Annamalai University
Annamalainagar

FACULTY OF ARTS
DEPARTMENT OF BUSINESS ADMINISTRATION

MBA (Dual Specialisation)
MBA (Human Resource Management)
MBA (Financial Management)
MBA (Marketing Management)
MBA (International Business Management)
MBA (Hospitality Management)
(Choice Based Credit System)
(FULL-TIME)

(2017 - 2018)

HAND BOOK
ANNAMALAI UNIVERSITY
DEPARTMENT OF BUSINESS ADMINISTRATION
MASTER OF BUSINESS ADMINISTRATION (MBA)
(CHOICE BASED CREDIT SYSTEM)
(2017–2018)

REGULATIONS


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 (specialisation and 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 FIVE 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/ cases discussion / tutorials/ laboratory work / seminars/ assignment / 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 consists of:

- Core courses which are compulsory for all the students
- Specialisation or 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. Based on the percentage of attendance reported for every student, internal marks is awarded for each course as given below.
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>
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<tbody>
<tr>
<td>90 and more</td>
<td>10</td>
<td>S</td>
<td>Exemplary</td>
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<tr>
<td>85–89</td>
<td>9.0</td>
<td>D</td>
<td>Distinction</td>
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<td>80–84</td>
<td>8.5</td>
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<td>75–79</td>
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<td>Distinction</td>
</tr>
<tr>
<td>70–74</td>
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<td>First Class</td>
</tr>
<tr>
<td>65–69</td>
<td>7.0</td>
<td>A</td>
<td>First Class</td>
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<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.

First Class–60 % Marks and above in overall percentage of Marks (OPM).

Second 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 Distinction 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/ Role Play/ Viva Voce / Short Answers: 10 Marks
- Attendance: 5 Marks
- Total: 25 Marks

The award of marks shall be as below:

- 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.
• Student’s Shoppe realtime exercise
<table>
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<th>Semester</th>
<th>Course No.</th>
<th>Course Code</th>
<th>Course Title</th>
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<th>Internal Marks</th>
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<td>MBAC 101</td>
<td>1. Management Process</td>
<td>Core</td>
<td>2</td>
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<td>25</td>
<td>100</td>
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<tr>
<td>I</td>
<td>2</td>
<td>MBAC 102</td>
<td>2. Managerial Economics</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>I</td>
<td>3</td>
<td>MBAC 103</td>
<td>3. Organizational Behaviour</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
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<tr>
<td>I</td>
<td>4</td>
<td>MBAC 104</td>
<td>4. Accounting for Managers</td>
<td>Core</td>
<td>2</td>
<td>75</td>
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<tr>
<td>I</td>
<td>5</td>
<td>MBAE 105</td>
<td>5. Management Process (CBCS Elective)</td>
<td>Elective</td>
<td>4</td>
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<td>I</td>
<td>6</td>
<td>MBAC 106</td>
<td>6. Computer Applications in Management</td>
<td>Core</td>
<td>2</td>
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<tr>
<td>I</td>
<td>7</td>
<td>MBAC 107</td>
<td>7. Project Entrepreneurship and Small Business Management</td>
<td>Core</td>
<td>2</td>
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<td>I</td>
<td>8</td>
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<tr>
<td>I</td>
<td>9</td>
<td>MBAC 109</td>
<td>9. Comprehensive Viva-voce (Industrial Visits and Subjects)</td>
<td>Core</td>
<td>2</td>
<td>75</td>
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<td>MBAC 201</td>
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<tr>
<td>II</td>
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<td>Core</td>
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<tr>
<td>II</td>
<td>12</td>
<td>MBAC 203</td>
<td>3. Human Resource Management</td>
<td>Core</td>
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<td>75</td>
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<tr>
<td>II</td>
<td>13</td>
<td>MBAC 204</td>
<td>4. Production and Materials Management</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
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<tr>
<td>II</td>
<td>14</td>
<td>MBAE 205</td>
<td>5. Marketing Management (CBCS Elective)</td>
<td>Elective</td>
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<tr>
<td>II</td>
<td>15</td>
<td>MBAC 206</td>
<td>6. Decision Support System and Management Information System</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
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<tr>
<td>II</td>
<td>MBAC 209</td>
<td>9. Lab for Statistical Packages on Business Decision</td>
<td>Core</td>
<td>2</td>
<td>75</td>
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<tr>
<td>II</td>
<td>MBAC 210</td>
<td>10. Project and Viva-voce (Exposure to Small and Medium Enterprises)</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
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<td>III</td>
<td>MBAC 301</td>
<td>1. Operations Research</td>
<td>Core</td>
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<td>III</td>
<td>MBAC 302</td>
<td>2. Case Study and Analysis</td>
<td>Core</td>
<td>2</td>
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<td>III</td>
<td>MBAC 303</td>
<td>3. Business Legislations</td>
<td>Core</td>
<td>2</td>
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<td>III</td>
<td>MBAC 304</td>
<td>4. International Business and Export Management</td>
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<td>III</td>
<td>MBAE 305</td>
<td>5. Training and Development (CBCS Elective)</td>
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<tr>
<td>III</td>
<td>SOSC 306</td>
<td>6. Soft Skills</td>
<td>Core</td>
<td>3</td>
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</table>
| III | MBAD 307 | 7. (1) Finance: Investment Security and Portfolio Management  
(2) Marketing: Sales and Distribution Management  
(3) Human Resource: Legal Framework Governing Human Relations  
(4) Production: Total Quality Management  
(5) Systems: Data Base Management  
(6) International Trade: Foreign Trade Policy | Core | 3 | 75 | 25 | 100 |
| III | MBAD 308 | 8. (1) Finance: Investment Security and Portfolio Management  
(2) Marketing: Sales and Distribution Management  
(3) Human Resource: Legal Framework Governing Human Relations  
(4) Production: Total Quality Management  
(5) Systems: Data Base Management  
(6) International Trade: Foreign Trade Policy | Core | 3 | 75 | 25 | 100 |
<table>
<thead>
<tr>
<th>III</th>
<th>MBAC 309</th>
<th>9. Project and Viva– voce (Industrial Visits and Subjects)</th>
<th>Core</th>
<th>3</th>
<th>75</th>
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<td>IV</td>
<td>MBAC 401</td>
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<td>IV</td>
<td>MBAC 402</td>
<td>2. Business Policy and Strategic Management</td>
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<td>IV</td>
<td>MBAC 403</td>
<td>3. Logistics and Supply Chain Management</td>
<td>Core</td>
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<td>IV</td>
<td>MBAC 404</td>
<td>4. Indian Ethos and Values</td>
<td>Core</td>
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<td>IV</td>
<td>MBAE 405</td>
<td>5. Entrepreneurship Management (CBCS Elective)</td>
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<td>IV</td>
<td>MBAC 406</td>
<td>6. Behavioral Science Experiments and Testing–Practical</td>
<td>Core</td>
<td>2</td>
<td>75</td>
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| IV 35. | MBAD 407 | 7. (1) Finance: Management of Financial Services  
(2) Marketing: Advertising and Sales Promotion  
(3) Human Resource: Management of Training and Development  
(4) Production: Business Process and Re-Engineering  
(5) Systems: E-Commerce  
(6) International Trade: International Marketing Management |
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<tbody>
<tr>
<td></td>
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<td>Core</td>
<td>3</td>
<td>75</td>
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</table>

