MASTER'S PROGRAMME

A Master’s Programme consists of a number of courses. Master’s Programme consists of a set of compulsory courses (Core Courses) and some optional courses (elective courses).

Core courses are basic courses required for each programme. The number and distribution of credits for core courses will be decided by the respective faculties.

Elective courses will be suggested by the respective departments. Elective courses may be distributed in all four semesters.

A course is divided into SIX units to enable the students to achieve modular and progressive learning.

SEMESTERS

An academic year is divided into two semesters, odd semester and even semester. The normal semester periods are:

Odd Semester: July to November (90 Working days)
Even Semester: December to April (90 Working days)

CREDITS

The term credit is used to describe the quantum of syllabus for various programmes in terms of weightage and hours of study. It indicates differential weightage given according to the contents and duration of the courses in the curriculum design.

The minimum credit requirement for a two year Master’s Programme shall be 90.
COURSES

Each course may consist of lectures/ tutorials/ laboratory work/ semester/ project work/ practical training/ report/ viva voce etc.

COURSE WEIGHT

Core and Elective courses may carry different weights. For example, a course carrying one credit for lectures will have instruction of one period per week during the semester, if three hours of lecture is necessary in each week for that course, the 2 credits will be the weightage.

Thus normally, in each of the courses, credits will be assigned on the basis of the lectures / tutorials / laboratory work / field and industrial visits and other forms of learning in a 15 week schedule.

One credit for each lecture period per week
One credit for each tutorial per week
One credit for every three periods of laboratory or practical work per week
One credit for 3 contact hours of project work in a week
One credit for every two period seminar
Two credits for project work / dissertation.
Two credits for tour and industrial visits

ELIGIBILITY FOR ADMISSION

A candidate who has passed the Bachelor’s Degree in any subject including the Professional Courses of this University or an examination of any other University accepted by the Syndicate as equivalent thereto.

GRADING SYSTEM

The term Grading system indicates a 10 point scale of evaluation of the performance of students in terms of marks, grade points, letter grade and class.

DURATION

The duration for completion of a two year Master’s Programme in any subject is of four semesters.
STRUCTURE OF THE PROGRAMME

The Master's Programme will consist of:

- Core courses which are compulsory for all the students
- Elective courses which students can choose amongst from courses approved within the department or in other departments of the faculty and other faculties.
- The CBCS elective subjects will be allotted after counseling by a committee of the Head of the Departments under the chairmanship of the Dean.
- Dissertation / Project Work / Practical Training / Field work, which can be done in an organization (Government, Industry, Firm, Public Enterprise etc.) approved by the concerned department.
- Student can take any two specializations (Dual Specialization) and should continue with the same from 2nd Semester to 4th Semester.

ATTENDANCE

Every teaching faculty handling a course shall be responsible for the maintenance of attendance register for candidates who have registered for the course.

The instructor of the course must intimate the Head of the Department at least Seven Calendar days before the last instruction day in the semester about the particulars of all students who have secured an attendance of less than 80%.

A candidate who has attendance less than 80% shall not be permitted to sit for the End–Semester examination in the course in which the short fall exists.

<table>
<thead>
<tr>
<th>Attendance %</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>90 and more</td>
<td>5</td>
</tr>
<tr>
<td>80–89</td>
<td>4</td>
</tr>
<tr>
<td>70–79</td>
<td>3</td>
</tr>
</tbody>
</table>
EXAMINATION

There will be two sessional assessments and one End-Semester examination during each semester.

Sessional Test–I will be held during sixth week for the syllabi covered till then.

Sessional Test–I will be combination of a variety of tools such as class test, assignment, and paper presentation that would be suitable to the course. This requires an element of openness. The students are to be informed in advance about the nature of assessment and the procedures. However the tests are compulsory. Test I may be for one hour duration. The pattern of question paper will be decided by the respective Faculty. Sessional Test–I will carry 20% of marks out of the session marks 25.

Sessional Test–II will be held during eleventh week for the syllabi covered between seventh and eleventh weeks.

Sessional Test–II will be conducted with a variety of assessment tools. It will also have an element of openness. The students are to be informed in advance about the nature of assessment and the procedures. However the tests are compulsory. Test II may be for two hour duration. The pattern of question paper will be decided by the respective faculty. Sessional Test II carries 20% of marks out of the session marks 25.

There will be one end semester examination of 3 hours duration in each course.

The End Semester Examination will cover full syllabus of the course for 75% of marks.

EVALUATION

Evaluation will be done on a continuous basis. Evaluation may be by objective type questions, Quiz, Short Answers, Essays or a combination of these, but at the End Semester Examination, it has to be a written examination.

The performance of a student in each course is evaluated in terms of Percentage of marks (PM) with a provision for conversion to Grade Point (GP). The sum total performance in each semester will be rated by GPA while the continuous performance from the 2nd Semester onwards will be marked by (OGPA).

MARKS AND GRADING

A Student cannot repeat the assessment of Sessional Test I and Sessional Test II. However, if for any compulsive reason, the students could not attend the test, the prerogative of arranging a special test lies with the teacher in consultation with the Head of the Departments.

A minimum of 50% marks in each course is prescribed for a pass. A student has to secure 50% minimum in the End Semester Examination.

If a candidate who has not secured a minimum of 50% of marks in a course shall be deemed to have failed in that course.
The Student can repeat the End Semester Examination when it is offered next in the subsequent odd / even semester till the regulations are in force.

A candidate who has secured a minimum of 50 marks in all the courses prescribed in the programme and earned a minimum of 90 credits will be considered to have passed the Master’s Programme.

GRADING

A ten point rating scale is used for the evaluation of the performance of the student to provide letter grade for each course and overall grade for the Master’s Programme.

<table>
<thead>
<tr>
<th>Marks</th>
<th>Grade Point</th>
<th>Letter Grade</th>
<th>Class</th>
</tr>
</thead>
<tbody>
<tr>
<td>90 and more</td>
<td>10</td>
<td>S</td>
<td>Exemplary</td>
</tr>
<tr>
<td>85–89</td>
<td>9.0</td>
<td>D</td>
<td>Distinction</td>
</tr>
<tr>
<td>80–84</td>
<td>8.5</td>
<td>D</td>
<td>Distinction</td>
</tr>
<tr>
<td>75–79</td>
<td>8.0</td>
<td>D</td>
<td>Distinction</td>
</tr>
<tr>
<td>70–74</td>
<td>7.5</td>
<td>A</td>
<td>First Class</td>
</tr>
<tr>
<td>65–69</td>
<td>7.0</td>
<td>A</td>
<td>First Class</td>
</tr>
<tr>
<td>60–64</td>
<td>6.5</td>
<td>A</td>
<td>First Class</td>
</tr>
<tr>
<td>55–59</td>
<td>6.0</td>
<td>B</td>
<td>Second Class</td>
</tr>
<tr>
<td>50–54</td>
<td>5.5</td>
<td>C</td>
<td>Second Class</td>
</tr>
<tr>
<td>49 or Less</td>
<td></td>
<td>F</td>
<td>Fail</td>
</tr>
</tbody>
</table>

The Successful candidates are classified as follows.

I Class—60 % Marks and above in overall percentage of Marks (OPM)

II Class—50–59% Marks in overall percentage of marks.

Candidates who obtain 75% and above but below 90% of marks (OPM) shall be deemed to have passed the examination in FIRST CLASS provided he/she passes all the courses prescribed for the programme at the first appearance.

Candidates who obtain 90% and above (OPM) shall be deemed to have passed the examination in FIRST CLASS (Exemplary) provided he/she passes all the courses prescribed for the programme at first appearance.

For the Internal Assessment Evaluation, the break up marks shall be as follows:

| Test             | —           | 10 Marks |
| Assignment/ Seminar/ Case Study/ | —           | 10 Marks |
| Role Play/ Viva Voce / Short Answers | —           | 5 Marks |
| Total            | —           | 25 Marks |

The award of marks shall be as below:

Faculty of Science Theory & Practical 2000 Marks

Faculty of Arts, Indian Language and Education 3700 Marks
COURSE–WISE LETTER GRADES

The percentage of marks obtained by a candidate in a course will be indicated in a letter grade.

A student is considered to have completed a course successfully and earned the credits if he/she secures an overall letter grade other than F. A letter grade F in any course implies a failure in that course. A course successfully completed cannot be repeated for the purpose of improving the Grade Point.

The F grade once awarded stays in the grade of the student and is not deleted even when he/she completes the course successfully later. The Grade acquired later by the student will be indicated in the grade sheet of the odd/even semester in which the candidate has appeared for clearance of the arrears.

A student who secures F grade in any course which is listed as a core course has to repeat it compulsorily when the course is offered next. If it is an elective course, the student has the option to repeat it when it is offered next or to choose a new elective if he/she so desires in order to get a successful grade.

When new elective is chosen in the place of failed elective, the failed elective will be indicated as dropped in the subsequent grade card.

If a student secures F grade in the Project Work / Field Work / Practical Work / Dissertation, either he/she shall improve it and resubmit it if it involves only rewriting incorporating the clarifications of the evaluators or he/she can re-register and carry out the same in the subsequent semesters for evaluation.

GENERAL

In–plant training is being offered for elective students in organizations. The students get the opportunity to interact with the officials in the company environment in their chosen field.

Major project in a company for 45 days by students is compulsory. The project develops research bent of mind among them. The students can select any topic in functional areas. The faculty acts as internal guide. Computer Laboratory consists more than 100 computers. Each student is served with one PC to enable research and academic activities.

Department Library is equipped with 5000 volumes and a number of journals and back volumes. Laboratory and Computer wing function from 10.00 AM to 8.00 PM.

- Placements in Leading Organizations
- Project Placements in Companies
- Computer Training
- Use of Internet and Computers
- Use of Electronic Gadgets in Classrooms
- Case Study Workshops and Consultancy Training
- Arranging Man–meet Programmes
- Short and Long Industrial Tours
- Specialization Training in Industries
• Nominating students in Inter College and University Management Development Programmes
• Entrepreneurial Training Programmes
• Executive Sports arranged annually
• Guest Lectures from Industries
• Back Volumes–Journals and Magazines

ACTIVITIES AS A PART OF MBA PROGRAMME
• Organizing and participating programmes in other institutions.
• Students Manmeet and Newsletter.
• Leaders Lecture Programme Series.
• Guest Lectures.
• Marketing Simulation games and exercises.
• Industrial Visits.
• Personality and Management Development Programmes.
• Conferences, Colloquiums, Workshops, Seminars and Symposium.
• Placement training and campus placement.
• Management Meets.
• Communication Development and Entrepreneur Development Programmes.
• Entrepreneurship Summit.
• SME projects and summer projects.
• Project Contest.
## SCHEME OF EXAMINATIONS

### FIRST YEAR : FIRST SEMESTER

<table>
<thead>
<tr>
<th>Course Name</th>
<th>Credits</th>
<th>Internal</th>
<th>External</th>
</tr>
</thead>
<tbody>
<tr>
<td>101. Management Process</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>102. Managerial Economics</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>103. Organizational Behaviour</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>104. Accounting for Managers</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>105. Management Process (CBCS Elective)</td>
<td>4</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>106. Computer Applications in Management</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>107. Project Entrepreneurship and Small Business Mgt.</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>108. Research Methodology</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>109. Comprehensive Viva (Industrial Visit and subjects)</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
</tbody>
</table>

### FIRST YEAR : SECOND SEMESTER

<table>
<thead>
<tr>
<th>Course Name</th>
<th>Credits</th>
<th>Internal</th>
<th>External</th>
</tr>
</thead>
<tbody>
<tr>
<td>201. Financial Management</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>202. Marketing Management</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>203. Human Resource Management</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>204. Production and Materials Management</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>205. Marketing Management (CBCS Elective)</td>
<td>4</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>206. Decision Support System and MIS</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>207 and 208 (Any Two) of the following</td>
<td>75</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>A. FINANCE: Accounting Software – Practical</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>B. MARKETING: Marketing Research and Consumer Behaviour</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>C. HUMAN RESOURCE MANAGEMENT:</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>Industrial Relations and Labour Welfare Management</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>D. PRODUCTION: Production Planning and Control</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>E. SYSTEMS: System Analysis and Software Development</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>F. INTERNATIONAL TRADE MANAGEMENT: Export–Import Procedures, Documentation and Logistics</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>209. Exposure to Small and Medium Enterprises – Project Work</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>210. Lab for Statistical Packages on Business Decision</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
</tbody>
</table>
## SECOND YEAR: THIRD SEMESTER

