property Insurance – Liability Insurance – Health Insurance – Employee Benefits Plans – Life Insurance and Survivor Benefit Programs – Health Benefit Programs – Pension and Group Scheme – Retirement Insurance Programs – Income Tax Planning.

Unit IV IRDA

9

Basic principles of Insurance —IRDA Insurance Regulatory and Development Authority— Powers and functions –Amendments to LIC Act 1956 – Amendments to General Insurance Business (Nationalization) Act regulations issued by IRDA. Insurance agents, intermediaries and surveyors- Provisions of IRDA Act 1999.

Overview of the Indian Insurance Market – Growth of Insurance Business in India- Life insurance –General insurance – privatization of Insurance Industry — Rural insurance in India – Personal insurance – Property insurance –Cattle & live stock insurance – Poultry insurance – Crop insurance

Total No. of Periods: 45

References:

1. IMS Porschool - Risk Management and Insurance Planning - Tata Mc Graw Hill - 1st Edition – 2012.
2. GangulyAnand - Insurance Management - New Age International - Reprint 2010.
3. SC Sahoo and SC Das - Insurance Management – text and cases - Himalaya Publishing - 2nd Edition - 2013
4. DrShakthiPrathabhan and Dr NP Dwivedi - Principles of Insurance - Himalaya Publishing House - 1st Edition - 2013

OBJECTIVES

1. To understand the concept of bank finance.
2. To enhance ideas on bank assets and bank liabilities.
3. To analyze on the banks profitability
4. To bring ideas on bank liquidity and RBI policies.
5. To give deep insight on capital adequacy norms and banks performance.

COURSE OUTCOMES (CO)

CO1:The student will understand on the concept of bank finance.

CO2:The student will gain insight on the concept of bank assets and bank liability.

CO3:The student will understand on profitability and liquidity norms of banks.

CO4:The student will get enlightened on performance of banks,

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S								M	
CO2		M	S		M			S		
CO3		M		S		M				M
CO4	S		M	M				M		

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT I MANAGEMENT PRINCIPLES**9**

Management principles in Banks— Banking Regulations – Control of the banking sector by RBI – CRR – SLR-CRAR-REPO Rates - Income Recognition Norms – Provision for NPAs

UNIT II ANALYSIS OF THE BANKING STRUCTURE AND PERFORMANCE MEASUREMENT**9**

Interpreting Bank Balance Sheet and Income and Expenditure Statement – Financial Analysis – CAR – NPA Analysis – Liquidity Ratios – Structural Ratios and Profitability Ratios – Case Analysis

UNIT III – MANAGEMENT OF BANKING ORGANIZATION**9**

Loan Management – Investment Management – Liquidity Management – Profit and Growth Management – Asset Liability Management – Case Analysis

UNIT IV – PRIVATE BANKING OPERATIONS**9**

Private Banks – Functioning – Customer Service – Public Sector Vs Private Sector Banks – Private Banking Analysis – Case Analysis

UNIT V - FINANCIAL INNOVATION AND OPPORTUNITIES FOR BANKS**9**

Opportunity for strengthening the banking organization – Merger & Acquisition – Bancassurance – Technological Innovations – Rural Banking – Financial Inclusion measures by banks

Total No. of Periods: 45

References:

1. Indian Institute of Banking of Finance - Corporate Banking - Mac Millan Publishers - 2011.
2. Shakthi R Mahopatra - Banking and Insurance - Pearson Education – 2012.
3. Editors of VGM, Resumes for Banking and Financial Services - Tata Mc Graw Hill – 2010

MBA024-RETAILING AND CRM IN BANKING

3 0 0 3

OBJECTIVES

1. To understand about the management of banking sector
2. To gain knowledge of banking
3. To highlight about the career options in banking
4. To know the functioning of banks
5. To know about investment management of banks

COURSE OUTCOMES (CO)

CO1:To know about the traditional services rendered by banks

CO2:To know about foreign exchange management of banks

CO3:To understand about the new revolutionary changes in banking

CO4:To highlight about the current effect of foreign exchange in banking

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S					S		S		
CO2		M	S		M					S
CO3		M		S		M			M	
CO4	S		M	M				S		

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT I

9

History and definition, role within the bank operations, Applicability of retailing concepts distinction between Retail and Corporate / Wholesale Banking

UNIT II

9

Retails Products Offered By Banks - Retail Products Overview - Customer requirements, Products development process, Liabilities and Assets Products / Description of Liability products, Description of Asset Products, Approval process for retail loans, Credit scoring. Important Asset Products

UNIT III

9

Retail Strategies; Tie-up with Institutions for Personal loans / Credit cards / Educational loans, with OEMs / Authorised Dealers for Auto / Vehicle loans, and with Builders / Developers for Home loans Delivery Channels - Branch, Extension counters,, Selling Process in retail products- Direct Selling Agents

UNIT IV

Customer Relationship Management - Role and impact of customer relationship management, Stages in customer relationship management process. Regulations and compliance – KYC Norms

9

UNIT V

Trends in retailing - New products like Insurance, Demat services, online / Phone Banking, Property services, Investment advisory / Wealth management, Reverse Mortgage - Growth of e-banking, Cross selling opportunities.

9

Total No. of Periods: 45

References:

1. Indian Institute of Banking and Finance, Retail Banking - Mac Millan Publishers - 2011.
2. M Revathi, Ramanan PK, Chandrashekar B - Core Banking Solutions - PHI Learning,
3. Keith Pond - Retail Banking - London World Publishing – 2007.
4. Joseph - The Future of Retail Banking - Mac Millan – 2009

ELECTIVES- LOGISTICS MANAGEMENT

MBA025-LOGISTICS AND SUPPLY CHAIN MANAGEMENT 3 0 0 3

OBJECTIVES

1. To acquaint the students with the basic aspects of Logistics Management
2. To ponder upon the Origin and Definition of Logistics
3. To highlight the importance of customer service in Logistics
4. To describe the concepts of Logistics and Physical Distribution
5. To Bring out the importance of Distribution Inventory

COURSE OUTCOMES (CO)

CO1:Acquaintance with the basic aspects of Logistics Management

CO2:Familiarity with the Origin and Definition of Logistics

CO3:Knowledge of importance of customer service in Logistics

CO4:Awareness of the concepts of Logistics and Physical Distribution

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S									
CO2		M	S		M		M			
CO3		M		S		M			M	
CO4	S		M	M				S		

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT I**9**

Logistics management: Origin and Definition - customer service and logistics management – a perspective - concepts in Logistics and Physical Distribution – Distribution inventory

UNIT II**9**

Types of inventory control – demand forecasting – warehousing and stores management – routing – transportation management – commercial aspects in distribution management – codification – Distribution Channel Management – Distribution resource planning – Logistics in 21st Century

UNIT III**9**

Supply Chain Management: Introduction – Nature and Concept - The need for supply chain – Understanding the supply chain management – Participants in supply chain – levels of supply chain.

UNIT IV**9**

Role of Manager in supply chain – supply chain performance drivers – key enablers in supply chain improvement – Inter – relation between enablers and levels of supply chain management- Systems and Values of Supply Chain.

Aligning the supply chain with business strategy – SCOR Model – Supply Chain Relationships- Conflict Resolution Strategies – Certifications.

Total No. of Periods: 45

References:

1. D K Agarwal - Textbook of Logistics and Supply Chain Management - MacMillan publishers (Eight impression) - 2009.
2. G Raghuram& N Rangaraj - Logistics and Supply Chain Management - Cases and Concepts. Mac Millan - 2000.
3. Martin Christopher - Logistics & Supply Chain Management: Creating Value-Adding Networks - FT Press – 4th edition.

MBA026-LOGISTICS MANAGEMENT

3 0 0 3

OBJECTIVES

1. To know about the fundamental concept of logistics management
2. To identify Application of Logistics in purchasing
3. To explore Inventory Management
4. To highlight about Warehousing – Marketing
5. To gain knowledge on different Types of Logistics Organizational Structures

COURSE OUTCOMES (CO)

CO1:Practice on fundamental concept of logistics management
CO2:Awareness of the Application of Logistics in purchasing
CO3:Awareness of the Inventory Management
CO4:Clarity on the Warehousing – Marketing

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S								M	
CO2		M	S		M			S		
CO3		M		S		S			M	
CO4	S		M	M						S

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT-I

9

Introduction: Logistics Management - Definition - Meaning - Application of Logistics in purchasing - TQM - Inventory Management - Customer Service - Warehousing - Marketing - Types of Logistics Organizational Structures.

UNIT-II

9

Measure of Logistics - Qualitative measures - Demand Forecasting - Materials handling - Customer service - Customer Satisfaction - Quantitative measures - Reliability and Maintainability Factors - Supply Support Factors - Availability Factors - BEP

UNIT-III

9

Logistic System Analysis and Design - Design for Reliability and Maintainability - Design for human factor - Logistic planning - Implementing Logistic Strategy- Supply Chain Management - Definition - Meaning - Objective - Channel design - Integrated Supply chain Management - Pitfalls in SCM.

UNIT-IV

9

Containerization – concepts, types, benefits, types of carriers Transportation – role of transportation in logistics, transportation, selection decision basic modes of transportation – rail, road, water, air, Pipeline – Characteristics of different modes – transport economics– freight management – route planning - Role of ports – ICDs, CONCOR – Global shipping options

UNIT-V

9

Logistics Information System - EDI - Order Cycle - Advanced Order Processing Systems - DSS - AI and ES - Neural Networks - DBMS - LAN - WAN - Applications for integrated Logistics management - Application of Network Analysis Global Logistics - International Distribution Channel Strategies - Management of Export Shipment - Conceptual model for Logistics audit.

Total No. of Periods: 45

Reference Books

1. Douglas M. Lambert, James R. Stock, Lisa M. Ellram,; Fundamentals of Logistics Management, Singapore, Irwin/ McGraw Hill, International edition 1998.
2. John T Mentzer ed.: Supply Chain Management, A South Asian Reprint India, New Delhi, Sage Publication Ltd., 2001.

3. Christopher, M.: Logistics and Supply Chain Management: Strategies for Reducing Costs and Improving Services London, Pitsman, 1992
4. Benjamin S. Blanchard: Logistics Engineering and Management, New Jersey, Prentice - Hall Inc., 3rd ed. 1996.
5. Ron Moore: Making Common Sense Common Practice Models for Manufacturing Excellence, The Indian Print, New Delhi, Prentice Hall of India Pvt. Ltd., 2000.
6. David J. Bloomberg, Stephen Lemay and Joe B. Hanna: Logistics New Delhi, Prentice Hall of India Pvt. Ltd., 2002

MBA027-WAREHOUSING & INVENTORY MANAGEMENT

3 0 0 3

OBJECTIVES

1. To understand the basics concepts of Warehousing and its fundamentals.
2. To gain in depth knowledge on the evolution of Inventory Management
3. To create ideas on the different types of Inventory
4. To enrich ideas on the classification of Warehouses
5. To understand the recent changes and trends of Logistics

COURSE OUTCOMES (CO)

CO1:The student will understand on the basic concepts of Inventory.

CO2:The student will get ideas on the different types of Warehouses.

CO3:The student will gain a deep insight on Store Keeping.

CO4:The student will gain awareness on Inventory Management.

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S							S		M
CO2		M	S		M				M	
CO3		M		S		M				M
CO4	S		M	M				M		

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT – I

9

Definition - Terms and Types of Warehouses - Warehouse mapping & racking - warehouse selection and planning - Warehouse Depot Operation and Documentation

UNIT – II

9

Functions of warehouse - Benefits of warehouse service - Warehousing alternatives - Warehouse site selection - Warehouse management systems Packing and packaging - packing equipments - 3 PL & 4 PL - Definitions and Scope Role of IT in Warehousing - RFID - Bar Coding and Scanning - MIS & Key Performance Indicators

UNIT – III

9

Inventory – Inventory Management - Inventory Control techniques – Need & Scope of Inventory Control - Types of Inventory - Costs Associated with Inventory - Organizational set up for inventory management

UNIT – IV

9

Inventory carrying cost - Inventory holding cost – Profitability - Modern trends in Inventory- MRP- JIT- EOQ FIFO - LIFO- ABC analysis - Weighted average Methods, Lead time analysis, Standardization and Variety reduction

UNIT – V

9

Use of Computers in Inventory Management -Evaluation of Performance of Materials Function - Improvement inventory management - Criteria and methodology of evaluation

Total No. of Periods: 45

REFERENCE BOOKS

1. Inventory Management: By Bose & D Chandra – 2006
2. Warehouse Management by D K Agrawal –
3. J. P. Saxena Warehouse Management and Inventory Control Vikas Publishing House Pvt Ltd, 2003
4. Production Planning And Inventory Control - Seetharama L Narsimhan, Dennis W McLeavy, Peter J Billington, Prentice Hall Of India Pvt Ltd,
5. Essentials of Inventory Management - Max Muller, AMACOM/American Management Association J P Saxena, Warehouse Management and Inventory Control- Vikas Publication House Pvt Ltd, First Edition,2003.
6. Warehouse Management: Automation and Organisation of Warehouse and Order Picking Systems Michael Ten Hompel, Thorsten Schmidt, Springer-verlag, First Edition, 2006.

OBJECTIVES

1. To acquaint the students with the basic aspects of Exporting
2. To ponder upon the generation of foreign enquiries
3. To highlight the procedure for obtaining local quotation and offering to overseas buyer
4. To describe the process of scrutinizing export order
5. To Bring out the significance of Letter of Credit, Export Controls and Licenses

COURSE OUTCOMES (CO)

CO1: Acquaintance with the fundamental concepts of Exporting

CO2: Familiarity with the process of generation of foreign enquiries

CO3: Knowledge of the procedure for obtaining local quotation and offering to overseas buyer

CO4: Awareness of the process of scrutinizing export order

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S								S	
CO2		M	S		M					S
CO3		M		S			S			
CO4	S		M	M						S

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT I**9**

Generation of Foreign enquiries, obtaining local quotation and offering to overseas buyers, scrutinizing export order, opening L/C by buyers

UNIT II**9**

Export Finance – Forex – Major Currencies – Exchange Rates, relations and impact – Export Costing and pricing and inco terms

UNIT III**9**

Export packaging – preparation of pre shipment documentation – inspection of export consignment – Export by Post, Road, Air and Sea – Claiming for Export benefit and duty drawbacks

UNIT IV**9**

Shipment and shipping documents – Complicated problems in shipments and negotiation of shipping documentation – corporate marketing strategies – 100% EOU and Free Trade Zone – Deemed Export- Export marketing

UNIT V

9

Introduction – Exim Policy – Customs Act – other acts – relating to export/imports – formalities for commencing – customs formalities – export documentation – project exports - export of services – export of excise able goods – import documentation – clearance of import goods – 100% export oriented units – export processing zones – special economic zones – duty drawback procedure – export/import by post customs house agents – import of different products – import/export incentives – import licenses etc.

Total No. of periods: 45

References:

1. Shri. C Rama Gopal - Export Import Procedures- Documentation and Logistics - New Age International - 2008.
2. P K Khurana - Export Management 2nd Edition - 2010.
3. Justin Paul & Rajiv Aserkar - Export Import Management - 2008.

MBA029-RETAIL MARKETING AND CRM

3 0 0 3

OBJECTIVES

1. Develop knowledge on retail industry
2. Analyse the tactics to get new customers
3. Awareness about retail promotion strategy
4. Enhance the knowledge on building customer relationship
5. Implementation of CRM

COURSE OUTCOMES (CO)

CO1:Develop knowledge on retail industry

CO2: Analyse the tactics to get new customers

CO3: Awareness about retail promotion strategy

CO4: Enhance the knowledge on building customer relationship

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S					S			S	
CO2		M	S		M					
CO3		M		S		M	M			
CO4	S		M	M						S

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT I - OVERVIEW

9

Retail industry and economy – emergence of organized retailing – trends in retail marketing - introduction to retail marketing – wheel of retailing– value of the customer – identification of customer needs- Indian Experience in Retailing – Impact of FDI in Indian Context.

9

UNIT II - RETAIL MARKET STRATEGY

Tactics to get new customers – traditional media in retail marketing –strategies to turn first time buyer into a regular customer - strategies to turn a regular customer into a life time customer- Retail Marketing Mix- --Store Positioning - Definition of retail Market Strategy – Focus on the Customer – nature of Strategic Planning – Preplanning: SWOT – Mission – Goals and objectives –Budget implementation and control.

UNIT III - RETAIL MARKETING MIX

9

Retailing role – retail location strategy – trade area definition– Objectives of a Good Store Design– Store Layout – Types of Design – Feature Areas – Space Planning – Location of Departments -Location of Merchandising within Departments – Use of Plano grams – Leveraging Space : In Store Kiosks – Visual Merchandising – Atmospherics– retail space management-- pricing – retail promotion strategy –seminars and projects.

UNIT IV—CRM- OVERVIEW

9

Relationship marketing – CRM – Components of e-CRM- e-CRM and various CRM Packages – the concept of CRM – strategic imperatives, Strategies for Building customer relationship and terminating customer relationship – Conceptual foundations of CRM – Economics of CRM

UNIT V - CRM IMPLEMENTATION

CRM in B-C Markets – CRM in B-B market — product offerings in the CRM market space – contact centers for CRM – The CRM Road Map – Customer retention --Operational Issues in implementing in CRM

Total No. of Periods: 45

References:

1. Shainesh G and Jagdish N Sheth - Customer Relationship Management - Mac Millan - 2006.
2. Chetan Bajaj, Rajnish Tuli, Nidhi V Srivastava - Retail Management - Oxford University Press - 2005.
3. A Sivakumar - Retail Marketing - Excel Books - 2007.
4. A. Coskin Samli – Retail marketing strategy: Planning, Implementation and control, - Quorum Books - 1989.