| IV 36. | MBAD 408 | 7. (1) Finance: Management of Financial Services  
(2) Marketing: Advertising and Sales Promotion  
(3) Human Resource: Management of Training and Development  
(4) Production: Business Process and Re-Engineering  
(5) Systems: E-Commerce  
(6) International Trade: International Marketing Management |
<table>
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<tbody>
<tr>
<td></td>
<td></td>
<td>Core</td>
<td>3</td>
<td>75</td>
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| IV 37. | MBAC 409 | 9. Comprehensive Viva-voce (Industrial Visits and Subjects) |
|---|---|---|---|---|---|
| | | Core | 2 | 75 | 25 | 100 |

|  |  |  |  |  |
|---|---|---|---|
| Total | 22 | 675 | 225 | 900 |
| Grand Total | 90 | 2775 | 925 | 3700 |

**Note:** 1. Industrial Visits /Educational Tour Reports and subjects will be evaluated and examined in the viva.
2. A student can choose any two specializations (MBA Dual Programme) from the options and should continue with the same specializations from Semester II to Semester IV.
3. Syllabus for MBA Programmes Appendix I (PP: 20-146)
4. The Elective Courses offered by Business Administration Department from Semester I to Semester IV are enclosed in Appendix II (PP: 147 - 151)
5. An Elective Course has to be chosen by a student as per his / her choice. Elective Courses offered by various Departments for the Two Year PG Programmes from Semester I to Semester IV are enclosed in Appendix III. (PP: 152 - 155)
## ANNA UNIVERSITY
DEPARTMENT OF BUSINESS ADMINISTRATION

**M.B.A. (HUMAN RESOURCE MANAGEMENT) – TWO YEAR PG PROGRAMME**

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<th>Semester</th>
<th>Course No.</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Course Type</th>
<th>Credit</th>
<th>University Exam Marks</th>
<th>Internal Marks</th>
<th>Total Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>1.</td>
<td>MBAC 101</td>
<td>1. Management Process</td>
<td>Core</td>
<td>2</td>
<td>75</td>
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<td>I</td>
<td>2.</td>
<td>MBAC 102</td>
<td>2. Managerial Economics</td>
<td>Core</td>
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<tr>
<td>I</td>
<td>3.</td>
<td>MBAC 103</td>
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**Note:**
1. Industrial Visits /Educational Tour Reports and subjects will be evaluated and examined in the viva.
2. A student can choose any two specializations (MBA Dual Programme) from the options and should continue with the same specializations from Semester II to Semester IV.
3. Syllabus for MBA Programmes Appendix I (PP: 20-146)
4. The Elective Courses offered by Business Administration Department from Semester I to Semester IV are enclosed in Appendix II (PP: 147-151)
5. An Elective Course has to be chosen by a student as per his / her choice. Elective Courses offered by various Departments for the Two Year PG Programmes from Semester I to Semester IV are enclosed in Appendix III. (PP: 152-155)
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**Grand Total** | 90 | 2775 | 925 | 3700 |

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8. Product and Services Marketing  
Core 3 75 25 100

### III 28. MBAC 309
9. Project and Viva- voce (Industrial Visits and Subjects)  
Core 3 75 25 100

**Total** 24 675 225 900

### IV 29. MBAC 401
1. Retailing and Rural Marketing  
Core 2 75 25 100

### IV 30. MBAC 402
2. Business Policy and Strategic Management  
Core 2 75 25 100

### IV 31. MBAC 403
3. Logistics and Supply Chain Management  
Core 2 75 25 100

### IV 32. MBAC 404
4. Indian Ethos and Values  
Core 2 75 25 100

### IV 33.
5. Elective Course  
Elective 4 75 25 100

### IV 34. MBAC 406
Core 2 75 25 100

### IV 35. MBAM 407
7. International Marketing  
Core 3 75 25 100

### IV 36. MBAM 408
8. Customer Relationship Management  
Core 3 75 25 100

### IV 37. MBAC 409
9. Comprehensive Viva-voce (Industrial Visits and Subjects)  
Core 2 75 25 100

**Total** 22 675 225 900

**Grand Total** 90 2775 925 3700

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<td>102</td>
<td>Organizational Behavior</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>103</td>
<td>Marketing Management</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>104</td>
<td>Human Resource Management</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>105</td>
<td>Management Process (CBCS Elective)</td>
<td>4</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>106</td>
<td>Tourism – Principles, Policies and Practices</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>107</td>
<td>Fundamentals of Hospitality Industry</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>108</td>
<td>Communication Skills and Public Relations</td>
<td>2</td>
<td>25</td>
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<tr>
<td>109</td>
<td>Comprehensive viva (Industrial visit)</td>
<td>2</td>
<td>25</td>
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</table>

### First Year: Second Semester

<table>
<thead>
<tr>
<th>Course Code</th>
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<th>Internal</th>
<th>External</th>
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<tbody>
<tr>
<td>201</td>
<td>Introduction to French as a Foreign Language</td>
<td>2</td>
<td>25</td>
<td>75</td>
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<tr>
<td>202</td>
<td>Financial Management</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>203</td>
<td>Services Marketing</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>204</td>
<td>Project, Entrepreneurship and Mgmt. of Small Business</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>205</td>
<td>Marketing Management (CBCS Elective)</td>
<td>4</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>206</td>
<td>Front Office and House Keeping Management</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>207</td>
<td>Food and Beverage Management</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>208</td>
<td>ICT for Hospitality</td>
<td>2</td>
<td>25</td>
<td>75</td>
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<tr>
<td>209</td>
<td>Accounting Software (Tally)</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>210</td>
<td>Interim Training Cum Viva (Travel Industry)</td>
<td>2</td>
<td>25</td>
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</tbody>
</table>
### Second Year: Third Semester

