

SEMESTER – I

Course Code	Course Title	Hours per week				Max. Marks			CAT
		L	T	P	C	CA	SEE	Total	
<b>THEORY</b>									
13G101	Management Principles and Organizational Behaviour	3	0	0	3	40	60	100	DC
13G102	Statistics for Management	3	2	0	4	40	60	100	BS
13G103	Managerial Economics	3	0	0	3	40	60	100	DC
13G104	Disaster Management	3	0	0	3	40	60	100	DC
13G105	Accounting for Managers	3	2	0	4	40	60	100	DC
13G106	Management Information Systems	3	0	0	3	40	60	100	DC
13G107	Entrepreneurship Development	3	0	0	3	40	60	100	DC
<b>PRACTICAL</b>									
13G111	Business Communication Laboratory	0	0	4	2	100	-	100	DC
13G121	Comprehensive Viva - Voce I	0	0	0	1	-	100	100	DC
<b>Total</b>		<b>21</b>	<b>4</b>	<b>4</b>	<b>26</b>				

SEMESTER – II

Course Code	Course Title	Hours per week				Max. Marks			CAT
		L	T	P	C	CA	SEE	Total	
<b>THEORY</b>									
13G201	Production Management	3	2	0	4	40	60	100	DC
13G202	Financial Management	3	2	0	4	40	60	100	DC
13G203	Decision Models in Business	3	2	0	4	40	60	100	BS
13G204	Marketing Management	3	0	0	3	40	60	100	DC
13G205	Human Resource Management	3	0	0	3	40	60	100	DC
13G206	Research Methods in Business	3	2	0	4	40	60	100	DC
13G207	International Business Management	3	0	0	3	40	60	100	DC
<b>PRACTICAL</b>									
13G211	Computing Laboratory	0	0	4	2	100	-	100	DC
13G221	Comprehensive Viva - Voce II	0	0	0	1	-	100	100	DC
<b>Total</b>		<b>21</b>	<b>08</b>	<b>04</b>	<b>28</b>				

**SEMESTER – III**

Course Code	Course Title	Hours per week				Max. Marks			CAT
		L	T	P	C	CA	SEE	Total	
<b>THEORY</b>									
13G301	Strategic Management	3	0	0	3	40	60	100	DC
13GXXX	Elective I	3	0	0	3	40	60	100	DE
13GXXX	Elective II	3	0	0	3	40	60	100	DE
13GXXX	Elective III	3	0	0	3	40	60	100	DE
13GXXX	Elective IV	3	0	0	3	40	60	100	DE
13GXXX	Elective V	3	0	0	3	40	60	100	DE
13GXXX	Elective VI	3	0	0	3	40	60	100	DE
<b>PRACTICAL</b>									
13G311	Internship Training	0	0	0	4	100	-	100	DC
13G312	Research Methods Laboratory	0	0	4	2	100	-	100	DC
13G321	Comprehensive Viva - Voce III	0	0	0	1	-	100	100	DC
<b>Total</b>		<b>21</b>	<b>-</b>	<b>4</b>	<b>28</b>				

**SEMESTER – IV**

Course Code	Course Title	Hours per week				Max. Marks			CAT
		L	T	P	C	CA	SEE	Total	
<b>PRACTICAL</b>									
13G451	Project Work	0	0	24	12	60	40	100	DC
<b>Total</b>		<b>-</b>	<b>-</b>	<b>24</b>	<b>12</b>				

- |    |   |                       |     |   |                          |
|----|---|-----------------------|-----|---|--------------------------|
| L  | - | Lecture               | T   | - | Tutorial                 |
| P  | - | Practical             | C   | - | Credits                  |
| CA | - | Continuous Assessment | SEE | - | Semester End Examination |
| BS | - | Basic Science         | CAT | - | Category                 |
| DC | - | Department Core       | DE  | - | Department Elective      |

**\* Note:**

- ⇒ As a part of dual specialization, Students are instructed to select any three courses as their electives from the areas given below. (Serial No.1 to 5)
- ⇒ Change of Specialization will not be permitted in the later stage.

**LIST OF ELECTIVES**

**1. FINANCE**

<b>Course Code</b>	<b>Course Title</b>
13G001	Investment Management
13G002	Financial Services
13G003	Micro Finance
13G004	Financial Derivatives
13G005	Banking and Insurance

**2. HUMAN RESOURCE**

<b>Course Code</b>	<b>Course Title</b>
13G011	Change Management
13G012	Stress Management
13G013	Industrial Relations and Labour Legislations
13G014	Human Resources Development
13G015	Competency Mapping and Development

**3. MARKETING**

<b>Course Code</b>	<b>Course Title</b>
13G021	Advertising and Promotion Management
13G022	Rural Marketing
13G023	Services marketing
13G024	Retail Management
13G025	Consumer Behaviour

**4. PRODUCTION**

<b>Course Code</b>	<b>Course Title</b>
13G031	Supply Chain Management
13G032	Total Quality Management
13G033	Project Management
13G034	Technology Management and IPR
13G035	Business Process Reengineering and Value Engineering

**5. SYSTEMS**

<b>Course Code</b>	<b>Course Title</b>
13G041	Knowledge Management Systems
13G042	Software Project and Quality Management
13G043	Data Base Management Systems
13G044	Enterprise Resource Planning
13G045	E-Business

**SEMESTER- I**

**13G101 MANAGEMENT PRINCIPLES AND ORGANIZATIONAL BEHAVIOUR 3 0 0 3**

**OBJECTIVES**

- To develop an overall view of management and organizational management principles.
- To familiarize about various organization theories and issues pertaining to individual and group.

**UNIT I MANAGEMENT 9**  
Introduction – The evolution of management thought Managerial roles and styles- Taylors, Henry fayol’s Principles – Characteristics of Manager - Decision making approach-MBO-Management and society

**UNIT II MANAGEMENT FUNCTIONS 9**  
The nature and purpose of planning - Objectives - Strategies, Policies and planning premises -. The nature of organizing- Organizational structure: Departmentation - Line/Staff authority and decentralization - Co-ordination functions in organization - Communication - The system and process of controlling - Control techniques

**UNIT III ORGANISATIONAL BEHAVIOUR 9**  
Definition, need and importance – Nature and scope – Importance of groups and teams- Role relationships and conflict-Group dynamics-Perception- Personality- Attitudes-Work values

**UNIT IV LEARNING, MOTIVATION AND LEADERSHIP 9**  
Learning - Introduction and theories. Motivation: Content and process theories – Leadership: styles and theories

**UNIT V ORGANIZATIONAL PROCESSES 9**  
Organizational culture: Element – Deciphering culture through artifacts- Organizational climate – Factors affecting organizational climate – Organizational commitment, Organizational change – Importance – Stability Vs Change – Proactive Vs Reaction change – Change process – Resistance to change – Managing change

**TOTAL: 45**

**TEXT BOOKS**

1. Koontz, Weihrich, Essentials of Management: An International Perspective Tata McGraw Hill 2012
2. Luthans Fred, Organizational Behaviour Tata McGraw Hill 2010

**REFERENCES**

1. Mukherjee, Principles of Management and Organizational Behaviour, Tata McGraw Hill, 2010
2. Subba Rao, Management and Organizational Behaviour, Himalaya Publishing House, 2010
3. Parikh, Gupte, Organizational Behaviour, Tata McGraw Hill, 2010
4. Mullins, Management and Organizational Behaviour, Pearson, 2010
5. Pierce, Gardner, Dunham, Management and Organizational Behaviour, South Western Educational publishing, 2010

**13G102 STATISTICS FOR MANAGEMENT 3 2 0 4**

**OBJECTIVES**

- To Develop a fundamental understanding of quantitative techniques and its applications for managerial decision making
- To Analyze data using various statistical techniques and to Familiarize with hypothesis development and testing methods

**UNIT I INTRODUCTION TO STATISTICS 9**

Types of statistics- Importance of statistics in business-Describing and displaying data using Frequency Tables, Frequency distributions, diagrammatic and graphic presentations

**UNIT II MEASURES OF CENTRAL TENDENCY AND DISPERSION 9**

Measures of central tendency-Mean, median, mode, Harmonic mean, quartiles, deciles, percentiles  
Measures of dispersion- Range, quartile deviation, Mean deviation, standard deviation, coefficient of variation  
Estimation & Confidence Intervals-Types of estimates-Point estimates and confidence intervals for a mean and proportion. Central limit theorem

**UNIT III TESTING OF HYPOTHESIS 9**

Procedure for testing of hypothesis-Hypothesis testing for large sample and small samples (using z-test, t-test) - F-test-Analysis of variance (1-way and 2-way classification)

**UNIT IV NON-PARAMETRIC TESTS 9**

Non-parametric tests: chi-square tests, Sign test, Mann Whitney U-Test, Kruskal-Wallis Test, Spearman's Rank correlation Test

**UNIT V CORRELATION AND REGRESSION 9**

Concepts of correlation-Types of correlation-Karl Pearson's coefficient of correlation  
Types of regression-Regression coefficients-Method of least squares

**TUTORIAL: 30**

**TOTAL: 75**

**TEXT BOOKS**

1. Levin, Rubin, Statistics for Management, PHI Learning, 2010
2. Anderson, Statistics for Business and Economics, South Western Educational publishing, 2012

**REFERENCES**

1. Aczel, Sounderpandian, Complete Business Statistics, Tata McGraw Hill, 2012
2. Stine, Statistics for Business, Pearson Education, 2010
3. Srivastava, Rego, Statistics for Management, Tata McGraw Hill, 2012
4. Dey Textbook of managerial Statistics, Macmillan, 2010
5. Bajpai, Business Statistics, Pearson Education, 2010

**13G103**

**MANAGERIAL ECONOMICS**

**3 0 0 3**

**OBJECTIVES**

- To understand the concepts and techniques used in micro economic theory and to enable them to apply this knowledge in business decision-making.
- To develop knowledge in emerging trends in business environment and macroeconomics.

**UNIT I INTRODUCTION 9**

Meaning and scope of managerial economics- Role and responsibility of a managerial economist-Fundamentals concepts- Demand & supply: Law of demand- Types of demand-Elasticity of demand-Demand forecasting, Law of supply, Elasticity of supply

**UNIT II PRODUCTION FUNCTION 9**

Production function-Short run-Law of variable proportions- Iso-quants- Long run production Function>Returns to Scale-Cobb-Douglas production function

**UNIT III COST FUNCTION 9**

Cost concepts, Short run cost functions, Long run cost functions-Economies of scale

**UNIT IV**                 **THEORY OF PRICING**   **9**  
Perfect competition and monopoly, Monopolistic competition, Duopoly and oligopoly, Pricing practices and strategies, Advanced topics in pricing theory.

**UNIT V**                 **NATIONAL INCOME**   **9**  
National income accounting and economic indicators (GDP, GNP, WPI, CPI) – Business Cycle – Inflation - Fiscal and monetary policies

**TOTAL: 45**

**TEXT BOOKS**

1. Geetika, Ghosh, Choudhury, Managerial Economics, Tata McGraw Hill 2011
2. Atmanand, Managerial Economics, Excel Books, 2012

**REFERENCES**

1. Hirschey, Managerial Economics- An integrative Approach, South Western Educational publishing, 2010
2. Mankar, Business Economics Macmillan India Ltd 2010
3. Ahuja, Economic Environment of Business, S.Chand, 2010
4. Biswanath Ghosh Economic Environment of Business Vikas Publishing House, 2010
5. Maheswari Managerial Economics PHI Learning, 2012

**13G104**   **DISASTER MANAGEMENT**   **3 0 0 3**

**OBJECTIVES**

- To develop an awareness about disaster and to have an in-depth understanding of Disaster Management Techniques.
- To Develop an awareness about disaster preparedness and mitigation and to Understand the rehabilitation to be administered during disaster

**UNIT I**                 **INTRODUCTION**   **9**  
Dimensions of natural & anthropogenic disasters, Principles /Components of disaster management, organisational structure for disaster management, Disaster Management Schemes/SOPs, Natural disasters and mitigation efforts, Flood control, Drought management, Cyclones, Avalanches, Mangroves, Land use planning, Inter-Linking of Rivers, Role of Union/States, Role of Armed Forces/Other Agencies in Disasters, important statutes/ Legal provisions,

**UNIT II**                 **DISASTER MANAGEMENT PREPAREDNESS**   **9**  
Disaster preparedness - Disaster mitigation - Forecasting and warning of disasters - Assessing risk and vulnerability - Role of media in Disaster management - Rehabilitation of victims.

**UNIT III**                 **OPERATION & MANAGEMENT**   **9**  
Operations management (OM), Risk assessment and disaster response, Antifriction techniques, NGO management, SWOT analysis based on design & formulation strategies, Insurance & risk management, Institution awareness and safety programmes - IEDs /Bomb threat planning, NBC threat and safety measures, Forest fires, Oil fires, Crisis in power sector, Accidents in coal mines, Terrorism and emergency management

**UNIT IV**                 **PSYCHOLOGICAL & SOCIAL DIMENSIONS**   **9**  
Psychological and social dimensions in disasters, Trauma and stress, Emotional intelligence, Electronic warning systems, Recent trends in disaster information provider, Geo informatics in disaster studies, Cyber terrorism, Remote sensing & GIS technology, Laser scanning

**UNIT V**                 **APPLICATIONS IN DISASTER MANAGEMENT**   **9**  
Applications of disaster management - Statistical seismology - Quick reconstruction technologies -

Management of epidemics - Bio-terrorism, Forecasting / Management of casualties - Disaster Management in India.