MBA030-INTERNATIONAL MARKETING**3 0 0 3****OBJECTIVES**

1. Acquaintance with the fundamental concepts , evolution and development of Markets
2. Acquaintance with the fundamental concepts of the general structure Markets Overseas
3. Concept of International Pricing Strategies
4. Awareness of the Managing International Distribution System
5. Acquaintance with the Emerging trends in International Markets

COURSE OUTCOMES (CO)

CO1: Acquaintance with the fundamental concepts and Nature of international marketing

CO2: Awareness of the foreign market entry modes

CO3: Acquaintance with the fundamental Concept and the structure of international distribution systems

CO4: Practice on the Concept International promotion mix

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S								S	
CO2		M	S		M			S		
CO3		M		S			M			
CO4	S		M	M						M

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT I

9

International marketing, meaning , Nature and importance, International marketing orientation: EPRG – Approach; An overview of International marketing management process , International marketing Environment, International marketing segmentation and positioning ; Screening and selection of markets, International Market Entry Strategies – Export licensing, Contract manufacturing Joint Ventures M&A, setting up of wholly owned subsidiaries abroad , Alliances

UNIT II

9

International Product and pricing strategies ; Product Designing ; Product Standardization Vs Adaptation; Managing product line , International Trade Product life cycle , New product development , pricing for international markets factors affecting international price determination price quotation and terms of sale

UNIT III

9

Managing International Distribution and Promotion: Distribution Channel Strategy – International Distribution channels, their roles and functions, selection and management of overseas agents, International Distribution Logistics; planning for Trade Fairs and Exhibitions, International Promotion Mix – Advertising and other modes of communication

UNIT IV

9

India's Foreign Trade Policy – Direction and composition of India's Foreign Trade, Export – Import policy of current year – Export procedures, certificates related to shipments, documents related to payment, documents related to inspection, documents related to excisable goods.

UNIT V

Emerging trends in International Marketing; regionalism Vs Multi Lateralism: Trade Block – Grouping in the world – Legal dimensions in International Marketing (Role of WTO) – Marketing research for identifying opportunities in International Markets

Total No. of periods: 45

References:

1. Cateora, Philip R. and Graham John L - International Marketing - Tata McGraw- Hill Edition - 2005.
2. Terpstra, Vern and Sarathy, Ravi - International Marketing - The Dryden Press, Chicago - 2000.
3. Keegan, Warren J. - Global Marketing Management - Pearson Education, New Delhi - 7th Edition – 2002.
4. Kotabe Masaaki and Helsen Kristiaan - Global Marketing Management - John Wiley & Sons (Asia) Pvt. Ltd - 2nd Edition - 2001.
5. Onkvisit, Sak and Shaw, John J. - International Marketing: Analysis and Strategy, - Edition, Prentice Hall - 2004.
6. Varshney, R. L. and Bhattacharya, B. - International Marketing: An Indian Perspectives - Sultan Chand, New Delhi -2001.

ELECTIVES– INTERNATIONAL BUSINESS MANAGEMENT

MBA031-INTERNATIOANAL INDUSTRIAL BUYER BEHAVIOUR 3 0 0 3

OBJECTIVES

1. Acquaintance with the Consumer Behaviour Theory
2. Acquaintance with the fundamental concepts of International Business
3. Concept of International Buyer Behaviour
4. Personality and Psychographics of Consumers
5. Awareness of the Cross Cultural Management

COURSE OUTCOMES (CO)

CO1: Awareness of the foreign market entry modes

CO2: Awareness of the global marketing operations and strategies

CO3: Acquaintance with the fundamental concepts of international product life cycle

CO4: Clarity on the environmental factors affecting international prices

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S							S		
CO2		M	S		M					
CO3		M		S		S		M		M
CO4	S		M	M						S

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT I

9

Consumer Behaviour Theory and its Application to Marketing Strategy; Consumer Buying Process: Extensive, Limited and Routine Problem Solving Behaviours.

UNIT II

9

Internal Determinants of Buying Behaviour : Individual differences among customers and markets segmentation; Needs, motivation and involvement; information processing and consumer perception; Learning; Attitudes and attitude change; Personality and psychographics (values and life style analysis).

UNIT III

9

External Determinants of Buying Behaviour: Family and household influence; Reference groups and social class; Culture and subcultures. Models of Consumer Behaviour; Organisational Buying Behaviour: Process, Influence and model.

UNIT IV

9

Cross-Cultural: Consumer and Industrial Buying Behaviour; Economic demographic and socio-cultural trends and consumer behaviour; Globalisation of consumer markets and international marketing implications.

UNIT V

9

Innovation Diffusion and Consumer Adoption Process; Diffusion of Innovation Across Nations/Cultures; Consumer Satisfaction and Other Feedbacks; Cross-Cultural Consumer Research – Complexities and issues.

Total No. of Periods: 45

Reference:

1. Assael, H., Consumer Behaviour and Marketing Action, 6th ed., South Western Publishing Company, Ohio, 1998.
2. Block and Roering, Essentials of Consumer Behaviours Dryden Press, Chicago. Dryden Press. Chicago 1990.
3. Engel, James F., Roser D. Blackwell, and Paul W. Miniard, Consumer Behaviour Dryden Press, Chicago, 1990.

MBA032-SALES AND DISTRIBUTION MANAGEMENT

3 0 0 3

OBJECTIVES

1. Practice on the Concept of Sales and Distribution
2. Comprehension of the challenges of international advertising
3. Awareness of the global media strategy
4. Clarity on the organizational structure for international marketing planning

COURSE OUTCOMES (CO)

CO1: Acquaintance with the fundamental Concept and the structure of distribution systems

CO2: Clarity on the way of managing channel conflicts

CO3: Clarity on the various aspects of international supply chain management

CO4: Insight into the international direct marketing

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S									
CO2		M	S		M			M		
CO3		M		S		S				
CO4	S		M	M					M	

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT I

9

Nature and scope of Sales Management; Setting and Formulating Personnel; Developing and Conducting Sales Training Programmes; Designing and Administering Compensation Plans.

UNIT II

9

Supervision of Salesmen; Motivating Sales Personnel; Sales Meetings and Sales Contests; Designing Territories and Allocating Sales Efforts; Objectives and Quotes for Sales Personnel.

UNIT III

9

Developing and Managing Sales Evaluation Programme; Sales Cost and Cost Analysis. An overview of Marketing Channels, their structure, Functions and Relationships.

UNIT IV**9**

Channel Intermediaries – Wholesaling and Retailing; Logistics of Distribution; Channel Planning Organisational Patterns in Marketing Channels; Managing Marketing Channels; Marketing Channel Policies and Legal Issues.

UNIT V**9**

Information System and Channel Management; Assessing Performance of Marketing Channels including sales force; International Marketing Channels.

REFERENCES:

1. Anderson, R. Professional Sales Management; Englewood Cliffs, New Jersey, Prentice Hall Inc.,
2. Anderson, R. Profession Personal Selling. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1991.
3. Buskirk, R H and Stanton. W J Management of Sales Force. Homewood Illinois, Richard D. Irwin, 1983.
4. Dalrymple, D J Sales Management: Concepts and Cases. New York. John Wiley, 1989.

MBA033-INTERNATIONAL SALES PROMOTION AND BRAND MANAGEMENT

3 0 0 3

OBJECTIVES

1. Acquaintance with the fundamental concepts of developing Advertising Campaign
2. Clarity on the Direction and composition of India's Foreign Sales and Distribution
3. Awareness of the Brand Equity and Loyalty
4. Knowledge on developing Brand Campaign
5. Clarity on the Marketing research for identifying opportunities in International Markets.

COURSE OUTCOMES (CO)

CO1: Awareness of the foreign market Advertising

CO2: Awareness of the global marketing operations and strategies

CO3: Acquaintance with the fundamental concepts of international product life cycle

CO4: Clarity on the environmental factors affecting international prices

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S						M			S
CO2		M	S		M					
CO3		M		S		M			S	
CO4	S		M	M						S

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT I**9**

Sales promotion, meaning, definition, importance of sales promotion, sales promotion techniques. Advertising: Its importance and nature; Communication model, Developing Advertising Campaign: Determining advertising message and copy - Headline, body copy, logo, illustration and layout; Media planning – media selection and scheduling Advertising through Internet.

UNIT II**9**

Organisation and Evaluation of Advertising Efforts: In-house arrangements; Using advertising agencies – selection, compensation and appraisal of advertising agency; Evaluating Advertising Effectiveness International Advertising: Complexities and issues; Developing international advertising campaign; Advertising of India products abroad.

UNIT III**9**

Basics of Branding: Importance of branding; Basic Branding concepts -Brand personality, brand image, brand identify, brand equity and brand loyalty; Product vs. corporate branding: Major branding decisions.

UNIT IV

9

Brand Creation and Development: Identifying and selecting brand name Building brand personality, image and identity; Brand positioning and re-launch; Brand extension; Brand portfolio; communication for branding Enhancing brand image through sponsorship and even management.

UNIT V

9

Managing Brand Equity and Loyalty: Brand Building in Different Sectors Customers, industrial, retail and service brands. Building brands through Internet. 8. Developing International Brands: Pre-requisites and process; Country-of-origin effects and global branding; Building Indian brands for global markets.

Total No. of Periods: 45

REFERENCE

1. Akaker, David A., Batra, Rajeev and Myers, John G., Advertising Management, Prentice Hall, New Jersey, 1996.
2. Bergh, Bruce, Vanden, G. and Katz, Helen, Advertising Principles: Choice Challenge, and Change, NTC Business Books, Illinois, 1999.
3. Dunn, S. W. and Barbar, A. M., Advertising: Its Role in Modern Marketing Dryden Press.
4. Kapferer, Jean Noel, Strategic brand Management Free Press, New York, 1997.

OBJECTIVES

1. Practice on the Concept of Global leadership
2. Comprehension of core aspects of Multicultural Leadership
3. Awareness of the role of Ethics in global Leadership
4. Clarity on the organizational structure for international Skills development
5. Knowledge on managing risk in international Business Scenario .

COURSE OUTCOMES (CO)

CO1: Acquaintance with the fundamental concepts and Nature of international Skills Development

CO2: Practical exposure and training for meeting challenges of international Business

CO3: Propound the organizational structure for Leadership Type in international business Scenario

CO4: Awareness of the various techniques of foreign market selection.

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S					S				S
CO2		M	S		M				M	
CO3		M		S		M				
CO4	S		M	M						M

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT-I**9**

Defining and assessing Leadership -Compare and contrast local and global leadership skills and characteristics - Assess the effect of environments and situations on global leadership skills and characteristics.

UNIT II**9**

Researching, assessing and applying leadership theories/models – McGregor, Likert's System, Situational, Servant, Participatory/Shared

UNIT III**9**

Examining and assessing leadership ethics - Compare and contrast leadership ethics in different cultural settings - Assess the value of the presence of organizational and personal ethics

UNIT IV**9**

Exploring and analyzing the effects of culture and diversity - Examine the core aspects of global/international/multicultural organizational cultures - Examine the core aspects of diverse organizations

UNIT V**9**

Analyzing leadership and teamwork, within a global context. - Assess the core characteristics of a global/international/multicultural team - Assessing and applying conflict management within a global context - Assess the future of leadership within a global/international/ multicultural environment

Total No. of Periods: 45

REFERENCES

1. Goldsmith, M., Greenberg, C. L., Robertson and A., Hu-Chan, M. (2003). *Global Leadership*. (1st Ed.). Financial Times Prentice Hall. ISBN: 0131402439.
2. Connerley, M. L. & Pedersen, P. B. (2005) *Leadership in a Diverse and Multicultural Environment: Developing Awareness, Knowledge, and Skills*. Sage Publications. (1st Ed.). ISBN: 0761988602.

MBA035-INTERNATIONAL BUSINESS LAW

3 0 0 3

OBJECTIVES

1. Acquaintance with the fundamental concepts , evolution and development of International business Laws
2. Understanding Corporate Governance Employees and Business Ethics
3. Understanding Corporate Social Responsibility
4. Awareness of the Legal Framework of International Business
5. Concept of internationalization process and managerial implications.

COURSE OUTCOMES (CO)

- CO1: Acquaintance with the fundamental concepts and Nature of international Business Laws
- CO2: Awareness of modes of entry into International Business
- CO3: Acquaintance with the fundamental Concept of GATT/WTO
- CO4: Practice on the Identifying ethical dilemmas and resolving them

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S					S		M		S
CO2		M	S		M					
CO3		M		S		M			S	
CO4	S		M	M						S

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT I

9

Law in the Business Context – National, Regional and International Contract International contract law Agency Tort Product Liability Corporate Crime

UNIT II

9

Introducing Business Ethics –Meaning – Importance. Identifying ethical dilemmas - resolving ethical dilemmas - Tools and techniques of Business Ethics Management - Contextualization of Business Ethics . Understanding Corporate Governance Employees and Business Ethics, Consumer and Business Ethics and Corporate Social Responsibility.

UNIT III

9

Introduction to International Business: Importance nature and scope of International business; modes of entry into International Business - internationalization process and managerial implications.

UNIT IV

9

Legal Framework of International Business: Nature and complexities; International conventions and trade law; Code and common laws and their implications to business; International Business contract – Legal provisions; Payment terms; International sales agreements; Rights and duties of agents and distributors.

UNIT V

9

Contract of Enforcement and Dispute Settlement; International Commercial Arbitration and Enforcement of Foreign Awards. Regulatory Frame work of WTO: Basic principles and charter of GATT/WTO; GATT/WTO; provisions relating to preferential treatment to developing countries, regional grouping, subsidies, technical standards, antidumping duties, and other NTBs. Competition Law: National and International Dimensions. 8. Consumer Law; National and International Dimension.

Total No. of Periods: 45

REFERENCES

1. Bansal. A.K., Law of Commercial Arbitration, Universal law House, Delhi.
2. Chuah; J., International Trade Law: Questions and Answer Series, Cavendish. London.
3. Chush, J. C. T., Law of International Trade. Sweet and Maxwell, London.
4. Indian Council of Arbitration Case Law on UNCITRAL Model Laws on International Commercial Arbitration. New Delhi.
5. Jain, R., Foreign Exchange Management Law and Practice, Vidhi, New Delhi, 2000.

OBJECTIVES

1. Acquaintance with the fundamental concepts of CCM [cross culture management]
2. Acquaintance with the fundamental concepts of the Cultural Background of business stake-holders
3. Concept of Culture and Global Management
4. Practice on the Successful Implementation of Culture Change
5. Awareness of the Global Human Resources Management

COURSE OUTCOMES (CO)

CO1: Acquaintance with the fundamental concepts and Nature of Cross Cultural Management

CO2: Awareness of the Culture and Global Management

CO3: Acquaintance with the fundamental Concept of decision making

CO4: Practice on the Concept of High Performance Winning Teams and Cultures

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S					M	M			
CO2		M	S		M			M		S
CO3		M		S						
CO4	S		M	M		M				S

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT I**9**

Introduction: Concept of Culture for a Business Context; Brief wrap up of organizational culture & its dimensions; Definition of CCM [cross culture management]; Role and Significance of CCM to managerial personnel and to the organizations in the global competitive market economy; Theoretical Foundations of CCM; Horizons in Cross Culture Management; Cultural Background of business stake-holders [managers, employees, share holders, suppliers, customers and others] – An Analytical frame work.

UNIT II**9**

Culture and Global Management: Global Business Scenario and Role of Culture – A Frame work for Analysis; Elements & Processes of Communication across Cultures; 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 III**9**

Cross Culture – Negotiation & Decision Making; Process of Negotiation and Needed Skills & Knowledge Base – Overview 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 IV

9

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

UNIT V

9

Corporate Culture: The Nature of Organizational Cultures; Quality and Cross-Culture; Diagnosing the As-Is Condition; Designing the Strategy for a Culture Change Building; Adjusting in a New Culture – Stages of Cultural Adjustment and Stages of Culture Shock; Successful Implementation of Culture Change Phase; Measurement of ongoing Improvement.

Total No. of Periods: 45

REFERENCES

1. Deresky Helen, “International Management: Managing Across Borders and Cultures”, 4th Ed., Prentice Hall of India.
2. Harris, P., R. Moran, and S. Moran. (2004). Managing Cultural Differences. Burlington, MA: Elsevier.
3. Geert Hof stede, ‘Cultures consequences’ (2nd ed) thousand oaks, CA; sage publications 2001
4. Heracleous.L and Devoge, S., “Bridging the gap the of relevance: Strategic management and organizational development, Long Range planning, 1998

ELECTIVES – HOSPITAL AND HEALTH CARE MANAGEMENT

MBA037-HOSPITAL & HEALTH CARE POLICY & PLANNING 3 0 0 3

OBJECTIVES

1. Identify the main components and issues of the organization, financing and delivery of health services and public health systems
2. Describe the legal and ethical bases for public health and health services.
3. Explain methods of ensuring community health safety and preparedness.
4. Discuss the policy process for improving the health status of populations.
5. Apply the principles of program planning, development, budgeting, management and evaluation in organizational and community initiatives

COURSE OUTCOMES (CO)

CO1:Understanding about reinsurance and its types

CO2:To know about the basic principles of underwriting knowledge about disaster and its types

CO3:To familiarize the students in disaster preparedness, planning, drill, committee in hospitals.

CO4:Triage area behind emergency department.

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S									S
CO2		M	S		M					
CO3		M		S		M				
CO4	S		M	M						S

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT I ISSUES, THEORIES & CONCEPTS IN POLICY FORMULATION 9

Introduction to Health & Medical care policy - ends & means-Health for whom - delivered by whom-Decision making in health care - process of policy formulation.

UNIT II HOSPITAL AND HEALTH SECTOR REFORMS 9

Introduction to causes & consequences of reforms-An analytical approach to health sector reforms- comprehensive policy analysis, data needs and preconditions-Various models of health sector

UNIT III NATIONAL HEALTH POLICY & FUTURE AGENDA 9

Historical perspectives-The health policy goals-The policy environment & consequences of reforms-Framework for newer health care policy settlements

UNIT IV INTEGRATION OF PLANNING WITH ACTION 9

Process, structure and functions of planning- Management analysis-Health systems research in relation to planning-Health & hospital services programme evaluation-SWOT analysis -The Planning Process -Community involvement & people participation in planning.