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credits</th>
<th>Internal</th>
<th>External</th>
</tr>
</thead>
<tbody>
<tr>
<td>301</td>
<td>Soft Skills for Hospitality</td>
<td>4</td>
<td>25</td>
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<tr>
<td>302</td>
<td>Event management</td>
<td>3</td>
<td>25</td>
<td>75</td>
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<tr>
<td>303</td>
<td>Travel Agency and Tour Operations</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>304</td>
<td>Legal aspects in Hospitality Management</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>305</td>
<td>Training and Development (CBCS Elective)</td>
<td>4</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>306</td>
<td>Food Safety and Quality Management</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>307</td>
<td>Hotel Management</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>308</td>
<td>Lab for SPSS</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>309</td>
<td>Project Viva</td>
<td>2</td>
<td>25</td>
<td>75</td>
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</table>

### Second Year: Fourth Semester

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credits</th>
<th>Internal</th>
<th>External</th>
</tr>
</thead>
<tbody>
<tr>
<td>401</td>
<td>Hotel Operations</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>402</td>
<td>Indian Culture and Heritage</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>403</td>
<td>Customer Relationship and Services Management</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>404</td>
<td>Resort Planning and Development</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>405</td>
<td>Entrepreneurship Management (CBCS Elective)</td>
<td>4</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>406</td>
<td>Food and Beverage Control</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>407</td>
<td>Accommodation Management</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>408</td>
<td>Hospitality Strategic Management</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>409</td>
<td>Interim Training Cum Viva (Hotel Industry)</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
</tbody>
</table>

**Note:**
1. Industrial Visits /Educational Tour Reports and subjects will be evaluated and examined in the viva.
2. A student can choose any two specializations (MBA Dual Programme) from the options and should continue with the same specializations from Semester II to Semester IV.
3. Syllabus for MBA (Hospitality Management) Programmes Appendix I (PP: 112-146)
4. The Elective Courses offered by Business Administration Department from Semester I to Semester IV are enclosed in Appendix II (PP: 147-151)
5. An Elective Course has to be chosen by a student as per his / her choice. Elective Courses offered by various Departments for the Two Year PG Programmes from Semester I to Semester IV are enclosed in Appendix III. (PP: 152-155)
Objective

The Objective of this paper is to familiarize the student with basic management concepts and behavioural 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 and Directing


Unit–V : Supervising Control and MBO

MBAC 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
Cost concepts and classifications – Cost output relationship in the long run and short run – Economies (Internal and External) and Diseconomies of scale – Cost control and Cost reduction – Production function – Isoquants, Isocost curves and Least cost combination.

Unit–III : Pricing Decisions

Unit–IV : Profit Analysis
Profit theories – profit policy – Profit budget – Break even analysis – Break even chart – Theory of profit maximization.
Unit–V: Macro Economics and Business Decision


References
1) Ahuja, H.L., Managerial Economics, S. Chand & Company Ltd., New Delhi, 2007.
2) Joel Dean, Managerial Economics, PHI Learning Private Ltd., New Delhi, 2008.

MBAC 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: Introduction and Individual Behaviour

Unit–II: Work Attitude, Motivation and Job Satisfaction
Unit–III : Leadership and Counselling


Unit–IV : Group Dynamics


Unit–V : Organisation Change and OD


References


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 and Financial Accounting


Unit–II : Financial Statement Analysis, Ratio Analysis, Fund and Cash Flow Analysis


Unit–III : 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–IV : Capital Budgeting


Unit–V : 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 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 applications


Unit–III : Data Processing Concepts


Unit–IV : Computer Networks


Unit–V : Implementing and Managing IT


References

Objective

The basic purpose of this course is to understand the frame work 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 and Project Finance and Evaluation


Unit–III : Introduction to Entrepreneur


Unit–IV : Entrepreneurship Environment and Challenges

Unit-V : Small Business Management


References

MBAC 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 : 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 and Cost of Capital


Unit–V : Capital Structure and Leasing


References

**MBAC 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, Inbasket exercise, Minor project and Meet the consumers.

**Unit-I: Marketing and its Environment**

Unit–II : Market Analysis and Segmentation


Unit–III : Product and Pricing Strategies


Unit–IV : Physical Distribution and Promotion


Unit–V : Consumer Behaviour and CRM


References

Objective

The objective of the course is to enlighten the students with the challenges that organizations face today like organization downsizing, workforce diversity, shortages of skilled workers and other concerns. It is the people who staff and manage organizations. 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, Management Games and Group Discussion.

Unit–I : Introduction


Unit–II : Job Analysis, Job Design and Human Resource Planning


Unit–III : Training and Performance Appraisal


Unit–IV : Promotion, Job Evaluation and Compensation

Unit–V : Quality of work life and Participative Management


References

MBAC 204 : PRODUCTION AND MATERIALS MANAGEMENT

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 and Materials Management Information System


Unit–V : Store and Purchase Function


Purchasing function – Purchasing policies and procedures, legal aspects of purchasing, tax considerations in purchasing, selections and sources of supply and make or buy decisions – Vendor evaluation and rating – vendor development.

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


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 and System Security


Unit–V : 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.
References


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 Specialization) – Choose Any Two**

<table>
<thead>
<tr>
<th>Specialization</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>1. FINANCE</td>
<td>Accounting Software – Practical</td>
</tr>
<tr>
<td>2. MARKETING</td>
<td>Marketing Research and Consumer Behaviour</td>
</tr>
<tr>
<td>3. HUMAN RESOURCE</td>
<td>Industrial Relations and Labour Welfare Management</td>
</tr>
<tr>
<td>4. PRODUCTION</td>
<td>Production Planning and Control</td>
</tr>
<tr>
<td>5. SYSTEMS</td>
<td>Systems Analysis and Software Development</td>
</tr>
<tr>
<td>6. INTERNATIONAL TRADE</td>
<td>Export – Import Procedures, Documentation and Logistics</td>
</tr>
</tbody>
</table>

**MBAD 207/208 (1) ACCOUNTING SOFTWARE – PRACTICAL**

**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 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

References


3) Namrata Agarwal, Tally 9, Dreamtech Press, New Delhi.