<table>
<thead>
<tr>
<th>Course Name</th>
<th>Credits</th>
<th>Internal</th>
<th>External</th>
</tr>
</thead>
<tbody>
<tr>
<td>301. Operations Research</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>302. Case Study and Analysis</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>303. Business Legislations</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>304. International Business and Export Management</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>305. Training and Development (CBCS Elective)</td>
<td>4</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>306 and 307 (Any Two) of the following</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A. FINANCE: Investment Security and Portfolio Management</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>B. MARKETING: Sales and Distribution Management</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>C. HUMAN RESOURCE MANAGEMENT: Legal Frame Work Governing Human Relations</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>D. PRODUCTION: Total Quality Management</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>E. SYSTEMS: Data Base Management</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>F. INTERNATIONAL TRADE MANAGEMENT: Foreign Trade Policy</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>316. Soft Skill Development</td>
<td>4</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>308. Project Viva–Voce (Industrial Visits and subjects)</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
</tbody>
</table>

## SECOND YEAR: FOURTH SEMESTER

<table>
<thead>
<tr>
<th>Course Name</th>
<th>Credits</th>
<th>Internal</th>
<th>External</th>
</tr>
</thead>
<tbody>
<tr>
<td>401. Retailing and Rural Marketing</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>402. Business Policy and Strategic Management</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>403. Logistics and Supply Chain Management</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>404. Indian Ethos and Values</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>405. Entrepreneurship Management (CBCS Elective)</td>
<td>4</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>406 and 407 (ANY TWO) of the following</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A. FINANCE: Management of Financial Services</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>B. MARKETING: Advertising and Sales Promotion</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>C. HUMAN RESOURCE MANAGEMENT: Management of Training and Development</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>D. PRODUCTION: Business Process Re–Engineering</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>E. SYSTEMS: E–Commerce</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>F. INTERNATIONAL TRADE MANAGEMENT: International Marketing Management</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>408. Behavioral Science Experiments and Testing–Practical</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>409. Comprehensive viva (Industrial Visits and subjects)</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
</tbody>
</table>

A. FINANCE  B. MARKETING  C. HUMAN RESOURCE MANAGEMENT  
D. PRODUCTION  E. SYSTEMS  F. INTERNATIONAL TRADE MANAGEMENT

Note: 1. Industrial Visits/Educational Tour Reports and subjects will be evaluated and examined in the Viva.
SYLLABUS

FIRST YEAR : FIRST SEMESTER
101 : MANAGEMENT PROCESS

Objective
The Objective of this paper is to familiarize the student with basic management concepts and behavioral process in the organization.

Teaching Methods
Lecture, Seminar, Role Play and Case Study.

Unit–I : Introduction

Unit–II : Planning
Distinction between operational and strategic planning – Types of plans – Grouping of various types of plans – Steps in planning – Importance of policies – Types of policies – Principles of policy making – Policy formulation and Administration – Basic area of policy making.

Unit–III : Organising

Unit–IV : Staffing

Unit–V : Directing

Unit–VI : Supervising Control and MBO
References

102 : MANAGERIAL ECONOMICS

Objective
The Objective of this course is to enable the students with concepts and techniques used in micro and some aspects of macro economic theories to apply the subject knowledge in future planning and business decision. The subject will enable the students to understand functional management areas in planning and decision making. Micro economics related to firm theory and macro economics related to economic policy influencing business decision enable the students to acquire business skills.

Teaching Methods
Lecture and Case Method.

Unit–I : Basic Concepts

Unit–II : Cost Analysis
Unit–III : Pricing Decisions

Unit–IV : Profit Analysis

Unit–V : Macro Economics and Business Decision

Unit–VI : Industries and Inflation

References

103 : ORGANIZATIONAL BEHAVIOUR

Objective
   The aim of this course is to understand organizational behaviour concepts and models, moving from individual behaviour to group behaviour and to an organization as a whole. At the end of the course the students will have the ability to understand concepts of organizational behaviour and develop effective Human Relations Policies for effective performance.

Teaching Methods
   Lectures, Case Studies, Business Games and Role Play.

Unit–I:
Unit–II:

Unit–III:

Unit–IV:

Unit–V:


Unit–VI:

References
2) Jarold Greenberg, Robert A Baron, Organizational Behavior, PHI Learning, New Delhi, 2010.
Objective
The purpose of this course is to acquaint the students with the various concepts, techniques, methods, process of accounting data analysis and interpretation, decision making in the areas of Financial and Management Accounting.

Teaching Methods
Lectures and Balance sheet Analysis.

Students are to be examined on 60 percentage theory and 40 percentage on problem aspects.

Unit–I : Introduction to Management Accounting

Unit–II : Financial Accounting – A Comparative Analysis

Unit–III : Ratio Analysis, Fund and Cash Flow Analysis

Unit–IV : Marginal Costing, Budget and Budgetary Control
Marginal Costing – Concept – Advantages and Disadvantages – Break even analysis – Cost volume profit analysis – Budget and Budgetary control – Objectives – Type of budgets – Preparation of Sales, Cash, flexible and master budgets (simple problems).

Unit–V : Capital Budgeting

Unit–VI : Reporting
Reporting to management – Objectives of reports – Reports for different levels of management – Preparation of reports – Uses of Reports – General Principles of a good reporting.

References


Objective
The Objective of this paper is to familiarize the student with basic management concepts and behavioral process in the organization.

Teaching Methods
Seminar, Role Play and Case Study Method and games relating to the above topics.

Unit–I : Introduction

Unit–II : Planning
Distinction between operational and strategic planning – Types of plans – Grouping of various types of plans – Steps in planning – Importance of policies – Types of policies – Principles of policy making – Policy formulation and Administration – Basic area of policy making.

Unit–III : Organising

Unit–IV : Staffing
Staffing Function – Nature and Purpose of staffing – Importance of staffing – Components of Staffing – Selection and Training
Unit–V : Directing


Unit–VI : Supervising and MBO


References


106 : COMPUTER APPLICATIONS IN MANAGEMENT

Objective

The Objective of this course includes developing an appreciation of different software and hardware systems available in the industry among the students and build up the experience of computer usage in business organizations with specific reference to commercial data processing systems.

Teaching Methods

Lecture and Practicals in Computer Laboratory.

Unit–I : Computer Fundamentals

Unit–II : Software Development Concepts and applications


Unit–III : Data Processing Concepts


Unit–IV : Computer Networks


Unit–V : Implementing and Managing IT


Unit–VI : Business and IT Consulting


References

Objective

The basic purpose of this course is to understand the framework for planning, analyzing and evaluating the project and to prepare a ground where the students build the necessary competencies and to motivate for a career in Entrepreneurship.

Teaching Methods

Lectures and Case Study and Seminar.

Unit–I : Project Planning


Unit–II : Project Feasibility Studies


Unit–III : Project Finance and Evaluation


Unit–IV : Introduction to Entrepreneur


Unit–V : Entrepreneurship Environment and Challenges

Unit–VI : Small Business Management


References

108 – RESEARCH METHODOLOGY

Objective
To equip the students with the basic understanding of the research methodology and to provide an insight into the application of modern analytical tools and techniques for the purpose of management decision making.

Teaching Methods
Group Discussions, Role play, Lectures, Seminar Presentations, Computer Aided Teaching.

Unit–I : Introduction to Research and Research Methodology
Unit–II : Data Collection
Methods of data collection – Observational and Survey methods – Field work plan – Administration of surveys – Training for field investigators – Sampling methods – Sample size.

Unit–III : Research Tools
Source of Data – Primary – Secondary data – Questionnaire Design; Attitude measurement techniques – Scaling Techniques.

Unit–IV : Application of Statistics in Research

Unit–V : Use of SPSS in Social Science

Unit–VI : Report Preparation

References
Objective

Finance is concerned with everything that takes place in the conduct of the business. Obviously, this subject seeks to develop and acquaint the students with the various concepts, techniques, methods of planning, forecasting, effective utilisation of appraisal evaluations. This will develop and improve the decision making ability in the area of finance.

Teaching Methods

Lectures and Seminar Presentation.

Students are to be examined on theoretical aspects 80% and problem aspects 20%.

Unit–I : Introduction to Financial Management


Unit–II : Short – Term Financing


Unit–III : Long – Term Financing


Unit–IV : Dividend Policy Decision


Unit–V : Leasing

Unit–VI : Cost of Capital and Capital Structure


References

202 : MARKETING MANAGEMENT

Objective
To acclimatize the participants about the environment of market, consumer behavior and to develop the ability to design the best marketing strategy by analyzing the factors influencing the consumer decision.

Teaching Methods
Case Study, Role Play, Seminar, Group Discussion, Visit the company, Audio Video Visual, Inbasecut exercise, Minor project and Meet the consumers.

Unit–I : Marketing and its Environment
Unit–II : Market Analysis and Segmentation


Unit–III : Consumer Behaviour and CRM


Unit–IV : Product and Pricing Strategies


Unit–V : Physical Distribution and Promotion


Unit–VI : Sales Force Management and Other Entities


References

Objective

The objective of the course is to enlighten the students with the challenges that organization face today like organization downsizing, workforce diversity, shortages of skilled workers and other concerns. It is the people who staff and manage organization. HRM involves the application of management functions and principles which are applied towards acquisition, development, retention and compensation of employees in organization.

Teaching Methods

Lecture Case Study, Roleplay and Management Games.

Unit–I : Introduction


Unit–II : Human Resource Planning


Unit–III : Job Analysis, Job Design, Job Evaluation and Training


Unit–IV : Performance Appraisal

Unit–V : Promotion and Compensation


Unit–VI : Quality of work life and Participative Management


References


Objective

The key objective of this course is to acquaint students with the needed skills and knowledge for making effective and efficient purchase, Decision storage and flow of materials in manufacturing and service organizations; Cost-reduction techniques in Pre-Purchase and Post-Purchase systems.

Teaching Methods

Lecture and Case Study.

Unit–I : Production Function


Plant Location – Factors influencing plant location – Multi Plant location – Foreign Location – Relocation – Plant location trends.

Unit–II : Plant Layout and Maintenance


Unit–III : Production Planning and Control


Unit–IV : Materials Management


Unit–V : Store and Purchase Function

Standardization, simplification, codification, stores layout, storage systems and equipment, stores preservation, stores procedures and automation of warehouses.

Purchasing function – Purchasing policies and procedures, legal aspects of purchasing, tax considerations in purchasing, selections and sources of supply, make or buy decisions – Vendor evaluation and rating – vendor development.
Unit–VI : Materials Management Information System


References

205 : MARKETING MANAGEMENT (CBCS ELECTIVE)

Objective
To acclimatize the participants about the environment of market, consumer behaviour and to develop the ability to design the best marketing strategy by analysing the factors influencing the purchase decision.

Teaching Methods
Lecture and Case Study.

Unit–I : Marketing and its Environment

Unit–II : Market Analysis and Segmentation

Unit–III : Consumer Behaviour and CRM


Unit–IV : Product and Pricing Strategies


Unit–V : Physical Distribution and Promotion


Unit–VI : Sales Force Management and Marketing Trends


References

Objective
This course is designed to provide business students a real-world understanding of information systems and Decision Support System application in business. The course imparts a firm foundation and background needed in the field of information systems, based on which the students can study current Information System technologies. Also, the course gives students the right balance of conceptual background, technical information and real-world applications.

UNIT I
Basic MIS and DSS concepts
Management Information System: Definition; Concept; Framework.

UNIT-II
Design and development of MIS and DSS
Designing Information System: System Development Life cycle (SDLC) approach: Requirement Analysis; Information gathering; Design and developing the IS; Implementation of IS in organizational settings. Rapid application Development: Application Systems; ERP applications. DSS development process-DSS evolution-GDSS application and design. Mathematical models in DSS

UNIT-III
Infrastructure for MIS and DSS

UNIT-IV
MIS in functional Components
UNIT V

Information System Security

Information system Security and Control – Different layers of protection for IS application: System Vulnerability and threats for data and abuse- Piracy of applications and control. System quality factors-Ethical and social impact of Information systems. Privacy and freedom of information system end users-Information privacy norms-Fair use doctrine

UNIT VI

IT infrastructure Management

Organising MIS function in the enterprise- structure of MIS team in the organization-Different strategies of IT infrastructure management; In-house development of MIS-Outsourcing MIS function; Hardware and Software updating-End user training and development-End user training need identification-Managing the change and conversion process.