**TOTAL: 45**

**TEXT BOOKS**

1. Sathish Modh , Disaster Management, Macmillan, 2009
2. Singh, Disaster Management, APH Publishers, New Delhi, 2008

**REFERENCES**

1. Goel, Encyclopedia of Disaster Management. Deep & Deep Publications,2008
2. Sahni Pradeep, Disaster Mitigation: Experiences and Reflections, PHI Learning, New Delhi, 2012
3. Sundar, Disaster Management, Sarup & Sons, New Delhi, 2011
4. Saravanakumar, Disaster Management, Himalaya Publishing House, 2010
5. Ghosh, Disaster Management A.P.H. Publishers, New Delhi, 2008

**13G105**

**ACCOUNTING FOR MANAGERS**

**3 2 0 4**

**OBJECTIVES**

- To understand the basic knowledge of accounting so that they can prepare & interpret accounting statements.
- To develop an insight of postulates, principles and techniques of accounting and utilization of financial and accounting information for planning, decision-making and control.

**UNIT I INTRODUCTION TO FINANCIAL ACCOUNTING 9**

Introduction to financial, cost and management accounting – Accounting conventions and concepts- IFRS- Preparation of financial statements: Income statements and balance sheet – Segmental reporting

**UNIT II FINANCIAL STATEMENT ANALYSIS 9**

Financial statement analysis – Ratio analysis-Preparation of fund and cash flow statement

**UNIT III INTRODUCTION TO COSTING 9**

Elements of cost - Cost classification - Cost control & cost reduction – Methods of costing Preparation of cost sheet – Activity based costing.

**UNIT IV APPLICATION OF COSTING 9**

Basics of cost volume profit (CVP) analysis - BEP analysis- Application of marginal costing in decision making - Basic framework of budgeting-Preparation of Master, flexible and cash budgets - Zero based budgeting

**UNIT V STANDARD COSTING 9**

Standard costing-Setting standard costs - Analysis of variance - Significance of computerized accounting system

**TUTORIAL: 30**

**TOTAL: 75**

**TEXT BOOKS**

1. Khan, Jain, and Management Accounting: Text, Problems and Cases Tata McGraw Hill, 2010
2. Maheswari, Sharad Maheswari, A text book of Accounting for Management Vikas Publishing House, 2012

**REFERENCES**

1. Wild, Financial and Managerial Accounting, McGraw Hill, 2011
2. Ashok Banerjee Financial Accounting: A Managerial Emphasis Excel Books 2010



3. Anthony, Hawkins, Accounting-Text and Cases, McGraw Hill, 2010
4. Pandikumar, Management Accounting-Theory and Practice, Excel Books, 2011
5. Kuppapally, Accounting for Managers, PHI Learning, 2010

**13G106**

**MANAGEMENT INFORMATION SYSTEMS**

**3 0 0 3**

**OBJECTIVES**

- To Acquire an awareness about different types of information systems in an organization
- To Understand various MIS operating in functional areas of an organization and to Understand how MIS is developed and implemented for various levels in an Organization.

**UNIT I INTRODUCTION 9**

Management information systems–Definition – Historical perspective – Functions of Management Information systems –Information concepts – Establishing framework –Business model –Conceptual model – Architecture

**UNIT II SYSTEM DEVELOPMENT 9**

System Concepts – Types of systems – System development life cycle – Prototyping – Structured methodologies –Designing computer based methods – Designing structured programmes – Information and Managerial Effectiveness – Information as a corporate resource – Pervasiveness of information – Types of Information – Operational, Tactical and strategic, Levels of Management and information needs of Management – Process of generation of Information

**UNIT III INFORMATION SYSTEMS 9**

Decision Making and information support– Functional areas - Production, Human resources, Finance & Marketing - Concepts of decision support systems - Enterprise information systems, Expert systems – Knowledge management systems – Enterprise resource planning- Managing international information systems – Data communication and networking Uses of computer network – types of networks – Network topologies – Network media and hardware – Data communication over telephone – Intranets and collaborative processing

**UNIT IV IMPLEMENTATION AND CONTROL 9**

Systems security and testing – Quality assurance in information systems - Audit of information systems – Cost Benefit analysis – Assessing values and Risk of information systems – Ethics, Intellectual property, Copyright & patents - Impact of information technology on Organizations and society

**UNIT V DATABASE MANAGEMENT SYSTEMS 9**

Hierarchy of data - Data entities, Attributes and keys – Database approach - Relational database model - Types of database – Data definition language-Data manipulation language-Data control language - Popular database management system - Data warehousing - Data mining

**TOTAL: 45**

**TEXT BOOKS**

1. O'Brien Management Information System Tata McGraw Hill 2011
2. Laudon, Laudon, Management Information System, Pearson, 2011

**REFERENCES**

1. Stair, George, Principles of Information Systems, South Western Educational publishing, 2011
2. Davis, Olson Management Information System Tata McGraw Hill 2009
3. Murthy, Management Information Systems, Himalaya Publishing House, 2009
4. Jawadekar Management Information System Tata McGraw Hill 2007
5. Mcleoad, Schell, Management Information Systems, Pearson, 2009

**13G107 ENTREPRENEURSHIP DEVELOPMENT 3003**

**OBJECTIVES**

- To familiarize the students about entrepreneurship development & small business management
- To develop an awareness regarding starting their own venture.

**UNIT I INTRODUCTION 9**

Entrepreneur: meaning - Characteristics and types of entrepreneur- Entrepreneur vs. Intrapreneur - Entrepreneurship and economic development-Entrepreneurship development institutions – social entrepreneurship

**UNIT II BUSINESS PLAN 9**

Search of business idea- Business models and business plan- Components of business plan- Financial plan

**UNIT III FEASIBILITY ANALYSIS 9**

Techno- economic analysis-Location analysis - Cost - benefit analysis- Break- even analysis- Financial feasibility analysis

**UNIT IV LAUNCHING OF SMALL BUSINESS 9**

Project report- Finance mobilization - Institutional finance to Entrepreneurs- Central and State level institutions. - Steps in starting MSMEs – Innovation in Business - Monitoring and evaluation of business- Preventing sickness and rehabilitation of Business units - Problems in small business management- case studies

**UNIT V TAXATION AND INTELLECTUAL PROPERTY RIGHTS 9**

Direct taxes – Corporate Tax – Concepts – Indirect taxes – Sales Tax – Service Tax – VAT – Central & State – Customs & Excise Duties – Concepts & applicability - Intellectual Property Rights: Introduction- Need- Patent – Trademark- Copyright.

**TOTAL: 45**

**TEXT BOOKS**

1. Hisrich, Michael P Peters, Dean A Shepherd, Entrepreneurship, Tata McGraw-Hill 2010
2. Vasanth Desai, Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, 2011

**REFERENCES**

1. Kurakto, Entrepreneurship-Principles and practices, South Western Educational publishing, 2013
2. Poornima Charantimath, Entrepreneurship Development-Small Business Enterprise, Pearson Education, 2011
3. Rhonda Abrams Business Plan in a Day, PHI Learning, 2009
4. Madhurima Lal, Entrepreneurship Development, Excel Books, 2011
5. Radhakrishanan, Balasubramanian, Intellectual Property Rights, Excel Books,2009

**13G111 BUSINESS COMMUNICATION - LABORATORY 0042**

**OBJECTIVES**

- To strengthen their written and oral communication skills.
- To familiarize about communication function in an organization and the role of electronic media in facilitating communication process.

**UNIT I COMMUNICATION 12**

Communication –Meaning and significance for management - Types of communication - Media-Barriers to communication - Principles of effective communication

## MASTER OF BUSINESS ADMINISTRATION

<b>UNIT II</b>	<b>BUSINESS CORRESPONDENCE</b>	<b>12</b>
Correspondence - Norms for Business letters - Letter for different kinds of situations - Personalized standard letters, Enquiries, Customers complaints, Collection letters – Sales promotion letters		
<b>UNIT III</b>	<b>BUSINESS REPORTS</b>	<b>12</b>
Report writing - Structure of reports - Long & short reports - Formal & informal reports - Writing research reports, Technical reports –Norms for including exhibits & appendices		
<b>UNIT IV</b>	<b>NON VERBAL COMMUNICATION</b>	<b>12</b>
Non-verbal communication - Personal appearance posture - body language - use of charts, diagrams & tables - visual & audio visual aids for communication – Dyadic communication:- face to face communication - telephonic conversation		
<b>UNIT V</b>	<b>BUSINESS MEETINGS</b>	<b>12</b>
Conducting meetings: Procedure - Preparing agenda, Minutes and resolutions - Conducting seminars and conferences: - Procedure of regulating speech - Evaluating oral presentation - Group discussion- Drafting speech		

**TOTAL: 60**

### TEXT BOOKS

1. Penrose, Rasberry, Myers, Business Communication for Managers, South Western Educational publishing, 2009
2. Lesikar, Flatley, Basic Business Communication: Skills For Empowering the internet generation, Tata McGraw Hill, 2010

### REFERENCES

1. Ramachandran, Business Communication Macmillan India Ltd 2010
2. Bovee, Business Communication Essentials, Pearson, 2011
3. Locker, Kaczmarek, Business Communication, Tata McGraw Hill, 2008
4. Francis, Speaking and writing for Effective Business Communication Macmillan, 2010
5. Mohan Krishna Banerjee Meera Developing Communication Skills Macmillan, 2010

## SEMESTER- II

**13G201** **PRODUCTION MANAGEMENT** **3 2 0 4**

### OBJECTIVES

- To understand the concepts of Production management and its applications.
- To Familiarize with Production and Operation functions in Industry.

<b>UNIT I</b>	<b>INTRODUCTION AND OPERATIONS STRATEGY</b>	<b>9</b>
Significance of Operations function - Products and services concepts- Characteristics and different systems- Concept of productivity- Evolution of operations management discipline. - Operations strategies in Global economy - Achieving competitive Advantage - Strategic and tactical decisions of operations management.		
<b>UNIT II</b>	<b>PRODUCT AND PROCESS STRATEGY</b>	<b>9</b>
Sources of product innovation-New product development-Designing for ease of production-Designing for quality- Product life cycles and strategies- Value engineering- Group technology- Designing service products.- Process focus, Product focus, and Repetitive focus- Special considerations and approaches in service strategies – Forecasting methods		
<b>UNIT III</b>	<b>LAYOUT AND LOCATION STRATEGY</b>	<b>9</b>
Types of layout- Process layout-Product layout – Fixed position layout- Advantages and disadvantages-Cell layouts - Line balancing.- Factors affecting location decisions- Methods of evaluating location alternatives - Location considerations in service / retail sectors.		

**UNIT IV MATERIALS REQUIREMENT PLANNING 9**

Production plans in manufacturing - Aggregate planning – objectives of master production Scheduling – Developing MPS-Objectives of MRP- Elements of MRP- MRP system- Lot -Sizing techniques.

**UNIT V QUALITY MANAGEMENT AND LEAN MANUFACTURING 9**

Quality systems – Significance of quality management - Dimensions of quality- ISO 9000 and ISO 14000 standards - Statistical concepts in quality control - Control charts for variables – Control charts for attributes- TQM- PDCA cycle-7QC Tools – Quality function deployment- Lean manufacturing- 5S - Non value adding activities-7 wastes- JIT – Lean manufacturing techniques and benefits

**TUTORIAL: 30  
TOTAL:75**

**TEXT BOOKS**

1. Gaither, Frazier, Operations Management, South Western Educational publishing 2010
2. Buffa, Sarin, Modern Production and Operations Management, Wiley, 2009.

**REFERENCES**

1. Heizer, Render, Jagadeesh, Rajashekhar, Operations Management, Pearson, 2010.
2. Starr, Production and Operations Management, Biztantra, 2010.
3. Paneer Selvam Production and Operations Management PHI Learning 2012.
4. Chary Productions and Operations Management Tata McGraw- Hill, 2012.
5. Aswathappa, Bhat Production and Operations Management Himalaya Publishing House, 2010.
6. Upendra Kachru Production and Operations Management: Text and Cases Excel Books, 2009.

**13G202 FINANCIAL MANAGEMENT 3 2 0 4**

**OBJECTIVES**

- To understand the concepts of financial management and, it's application in financial decision making.
- To Familiarize with the broad frame work of financial operations.

**UNIT I INTRODUCTION 9**

Definition – Nature & Scope-Finance functions – Goals of financial management –Financial manager's role-Time value of money: Compounding & Discounting- Risk and Return -- Valuation of shares and bonds

**UNIT II CAPITAL BUDGETING 9**

Introduction- Nature and principles-Evaluation criteria - Cash flows-Discounting cash flow techniques: Net present value, Internal rate of return, Profitability index- Comparison of discounting cash flow techniques – Non discounting cash flow techniques: Pay back and accounting rate of return. Project selection under capital rationing, Inflation and capital budgeting.