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

6) Vishmi Priya Singh, Learning Tally.ERP 9, New Asian Publisher.
### Scheme of Examination

<table>
<thead>
<tr>
<th></th>
<th>Scheme of Examination</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Students will appear for practical exam in the lab for 3 hours to Solve the questions with the help of tally software and the marks will be awarded based on the output and viva performance</td>
<td>75</td>
</tr>
<tr>
<td>2</td>
<td>Internal (Attendance, Assignment, Lab test)</td>
<td>25</td>
</tr>
</tbody>
</table>

**MBAD 207/208 (2) 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 : Report Preparation / Presentation and Applications of Marketing Research**


**Unit–III : Consumer Behaviour**

- Introduction, Consumer motivation, Personality and Consumer perception


Unit–IV : Consumer Learning and Reference Group Appeal


Unit–V : Consumer Influence, Purchasing Process, Structure and Post Purchase Behaviour


References

MBAD 207/208 (3) INDUSTRIAL RELATIONS AND LABOUR WELFARE MANAGEMENT

Objective

To enable the students to understand the significance and 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: Labour Welfare

Unit–V : NCL and Workers Participation Management

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

MBAD 207/208 (4) 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 – Operations performance evaluation and reporting, design and implementation of PPC system.

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 and Safety Management

Planning and scheduling for intermittent systems, criteria for effectiveness in scheduling; flow shop scheduling decision rule, applications of computer – Statistical process control – Safety management.

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


References

6) Narasimhan, Mc Leavey & Billington, Production Planning & Inventory Control, Prentice Hall of India, New Delhi, 2003.
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 and Design


Unit–V : 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


**MBAD 207/208 (6) EXPORT–IMPORT PROCEDURES, DOCUMENTATION AND LOGISTICS**

**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 and Field Trips.

**Unit–I : Export Offer and Documents, Export Contract and Negotiation with Commercial Banks for Availing Export Finance and Methods of Export Finance from Commercial Banks**


**Unit–II : Insurance, Foreign Exchange Risk and Forwarding Agents**


**Unit–III : Cargo Shipment, Custom Clearance, Export - Import Licences and Other Export Incentives**

- Shipment of Export Cargo, Excise and customs clearance of cargo, Custom Clearance of Import Cargo, Procedures for availing export incentives – Duty drawbacks - Export licence – Import Licence and other export incentives from government of India and from Institutions.

**Unit–IV : Shipping and Containerization**


**Unit–V : Air / Sea Transport and Freight**

- Indian Shipping, Concept of Dry Port, Air Transport, Freight rate structure - Export Procedures in Airport and Sea Port – Tariff and Non-tariff for exporters.
References

MBAC 209 : 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 in SPSS to carry out statistical analysis.

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.
MBAC 210 : PROJECT AND VIVA-VOCE (EXPOSURE TO SMALL AND MEDIUM ENTERPRISES)

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).
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.

References


**MBAC 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 : Case Study Steps**


**Unit–IV: Cases in Management**


**Unit–V : Contemporary Cases**

Current Cases of Indian Business and Industry – International Business and MNC.
References

**MBAC 303 : BUSINESS LEGISLATIONS**

**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, Partnership and Other Laws**
Unit–V : Corporate Secretarial Practices


References

MBAC 304 : INTERNATIONAL BUSINESS AND EXPORT MANAGEMENT

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 and BOT/BOP


Unit–II : Export Procedure and Export Documents and Tariff

Unit–III : International Finance and Foreign Exchange Market


Unit–IV : Export Marketing and Pricing


Unit–V : Export and Import Finance


References


Objective
To enable students to better understand themselves and the importance of soft skills in order to meet the professional expertise and its competitiveness with necessary skills and prepare them for their employability.

Teaching Methods
Small, Medium and Long games, Role Play, Case Study and Group Discussion.

Unit 1: Soft Skill and Personality Development
Soft skills – Meaning and Importance, Self concept - Self awareness, Self development, Know Thyself – Power of positive attitude – Etiquette and Manners
Listening – Types of Listening – Effective Listening – Barriers to Listening – Assertive communication

Unit 2: Communication Skills
Oral communication – Forms – Types of speeches - Public Speaking — Presentation – Elements of effective presentation – Use of visual aids in presentation
Written communication – Strategies of writing – Business letters – form, structure & formats – Types of business letters – Memos – Agenda & Minutes
Non-verbal communication – Body language – Proxemics

Unit 3: Interpersonal Skills
Interpersonal skills – Relationship development and maintenance – Transactional Analysis Conflict resolution skills – levels of conflict – handling conflict - Persuasion – Empathy – Managing emotions – Negotiation – types, stages & skills – Counselling skills

Unit 4: Employability Skills
Goal setting – Career planning – Corporate skills – Group discussion – Interview skills – Types of Interview - Interview body language - E-mail writing – Job application – cover letter - Resume preparation

Unit 5: Work Skills

References:


307 & 308 (DUAL SPECIALIZATION)

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<thead>
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<td>2. MARKETING</td>
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</table>

MBAD 307/308 (1) 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, Scope of Investment Management and Listing of Securities


Unit-II: Common Stock Analysis


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


Unit–III : 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–IV : Portfolio Management


Unit–V : Financial Derivatives Markets


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

References
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 and Planning


Unit–II : Sales Forecasting and Organization


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


Unit–IV : Distribution and Logistics


Unit–V : Channel Intermediaries Retailing and Channel Design


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

MBAD 307/308 (3) 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, Wages and Bonus Laws

Unit–IV : Social Security Laws
Unit–V : Laws Relating to Working Conditions


References

MBAD 307/308 (4) 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 Process Capability

Conceptual approach to SQC, Acceptance sampling and Inspection plans, Statistical process control, Prevention through process improvement.

Process capability studies, Humanistic aspects of TQM, Management of quality circle and Z.D. Programmes, Kaizen.

Unit–III : 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–IV : Total Productive Maintenance

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

Unit–V : ISO, Six Sigma

References

MBAD 307/308 (5) DATABASE MANAGEMENT

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 : Transaction Management


Unit–V : Advanced Concepts


References


MBAD 307/308 (6) 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– Recent trends in world trade – leading players in the world – Major items traded - India’s Foreign Trade –Commodity composition and destination –India’s position in the world merchandise trade and services-Balance of Payments of India.

Unit–II : Tariffs

Unit–III : EXIM Policy

EXIM policy (latest amendment) – License procedures for Export and Import – DGFT – Licensing conditions- Import Policy and control - Export import licenses.