References

5. Goyal, D.P., Management Information Systems Managerial Perspectives, Macmillan, New Delhi, 2011.
A STUDENT CAN CHOOSE ANY TWO SPECIALIZATIONS FROM THE OPTIONS AND SHOULD CONTINUE WITH THE SAME SPECIALIZATIONS FROM SECOND SEMESTER TO FOURTH SEMESTER.

207 & 208 (DUAL) – CHOOSE ANY TWO

<table>
<thead>
<tr>
<th>A. FINANCE</th>
<th>Accounting Software</th>
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<tr>
<td>B. MARKETING</td>
<td>Marketing Research and Consumer Behaviour</td>
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<tr>
<td>C. HUMAN RESOURCE</td>
<td>Industrial Relations and Labour Welfare Management</td>
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<tr>
<td>D. PRODUCTION</td>
<td>Production Planning and Control</td>
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<tr>
<td>E. SYSTEMS</td>
<td>Systems Analysis and Software Development</td>
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<tr>
<td>F. INTERNATIONAL TRADE</td>
<td>Export – Import Procedures, Documentation and Logistics</td>
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<td>MANAGEMENT</td>
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</table>

(A) ACCOUNTING SOFTWARE

Objective

The purpose of this course is to acquaint the students with the practical knowledge with the various techniques, methods, process of accounting data analysis with the application software Tally ERP 9.

Accounting Software

Tally ERP 9 is an application software that records and processes accounting transactions within functional modules such as accounts payable, accounts receivable, payroll and trial balance. It functions as an Accounting Information System. Tally is Financial and Inventory Management System. It is one of the acclaimed Accounting Software with larger user base.

Unit–I : Basics of Accounting


Unit–II : Fundamentals of Tally.ERP 9

- Getting Functional with tally.ERP 9
- Creation/ setting up of Company
- Features
- Configurations
- Setting up Account Heads

Unit–III : Inventory in Tally.ERP 9

- Order Processing
- Reorder Levels
- Tracking Numbers
- Batch wise Details
- Additional Cost Details
- Bill of Materials
- Price List.
Unit–IV : Value Added Tax (VAT)
- Configuring VAT –Documents and Records
- Creating masters
- Entering Transactions
- Accounting for Return of Goods
- Rate Difference in Purchase / sales
- Accounting for Interstate transactions
- Exempt transactions under VAT
- VAT Reports

Unit–V : Central Sales Tax (CST)
- Basics of Central Sales Tax (CST)
- Enabling CST
- Recording Interstate Transactions
- Payment of CST
- CST Reports

Unit–VI : Tally.NET and Remote Capabilities
- Overview of Tally.NET
- Configure Tally.NET Features
- Connect Company on Tally.NET
- Create Remote users
- Authorize Remote Users
- Remote Access.

References
5. Vikas Gupta, Comdex Business Accounting with MS Excel 2010 and Tally. ERP 9 course Kit, Dreamtech press.

Scheme of Examination

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks</th>
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</thead>
<tbody>
<tr>
<td>1. Students will appear for practical exam in the lab for 3 hours to</td>
<td>75</td>
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<td>Solve the questions with the help of tally software and the marks</td>
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<td>will be awarded based on the output and viva performance</td>
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<td>2. Internal (Attendance, Assignment, Lab test)</td>
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</tbody>
</table>
(B) MARKETING RESEARCH AND CONSUMER BEHAVIOUR

Objective

This course focuses on the psychology and sociology of Human behavior as it relates to consumer decision making and actions. Understanding what benefits consumers are seeking and how they make decisions, shop, buy and help marketers to develop and carry out more effective product, price, place and promotion actions. Motivation to buy is often driven by a desire to enjoy a certain quality of life. The study of decision making, shopping, buying and consuming is a scientific field of study designed to help marketers to make better decisions.

At the End of the Course

- Students should be able to get an usable, managerial Understanding of consumer behaviour
- Students should be able to know the importance of store layout, POP materials, and store design
- Students should be able to understand pre and post purchase behaviour

Teaching Methods

Lecture and Computer Laboratory exercise.

Unit–I : Market Research


Unit–II : Scaling Technique and Data Analysis


Unit–III : Report Preparation / Presentation and Applications of Marketing Research

Unit–IV : Consumer Behaviour
Introduction, Consumer motivation, Personality and Consumer perception


Unit–V : Consumer Learning and Reference Group Appeal


Unit–VI : Consumer Influence, Purchasing Process, Structure and Post Purchase Behavior


References

Objective

To enable the students to understand the significance, applications of industrial relations and labour welfare management.

This course is an attempt to appreciate the conceptual and practical aspects of industrial relations and welfare at the macro and micro levels.

Teaching Methods

Lecture and Case Study.

Unit-I : Introduction

Industrial Relations Perspectives: Approaches – Scope Concept and Significance – IR Systems – Structure of IR dept. – Role of IR Officer – Industrial Relations and the Emerging Socio Economic Scenario – Causes for poor IR.

Unit-II : Trade Unions and Discipline


Unit-III : Negotiation and Collective Bargaining


Unit-IV : Employee Empowerment and Quality Management

Collective Bargaining and Settlements including present status – Industrial Relations and Technological Change – ILO – Aims and Role in Promoting Industrial Peace.

Unit-V : Labour Welfare

Meaning and Scope – Theories – Classification, Concept and Growth of Labour Welfare in India – Role, Responsibilities, Duties of Welfare officer – Industrial Hygiene and Safety.

Unit-VI : NCL and Workers Participation Management

References

2) PC Tripathi, Personnel Management & Industrial Relations, Sultan Chand, New Delhi, 2009.

(D) PRODUCTION PLANNING AND CONTROL

Objective

To develop a broad conceptual framework based on the research which has been done in the recent past and to bridge the gap between the theoretical solutions on one hand and the real world problems on the other in production planning and control.

Teaching Methods

Lecture and Case Study and Computer Aided Teaching.

Unit–I : Introduction to PPC

Concepts & functions of PPC for various types of production system – Inventory system – Integrated planning and physical distribution.

Unit–II : Forecasting and Planning

Demand forecasting – Aggregate planning and master scheduling models – Planning and Scheduling for high volume standardised operations, Basic concepts in flow line design – Material requirement planning.

Unit–III : Scheduling

Planning and scheduling for intermittent systems, criteria for effectiveness in scheduling; flow shop scheduling decision rule, applications of computer.

Unit–IV : Group Technology

Group technology and cell system of production, Line of balance techniques, Project monitoring – Forecasting for inventory and Production control – Job shop planning.

Unit–V : Maintenance

Unit–VI: Evaluation and Safety Management

Operations performance evaluation and reporting, design and implementation of PPC system. Statistical process control – Safety management.

References

1) Adam EE & Ebert, R.J., Production and Operations Management, Prentice Hall of India, New Delhi, 2000.
7) Narasimhan, Mc Leavey & Billington, Production Planning & Inventory Control, Prentice Hall of India, New Delhi, 2003.

(E) SYSTEMS ANALYSIS AND SOFTWARE DEVELOPMENT

Objective

The Objective of this course is to acquaint the students on systems concepts and its applications in designing computerized reports for an organization.

Teaching Methods


Unit–I: Basic Concepts of Systems


Unit–II: Information System Life Cycle

Unit–III : Systems Planning


Unit–IV : Systems Analysis


Unit–V : Systems Designing

Output and Input design – Input and Output specifications – Computer Procedure design – Design tools – Design considerations – CASE tools; Design of forms, Codes, terminal dialogues and user procedures. – Object Oriented system Analysis & design – Structured Analysis and Design – Objectives, importance and techniques.

Unit–VI : System Implementation Concepts

Systems implementation – Planning and Control – Unit testing and combined module testing – Testing manual procedures – File conversion and set up – Cut over and parallel testing – Training of users and Operating personnel – Documentation of the system – Maintenance and Review of system.

References
Objective

The aim of this course is to acquaint students with knowledge of export–import procedures, documentation and to expose knowledge of world logistics.

Teaching Methods

Lecture, Group Discussion and Case Study.

Unit–I : Export Financing Documents

Documentation Framework – EXIM Documentation; International Business Contracts: Types, Formation, Elements, Legal Dimensions, Dispute Settlement; Instruments and methods of Financing Exports including credit and collections, Uniform custom and practices UCP);

Unit–II : Pre-shipment Procedure


Unit–III : Bank Negotiation

Excise clearance of cargo; Shipment of Export Cargo; Custom Clearance of Export Cargo; Custom Clearance of Import Cargo; Negotiations of Documents with Banks; Procedures and documentation for availing export incentives–Duty drawbacks, Import Licensing and other incentives.

Unit–IV : Export Order

Processing of an Export Order; World Shipping: Structure, Liners, and Tramps, Conference System; Freight and Structure – Containerization and Other developments.

Unit–V : Agreements

International Agreements and Conferences on Sea Transport; Indian Shipping: Trends, Structure, Concepts of Dry Port, Containerization, Machinery for Consultation; Air Transport: International setup, Freight rate structure.

Unit–VI : Port Procedures

Export licensing – Procedures in Airport and Sea – Port regarding Export and Import.

References


Objective

Students should make use of first semester holidays and other holidays to learn from small and medium business units and establishments.

Student should get versatile exposure in all specialization areas.

Guidelines

1) The duration of the program is 40 hours.

2) Though the students attend eight hours shift in the small business will be taken only three hours credit per day (So that students can have the touch with real business for longer time).

3) Students should learn in a Tiny/Village/Rural/ Industry (Eg. Poultry, Pottery, Nursery, Artisan, Agarbathi, Plantation, Fish processing, Bags, Micro finance, Pre-casting, NGO, Small and Medium Shops and the like).

4) Students can submit the report about one or more firms in each report.

5) Students should get the attendance from the firm(s) and attach the same in the report.

6) Students can choose a guide of their choice from regular department faculty.

7) Faculties have ceiling of equal distribution of wards which will be done by the concern committee. Each student must perform their Main Project, Case study base report–1, Case study base report–2. If any violation on this then the project will not be considered for evaluation during the period, the students must complete their work in the next period.

8) Students should submit a case study based projects/ report in the end of the said periods (First case study base report should submit at the end of second semester and the second report should submit at the end of fourth semester. The students should do the work under the guidance of one faculty member of MBA department.

9) These case study reports can be submitted by the students with the minimum of 100 pages of typed script and soft binding each one.

10) Each report should be evaluated under the central evaluation center and not by their guide.

11) Each case study based report can be awarded 100 marks inclusive of 25 marks as internal (Awarded by guide).
210 : LAB FOR STATISTICAL PACKAGES ON BUSINESS DECISION

Objective
The objective of the Lab is to provide basic knowledge and experience in using statistical packages to make managerial decisions. The lab extends hand on experience on SPSS etc.

Unit–I : Introduction – Basic Research Process


Unit–II : Data Editor


Unit–III : Hypothesis Testing and Probability Values


Unit–IV : Simple Tabulation and Cross Tabulation

Simple Tabulation – Frequencies – Percentage – Charts – Simple Tabulation for ranking type questions – Cross Tabulation – Calculating percentage in a cross tabulation – Cross tabulation of more than two variables – chi-square test for cross tabulation – Measures of the strength of association between variables.

Unit–V : ANOVA and Design of Experiments

Application – Methods – Variables – Completely randomized design in a one-way ANOVA – Factorial Design with two or more factors – Pair wise test – Independent t-test – Correlation – Regression – Interpretation of Result.

Unit–VI : Multivariate Analysis


References
Objective
The Objective of this course is to develop an understanding of basic management science techniques and their role in managerial decision making.

Teaching Methods
Lecture.

Unit–I : Introduction

Unit–II : Linear Programming

Special Purpose Algorithms

Unit–III : Inventory Models
Inventory costs – Cost of average inventory – Optimum Number of orders per year – Optimum days supply per order – Optimum rupee value per order – Assumptions – Applications of EOQ in Production process – Reorder point – Lead Time – Safety Stock.

Waiting Line Models – Definitions of waiting lines – Single channel Queue models (Poisson Distributed arrivals and Exponentially Distributed Service Time) – Multiple channel Queue models (Poisson Distributed Arrivals and exponentially distributed Service Times) – Simulation of Queuing System.