UNIT V MEDICAL AND CLINICAL AUDIT - TOWARDS QUALITY 9

Nature of quality-Traditional methods in the management of quality-Developments in managing health/medical care quality-Variants of audit

Total No. of Periods- 45

REFERENCES:

1. William A. Reinke - Health Planning For Effective Management -, Oxford University Press - 1988.
2. Peter Berman - Health Sector Reform in Developing Countries - Harvard University Press, 1995.
3. Column Paton - The health care Agenda in a British political context - Chapman & Hall Publication (Madras) - 1996
4. Carolyn Semple - Piggott, Business Planning for health care management – U.K Open University Press – Sep 2000.
5. Blane, David, Brunner, Eric - Health and Social organization: Towards a health policy for the 21st century — Calrendon Press – 1997.

MBA038-ORGANIZATION AND MANAGEMENT OF HOSPITAL & HEALTH SYSTEM

3 0 0 3

OBJECTIVES

1. This subject designed to assist students by getting knowledge about legal laws related to hospital.
2. Understanding MCI ,1956-code of medical ethics.
3. This subject designed to assist students by getting knowledge about legal laws related to hospital.
4. Understanding MCI ,1956-code of medical ethics.

COURSE OUTCOMES (CO)

CO1:To know about dying declaration and the procedure.

CO2:To acquaint the students about the death certificate issuing procedure and its content, importance of death certificate.

CO3:To know about malpractice in health care

CO4:Understanding about medical jurisprudence

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S							M		S
CO2		M	S		M					
CO3		M		S		M				
CO4	S		M	M				M		S

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT I INTRODUCTION

9

Concept of Hospitals-Planning and Design of a Hospital (Building & Physical Layout)-Different types of Hospital -History of Hospital Development -Departmentation in Hospital-Organization-Structure-Vertical & Horizontal.

UNIT II MANAGEMENT AND ORGANIZATION OF CLINICAL SERVICES 9

Organization and Administration of various clinical services-Outpatient Services-In-patient Services-Emergency services-Operation Theatre – ICUs - Super Specialty Services including their utilization study-Nursing services.

UNIT III PLANNING & ORGANIZING OF SUPPORT SERVICES 9

Imaging-CSSD-Laboratory-Blood Bank-Medical Records-Mortuary-Pharmacy-Admission & Discharge Procedure- Bio Medical Equipments Planning- Management of Hazard & Safety in a Hospital Setup.

UNIT IV ORGANIZATION AND MANAGEMENT OF UTILITY SERVICES 9

Laundry - Housekeeping- Pest control-Managing the Estate (Hospital Security) -Hospital Engineering Services (Plumbing, Electricity, Civil, A/C, Lifts)-Ambulance Services.

UNIT V EVALUATION OF HOSPITAL & HEALTH 9

Accreditation-Assessing Patient Satisfaction-Techniques of Hospital Services Evaluation- Indicators of Hospital Efficiency & Effectiveness- Current Issues in Hospital Management- Telemedicine, Bio-Medical Waste Management, Organ Transplantation,.

Total No. of Periods- 45

REFERENCES:

1. Arnold D. Kalcizony & Stephen M. Shortell - Health Care Management – The Wharton School, University of Pennsylvania – 1998, & revised volume - 2013.
2. Carolyn Semple Piggot - Business Planning for Health Care Management – U.K. Open University – 2000.
3. G.D Kunders – Hospital Facilities Planning and Management – Tata Mc Graw Hill – 2004.
4. B.M Shagarkhar - Organization and Planning of Hospitals – Jaypee Publishing - 2010.

MBA039-EPIDEMIOLOGY IN MEDICAL & HEALTH SYSTEM MANAGEMENT

3 0 0 3

OBJECTIVES

1. Identify key sources of data for epidemiologic purposes.
2. Identify the principles and limitations of public health screening programs.
3. Describe a public health problem in terms of magnitude, person, time and place.
4. Explain the importance of epidemiology for informing scientific, ethical, economic and political discussion of health issues.

COURSE OUTCOMES (CO)

CO1:Understanding about infectious disease epidemiology

CO2:To know about the basic principles of underwriting knowledge about disaster and its types

CO3:To familiarize the students in disaster preparedness, planning, drill , committee in hospitals.

CO4:Triage area behind emergency department.

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S						S			S
CO2		M	S		M					
CO3		M		S		M				
CO4	S		M	M					S	

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

Unit I CONCEPT OF HEALTH AND DISEASE & EPIDEMIOLOGICAL METHODS**9**

Introduction to Epidemiological concepts, definitions, etc.-Concept of health- Definition, indicators, determinants-Epidemiological triad & disease transmission-Disease- Natural History, causes, etc.- Descriptive epidemiological studies-Analytical epidemiological studies.

Unit II INFECTIOUS DISEASE EPIDEMIOLOGY**9**

Concepts of infection, disease-Classification of infectious diseases- -National infectious disease control/Eradication programmes-introduction to nature of Non-communicable diseases- National control programmes for Non communicable diseases

Unit III EPIDEMIOLOGY, OCCUPATIONAL SAFETY & ENVIRONMENTAL HEALTH MANAGEMENT**9**

Unit objectives & introduction to Occupational health & hazards- nature, origin determinants and solutions - Roles of national & international organizations in promoting occupational & environmental health

Unit IV HOSPITAL INFECTIONS CONTROL**9**

Hospital infections Definitions - importance, determinants, sources, routes of transmission- Principles of control of infection -Control measures in wards, operating theatres, laundry, kitchen, , water, special units e.g. (ICCU, ICU, Renal units) after discharge, waiting rooms, etc.

Unit V MAINTENANCE OF SURVEILLANCE, RECORDS & REPORTS**9**

Unit objectives & importance of surveillance & records/reports maintenance- -outine & risk surveillance measures - Record keeping & reports presentation

Total No. of Periods- 45**References:**

1. G.E.Alan Dever - Epidemiology in Health Services Management, (1984) – publication at Maryland – June 1984.
2. G.A.J. Ayliffe, E.J.L. Lawbury, A.N. Geddes - Control of hospitals infection - Chapman & Hall publication – 1997.
3. Roger detels, James Menon, Robert Beaglenole - Textbook of Public Health – Oxford University Press – May 15, 2002.
4. J.E. Park - Preventive & social Medicine by Banarsidas, Bhanot Publication – Published on Feb 2011 – 1st edition – July 1970.

MBA040-QUALITY ASSURANCE & MANAGEMENT IN HOSPITALS 3 0 0 3**OBJECTIVES**

1. To acquaint the students with the basic concepts of quality management from design assurance to service assurance.
2. To get knowledge about the concepts like craftsmanship, six sigma, Florence nightingale model for quality in hospitals

3. Understand about the quality checks ,bench marks in various departments in hospitals.
OPD, OT, ICU, emergency dept,nursing services, radiology dept,blood bank,
housekeeping, pharmacy, canteen service.

COURSE OUTCOMES (CO)

CO1:Assisting students to know about the process control management in hospitals,

CO2;Implementation of SPC, SQC, quality control tools and its application.

CO3:knowledge about SOP and its application in various departments in hospitals

CO4:To give emphasis on International Quality certification system

ISO9001:2000 series, JCAHO, NABL and its benefits

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S					S			S	
CO2		M	S		M					
CO3		M		S		M				
CO4	S		M	M				M		S

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT I EVOLUTION OF QUALITY MANAGEMENT

9

Craftsmanship concept-Total Quality Control-ISO 9000-Florence Nightingale & her quality improvement model for health care in 1854.-Six Sigma-Process approach to Quality Management- Process flow Diagrams.

UNIT II PROCESS APPROACH TO QUALITY MANAGEMENT IN HOSPITALS 9

Identification of different processes / functions-Diagnostic services-Nursing service-Housekeeping- Blood bank- Pharmacy- OPD- Surgery- ICU- Canteen- Hospital stores

UNIT III QUALITY CONTROL METHODS AND MEASUREMENT SYSTEMS 9

Critical Elements of Process Control-Process Control Options and Growth- Introduction to SPC & SQC Models-Quality Control Tools

UNIT IV QUALITY ASSURANCE METHODS

9

Quality Assurance in Hospitals-Preparation of Standard Operating Procedures (SOP's)- Preventive Action for Hospital Management processes

UNIT V QUALITY AND PATIENT SATISFACTION

9

Quality and Patient orientation for total patient satisfaction –Adopting ‘5S technique’ for quality in housekeeping & support services-Implementing ISO 9001:2000 Quality Management System Standards in Hospitals –Need, Process, Benefits

Total No. of Periods: 45

REFERENCES:

1. Dr. K.C. Arora - Total Quality Management, S.K. Kataria & Sons, New Delhi – 1 Jan 2009.
2. William J. Kolarik - Creating Quality - McGraw-Hill International Publication - 1st Edition – 1995, Revised edition – 1999. (Oklahoma State University)

MBA041-RISK MANAGEMENT & HEALTH INSURANCE 3 0 0 3

OBJECTIVES

1. To acquaint the students with the concepts of risk management and its techniques, implementation
2. outline of insurance , principle and its types
3. To know about regulatory framework of insurance IRDA.
4. To get knowledge about the health insurance and group insurance.

COURSE OUTCOMES (CO)

CO1:To give emphasis on TPA, claims management and its process.

CO2:Understanding about social security and its benefits.

CO3:Getting knowledge about ratemaking-pricing of insurance.

CO4:Understanding about reinsurance and its types

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S					S		M		S
CO2		M	S		M					

CO3		M		S		M			S	
CO4	S		M	M						M

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT I RISK, INSURANCE AND MANAGEMENT

9

Introduction to Risk and Insurance-Risk Identification and Risk Evaluation-Risk Management Techniques-Principles of Insurance -Selection and Implementation of risk management Techniques

UNIT II INSURANCE LAW AND REGULATION

9

Insurance Laws-Regulation of Insurance & IRDA-Principles of Health Insurance-Health Insurance Products-Group Insurance Products-Risk Assessment

UNIT III CLAIMS MANAGEMENT

9

Claims Management-Third Party Administration--Actuarial Principles-Principles of Ratemaking-Data Required for Ratemaking

UNIT IV REINSURANCE

9

Principles of Reinsurance-Types of Reinsurance-Casualty and Property Reinsurance-Reinsurance Markets-Underwriting and its Considerations

UNIT V DISASTER MANAGEMENT

9

The concept of managing Disaster-Issues of Manmade and Natural disaster-Planning Process involved in Disaster management.

Total No. of Periods: 45

References:

1. Rajiv Jain and Rakhi Biswas - Insurance Law & Practice - Vidhi Publishers, Delhi – 1st edition 2001, revised 2006.
2. Shailendra K. Singh - Safety & Risk Management - Mittal Publishers – 1998.
3. J. H. Diwan - Safety, Security & Risk Management – Mittal Publishers – 1998.
4. Stephen Ayres & Garmvik – Holbook and Shoemaker - Text Book of critical care – Andhra University.
5. Kenneth Black, Herald. D - Life and Health insurance (13th Edition) — U.K. Open University Press – Sep 17, 1999.

MBA042-LEGAL FRAMEWORK FOR HOSPITALS

3 0 0 3

OBJECTIVES

1. This subject designed to assist students by getting knowledge about legal laws related to hospital.
2. Understanding MCI ,1956-code of medical ethics.
3. To get knowledge about MTP act, related to medical termination of pregnancy-guidelines, Rules and Regulations
4. To get knowledge about PNDDT act, related to prenatal diagnostic procedure followed by determination of sex prohibited.
5. To know about dying declaration and the procedure.

COURSE OUTCOMES (CO)

CO1: To acquaint the students about the death certificate issuing procedure and its content, importance of death certificate.

CO2: To know about malpractice in health care

CO3: Understanding about medical jurisprudence

CO4: To know about patient's Rights and provider's responsibility.

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S					S				S
CO2		M	S		M			S		
CO3		M		S		M				
CO4	S		M	M			S			M

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

Code-Duties of Physician to their patients-Duties of Physician to the profession at large-Duties of Physician to the profession in consultation- Duties of Physician to the profession to the public-Disciplinary action

UNIT II THE MEDICAL TERMINATION OF PREGNANCY ACT 1971 9

Indication or Grounds of MTP-Requirements for MTP-Complications of MTP-Doctor and Criminal Abortion-The Pre Natal Diagnostic Techniques Act 1994- -Determination of Sex prohibited

UNIT III DYING DECLARATION 9

Definition-Precautions-Procedure of Recording- -Death Certificate-Precautions while issuing death certificate--Contents of Death Certificate- Importance of Death Certificate

UNIT IV MEDICAL JURISPRUDENCE 9

Introduction & Legal Procedure-Medical ethics- Patient's rights & provider's responsibility-Medical Malpractice-Management of Medical Malpractice

UNIT V MEDICO LEGAL ASPECTS 9

Impotence-Sterility-Medico Legal aspects of Psychiatric & mental Health-Toxicology-Organ Transplantation Act-Tamil Nadu Clinics Act

Total No. of Periods- 45

REFERENCES:

1. N.D. Kapoor - Elements of Mercantile Law - Sultan Chand & Sons, New Delhi – 2003.
2. E. Venkatesan - Hand Book of Mercantile Law - M. L. J. Publications.
3. Bulchandai K. R. - Industrial Law - Himalaya Publishing House.

ELECTIVES – TOURISM AND HOSPITALITY MANAGEMENT

MBA043-TRAVEL AND TOURISM MANAGEMENT

3 0 0 3

OBJECTIVES

1. Understand the significance of travel agency and tour operation business.
2. Know the current trends and practices in the tourism and travel trade sector.
3. Develop adequate knowledge and skills applicable to travel industry.
4. To study different organizations and their contributions to travel and tourism industry.
5. To conceptualize a tour itinerary based on variety of themes.

COURSE OUTCOMES (CO)

CO1:Demonstrate ability to perform basic and supervisory level job function in travel and tourism Careers.

CO2:To get dept knowledge about current trends and practices in the tourism and travel operations.

CO3:Students know the set up the travel agency and their practices.

CO4:A student gets more knowledge about different types of tour itinerary and practices their operations.

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S									S
CO2		M	S		M		M			
CO3		M		S		M		M		
CO4	S		M	M						

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT-1: CONCEPT OF TOURISM**9**

Defining Tourist & Tourism, History of Travel (Tourism) - Types of Tourism - Tourism in Modern Period - Nature of Tourism - Tourism: Its Components and Elements - Basic Reasons and Motivation for Travel

UNIT-2: TOUR PACKAGING MANAGEMENT**9**

Itinerary Development – Introduction - meaning and definition - types of itineraries - how to develop an effective itinerary - functions of tour managers and planning tools for an itinerary - Tour Packaging Management - Concept, Origin and Development of Tour Packaging - Types of Tour - Component of a Standard Package Tour - Factors affecting Tour Formulation – Tour Designing Process - Significance of Package Tour and Tour Brochure.

UNIT-3: TRAVEL AGENCY AND TRAVEL DOCUMENTS**9**

Travel Agency – History - Growth and Development - Essentials of Travel Agency - Functions of Travel Agency - Setting up of a Travel Agency - Organization of Travel - Travel Organizations - Travel Agents in India - Travel Agents Association of India (TAAI) - Travel Documents: Passport and Visas - Formalities Health Customs - Currency Control Foreign Exchange

UNIT-4: TRAVEL TRADE ORGANIZATIONS / ASSOCIATIONS**9**

International Organizations and Tourism - History of Co-operative Endeavour - International Union of Official Travel Organizations - The World Tourism Organization - Pacific Area Travel Association (PATA) - PATA Membership - PATA Chapters, Finance, Functions - PATA and India - International Air Transport Association (IATA) - International Civil Aviation Organization (ICAO) - The Sergeant Committee - Tourist Information Offices - Ministry of Tourism, Department of Tourism - Tourism Since Independence - India Tourism Development Corporation (ITDC)

Unit-5: FUTURE TOURISM AND HOSPITALITY TRENDS

9

Future Tourism Trends - Future Trends in Hospitality - Future Travel Trends - The Future Guest - Customers Service

Total No. of Periods: 45

References:

1. Aggrawal, Surinder – Travel Agency Management – Communication India – 1983.
2. A.K. Bhatia – Tourism Development, Principles and Practices – Sterling Publishers (P) Ltd, New Delhi.
3. M.M. Anand – Tourism and Hotel Industry in India – Sterling Publishers (P) Ltd, New Delhi.
4. A. Robert, Brymer – Introduction to Hotel and Restaurant Management – Hub Publications Co., Iowa - 1984

MBA 044

ADVANCED FOOD PRODUCTION MANAGEMENT

3 0 0 3

OBJECTIVES

1. To Know the history of Indian cooking and regional influences and differences of cooking methods
2. To enable the students to know modern trends of kitchen management.
3. To have knowledge of food production in large scale and small scale.

4. To know the current trends and practices of food control and portion control management.
5. To know the product policies and procedure of food storing control.

COURSE OUTCOMES (CO)

CO1:Students will understand the kitchen hygiene and sanitation and food handling procedure and storage methods and food sampling used in the industry.

CO2:Students will understand the production planning and volume of cooking.

Students will study on the types of catering establishment and planning the menu based on production work flow in the industry.

CO3:Students will understand the purchasing policies control for store procedures of ordering ingredients perishable and non perishable ingredients issuing quantity of cooking based on standard recipes and standard portion control in the industry.

CO4:To understand the store management policies and inventory procedure (FIFO)-first in first out. And bin card system followed the ingredients functioning the (EOQ) - economic order quantity followed the store management.

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S						M			
CO2		M	S		M				S	
CO3		M		S		M				
CO4	S		M	M						S

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

Unit – I: KITCHEN HYGIENE

9

Personal hygiene - their importance - food handling and storage – care - sanitation practices - attitude towards work in the kitchen - Introduction to Indian cuisine – History – characteristics - different ingredients used regional differences - equipment used - cooking methods - religious influences.

Unit – II: KITCHEN MANAGEMENT

9

Work flow - lay out – stewarding – staffing – indenting – purchasing - production planning - new product development - use of internet and other technologies in food production.

Unit – III: QUANTITY FOOD PRODUCTION

9

Introduction to large scale commercial cooking - contract catering - Industrial catering - Institutional catering - out – door catering - layout of large quality kitchen - menu planning - staff hierarchy - production workflow.

Unit – IV: FOOD CONTROL MANAGEMENT

9

Food purchasing control - food receiving control - food storing and issuing control - food production control - food cost control - food sales control - standard yield - standard portion sizes - standard recipes.