Unit–IV : EXIM Policy Promotions and Transfer of Technology


Unit–V : Institutions


References
9) India’s Trade statistics, published by CMIE and DGCIS.
10) RBI Annual Reports.
11) Annual Reports of Ministry of Commerce.

MBAC309: PROJECT AND VIVA– VOCE (INDUSTRIAL VISITS AND SUBJECTS)

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.
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.

SECOND YEAR : FOURTH SEMESTER

MBAC 401 : RETAILING AND RURAL MARKETING

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 : Retailing – Introduction and Strategy

Unit–II : Retail site Location


Unit–III : Human Resource Management


Unit–IV : 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–V : Rural Market


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

MBAC 402 : BUSINESS POLICY AND STRATEGIC MANAGEMENT

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


References

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
Logistics Management – Definition – Meaning – Types. The work of Logistics –
Network Design – Information – Transportation – Inventory – Warehousing –
Material Handling and Packaging – Organizational Structures – Role of
Government.

Unit–II : Logistics Network
Logistics Resources – Principles of Logistics Information – Logistics
Information System Flow – Application of Information Technologies – Electronic
Data Interchange – Barcode – Scanning.

Unit–III : Logistics Demand
Forecasting – The Nature of Demand – Forecast Components – Forecast
Technique – Forecast Error – Transportation Infrastructure – Principle – Model
Characteristics – Logistics Location Structure.

Unit–IV : Supply Chain Management Models and Strategy
Supply chain Management – Definition – Objectives – Applications – Types –
Implicit Business Models – Key issues in supply chain management.

Inventory Management – The effect of demand uncertainty managing inventory
in the supply chain – Push and Pull systems – Dell’s supply chain strategy –
Demand and cash flow in supply chain management.

Unit–V : Supply Chain Management Design
Channel design – The impact of internet on supply chain – E-Business –
Integrated supply chain management (SCM) – Enterprise Resource Planning (ERP) –
Supply chain management matrix – Modules of an ERP system – ERP support to SCM.

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

References
2) David Simchi-Levi, Philip Kaminsky and Edith Simchi-Levi, Designing and
Managing the Supply Chain Concepts, Strategies and Case, 2 edition,
3) Donald J. Bolversox and Davis J. Closs, Logistics Management: The Integrated
4) Rahul V. Altekar, Supply Chain Management, Concepts & Cases, PHI Learning,
2006.
5) Sunil Chopra, Peter Meindl and Dharam rir Kalra, Supply Chain Management,
Pearson, New Delhi, 2013.
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 : Indian Ethos for Business Excellence

Unit–III : Stress Management

Unit–IV: Theories in Yoga

Unit–V : Yoga for Managerial Excellence

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.

Unit-I : Creativity and Leadership

Creativity – Creative thinking – Divergent thinking – Stages in Creative thinking.

Unit-II : Decision Making and Assertiveness

Decision Making – Styles – Importance stages in decision making.
Assertiveness – Assertiveness in communication – Benefits of assertiveness –
Submissive Communication – Assertive Communication – Aggressive Communication.

Unit-III : Ego States and Stress Coping

Transaction analysis – Parent ego – Adult ego – Child ego – Characteristics.

Unit-IV : Emotional Intelligence and Personality

Emotional Intelligence – Components of Emotional Intelligence – Influencing Emotions – Handling relationships.
Personality – Extraversion – Intraversion.

Unit-V : Adjustment and Values

Adjustment – Home adjustment – Health adjustment – Social adjustment –
Emotional adjustment – Occupational adjustment.
Values – Value system – Values in different cultures.

Tests

Test will be conducted through practicals on the following aspects:

- Emotional Quotient – Telephoning Skills – Creativity – Attitude Achievement –

<table>
<thead>
<tr>
<th>Scheme of Examination</th>
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<td>2. Internal (Attendance, Assignment, Seminar)</td>
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<td>5. SYSTEMS</td>
<td>E-Commerce</td>
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<tr>
<td>6. INTERNATIONAL TRADE</td>
<td>International Marketing Management</td>
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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 and Consumer Finance


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

Unit–III : Mutual Funds Concept and Regulations


Unit–IV : Capital Market, Money Market and Factoring Services


Unit–V : Venture Capital and Credit Rating


References

MBAD 407/408 (2) 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 and Classification


Unit–II : Psychological Principles and Ethical aspects of Advertising


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

Unit–III : 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–IV : Sales Promotion


Unit–V : 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.

MBAD 407/408 (3) MANAGEMENT OF TRAINING AND DEVELOPMENT

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 and Training Institutions


Unit–V : MDP Institutions


References

MBAD 407/408 (4) BUSINESS PROCESS AND 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


Unit–II : Project


Unit–III


Unit–IV : TQM

Unit–V : Network


References

MBAD 407/408 (5) E–COMMERCE

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 on Internet and 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–V : Internet and society


References

MBAD 407/408 (6) 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 : Challenges and Dynamic Environments of International Marketing and Trade


Unit–II : Cultural Dynamics in Assessing Global Markets


Unit–III : The Political Environment


Unit–IV : Global Marketing Management


Unit–V : Assessing Global Market Opportunities

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


References

MBAC 409 : COMPREHENSIVE VIVA-VOCE (INDUSTRIAL VISITS AND SUBJECTS)
MBA (Human Resource Management) – An Overview

Human Resource is the most valuable resource of any organisation. 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 organisations. HRM involves various issues right from selection-placement to performance appraisal, salary-career management, and training, etc. of employees in organisations. 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 organisations.

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.
Objective

To enable the students to understand the significance and 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: Labour Welfare


Unit–V : NCL and Workers Participation Management


References

MBAH 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 and Case Analysis.

Unit–I: Introduction to Labour Law

Unit–II: Trade Union & Disputes

Unit–III: Industrial Employment Act, Wages and Bonus Laws

Unit–IV: Social Security Laws

Unit–V: 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 and Training Institutions


Unit–V : MDP Institutions


References

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 : Wage Determination

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

Unit–II : Job Evaluation for Personnel


Unit–III


Unit–IV


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

Unit–V : Managerial Remuneration

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 : Introduction


Unit–II : Change Methods


Unit–III : Organisational Development


Unit–IV : Organisational Development Interventions


Unit–V : Contemporary Organisational Development


References

Unit–I : Introduction


Unit–II : Management Techniques

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 : Motivation and Performance Appraisal

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 : Problems and Rewards


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

Unit–V : Quality Performance

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

References

MBA (Financial Management) – An Overview

Within the context 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 MBA finance 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 MBA finance 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 mangers 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.