Unit–IV : Game Theory

Network Models

Unit–V : Replacement Models
Capital equipment replacement – Replacement of terms that fail completely – Individual Vs Group replacement.

Sequencing
Problems with ‘n’ jobs and 2 machines problems with ‘n’ jobs and 3 machines.

Unit–VI : Advanced O.R. (Theory Only)
References

302 : CASE STUDY AND ANALYSIS

Objective

The Objective of this course includes developing an appreciation of different cases and analysis in all possible directions. This will give exposure about the industry among the students and build up the experience of knowing the business organizations in depth.

Teaching Methods

Lecture/Discussion, Executive and Invited Lectures, Group Discussion, Seminar / Presentation and Video Cases.

Unit–I : Case Study Fundamentals


Unit–II : Case Development and Analysis Techniques


Unit–III : Cases in HRM

Unit–IV : Cases in Marketing
Cases related to market segmentation, branding, pricing, demand forecasting, market analysis, market penetration, market creation – Haldiram Foods – Fairness Cream – ICICI Life Insurance – Pantaloon Retail.

Unit–V : Cases in Finance
Cases Related to Inventory Control – Working Capital – Breakeven Analysis - Inventory Management – Stock Market Analysis.

Unit–VI : Cases in OR and IT
Cases related to software development – System planning and implementation – Information system security and control – Project Management – EOQ – Queuing Problems – Cost Approximation

References
Objective

The course is designed to assist the students in understanding basic laws affecting operations of a business enterprise.

Teaching Methods

Lectures and Case Analysis.

Unit–I : Contract


Unit–II : Agency and Bailment


Unit–III : Sales and Insurance Laws


Unit–IV : Negotiable Instruments


Unit–V : Partnership and Consumer Protection


Unit–VI : Corporate Secretarial Practices


References

Objective

To enable students about Internationalisation and Globalisation of Business, the subject poses challenges to executives in Indian industries. Global perspective is needed to manage Indian business. Knowledge about the subject keeps the young management students mentally prepared to accept international assignments. Students can formulate strategies for overseas markets and they get orientation on export import procedures and foreign exchange including banking transaction.

Teaching Methods

Lecture and Case Method.

Unit-I : Theories of International Trade and Nature of International Business


Unit-II : Export Procedure


Unit-III : Export and Import Tariff

Trade barrier – Tariffs – Classification, impacts – Non tariff barriers – Quantitative restrictions – Tariffs Vs Quota – WTO.

Unit-IV : International Finance


Unit-V : Export Pricing and Marketing


Unit-VI : Export and Import Finance

References


305 : TRAINING AND DEVELOPMENT (CBCS ELECTIVE)

Objective

The Purpose of this paper is to provide an in-depth understanding of the role of Training in the HRD, and to enable the course participants to manage the Training systems and processes.

Teaching Methods

Lectures and Case Study.

Unit–I : Introduction


Unit–II : Training Techniques

Techniques of on-the-job training – Coaching – Apprenticeship – Job rotation – Job instruction Training – Training by supervisors – Techniques of off-the-job training; Lectures, Conferences, Group, discussion – Case studies, Role playing,

Unit–III : Career – Planning

Unit–IV : MDP
   Concept of Management Development – Need and importance of management Development – Management development process – Components of MD programme.

Unit–V : Training Institutions

Unit–VI : MDP Institutions
   Management Development Institute: Productivity councils – Management Associations – Educational Institute – Consultant – Critical appraisal of training and development programme in India.

References
(A) INVESTMENT SECURITY AND PORTFOLIO MANAGEMENT

Objective

The Objective of this course is to impose knowledge to students regarding the theory and practice of security analysis and making investment decisions.

Teaching Methods

Lecture, Case Study and Seminar Presentation.

Unit–I : Nature and Scope of Investment Management


Unit–II : Listing of Securities and Brokerage Business


Unit–III : Common Stock Analysis


Industry Analysis: Classification of industries – Industry life cycle – Methods of analysis – Key characteristics of an industry analysis.


Unit–IV : Technical Analysis and the Efficient Market Theory

Charting Techniques: Introduction – Meaning of Charts – Methods of preparing charts – Uses and limitations “P” and “F” (charts points and figure) – Pattern of charts and their uses.


Unit–V : Portfolio Management


Unit–VI : Financial Derivatives Markets


Swaps – Basic Swap structures – Interest Rate Swap – Fixed Rate Currency Swaps – Currency Coupon Swap – Basis Rate Swaps.

References


(B) SALES AND DISTRIBUTION MANAGEMENT

Objective

The Purpose of this paper is to acquaint the student with the concepts which are helpful in developing a sound sales and distribution policy in organizing, managing sales force and marketing channels.

Teaching Methods

Field Visit, Sales games, Group discussions, Role Play and Lectures, Case Analysis, Simulation games, Audio–Visual and Computer aided Teaching.

Unit–I : Sales Management


Unit–II : Sales Planning and Management


Sales Forecasting – Basic Rules – Methods; Sales Budget – Methods – Sales Budget Process.

Sales Force Organization – Structure – Fixation of Sales Force Size – Methods of Fixation; Sales territory – Designing Sales territory – Evaluation; Sales Quotas – Types – Sales Promotion Techniques.

Unit–III : Recruitment, Training and Control of Sales Force


Unit–IV : Distribution and Inventory Management


Unit–V : Channel Intermediaries


Unit–VI : Market Logistics


References
2) Gupta Vaswas Das, Sales Management in Indian Perspective, Prentice Hall of India, New Delhi, 2005.

(C) LEGAL FRAMEWORK GOVERNING HUMAN RELATIONS

Objective

Understanding of the legal framework is important for the efficient decision making relating to human resource management and industrial relations. The course aims to provide an application of various labour laws and their implications for industrial relations and labour issues.

Teaching Methods

Lectures and Case Analysis.

Unit–I : Introduction to Labour Law


Unit–II : Trade Union & Disputes

Unit–III : Industrial Employment Act
Standing Orders; Laws Relating to Discharge – Misconduct – Disciplinary Action.

Unit–IV : Social Security Laws

Unit–V : Wages and Bonus Laws
The Law of Minimum Wages – Payment of Wages – Payment of Bonus.

Unit–VI : Laws Relating to Working Conditions

References
2) Kapoor, N.D., Elements of Mercantile law, Sultan Chand, New Delhi, 2009.

(D) TOTAL QUALITY MANAGEMENT

Objective
The Objectives of this course are to acquaint the students with the basic concept of Total Quality (TQ) from design assurance to service assurance; to give emphasis on International Quality Certification Systems – ISO 9000 and other standards on their applicability in design manufacturing, quality control and services to closely interlink management of quality, reliability and maintainability for total product assurance; to focus on quality of services in contemporary environment.

Teaching Methods
Lecture, Industrial Visit, Computer aided Teaching and Case Study.

Unit–I : Basic Concepts and Origin of TQM
Basic concept of total quality (TQ), Evolution of Total Quality Mgt., cost of quality, Scope of TQM, Dimensions of Quality.

Unit–II : Statistical Quality Control and Inspection
Conceptual approach to SQC, Acceptance sampling and Inspection plans, Statistical process control, Prevention through process improvement.

Unit–III : Process Capability
Process capability studies, Humanistic aspects of TQM, Management of quality circle and Z.D. Programmes, Kaizen.
Unit–IV : Just in Time, Kanban

Q – 7 tools, Taguchi loss function, Functional linkage of quality with reliability and maintainability, Failure analysis, Just - in - time system, JIT manufacturing system, JIT Pull system, use of kanban, JIT purchase.

Unit–V : Total Productive Maintenance

Optimum maintenance decisions, TPM, Process design and the work process. Management support mechanisms, Customer Retention.

Unit–VI : ISO, Six Sigma


References

(E) DATABASE MANAGEMENT SYSTEM

Objective
This course has been designed to introduce the participants with the system to manage the data resources of an organization.

At the completion of this course, the participants should:
- Understand the role of data and databases in information systems.
- Understand the database development activities
- Be familiar with the data modeling concepts (E-R diagrams) used in database design.
- Be able to create databases and pose complex SQL queries of relational databases.
- Develop appreciation of several DBMS’s
- Be familiar with data management issues including data integrity and security.
Teaching Methods

Technical lecture for all units. Computer aided Teaching, Lab exposure for Unit III and IV.

Unit–I : Introduction to DBMS


Unit–II : Introduction to RDBMS


Unit–III : SQL

Relational Algebra and Relational Calculus – Characteristics and advantages of SQL – Data types – Types of SQL commands: DDL, DML, DQL, DCL, TCL – Operators: Arithmetic, Comparison, Logical, Set – Aggregate Functions.

Unit–IV : Advanced Concepts


Unit–V : Transaction Management


Unit–VI : Database Applications


References


(F) FOREIGN TRADE POLICY

Objective
To acquaint the students with recent trends in India’s Foreign trade and management and policy related issues in Foreign trade in the global context.

Teaching Methods
Lectures, Group Discussion, and Visiting MNC.

Unit–I : Trade Policy and Performance of India
Trade policy – National Growth – Stages of national growth – Trade patterns – International competition – India’s foreign trade in the global context – Recent trends in India’s foreign trade – Trade Regulation and Promotion.

Unit–II : Tariffs

Unit–III : EXIM Policy

Unit–IV : Transfer of Technology

Unit–V : Institutions

Unit–VI : Risk

References

316 : SOFT SKILLS DEVELOPMENT

Objective

The objective of this course is to teach Soft skills which would assist the student not only in their career but also in their day to day personal lives. The students have many opportunities to gain practical experience on their own.

Teaching Methods

Small, Medium, Long games, Role Play and Group Discussion.

Unit–I : Language in Communication


Unit–II : Interpersonal Skills


Unit–III : Presentation Skills


Unit–IV : Leadership and Counseling

Types – Leadership skills – Styles and Theories – Team building – Characteristics of effective team – Coordination – Role of counseling in relationship management – Elements of counseling – Personal qualities – Counseling skills.

Unit–V : Confidence Building

Unit–VI : Resume Preparation and Time Management


References

308 : PROJECT VIVA–VOCE

Project Training

Summer project is an on–the–job training that inculcates practical knowledge and improves performance by giving an insight into business realities. As a part of the curriculum, the project is intended to input practical and conceptual knowledge to the students which is to be carried out for 45 days during May–June.

A committee is constituted for the overall Co-ordination of the students. The students undertake projects in various organizations all over the country. Faculty members also render their help in finding project placements. Students will be allotted faculty guides and they are advised to undertake projects based on their individual area of specialization. The topics are selected by consulting with their project guides and company guides.

The Project viva and report are evaluated separately with 75 as external marks and 25 as internal marks.
The following is introduced from the year 2015-2016 recommend that MBA project will have 75 marks and viva will have 25 marks. It is resolved to abolish internal assessment mark for project work. The project dissertation will be evaluated for 75 marks (double valuation) and 38 marks is fixed as the minimum requirement for passing the project. If less than 38 marks scored by the candidate, he or she has to redo the project. The viva is for 25 marks and the minimum requirement is 12 marks. If a candidate has secured more than 12 and failed in the project, he has to once again carry over the project and reappear for the viva.

Project Related Activities

Project discussions for students with their guides have to be made once in a week.

Students can make use of the computer lab facilities for execution of their project work and for preparation of their report.

Frequent workshops and review meetings will be conducted with trainers and experts of various disciplines.

A formal interim – project presentation will be held before their juniors. This presentation acts as a good ground of experience on the part of the presenters while a good beginning of insight for the juniors.

A mock viva–voce will be held before appearing for their main project viva–voce examination to gain an experience.

Best Project Contest will be conducted every year to provide a platform to exhibit the skills they have acquired during the summer project training.

Students are encouraged to participate in the National Level Project contest held at various institutions.

Students are also encouraged to work towards publishing a paper along with the help of their faculty guide to add a real value to their project work.
Objective

The course focuses on the understanding of Retail management, the development of organized retail in India and the importance of rural market both as end market and procurement source.

Teaching Methods

Lectures and Case Study.

Unit–I : Introduction


Unit–II : Retailing Strategy


Unit–III : Retail site Location


Unit–IV : Human Resource Management


Unit–V : Merchandize Management

Presenting the merchandize – Merchandize Amendment Planning – Store display and ambience – Retail Signage – Types and characteristics – Components of retail store operations – Duties and responsibilities of store manager.