**UNIT III COST OF CAPITAL 9**

Concept of cost of capital- Determining component cost of capital- Specific cost of capital- Overall cost of capital - .Financial And Operating Leverage: Introduction- Measures of financial leverage- Risk and return implication of financial leverage-combined effect of financial and operating leverage-Indifference point.

**UNIT IV CAPITAL STRUCTURE 9**

Theories-Designing capital structure - Dividend Theory: Issues – Dividend relevance and irrelevance-models-Dividend uncertainty- Dividend Policy: Objectives -Practical consideration -Stability- Forms--Share splits. - Buy back of shares.

**UNIT V WORKING CAPITAL MANAGEMENT 9**

Principles and concepts- Determinants - Operating cycle – Receivables management- Factoring - Inventory management-Cash management- Working capital finance.

**TUTORIAL: 30  
TOTAL:75**

**TEXT BOOKS**

1. Pandey, Financial Management, Vikas Publishing House, 2012
2. Khan Jain Financial Management Tata McGraw- Hill 2011

**REFERENCES**

1. Van Horne Fundamentals of Financial Management, PHI Learning, 2010
2. Prasanna Chandra Fundamentals of Financial Management, Tata McGraw- Hill, 2010
3. Periyaswamy, Financial Management, Tata McGraw- Hill 2012
4. Sudarsana Reddy, Financial Management, Himalaya Publishing House, 2010
5. Bhat, Financial Management Principles and Practice Excel Books, 2009

**13G203**

**DECISION MODELS IN BUSINESS**

**3 2 0 4**

**OBJECTIVES**

- To provide the students with the skills to apply the operations research techniques for organisational decision-making situations.
- To enhance the students ability in making scientific decisions.

**UNIT I INTRODUCTION AND LINEAR PROGRAMMING 9**

Methodology of quantitative approach- application in management- determining the nature of the problem- formulation of mathematical model- validation of model- solution and implementation -Linear Programming- Formulation-Graphical method- Simplex method- Big M Method-Sensitivity analysis

**UNIT II TRANSPORTATION AND ASSIGNMENT MODELS 9**

Initial solutions using North-west corner method- Least cost method and Vogel's approximation method- Check for optimality-MODI method-assignment problem-Hungarian method- Salesman routing problem

**UNIT III SEQUENCING AND REPLACEMENT THEORY 9**

Types of sequencing - sequencing of 'n' jobs and '2' machines - 'n' jobs and '3' machines- 'n' jobs and 'm' machines- Types of replacement models - Replacement of items that deteriorate gradually- replacement of the items that fail suddenly- individual and group replacement policy

**UNIT IV NETWORK MODELS 9**

Network components- Rules in constructing a network diagram- Critical Path Method-Project duration - Analysing the PERT network- Crashing- cost analysis

**UNIT V QUEUING MODELS AND SIMULATION 9**

Queuing system- Single server queuing models- Queue discipline - Service mechanism - Infinite population- Simulation process- Monte Carlo simulation-Inventory and queuing problems using simulation.

**TUTORIAL: 30**

**TOTAL:75**

**TEXT BOOKS**

1. Anderson, Sweeney, Williams, Quantitative Methods for Business, South Western Educational publishing, 2009
2. Jaisankar, Operations Research: Decision Model Approach, Excel Books, 2012

**REFERENCES**

1. Panneerselvam, Operations Research, PHI Learning, 2011
2. Vohra, Quantitative Techniques in Management Tata McGraw Hill, 2010
3. Kalavathy, Operation Research with C programs, Vikas Publishing House, 2010
4. Selvaraj, Management Science: Decision Models and Approach, Excel Books, 2010
5. Sharma, Operations Research: Theory & Applications, Macmillan India Ltd, 2010

**13G204**

**MARKETING MANAGEMENT**

**3 0 0 3**

**OBJECTIVES**

- To Understand and appreciate the concept of marketing in theory and practice and to Evaluate the environment of marketing and develop a feasible marketing plan (process)
- To Get an elementary knowledge about consumers and markets and to Familiarize the students with knowledge about marketing environment

**UNIT I INTRODUCTION TO MARKETING 9**

Definition -Nature and scope – Perspectives-Philosophies- Marketing Vs selling- Value perspective- Marketing environment- Global marketing Interface with other functional areas- Marketing in a Globalize environment.

**UNIT II SEGMENTATION, TARGETING AND POSITIONING 9**

Market segmentation-Targeting and positioning - Marketing mix- Buying Behaviour: Definition- Buying population- Buying motives- Buying decision-Buying participants-Buying process.

**UNIT III PRODUCT MANAGEMENT 9**

Introduction- Value – Product levels- Components- Types- Product life cycle- Product mix and Product line- Branding- New product development- Packaging - Pricing Strategy: Introduction- Objectives- Methods- Factors- -Adopting price-Responding to competitor’s price changes.

**UNIT IV MARKETING CHANNELS 9**

Introduction- Levels- Functions--Channel flows- Channel design decisions- Distribution Management: Introduction- Concept- Objectives- Functional areas- Value chain - Retailing, Direct marketing and Wholesaling.

**UNIT V PROMOTION MANAGEMENT 9**

Advertising- Publicity and Public relations - Sales promotion- Personal selling - Current Trends: On line marketing –Web based marketing programmes - Customer relationship management - Marketing of Non-business organization – Viral marketing

**TOTAL: 45**

**TEXT BOOKS**

1. Kotler, Keller, Koshy, Jha Marketing Management: A South Asian Perspective, Pearson 2012
2. Ramaswamy, Namakumari, Marketing Management: Global Perspective in India, Macmillan 2010

**REFERENCES**

1. Willam, Ferell, Marketing, South Western Educational publishing, 2010
2. Saxena, Marketing Management Tata McGraw Hill 2010
3. Kotler, Armstrong, Agnihorti, Haque, Principles of Marketing, Pearson, 2010
4. Pride, Ferell, Marketing: Concept and Strategies, Biztantra, 2010
5. Panda, Marketing Management – Text and Cases, Excel Books 2010

**13G205**

**HUMAN RESOURCE MANAGEMENT**

**3 0 0 3**

**OBJECTIVES**

- To Familiarize with various concepts and functions of Human Resources Management.
- To Understanding of human resource management to students whether or not their career orientation lies in human resources.

**UNIT I INTRODUCTION TO HRM 9**

Introduction- Nature- Scope- Functions and Objectives of HRM- Evolution of HRM- HRM and Overall Organization (Business) - Human Resource Information System (HRIS)- Role of HR Manager

**UNIT II HUMAN RESOURCE PLANNING 9**

Importance- Factors affecting HRP-Process of HRP Job Analysis: Process and OUTCOMES-Job description & Job specification - Job Rotation, Job enlargement & Job enrichment -Recruitment and Selection: Sources of recruitment- Methods of selection- Induction and Placement

**UNIT III TRAINING AND DEVELOPMENT 9**

Training need Analysis- Designing Training Programme- Types of Training- Difference between Training and Development- Importance- Assessment of Training effectiveness- Improving the Effectiveness of Training- Wage and Salary administration - Principles and techniques of wage fixation, job evaluation - incentive schemes

**UNIT IV PERFORMANCE MANAGEMENT AND REWARD 9**

Objectives- Developing performance appraisal system- Key Result Areas- Types of Appraisal system- 360 degree Appraisal- Managing performance through various reward system- Methods to improve performance - Career Planning and Development

**UNIT V NEW CONCEPTS IN HRM 9**

Recent Trends in HR- HR outsourcing - Management of Turnover and retention- Assessment and development centers- Competency mapping- Human Resource Accounting- Knowledge Management- Learning organization- Outsourcing of HRM processes- Application of IT in various HRM functions

**TOTAL: 45**

**TEXT BOOKS**

1. Dr.S.S Khanka, Human Resource Management (Text and Cases), S Chand &Company Ltd, 2009
2. David A Decenzo & Stephen P Robbins, Fundamentals of Human Resource Management, Wiley Publications, 2009

**REFERENCE BOOKS**

1. Gary Dessler, Human Resource Management, Pearson Education, 2009
2. K Aswathappa Human Resource & Personnel Management Tata Mcgraw Hill, 2009
3. Bratton Human Resource Management Palgrave Macmillan, 2007
4. Scott Snell &George Bohlander Human Resource Management, Cengage Learning, 2008
5. VSP Rao, Human Resource Management, Text and Cases Excel Books,2006

**13G206**

**RESEARCH METHODS IN BUSINESS**

**3 2 0 4**

**OBJECTIVES**

- To analyze and evaluate research terms, concepts, and techniques.
- To develop a strong base to the students to carry out research and use research base for managerial decisions.

**UNIT I BUSINESS RESEARCH 9**

Introduction- Definition - Nature & scope- Concept- Importance – Process – Types of Research – Criteria of good research – Subjectivity and objectivity in research. - Research Problem: Defining the problem – Formulation- Identification and selection of problems in management-Research design and Experimental design in management.

**UNIT II MEASUREMENT AND SCALING TECHNIQUES 9**

Measurement in research - Basic scaling techniques: Nominal – Ordinal - Interval – Ratio- Measuring attitude : Rating scale – Ranking scales Meaning & relationship of reliability & validity- Sampling: Basis of Sampling – Process –Types- Determination of sample – Sampling errors.

**UNIT III METHODS OF DATA COLLECTION 9**

Primary data collections - Qualitative & observation research - Collection techniques -Qualitative research

## MASTER OF BUSINESS ADMINISTRATION

techniques - Focus groups - Depth interviews - Projective techniques Observation research techniques - Survey techniques - Questionnaire design and testing - Secondary data collections - Role of secondary data in Management -Research sources & limitations

### **UNIT IV DATA ANALYSIS AND INTERPRETATION OF RESULTS 9**

Processing – Operations – SPSS orientation for Hypotheses testing – Univariate, Bivariate and multivariate analysis (Multiple Regression, Factor analysis, Discriminant analysis, Cluster analysis) – Interpretations of Research

### **UNIT V REPORT PREPARATION 9**

Report Writing – Meaning – Different types of reports – Significance of report writing – Layout of the research report – Steps in report writing – Mechanics and Precautions for research.

**TUTORIAL: 30**

**TOTAL:75**

### **TEXT BOOKS**

1. Cooper, Schindler Business Research Methods, Tata McGraw- Hill 2012
2. Uma Sekaran Research Methods for Business Wiley India 2011

### **REFERENCES**

1. Zikmund, Business Research Methods, South Western Educational publishing, 2010
2. Nandagopal, Arul Rajan, Vivek Research Methods in Business Excel Books 2009
3. Paneerselvam, Research Methodology, PHI Learning, 2009
4. Guthrie, Basic Research Methods, Sage Publications, 2010
5. Trochim, Research Methods, Biztantra, 2010

## **13G207 INTERNATIONAL BUSINESS MANAGEMENT 3 0 0 3**

### **OBJECTIVES**

- To get an overall picture of international business and its impact on environment.
- To acquire knowledge about international operations and international business environment.

### **UNIT I INTRODUCTION 9**

Nature and characteristics - Forms -International trade – Internationalization Process – Exports and imports – Strategy – Export Finance – Organizations facilitating International trade-WTO, IMF, etc. – Export incentives, EPCG Scheme - ECGC

### **UNIT II TRADE THEORIES 9**

Mercantilism, Absolute advantage theory- Comparative cost theory- Heckseher- Ohlin theory- Product life cycle theory- The new trait theory- Porter's diamond.

### **UNIT III INTERNATIONAL BUSINESS ENVIRONMENT 9**

Globalization of business- Economic, Political, Technological, Cultural and ecological environment of International business

### **UNIT IV MULTINATIONAL CORPORATIONS 9**

Features – Classification- International Monetary Systems - Role of MNCs in developing countries-Drawbacks - Conflict – FDI, FII - Portfolio investment – FEMA – Foreign Exchange Markets.

### **UNIT V RECENT DEVELOPMENT IN INTERNATIONAL BUSINESS 9**

Regional groupings-Inter-regional trade among regional groups- Ethics In International Business – E-Business Strategy – Global supply chain management – International Logistics and Distribution – Designing Organization for Institutional Environment.

**TOTAL: 45**



**TEXT BOOKS**

1. Hill, Kumar Jain International Business Tata McGraw- Hill, 2010
2. Cherunilam International Business Text and Cases PHI Learning, 2010

**REFERENCES**

1. Pang, International Business, South Western Educational publishing, 2011
2. Daneils, Radebaugh, Sullivan, Salwan, International Business, Pearson, 2011
3. Aswathappa International Business Tata McGraw- Hill, 2010
4. Shajahan, International Business, Macmillan India, 2010
5. Shukla, International Business, Excel Books 2010

**13G211**

**COMPUTING LABORATORY**

**0 0 4 2**

**OBJECTIVES**

- To familiarize the students with basic computer concepts and emerging computer technology, so as to enable them to use computer efficiently for their work
- To obtain the necessary skills to understand and use various commonly used software, in various functional areas in an organization.