FIRST YEAR : SECOND SEMESTER
MBAF 207 : ACCOUNTING SOFTWARE – PRACTICAL

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 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

References

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<th>Scheme of Examination</th>
<th>Marks</th>
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<td>1. Students will appear for practical exam in the lab for 3 hours to Solve the questions with the help of tally software and the marks 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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FIRST YEAR : SECOND SEMESTER
MBAF 208 : MANAGEMENT OF FUNDS

Objective
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 : Introduction
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 : Capital Structure


Unit–III : Types of Analysis for Investment

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 : Human Resource Accounting

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–V : Institutions and Sources of Finance

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.

References

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, Scope of Investment Management and Listing of Securities


Unit–II : Common Stock Analysis

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


Unit–III : 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–IV : Portfolio Management

Unit–V : Financial Derivatives Markets


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

References

MBAF 308 : BANKING AND INSURANCE MANAGEMENT

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

Teaching Methods
Lectures, Case Study and Seminar presentation.

Unit–I : Introduction

Unit–II : Private Sector Banks

Unit–III : Recent Trends in Indian Banking
Unit–IV : Insurance Concepts


Unit–V : Classifications and Legal Aspects of Insurance Business


References

2) Balachandran, Principles of Life Insurance, Published by Insurance Institute of India, Mumbai.
4) Majmudar, Principles of Insurance, Published by Insurance Institute of India, Mumbai, 2000.
7) Paremeswaran, Indian Banking, Published by S.Chand & Company Ltd., New Delhi, 2005.
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 and Consumer Finance


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

Unit–III : Mutual Funds Concept and Regulations


Unit–IV : Capital Market, Money Market and Factoring Services


Unit–V : Venture Capital and Credit Rating


MBAF 408: 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 : Introduction

Unit–II : Functions of Various Markets
Primary/Secondary markets, stock exchanges, National Stock Exchange, Bombay Stock Exchange, OTCE - Merchant Banking – Role and functions.

Unit–III : Capital Issues
Capital issues – Equity and debt instruments, pricing, insider trading; Management of pre- issue and post –issue activities including issue of prospectus/offers documents; Rights issue, bonus issue, private placements, Loan syndications, Euro Issues, ECBs and GDRs.

Unit–IV : New Issue Market

Unit–V : Shares and Fixed Deposits
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.
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.

FIRST YEAR : SECOND SEMESTER

MBAM 207 : 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 : Report Preparation / Presentation and Applications of Marketing Research


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


Unit–IV : Consumer Learning and Reference Group Appeal


Unit–V : Consumer Influence, Purchasing Process, Structure and Post Purchase Behaviour


References

MBAM 208 : 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 and Classification


Unit–II : Psychological Principles and Ethical aspects of Advertising

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

Unit–III : 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–IV : Sales Promotion


Unit–V : 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
MBAM 307 : 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 and Planning


Unit–II : Sales Forecasting and Organization


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


Unit–IV : Distribution and Logistics


Unit–V : Channel Intermediaries Retailing and Channel Design


References


**MBAM 308 : 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 : Introduction**


**Unit–II : Branding**


**Unit–III : Packaging**


**Unit–IV : Banking and Tourism**


**Unit–V : Hospital Services and Hotel Industry**

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.

SECOND YEAR : FOURTH SEMESTER

MBAM 407 : INTERNATIONAL MARKETING

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 and Strategies


Unit-III : Product Policy

Unit–IV : Pricing and Marketing


Unit–V : MNC

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

References

MBAM 408 : CUSTOMER RELATIONSHIP MANAGEMENT

Objective
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 : Introducing CRM in Marketing

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 : CRM in Practice

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–III : 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–IV : CRM Tools and Implementation

Unit–V : CRM Strategy and Development

References
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
FIRST YEAR : SECOND SEMESTER
MBAI 207 : EXPORT–IMPORT PROCEDURES, DOCUMENTATION AND LOGISTICS

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 and Field Trips.

Unit–I : Export Offer and Documents, Export Contract and Negotiation with Commercial Banks for Availing Export Finance and Methods of Export Finance from Commercial Banks


Unit–II : Insurance, Foreign Exchange Risk and Forwarding Agents

Unit–III : Cargo Shipment, Custom Clearance, Export - Import Licences and Other Export Incentives
Shipment of Export Cargo, Excise and customs clearance of cargo, Custom Clearance of Import Cargo, Procedures for availing export incentives – Duty drawbacks - Export licence – Import Licence and other export incentives from government of India and from Institutions.

Unit–IV : Shipping and Containerization
World Shipping, Structure, Liners, and Tramps, Conference System and Freight – Containerization – Container Corporation of India - Conferences on Sea Transport.

Unit–V : Air / Sea Transport and Freight
Indian Shipping, Concept of Dry Port, Air Transport, Freight rate structure - Export Procedures in Airport and Sea Port – Tariff and Non-tariff for exporters.
MBAI 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: Introduction to International Trade


Unit-II


Unit-III: EXIM Policy


Unit-IV: Foreign Exchange

Unit–V : Foreign Trade and Economic Development


References


SECOND YEAR : THIRD SEMESTER
MBAI 307 : 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 – Recent trends in world trade – leading players in the world – Major items traded - India’s Foreign Trade – Commodity composition and destination – India’s position in the world merchandise trade and services – Balance of Payments of India.

Unit–II : Tariffs


Unit–III : EXIM Policy


Unit–IV : EXIM Policy Promotions and Transfer of Technology

Unit-V : Institutions


References

MBAI 308 : 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 : Information Systems Applications


Unit-II : IT Applications


Unit-III : E-Commerce


Unit-IV : IS for Planning

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-V : IT for Managers

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

SECOND YEAR : FOURTH SEMESTER
MBAI 407 : 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 : Challenges and Dynamic Environments of International Marketing and Trade


Unit–II : Cultural Dynamics in Assessing Global Markets

Unit–III : The Political Environment


Unit–IV : Global Marketing Management


Unit–V : Assessing Global Market Opportunities

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


References

Objective

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 : Introduction


Unit–II : Foreign Exchange Markets


Unit–III : International Investment


Unit–IV : International working Capital Management


Unit–V : Instruments and Risk Management


References

MBA (Hospitality Management) – An Overview

MBA in Hospitality Management aims to provide various tools and frameworks for preparing competitive strategies in response to increased need of service industry. Particular attention is given to understand the Hotel, Travel and Tourism within which firms operate, and develop suitable management strategies. With Hospitality Management 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 tourism industry. MBA in hospitality management makes students learn about the skills and knowledge required dealing with global travel, tourism and hotel management, and with this degree students will open a whole new world of opportunities when it comes to their business career.