Unit–VI : Rural Market


References


3) Barry Berman and Joel R. Evans, Retail Management: A Strategic Approach, 10th edition, PHI learning, New Delhi, 2008.

Objective

This course aims to develop the ability of the student in business environment and formulation of business strategies in the real life situation. A successful policy and strategy leads to sustainable development of organization in the competitive world.

Unit–I : Basic concepts of Business Policy


Unit–II : Business Analysis


Unit–III : Basic concept of strategy


Unit–IV : Business Development Strategies


Unit–V : Business Vs Social

Unit–VI : Strategic Implementation


References

403 : LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Objective
The objective of this paper is to develop skills for formulation and solving problem of transportation and product distribution models.

Teaching Methods:
Industrial Visit, Case Study and Lectures.

Unit–I : Logistics Design
Unit–II : Logistics Network


Unit–III : Logistics Demand


Unit–IV : Supply Chain Management Models


Unit–V : Supply Chain Management Strategy


Unit–VI : Supply Chain Management Design


Note: Theories and concepts only will be taught to the students.

References


5) Sunil Chopra, Peter Meindl and Dharam rir Kalra, Supply Chain Management, Pearson, New Delhi, 2013.
404 : INDIAN ETHOS AND VALUES

Objective
To acquaint the students on application of Indian Ethos and values and managerial decision making process. Mode of teaching is to train students in Yoga practices such as Asnas (yogic exercise), meditation (exercise for mind), Pranayama (exercise for breath), Introspection (practices for positive thinking) and so on, for managing stress in their managerial career.

Teaching Methods
Lectures, Guest lectures, case studies, Yoga, Spiritual Movies, Ethical Clippings, Group and Discussion.

Unit–I : Ethics and Religious Values

Unit–II : Values for Business

Unit–III : Indian Ethos for Business Excellence

Unit–IV : Stress Management

Unit–V: Theories in Yoga

Unit–VI : Yoga for Managerial Excellence

References


405 : ENTREPRENEURSHIP MANAGEMENT (CBCS ELECTIVE)

Objective

The Objective of the course is to highlight the need for strong interaction between Government and Business in India, so that the resources are channelised to priority sectors and the firms are induced to enter into a competitive environment specifically created for them by government.

Unit–I : Entrepreneur

The entrepreneur – Definition – Characteristics – Types – Development of Entrepreneur: Training and Development – State participation in financial institutions, Promotional agencies and NGOS.

Unit–II : Institution Interaction

Interaction between Government, Business and Different Chambers of Commerce and Industry in India – Industrial policy resolution – New Industrial policy of the government – Concentration of economic power – Role of multinationals – Foreign capital and Foreign collaborations.

Unit–III : Small Business

Check list for Organising and Operating small business – Entrepreneurs and Business executives – Personnel – Administration and Management development

Small scale industries – Definition – Classification of small scale industries – Government’s policy with regard to small scale industries – Its significance in the Indian economy – Problems and possibilities of ancillary industries – Sickness in small scale Industries – Causes and Remedies – Government clearance for establishing a new enterprise.

Unit–IV : Planning

Planning and policy – Organizational structure of small scale industries – Plant location – Layout – Setting of the unit planning of production – Project counseling – Work study – Inventory.

Unit–V : Finance for Entrepreneurs

Unit–VI : Marketing in Small Business

Marketing methods – New product ideas and evaluation – Pricing policy and distribution channel – The public distribution system – Government control over price and distribution – Consumer protection act (CPA) and the role of voluntary organization in protecting consumer rights – Export problems of small scale units.

References


5) Vasanth Desai, Management of Small Business, HPH, Bombay.

406 & 407 (DUAL) – SPECIALIZATION

<table>
<thead>
<tr>
<th>A. FINANCE</th>
<th>Management of Financial Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>B. MARKETING</td>
<td>Advertising and Sales Promotion</td>
</tr>
<tr>
<td>C. HUMAN RESOURCE</td>
<td>Management of Training and Development</td>
</tr>
<tr>
<td>D. PRODUCTION</td>
<td>Logistics Management</td>
</tr>
<tr>
<td>E. SYSTEMS</td>
<td>E–Commerce</td>
</tr>
<tr>
<td>F. INTERNATIONAL TRADE MANAGEMENT</td>
<td>International Marketing Management</td>
</tr>
</tbody>
</table>

(A) MANAGEMENT OF FINANCIAL SERVICES

Objective

The main objective of this course is to help the students to learn the various financial services and their role in the overall financial system.

Teaching Methods

Lectures, Case Study and Seminar Presentation.

Unit–I : Indian Financial System


Unit–II : Merchant Banking


Unit–III : Mutual Funds Concept and Regulations

Unit–IV : Capital and Money Markets and Stock Exchanges


Money Market: Definition – Features – Money Market Instruments – Capital Market versus Money Market etc., NSE – OTCEI.

Unit–V : Factoring Services and Consumer Finance


Consumer Finance: Definition – Types – Credit Cards, Debit cards – Mechanics of consumer Financing – Sources – Modes.

Unit–VI : Venture Capital and Credit Rating


References


(B) ADVERTISING AND SALES PROMOTION

Objective
The objective of the course is to enlighten the students the importance of advertising and promotion. Advertising has evolved into a vital communication system for both consumers and businesses. The ability of advertising and other promotional methods to deliver carefully prepared messages to target audience has given them a major role in marketing programs. Companies rely on advertising and promotion to help them market products and services. The primary focus of the subject will be on one element of the marketing mix: the promotion variable.

Teaching Methods
Lectures, Advertising workshop, Creativity development exercises, Print Ad creation, Cases and Sales Promotion games.

Unit–I : Advertising Fundamentals

Unit–II : Advertisement Classification

Unit–III : Psychological Principles and Ethical aspects of Advertising

Ethics in advertising – Advertising and Children – Advertising and cultural values – Advertising Standards Council of India.

Unit–IV : Media selection, Creativity and Advertising Agencies
Types of media : print, broadcast, outdoor, transit, internet and other media – Media plan – Media mix – Media Scheduling – Advertising budget – Methods of determining advertising appropriation – Computers in media planning.

Unit–V : Sales Promotion


Unit–VI : Public Relations and Corporate Advertising

Public relations – Integrating PR into the promotional mix – Establishing a PR plan – Advantages and disadvantages of PR – Measuring the effectiveness of PR – Publicity – The power of publicity – Control and dissemination of publicity – Objectives, types of corporate advertising.

References
7) Sangeetha Sharma and Raguvir Singh, Advertising Planning and Implementation, PHI Learning, New Delhi, 2008.

Objective
The Purpose of this paper is to provide an in–depth understanding of the role of Training in the HRD, and to enable the course participants to manage the Training systems and processes.

Teaching Methods
Lectures and Case Study.

Unit–I : Introduction
Unit–II : Training Techniques

Techniques of on-the-job training – Coaching – Apprenticeship – Job rotation –
Job instruction Training – Training by supervisors – Techniques of off-the-job
training; Lectures, Conferences, Group, discussion – Case studies, Role playing,
Programmed instruction, T-Group Training – Simulation, Brain Storming, Audio
visual lessons – In basket games, Transcendental meditation and Psychodrama.

Unit–III : Career – Planning

Concept of Career – Career Stages – Career planning and Development – Need
– Steps in Career planning – Methods of career planning and Development – Career
problems and solution – Guidelines for Career Management.

Unit–IV : MDP

Concept of Management Development – Need and importance of management
Development – Management development process – Components of MD programme.

Unit–V : Training Institutions

Need for Training in India – Government – Policy on Training – Training
institutes in India – Management development programmes in public sector and
private sector organizations.

Unit–VI : MDP Institutions

Management Development Institute: Productivity councils – Management
Associations – Educational Institute – Consultant – Critical appraisal of training
and development programme in India.

References

Delhi, 1998.

2) Raymond A Noe, and Amitabh Deo Kodwani., *Employee Training and

3) Raymond A. Noe, Amitabh Deokodwani, *Employee Training & Development,


India (P) Ltd., New Delhi, 1990.

(D) BUSINESS PROCESS RE–ENGINEERING

Objective

Re–engineering is one of the methodologies for providing sustainable
competitive advantages. It is a problem solving technique, although the primary
class of problems that Re–engineering is structured to solve is operational.

Teaching Methods

Lectures and Case Study.

Unit–I

Introduction – Definition – Automation – Cost Benefit Analysis – Time Scale –
Suitability.
Unit–II

Unit–III

Unit–IV

Unit–V

Unit–VI

References
7) Radhakrishnan, Business Process Resourcing, Text & Cases, PHI Learning Pvt Ltd.,
Objective

E-Business has fully emerged as a kind of unassailable form of business transactions in recent times. This course is designed to introduce students to acquaint with the past, present and the future development of electronic commerce, and various IT research issues that are related to the development of electronic commerce. objectives towards this course is to.

Understand the basic E-Com business models and the associated technologies behind electronic systems.

Evaluate and synthesis the competitive advantage of internet enabled business models through Porter’s framework.

Unit–I : Introduction to e-commerce


Unit–II : Internet governance and technology details


Unit–III : Deploying e-commerce systems


Unit–IV : Consumers and Internet


Unit–V : E-commerce business models

Online Retailing and Services-Online Financial Service-Online Travel Service-Online Career Service-Online Content and publishing Industry-The Online Entertainment Industry-Search engines-Multimedia applications in Internet-Internet television and Telephony applications.
Unit–VI : Internet and society


References


(F) INTERNATIONAL MARKETING MANAGEMENT

Objective

The basic objective of this course is to acquaint the students with environmental, procedural, institutional and decisional aspects of international marketing.

Teaching Methods

Lecture and Case Study.

Unit–I: Scope and Challenge of International Marketing

Unit–II: The Dynamic Environment of International Trade


Unit–III: Cultural Dynamics in Assessing Global Markets


Unit–IV: The Political environment


Unit–V: Global Marketing Management


Unit–VI: Assessing Global Market Opportunities

Breath and Scope of International Marketing Research – Problems of gathering Primary data – Research in the Internet.


References
Candidates are required to perform all the experiments from the areas given below. Prepare a record and the same should be submitted at the time of practical examination duly signed by the course teacher and with a bonafide certificate from the Head of the Department.

Objective

The students should know:

- How to use the general principles and aim of psychology – to verify certain problems in experimental situations.
- The method of giving instruction to the subjects and to contact the experiments.
- To collect the data, interpret them using suitable statistical techniques.

Teaching Methods

Lecture and oral presentations.

Course Content

Experiments

1) Mirror drawing Apparatus (Transfer of training)
2) Concept Formation box
3) Step maze (Learning by trial and error and Insight)
4) Kinnesthetic Sensitivity Board
5) Five wooden block varying in size with a stand having three poles and stop clock

Tests

Test will be conducted through practicals on the following aspects:

Scheme of Examination

<table>
<thead>
<tr>
<th></th>
<th>Marks</th>
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<tbody>
<tr>
<td>1. Practical Examinations inclusive of answer papers and viva (output)</td>
<td>75</td>
</tr>
<tr>
<td>2. Internal (Attendance, Assignment, Seminar)</td>
<td>25</td>
</tr>
</tbody>
</table>
References


2) Jarold Greenberg, Robert A Baron, Organizational Behavior, PHI Learning, New Delhi, 2010.


8) Ricky W. Griffin, Gregorej Moorhead, Organizational Behavior, Biztantra, New Delhi, 2009.


MBA (Human Resource Management) – An Overview

Human Resource is the most valuable resource of any organization. Managing humans is at the heart of almost all the real-life management ‘problems’. What it takes to ‘manage’ humans? Why humans are a ‘resource’ and what makes them special? The purpose of this course is to bring out issues involved in the management of human resources (HRM), both from current theory as well as practice. The course will examine humans at work and discuss various aspects which are basic to human motivation at work and in fulfilling career aspirations within organizations. HRM involves various issues right from selection-placement to performance appraisal, salary-career management, and training, etc. of employees in organizations. The course also endeavours to discuss the basic issues involved in organising of employees as trade union – the origins, comparative institutional context and influence on HRM practices. Finally the course will bring the cutting edge issues with regard to HRM, like flexibility, automation, empowerment, Japanese practices, etc. The stress throughout would be on evolving a perspective for developing humans at work and in formal organizations.