**UNIT I WORD PROCESSING-ADVANCED FEATURES OF MS WORD 12**

Find and Replace-Checking the Grammar and Spelling-Using the Thesaurus - Using the Auto Correct, Auto Complete and Auto Text - Word Count Mail Merge-Tables Insert and Modification - Conversion of Table- Converting a word document in various format Introduction - Worksheet Basic-Keyboard shortcuts - working with single and multiple workbook-working with formulas and Cell Referencing-Query, Sorting and filtering - Conditional formatting

**UNIT II MS Excel & MS Access 12**

IF statements - Data Consolidation - Excel functions - creating drop-down list-Graphs and Charts - Pivot Table Capital Budgeting: Net Present Value, Internal Rate of Return - Goal Seek Command - Sensitivity Analysis - Break Even Analysis - Correlation and Regression  
MS Access - Designing a database - Tables-Modifying the table design – Relationships -Operators, Functions and Query - Form Basics – Reports - MS Power Point - Creating Presentation using slide master and templates in various color schemes

**UNIT III ACCOUNTING PACKAGES AND ERP 12**

Tally 9.0: Creation of company-Final Accounts - Ratio analysis - ERP: Overview -Knowledge about ERP Modules-Generation of reports

**UNIT IV TORA, POM & LINEAR PROGRAMMING 12**

Main menu - Selection of model - Creating variables - Rows and Columns - Entering and Editing Data - Other commonly used windows - File saving - Output screen window -Printing output, linear Programming - Solving LPP using Graphical method - Simplex method - Big M Method - Sensitivity Analysis

**UNIT V TRANSPORTATION, ASSIGNMENT MODELS, NETWORK AND QUEUING MODELS 12**

Initial solutions using North-west corner method - Least cost method and Vogel’s approximation method - Balanced and un-balanced problems - Optimal solution - Solving Assignment problems using transportation model ,network and queuing models Calculating project duration - Analysis of Critical Path Method - Analyzing the PERT network - Single server queuing models - Infinite population -calculation of parameters, forecasting and inventory management - Demand forecasting model - Inventory Models

**TOTAL: 60**

**REFERENCE BOOKS**

1. Dr.S.S.Shrivastava, MS Office, Laxmi Publications Pvt Ltd, First Edition, 2008.
2. Wayne LWinston, MS Office-Excel 2007 Data Analysis and Business Modelling, Prentice Hall of India, 2007.
3. Nadhani, Nadhani,Implementing Tally 9: Comprehensive guide for Tally 9 & 81, BPB Publications, 2010
4. Sudalaimuthu Anthonyraj, Computer Application in Business, Himalaya Publishing House, 2009.
5. Perry, MS Office 2007, Pearson, 2010.
6. Weverka, MS Office 2010, Wiley India, 2010.
7. Whigham, Business Data Analysis Using Excel, Oxford, 2010.
8. Alexis Leon, Introduction to computers with MS Office Tata McGraw Hill, 2009.
9. S Jaisankar, Operations Research, Excel Books, 2010.
10. Norman Gaither, Greg Frazier, Operations Management, South Western Thomson Learning, 2005.
11. Hamdy A Taha, Introduction to Operations Research, Prentice Hall India, Seventh Edition, Third Indian Reprint, 2004.

**SEMESTER – III**

**13G301**

**STRATEGIC MANAGEMENT**

**3 0 0 3**

**OBJECTIVES**

- To develop knowledge about the formulation of strategies in business.
- To understand the strategic management process in an organization.

**UNIT I STRATEGY AND PROCESS 9**

Introduction - concept of strategy - Strategy making process – Stakeholders in Business - Strategy as an emergent process - Strategic decision making – Vision, Mission, Purpose, Goals and Objectives – Corporate Governance.

**UNIT II COMPETITIVE ADVANTAGE 9**

External environment - porter’s five forces model-Strategic groups’ competitive changes during industry evolution – Life cycle of Industry - Globalization and industry structure -National context and competitive advantage resources-Capabilities and competencies – Generic Building of Competitive Advantage – Distinctive competencies – How to develop distinctive competencies – Avoiding Failures - core competencies-Building competitive advantage-Resources and capabilities durability of competitive advantage-Strategy in the global environment-Strategy and technology

**UNIT III STRATEGIES 9**

Functional level strategy: achieving superior efficiency, achieving superior quality, achieving superior innovation, achieving superior responsiveness to customer-Business level strategy- competitive positioning and the business model, competitive positioning & business level strategy-Business level strategies & the industry environment – Strategies in fragmented industry, strategies in embryonic and growth industries-Strategies in mature industries -Corporate level strategy- horizontal integration, vertical integration and strategic outsourcing-Entering new industries- new ventures, mergers, acquisitions and joint ventures

**UNIT IV STRATEGY IMPLEMENTATION 9**

Organizational design-Organizational structure-Organizational culture-Strategy and staffing decisions – Designing Strategic Control System – Matching Structure and Control Strategy – Implementing Strategy Change.

**UNIT V STRATEGY EVALUATION, CONTROL AND OTHER STRATEGIC ISSUES 9**

Strategy Control Systems-Balanced scorecard approach-ETOP,SWOT, GAP,7-S,GE, Selection matrix-New business models and strategies for internet economy-Managing technology and innovation-Strategic issues for NPOs-Enterprise valuation-Organizational life cycle and exit strategies-Cases- Business level- Domestic & Global, Corporate level -Domestic & Global

**TOTAL: 45**

**TEXT BOOKS**

1. Hill, Jones, Strategic Management Theory, An Integrated approach, South Western Educational publishing, 2012
2. Kazmi, Strategic Management & Business Policy, Tata McGraw Hill, 2009

**REFERENCES**

1. Upendra Kachru Strategic Management Excel Books 2009
2. David, Strategic management, PHI Learning, 2010
3. Mathur, Text book of Strategic Management, Macmillan, 2012
4. Francis Cherunilam Strategic Management Himalaya Publishing House, 2010
5. Gupta, Gollakota, Srinivasan Business Policy & Strategic Management- Concepts & Applications, PHI Learning, 2010

**13G312**

**RESEARCH METHODS LABORATORY**

**0 0 4 2**

**OBJECTIVES**

- To Solve statistical problems using SPSS and they can apply and analyze various statistical tools for solving research problems
- To identify perspective solutions for the hurdles that the organization is facing in the modern environment.

**UNIT I OVERVIEW OF SPSS 12**

Start Menu-Common Button-Data Windows-Other commonly used windows-The initial screen, icon detail and meaning of commands-output window-Printing output-Variable view and Data view Screen-Entering and Editing Data-Manipulation of data-Creating Variables-Recording-Merging files

**UNIT II DATA REPRESENTATION 12**

Graphs, Frequencies and Descriptive Statistics-Bar Charts-Line Graphs-Pie Charts-Box Plots-Scatter Plots-Frequencies-Descriptive Statistics and percentiles-Measures of central tendency-Measures of Variability

**UNIT III COMPARING MEANS AND CORRELATION ANALYSIS 12**

Chi-square test of independence- t-Tests-One-way ANOVA- Two-way ANOVA - Correlation and Regression

**UNIT IV NON-PARAMETRIC TESTS 12**

Mann-Whitney Rank-Sum test-Sign Test-Wilcoxon matched-Pair test-Runs test-Kolmogorov-Smirnov-One sample test-One sample Chi-square test-Friedman One way ANOVA-K sample Median Test

**UNIT V FACTOR, DISCRIMINANT & CONJOINT ANALYSIS 12**

Factor extraction-Factor Selection and rotation-Perceptual mapping using discriminant analysis-Conjoint as a regression model

**TOTAL: 60**

**REFERENCE BOOKS**

1. Darren George, Paul Mallery, SPSS for Windows, Step by step, 8th edition, Pearson, 2009
2. Carver, Nash, Doing Data analysis with SPSS, Thomson, 2006
3. Nandagopal, Arul Rajan, Vivek, Research Methods in Business, Excel Books, 2009
4. Rajendra Nargundkar, Marketing Research, Text and Cases, Tata Mc Graw Hill Publishing Co Ltd, second edition, 2007

**ELECTIVES – FINANCE**

**13G001**

**INVESTMENT MANAGEMENT**

**3 0 0 3**

**OBJECTIVES**

- To understand the concepts of investment risks and securities.
- To Understand and utilize the tools available for risk analysis and to Understand the need of portfolio management and its application.

**UNIT I INVESTMENT 9**

Financial and economic meaning- Characteristics and objectives - Types - Alternatives -Choice and evaluation - Risk and return concepts

**UNIT II SECURITIES MARKET 9**

Financial Market - Segments – Types- Participants in financial Market -Regulatory environment -Primary market - Regulation of primary market -Stock exchanges in India – BSE, NSE, ISE -Regulations of stock exchanges -Trading system in stock exchanges –SEBI

**UNIT III FUNDAMENTAL ANALYSIS 9**

Economic Analysis - Economic forecasting and stock investment decisions- Forecasting techniques -Industry analysis: Industry -classification, Industry life cycle - Company analysis - Measuring earnings -Forecasting earnings - Applied valuation techniques

**UNIT IV TECHNICAL ANALYSIS 9**

Fundamental analysis Vs Technical analysis -Charting methods -Market indicators- Trend – Trend reversals – Patterns -Moving average – Exponential moving average -Oscillators -Efficient market theory

**UNIT V PORTFOLIO MANAGEMENT 9**

Portfolio analysis: Capital asset pricing model- Portfolio selection: Markowitz and Sharpe index model - Portfolio revision - Portfolio evaluation: Treynor ratio, Sharpe ratio, and Jensen ratio

**TOTAL: 45**

**TEXT BOOKS**

1. Fischer, Jordan, Security Analysis & Portfolio Management, Pearson 2010
2. Kevin, Securities Analysis and Portfolio Management, PHI Learning, 2010

**REFERENCES**

1. Punithavathy Pandian, Security Analysis and Portfolio Management, Vikas Publication House. 2010
2. Prasanna Chandra, Investment analysis and Portfolio Management, Tata McGraw Hill, 2010
3. Avadhani, Securities Analysis and Portfolio Management, Himalaya Publishing House, 2010
4. Bhatt, Securities Analysis and Portfolio Management, Excel Books, 2010
5. Bhalla, Investment Management, S.Chand & Sons, 2010

**13G002**

**FINANCIAL SERVICES**

**3 0 0 3**

**OBJECTIVES**

- To understand the Indian Financial System and its evolution.
- To get an overview about financial systems and regulatory body and to understand the benefits of Financial Services to Business.

**UNIT I MERCHANT BANKING 9**

An overview of Indian financial system - Nature and functions of merchant banking - Regulation of merchant banking - Present state of merchant banking in India- Issue Management Pre & post issue activities

**UNIT II LEASING AND HIRE PURCHASING 9**

Legal aspects of hiring and leasing - Types of leasing -Rights of hirer and hire purchase -Accounting treatment of leases - Lease Vs. Hire purchasing - Factoring Introduction -Types of factoring -Forfeiting- Process - Advantages –Evaluation -Bills discounting Vs Factoring Vs Forfeiting

**UNIT III MUTUAL FUNDS 9**

Types of mutual funds -Mutual funds in India- Developing and launching -Computation and relevance of NAV - Offshore mutual funds and money market mutual funds - Regulation of mutual funds- Credit Rating: Credit rating system – Growth factors - Rating & agencies -Credit rating process

**UNIT IV VENTURE CAPITAL 9**

Definition- Characteristics-Evolution - Venture capital investment process -Advantages-Forms - SEBI and Venture capital funds - Venture capital in India- Project Management: Definition - Characteristics – Objectives - Classification - Project life cycle

**UNIT V NON-BANKING FINANCIAL COMPANIES 9**

Meaning - Types- Prudential norms - Financial Institutions: Role of financial Institution in financial markets - Development banking institutions – National and state -Micro finance institutions- Concept, Models and services - Recent trend of Microfinance institutions in India

**TOTAL: 45**

**TEXT BOOKS**

1. Gomez, Financial Markets, Institutions and Financial Services, PHI Learning, 2010
2. Shanmugam, Financial Services, Wiley, 2011

**REFERENCES**

1. Bhole, Financial Institutions and Markets, Tata McGraw Hill, 2010
2. Khan, Financial Services, Tata McGraw Hill 2011
3. Punivathy Pandian, Management of Financial Services, Vikas Publishing House, 2010
4. Gurusamy, Financial Services, Tata McGraw Hill 2010
5. Tripathy, Financial Services, PHI Learning, 2010
6. Microfinance – Perspectives and Operations, Indian Institute of Banking and Finance, Macmillan, 2009

**13G003**

**MICRO FINANCE**

**3 0 0 3**

**OBJECTIVES**

- To solve the problem by approaching with perspective tools and techniques to help small entrepreneurs.
- To create more corners to increase income and employment and eradicate poverty from the society.