M.B.A – Hospitality Management 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 Hospitality Management. 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 Hospitality Management 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 hotel and tourism industry at international level. Develop an advanced understanding of international, ethical and strategic concepts and current theories in the management of tourism management. 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 students of Hospitality Management is to meet various of positions in government, tourism industry, start-ups of motels, hotels, travel agents etc. Managerial positions is star hotels, tourism organizations in India and abroad. This task is to support and develop the organizations by serving better to clients.

Career Opportunities

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

- National and International Hotels
- Travel and Leisure Industry
- Tourism Industry
Students can work as:
- Bell Captain
- Manager, Travels
- Manager, Front desk
- Customer Relationship Manager
- Head, Hospitality.

Senior Administration
- Front Office

Manager Stores
- Manager housekeeping
- Manager food and Beverages
- Manager HR
- Business Development Manager
- Tourism Officer
- Quality Assurance Manager

101 : MANAGEMENT PROCESS

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

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

Unit–I : Introduction
Evolution of Management thought, Managerial process, Functions, Skills and Roles in an Organization – Decision making and Problem solving - Group decision making.

Unit–II : Planning
Distinction between operational and strategic planning – 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 and Directing


Unit–V : Supervising Control and MBO


References

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 : Introduction and Individual Behaviour


Unit–II : Work Attitude, Motivation and Job Satisfaction


Unit–III : Leadership and Counselling


Unit–IV : Group Dynamics


Unit–V : Organisation Change and OD


References


103 : 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, Inbasket exercise, Minor project and Meet the consumers.

Unit–I : Marketing and its Environment


Unit–II : Market Analysis and Segmentation


Unit–III : Product and Pricing Strategies

Unit–IV : Physical Distribution and Promotion


Unit–V : Consumer Behaviour and CRM


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, Role-play, Management Games and Group Discussion.

Unit–I: Introduction


Unit–II: Job Analysis, Job Design and Human Resource Planning


Unit–III: Training and Performance Appraisal


Unit–IV: Promotion, Job Evaluation and Compensation


Unit–V: Quality of work life and Participative Management

References


106: TOURISM PRINCIPLES, POLICIES AND PRACTICES

Objectives

To realize the potential of tourism industry in India; To understand the various elements of Tourism Management; and to familiarize with the Tourism policies in the national and international context.

Unit- I Tourism Overview

Tourism; Elements, Nature and Characteristics - Typology of Tourism – Classification of Tourists - Tourism network - Interdisciplinary approaches to tourism - Historical Development of Tourism - Major motivations and deterrents to travel.

Unit-II Tourism Emerging Areas


Unit-III Models

Unit-IV Organisation

Tourism Organizations: Role and Functions of World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council (WTTC) - Ministry of Tourism, Govt. of India, ITDC, Department of Tourism, Govt. of Puducherry, FHRAI, IHA, IATA, TAAI, IATO.

Unit-V Tourism Policies

Overview of Five Year Plans with special reference to Eleventh Five Year Plan for Tourism Development and Promotion, National Action Plan, National Tourism Policy - Code of conduct for safe and Sustainable Tourism for India.

References


107: FUNDAMENTALS OF HOSPITALITY INDUSTRY

Objective

The students shall be able to: Gain an overview about the hospitality and tourism industry. Identify the major areas of coverage of hospitality industry. Figure out the different types of hotels and restaurants. Realize the interrelationship between travel and tourism. Grasp the position of Entertainment and Recreation industries in Hospitality.

Unit-I: Introduction to Hospitality Industry

Unit-II: Hotel Industry

Unit-III: Tourism Industry
Definition of Tourism – Features – Types of Tourists – Tourism Activities – Components of Tourism Infrastructure – Elements and Characteristics of Tourism Products- Scope of Tourism – Motivation for Tourism – Relation of hospitality industry with Tourism

Unit-IV: Travel & Transport
History growth and present status of travel agency – Travel formalities – Linkages and arrangements with hotels, airlines and transport agencies – Transport system – Different types of transport – Impact of Science and Technology.

Unit-V: Hospitality and Its Related Sectors

References:


5) Jagmohan Negi, Hotels for Tourism Development, S. Chand, New Delhi.

6) Jatashankar R Tewari (2009), Hotel front office operations and Management, Oxford publication New Delhi.


10) Arthur & Gladwell, Hotel Assistant Manager ( London communicate, Barril, Jenkins)
108: COMMUNICATION SKILLS AND PUBLIC RELATIONS

Objectives: To impart oral and written communication skills through experiential training; To gain comprehensive understanding of the important functions of Public Relations; and To acquaint with the etiquettes of business communication.

Unit- I Oral communication skills

Public speaking - Group presentations and discussions - Participation in meetings and interviews – Brainstorming - Designing and delivering presentations.

Unit - II Written Communication Skills

Preparing letters, reports and other executive communications - Methods of achieving effective communication - Measurement of impact of communication – Mass media – Media relations.

Unit- III Public Relation

Introduction to contemporary public relations — Organizational context of public relations – Social context of public relations – Communication and Public opinion – Principles of persuasion, adjustment and adaptation – PR in Tourism.

Unit -IV Business Communication

Understanding the foundations of business communication- Characteristics of effective business messages- Writing business proposals – Communication across cultures – Communication challenges in today’s work place.

Unit - V Language Laboratory

Practical exercises & discussions - Body language, Postures, Eye contact, Etiquettes, Voice culture, Scientific temper - Team building - Interpersonal effectiveness.

References

201 INTRODUCTION TO FOREIGN LANGUAGE

Objective
To impart preliminary knowledge about the French language

Unit - I Introduction
Spelling with the French alphabet - Nationalities – Professions - Numbers 1-100 - Date and Time – Seasons – Meals – Cloths.