This course aims to provide high quality graduate professional education to a cultural diverse body of motivated students and also provide a rich programme of complementary activities which introduce students to the application of theory in actual business situations as well as diverse career opportunities and cross cultural experiences. This course offers each student, the opportunity to learn various management skills and business experience. Students of M.B.A-HRM will gain knowledge about tackling the issues related with human resource management.

CAREERS:

HR Manager in Corporate Sector

The role of a HR manager in the corporate sector is to search, select & recruit suitable and qualified staff for his organization. It is also concerned with the development, motivation & training of the staff in order to maximize their satisfaction & minimize turnover.

Increasingly the role of the HRM has future been empowered by their involvement in Strategic issue revolving around organizational change, statutory compliance & industrial matters. Typically a bachelor's degree in Management allows entry into a junior cadre of HRM, or an MBA is usually the norm for entry into mid level/senior position into HR department of large organization.
HR Manager - Training & Development

There are some companies that specialized in T & D as a business. Their jobs are broadly to "Train the Trainer" or in the other words, train HR managers to, in turn, train employees of their organization & equip them with certain skill sets. They often hold workshops on "behavioral skills" etc. They also facilitate highly specialized workshops on "how to price high end derivatives" in which case, they act as a link with specialized trainers. Most training firms employ people who have done their masters with either Management or Psychology or those who have pursued a diploma course in Psychology after their bachelors in the same.

HR Manager - Recruitment Consultation

The job market is a buzz right now. MNC’s are setting up base in India. Many are shifting their back end operations to Indian Cities and every possible foreign bank is also setting foot here. Poaching is no longer a bad word and is, in fact, synonymous with hiring. Thus recruitment consultation is actually a very lucrative & fruitful field to join at this stage.

There are several recruitment consultants firms in India. In some, business responsibilities are split by industries & in others, they are split by functions. The general requirement to become a recruitment consultant is an MBA with specialization in HR.

HR Consultant

This is the upcoming field, where in organizations employ the services of HR consultants to either find solutions or help tide over issues relating to people in the organization. For instance, when two companies are merging to form a common entity, they often hire HR consultants to figure out a way to smoothly integrate the people & culture of the organizations. In the case of organizations that need to restructure, HR consultant decides on those who need to be retained, fired or promoted. In public sector companies when voluntary retirement schemes are announced, HR consultants are hired to make the process smoother.

HR consultants are often employed by organizations for compensation, benefit analysis review. A bachelor's degree in Management or a specialized master's degree in HR would be good entry points at several levels of HR consulting.

Career Counselling

One of the most prominent facts of career counselling is the one that caters to the youth. This field includes the paid services of private organizations & also schools & colleges that provide career counselling to their students. To be eligible for this field, a PG diploma in counselling is required.

A related field is that of conducting behavioural test, which are carried out in order to analyze personality traits of individuals, through which the type of education & career profile that is best suited to them can be determined. This is a specialized field & requires a degree in clinical psychology. "Several schools & colleges hire counsellors to conduct behavioural test for students who are the verge of choosing a career stream. They conduct behavioural tests which help students ascertain their skills set & the field that would be ideal for them to join. An increasing number of institutions understand the advantage of catching children while they are young to detect any odd behavioural pattern by conducting this test."
Academics

If a person is interested in academics & is keen to take up HR, then a MBA with a specialization in HR is the best option. This followed by doctorate in the same field would make the candidate eligible to teach HR or OB at any institution.

HR is a fast developing field, which until a few decades ago, was considered the domain of women. However due to the variety of roles available to day & the increasing relevance of this field, finds more & more men & women pursuing HR as a viable career option.

SCHEME OF EXAMINATIONS

FIRST YEAR : SECOND SEMESTER

<table>
<thead>
<tr>
<th>Course Name</th>
<th>Credits</th>
<th>Internal</th>
<th>External</th>
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<tbody>
<tr>
<td>207. Industrial Relations and Labour Welfare Management</td>
<td>3</td>
<td>25</td>
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<tr>
<td>208. Legal Frame Work Governing Human Relations</td>
<td>3</td>
<td>25</td>
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SECOND YEAR : THIRD SEMESTER

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<th>Course Name</th>
<th>Credits</th>
<th>Internal</th>
<th>External</th>
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<tbody>
<tr>
<td>306. Management of Training and Development</td>
<td>3</td>
<td>25</td>
<td>75</td>
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<tr>
<td>307. Compensation Management</td>
<td>3</td>
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SECOND YEAR : FOURTH SEMESTER

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<tr>
<th>Course Name</th>
<th>Credits</th>
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<tbody>
<tr>
<td>406. Organizational Change and Development</td>
<td>3</td>
<td>25</td>
<td>75</td>
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<tr>
<td>407. Performance Management</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
</tbody>
</table>
Objective
To enable the students to understand the significance, applications of industrial relations and labour welfare management.

This course is an attempt to appreciate the conceptual and practical aspects of industrial relations and welfare at the macro and micro levels.

Teaching Methods
Lectures and Case Study.

Unit–I : Introduction
Industrial Relations Perspectives: Approaches – Scope Concept and Significance – IR Systems – Structure of IR dept. – Role of IR Officer – Industrial Relations and the Emerging Socio Economic Scenario – Causes for poor IR.

Unit–II : Trade Unions and Discipline

Unit–III : Negotiation and Collective Bargaining

Unit–IV : Employee Empowerment and Quality Management
Collective Bargaining and Settlements including present status – Industrial Relations and Technological Change – ILO – Aims and Role in Promoting Industrial Peace.

Unit–V : Labour Welfare
Meaning and Scope – Theories – Classification, Concept and Growth of Labour Welfare in India – Role, Responsibilities, Duties of Welfare officer – Industrial Hygiene and Safety.

Unit–VI : NCL and Workers Participation Management

References
2) PC Tripathi, Personel Management & Industrial Relations, Sultan Chand, New Delhi, 2009.
208 : LEGAL FRAMEWORK GOVERNING HUMAN RELATIONS

Objective

Understanding of the legal framework is important for the efficient decision making relating to human resource management and industrial relations. The course aims to provide an application of various labour laws and their implications for industrial relations and labour issues.

Teaching Methods

Lectures, Case Analysis and Group Discussion.

Unit–I : Introduction to Labour Law


Unit–II : Trade Union & Disputes


Unit–III : Industrial Employment Act

Standing Orders; Laws Relating to Discharge – Misconduct – Disciplinary Action.

Unit–IV : Social Security Laws


Unit–V : Wages and Bonus Laws

The Law of Minimum Wages – Payment of Wages – Payment of Bonus.

Unit–VI : Laws Relating to Working Conditions

References


Objective

The purpose of this paper is to provide an in-depth understanding of the role of Training in the HRD, and to enable the course participants to manage the Training systems and processes.

Teaching Methods

Lectures and Case Study.

Unit-I: Introduction


Unit-II: Training Techniques


Unit-III: Career Planning


Unit-IV: MDP

Concept of Management Development – Need and importance of management Development – Management development process – Components of MD programme.

Unit-V: Training Institutions


Unit-VI: MDP Institutions

Management Development Institute: Productivity councils – Management Associations – Educational Institute – Consultant – Critical appraisal of training and development programme in India.

References


85


307 : COMPENSATION MANAGEMENT

Objectives

Understanding of the compensation is important for the efficient decision making relating to management and wage administration. The course aims to provide an understanding application and interpretation for the wages and their implications for employee compensation.

Unit-I

Issues in Wage Determination – Components of Wage Payment – Relevant Legislations Regarding Wages – Wage Determination at the enterprise Level.

Unit-II


Unit-III


Unit-IV


Unit-V

Administration and Control – Preparation of Pay Roll and Wage Calculations.


Incentive for Supervisory and Managerial Personnel – Profit Sharing and Stock Ownership – Fringe Benefits.

Unit-VI

Managerial Remuneration: Fundamentals – Managerial Remuneration: Situation in India.

Managerial Remuneration: Boothalingam and Sachar Committee – Managerial Remuneration in the Future.
References


Objectives

This subject deals with people at work in any organization and how they may be motivated to work as a team in harmony. The subject is a combination of social science providing the current concept, theory and research findings.

Unit-I


Unit-II


Unit-III

Organizational Development – History of organization Development – Values – Assumptions – Beliefs in Organization Development.

Unit-IV


Unit-V


Unit-VI

References


2) Franch and Bell, Organizational Development.


407 : PERFORMANCE MANAGEMENT

Unit-I


Unit-II

Work Place and Its Improvement Through 5S – Modern Management Techniques and Management of Employee Performance – Team Building – Concept, Culture, Methods, Effectiveness & Empowerment, Problems – Potential and Perspectives.

Unit-III

Organizational Structure and Employee Motivation and Morale – Contemporary Thinking on Employment Practices (Tenure Employment) and Work Schedules (Flextime) and the Related Performance Appraisal Systems; Quality Circle – Features – Process – Pre-requisites for their Efficiency.

Unit-IV


Unit-V

Industrial Restructuring – Reward System and Employee Productivity; Quality Standards and Employee Dimensions – Illustrations on HR Dimensions drawn from CMM.
Unit-VI

Quality Performance Management – Indian and Western Thought in an Market era - Integrated Studies Dealing with Methods, Techniques, and Processes.

References


M.B.A. (Financial Management)  
(Choice Based Credit System)  
(2015–2016)

MBA (Financial Management) – An Overview

Within the content of the multinational firm, this course examines the development of policy, financing options for national and international business and making the standard financial management decisions. In this course, students will be expected to apply theory and tools of financial management to the formation of business decisions in the global environment. Through the help of this course students can apply key techniques of accounting and financial management.

CAREERS:

A finance MBA program has numerous job opportunities and is believed to be the most effective tool for enhancing proficiency and market credibility. Most of the MBA finance professionals are recruited by investment banks, security firms, corporate and BPOs. The most widely recognized jobs falling under this category are financial managers, financial analysts, accounting managers, corporate controllers, chief financial officers, cash managers, investment bankers, finance officer, treasurers, management consultants, credit managers, investment sales associates, traders and investment banking associates.

MBA - Finance Careers

Accounting or financial managers are the people responsible for overseeing and maintaining the financial strategy and history of a company. The accounting manager is focused more on financial reporting, while the financial manager is focused on strategy and money management. Finance has been one of the more popular choices for MBA focus or concentration.

A finance MBA can offer numerous possibilities and can be an effective tool to help with promotions in the professions discussed below. Most prospective jobs for finance MBAs fall within investment banks, corporations, and securities firms. Many finance MBA graduates also follow careers in the consulting industry.

Financial Managers or Financial Analysts

Financial analysts and managers use historical (accounting) data in their decision making, however the number one role of the financial manager is to oversee the production of financial analysis and reports to help the company with decision making, business development, strategic planning, and alliance management. Through the use of these reports, the financial analyst helps to shape the company’s investment and business growth. Cash management strategies developed and implemented by the financial analyst help the company to grow efficiently and allow for maximum profitability in its investments.
Financial analysts and managers play an important part in mergers and global financing and expansion. Highly specialized knowledge in these areas is an important asset to the financial manager and his or her employer to maximize potential profit and reduce risk. Many companies utilize globally active consulting firms exclusively for these purposes.

Cash Managers

The Cash Manager is responsible for overseeing and controlling cash flow, both accounts receivable and accounts payable. He or she is also responsible for ensuring that the cash position of the company is sufficient to meet current and forecasted needs, or whether adjustments in investment quantity and type are necessary.

Risk and Insurance Managers

Business operation and transactions involve a certain amount of risk. Risk managers and insurance managers work to minimize the amount of loss a company incurs and the amount of risk it is exposed to.

Financial Consultants

Financial consultants work to help companies with a wide variety of problems and issues. Everything from profitability improvement to corporate restructuring to financial strategy. The MBA students going into this field should have either an expert understanding of a wide base of knowledge, or be highly skilled in two or more sub groups. The financial consultant will also help companies with cash management and emerging market analysis.

Investment Bankers

An investment banker will work together with corporations needing capital to grow and institutions or investors who have money available to invest. An MBA is an enormous asset in this field as the investment banker will be giving investment advice to his or her clients regarding raising capital. Most investment banks have a corporate finance division that assists clients in structuring financial instruments such as stocks or bonds to raise capital.