**UNIT I INTRODUCTION TO MICROFINANCE 9**

Basics – Need for microfinance - Characteristics of Microfinance clients – Demand and supply of microfinance in developing countries – Nature of Microfinance Markets - Microfinance as a development strategy and as an industry – Microfinance Tools – Role of Grameen Bank - Micro credit - Innovations - Group lending - Stepped lending & Repeat loan - Character & cash flow based lending - Flexible approaches to collateral-Frequent & public installment for loan & saving products

**UNIT II FINANCIAL AND OPERATIONAL EVALUATION 9**

Financial Evaluation – Analyzing & Managing Financial Performance of MFIs: Analyzing financial statements - Financial performance ratios - Liquidity & capital adequacy – Revenue models of Micro finance - Role of subsidies & Donors - Bench Marking - Rating MFIs - Operational Evaluation: Managing operational risks –

## MASTER OF BUSINESS ADMINISTRATION

Internal Control, Business Planning – Impact Assessment – CVP Analysis – Operating Expenses - Operating Efficiency

### **UNIT III OTHER EVALUATIONS OF MICROFINANCE 9**

Market Evaluation – Managing MF Products & Services - methodologies in MF product design and pricing – Competition – Risks - Institutional Evaluation - Appraisals and ratings - Legal compliance- Issues in Governance - Social Evaluation - Social performance Measurement - Indicators - Tools – Progress out of poverty index – Transparency – Ethics

### **UNIT IV MICROFINANCE IN INDIA 9**

Challenges to Microfinance movement – Demand and Supply of Micro financial services – State Intervention in rural credit – RBI Initiatives - NABARD & SHG – Bank Linkup & Programs – Governance and the constitution of the Board of various forms of MFIs – Intermediaries for Microfinance – State sponsored Organizations.

### **UNIT V ISSUES, TRENDS AND FRONTIERS OF MICROFINANCE 9**

Issue – Role of Technology-Strategic issues in Microfinance: Sustainability - opening new markets – Gender issues

**TOTAL: 45**

### **TEXT BOOKS**

1. Institute of Banking, Micro Finance – Perspective and Operations 1<sup>st</sup> Edition, Mc Million, 2009
2. Yadav R J., Micro Finance – Paradise Publishers, 2011.

### **REFERENCES**

1. Lalitha, Mainstreaming Micro Finance, Mohit Publications, 2004
2. Suresh M Sudharesan, Micro Finance – Emerging Trends and Challenges, Edward Elgar publications, 2008
3. Arunachalam P, Micro Finance in India – Emerging Trends and Challenges, Serial Publications, 2011
4. Clifford Machogan, Micro Finance, Lambert Academic Publishing, 2010
5. Karmakar K.G., Micro Finance in India, SAGE Publications, 2008

**13G004**

**FINANCIAL DERIVATIVES**

**3 0 0 3**

### **OBJECTIVES**

- To get a detailed understanding of the main characteristics of financial derivatives including forwards, futures, swaps, options
- To develop basic understanding of derivatives practice and use in financial markets.

### **UNIT 1 INTRODUCTION 9**

Derivatives – Definition – Types – Forward Contracts – Futures Contracts – Options – Swaps – Differences between Cash and Future Markets – Types of Traders – OTC and Exchange Traded Securities – Types of Settlement – Uses and Advantages of Derivatives – Risks in Derivatives – Cases (Barings Bank, MG refining Marketing Inc (MGRM)).

### **UNIT II FUTURES CONTRACT 9**

Specifications of Futures Contract - Margin Requirements – Marking to Market – Hedging using Futures – Types of Futures Contracts – Securities, Stock Index Futures, Currencies and Commodities – Delivery Options – Relationship between Future Prices, Forward Prices and Future Spot Prices.

### **UNIT III OPTIONS 9**

Definition – Exchange Traded Options, OTC Options – Specifications of Options – Call and put Options – American and European Options – Intrinsic Value and Time Value of Options – Option payoff options on

Securities, Stock Indices, Currencies and Futures – Options pricing models – Differences between future and Option contracts.

**UNIT IV SWAPS 9**

Definition of SWAP – Interest Rate SWAP – Currency SWAP – Role of Financial Intermediary – Warehousing – Valuation of Interest rate SWAPs and Currency SWAPs Bonds and FRNs – Credit Risk.

**UNIT V DERIVATIVES IN INDIA 9**

Evolution of Derivatives Market in India – Regulations - Framework – Exchange Trading in Derivatives – Commodity Futures – Contract Terminology and Specifications for Stock Options and Index Options in NSE – Contract Terminology and specifications for stock futures and Index futures in NSE – Contract Terminology and Specifications for Interest Rate Derivatives.

**TOTAL: 45**

**TEXT BOOKS**

1. Hull, Options, Futures and Other Derivative Securities, Pearson 2011
2. Verma, Derivatives and Risk Management, Tata McGraw Hill, 2010

**REFERENCES**

1. Kumar, Financial Derivatives- Theory, Concepts and Practice, PHI Learning, 2010
2. Parasuram, Fundamentals of Financial Derivatives, Wiley India, 2011
3. Gupta, Financial Derivatives- Theory, Concepts and Practice, PHI Learning, 2010
4. Hull, Introduction to Futures and Options Markets, PHI Learning, 2010
5. Mishra, Swaroop, Financial Derivatives Excel, 2010

**13G005**

**BANKING AND INSURANCE**

**3 0 0 3**

**OBJECTIVES**

- To develop basic knowledge of Banking and Insurance Services to the students
- To develop an overview about banking, insurance and contemporary issues in banking issues, and insurance.

**UNIT I INTRODUCTION- BANKING 9**

Structure of Indian banking system-Role of RBI-Classification and functions of banks-Banking legislations, banking sector reforms, non-performing assets- Banker customer relationship- Negotiable instruments

**UNIT II ASSESSMENT 9**

Priority sector lending: Different segments of priority sector advances.- Loans and advances: Principles of sound lending, Methods of granting advances, Secured advances, , Modes of creating charges- Project and working capital finance: Project finance-Project appraisal and working capital- Risk management : Meaning of business risks, Nature, causes and types of business risks, Methods of handling risk.

**UNIT III INTRODUCTION- INSURANCE 9**

Purpose and need - Functions, Principles and classification Nature of insurance contracts - Fundamentals of insurability - Insurance pricing: Insurance rating methods, Calculations of premium, methods of loading, Classification of expenses - Underwriting: The underwriting process, Methods of rate determination, Types of underwriters, Role of agents in underwriting.

**UNIT IV TYPES 9**

Life insurance: Essential features ,Advantages and types- Fire insurance :Underlying principles- Types of fire policies -Settlement of claims- Marine insurance : Scope and principles of marine insurance, Types of marine losses, Important clauses of marine insurance- Motor vehicle information :Taxonomy of motor vehicles, Kinds of motor vehicle insurance policies and claim settlement under motor vehicle insurance.- Health insurance : Types of health insurance policies- Miscellaneous insurance :

**UNIT V CONTEMPORARY ISSUES IN BANKING 9**

Concept of electronic banking -EFT, ECS, Tele banking-electronic cheques - credit card, debit card, smart card-e-banking- Camel model. - Asset liability management in banks- Basel norms: capital adequacy norms. Contemporary Issues in Insurance - Reinsurance: Characteristics and types of reinsurance, Reinsurance vs. Double insurance- Channels of distribution Insurance intermediaries and their functioning, Bancassurance.

**TOTAL: 45**

**TEXT BOOKS**

1. Sethi, Bhatia, Elements of Banking and Insurance, PHI Learning 2012
2. Gulati, Banking and Insurance, Principles and Practice, Excel Books, 2011

**REFERENCES**

1. Jain, Modern Banking and insurance, Deep and Deep Publications, 2010
2. Sharma, Banking and Insurance, Rajat Publications, 2010
3. Agarwal, Banking and Insurance, Himalaya Publishing House, 2010
4. Peter, Sylvia, Bank Management & Financial Services, Tata McGraw Hill, 2010
5. Arunajatesan, Viswanathan. Risk management and Insurance, Macmillan, 2009.

**ELECTIVES – HUMAN RESOURCE**

**13G011 CHANGE MANAGEMENT 3 0 0 3**

**OBJECTIVES**

- To understand the importance of change in organizational contexts
- To learn the coping skills to manage change.

**UNIT I ORGANIZATIONAL CHANGE 9**

Overview of organizational change -Types and forces of change and its perspectives - Models of change - Resistance to changes -Approaches to manage resistance -Implementation of organizational change - Organizational transformations

**UNIT II ORGANIZATIONAL CULTURE AND CHANGE 9**

Organizational culture – Importance in change - Sub cultures and change management - Functions of culture and change -Roles of change agents and leadership -Power, politics and ethics in change management

**UNIT III ORGANIZATION DEVELOPMENT 9**

Field of organization development -Historical overview of OD -Values, Assumptions & beliefs in OD - Foundations of OD -Organization development process -Action research process and Approach for OD

**UNIT IV OD INTERVENTIONS 9**

Introduction to Organization development interventions -Classifications of OD interventions -team and inter group interventions -Structural and comprehensive interventions

**UNIT V ISSUES AND TRENDS IN ORGANIZATIONAL CHANGE 9**

Advantages & limitations of change -The emerging challenges -Opportunities for OD in future -Organizational learning – A continuous process knowledge management in the present context

**TOTAL: 45**

**TEXT BOOKS**

1. Cummings, Organisation Development and Change, South Western Educational publishing, 2010
2. Kavita Singh, Organisation Change and Development, Excel Books, 2010.



**REFERENCES**

1. French, Bell, Jr, Robert, Zawackic, Organisation Development and Transformation, Tata McGraw Hill 2010
2. Radha R Sharma, Change Management and Organizational Transformation, Tata McGraw Hill 2012
3. Bhupen, Srivastava, Organization Design and Development, Biztantra, 2009
4. Sengupta, Battscharya, Sengupta, Managing Change in Organisations, PHI Learning, 2010
5. Jones, Organisational Theory, Design and Change, Pearson, 2010

**13G012**

**STRESS MANAGEMENT**

**3 0 0 3**

**OBJECTIVES**

- To identify the stress of people in work area and could apply techniques to scramble it for a smooth environment.
- To observe the sources to control the difficulties to prevent illusions and other dilemma in a concern.

**UNIT I UNDERSTANDING STRESS 9**

Meaning – Symptoms – Types of Stress – Stressors – Effects of Stress – Works Related Stress – Individual Stress – Reducing Stress – Burnout.

**UNIT II COMMON STRESS FACTORS TIME & CAREER PLATEAUNG 9**

Time Management – Techniques – Importance of planning the day – Time management schedule – Developing concentration – Organizing the Work Area – Prioritizing – Beginning at the start – Techniques for conquering procrastination – Sensible delegation – Taking the right breaks – Learning to say ‘No’.

**UNIT III CRISIS MANAGEMENT 9**

Implications – People issues – Environmental issues – Psychological fall outs – Learning to keep calm – Preventing interruptions – Controlling crisis – Importance of good communication – Taking advantage of crisis – Pushing new ideas – Empowerment.

**UNIT IV WORK PLACE HUMOUR 9**

Developing a sense of Humour – Learning to laugh – Role of group cohesion and team spirit – Using humour at work – Reducing conflicts with humour.

**UNIT V SELF DEVELOPMENT 9**

Improving Personality – Leading with Integrity – Enhancing Creativity – Effective decision making – Sensible Communication – The Listening Game – Managing Self – Meditation for peace – Yoga for Life.

**TOTAL:45**

**TEXT BOOKS**

1. Cooper, Managing Stress, Sage, 2007
2. Waltschafer, Stress Management, South Western Educational publishing, 4<sup>th</sup> Edition 2008.

**REFERENCE BOOKS**

1. Jeff Davidson, Managing Stress, Prentice Hall of India, New Delhi, 2006.
2. Swami Ranganathananda, Eternal Values for a changing society, Bharatiya Vidya Bhavan, 2003.
3. Brian Seaward, Essentials of Managing Stress, 2<sup>nd</sup> Edition, Jones and Barlett Learning, Publications, 2011.
4. Jeffrey A A.kottler, David D D Chen, Stress Management and Prevention Applications to Daily Life, 2<sup>nd</sup> Edition, Routledge, 2012
5. Dr Valerie J Sutherland, Prof. Cary Cooper, Frank Bond, Organizational Stress Management: A Strategic Approach, 2<sup>nd</sup> Edition, Palgrave Mcmillan, 2010

**13G013 INDUSTRIAL RELATIONS AND LABOUR LEGISLATIONS 3 0 0 3**

**OBJECTIVES**

- To develop a critical understanding of substantive and procedural labour laws.
- To develop skills in handling legal issues in industrial relations and other labour matters.

**UNIT I INDUSTRIAL RELATIONS 9**

History of IR -Understanding /Appreciating IR/employee relations – Various Approaches of IR - Theories of IR - Contemporary issues in Industrial Relations – Future trends.