Unit – V: STORES MANAGEMENT

9

Principles of storage - types of stores - layout of dry and cold room - staff hierarchy - guidelines for efficient storage - Control procedures - inventory procedures – EOQ - re order levels - Bin cards - form and formats - function of a store manager.

Total No. of Periods: 45

References:

1. J. Knight, Kotschevar – Quantity Food Production, Planning & Management – H-CBI Publishing Co.
2. David Foskett, Victor Ceserani & Ronald Kinton - The Theory of Catering – 10th edition - 2003.
3. Krishna Arora -" Theory of cookery" - Frank brothers & Company - 6th edition.
4. Thangam E Philip - " Modern Cookery Volume I" - 4th Edition - 2006

MBA 045 FOOD SERVICE FACILITIES PLANNING AND MANAGEMENT 3 0 0 3

OBJECTIVES

1. The course aims at developing the managerial skills
2. Provide in depth knowledge about setting up of food and beverage outlet
3. To provide knowledge about the planning and design
4. It also aims to enable the students to acquire professional competence at managerial level
5. To acquire the requisite technical skills in the principle of food and beverage service and its related activities

COURSE OUTCOMES (CO)

CO1:The course would enhance the knowledge of the students in setting up with food and beverage knowledge

CO2:In –depth knowledge of each and every step involved in the process and the knowledge about the operation efficiency of different outlets

CO3:Would be able to do costing at different areas and budget planning

CO4:Would have acquired the knowledge about the different areas of the hotel

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S							S		
CO2		M	S		M				S	
CO3		M		S		M				
CO4	S		M	M						M

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

Unit-I

9

Food service facilities planning – Introduction - Design & layout - Planning: Characteristics – scope – objectives - facilitating production - materials handling - space utilization - maintenance and cleaning - cost control - investment in equipment - labour utilization – supervision - flexibility

Unit-II

9

The planning process - Preliminary planning information – prospectus - commissioning planners - developing the concept - equipment requirements - space requirements - developing preliminary plans - preparation of final plans - preparing specifications - bidding & awarding contracts – constructions - Preparing the prospectus: - Importance - customer & user

characteristics - development of the menu – service – atmosphere - operational characteristics - The feasibility study – Importance - the market survey - site analysis - cost estimates - operating capital - projected income.

Unit-III

9

Functional planning – Functions - concepts of flow - functional requirements – receiving – storage – preparation – cooking – baking - serving – dishwashing - pot & pan washing - waste disposal - other requirements - Planning the atmosphere: Atmosphere & mood – color – lighting - acoustics - noise and music - climate control – furnishings - exterior design - advertising & public relations

Unit-IV

9

Work place design: Developing work places - work place environment - concepts of motion Economy - materials handling - designing safe work places - Equipment requirements: Methods - equipments check list – broilers – griddles – ovens – ranges - steam-jacketed kettles – steamers - ware washing equipments - Waste disposals - equipment selection.

Unit-V

9

Space requirements: Introduction - space estimates - total facility size - dining areas - production areas - space calculations - receiving area - storage areas, serving areas dining areas -Layout facilities: Space arrangement – flow - other criteria for layout - layout configurations - relationship charts for layout - layout guides - layout of storage areas - layout of main cooking areas - layout of preparation areas - layout of serving areas - layout of dishwashing areas

Total No. of Periods: 45

References:

1. Dukas. P - How to Plan & Operate a Restaurant - Hayden book Co. – Revised 2nd Edition – 23 March 1973.
2. Green E.F., Drake G.G. and Sweeney F.J - Profitable Food & Beverage Management Planning - Hayden book Co.
3. Caiman M.M - Financial Management for the Hospitality Industry - - CBT Publishing Co.

4. Knight.J and Kotschevar L.H - Quantity Food Production, Planning & Management -- CBI Publishing Co.
5. Yerges L.F - Sound, Noise & Vibration Control - Van Nostrand Reinhold – 2nd edition.
6. Kazarian E.A - Work Analysis and Designs for Hotels, Restaurants & Institutions - AVI Publishing Co.
7. Avery A.C - A Modern Guide to Food Service Equipments - CR1 Publishing Co.
Kotschevar I.H. & Terrell.M.E - Food Service Planning: Equipment & Layout - John Wiley & Sons.

MBA046-TOURISM PRODUCT

3 0 0 3

OBJECTIVES

1. The application course aims to familiarize the students with a brief background of tourism
2. Product, its concepts, development and scope with special reference to India.
3. To study the vast Tourist resources of India.
4. To conceptualize a tour itinerary based on variety of themes.
5. To identify and manage emerging tourist destinations
6. To know the various types of tourism.

COURSE OUTCOMES (CO)

CO1:To gain knowledge about famous ancient temples of India, famous forts in India.

CO2:To understand and will known the background of tourism product, its concepts, development and scope.

CO3:To get in depth understanding and knowledge about tamilnadu tourism products.

CO4:To gain and knowledge about medical tourism and spiritual tourism etc.

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S								M	
CO2		M	S		M			S		
CO3		M		S		M				
CO4	S		M	M						S

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT - I

9

Define Product - Difference with service Industry - Tourism Product – its salient features
components of Tourism industry - How is this different from other consumer industries? -
Tourism resources as products.

UNIT – II

9

Socio cultural Resource –I - Architectural Heritage of India - Historical monuments of tourism
significance – ancient, medieval and modern – Important historical/archaeological sites –
Museum - art galleries and libraries – their location, assets and characteristics.

UNIT – III

9

Socio Cultural Resource-II - Important shrines (4 each) of the Hindus, Buddhist, Jain, Sikh, Muslim, Christians and others - Performing Arts – Classical dance forms and styles, Indian folk dance - classical vocal music guaranties/schools - Handicrafts & Handloom Fairs - and festivals of India.

UNIT – IV

9

National Tourist Resource - Tourist resource potential in mountain with special reference to Himalayas - India's main desert areas, desert safaris and desert festival - Coastal areas, beaches and islands : with special reference to Andaman and Nicobar islands.

UNIT - V

9

Introduction to Marketing - The Concept of marketing, Nature, classification and characteristics of services and their marketing implications - Methodology considerations and pricing of Tour Packing, designing and printing of Tour Brochure

Total No. of Periods: 45

References:

1. Acharya, Ram - Tourism and Cultural Heritage of India – RBSA Publishers – 2nd Edition – 2007.
2. Basham A.L. - The wonder that was India - Taplinger Publishing Company – 3rd edition - 1968
3. Bharatiya Vidya Bhawan: Imperial Unity – Bombay – 1951.

OBJECTIVES

1. To prepare graduates for management and senior management positions in a complex and dynamic industry.
2. To help students to start or develop a career in the international tourism industry.
3. To help students develop a broad business knowledge of the major operating areas of the tourism industry
4. To enable them to pursue a broad spectrum of tourism management careers.
5. To gain sound business management education with a specialization in the principles and practices of the vibrant international tourism industry.

COURSE OUTCOMES (CO)

CO1: The Students can learn to apply and critically challenge the understanding of the industries in practical contexts, particularly in the work-related learning module and during the Industry placement.

CO2: They can also critically examine the sustainability of the international tourism industry.

CO3: Can enhance their employability skills, such as communications and team-working, which are vital for rapid career development.

CO4: Students will develop the knowledge and ability to develop, operate, manage and market sustainable tourism businesses and destinations.

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S									S
CO2		M	S		M			S		
CO3		M		S		M				
CO4	S		M	M						S

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT I

9

Globalization & tourism sector globalization & the business world - the tourism industry, challenges - Factors affecting global & regional tourist movements - demand and origin factors - destination & resource factors - Contemporary trends in international tourist movements.

UNIT II

9

The emergence of international hotels & tourisms - Historical aspects - development of chains - development abroad - airline connection - Political aspects of the international travel - tourism – Barriers to travel - tourism investment & business – regulations - international organizations dealing with barriers viz: WTO, IMF, IHA, need for government support of tourism - national tourism organizations - political stability - travel advisories - political risk - crisis management.

UNIT III

9

International hotels – Balancing global and local perspectives – Operating in a multinational environment – International rules & regulations – a brief study - Human resources & cultural diversity - cultural perceptions - business protocol - cultural considerations in negotiations.

UNIT IV

9

International tourism sales & marketing – Market research - developing an international marketing strategy - understanding various travel distribution systems viz GDS - product positioning.

UNIT V

9

Global competition & the future – Long-term tourism growth trends - tourism growth in major regions - transportation developments - technology & automation - Development issues - tourism and the environment.

Total No. of Periods: 45

References:

1. Bhattia - International Tourism, Fundamentals and Practices – Sterling Publishers Pvt. Ltd. – 1995.
2. Chris Cooper & C. Michael Hail - Contemporary tourism: an international approach – Goodfellow Publishers Ltd. - 2nd edition – 2013.
3. Susan Horner & John Swarbrooke - International cases in Tourism Management – Elsevier Ltd – 2004.
4. Francois Vellas & Lionel Becherel - The International Marketing of Travel and Tourism: A Strategic approach – Macmillan Publishers Ltd. – reprint – 1999.
5. Tom Baum - Human Resource Management for Tourism, Hospitality and Leisure Industries: An International Perspective.

OBJECTIVES

1. To explain the main activities that occurs in a hotel's front office.
2. Meaning of front-of-the-house and back-of-the-house operations and their role in the hotel.
3. Identify levels of housekeeping staff and their place in the hierarchy.
4. Enumerate areas of coordination between housekeeping and other departments.
5. To describe the process of forecasting hotel demand and establishing room rates.

COURSE OUTCOMES (CO)

CO1:Student knows operational models and the inter-relationship between different divisions of the accommodation business.

CO2:Students can identify potential customers and segments, understands and anticipates customer expectations and needs.

CO3:Student understands the economical and operational requirements of a business.

CO4:Student understands the principles of quality systems and quality management.

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S			M				S		
CO2		M	S		M				M	
CO3		M		S		M				
CO4	S		M	M						S

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT – I INTRODUCTION, ORGANISATION OF HOTEL**9**

Introduction to Hospitality industry - Growth of Hospitality industry in India- Classification of catering Establishments - Origin of Hospitality Industry - Opportunities in Hospitality Industry - Types of Hotels - Organization chart of large, medium and small hotels - Organization and layout of front office - The importance of Receptionist - The Status of receptionist as a partner in the hotel industry

UNIT – II FRONT OFFICE DEPARTMENT, RECEPTION**9**

Introduction to front office - Qualities of front office staff (Front office salesmanship, Knowledge of products, Sales Promotion, Guest needs, Desire to help, Communication) - Front office assistant - Importance of Job Description - Job Description of front office assistant - Receiving the guest at the front office - Rooming a guest with reservation - Rooming of a walk-in-guest - Registration of guests - Duties of Night Receptionist - Duties of Receptionist of a small hotel - Knowledge of various registers and forms used in reception - Room rack - Black list

UNIT – III RESERVATION, LOBBY**9**

Importance of reservation - Forecasting room reservation - Over booking - Diaries and charts used in reservation - Whitney rack system - Group reservation - Reservation Terminologies - Stages of guest contacts with the hotel (pre-arrival, arrival, during their Stay, departure) - Procedures for left luggage, scanty baggage, and safe deposit facility - Guest mail handling – Paging - Job description of bell captain & bell boy - Errand card

UNIT – IV FUNCTIONS OF HOUSEKEEPING DEPARTMENT, DUTIES AND RESPONSIBILITIES OF HOUSE KEEPING STAFF**9**

Role of Housekeeping (in the hotel and in guest satisfaction and Repeat Business) - Organizational structure of housekeeping Department in small, medium & large hotels - Areas of cleaning , Special cleaning - Controlling cost and Budgeting - Inventories and Record Keeping - Dealing with Guest Lost and found - Executive Housekeeper - Deputy Housekeeper - Floor supervisor (Morning, Late duty, Night shift, routine duties Explaining records maintained) - Desk Control Supervisor (duties explaining records maintained) - Public Area Supervisor (Routine duties explaining records maintained) - Room Attendants – (Routine duties explaining records maintained) - Store keeper – (Task Performed and records maintained) - House man (Routine duties) - A brief explanation of duties of linen and laundry staff

UNIT – V CLEANING EQUIPMENTS AND AGENTS, FACILITIES OFFERED IN THE HOTELS

9

General consideration for selection of a) Equipments b) Agents - Classification and types of Equipments with care and Maintenance - Method of use and mechanism for each type - Classification of cleaning agents with its use, care and storage - Distribution and Control of cleaning agents - Services offered by the hotels - Types of rooms - Inter Departmental Cooperation with other departments in the Hotel

Total No. of Periods: 45

References:

1. S.K. Bhatnagar - Hotel Front Office management – Frank Bros. & Co. Ltd. – 2nd Edition – 2005.
2. Dennis .L. Foster - Front Office operation & administration – Glencoe – 1992.
3. Sudhir Andrews - Hotel Front Office Training Manual – (Tata McGraw Hill Publications) – 2nd edition.
4. Joan Cameron Branson & Margaret Lennox - Hotel, Hostel & Hospital housekeeping – Edward Arnold – 5th edition – 1988.
5. Jane Fellows - Housekeeping supervision volume 1 & 2 – Pitman – reprint – 1984.
6. Sudhir Andrews - Hotel House-keeping Training Manual – (Tata McGraw Hill Publications) – 2nd edition – 2009.

ELECTIVES – NUTRITION AND HEALTH CARE MANAGEMENT

MBA049-HUMAN NUTRITION

3 0 0 3

OBJECTIVES

1. Nutrition is a study of food and their effects upon health, development and performance.
2. To explain the concepts of nutrition accurately, clearly and completely.
3. To make the science of nutrition approachable and understandable
4. understanding about health and its effect on development of performances
5. To make the science of nutrition approachable understandable and useful

COURSE OUTCOMES (CO)

CO1:After this study student will have a better understanding about health and its effect on development of performances

CO2:Nutrition is studded under the aspect of chemist, biochemistry and physiology.

CO3:To make the science of nutrition approachable understandable and useful.

CO4:After this courses student will have enough knowledge to understand the nutrition requirement for entire life cycle.

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S									S
CO2		M	S		M			S		
CO3		M		S		M				
CO4	S		M	M						S

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

Unit I**9**

History of Nutrition Development of Nutrition as a Science - Definition of Nutrition - Concept and definition of terms-Nutrition- Malnutrition and Health: Scope of Nutrition.

Unit II**9**

Minimum Nutritional Requirement and RDA - Formulation of RDA and Dietary Guidelines - Reference Man and Reference Woman - Adult consumption unit

Unit III**9**

Lipids - essential fatty acids- deficiency- food sources of EFA- Characteristics of animal and vegetable fats- sterols -cholesterol -fat requirements - food sources- dietary lipids and their relation to the causation of Atherosclerosis and Ischaemic heart disease.

Unit IV**9**

Fat soluble vitamins - Vitamin A, D, E and K - function effects of deficiency- sources- requirements- units of measurement and hyper - vitaminosis - sources and requirements of water soluble vitamins - ascorbic acid- thiamine- riboflavin and Niacin. Importance of folic acid- Vit B12- pyridoxine- Biotin and Pantothenic acid to the body.

Distribution in the body- functions- food sources- requirements and effects of deficiency of calcium- phosphorous- Iron and Iodine. Trace elements in human nutrition - copper- fluorine- zinc - functions- food sources- requirements and effects of deficiency- Selenium and Vitamin E relationship- Chromium and glucose tolerance factor.

Total No of Periods: 45

References:

1. Guthrie H. Andrews - Introductory Nutrition – C. V. Mosby Company. St. Louis – 7th Edition – 1983.
2. Boggert, J. G. V. Briggs, Dr. H. Calloway – Nutrition and Physical Fitness – W. B Saunders Co. — 10th Edition – 1966.
3. Wardlaw, G. M. Insel, P. H –Perspectives in Nutrition –Times Mirror / Mosby College Publishing Co.– 10th Edition– 1993.
4. William; Sue Rodwell – Nutrition and Diet Therapy – C.V Mosby Company St. Louis– 5th Edition– 1985.
5. M. Swaminathan – Principles of Nutrition and Dietetics – Bappeo 88, Mysore Road, Bangalore – 1993

OBJECTIVES

1. To make the student understand the nutrition required through the life cycle
2. To understand the recommended dietary allowances required for different life stages.
3. To understand the nutrition related problem that occur during different life stages
4. To understand the protein energy malnutrition prevalent among children.
5. To understand the nutrition requirement for entire life cycle.

COURSE OUTCOMES (CO)

CO1: After this courses student will have enough knowledge to understand the nutrition requirement for entire life cycle.

CO2: This course will help the individual, group and student to improve the behaviour to change optimum health

CO3: These courses will help to improve the quality and quality of nutrition among the people.

CO4: After this courses student will have enough knowledge to understand the nutrition requirement for entire life cycle.

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S									S
CO2		M	S		M		M			
CO3		M		S				M		
CO4	S		M	M				S		

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

Unit I RECOMMENDED ALLOWANCES**9**

RDA for Indian basis for requirement- computation of allowance based on energy expenditure- components of energy expenditure- General concepts about growth and development through different stages of life

Unit II NUTRITION IN INFANCY PRESCHOOL, SCHOOL GOING AGE**9**

Preschool - Growth and development of preschool children- Food habits and nutrient intake of preschool children- Dietary allowances and supplementary foods- School going age - Physical development- Nutritional status of school children- school lunch program- factors to be considered in planning a menu- food habits and nutritional requirement- packed lunch

Unit III NUTRITION DURING ADOLESCENCE AND ADULTS**9**

Adolescence- Changes of growth characteristics of adolescents- Nutritional needs of the adolescents- Eating disorders- Adults- Nutrition for adults- Basis for requirement- Nutrition and work efficiency

Unit IV NUTRITION IN PREGNANCY**9**

ICMR Nutrient allowances- Dietary guidelines- Common nutrition related problem of pregnancy and Lactation- Current scenario in the field of Nutrition in pregnancy and Lactation

Unit V GERIATRIC NUTRITION**9**

Nutrition allowances - Dietary Guidelines - Nutrition and work efficiency modifications in diet-
Physiological changes in aging - psycho social and economical factors affecting eating behavior-
Infancy -Rate of growth- weight as the indicator- Nutrition allowances for the infants- Breast
feeding- Weaning foods suitable for infants- Premature infant and their feeding infant formulas-
Lactose intolerance

Total No. of Periods: 45

References:

1. Clark. N – Sports Nutrition Guide Book – Versa Press, USA – 4th Edition – 1997.
2. Williams. M. H – Nutritional Aspects of Human, physical and Athletic Performance – Spring
Field Publication, Illinois - 2nd Edition – 1995.
3. Lankford, R. T. Marie and Steward. J – Nutrition and Physical Fitness, Foundation of
Normal and Therapeutic Nutrition – Wiley Medical Publication, New York – 1995.
4. William, Sue Rodwell – Nutrition and Diet Therapy – Mosby Co. St. Louis– 7th Edition –
1985.
5. M. Swaminathan – Principles of Nutrition and Dietetics – Bappeo 88, Mysore Road,
Bangalore – 1993.