Investment Banking Associates

People graduating with MBA in finance often begin their career as an associate with an investment bank firm or investment firm. This is usually at least one level above the entry-level position as an analyst typically obtained by persons with only an undergraduate degree. Most analysts end up pursuing MBA degree after a couple of years in the industry in order to obtain promotions. Many people in the corporate finance side of investment banking will obtain a CFA (Chartered Financial Analyst) designation as a supplement to their MBA. The Association for Investment Management Research (AIMR) is the governing body for the CFA exam and designation.
The mergers and acquisitions departments of investment banks provide consulting services to companies in the process of merging or acquiring other companies or organizations. Organizations wishing to acquire, dispose of, or invest in real estate will deal with the real estate division of an investment bank. Equity research and consulting for private clients are also frequently chosen as career paths for MBAs with focus in investment banking.

Investment Sales Associates and Traders

While MBA skills and knowledge are not explicitly required in this field, they do come in as very valuable in enabling a person to understand the economic principles that drive the financial markets. Investment traders and sales associates assist corporate or institutional investors in the purchase and sale of securities such as stocks and bonds. The sales associate makes recommendations and helps with the analysis, while the trader actually executes the orders for the client.

Credit Managers and Specialists

The Credit manager is in charge of managing the credit a company may sanction to its clients or others. Credit managers formulate criteria for rating risk and credit, determine the maximum amount of credit to offer, and supervise past-due account collections.

### SCHEME OF EXAMINATIONS

**FIRST YEAR : SECOND SEMESTER**

<table>
<thead>
<tr>
<th>Course Name</th>
<th>Credits</th>
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<tbody>
<tr>
<td>207. Accounting Software – Practical</td>
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<td>25</td>
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<tr>
<td>208. Management of Funds</td>
<td>3</td>
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**SECOND YEAR : THIRD SEMESTER**

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<th>Course Name</th>
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<tr>
<td>306. Investment, Security and Portfolio Management</td>
<td>3</td>
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<tr>
<td>307. Banking and Insurance Management</td>
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**SECOND YEAR : FOURTH SEMESTER**

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<th>Course Name</th>
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<tr>
<td>406. Management of Financial Services</td>
<td>3</td>
<td>25</td>
<td>75</td>
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<tr>
<td>407. Capital Markets</td>
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</table>
Objective

The purpose of this course is to acquaint the students with the practical knowledge with the various techniques, methods, process of accounting data and analysis with the application software Tally ERP 9.

Accounting Software

Tally ERP 9 is an application software that records and processes accounting transactions within functional modules such as accounts payable, accounts payable, accounts receivable, payroll and trial balance. It functions as an Accounting Information System. Tally is Financial and Inventory Management System. It is one of the acclaimed Accounting Software with larger user base.

Unit–I : Basics of Accounting


Unit–II : Fundamentals of Tally.ERP 9

- Getting Functional with tally.ERP 9
- Creation/ setting up of Company
- Features
- Configurations
- Setting up Account Heads

Unit–III : Inventory in Tally.ERP 9

- Order Processing
- Reorder Levels
- Tracking Numbers
- Batch wise Details
- Additional Cost Details
- Bill of Materials
- Price List.

Unit–IV : Value Added Tax (VAT)

- Configuring VAT –Documents and Records
- Creating masters
- Entering Transactions
- Accounting for Return of Goods
- Rate Difference in Purchase / sales
- Accounting for Interstate transactions
- Exempt transactions under VAT
- VAT Reports
Unit–V : Central Sales Tax (CST)
- Basics of Central Sales Tax (CST)
- Enabling CST
- Recording Interstate Transactions
- Payment of CST
- CST Reports

Unit–VI : Tally.NET and Remote Capabilities
- Overview of Tally.NET
- Configure Tally.NET Features
- Connect Company on Tally.NET
- Create Remote users
- Authorize Remote Users
- Remote Access.

References
4. Vikas Gupta, Comdex Business Accounting with MS Excel 2010 and Tally.ERP 9 course Kit, Dreamtech press.
5. Vishmi Priya Singh, Learning Tally.ERP 9, New Asian Publisher.

Scheme of Examination

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks</th>
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<tbody>
<tr>
<td>1. Students will appear for practical exam in the lab for 3 hours to</td>
<td>75</td>
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<tr>
<td>Solve the questions with the help of tally software and the marks will be</td>
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Objectives

The main objective of this course is to help students to learn the various approaches of funds management and their role in the overall financial system.

Teaching Methods

Lectures, Case Study and Seminar Presentation.

Unit-I

Meaning and importance of funds – Benefits of effective allocation of funds – Dangers of misallocation – Organization of Funds Management and its relationship with other functional areas of the enterprise – Role of financial systems as a barometer of business conditions.

Unit-II


Unit-III

Financial Analysis, Planning and Control – Allocation of funds to most profitable opportunity – Development of profitable opportunities and evaluating them with the help of basic tools for measuring rate of return on investment as a criterion for allocating funds – Methods of incorporating risk – Risk adjusted rate of return (ROI) and certainty equivalent approach – Sensitivity analysis, profitability analysis and decision making – Capital rationing.

Unit-IV


Unit-V

Divisional Budgets: Implementing procedures – Human Resources Accounting for effective use of manpower – Rewarding the managerial staff on the basis of rate of return in the division – Due point system to evaluate various divisions.

Unit-VI

Term Financing and Evaluation: Source of long-term financing – Equity, Preference shares, Debentures and Bonds, Mutual funds, Funds through adaptation of non-banking private companies Finance concepts in the large scale organizations – Term loan and financial institutions – Market for long term securities in India with specific reference to stock exchange.
SECOND YEAR : THIRD SEMESTER

306 : INVESTMENT SECURITY AND PORTFOLIO MANAGEMENT

Objective
The Objective of this course is to impose knowledge to students regarding the theory and practice of security analysis and making investment decisions.

Teaching Methods
Lectures, Case Study and Seminar Presentation.

Unit–I : Nature and Scope of Investment Management

Unit–II : Listing of Securities and Brokerage Business

Unit–III : Common Stock Analysis


Industry Analysis: Classification of industries – Industry life cycle – Methods of analysis – Key characteristics of an industry analysis.


Unit–IV : Technical Analysis and the Efficient Market Theory


Charting Techniques: Introduction – Meaning of Charts – Methods of preparing charts – Uses and limitations “F” and “P” (charts points and figure) – Pattern of charts and their uses.


Unit–V : Portfolio Management


Unit–VI : Financial Derivatives Markets


Swaps – Basic Swap structures – Interest Rate Swap – Fixed Rate Currency Swaps – Currency Coupon Swap – Basis Rate Swaps.

References
307 - BANKING AND INSURANCE MANAGEMENT

Objectives
The main objective of this course is to help students to learn the various insurance and banking practices and their role in the overall financial sectors.

Teaching Methods
Lectures, Case Study and Seminar Presentation.

Unit-I

Unit-II

Unit-III

Unit-IV

Unit-V


Unit -VI


References
2. Balachandran, Principles of Life Insurance, Published by Insurance Institute of India, Mumbai.
4. Manjmudar, Principles of Insurance, Published by Insurance Institute of India, Mumbai.
7. Paremeswaran, Indian Banking, Published by S.Chand & Company Ltd., New Delhi, 2005.

SECOND YEAR : FOURTH SEMESTER

406 : MANAGEMENT OF FINANCIAL SERVICES

Objective
The main objective of this course is to help the students to learn the various financial services and their role in the overall financial system.

Teaching Methods
Lectures, Case Study and Seminar Presentation.

Unit–I : Indian Financial System


Unit–II : Merchant Banking

Unit–III : Mutual Funds Concept and Regulations

Unit–IV : Capital and Money Markets and Stock Exchanges
   Money Market: Definition – Features – Money Market Instruments – Capital Market versus Money Market etc., NSE – OTCEI.

Unit–V : Factoring Services and Consumer Finance
   Consumer Finance: Definition – Types – Credit Cards, Debit cards – Mechanics of consumer Financing – Sources – Modes.

Unit–VI : Venture Capital and Credit Rating

References
407: CAPITAL MARKETS

Objective

The objective of this course is to impose knowledge to students regarding the theory and practice of knowledge with business strategies – equity markets.

Teaching Methods

Lectures, Case Study and Seminar Presentation.

Unit-I


Unit-II

Primary / Secondary markets, stock exchanges, National Stock Exchange, Merchant Banking – Role and functions.

Unit-III

Capital issues – Equity and debt instruments, pricing, credit rating of debt instruments, insider trading; Management of pre-issue and post-issue activities including issue of prospectus/offer documents; Rights issue, bonus issue, private placements.

Unit-IV

Merger and Acquisition – Types – Takeover Code; Loan syndications, Euro Issues, ECBs and GDRs.

Unit-V: Knowledge with business strategies


Unit-VI

Capital Market Instruments: Meaning, Preference Shares, Equity Shares, Non-Voting Equity Shares, Convertible cumulative preference shares (CCPS) and Company fixed Deposits.

References

2) Bharat’s Compendium on SEBI, Capital issues and Listing, 2005.
M.B.A. (Marketing Management)  
(Choice Based Credit System)  
(2016–2016)

MBA (Marketing Management) – An Overview

The MBA marketing program combines general core curriculum with the advance career-specific, up-to-date marketing training that prepares students to address and resolve real-world marketing problems. The program also helps students develop the expertise required to lead an organization’s marketing efforts by learning not only the traditional disciplines of alternate marketing channels, sales management, advertising and research; but also more current technology-driven marketing approaches. This programme of MBA in Marketing focus knowledge that enables students to make informed, influential decisions that support the development goals of their organisation or business, through such modules as Market Research, Consumer Behaviour, and Services Marketing. This programme offers a comprehensive education and postgraduate qualification in all aspects of management, while enabling the students to customise your study to meet particular work and career needs.

M.B.A. Marketing Management enriches the students to become competent and specialist in the area of marketing concepts. This course deals with consumer behaviour, marketing research, advertisement and sales promotion activities, international marketing and branding. By studying this course students may lead their prospective companies especially marketing department in the right track. With the M.B.A. Marketing Programme, one can strengthen one’s position in today’s market place.

CAREERS:
Marketing Careers

There are an enormous amount of career opportunities and options for people with MBA in Marketing. The most common are corporate positions such as Marketing manager, Brand manager, Market research analyst, and New product manager. Persons with strong financial skills could seek a career in strategic or market related planning. Additional corporate positions such as sales manager, advertising manager, PR (public relations) director, and marketing communications manager are also common.

In marketing or advertising agencies, numerous opportunities exist in advertising, direct marketing, and communications specialization. Consulting firms also hire marketing MBAs as new market developers, strategists, and customer segmentation specialists.

Product management careers as well as brand management careers typically require that a candidate have an MBA, even at the entry level. However, some companies that focus intensively on sales, promote these positions internally from highly successful sales representatives.
Product and Brand Managers

The product manager is entirely responsible for the profitability and market growth of a product line. The product manager could be considered the CEO of a particular product. They typically coordinate and oversee a number of diverse divisions of a corporation to ensure the efficient and timely flow of a product to market. While some product managers have international responsibilities, most product management positions focus on product and market development domestically. Product managers will often see promotion to director or manager of a group of products or even to the position of VP of marketing.

New Product Development Specialists

Some companies have a position specifically targeted to managing new or developing product lines. The new product specialist is skilled at launching and marketing initial implementations of a product or marketing plan before giving the project to a product manager for ongoing maintenance.

Marketing Managers

The marketing manager’s responsibilities are similar to those of the product manager, but are focused on servicing and managing an ongoing relationship with existing customers. The marketing manager utilizes skills in international marketing, customer satisfaction and retention, market strategy, and emerging technologies. This position can be highly demanding and require intensive knowledge of market research and customer management.

SCHEME OF EXAMINATIONS

FIRST YEAR : SECOND SEMESTER

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<th>Course Name</th>
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<tr>
<td>207. Marketing Research and Consumer Behaviour</td>
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<td>208. Advertising and Sales Promotion</td>
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SECOND YEAR : THIRD SEMESTER

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<th>Course Name</th>
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<td>306. Sales and Distribution Management</td>
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<td>307. Product and Services Marketing</td>
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SECOND YEAR : FOURTH SEMESTER

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<td>406. International Marketing</td>
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<td>407. Customer Relationship Management</td>
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Objective

This course focuses on the Psychology and Sociology of Human behavior as it relates to consumer decision making and actions. Understanding what benefits consumers are seeking and how they make decisions, shop, buy and help marketers to develop and carry out more effective product, price, place and promotion actions. Motivation to buy is often driven by a desire to enjoy a certain quality of life. The study of decision making, shopping, buying and consuming is a scientific field of study designed to help marketers to make better decisions.