**UNIT II TRADE UNIONS 9**

History of trade unions -Structure- Organisations – Problems - Trade unions -Theories , functions, methods - Trade unions act 1926 -Management of trade unions in India

**UNIT III COLLECTIVE BARGAINING 9**

The nature, advantages & disadvantages of CB - CB in India - Workers participation in management - Evolutions, objectives of WPM - WPM in India

**UNIT IV LABOUR LEGISLATION - I 9**

Introduction - Rights and obligations of employees -Factories Act 1948 -Contract Labour Act 1970 – Industrial Employment (Standing Order) Act 1946 - Industrial Disputes Act 1947 - Settlement of disputes - Procedures - The Minimum Wages Act 1948

**UNIT V LABOUR LEGISLATION-II - SCOPE AND IMPLICATIONS 9**

Payment of Wages Act 1936 - Payment of Bonus Act 1965 - The Payment of Gratuity Act 1972 - ESI Act 1948 -The Employee Provident Fund Act and Miscellaneous Act1952 - The Workmen Compensation Act 1923 -The Maternity Benefit Act 1961 – Child Labour (Prohibition Regulation) Act 1986

**TOTAL: 45**

**TEXT BOOKS**

1. Gankar, Dynamics of Industrial Relation, Himalaya Publication House, 2010
2. Sivarethnamohan, Industrial Relations and labour Welfare, PHI Learning, 2010

**REFERENCES**

1. Srivastava, Industrial Relations & Labour Laws, Vikas Publishing House, 2012
2. Sinha, Industrial Relations, Trade Unions& Labour Legislations, Pearson 2009
3. Kapoor, Elements of Mercantile Law, Sultan Chand & Sons, 2010
4. Singh B D, Industrial Relations and Labour Laws Excel Books, 2010
5. Nirmal Kumar, Human Resource Management and Industrial Relations, Himalaya Publishing House, 2009

**13G014 HUMAN RESOURCES DEVELOPMENT 3 0 0 3**

**OBJECTIVES**

- To understand the training and development, evaluation and quality consciousness and productivity implications provide the students with an understanding of the human resource development process.
- To understand the importance of Human development and its impact on organizations and to understand the latest training methods in HRM and management development.

**UNIT I INTRODUCTION 9**

Personnel Management, HRD and HRM -HRD Climate & Culture -HRD Functions -Role and competencies of HRD professional - Framework of HRD process

**UNIT II ASSESSING, DESIGNING AND IMPLEMENTING HRD PROGRAMS 9**  
Strategic and organizational analysis - Task analysis -Person analysis -Role analysis - Designing effective HRD programs

**UNIT III LEARNING, TRAINING AND DEVELOPMENT 9**  
Introduction to learning and learning principles -Individual differences in learning process -Identification of training needs -Training delivery methods -Issues in training -Influences on employee behavior – Prioritising HRD Needs

**UNIT IV MANAGEMENT DEVELOPMENT 9**  
Training Vs development - Developing the person in the role -Career planning and Career development-Potential appraisal -Employee empowerment – Career and Succession planning -Quality of work life balance

**UNIT V STRATEGIC HRD 9**  
Strategic HRD – SHRD Systems and Process – HRD Benefit – Forecasting Models - HRD in mergers and acquisitions -HRD and Organizational change - HRD scenario in Indian organization: its problems and prospects - Challenges and issues facing by HRD Professionals.

**TOTAL: 45**

**TEXT BOOKS**

1. Werner, Desimone, Human Resource Development, South Western Educational publishing, 2012
2. Krishnaveni, Human Resource Development, Excel Books, 2008

**REFERENCES**

1. Rao, Human Resource Development, Sage Publications, 2009
2. Deb, Human Resource Development, Ane Books 2012
3. Udai Pareak, Designing & Managing Human Resource, Oxford, 2009
4. Lalitha Balakrishnan, Human Resource Development, Himalaya Publishing House, 2010
5. Biswanth Ghosh, Human Resource Development& Management, Vikas Publishing House, 2010

**13G015 COMPETENCY MAPPING AND DEVELOPMENT 3 0 0 3**

**OBJECTIVES**

- To understand and build competencies and facilitate students to understand the differences and inevitability of connecting core competencies and people competencies
- To analyse and appreciate the need for Competency based HR Processes.

**UNIT I INTRODUCTION 9**  
Introduction - History & Origin of Competency -Knowledge Skills and Attitude Vs Competency - Reasons for Popularity of Competency - Views Against Competency- Definitions- Confusion about Competency Components of competency- Skill- Knowledge and Motive -Trait and Self-Concept - Iceberg Model of Competency - Operant and Respondent Traits of Competency

**UNIT II COMPETENCY CATEGORIES 9**  
Threshold Competencies- Differentiating Competencies - Generic or Key Competencies - Functional or Technical Competencies-Leadership or Managerial Competencies

**UNIT III STEPS IN DEVELOPING COMPETENCY MODEL 9**  
Steps in Developing Competency Model - Determining the objective and Scope - Clarifying Implementation Goals and Standards - Create an Action Plan - Define Performance Effectiveness Criteria - Identify a Criterion Sample - Data Gathering and Interim Competency Model - Finalize and Validate Competency Model

**UNIT IV COMPETENCY MODELS 9**

Competency models - Leadership and managerial competency models - Causes for Resistance and Recommended Actions to address - Delphi Technique Competencies and Generic Indicators 360 Degree Feedback - HR Generic Competency Model - Supervisory Generic Competency Model -

**UNIT V COMPETENCY ASSESEMENT AND USES 9**

Strategies to address the gaps - Integration the Competency Model -. Competency based Recruitment and Selection - Competency Based Performance Appraisal - Competency Based Succession and Career Planning - Competency Based Compensation and Benefits -. Competency based Training and Development - Reassess competencies and evaluate ROI

**TOTAL: 45**

**TEXT BOOKS**

1. Ganesh Shermom, Competency Based HRM, Tata McGraw-Hill Publishing Company Limited, 2004
2. Seema Sanghi, The Handbook of competency mapping , Response Books Year, 2004

**REFERENCE BOOKS**

1. Don Hellriegel, Susan E Jackson, John W Slocum, Management a Competency based approach, Tata McGraw Hill Publishing Company Limited, 2005
2. Nitin Sawardekar, Assessment Centers identifying potential and developing competency, Prentice Hall Publishers, 2006.
3. John W Newstrom and Keith Davis, OB – Human Behavioural work, Tata McGraw Hill, 13 Edition, 2009.
4. Stephen Robbins, Training in Interpersonal Skills – tips for managing People at works, Pearson, PHI, 2010
5. Whelten and Cameron, Development of Management Skills, 7<sup>th</sup> Edition, Pearson PHI, 2009.

**ELECTIVES- MARKETING**

**13G021 ADVERTISING AND PROMOTION MANAGEMENT 3 0 0 3**

**OBJECTIVES**

- To develop knowledge and understanding about the field of advertising and promotion.
- To understand how firms plan their promotional needs and to acquaint the students with concepts, techniques for developing an effective advertising and sales promotion programme.

**UNIT I INTRODUCTION TO ADVERTISEMENT 9**

Concept, Definition and Objectives -Social, Economic and Legal Implications of advertisements -Role of advertising in modern business world - Ethics in advertising - Advertising agency - Advertising campaign

**UNIT II MEDIA MANAGEMENT 9**

Media selection -Media plan - Reach and frequency of advertisement - Advertisement costs -Media Mix -Media strategy and scheduling

**UNIT III DESIGN AND EXECUTION OF ADVERTISEMENTS 9**

Message development -Different types of advertisements - Layout – Design appeal - Copy structure - Advertisement production -Print, Radio. T.V. and Web advertisements - Media Research -Testing validity and Reliability of advertisements -Measuring impact of advertisements

**UNIT IV INTRODUCTION TO SALES PROMOTION 9**

Concept, Definition and Objectives -Scope and role of sale promotion - Sales promotion techniques -Trade oriented and consumer oriented

**UNIT V SALES PROMOTION CAMPAIGN 9**

Requirement identification -Designing of sales promotion campaign - Involvement of salesmen and dealers - Out sourcing sales promotion -Integrated promotion -Coordination within the various promotion techniques - Online sales promotions

**TOTAL: 45**

**TEXT BOOKS**

1. Wells Williams, Moriarty & Burnett, Advertising, Principles & Practice, Pearson, 2011
2. Belch, Michael, Advertising and Promotion, Tata McGraw Hill, 2010

**REFERENCES**

1. Clow, Baack, Integrated Advertisements, Promotion and Marketing communication, PHI Learning, 2012
2. Shah, D-Souza, Advertising and Promotions-An IMC perspective Tata McGraw Hill, 2010
3. Shimp, Advertising and Promotion: An IMC Approach, South Western Educational publishing, 2012
4. Batra, Myers and Aaker, Advertising Management, PHI Learning, 2010
5. Kazmi, Batra, Advertising & Sales Promotion, Excel Books, 2010

**13G022**

**RURAL MARKETING**

**3 0 0 3**

**OBJECTIVES**

- To understand and appreciate the differences and similarities between urban and rural Indian markets.
- To understand about the Rural Marketing environment so that they can understand consumers and marketing characteristics of the rural markets and to analyse about marketing strategies that is unique to rural markets.

**UNIT I INTRODUCTION 9**

Definition -Evolution -Size and nature of rural markets -Profile of rural consumers -Rural market structure & Constitution -Rural market Infrastructure - Marketing opportunities & challenges

**UNIT II RURAL CONSUMER BEHAVIOUR 9**

Consumer Buyer behaviour models- Factors affecting consumer behaviour- Characteristics of rural consumers- Consumer buying process- Opinion leadership - Brand loyalty - Branding in rural India

**UNIT III PRODUCT 9**

Concepts and classifications -Rural product categories -New product development -Product life style - Product Mix -Segmentation –Targeting- Positioning

**UNIT IV PRICING AND DISTRIBUTION 9**

Pricing – Introduction & Objectives -Factors influencing pricing -Pricing strategies - Distribution-Introduction & Evolution -Channels of distribution - Rural distribution models -Emerging models

**UNIT V COMMUNICATION AND INNOVATION 9**

Communication –Introduction -Communication process -Rural media -Media model & Media Innovation - Innovation- Introduction & Role in rural markets -ICT in rural markets

**TOTAL: 45**

**TEXT BOOKS**

1. Pradeep Kashyap, Siddhartha Raut, Rural Marketing -Text and Practices, Biztantra, 2012
2. Krishmacharyalu, Ramakrishnan, Rural Marketing –Text and Cases, Pearson, 2011

**REFERENCES**

1. Balram Dogra and K Arnimdev Ghuman”, Rural Marketing-Concepts & Practices, Tata McGraw Hill 2010.

2. Tej.K.Bhatia, Advertising & Marketing in Rural India, Macmillan, 2009
3. Singh, Pandey, Rural Marketing: Indian Perspective New Age International Pvt. Ltd., 2007
4. Habib ul Rehman, Rural Marketing in India, Himalaya Publishing House, 2010
5. Gopaldaswamy, Rural Marketing, Environment Problems and Strategies, Vikas Publishing House, 2010

**13G023**

**SERVICES MARKETING**

**3 0 0 3**

**OBJECTIVES**

- To develop an understanding of services and service marketing with emphasis on various aspects of service marketing.
- To develop insights into trends in the service sector and also understand about service Marketing strategies.

**UNIT I INTRODUCTION 9**

Definition & Characteristics -Evolution & Growth of service sector -Nature and Scope of Services - Classification of services Challenges and issues in Services Marketing

**UNIT II SERVICE MARKETING OPPORTUNITIES 9**

Assessing service market potential -Marketing mix -Service marketing Environment and trends -Service market segmentation, targeting and positioning – Consumer Evaluation of services – Role of culture – Customer Expectation of Service – Service quality – Service Encounters – Relationship Marketing – Customer – Lifetime value – Customer Profitability – Service recovery – Service Failure

**UNIT III SERVICE DESIGN AND DEVELOPMENT 9**

Service Life Cycle -New service development -Service Blue Printing - GAP's model of service quality - Measuring service quality - SERVQUAL -Service Quality function development – Service attendances – Physical Evidence – Effect on Pricing – Approaches and Strategies

**UNIT IV SERVICE DELIVERY, PRICING AND PROMOTION 9**

Positioning of services -Designing service delivery System - Service Channel -Pricing of services, methods - Service marketing triangle -Integrated Service marketing – Service cultures - communication – Delivering Service through intermediaries – E-channels – Franchising – Managing demand and capacity – Yield Management

**UNIT V SERVICE STRATEGIES 9**

Healthcare -Hospitality -Tourism - Financial -Logistics -Education -Consultancy -Entertainment and public utility Information technique Services – Closing customer Gaps – Strategies to match promises – Integrated Service – Marketing Communications.

**TOTAL: 45**

**TEXT BOOKS**

1. Zeithaml, Bitner, Pandit. Gremler, Services Marketing, Tata McGraw Hill, 2010
2. Lovelock, Wirtz, Services Marketing, Pearson, 2011

**REFERENCES**

1. Hoffman, Marketing of Services, South Western Educational publishing, 2011
2. Jha, Services Marketing, Himalaya Publishing House 2010
3. Choudhary, Text book of Marketing of Services, Macmillan, 2010
4. Shanker, Service Marketing, Excel books, 2009
5. Srinivasan, Services Marketing –The Indian Context, PHI Learning, 2012

**13G024**

**RETAIL MANAGEMENT**

**3 0 0 3**

**OBJECTIVES**

- To develop knowledge of contemporary retail management issues at the strategic level.
- To analyze the way retailing works, specifically the key activities and relationships, and to familiarize the students with retail shop management and retail behaviour

**UNIT I INTRODUCTION 9**  
 Definition & Scope -An overview of Retailing -Challenges and opportunities -Retail trends in India -Socio economic and technological influences -Government of India policy implications on retails – Key Drivers of Retailing in India – Non Store format, Concept of Life cycle in Retail – Theories of Retail Development

**UNIT II RETAIL FORMATS 9**  
 Organized and unorganized formats - Different organized retail formats -Characteristics of each format - Emerging trends in retail formats -MNC's role in organized retail formats – Criteria for market evaluation – Selection of promotional mix – Customer profile market segmentation in India – Factors influencing Retail shoppers.