MBA051

HEALTH AND FITNESS

3 0 0 3

OBJECTIVES

1. The aim is to improve people attitude towards nutrition and health practices
2. To improve the nutritional, health status and environment
3. This courses will aim to improve the group activities which will bring voluntaty changes
in practise which have effect on nutrition change of statues of population
4. These will help to improve students' knowledge on nutrition and public health

COURSE OUTCOMES (CO)

CO1:This courses will help improve the health and fitness of community

CO2:This module help to improve the health practices of students

CO3: This module will encourage students to adopted best health practices

CO4:This module will encourage to implement and facilitate training procures required for today's fitness

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S						M			
CO2		M	S		M					
CO3		M		S						
CO4	S		M	M			S			S

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

Health-Concept of Health- changing concepts definitions of health- dimensions of health- concept of well being- spectrum of health- determinants of health- ecology of health- right to health- responsibility for health- indicators of health.

Unit II

9

Exercise and Health related fitness: Health related fitness- health promotion- physical activity for health benefits -Sports related fitness: Role of nutrition in sports- nutrition to athletic performance.

Unit III

9

Body weight and composition for Health and Sports: Ideal body weight- values and limitations of the BMI- composition of the body- Diet during training- prior to competition- during dietary supplements after competition for sports.

Unit IV

9

Exercise performance: Energy expenditure during physical activity- carbohydrate metabolism and performance- fat metabolism and performance- effect of exercise on protein requirements- physique and sports performance.

Unit V

9

Exercise programmes- Resistance exercise training- aerobic exercise- types of exercise- effective for weight contrast- - dieting or exercise- weight reduction programme for young athletes

Total No. of Periods: 45

References:

1. K. Park – Text Book of Preventive and Social Medicine – MIS Banarsidas Bhano Publishers, Jabalpur -15th Edition – 1997.
2. Melvin. H. Williams - Nutrition for Health, Fitness and Sports - McGraw Hill International Edition - 7th Edition – 2005.
3. Michael J. Gibney, Ian A Macdonald and Helan M Roche – Nutrition and Metabolism – Blackwell Publishing Company, Bangalore– 2nd Edition – 2004.

OBJECTIVES

1. Nutrition is a study of food and their effects upon health, development and performance.
2. To explain the concepts of nutrition accurately, clearly and completely.
3. To make the science of nutrition approachable and understandable
4. To understand the nutrition related problem that occur during different life stages
5. To understand the nutrition related problem that occur during different life stages

COURSE OUTCOMES (CO)

CO1:After this study student will have a better understanding about health and its effect on development of performances

CO2:Nutrition is studied under the aspect of chemistry, biochemistry and physiology.

CO3:To make the science of nutrition approachable understandable and useful for the community

CO4:This module will encourage to implement and facilitate training procures required for today's fitness

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S							S		
CO2		M	S		M				S	
CO3		M		S		M				
CO4	S		M	M						S

Concept of Community- types of Community-Factors affecting health of the Community
Nutritional Assessment and Surveillance – Meaning, need, objectives and importance -
Nutritional assessment of human-Clinical findings- nutritional anthropometry- biochemical
Tests-biophysical methods

UNIT II

9

Community Water and Waste Management - Importance of water to the community- etiology
and effects of toxic agents- water borne infectious agents- sources of water-safe drinking water-
potable water-waste and waste disposal-sewage disposal and treatment- solid waste and disposal-
liquid waste Disposal

UNIT III

9

Diet survey Need and importance-methods of dietary survey- Interpretation - concept of
consumption unit-individual and total distribution of food in family- adequacy of diet in respect
to RDA-concept of family food security - Clinical Signs - Need & Importance - vitamin A
deficiency and iodine deficiency- Interpretation of descriptive list of clinical signs

UNIT IV

9

Health and Dimension of Health -Positive health versus absence of disease-Secondary Sources of
Community Health data - Sources of relevant vital statistics of infant- child & maternal mortality
rates – Immunization - Importance and schedule of Immunization for children- adults and for
foreign travels- role of individual- family and community in promoting health

UNIT V

9

International, national, regional agencies and organizations- Nutritional intervention programmes
to combat malnutrition - Nutritional anthropometry - Need and importance techniques of
measuring height, weight, head, chest and arm circumference- interpretation of these
measurements- Use of growth chart

Total No. of Periods: 45

References:

1. Jelliffe D. B – Assessment of the Nutritional Status of the Community – World Health Organisation – 1966.
2. David E. Sahn, D. R. Lockwood, R. Scrimshaw – Methods of Evaluation of the Impact of Food and Nutrition Programmes – United Nations University – United Nations University Press – 1984.
3. Ritchie, J A S – Learning Better Nutrition – FAO, Rome – 1967.
4. Gopalon C – Nutrition Foundation of India, Special Publication Series – Media Workshop – 1989.
5. I. Beghin, M. Dujardan – A Guide to Nutrition Status Assessment – WHO, Geneva – 1988.

MBA053

FOOD QUALITY CONTROL

3 0 0 3

OBJECTIVES

1. To improve the health and food habits
2. To study the sanitary science, this aims to produce the food that is safe for the consumer and to improve the good keeping quality.
3. To product the food from risk of contamination
4. To encourage the student to enforce personal hygiene of food handlers.

COURSE OUTCOMES (CO)

CO1:This courses will help students to assess the food related hazards

CO2:This module will help them to understand critical control point regarding hygiene

CO3:To make the students understand HACCP practices

CO4:This module will encourage to implement and facilitate training procures required for today's fitness

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S					S			S	
CO2		M	S		M					
CO3		M		S		S				
CO4	S		M	M				S		S

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT I

9

Quality Control Objectives- Importance, functions of quality control -stages of quality control in food industry- Food Quality Assurance- Design of company quality assurance program- Microbiological concerns-Managing quality in supply chain and marketing of food products.

UNIT II

9

Government Regulations in Quality Control-FAO/WHO codex Alimentarius commission- PFA- AGMARK- BIS- FPO-fair average quality (FAQ) specification for food grains- ISO 9000 series. HACCP Background current status structured approach- principles, benefits and limitation. Consumer Protection Act (CPA)

UNIT III

9

Food Standards- Cereals and products - bread- biscuits- cakes products. Fruits Products Jam- juices- squashes- ketchup- sauce- Oils and Fats Coconut oil- groundnut oil- palm oil- sunflower oil- vanaspati. Milk and Products Skimmed milk powder- partly skimmed milk powder- condensed sweetened milk-other products coffee- tea- sugar- honey- toffees.

UNIT IV

9

Food Safety- Meaning -Importance of Food- Patent -Definition, requirements- patent law in India administrator need for patent system-Advantages precautions to be taken by applicants- patent procedures- Food Hazards-Physical, Chemical, Biological hazards associated with food types- Effect of processing and storage on microbial safety.

UNIT V

9

Food Adulterator- Adulteration of food- common adulterants and tests detect common adulterants.

Total No. of Periods: 45

References:

1. A. Y. Sathe – A First Course in Food Analysis – New Age Publications – 1999.
2. Norman. N. Potter and Joseph. H. Hotchkiss – Food Science – CBS Publishers– 5th Edition – 1996.
3. M. Swaminathan – Food Science: Chemistry and Experimental Foods – Bapneo Publishers– 2nd Edition – 1987.
4. Desrosier and Desrosier – Technology of Food Preservation – CBS Publication - 4th Edition – 1999.

OBJECTIVES

1. To develop an understanding of values education strategies;
2. To consider the relation between values and personal behavior affecting the achievement of sustainable futures;
3. To reflect on your futures and actions awareness, commitment; and
4. To develop skills for using values clarification and values analysis in teaching.

COURSE OUTCOMES (CO)

CO1: This module will help the students to understand value based education..

CO2: This module will help the students to understand the importance of human values and attitude in shaping the future.

CO3: This module will help the students to understand the futures and actions awareness, commitment

CO4: This module will help the students to understand the Convergence Technology

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S									S
CO2		M	S		M			S		
CO3		M		S		S		M		
CO4	S		M	M						S

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT I 9

Value Education - Definition - relevance to present day - Concept of Human Values - self introspection - Self esteem.

UNIT II 9

Family values - Components, structure and responsibilities of family - Neutralization of anger - Adjustability - Threats of family life - Status of women in family and society - Caring for needy and elderly - Time allotment for sharing ideas and concerns.

UNIT III 9

Ethical values - Professional ethics - Mass media ethics - Advertising ethics - Influence of ethics on family life - psychology of children and youth - Leadership qualities -Personality development.

UNIT IV 9

Social values - Faith, service and secularism - Social sense and commitment - Students and Politics - Social awareness, Consumer awareness, Consumer rights and responsibilities - Redressal mechanisms.

UNIT V 9

Effect of international affairs on values of life - Issue of Globalization - Modern warfare - Terrorism. Environmental issues - mutual respect of different cultures, religions and their beliefs.

Total No. of Periods: 45

References:

1. T. Anchukandam and J. Kuttanimathathil – Grow Free Live Free - Kristu Jyoti Publications, Bangalore– 2nd Edition – 1995.
2. Mani Jacob – Resource Book for Value Education – Institute of Value Education, New Delhi – 2002.
3. Daniel and Selvamony – Value Education Today – Madras Christian College, Tambaram and ALACHE, New Delhi – 1990
4. S. Ignacimuthu – Values for Life – Better Yourself Books, Mumbai – 1991.
5. M. M. M. Mascaronhas Centre for Research Education Science and Training for Family Life Promotion – Family Life Education -1993.

ELECTIVES – MEDIA AND ENTERTAINMENT MANAGEMENT

MBA055- HISTORY OF MEDIA

3 0 0 3

Unit I

6

Media History, Communication in prehistory, Communication in the middle ages, The Print Revolution, Electricity & Communication

Unit II

12

History of the image, History of sound, Radio History, Television History, Media Convergence

Unit III

9

Mass media, Newspapers & Magazines/ Books, Radio & Music, Television, Movies, New Media, Technologies & Advertising, Public Relations, Media & Society, Media Ownership, Media epics

Unit IV

9

Film & Media History, The pre-history of film, Silent Film, The Advent of sound, The 1930's & 1940's genre, Film Noir, Neo-realism, The new wave, 1950's, 1960's, 1970's, 1980's, 1990's, The present

Unit V

9

ICT, Internet, Mobile Internet, Convergence Technology (Television, Internet, DTH), Digital Light Projection/Digital Cinema (DI), Reverse Telecine

Total No. of Periods: 45

References:

1. Christine Geraghty - British Cinema in the Fifties – Routledge – 2000.
2. Jurgen Muller - Movies of the Forties – Taschen – Sep 2005.
3. Jurgen Muller - Movies of the Fifties – 1st March 2005.

MBA056- FILM ANIMATION AND GAMING PROGRAMMING MANAGEMENT

3 0 0 3

OBJECTIVES

1. To give an insight into the Film Animation
2. To explain about Gaming
3. To Give a glimpse of the transparency and authenticity in Film Animation
4. To bring out the relationship between Gaming and Programming Management
5. To discuss the modalities of Film Animation

COURSE OUTCOMES (CO)

CO1:Familiarity with the Film Animation and Competitive Due Diligence

CO2:Practical knowledge of the Gaming Structure

CO3:Knowledge of traditional and recent Film Animation

CO4:Awareness of the transparency and authenticity in Film Animation

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S					S				S
CO2		M	S		M		M			
CO3		M		S		S				
CO4	S		M	M						M

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

Unit I: ANIMATION PRODUCTION PIPELINE & PRACTICES

9

2D traditional pipeline – pre production & post production, 2D flash – pre production & post production, 3D high end – pre production, post production, various processes in 2D & 3D, best practices in production work globally, QC practices.

Unit II: SPECIAL EFX PRODUCTION PIPELINE & PRACTICES**6**

Special EFX production pipeline & practices, Softwares used in different stages, pre production management, working with artists, role of modelers, HR allocation for pre production, production, texturing department, exposure to gnomon library, data centre for rendering and post production, QC practices.

Unit III: MUSIC VIDEO PRODUCTION, CREW, PRACTICES AND MAKING OF MUSIC VIDEO**9**

Ideating, conceptualizing, scripting for a music video, working with musicians and director, direction management, role of a production manager, role of a cinematographer, types of cameras, types of devices for delivery, editing standards, best practices study, success & failures stories on different genre's.

Unit IV: GAMING PRODUCTION PIPELINE, PRODUCTION PRACTICES & GENERATION OF GAMES**9**

Ideating for a game, scripting for a game, consumer psychology of an age group target, level of game & genre, pre production, HR allocation, production, programming supervision, interaction between game animators and programmers, best practices for interfacing program (v/s) animation, Q C practices, in depth overview of game engines and application access devices.

Unit V: ADVERTISEMENT FILM PRODUCTION, CONSUMER PSYCHOLOGY, MAKING SCRIPTS & EXECUTION**12**

Ideating, conceptualizing, character presenting, psychology of various target groups, application of characters on social media application, cinematic concepts, video and animated character integration, script (v/s) output, editing for advertisement, managing editors, jingle for advertisement film based on animation, interactive games theory and practices, best practices & Q C practices.

Total No. of Periods: 45

References:

1. Richard Williams - The Animator's survival kit – Faber & Faber – 2nd edition – 2012.
2. Frank Thomas & Ollie Johnson - The illusion of life: Disney Animation - Bdd Promotional Book Company – 1989.
3. Whitaker & Halas - Timing for Animation – Focal press, Elsevier – 2009.
4. Ed Hooks - Acting for Animators – Heinemann – 2003.
5. Marvin Bryan - Digital Typography - Wiley – 1996.
6. Sergi Camara - All about techniques in drawing for animation production - Barrons Educational Series Incorporated – 2006.

MBA057-MANAGING MEDIA

3 0 0 3

OBJECTIVES

1. To make the students familiar with Media Management Techniques
2. To highlight the importance of New Media and Comparative Media
3. To explain in detail the advertising process in Managing media
4. To describe the concept of entertainment business finance and budgeting.
5. To deliberate upon the ways to define the advanced entertainment law in India.

COURSE OUTCOMES (CO)

CO1: Understanding of the concept of Media Management Techniques

CO2: Knowledge of the importance of New Media and Comparative Media

CO3: Comprehension of the advertising process in Managing media

CO4: Thorough Knowledge of the concept of advanced entertainment law in India.

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S					S				S
CO2		M	S		M			M		
CO3		M		S		S				
CO4	S		M	M			M			M

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

Unit I: MEDIA ARTS

9

Oral, Print, Performance, Photographic, Broadcast, Cinematic and Digital cultural forms and practices, Network culture and Media Con Xvergence, peer to peer authoring etc. media as TV sound, Live events, Film animation, Journalism and Reporting.

Unit II: NEW MEDIA AND COMPARATIVE MEDIA

6

Blogs, Wikis, RSS Feeds, Pod casts and Web technologies

Unit III: ADVANCED ENTERTAINMENT LAW IN INDIA

Contracts, Copyrights and IP in India, Drafting contracts, Filing of patents, Formalities and necessary procedures, Law in Cyberspace, Internet related legal issues, Security concerns, Trade secrets and Privacy, IP, Digital signature, Telecommunication regulations.

Unit IV: ENTERTAINMENT BUSINESS FINANCE AND BUDGETING 9

Understanding of the strategic role financial management plays in the Entertainment Business, Financial function of the organization, Roles and Responsibilities, Ability to analyze business opportunities and contracts from a financial standpoint, Effects of global markets vs. Local markets, Raising long term finance, Venture financing of Corporation, Returns on values to shareholders, Capital Management and laws to do with fund raising.

Unit V: CONSUMER PATTERNS AND INDUSTRY TRENDS 12

Print media, Film, Sound and social websites, Advertising in different media fields and revenue patterns as in Sound film, Animation Games, LIVE events and internet, Publishing rights and role of publishing companies, Various forms of distribution, Real world scenario in order to solve common issues in publishing rights and distribution.

Total No. of Periods: 45

References:

1. Noah Wardrip - Fruin, Nick Montfort - The New Media Reader (Hardcover) – ITC Chapparal, Officina Sans by Michael Crumpton – 2003.
2. Professor John D H Downing (Editor) Denis McQuail (Editor), Professor Philip Schlesinger (Editor) Ellen A. Wartella (Editor) - The SAGE Handbook of Media Studies (Hardcover) - SAGE Publications, Inc; - 1st edition - September 8, 2004
3. John W. Cones - 43 ways to Finance your Feature Film, Updated Edition: A Comprehensive Analysis of film Finance (Paperback) – 3rd edition – 2008.
4. Sherri L. Burr - Entertainment Law: In a Nutshell (Nutshell Series) (Paperback) - West; 2nd edition - January 16, 2007

MBA058-FILM AND TV PRODUCTION, PROGRAMMING MANAGEMENT

3 0 0 3

OBJECTIVES

1. To peep into the concept of Film and TV Production
2. To explain the applications of Programming Management
3. To discuss the uses of story boarding and basic photography, operating TV cameras lighting
4. To understand various genres of film and television programmes, preproduction technology
5. To understand how a production house works, artist mgmt & production

COURSE OUTCOMES (CO)

CO1:A Glance of the concept of concept of Film and TV Production

CO2:Awareness of the Applications of Programming Management

CO3:Understanding the uses of story boarding and basic photography, operating TV cameras lighting

CO4:Understanding of How To understand how a production house works, artist mgmt & production

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S						S			S
CO2		M	S		M					
CO3		M		S		M				
CO4	S		M	M					M	

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

**UNIT I: VARIOUS GENRES OF FILM AND TELEVISION PROGRAMMES,
PREPRODUCTION TECHNOLOGY 6**

Introduction to Video technology and terminologies, Film Genres, Television Genres, Film Aesthetics.