At the End of the Course

- Students should be able to get an usable, managerial Understanding of consumer behaviour
- Students should be able to know the importance of store layout, POP materials, and store design
- Students should be able to understand pre and post purchase behaviour

Teaching Methods

Team talk, Cases, Games, Consumer Behaviour audit, Sample survey, Computer lab exercises and Minor Project.

Unit–I : Market Research


Unit–II : Scaling Technique and Data Analysis


Unit–III : Report Preparation / Presentation and Applications of Marketing Research


Unit–IV : Consumer Behaviour Introduction, Consumer motivation, Personality and Consumer perception


Unit–V : Consumer Learning and Reference Group Appeal


Unit–VI : Consumer Influence, Purchasing Process, Structure and Post Purchase Behavior


References


5) Leon G. Schiffman, Kanuk Leslie Lazar, Consumer Behavior, PHI Learning, New Delhi, 2008.


9) Vishal Agarwal, Retail Store Operations, Biztantra, New Delhi, 2012.

Objective

The objective of the course is to enlighten the students the importance of advertising and promotion. Advertising has evolved into a vital communication system for both consumers and businesses. The ability of advertising and other promotional methods to deliver carefully prepared messages to target audience has given them a major role in marketing programs. Companies rely on advertising and promotion to help them market products and services. The primary focus of the subject will be on one element of the marketing mix: the promotion variable.

Teaching Methods

Lectures, Advertising workshop, Creativity development exercises, Print Ad creation, Cases, Sales Promotion games and Computer aided Teaching.

Unit-I: Advertising fundamentals


Unit-II: Advertisement Classification


Unit-III: Psychological Principles and Ethical aspects of Advertising


Ethics in advertising – Advertising and Children – Advertising and cultural values – Advertising Standards Council of India.

Unit-IV: Media selection, Creativity and Advertising Agencies

Types of media: Print, broadcast, outdoor, transit, internet other media – Media plan – Media mix – Media Scheduling – Advertising budget – Methods of determining advertising appropriation – Computers in media planning.

Unit–V : Sales Promotion


Unit–VI : Public Relations and Corporate Advertising

Public relations – Integrating PR into the promotional mix – Establishing a PR plan – Advantages and disadvantages of PR – Measuring the effectiveness of PR – Publicity – The power of publicity – Control and dissemination of publicity – Objectives, types of corporate advertising.

References

7) Sangeetha Sharma and Raguvir Singh, Advertising Planning and Implementation, PHI Learning, New Delhi, 2008.

SECOND YEAR : THIRD SEMESTER

306 : SALES AND DISTRIBUTION MANAGEMENT

Objective

The Purpose of this paper is to acquaint the student with the concepts which are helpful in developing a sound sales and distribution policy in organizing, managing sales force and marketing channels.

Teaching Methods

Field Visit, Sales games, Group discussions, Role Play, Lectures, Case Analysis, Simulation games, Audio–Visual and Computer aided Teaching.

Unit–I : Sales Management

Unit–II : Sales Planning and Management


Sales Forecasting – Basic Rules – Methods; Sales Budget – Methods – Sales Budget Process.

Sales Force Organization – Structure – Fixation of Sales Force Size – Methods of Fixation; Sales territory – Designing Sales territory – Evaluation; Sales Quotas – Types – Sales Promotion Techniques.

Unit–III : Recruitment, Training and Control of Sales Force


Unit–IV : Distribution and Inventory Management


Unit–V : Channel Intermediaries


Unit–VI : Market Logistics


References


307: PRODUCT AND SERVICES MARKETING

Objectives

This course aims at marketing skills to the students on prominent product and services. Students will learn various prospective of product and service marketing through concepts and case implications.

Unit–I


Unit–II


Unit–III


Unit–IV


Unit–V


Unit–VI

Hospital Services – Supportive Services – Legal Controls on Hospitals – Consumerism and Hospital Services. Hospital Law – Medical Staff Organization – Health Care Resources – Health Care System – Marketing of Health Services.


References
1) Adrian Payne – Service Marketing, PHI, New Delhi.
8) Valeric Zeithaml, Services Marketing, Tata McGraw Hill.
Objectives

The basic objective of this course is to acquaint the students with environmental, procedural, institutional and decisional aspects of international marketing.

Unit-I : Meaning


Unit-II : Research


Unit-III : Market Strategy


Unit-IV : Product Policy


Unit-V : Pricing and Marketing


Unit-VI : MNC

Multinational enterprises and organizations theories – Organizational structure of American, Japanese and European MNCs – Merger and acquisitions.

References


407 : CUSTOMER RELATIONSHIP MANAGEMENT

Objectives

The basic objective of this course is to acquaint the students with the studying consumer behaviour needs and research, social science and buyer behaviour in the customer relationship management.

Unit-I

CRM concepts: Acquiring customers, customer loyalty, and optimizing customer relationships. CRM defined: success factors, the three levels of Service/Sales Profiling, Service Level Agreements (SLAs), creating and managing effective SLAs.

Unit-II


Unit-III

Sales Force Automation - Sales Process, Activity, Contact, Lead and Knowledge Management. Field Force Automation. CRM links in e-Business: E-Commerce and Customer Relationships on the Internet, Enterprise Resource Planning (ERP), Supply Chain Management (SCM), Supplier Relationship Management (SRM), Partner relationship Management (PRM).

Unit-IV

Analytical CRM: Managing and sharing customer data - Customer information databases, Ethics and legalities of data use. Data Warehousing and Data Mining concepts. Data analysis: Market Basket Analysis (MBA), Click stream Analysis, Personalization and Collaborative Filtering.

Unit-V

Unit-VI

Managing customer relationships: conflict, complacency, Resetting the CRM strategy. Selling CRM internally: CRM development Team, Scoping and prioritizing, Development and delivery, Measurement.

References
1) Bcrnd H Schmitt: Customer Experience Management: A Revolutionary approach to connecting with your customers.
4) Kristin L. Anderson & Carol J Kerr: Customer Relationship Management.
6) Paul Greenberg: CRM at the Speed of Light: Capturing and Keeping Customers in Internet Real Time.
7) Stanley A Brown: Customer Relationship Management, John Wiley & Sons, Canada, Ltd.

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M.B.A. (International Business Management)  
(Choice Based Credit System)  
(2015–2016)

MBA (International Business Management) – An Overview

MBA in International Business aims to provide various tools and frameworks for preparing competitive strategies in response to increased internationalization. Particular attention is given to understand the international environment within which firms operate, and develop suitable management strategies. With an international business MBA, students can prove their capability and ability in this area, and can enjoy moving into an exciting, rewarding, and fast-paced career in global business management. MBA in International business makes students learn about the skills and knowledge required dealing with global business management, and with this degree students will open a whole new world of opportunities when it comes to their business career.

M.B.A – IBM by Department of Business Administration, Annamalai University is an intensive course of study that provides the students with the knowledge, skills and practical experience needed to pursue a career in international business. This programme is designed to equip the students with specialized knowledge and industry insights to either advancement of the career or to change professional direction. After the end of this course students will be enriched with contemporary global management theories and practices.

MBA in international business develops and increase the strategic and integrated views of organizations and management at individual, or at group level. The degree makes students aware of the functioning of the business environments at international level. Develop an advanced understanding of international, ethical and strategic concepts and current theories in the management of global businesses. Students are able to challenge convention by removing subject and functional boundaries, so as to make effective decisions in the absence of complete data.

Careers

The job profile of the people in the field of international business is to meet various government officials, business professionals, and financial agencies to discuss options for businesses in foreign market. They might have to travel to various countries to search information for clients on various business markets. Their task is to prepare reports, presentations, and entering into discussions with the clients related to various options for international business projects and plans.
Career Opportunities

The students graduating in the field of international business can have a wide range of career opportunities in the following:

- Non-government Organizations
- National and International Government Agencies
- Travel and Leisure Industry
- Banking

Students can work as:

- International Marketing Manager
- International Trade Service Specialist
- Importer/Wholesaler
- Freight Forwarding Coordinator
- Import Agent
- Director of Import/Export Compliance
- Import/Export Supervisor

SCHEME OF EXAMINATIONS

FIRST YEAR : SECOND SEMESTER

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<td>207. Export–Import Procedures, Documentation and Logistics</td>
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<td>208. International Economics</td>
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<td>307. Information Technology and E-Commerce</td>
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Objective
The aim of this course is to acquaint students with knowledge of export–import procedures, documentation and to expose knowledge of world logistics.

Teaching Methods
Lectures and Case Study.

Unit–I : Export Financing Documents
Documentation Framework – EXIM Documentation; International Business Contracts: Types, Formation, Elements, Legal Dimensions, Dispute Settlement; Instruments and methods of Financing Exports including credit and collections, Uniform custom and practices UCP);

Unit–II : Preshipment Procedure

Unit–III : Bank Negotiation
Excise clearance of cargo; Shipment of Export Cargo; Custom Clearance of Export Cargo; Custom Clearance of Import Cargo; Negotiations of Documents with Banks; Procedures and documentation for availing export incentives– Duty drawback, Import Licensing and other incentives.

Unit–IV : Export Order
Processing of an Export Order; World Shipping: Structure, Liners, and Tramps, Conference System; Freight and Structure – Containerization and Other developments.

Unit–V : Agreements
International Agreements and Conferences on Sea Transport; Indian Shipping: Trends, Structure, Concepts of Dry Port, Containerization, Machinery for Consultation; Air Transport: International setup and Freight rate structure.

Unit–VI : Port Procedures
Export licensing – Procedures in Airport and Sea Port regarding export and import of goods.

References


208 : INTERNATIONAL ECONOMICS

Objectives
The Objective of this course is to acquaint the students with concept and techniques used in economic theory and to enable them to apply this knowledge in business decision – making. Emphasis is given to changes in the nature of business firms in the context of globalization.

Unit–I

Unit–II

Unit–III

Unit–IV

Unit–V
Unit–VI


References

SECOND YEAR : THIRD SEMESTER

306 : FOREIGN TRADE POLICY

Objective
To acquaint the students with recent trends in India’s Foreign trade and management and policy related issues in Foreign trade in the global context.

Teaching Methods
Lectures, Group Discussion and Visiting MNC.

Unit–I : Trade Policy and Performance of India
Trade policy – National Growth – Stages of national growth – Trade patterns – International competition – India’s foreign trade in the global context – Recent trends in India’s foreign trade – Trade Regulation and Promotion.

Unit–II : Tariffs

Unit–III : EXIM Policy

Unit–IV : Transfer of Technology
Unit–V : Institutions


Unit–VI : Risk


References

307 : INFORMATION TECHNOLOGY AND E-COMMERCE

Objectives
To learn the methodology of doing business with internet. Also the course has been developed to introduce the concept of electronic market space and electronic commerce infrastructure.

Unit-I

Unit-II
Unit-III


Unit-IV


Unit-V

IT for managers – Basic understanding of Information Technology – Computer database technology and telecommunication networks – Different categories of Information system – Roles in different management levels in organizations – Organizational and Managerial support systems – Planning, developing.

Unit-VI

Tools for Managers – Managing information system experience and Using Information technology for Management tasks – Updating knowledge day-to-day in business-Data warehousing-Data mining (DM) and knowledge data discovery- Document Management – Digital Libraries – DM techniques and data visualization.

References
Objective

The basic objective of this course is to acquaint the students with environmental, procedural, institutional and decisional aspects of international marketing.

Teaching Methods

Lecture, Seminar and Case Study.

Unit–I: Scope and Challenge of International Marketing


Unit–II: The Dynamic Environment of International Trade


Unit–III: Cultural Dynamics in Assessing Global Markets


Unit–IV: The Political environment


Unit–V: Global Marketing Management


Unit–VI: Assessing Global Market Opportunities

Breath and Scope of International Marketing Research – Problems of gathering Primary data – Research in the Internet.


References
Objectives

International finance is concerned with everything that takes place in the conduct of the business. Obviously this subject seeks to develop and acquaint the students with the various concepts, techniques, methods of planning, forecasting, effective utilization appraisals and to develop and increase the decision making ability in the area of international finance.

Teaching Methods

Lectures, Case Study and Seminar Presentation.

Unit–I


Unit–II


Unit–III


Unit–IV


Unit–V


Unit–VI

References

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