**UNIT III RETAILING DECISIONS 9**  
 Choice of retail locations -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 RETAIL SHOP MANAGEMENT 9**  
 Merchandise management -Space management – Retail inventory management -Retail accounting and audits - Retail store brands -Retail advertising and promotions -Retail management information systems - Online retail - Emerging trends - Integrated System – EDI (Electronic Data Interchange) and Bar coding – E-Retailing – Retail Audit

**UNIT V RETAIL SHOPPER BEHAVIOUR 9**  
 Understanding of retail shopper behaviour -Shopper profile analysis -Shopping decision process -Factors influencing retail shopper behavior -Complaints management -Retail sales force management – Types of Location – Site Evaluation – Trading area analysis – Inventory Management – Supply channel relationships – Store design layout – Store management and displays

**TOTAL: 45**

**TEXT BOOKS**

1. Pradhan, Retailing Management, Text & Cases, Tata McGraw Hill 2012
2. Berman, Retail Management, Pearson, 2012

**REFERENCES**

1. Ogden, Integrated Retail Management, Biztranza, India, 2009.
2. Varley, Rafiq, Principles of Retail Management, Ane Books, 2005
3. Nair, Retail Management, Himalaya Publishing House, 2012
4. Madaan, Fundamentals of Retailing, Tata Mcgraw Hill, 2010
5. Gopal, Manjrekar, Retail Management, Excel Books, 2010

**13G025**

**CONSUMER BEHAVIOR**

**3 0 0 3**

**OBJECTIVES**

- To identify the psychological aspects of modern consumer and bring its benefits for the growth of a concern.
- To create a better marketing strategy for the enhanced sale and a sustainable competitiveness for a business.

<b>UNIT I</b>	<b>INTRODUCTION</b>	<b>9</b>
Concepts – Significance – Dimensions of Consumer Behavior – Application of knowledge of Consumer Behaviour in marketing decisions.		
<b>UNIT II</b>	<b>CONSUMER BEHAVIOR MODELS</b>	<b>9</b>
Industrial and individual consumer behaviour models - Howard- Sheth, Engel – Kollat, Webster and Wind Consumer Behaviour Models – Implications of the models on marketing decisions.		
<b>UNIT III</b>	<b>INTERNAL INFLUENCES</b>	<b>9</b>
Psychological Influences on consumer behavior – Motivation – Perception – Personality Learning and Attitude- Self Image and Life styles – Consumer expectation and satisfaction.		
<b>UNIT IV</b>	<b>EXTERNAL INFLUENCES</b>	<b>9</b>
Socio-Cultural, Cross Culture - Family Group – Reference group – Communication -Influences on Consumer behavior		
<b>UNIT V</b>	<b>PURCHASE DECISION PROCESS</b>	<b>9</b>
High and low involvement - Pre-purchase and post-purchase behavior – Online purchase decision process – Diffusion of Innovation – Managing Dissonance - Emerging Issues – case studies.		

**TOTAL: 45**

**TEXT BOOKS**

1. Leon G.Schiffman and Leslie Lasar Kanuk, Consumer Behavior, Pearson Education, India, 2011.
2. Jay D. Lindquist and Joseph Sirgy, Shopper, Buyer and Consumer Behavior, Biztranza 2011.

**REFERENCES**

1. Paul Peter et al., Consumer Behavior and Marketing Strategy, Tata McGraw Hill, Indian Edition, 7<sup>th</sup> Edition 2010.
2. David L. Loudon and Albert J Della Bitta, Consumer Behavior, McGraw Hill, New Delhi 2011.
3. Frank R. Kardes, Consumer Behaviour and Managerial Decision Making, 2<sup>nd</sup> Edition.
4. Assel, Consumer Behavior - A Strategic Approach, Biztranza, 2008.
5. Sheth Mittal, Consumer Behavior- A Managerial Perspective, Thomson Asia (P) Ltd., 2003.

**ELECTIVES- PRODUCTION**

**13G031** **SUPPLY CHAIN MANAGMENT** **3 0 0 3**

**OBJECTIVES**

- To understand the growing importance of supply chain management for both service and Manufacturing businesses
- To familiarize the students regarding key players in supply chain and operational aspects of supply chain management.

**UNIT I** **OVERVIEW** **9**  
Introduction – Nature and concepts -Understanding the supply chain – Link between supply chain management and other management functions -Supply chain management basics - Achieving strategic fit - issues -Efficient and responsive supply chains -Importance of supply chain decisions.

**UNIT II** **SUPPLY CHAIN DRIVERS AND PERFORMANCE MEASURES** **9**  
Drivers of Supply Chain Performance - Framework for Structuring Drivers - Obstacles to Achieving Strategic Fit - Performance Measures - Customer Service and Cost Trade –Offs – Order Delivery Lead Time - Supply Chain Responsiveness - Delivery Reliability - Supply Chain Performance Measures



**UNIT III DESIGNING DISTRIBUTION NETWORKS 9**  
Role of Network Design - Factors Influencing Network Design Decisions - Framework for Network Design Decisions - Role of IT in Network Design

**UNIT IV SUPPLY CHAIN CO-ORDINATION 9**  
Supply Chain Co-Ordination And Bullwhip Effect -Effect of Lack of Co-Ordination - Obstacles to Co-ordination -Managerial Levers To Achieve Co-Ordination - Vendor Development: Vendor Selection, Rating And Development

**UNIT V WAREHOUSING MANAGEMENT 9**  
Concepts and types of warehouse -Functions of warehouses - Warehousing strategy -Elements of warehousing costs -Warehouse design principles -Concepts and principles of materials handling - Material handling equipments

**TOTAL: 45**

**TEXT BOOKS**

1. Altekar, Supply Chain Management – Concepts and Cases, PHI Learning, 2010
2. Agrawal, Supply Chain Management – Strategy, Cases and Best practices, Macmillan, 2010

**REFERENCES**

1. Upendra Kachu, Exploring the Supply chain – Theory and Practice, Excel Books, 2011
2. Chopra, Meindal, Kalra, Supply Chain Management – Strategy, Planning and Operation, PHI Learning, 2012
3. Shah, Supply Chain Management, Pearson Education, 2010
4. Mohanty, Deshmukh, Supply Chain Management- Theories and Practices, Biztantra, 2012
5. Bhat, Supply Chain Management, Himalaya Publishing House, 2010

**13G032 TOTAL QUALITY MANAGEMENT 3 0 0 3**

**OBJECTIVES**

- To understand the Total Quality Management concept and principles and the various tools available to achieve quality.
- To understand the statistical approach for quality control and to recognize about the ISO and QS certification process and its need for the industries.

**UNIT I TOTAL QUALITY MANAGEMENT 9**  
Definition- Basic approach - Evolution- Framework- Characteristics -Elements, pillars, barriers and benefits - Contributions of quality gurus

**UNIT II QUALITY CERTIFICATIONS 9**  
Benefits of ISO registration - ISO 9000 series - ISO 14000 series -QS 9000 certification - Quality auditing - Quality awards -Quality council - Continuous Process Improvement Meaning of process -The Juran trilogy - Improvement strategies -Types of problems -The PDSA cycle –Kaizen

**UNIT III TOOLS AND TECHNIQUES FOR QUALITY MANAGEMENT 9**  
Quality function deployment ( QFD) - Failure mode and effect analysis -Taguchi's approach - Histogram, Pareto analysis -Cause and effect diagram - Affinity diagram, Relationship diagram, Tree diagram, PDPC, Arrow diagram, Matrix data analysis diagram -Benchmarking, 5S - Poke Yoke

**UNIT IV STATISTICAL PROCESS CONTROL 9**  
Meaning and significance -Acceptance sampling -Control charts – X bar, R, p, nap, c and u charts- Process Capability: Control limits and specification limits, -Definition and purpose of process capability -Measures of process capability

**UNIT V PRODUCT RELIABILITY 9**  
Definition and concepts of reliability -Failure rate analysis, -Mean failure rate, MTTF, MTBF -Reliability in series and parallel- Total Productive Maintenance; Definition, concepts, objectives -Steps for TPM development, - Measures of TPM and benefit

**TOTAL: 45**

**TEXT BOOKS**

1. Bester field, Total Quality Management, Pearson, 2010
2. Raja ram, Sivakumar, Total Quality Management, Biztantra, 2010

**REFERENCES**

1. Evans, Total Quality Management, South Western Educational publishing Learning, 2010
2. Subbaraj, Total Quality Management, Tata McGraw Hill, 2010
3. Senthil Arasu, Total Quality Management, Sci Tech Publications, 2010
4. Mandal, Total Quality Management, Vikas Publishing House, 2010
5. Nigam, Total Quality Management, Excel Books, 2010

**13G033 PROJECT MANAGEMENT 3 0 0 3**

**OBJECTIVES**

- To familiarize the students with project management techniques of a project planning & implementation and the use of computers in the same.
- To get an understanding of the procedures, techniques and methods of project evaluation, financing and control.

**UNIT I INTRODUCTION 9**  
Benefits of project management - Project Management life cycle: Project initiation - project planning -Project execution - Project closure -Project Manager –roles, responsibilities - Selection - The project team

**UNIT II BUDGETING THE PROJECT 9**  
Methods of budget -Cost estimation -Improving cost estimates - Project scheduling: Project network construction - CPM – PERT -Crashing of project network

**UNIT III CONTRACT MANAGEMENT 9**  
Principles of project contracts -Project contracting process -Project communication -Legal aspects of project management - Global tendering, Insurance for projects - Resource management: Basics of resource constraints - Resource loading -Resource leveling – Vendor Evaluation

**UNIT IV PROJECT RISK MANAGEMENT 9**  
Four stage process -Integrated approach to risk management - Monitoring and controlling the project: The plan-monitor-control cycle -Earned value -Purpose of control - Design of control system

**UNIT V ROLE OF FINANCIAL INSTITUTIONS 9**  
Appraisal processes -Concepts and techniques -Specialized financial Institutions -Venture capital - Project auditing: Objectives of project audit -The audit process -The audit report -Project auditor’s role

**TOTAL: 45**

**TEXT BOOKS**

1. Gray, Larson, Desai Project management The managerial process, Tata McGraw-Hill, 2010
2. Nichlolos, Project Management for Business & Technology, PHI Learning, 2010

**REFERENCES**

1. Meredith, Mantel, Project Management – A Managerial Approach, Wiley, 2012

2. Paneerselvam, Senthilkumar, Project Management, PHI Learning, 2010
3. Gopalakrishnan, Moorthy, Text Book of Project Management, Macmillan, 2010
4. Sontakki, Project Management, Himalaya Publishing House, 2011
5. Patel, Project Management, Vikas Publishing House, 2010

**13G034**

**TECHNOLOGY MANAGEMENT AND IPR**

**3 0 0 3**

**OBJECTIVES**

- To understand the issues the technology management and strategy
- To get an understanding about the role of technology in improving business competitiveness.

**UNIT I TECHNOLOGY MANAGEMENT AND MANAGEMENT STRATEGY 9**

Review of technology management - Technological innovation - Business competitiveness - Technology strategy and leadership

**UNIT II DEVELOPMENT OF TECHNOLOGICAL CAPABILITY 9**

Developing technology based capabilities - Technology based developments -Diffusion and adaptation technology - Need for technology analysis

**UNIT III MANAGEMENT ISSUES & BUSINESS COMPETITIVENESS 9**

People and organization issues - Characteristics of innovative firms -Technology interface with markets - Customers and suppliers -Operational system strategies -Business competitiveness interface -Market integration with technology -Accountability with share holders

**UNIT IV MANAGEMENT OF TECHNOLOGY 9**

Factors Influencing Effective Integration in Technical Organization -Barrier to Implementation of Structure for Managing Technology -Need for Inter-Disciplinary Endeavour and Improved Functional Relation

**UNIT V INTELLECTUAL PROPERTY RIGHTS 9**

Need for IPR -WIPO - Patents and Patent Information - Need for Patent - Patentable and Non-Patentable Invention - Types of Patent Application in India - PCT System - Patent Filing - Opposition and Grand - Design Act 2000 -Trademark -Copyright - Copyright Infringement - Geographical Indication - Important Principles of IP Management

**TOTAL: 45**

**TEXT BOOKS**

1. Murthy, Technology Management, Himalaya Publishing House, 2009
2. Khalil, Technology Management, Tata McGraw Hill, 2010

**REFERENCES**

1. Ray Gehani, Management of Technology & Operations, Wiley India 2009
2. Szakony, Handbook of Technology Management, Viva books, 2010
3. Dhillion, Technology management, Global India, 2009
4. Neelakandan, Management Technology, Excel Books, 2010
5. Goran.D.Putnik, Maria Manuala Cunha, Knowledge and Technology Management in Virtual Organizations, Idea Group Publishing, Idea Group Incorporation, 2007

**13G035 BUSINESS PROCESS REENGINEERING AND VALUE ENGINEERING 3 0 0 3**

**OBJECTIVES**

- To understand the need for business process reengineering for organizations and to understand the basic concepts in value Engineering and its role in improving the competitiveness of organizations
- To get a basic grounding to the students regarding use of information technology and process redesign.