**UNIT II: STORY BOARDING AND BASIC PHOTOGRAPHY, OPERATING DV
CAMERAS LIGHTING 12**

Visualization, Storyboarding, Fundamentals of SLR Camera, Composition, Editing Aesthetics

Practical:

SLR Camera Shoot focusing on Composition

Fundamentals of a Digital Video Camera, Shots and Scenes

**UNIT III: HOW A PRODUCTION HOUSE WORKS, ARTISTE MGMT &
PRODUCTION: Theory 9**

Jobs involved in a Film Production house, Process involved in Production of a Film, Marketing and Distribution of a film.

UNIT IV: DIRECTION, ARTISTE MANAGEMENT & STUDIO PRODUCTION 9

Direction techniques, Managing Artistes and the products that make up the artiste identity

UNIT V: INTRODUCTION TO LIVE SOUND THEORY

9

Over view of a television station, Managing a television station and careers involved, Programming TV Shows, Advertisement sales and revenue.

Total No. of Periods: 45

References:

1. Steven Douglas Katz - Film Directing shot by shot: Visualizing from concept to screen (Michael Wiese Productions) - Michael Wiese Productions – 1991.
2. Blain Brown - Cinematography: Theory and Practice: Image making for cinematographers, Directors and Videographers – Elsevier – 2nd edition - 2002.
3. Gerald Millerson C. Eng MIEE MSMPTE - Lighting for TV and film - Focal Press – 3rd edition – 1999.

OBJECTIVES

1. To familiarize with the different dimensions of Media Business Practices
2. To give a practical exposure to the Basics of music business
3. To highlight the significance of film and TV business
4. Knowledge of events and live media management
5. Knowledge about Entertainment media publishing & distribution and mobile marketing

COURSE OUTCOMES (CO)

CO1:Clear understanding of the dimensions of Media Business Practices

CO2:Practical exposure to the Basics of music business

CO3:Familiarity with the significance of film and TV business

CO4:Knowledge of events and live media management

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S					M				S
CO2		M	S		M				S	
CO3		M		S			M			
CO4	S		M	M		S				S

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT I: MUSIC BUSINESS**9**

Music and concert copyrights and publishing, Record Label Development, Future of Music Business due to new streaming and place shifting technologies, Indian Music Label Companies, Music Royalty.

UNIT II: FILM AND TV BUSINESS**9**

Laws and Copyrights involves with the Film and TV Business in India, Distribution of Content for Film and TV, Business structures relating to development, production, programming of content, Theatres and Distributors, Technology and Legal Aspects surrounding Film and TV Business.

UNIT III: ANIMATION AND VIDEO GAMES BUSINESS**9**

Growth of the Animation and Gaming Industry, Business structures relating to development, production, programming of content, Distribution Rights of video games and content.

UNIT IV: EVENTS AND LIVE MEDIA MANAGEMENT**6**

Researching of Product and Company brand, Identifying target audience, Developing Management Plan and hiring people, procuring venues and entertainment licenses to stage events.

UNIT V: ENTERTAINMENT MEDIA PUBLISHING & DISTRIBUTION AND MOBILE MARKETING

12

Publishing rights, Effective Publishing rights for different products, Integrating mobile technology as part of marketing strategy, are incorporating new technology as part of business plan and distribution, Current events and future trends in the industry, Case study of individuals, products and companies.

Total No. of Periods: 45

References:

1. Kevin S. Sandler - Reading the Rabbit: Explorations in Warner Bros. Animation, New Brunswick, New Jersey - Rutgers University Press – 1998.
2. Saradhi Kumar Gonela - Case studies on Media and Entertainment Industry – Vol I - ICFAI University Press – 2009.
3. C. Wright Mills - The Mass Society, Chapter in the Power Elite – Oxford University Press - 1956.

MBA060-SOUND PRODUCTION AND MUSIC INDUSTRY MANAGEMENT 3 0 0 3

OBJECTIVES

1. To give an insight into Sound Production
2. To explain about the Music industry Management
3. To Give a glimpse of recording for film
4. To bring out the relationship between music theory and studio studies
5. To discuss the modalities of introduction to electronic music production

COURSE OUTCOMES (CO)

CO1: To familiarize with the different dimensions of recording for TV

CO2: To give a practical exposure to the Basics of sound for radio

CO3: To highlight the significance of using Routing and transmission

CO4: To ponder over Radio Broadcast technology (AM and FM)

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S					S				S
CO2		M	S		M					
CO3		M		S		M			S	
CO4	S		M	M				S		M

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT I: MUSIC THEORY AND STUDIO STUDIES**9**

Music History, Musical Notes & Scales, Time signatures & Key signatures, Chords and Triads, Studio Protocol, Recording, Mixing and Mastering concepts.

UNIT II: RECORDING FOR FILM**9**

DAW, Editing, Professional Recording Studios, Audio Post production Concepts, Recording Music, Recording Session Planning and Budgeting.

UNIT III: RECORDING FOR TV**9**

DAW and Professional Recording Studios, Audio Post production concepts, Recording Music for Film, Recording Session Planning and Budgeting

UNIT IV: SOUND FOR RADIO**9**

Recording Sound for Radio, Audio Content for Radio (Spots and Jingles), Radio Broadcast technology (AM and FM), Routing and transmission.

UNIT V: INTRODUCTION TO ELECTRONIC MUSIC PRODUCTION**12**

Introduction to Song and Jingle Structures, Introduction to Software based Music Production, Software tools for Music Production (Nuendo and VST instruments), Reason, Ableton Live and Logic pro.

Total No. of Periods: 45

References:

1. Gary Davis, Ralph Jones - Yamaha Sound Reinforcement Hand Book, Standard Handbook of Audio and Radio – Hal Leonard Corporation – 2nd edition – February 1990.
2. Jerry C. Whitaker, K. Blair Benson – Standard Handbook of Audio and Radio Engineering, 2nd Edition.

ELECTIVES – EDUCATION MANAGEMENT

MBA061-PRINCIPLES OF EDUCATION MANAGEMENT 3 0 0 3

OBJECTIVES

1. Familiarity with the purposes and Principles of education administration.
2. Practical knowledge about the methods and functions of Quality assurance
3. Knowledge of the functions of Education Environment and Total Quality Management
4. Awareness of the concepts of Decision Making and its types.
5. Exposure to the modalities of Education Communication

COURSE OUTCOMES (CO)

CO1: Acquaintance with the fundamental concepts and Principles of Education Environment

CO2: Familiarity with the evolution and growth of Education Environment

CO3: Knowledge of Education Environment and Total Quality Management

CO4: Awareness of the concept of Education Planning Process

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S									S
CO2		M	S		M					
CO3		M		S		M		S		
CO4	S		M	M						S

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

Unit-I**9**

Education Management – Meaning – Need – Importance – Characteristics – Scope – Objectives – Art or Science or Profession – Functions – Management – Operative – Education administration Vs Education management – Theory of education management – Principles of education administration.

Unit-II**9**

Education Planning – Meaning – Rationale – Types of education plans – Approaches to education planning – Education planning process – Steps in education planning process – MBO in education – Decision making – Types – Process.

Unit-III**9**

Organization – Meaning – Structures – Organization Chart – Organization for education administration: Central and State Government bodies – Delegation Vs Decentralization – Organizational competence – Strategic alliances.

Unit- IV**9**

Direction – Meaning and significance – Principles of effective direction – Supervision – Education Leadership – Meaning – Scope – Importance – Styles – Qualities of successful educational leader - Motivation – Meaning – Types – Motivational theories – Their impact on educational management- Motivating the employees of educational institutions.

Unit-V**9**

Education Communications – Types – Barriers – Methods of overcome barriers – Principles of effective communication – Coordination – Importance of coordination in education institutions –

Techniques of coordination - Control – Meaning – Need – Control process – Techniques – Evaluation – Quality assurance – Total Quality Management (TQM) – ISO Certification for education institutions – Academic audit.

Total No. of Periods: 45

References:

1. Koontz and O'Donnel - Essentials of Management – Tata McGraw Hill – 7th & 8th edition – 2008. :
2. Griffin - Management – Cengage Learning – 10th edition.
3. John I Nwankwo - Educational Administration – Theory and Practice – Vikas Publishing House – 1982.

MBA 062

EDUCATION ENVIRONMENT

3 0 0 3

OBJECTIVES

1. Familiarity with the purposes, types and Education Environment
2. Practical knowledge about the methods of Recruitment and Selection
3. Knowledge of the functions of Education Environment from Procurement to Separation
4. Awareness of the concepts of Resignation, Dismissal, Retrenchment and Voluntary Retirement Schemes
5. Exposure to the modalities of Exit Interviews and methods to prevent Employee Turnover

COURSE OUTCOMES (CO)

CO1: Acquaintance with the fundamental concepts of Education Environment

CO2:Familiarity with the evolution and growth of Education Environment

CO3:Knowledge of Education Environment Policies

CO4:Awareness of the concept of Education Environment

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S					S		S		S
CO2		M	S		M					
CO3		M		S		M		S		
CO4	S		M	M						S

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

Unit-I

9

Environment of Education – Managing environmental factors – Impact of environmental factors on education system, institutions, streams, thrust courses, spatial spread and methods of teaching-cum-learning – Trend in Education environment with respect to Government and private participation – Community spending for education – Linkage between Education and business institutions.

Unit-II

9

Philosophical and Social Environment; Value and ethics in education management – Socio-cultural environment and education – Demographic and cultural factors and their impact on education - Economic Environment: Economic systems and their implication for Education sector – Macro economic factors and their impact on education – Linkage between economy and education – Investment in education at various levels – Cost of education.

Unit-III

9

Political Environment: Political environmental factors such as political system, ideologies, parties and culture of political bodies and their impact on education – Constitution provisions: Fundamental Rights – Directive Principles of State Policy – Common University Act.

Unit-IV

9

Technological in Education Management – Technological impact on Education system, streams, thrust course, teaching and learning – Managing Technological obsolescence in Education system.

Unit-V

9

Global Education Environment: WTO and Education: Globalization of education market – Challenges – Opportunities – Trades in services – GATS: Articles of WTO – **Internal Environment:** Campus tranquility and dynamism – Relations management among different stake-holders in education system.

Total No. of Periods: 45

References:

1. Adhikary - Economic Environment of Business – S. Chand & Co. – 1978.
2. Francis Cherunilam - International Business – Prentice Hall of India – 4th edition.
3. Palle Krishna Rao - Academy of Business Studies – WTO – PSG Excel Books – 1st edition – 2005, Reprint 2006, 2008.

:

OBJECTIVES

1. To familiarize with the different dimensions of Issues in Institution Management
2. To give a practical exposure to Institutional climate and culture
3. To highlight the significance of Learning institution and environmental adaptation
4. To ponder over Power and politics and their management
5. To make the students abreast with the functions of Online and Offline communication management

COURSE OUTCOMES (CO)

CO1:Clear understanding of the different dimensions of Issues in Institution Management

CO2:Practical exposure to Institutional climate and culture

CO3:Familiarity with the significance of Planned obsolescence and change

CO4:Knowledge of prioritizing the significance of Learning institution and environmental adaptation

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S								M	
CO2		M	S		M	S				
CO3		M		S			S		M	
CO4	S		M	M		M				S

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

Unit-I**9**

Issues in Institution Management: Goal setting – Institution nurturing – Manpower grooming – Alliance with society – Planned development – Learning institution and environmental adaptation.

Unit-II**9**

Institutional climate and culture – Facts of institutional climate and culture – Factors influencing institutional climate and culture in our Education institution – Impact of these on institutional performance – Power and politics and their management.

Unit-III**9**

Change Management: Need for Change – Strategies for change management – Dealing with resistance to change – Planned obsolescence and change – Process and tools of change and development.

Unit-IV**9**

Institutional Development: Organization Development Intervention Strategies – Institutional Effectiveness: Nature and criteria – Management implications – Management of crisis – Management of growth - Communication Management in Education institutions – Forms, Systems and other aspects – Online and Offline communication management.

Activity Management: Managing student admissions – Planning, execution and control of the same – Managing conflicts with students and among students and among staff-members - Management of Examinations: Preparation for planning carrying out and control of conducting examination – Difficulties involved – Use of systematic appointments – Managing valuation of students' works – Managing result publication and dispatch of mark statement – Convocation.

Total No. of Periods: 45

References:

1. Stephen P. Robbins - Organization Behaviour – Pearson Education – Sep 2009.
2. Fred Luthans - Organization Behaviour – McGraw Hills – 2005.
3. AIU - University News (Various Issues)
4. Rajavel. N - Management of Higher Educational Institutions – Neha Publishers & Distributors.

MBA064-OFFICE MANAGEMENT**3 0 0 3****OBJECTIVES**

1. To peep into the concept of Modern Office: Meaning and functions
2. To explain the need for preventive approaches of Office organization: Principles – Organization Charts
3. To discuss the concept of essentials of a good filing system
4. To understand about the Office Equipments and machines
5. To highlight the importance of Store keeping and records making

COURSE OUTCOMES (CO)

CO1:A Glance of the concept of Essential qualities ,Performance of office management.

CO2: Awareness of the need for preventive Office accommodation and layout

CO3:Understanding the concept of Office stationeries and supplies

CO4:Gaining widespread knowledge about the concepts of Personnel Management

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S					S	M			S
CO2		M	S		M					
CO3		M		S		M		S		
CO4	S		M	M			S			S

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

Unit-I

9

Modern Office: Meaning and functions – Basic functions, Administrative Management functions – Importance of office to educational institution – Office management – Meaning –

Process of office management – Office manager – Duties and responsibilities – Essential qualities – Performance of office management.

Unit-II

9

Office organization: Principles – Organization Charts – Office Supervisor – Functions – Responsibilities – Office accommodation and layout – Office furniture – Physical conditions – Office Systems: Meaning – Purpose – Importance – Principles – Office procedure – Mail Handling Systems: Handling inward mail and outward mail.

Unit-III

9

Records Management: Meaning – Importance – Filing – Classification of files – Methods of filing – Advantages – Essentials of a good filing system – Filing equipments – Indexing: Types of Index – Office Forms and Design: Types, objects, control – Office stationeries and supplies: Types – Selection – Purchase – Regulating consumption.

Unit-IV

9

Office Equipments and machines: Office furniture – Office machines: Object, Types – Mechanization of office work – Types – Advantages – Principles in selection of furniture, equipment and machines - Purchase and Stores Management: Purchase systems – Principles - Purchase procedure – Store keeping and records – Stock control – Purchase related correspondence: Quotation, Order, Invoice, Dispatch advice, Complaint and settlement.

Unit –V

9

Meetings: Requisites – Preparation of notice and agenda – Conduct of meeting – Preparation of Minutes – Reports – Types – Essentials of good report – Press Release, Advertising and Public Relations – Human Relations in Office: Need and importance – Morale and motivation of employees – Staff welfare – Handling of grievances.

Total No. of Periods: 45

References:

1. Prasantha Ghosh K, - 'Office Management' - Sultan Chand and Sons, New Delhi - 1995.

2. Denyer JC and Josephine Shaw - 'Office Management' - ELBS, London - 1982.
3. William H Leffingwell and Edwin M Robinson - 'Textbook of Office Management', TMH, New Delhi – 3rd edition - 1986.
4. Rajendra Pal and Korlahalli JS - 'Essentials of Business Communication' - Sultan Chand and sons, New Delhi - 1999.

MBA 065 -INSTITUTIONAL LINKAGE FOR EDUCATION MANAGEMENT

3 0 0 3

OBJECTIVES

1. Understanding the higher Education in India
2. Knowledge on the Institutional Linkage I
3. Clear sight on the concepts of Institutional Linkage II
4. Understanding the concepts of Institutional Linkage III
5. Knowledge on the Institutional Linkage IV,V&VI

COURSE OUTCOMES (CO)

CO1:Understanding the concepts of Institutional Linkage I

CO2:Clear sight on the factors contributing to Institutional Linkage II

CO3:Knowledge on the concepts of Institutional Linkage III

CO4;Understanding the concepts of Institutional Linkage IV,V& VI

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S					S				S
CO2		M	S		M		M			
CO3		M		S		M			M	

CO4	S		M	M			S			S
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Course Assessment Methods:

Direct				Indirect			
1	Internal Tests			1	Course and Survey		
2	Assignments			2	Faculty Survey		
3	Seminar			3	Industry		
4	End Semester Examinations			4	Alumni		
5	Case study Analysis						

Unit-I

9

Higher Education in India: Higher education system – National Policy on higher education – Agencies of higher education – Institutions in the higher education system – Administrative structure of higher education – Types of higher educational institutions.

Unit-II

9

Institutional Linkage-I: University Grants Commission (UGC): Objectives – Functions – Schemes – Department of Science and Technology (DST): Objectives – Functions – Projects and programmes – Schemes for funding – National Assessment and Accreditation Council (NAAC) – Objectives – Functions – Assessment and accreditation procedures – Quality indicators. **Institutional Linkage-II:** All India Council for Technical Education (AICTE): Objectives – Functions – Policies and programmes – National Council for Teacher Education (NCTE): Objectives – Functions – Organization structure – Regional Committees – Constitutions, functions – Procedure for recognition of teacher education institutes.

Unit-III

9

Institutional Linkage-III: Medical Council of India (MCI): Constitution – Objectives – Functions – Procedure for registration – Regulations relating to professional conduct – Indian Council of Medical Research (ICMR): Objectives – Functions – Indian Nursing Council:

Constitution – Objectives – Powers – Registration – Dental Council of India (DCI): Organization structure – Registration – Pharmacy Council of India (PCI): Objectives – Functions – Regulations – Registration.

Unit-IV

9

Institutional Linkage-IV: Rehabilitation Council of India (RCI): Programmes of RCI – Rehabilitation training programmes – Inspection and recognition of institutions – Indian Council of Social Science Research (ICSSR): Functions – Sponsored programmes – Financial assistance – Research project programmes – Indian Council of Agricultural Research (ICAR): Functions – Thrust areas – Council of Scientific and Industrial Research (CSIR): Objectives – Functions – Structure.

Unit-V

9

Institutional Linkage-V: Sports Authority of India (SAI): Objectives – Programmes – Incentives for promotion of sports – Bar Council of India (BCI): Functions – Powers – Functions of State Bar Council. **Institutional Linkage-VI:** UNESCO: Organization structure – Functions – Commonwealth of Learning (COL): Purpose and functions – Governance – Services offered – IGNOU: Objectives – Features – Functions – Thrust areas – Distance Education Council (DEC): Objectives – Powers and functions – Assessment and accreditation.

Total No. of Periods: 45

References:

1. Bare Acts/Policy Notes on Establishment of each Institution.
2. Annual Reports of Relevant Institutions
3. University News
4. Relevant Websites

OBJECTIVES

1. To educate the students on the basics of finance
2. To depict the overriding importance of Financial Management in an Organisation
3. To narrate the changing roles and responsibilities of Modern Finance Manager
4. To Focus on the Various Financial Decisions
5. To distinguish between Wealth Maximization and Profit Maximization in Educational Institutions

COURSE OUTCOMES (CO)

CO1: Acquaintance with the basics of Finance

CO2: Realization of the superseding significance of Financial Management in an Organisation

CO3: Clarity on the roles and responsibilities of Modern Finance Manager

CO4: Knowledge of the financial decision making

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S					S				S
CO2		M	S		M			M		
CO3		M		S		M			S	
CO4	S		M	M			M			S

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

Unit-I **9**

Essence of Finance Management – Importance of finance in Education institutions – Functions of finance in Education institutions – Goals of finance management in Education institutions.

Unit-II **9**

Sources of Education Finance: Government grants – Central and State – UGC grants – Fees – Local bodies – Donations – Endowments – Grant-in-aid Other grants – Private institutional capital for education.

Unit-III **9**

Investment Function – Concept – Types of assets – Evaluation of investments by Education institutions – Capital budgeting – Social cost-benefit analysis - Expenditure Management – Patterns of Education expenditure – Salary and overheads – Scholarships and fee concessions – Patterns of expenditures in Distance Education: Study materials cost, salaries, general administration costs.

Unit- IV **9**

Education Finance Planning and Analysis – Budgets – Preparation of budget – Expenses budget – Cash budget – Education break-even analysis - Finance and Accounting: Double Entry system – Preparation of financial statements – Analysis of Financial Statement of Education institutions

– Comparative income statement – Common size Financial Statement, trend percentages, ratio analysis.

Unit-V

9

Education cost control – Internal control – Local Fund Audit – A.G. Audit. Audit of fee, other receipts, deposits, expenditure, vouching of expenses and verification of assets – TDS – Authorised deductions.

Total No. of Periods: 45

References:

1. Khan & Jain - Financial Management – McGraw Hill – 5th edition.
2. Prasanna Chandra - Financial Management – McGraw Hill – 8th edition.

ELECTIVES – BUSINESS ANALYTICS

MBA067-MULTIVARIATE DATA ANALYTICS

3 0 0 3

OBJECTIVES

1. To educate the students on the Motivation to take up multivariate data analysis
2. To depict the overriding importance of Sample mean vectors and its distribution
3. To narrate the importance of Concepts of discriminant analysis
4. To Focus on the Path analysis and computation of path coefficients
5. To highlight the importance of Principal component analysis

COURSE OUTCOMES (CO)

CO1: Acquaintance with the concept of random vector

CO2: Realization of the superseding significance of Maximum likelihood estimates of parameters

CO3: Clarity on the computation of linear discriminant function

CO4: Knowledge about the Hierarchical clustering

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S					S				S
CO2		M	S		M			M		
CO3		M		S					S	
CO4	S		M	M			M			

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT – I

9

Motivation to take up multivariate data analysis; concept of random vector, its expectation, and variance-covariance matrix, marginal and joint distributions, stochastic independence of random vectors, conditional distributions. Multinomial Distribution, Multivariate normal distributions marginal and conditional distributions.

UNIT – II

9

Sample mean vectors and its distribution. Maximum likelihood estimates of parameters. Sample dispersion matrix, statement of Wishart distribution and its simple properties. Hotelling's T² and

Mahalanobis D2 statistics, null distribution of Hotellings' T2, wilks λ criterion and statement of its properties.

UNIT - III

9

Concepts of discriminant analysis, computation of linear discriminant function, classification between K (≥ 2), multivariate normal populations based on LDF and Mahalanobis D2.

UNIT – IV

9

Path analysis and computation of path coefficients, introduction to multidimensional scaling. Classical solution: some theoretical results, similarities, metric and non-metric scaling methods. Concepts of analysis of categorical data.

UNIT – V

9

Principal component analysis, factor analysis and simple factor model (brief mention of multi-factor model). Canonical variables and canonical correlations, Introduction to cluster analysis: similarities and dissimilarities, Hierarchical clustering: Single and Complete linkage method.

Total no. of Periods: 45

REFERENCE BOOK

1. Johnson, R.A, and Dean W. Wichem: Applied Multivariate Statistical Analysis.
2. Morrison, D: An Introduction to Multivariate Analysis.
3. Seber : Multivariate Observations
4. Anderson: An Introduction to Multivariate Analysis.
5. Bishop: Analysis of Categorical data.

OBJECTIVES:

1. To explore the fundamental concepts of big data analytics
2. To learn to analyze the big data using intelligent techniques.
3. To understand the various search methods and visualization techniques.
4. To learn to use various techniques for mining data stream.
5. To understand the applications using Map Reduce Concepts.

COURSE OUTCOMES (CO)

CO1: Acquaintance with the basics of Big Data Platform

CO2: Realization of the superseding significance of Mining Data Streams

CO3: Clarity on the Hadoop Distributed File System

CO4: Knowledge of the Visual data analysis techniques

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1										S
CO2		M	S		S			M		
CO3		M		S		M			S	
CO4	S		M	M			M			M

Course Assessment Methods:

Direct	Indirect
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1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT I INTRODUCTION TO BIG DATA

9

Introduction to Big Data Platform – Challenges of Conventional Systems - Intelligent data analysis – Nature of Data - Analytic Processes and Tools - Analysis vs Reporting - Modern Data Analytic Tools - Statistical Concepts: Sampling Distributions - Re-Sampling - Statistical Inference - Prediction Error.

UNIT II MINING DATA STREAMS

9

Introduction To Streams Concepts – Stream Data Model and Architecture - Stream Computing - Sampling Data in a Stream – Filtering Streams – Counting Distinct Elements in a Stream – Estimating Moments – Counting Oneness in a Window – Decaying Window - Real time Analytics Platform(RTAP) Applications - Case Studies - Real Time Sentiment Analysis, Stock Market Predictions.

UNIT III HADOOP

9

History of Hadoop- The Hadoop Distributed File System – Components of Hadoop- Analyzing the Data with Hadoop- Scaling Out- Hadoop Streaming- Design of HDFS-Java interfaces to HDFS Basics- Developing a Map Reduce Application-How Map Reduce Works-Anatomy of a Map Reduce Job run-Failures-Job Scheduling-Shuffle and Sort – Task execution - Map Reduce Types and Formats- Map Reduce Features

UNIT IV HADOOP ENVIRONMENT

9

Setting up a Hadoop Cluster - Cluster specification - Cluster Setup and Installation – Hadoop Configuration-Security in Hadoop - Administering Hadoop – HDFS - Monitoring-Maintenance-Hadoop benchmarks- Hadoop in the cloud

UNIT V FRAMEWORKS

9

Applications on Big Data Using Pig and Hive – Data processing operators in Pig – Hive services – HiveQL – Querying Data in Hive - fundamentals of HBase and ZooKeeper - IBM InfoSphere BigInsights and Streams. Visualizations - Visual data analysis techniques, interaction techniques; Systems and applications

Total no. of Periods: 45

REFERENCE BOOKS

- 1: Jimmy Lin and Chris Dyer, Data-Intensive Text Processing with MapReduce, Morgan & Claypool Publishers, 2010.
- 2: Pang-Ning Tan, Michael Steinbach, and Vipin Kumar, Introduction to Data Mining, Addison-Wesley April 2005.
- 3: Anand Rajaraman and Jeff Ullman, Mining of Massive Datasets, Cambridge Press,
- 4: Jiawei Han and Micheline Kamber, Data Mining: Concepts and Techniques, The Morgan Kaufmann Series in Data Management Systems, Jim Gray, Series Editor Morgan Kaufmann Publishers, August 2000.
- 5: Chuck Lam, Hadoop in Action, December

MBA069-BUSINESS INTELLIGENCE AND DATA MINING

3 0 0 3

OBJECTIVES

1. To educate the students on the basics of Data Warehousing
2. To depict the overriding importance of Technical and Business Meta Data
3. To narrate the importance of Clustering Paradigms
4. To Focus on the Data Mining for Customer Relationship Management
5. To learn about Categorical Clustering Algorithm

COURSE OUTCOMES (CO)

CO1: Acquaintance with the basics of On-line Transaction Processing

CO2: Realization of the superseding significance of Multidimensional Database

CO3: Clarity on Data Mining as a Research Tool

CO4: Knowledge of the Customer Relationship Management

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S					S				S
CO2		S			M			M		
CO3		M		S		M			S	
CO4	S		M							S

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT I

9

Data Warehousing -Introduction and General Principle - On-line Transaction Processing (OLTP)
-Data Warehouse (DW) Architecture Fundamentals, Data Mart - Approaches to Architecture |
Top-down, Centralised | Bottom-up, Architected

UNIT II

9

Data Warehouse Process - Technical and Business Meta Data - Meta Data Process - Data
Warehouse Design - Star and Snowflake Schemas - Online Analytical Processing (OLAP)
Architecture - Multidimensional Database (MDD), Data Cubes - ROLAP Data Model - MOLAP
Data Model, Logical Models for Multidimensional Information -Conceptual Models for
Multidimensional Information - Query and Reporting, Executive Information Systems (EIS),
Data Warehouse and Business Strategy

UNIT III

9

Data Mining (DM) -Fundamental Concepts, Architectural Aspects of Data Mining - Data Mining
Techniques - Data Mining Issues and Challenges - The Business Context of Data Mining - Data
Mining for Process Improvement, Data Mining as a Research Tool - Data Mining for Marketing,
Data Mining for Customer Relationship Management

UNIT IV

9

Association Rules - Introduction and Overview, Discovering Association Rules - A Priori
Algorithm, Partition Algorithm, Incremental Algorithm -Border Algorithm, Association Rules
with item Constraints - Classification and Clustering - Introduction, Clustering Paradigms,
Partitioning Algorithm - K-means Clustering Algorithm, Hierarchical Clustering - Fuzzy c-
means Clgorphism, Categorical Clustering Algorithm

UNIT V

9

Data Mining Tools - Decision Trees -Neural Networks - Genetic Algorithms - Rough Sets and
Fuzzy Logic -Advanced Mining Techniques - Web Mining (Web content Mining, Web usage
Mining, Web Structure Mining) and Mining for e-Business, Text Mining, etc. - DW and DM
Applications -Business Intelligence, Customer Relationship Management with Case Studies.

Total no. of Periods: 45

REFERENCE BOOKS:

1. MacLennan Jamie, Tang ZhaoHui and Crivat Bogdan, 'Data Mining with Microsoft SQL Server 2008', Wiley India Edition.
2. G. Shmueli, N.R. Patel, P.C. Bruce, 'Data Mining for Business Intelligence: Concepts, Techniques, and Applications in Microsoft Office Excel with XLMiner', Wiley India
3. Michael Berry and Gordon Linoff 'Data Mining Techniques', 2nd Edition Wiley Publications.
4. Alex Berson and Smith, 'Data Mining and Data Warehousing and OLAP', McGraw Hill Publication.
5. E. G. Mallach, 'Decision Support and Data Warehouse Systems', Tata McGraw Hill.

MBA070-CONSUMER BEHAVIOUR & CRM

3 0 0 3

OBJECTIVES

1. To educate the students on the basics of Approaches to the study of consumer behavior
2. To depict the overriding importance of Internal influences on consumer behavior
3. To narrate the importance of External Influences on consumer behavior
4. To Focus on the CRM- Overview
5. To understand the concept of CRM Implementation

COURSE OUTCOMES (CO)

- CO1: Acquaintance with the basics of Implications of the models on Marketing Decisions
- CO2: Realization of the superseding significance of Different buy situations
- CO3: Clarity on the Post purchase behavior of consumers
- CO4: Knowledge of the Conceptual foundations of CRM

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S					S				S
CO2		M			S			M		
CO3		M		S		M				
CO4	S		M	M			M			S

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT – I: APPROACHES

9

Introduction – Concepts - Approaches to the study of consumer behavior – Significance – Comprehensive models of consumer decision process – Implications of the models on Marketing Decisions - Different buy situations – Programmed and non – programmed buying decisions.

UNIT – II: INTERNAL INFLUENCES

9

Internal influences on consumer behavior – Needs and motives – Personality – Demographic and Psychographics factors – Buyer as perceiver – As learner – Attitude formations – Change of

attitude – Influencing factors – Measurement of attitude – Life style influence – Life cycle influence.

UNIT – III: EXTERNAL INFLUENCES

9

External Influences on consumer behavior – Family – Reference group – Social and cultural aspects – Opinion leaders – Role of relationship – Post purchase behavior of consumers.

UNIT IV—CRM- OVERVIEW

9

Relationship marketing – CRM – Components of e-CRM- e-CRM and various CRM Packages – the concept of CRM – strategic imperatives, Strategies for Building customer relationship and terminating customer relationship – Conceptual foundations of CRM — Economics of CRM

UNIT V- CRM IMPLEMENTATION

9

CRM in B-C Markets – CRM in B-B market — product offerings in the CRM market space – contact centers for CRM – The CRM Road Map – Customer retention --Operational Issues in implementing in CRM

Total no. of Periods: 45

REFERENCE BOOKS:

1. David L. Laudon & Albert J. Della Bitta - Consumer Behaviour - Tata McGraw Hill Publishing - 2001.
2. J. Paul Peter & Jerry C. Olson - Consumer Behaviour & Marketing Strategy - McGraw Hill - 2004.
3. S.L. Gupta & Smitra Pal - Consumer Behaviour: An Indian Perspective - Sultan Chand - 2001.
4. Shainesh G and Jagdish N Sheth - Customer Relationship Management - Mac Millan - 2006.

**MBA071-BUSINESS PROCESS ENGINEERING
OBJECTIVES**

3 0 0 3

1. To educate the students on the basics of Fundamental tenets of BPR
2. To depict the overriding importance of Process reengineering framework
3. To narrate the importance of Planning and implementing the transition
4. To Focus on the Tools and techniques used in BPR
5. To understand the concept of Process analysis and design

COURSE OUTCOMES (CO)

CO1: Acquaintance with the basics of Change management tools

CO2: Realization of the superseding significance of Business design facility tools

CO3: Clarity on the measuring process performance

CO4: Knowledge of tracking and measuring process performance

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M				S				S
CO2				M				M		
CO3		S			M	M			S	
CO4	S		M				M			S

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey

2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT I

9

Introduction to BPR: Concept, Philosophy of BPR, Fundamental tenets of BPR, Benefits & pitfalls of BPR, Drivers to BPR.

UNIT II

9

Process reengineering framework: Opportunity assessment, planning the process re-engineering project.

UNIT III

9

Organizing for process reengineering. - Process analysis and design: a) Process analysis (b) Process design.

UNIT IV

9

Planning and implementing the transition: Planning the transition, implementing the transition, tracking and measuring process performance.

UNIT V

9

Tools and techniques used in BPR: Case tools, Work flow systems, Imaging technology, Floware, Business design facility tools, and Change management tools- Risk and impact measurement.

Total no. of Periods: 45

REFERENCE BOOK

1. Davenport, T.H. Process Innovation: Re-engineering Work Through Information Technology. Boston, Harvard Business school Press, 1993
2. Hammer, Michael, Re-engineering the Corporation: a Manifesto for Business Revolution. London, Nicholas Brealey, 1993
3. Jayaraman, M S. etc. Business Process Re-engineering. New delhi, Tata McGraw Hill, 1994
4. Pepppard, J and Rowland P. the Essence of Business Process Reengineering. New York, Prentice Hall Inc., 1995

OBJECTIVES

1. To educate the students on the basics of Warehousing Decisions
2. To depict the overriding importance of Inventory Management
3. To narrate the importance of Transportation Network Models
4. To Focus on the Set covering and Set Partitioning Problems
5. To understand the concept of Data Envelopment Analysis

COURSE OUTCOMES (CO)

CO1: Acquaintance with the basics of Implications of Space Determination and Layout Methods

CO2: Realization of the superseding significance of Inventory aggregation Models

CO3: Clarity on the Multistage Transshipment and Transportation Problems

CO4: Knowledge of Fuzzy Logic and Techniques

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M					S				S
CO2		S			S			M		
CO3		M		S		M			S	
CO4	S		M	M			M			S

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT I**9**

Warehousing Decisions -Mathematical Programming Models - P-Median Methods -Guided LP Approach - Balmer – Wolfe Method -Greedy Drop Heuristics - Dynamic Location Models - Space Determination and Layout Methods

UNIT II**9**

Inventory Management - Inventory aggregation Models -Dynamic Lot sizing Methods - Multi-Echelon Inventory models - Aggregate Inventory system and Limit.