**UNIT I INTRODUCTION 9**

Business process: Definition dimensions -History of BPR, Definition, Basics -Benefits of BPR -Role of leader and manager -Guiding principles of BPR -Key targets of BPR

**UNIT II BPR IN MANUFACTURING INDUSTRY 9**

Enablers of BPR in manufacturing - Product design and development - BPR and IT: Relationship between BPR and IT -Role of IT in Reengineering -BPR tools and techniques - Criticality of IT in Business process

**UNIT III IMPLEMENTATION METHODOLOGY 9**

Reasons for implementation of BPR -Necessary attributes of BPR methodologies -BPR team characteristics - Different phases of BPR -Different BPR methodologies -Steps of process re-engineering - Performance measures of BPR - Risks associated with BPR -Barriers to BPR implementation, Areas generating barriers to BPR -A framework for barrier management.

**UNIT IV VALUE ENGINEERING CONCEPTS, THEORY AND FUNDAMENTALS 9**

Relevance of Value engineering to Indian scenario - Meaning of value - Ways to add value -Value engineering basics - Techniques employed in value engineering

**UNIT V VALUE ENGINEERING JOB PLAN 9**

Introduction, Selecting the project -Selecting team members -Phases of value engineering job plan -General phase, Information phase, Function phase, Creation, Evaluation phase, Investigation phase, Implementation phase.

**TOTAL: 45**

**TEXT BOOKS**

1. Radhakrishnan, Balasubramanian, Business Process Reengineering: Text and Cases, PHI Learning, 2009
2. Dey, Business Processing Re Engineering & change Management, biztara Wiley 2009

**REFERENCES**

1. Iyer, Value Engineering: A How to Manual, New Age International Publishers, 2009
2. Kumar, Value Engineering, Narusha Publishers, 2009
3. Srinivasan, Business Process Reengineering, Tata McGraw Hill, 2011
4. Bhatt, Business Process Reengineering, Himalaya Publishing House, 2009
5. Jaganathan, Getting more at low cost: The value Engineering way, Tata Mc Graw Hill, 2009

**ELECTIVES- SYSTEM**

**13G041 KNOWLEDGE MANAGEMENT SYSTEMS 3 0 0 3**

**OBJECTIVES**

- To focus on how knowledge is created, captured, represented, stored and reused so as to fully leverage the intellectual assets of a firm
- To understand the importance of Knowledge management and process for organizations

**UNIT I INTRODUCTION 9**

Definition, Forces driving knowledge management, -Issues in knowledge management -The five Ps of strategic knowledge management- Nature of knowledge: Definition, Different types of knowledge, - Alternative views of knowledge -Differences between data, Information and knowledge

**UNIT II KNOWLEDGE MANAGEMENT PROCESSES 9**

The 10 step knowledge management roadmap -Knowledge discovery systems -Knowledge capture systems - Knowledge sharing systems -Knowledge application systems -Knowledge management Infrastructure

**UNIT III TECHNOLOGIES FOR KNOWLEDGE MANAGEMENT 9**

Artificial Intelligence, Knowledge based system - Introduction, Definition - Advantages and disadvantages - Other artificial intelligence technologies - Automated reasoning process - Case based reasoning system

**UNIT IV KNOWLEDGE CODIFICATION AND IMPLEMENTATION 9**

Definition of Knowledge codification -Reasons for codifying knowledge - Modes of knowledge conversion - Codification tools and procedures -Data mining -Data management -Knowledge portals

**UNIT V ORGANIZATIONAL IMPACTS OF KNOWLEDGE MANAGEMENT 9**

Attributes of a Knowledge leader -Enablers of knowledge culture -Ownership of knowledge: Ethical and legal issues. - Managing knowledge workers -Future of knowledge management

**TOTAL: 45**

**TEXT BOOKS**

1. Becerra, Fernandez, Knowledge management: Challenges, solutions and technologies, Pearson, 2010
2. Debowski, Knowledge Management, Wiley India, 2012

**REFERENCES**

1. Jawadekar, Knowledge Management, Tata McGraw Hill, 2010
2. Warier, Knowledge Management, Vikas Publishing House, 2010
3. Awad, Ghaziri, Knowledge Management, PHI Learning, 2011
4. Reddy, Knowledge Management System, Himalaya Publishing House, 2010
5. Thothathri Raman, Knowledge Management, Excel Books, 2010

**13G042 SOFTWARE PROJECT AND QUALITY MANAGEMENT 3 0 0 3**

**OBJECTIVES**

- To understand the various factors influencing the successful implementation of Software projects.
- To familiarize the Students with software quality management methods and to get an Idea about software quality assurance, quality measures, and quality control.

**UNIT I INTRODUCTION 9**

Project- Project management -Role of project manager -Project management profession - System view of project management - Stakeholder management - Attributes of well engineered software – Importance and Need for Project Management

**UNIT II PROCESS MODELS 9**

Prescriptive model -Waterfall model - Incremental process model -Evolutionary process model - Agile process models -Core principles of software engineering -Planning practices, Communication practices - Modeling practices, Construction practices

**UNIT III PROJECT DEVELOPMENT 9**

Strategic Planning And Project Selection -- Cost Budgeting – Cost benefit analysis - Cost Control - Cost Estimating types - Project Management Plan -Project Execution -Integrated Change Control- Closing Project - Project Scope Management: Definition - Scope Planning, Scope Management Plan - Project Scope Statement - Creating Work Breakdown Structure -Scope Verification And Scope Control -Techniques - Cost Budgeting, Cost Control

**UNIT IV PROJECT TIME MANAGEMENT 9**

Importance - Activity definition, Activity sequencing - Schedule development- Project time and cost management: Importance, basic principle – Importance of Time management - Tools and techniques

**UNIT V PROJECT QUALITY MANAGEMENT 9**

Need for Quality planning -Software quality assurance - Tools and techniques for QC -Modern quality management, ISO 9126 -Quality management system – Advancement in Quality check management system

**TOTAL: 45**

**TEXT BOOKS**

1. Futrell, Quality Project Software Management, Pearson Education, 2010
2. Hughes, Cottrell, Software Project Management, Tata McGraw Hill, 2011

**REFERENCES**

1. Goyal, Software Project Management, Macmillan, 2010
2. Pressman, Software Engineering - A practitioner's Approach, McGraw Hill International, 2010
3. Mohapatra, software project management, South Western Educational publishing Learning, 2010
4. Kelkar, Software project management, PHI Learning, 2010
5. Scwalbe, Information Technology Project Management, South Western Educational publishing Learning, 2010

**13G043**

**DATABASE MANAGEMENT SYSTEMS**

**3 0 0 3**

**OBJECTIVES**

- To understand the importance of data and information processing in the organization
- To understand the steps and concepts in building, retrieving and controlling database.

**UNIT I INTRODUCTION 9**

Purpose of Database systems - Characteristics of database approach- Advantages of using DBMS- Data Models- Schemas and Instances- DBMS architecture and Data Independence- Database system environment- Classification of DBMS- Entity Relationship model- Relational models

**UNIT II SQL 9**

Basic structure- functions- Null value- Nested sub queries- Derived relations- Embedded SQL- Other Query languages- Integrity constraints: Domain constraints- Referential integrity- Procedure – Function – Packages - Assertion- Triggers- Functional dependencies

**UNIT III RELATIONAL DATABASE DESIGN 9**

Features of Good relational Design - Decomposition- Normalization- Domain Key Normal form-Object Oriented Databases: Object oriented data model- Object oriented languages- Object relational databases- Nested relations- Complex types and object orientation

**UNIT IV STORAGE AND FILE STRUCTURE 9**

Overview of Physical Storage media – Disk Space management - RAID- tertiary storage- storage access- File organization- Organization of records in files- Storage structure for object oriented databases

**UNIT V INDEXING AND HASHING 9**

Basic concepts- Ordered indices- B + and B -Tree index files- Static hashing- Dynamic hashing - Database Security: Data classification- Threats and risks- Cryptography- Digital signature- Database control- Types of privileges- Object privileges- Statistical database

**TOTAL: 45**

**TEXT BOOKS**

1. Pannerselvam, Database management System, PHI Learning, 2010
2. Pathak, Data Base Management Systems, Himalaya Publishing House, 2009

**REFERENCE BOOKS**

1. Leon, Database management system, Vikas Publishing House, 2010
2. Korth, Database system concepts, Tata McGraw Hill, 2010
3. Kahate, Introduction to Database Management system, Pearson Education, 2009
4. Pratt, Database management system, South Western Educational publishing Learning, 2010
5. Shah, Patel, Database Management System, Macmillan, 2011

6. Ranjan, Advances in Data Base Management, Macmillan, 2010
7. Narang, Database management system, PHI Learning, 2010
8. Ramakrishnan, Database management system, Tata McGraw Hill, 2010

**13G044**

**ENTERPRISE RESOURCE PLANNING**

**3 0 0 3**

**OBJECTIVES**

- To familiarize the students about the role of ERP as a tool for Business integration and to understand the key implementation issues of ERP
- To know the business modules of ERP and to appreciate the current and future trends in ERP.

**UNIT I OVERVIEW**

**9**

General model for ERP - Evolution of ERP - Business Engineering: Principles, Significance, Business intelligence with IT -Blueprint of a business model -Benefits and Risks of ERP – ERP and related technology

**UNIT II ERP AND TECHNOLOGY**

**9**

Business Intelligence: Factors, Technology - Techniques for integrating business intelligence into business processes -BPR: Phases -Challenges in implementing BPR

**UNIT III BUSINESS MODULES**

**9**

Business Modules of an ERP Package -Finance, Manufacturing, Maintenance, Materials Management -Quality management, Marketing, Sales, distribution & Service

**UNIT IV ERP IMPLEMENTATION**

**9**

Implementation challenges, - Strategies for implementation, - ERP Life cycle - Implementation methodologies – Hidden Cost - Project team, vendor and contract management - Data migration, project management & monitoring, -Post implementation activities

**UNIT V MARKETING OF ERP**

**9**

Marketing strategy -Relationship marketing -Participants in the ERP buying process -Sales cycle - Products in the market: SAP, Oracle, JD Edwards, Marshal -Future direction and trends in ERP -ERP, SCM and CRM - Web Enabling Market Snap Shot – Cloud Computing

**TOTAL: 45**

**TEXT BOOKS**

1. Leon, Enterprise Resource Planning, Tata McGraw Hill, 2010
2. Kumar, Garg, Venkitakrishnan, Enterprise Resource Planning – Concepts and Practice, PHI Learning, 2010

**REFERENCES**

1. Ellen F monk, Bret J Wagner, Enterprise Resource planning, South Western Educational publishing, 2012
2. Sumner, Enterprise Resource Planning, Pearson Education, 2009
3. Jaiswal, Text book of Enterprise Resource Planning, Macmillan, 2009
4. Altekar, Enterprise wide Resource Planning, PHI Learning, 2009
5. Murthy, Enterprise Planning, Himalaya Publishing House, 2010

**13G045**

**E-BUSINESS**

**3 0 0 3**

**OBJECTIVES**

- To understand the technology behind E- Business and the future opportunities for organizations to leverage the Internet
- To understand the management aspect of E-commerce Technological Environment.

**UNIT I INTRODUCTION 9**

Characteristics of E-business - Advantages and disadvantages of E-business -Business models for E-commerce - E-marketing: Goals, Browsing behavior model -Online marketing, E-advertising

**UNIT II ENABLING TECHNOLOGIES OF WORLD WIDE WEB 9**

Internet client server application -Networks and internets -Switching, Transmission, Routers, URLs, TCP, Search engine, ISP, Hypertext, JavaScript, XML

**UNIT III E-SECURITY 9**

Information system security -Security on the internet -E-business risk management issues -Internet security environment in India- E-Payment system: Digital payment requirements - Digital token based E Payment system -Properties of Electronic cash -Cheque payment system on the internet - Risks in E payment system - Digital signature

**UNIT IV E-CRM 9**

E-CRM Tool kits -Typical business touch points - Privacy issues -Data mining in CRM- E-Supply chain management: Inventory control, advantages, benefits, components and architecture

**UNIT V MOBILE COMMERCE 9**

Definition -Technology - Wap Model - Wireless Technology - 3g Wireless Communication - Web Design: Need For Intelligent Web Sites -Goals And Objectives Of A Website - Strategies For Website Development - Ethical Issues In Digital Economy

**TOTAL: 45**

**TEXT BOOKS**

1. Chaffey, E-Business and E-commerce, Pearson Education, 2010
2. Reynolds, E-Business, Oxford University Press, 2010

**REFERENCES**

1. Branmcanzer, E-Business and E-Commerce, Wiley India 2012
2. Mishra, E-Commerce, Macmillan, 2011
3. Rayadu, E-Commerce, E Business, Himalaya Publishing House, 2010
4. Kalakota, Marcias Robinson, e-business 2.0, Pearson Education, 2010
5. Joseph, E-Commerce – An Indian Perspective, PHI Learning, 2012