UNIT III**9**

Transportation Network Models - Notion of Graphs, Minimal Spanning Tree, Shortest Path Algorithms -Maximal Flow Problems - Multistage Transshipment and Transportation Problems

UNIT IV**9**

Set covering and Set Partitioning Problems - Traveling Salesman Algorithms - Advanced Vehicle Routing Problem Heuristics - Scheduling Algorithms-Deficit function Approach and Linking Algorithms -Analytic Hierarchy Process

UNIT V**9**

Data Envelopment Analysis - Risk Analysis in Supply Chain - Measuring transit risks, supply risks, delivering risks -Risk pooling strategies- Fuzzy Logic and Techniques-Application in SCM

Total no. of Periods: 45

REFERENCE BOOK

1. Inventory Management and Production Planning and Scheduling. 3rd ed. New York, NY: John Wiley & Sons, 1998.
2. Production and Operations Analysis. 5th ed. New York, NY: McGraw-Hill, 2004.
3. Supply Chain Management. 3rd ed. Upper Saddle River, NJ: Prentice Hall, 2006.
4. Business Logistics Management. 5th ed. Upper Saddle River, NJ: Prentice Hall, 2003.
5. Matching Supply with Demand: An Introduction to Operations Management. New York

MBA2L1-BUSINESS APPLICATION SOFTWARE

0 0 4 2

Unit I

FUNCTIONAL AREA PACKAGES

9

FINANCE PACKAGES:

Tally – Preparation of Purchase and Sales – Orders – Preparation of Invoices – Various Accounting Reports – EX – SAMP Metastock.

Unit II

MARKETING PACKAGE:

9

SPSS – Set of Market Research Data – Summarize, Describe, Present Data and Graphics Methods – Calculate standard Deviation – Maximum, Minimum Mean Median Mode.

Unit III

OPERATION RESEARCH PACKAGE:

9

PM – TORA – Linear Programming – Transportation – Assignment & Network.

Total No. of Periods: 45

References:

1. Wayne Winston - Practical management Science: “Spreadsheet Modeling and Applications” – Thomson Brooks / Cole – 2005.
2. Robert H. Carver “Doing Data analysis with SPSS 10.0” - Thomas Learning - 2001.
3. Namrata Agrawal, -”Financial Accounting using Tally 6.3” - Dreamtech press, New Delhi - 2004.

MBA2L2-SOFT SKILLS II

0 0 3 1

UNIT I

ORAL AND WRITTEN COMMUNICATION

UNIT II

LEADERSHIP SKILLS

UNIT III

GROUP SKILLS

UNIT IV

ETIQUETTE

UNIT V

ETHICS AND VALUES

SEMESTER III CORE PAPERS

MBA308-STRATEGIC MANAGEMENT

3 0 0 3

Objectives:

1. Knowledge on the fundamentals of strategic management and its importance in the current scenario.
2. Clarity on the Conceptual framework for strategic management.
3. Knowledge light on the Strategy Formation Process.
4. Awareness of the roles of stakeholders in business.
5. Knowledge on the Corporate Governance and Social responsibility.

COURSE OUTCOMES (CO)

CO1:Competitive advantage and its external environment.

CO2:Knowledge on Strategic Groups Competitive Changes during Industry Evolution.

CO3:Awareness of the Conceptual framework for strategic management.

CO4:Distinctive Competencies Resources and Capabilities durability of competitive Advantage.

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S					S				S
CO2		M	S		M				M	
CO3		M		S		M		M		
CO4	S		M	M						S

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT I - STRATEGY AND PROCESS**9**

Conceptual framework for strategic management, the Concept of Strategy and the Strategy Formation Process – Stakeholders in business – Vision, Mission and Purpose – Business definition, Objectives and Goals - Corporate Governance and Social responsibility-case study.

UNIT II - COMPETITIVE ADVANTAGE**9**

External Environment - Porter's Five Forces Model-Strategic Groups Competitive Changes during Industry Evolution-Globalization and Industry Structure - National Context and Competitive advantage Resources- Capabilities and competencies–core competencies-Low cost and differentiation Generic Building Blocks of Competitive Advantage- Distinctive Competencies Resources and Capabilities durability of competitive Advantage- Avoiding failures and sustaining competitive advantage-Case study.

UNIT III – STRATEGIES**9**

The generic strategic alternatives – Stability, Expansion, Retrenchment and Combination strategies - Business level strategy- Strategy in the Global Environment-Corporate Strategy Vertical Integration-Diversification and Strategic Alliances- Building and Restructuring the corporation- Strategic analysis and choice - Environmental Threat and Opportunity Profile (ETOP) - Organizational Capability Profile - Strategic Advantage Profile - Corporate Portfolio

Analysis - SWOT Analysis - GAP Analysis - Mc Kinsey's 7s Framework - GE 9 Cell Model – Distinctive competitiveness - Selection of matrix - Balance Score Card-case study.

UNIT IV - STRATEGY IMPLEMENTATION & EVALUATION

9

The implementation process, Resource allocation, designing organizational structure-Designing Strategic Control Systems- Matching structure and control to strategy-Implementing Strategic change- Politics: Power and Conflict-Techniques of strategic evaluation & control-case study.

UNIT V - OTHER STRATEGIC ISSUES

9

Managing Technology and Innovation- Strategic issues for nonprofit organizations. New Business Models and strategies for Internet Economy-current trends and issues- case study

Reference Books

1. Hill. Strategic Management : An Integrated approach, 2009 Edition Wiley (2012).
2. John A.Parnell. Strategic Management, Theory and practice Biztantra (2012).
3. Azhar Kazmi, Strategic Management and Business Policy, 3rd Edition, Tata McGraw Hill, 2008.
4. N. Craigsmith, Robert J. Thomas, John A. Quelch - Harvard Business Review – Business policy – part I &II, Harvard Business School, Boston.
5. Garth Saloner, Andrea Shepard, Joel Podolny – Strategic Management - John Wiley (P) Ltd. New Delhi - 2001.

MBA304-ENTREPRENEURSHIP AND MANAGEMENT OF SMALL BUSINESS

3 0 0 3

OBJECTIVES:

1. To understand the concepts of Entrepreneur
2. To learn about the women Entrepreneurship
3. To appreciate the entrepreneurial competencies
4. To identify the opportunities for an entrepreneurial career
5. To learn the contents and curriculum of EDP

COURSE OUTCOMES (CO)

CO1:Develop insights on characteristics of an Entrepreneur

CO2:Enhance knowledge on women Entrepreneur

CO3:Develop entrepreneurial competencies

CO4:Awareness about EDP

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S					S				S
CO2		M	S		M			S		
CO3		M		S		M			M	
CO4	S		M	M						S

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT-I: ENTREPRENEUR**9**

Concept of Entrepreneur-characteristics of an Entrepreneur- Distinction between and Entrepreneur and manager-functions of an Entrepreneur - types of entrepreneur.

UNIT-II: WOMEN ENTREPRENEURSHIP**9**

Concept of women entrepreneurs-functions of women entrepreneurs-growth of women entrepreneurship, problems of women entrepreneurs

UNIT-III: ENTREPRENEURIAL COMPETENCIES AND FACTORS**9**

Entrepreneurial Competencies and Factors - Meaning of Entrepreneurial competencies or trait-major entrepreneurial competencies-Developing Competencies- Economic factors-Non economic factors- government actions

UNIT-IV: ENTREPRENEURSHIP DEVELOPMENT PROGRAMMES**9**

Need for EDP-objectives of EDP course contents and curriculum of EDP, Phases of EDP-Evaluation of EDP

UNIT-V: ENTREPRENEURSHIP AND SMALL SCALE ENTERPRISES**9**

Opportunities for an Entrepreneurial career, role of small enterprises in economic development, problems of small scale enterprises

Total No. of Periods: 45

References:

1. Hisrich, - 'Entrepreneurship' - Tata McGraw Hill, New Delhi – 6th edition - 2007.
2. P. Saravanel, - 'Entrepreneurial Development' - Ess Pee Kay Publishing House – 1997.
3. S.S. Khanka - 'Entrepreneurial Development' - S. Chand and Company Limited – 2001.

BA303-RESEARCH METHODOLOGY

3 0 0 3

Objectives:

1. To learn the steps in scientific research
2. To develop the knowledge on data collection
3. To study the statistical analysis in research
4. To study the statistical analysis in research
5. To apply the various statistical test in research
6. To learn about the components of research report

COURSE OUTCOMES (CO)

CO1:Development of knowledge on steps in scientific research

CO2:Acquisition of knowledge and skill in data collection

CO3:Enhancement of knowledge on statistical analysis

CO4:Development of skill in statistical applications

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S					M		M		S
CO2		M	S		M					
CO3		M		S				S		
CO4	S		M	M		S			M	S

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT – I: INTRODUCTION

9

Business Research – Definition and Significance – the research process – Types of Research – Exploratory and causal Research – Theoretical and empirical Research – Cross –Sectional and time – series Research – Research questions / Problems – Research objectives – Research hypotheses – characteristics – Research in an evolutionary perspective – the role of theory in research.

UNIT –II RESEARCH DESIGN AND MEASUREMENT

9

Research design – Definition – types of research design – exploratory and causal research design – Descriptive and experimental design – different types of experimental design – Validity of findings – internal and external validity – Variables in Research – Measurement and scaling – Different scales – Construction of instrument – Validity and Reliability of instrument.

UNIT – III: DATA COLLECTION

9

Types of data – Primary Vs Secondary data – Methods of primary data collection – Survey Vs Observation – Experiments – Construction of questionnaire and instrument – Validation of questionnaire – Sampling plan – Sample size – determinants optimal sample size – sampling techniques – Probability Vs Non-probability sampling methods.

UNIT – IV: DATA PREPARATION AND ANALYSIS

9

Data Preparation – editing – Coding –Data entry – Validity of data – Qualitative Vs Quantitative data analyses-Hypothesis testing - statistical testing procedure. Tests of significance: Types and selection of tests. Measures of Parametric and Non-parametric tests. – Application of statistical software for data analysis.

UNIT – V: RESEARCH REPORT

9

Structure and Components of Research Report, Types of Report, Good Research Report, Pictures and Graphs.

Total No. of Periods: 45

REFERENCES:

1. T.S. Wilkinson & P.L. Bhandarkar - Methodology and Techniques of Social Research – Himalaya Pub., Bombay – 1984 - pp.65-78.
2. Pauline V. Young - Science Social Surveys and Research – Prentice Hall - 1956.
3. R. Panneerselvam - Research Methodology - Prentice Hall of India, New Delhi, - 2004.

4. C.R. Kothari Research Methodology: Methods & Techniques – ND: Wiley Eastern Ltd. – 1991.
5. L. Festinger & D. Katz - Research Methods in Behavioral Sciences – New York, Holt, Rinehart & Winston - 1966.
6. Sellitz G. et. al - Research Methods in Social Relations – New York Rinehart & Winston, 3rd edition – 1973.
7. Ranjit Kumar – Research Methodology – Pearson Education - 2005.

MBA309-OPERATIONS RESEARCH

3 0 0 3

Objectives:

1. To learn the steps in Operations research
2. To develop the knowledge on Transportation
3. To study the statistical analysis in Assignment
4. To study the statistical analysis in LPP
5. To learn about the components of Operations research

COURSE OUTCOMES (CO)

CO1:Development of knowledge on steps in Operations research

CO2:Acquisition of knowledge Transportation

CO3:Enhancement of knowledge on Assignment

CO4:Development of skill in LPP

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S						M			

CO2		M	S		M			M		M
CO3		M		S		S	S			
CO4	S		M	M				M		

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT I: - OPERATIONAL RESEARCH CONCEPTS AND TECHNIQUES 9

Introduction to OR – Applications of OR – Operational Definitions - evaluation of the field, scope, phase merits and limitations – concept of optimization

UNIT II- LINEAR PROGRAMMING 9

Linear Programming - Formulation and Graphical solution to two variables – Simplex Method

UNIT III GAME THEORY 9

2x2 zero sum game with dominance - Pure Strategy and Mixed Strategy

UNIT IV ASSIGNMENT AND TRANSPORTATION 9

Transportation problem by Vogel's approximation method with MODI optimality test; assignment problem including traveling salesman model

UNIT V: - NETWORKING TECHNIQUES AND MODELS 9

Networking – PERT – CPM – Sequencing of jobs – Queuing Models

Total No.of Periods:45

REFERENCES:

1. Nita H Shah, Ravi M Gor & Hardik Soni, Operations Research, Prentice Hall of India, New Delhi,2013
2. J.K.Sharma, Operations Research-Theory and Applications, Laxmi Publications, New Delhi,2012
3. Kalavathy S, Operations Research, Vikas Publishing House, Noida, 2013
4. PanneerSelvam R, Operations Research, Prentice Hall of India, New Delhi,2013

SOF T SKILLS III

0 0 3 1

Guest Lectures will be organized on a major topic of interest to impart soft skills by the experts. Both in house and experts from outside will handle the classes for development of soft skills.

SEMESTER IV

CORE PAPERS

MBA401-INTERNATIONAL BUSINESS MANAGEMENT

3 0 0 1

OBJECTIVES

1. Acquaintance with the fundamental concepts , evolution and development of International Business
2. Acquaintance with the fundamental concepts of role of GATT/WTO
3. Concept of international Challenges for global business
4. Scope for international strategic management
5. Awareness of the Regional trade block

COURSE OUTCOMES (CO)

CO1:Awareness of the fundamental concepts , evolution and development of International Business

CO2:Awareness of the global marketing operations and strategies

CO3:Acquaintance with the fundamental concepts of Challenges for global business

CO4:Clarity on the Scope for international strategic management

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S						S			
CO2		M	S		M	M			S	
CO3		M		S						
CO4	S		M	M				S		S

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT I INTRODUCTION**9**

International Business –Definition – Internationalizing business-Advantages –factors causing globalization of business- international business environment – country attractiveness –Political, economic and cultural environment – Protection Vs liberalization of global business environment.

UNIT II INTERNATIONAL TRADE AND INVESTMENT**9**

Promotion of global business – the role of GATT/WTO – multilateral trade negotiation and agreements – VIII & IX, round discussions and agreements – Challenges for global business – global trade and investment – theories of international trade and theories of international investment – Need for global competitiveness – Regional trade block – Types – Advantages and disadvantages – RTBs across the globe – brief history.

UNIT III INTERNATIONAL STRATEGIC MANAGEMENT**9**

Strategic compulsions-Standardization Vs Differentiation – Strategic options – Global portfolio management- global entry strategy – different forms of international business – advantages - organizational issues of international business – organizational structures – controlling of international business – approaches to control – performance of global business- performance evaluation system.

UNIT IV PRODUCTION, MARKETING, FINANCIAL AND HUMAN RESOURCE MANAGEMENT OF GLOBAL BUSINESS

9

Global production –Location –scale of operations- cost of production – Make or Buy decisions – global supply chain issues – Quality considerations- Globalization of markets, marketing strategy – Challenges in product development , pricing, production and channel management- Investment decisions – economic- Political risk – sources of fund- exchange –rate risk and management – strategic orientation – selection of expatriate managers- Training and development – compensation.

UNIT V CONFLICT MANAGEMENT AND ETHICS IN INTERNATIONAL BUSINESS MANAGEMENT

9

Disadvantages of international business – Conflict in international business- Sources and types of conflict – Conflict resolutions – Negotiation – the role of international agencies –Ethical issues in international business – Ethical decision-making.

Total No. of Periods: 45

REFERENCE

1. Charles W.I. Hill and Arun Kumar Jain, International Business, 6th edition, Tata Mc Graw Hill, New Delhi, 2010.
2. John D. Daniels and Lee H. Radebaugh, International Business, Pearson Education Asia, New Delhi, 2000.
3. K. Aswathappa, International Business, 5th Edition, Tata Mc Graw Hill, New Delhi, 2012.

MBA402-BUSINESS ETHICS, CORPORATE SOCIAL RESPONSIBILITY AND GOVERNANCE

3 0 0 3

Objectives:

1. Knowledge on the fundamentals of ethics theory and beyond
2. Clarity on the Conceptual framework for legal aspects of ethics.
3. Knowledge light on the environmental ethics.
4. Awareness of the roles of stakeholders in business.
5. Knowledge on the Corporate Governance and Social responsibility.

COURSE OUTCOMES (CO)

CO1:Competitive advantage and fundamentals of ethics theory and beyond

CO2:Knowledge on Strategic Groups and Conceptual framework for legal aspects of ethics.

CO3:Awareness of environmental ethics.

CO4:Distinctive Competencies Resources and Capabilities durability of competitive Advantage.

CO/PO Mapping

S – Strong, M – Medium, W – Weak

COs	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S					S			S	
CO2		M	S		M					M
CO3		M		S				S		
CO4	S		M	M		M				S

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5	Case study Analysis		

UNIT I INTRODUCTION

9

Definition & nature Business ethics, Characteristics, Ethical theories; Causes of unethical behavior; Ethical abuses; Work ethics; Code of conduct; Public good.

UNIT II ETHICS THEORY AND BEYOND

9

Management of Ethics - Ethics analysis [Hosmer model]; Ethical dilemma; Ethics in practice - ethics for managers; Role and function of ethical managers- Comparative ethical behaviour of managers; Code of ethics; Competitiveness, organizational size, profitability and ethics; Cost of ethics in Corporate ethics evaluation. Business and ecological / environmental issues in the Indian context and case studies.

UNIT III LEGAL ASPECTS OF ETHICS

9

Political – legal environment; Provisions of the Indian constitution pertaining to Business; Political setup – major characteristics and their implications for business; Prominent features of MRTP & FERA. Social – cultural environment and their impact on business operations, Salient features of Indian culture and values.

UNIT IV ENVIRONMENTAL ETHICS

9

Economic Environment; Philosophy of economic grow and its implications for business, Main features of Economic Planning with respect to business; Industrial policy and framework of government contract over Business; Role of chamber of commerce and confederation of Indian Industries.

UNIT V CORPORATE SOCIAL RESPONSIBILITY AND GOVERNANCE 9

Definition- Evolution- Need for CSR; Theoretical perspectives; Corporate citizenship; Business practices; Strategies for CSR; Challenges and implementation; Evolution of corporate governance; Governance practices and regulation; Structure and development of boards; Role of capital market and government; Governance ratings; Future of governance- innovative practices; Case studies with lessons learnt.

Total No. of Periods: 45

REFERENCES

1. S.A. Sherlekar, Ethics in Management, Himalaya Publishing House, 2009.
2. William B. Werther and David B. Chandler, Strategic corporate social responsibility, Sage Publications Inc., 2011
3. Robert A.G. Monks and Nell Minow, Corporate governance, John Wiley and Sons, 2011.