Unit - II Grammar
Indefinite and Definite articles - Verbs : avoir et être in present tense, habiter, s’appeler and venir in present tense; - Vebs in “ future proche” - Possessive adjectives - Negative form: Oui, Non, Si - Pronouns used after prepositions - Pronouns complements directs

Unit - III Communication

Unit - IV Terminologies In Hotel Industry
Restaurant Brigade - Hot Plate Language - Kitchen Brigade - Ingredients used in Kitchen - Culinary Terms in French – French gastronomy

Unit - V French Culture
Facts about France - French culture – Historical personalities – Geography

References
2) S. Bhattacharya. French for Hotel Management & Tourism Industry. Frank Brothers. 2010

202: FINANCIAL MANAGEMENT

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 and Cost of Capital


Unit V: Capital Structure and Leasing


References

Objective
To develop an understanding of the special context and techniques of the marketing of services that services play in the economy and its future, and to enrich the knowledge on advanced economies of the world are now dominated by services, and virtually all companies view service as critical to establishing and retaining competitive advantage regardless of the market of physical products, have a service element, or pure services.

Unit- I Introduction

Unit – II Service Marketing Opportunities
Assessing service market potential - Classification of services – Expanded marketing mix – Service marketing – Environment and trends – Service market segmentation, targeting and positioning.

Unit – III Service Design And Development

Unit - IV Service Delivery And Promotion
Positioning of services – Designing service delivery System, Service Channel – Pricing of services, methods – Service marketing triangle - Integrated Service marketing communication.

Unit - V Service Strategies
References

7) Gronroos, Service Management and Marketing –Wiley India.

204: PROJECT, ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

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 and Project Finance and Evaluation


Unit–III : Introduction to Entrepreneur

Unit–IV : Entrepreneurship Environment and Challenges


Unit–V : Small Business Management


References


206: FRONT OFFICE AND HOUSEKEEPING MANAGEMENT

Objective

To study the flow of activities and functions in today’s lodging operation. To establish the importance of Front office and House Keeping and its role in the hospitality industry.

Unit - I Introduction

Unit - II Front Office Operations

Unit - III Front Office Management

Unit- IV Housekeeping Operations
Importance of Housekeeping – Organizational structure – Layout – Coordination with other departments - Duties and responsibilities –Hotel guestrooms – contents and cleaning; – public areas – Housekeeping control desk

Unit V Housekeeping Management

References

207: FOOD AND BEVERAGE MANAGEMENT

Objective
To study the empirical foundations and develop a professional orientation toward the practice of food and beverage management as it applies to business, culinary arts and hospitality.

Unit- I Kitchen Management
Job description – Hierarchy, Attitude and behavior; - Food premises - Kitchen planning – Basic Preparation and operations – Basic principles of food production - Equipments – Fuels - coordination with other departments.

Unit - II Menu
Types of menu – menu planning – Beverage menu - Menu designing – menu merchandising – menu balancing – wine and food pairing.
Unit- III Pre - Production


Unit- IV Food And Beverage Production

Food production methods - Beverage production methods – F & B Service areas - Food and beverage service methods – Specializes services.

Unit - V Catering Management

Types of catering – fast-food and popular catering – hotels and quality restaurants – industrial catering, hospital catering – basic policies – financial marketing and catering – control and performance management

References

2) John A. Cousins, David Foskett, Cailein Gillespie. Food and Beverage Management. Prentice Hall. 2002

208: INFORMATION AND COMMUNICATION TECHNOLOGY FOR HOSPITALITY

Objective

To understand the importance of information in hospitality. To know the technologies used for effective business process

Unit - I Computing Essentials

Information and Communication Technology Infrastructure – Software, Hardware and Networking; Management Information Systems – Types, Evolution and Benefits; Database Management - Files, Records, and Fields; Database Management Systems; Multidimensional Databases.

Unit - II System Selection & Data Security Maintenance

Information Needs; Sales Literature; System Requirements; Request for Proposal; Contract Negotiations; Installation Factors; System Security and Data Privacy; Operational Precautions; Risk and Disaster Management; Manual Operations Plans.

Unit - III Property Management System

Property Management Systems - PMS Interfaces Issues, Call Accounting Systems, Categories of Locking Systems, Energy Management Systems and climate control; Auxiliary Guest Services, Guest-Operated Devices, Fire alarm and security system; Reservation Systems - Electronic Distribution Channels; Intersell Agencies; Central Reservation Systems; Property-Level Reservation; Distribution of Revenues; Rooms Management Module – Room Status, Room and Rate Assignment, Guest Data, Housekeeping Functions, Generation of Reports; Guest Accounting Module – Types, Posting to Accounts, Front Office Audit, Account Settlement, System Update.
Unit - IV Restaurant Management System

Point-of-Sale Technology - POS Order Entry Units; POS Printers; Account Settlement; PCI Compliance; Managing Guest Accounts; POS Software; Automated Beverage Control Systems; Food and Beverage Management Applications - Recipe Management; Sales Analysis; Menu Management; Menu Item Pricing; Integrated Food Services Software; Sales and Catering Applications - Sales Office Automation; Revenue Management; Catering Software;

Accounting Applications - Accounts Receivable Module; Accounts Payable Module; Payroll Module; Inventory Module; Purchasing Module; Financial Reporting Module; Labour Scheduling Applications

Unit - V E-Commerce and Emerging Technologies

The growth of e-Commerce – Technologies and Benefits; e-Commerce business models; Electronic Distribution; Internet Marketing; Social Media and Social Networking; Emerging Trends – Long Tail, M-commerce, SoLoMo, Crowd sourcing, Data Mining, Cloud Computing; Open-Source; Role of e-Governance; e-Payment Systems; Recent and popular Apps.

References


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 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

References


301 - SOFT SKILLS FOR HOSPITALITY

Objective

To train students in soft skills in order to enable them to be professionally competent

Unit – I Soft skills and Personality Development


Listening: Types of Listening. Effective listening and Barriers to listening – Assertive communication.

Unit – II Communication Skills

Oral communication: Forms, Types of Speeches and Public speaking – Presentation: elements of effective presentation and use of visual aids in Presentation.


Non verbal communication: Body language and proxemics.

Unit – III Interpersonal Skills

Unit – IV Employability Skills

Unit – V Professional Skills

References

302: EVENT MANAGEMENT

Objective
To understand the process of planning, organizing and conducting variety of events successfully.

Unit - I Event
History and evolution, events industry, impact analysis, participants and spectators, balancing impacts, Handling Unethical Behavior,

Unit - II Event Marketing
Event planning , pricing and promotion; volunteer team building; sourcing and managing staff Special events-types , traditional, cultural, Riviera, galas, mega-events, trade shows, exhibitions, conferences and conventions, end-to-end tours, excursions, out-door events, social events, seasonal events, environmental impacts, marketing plan; lead-generation, management and follow up,

Unit - III Event Planning & Administration
Sponsorships, screening, budget and controls, fund-raising, negotiation and contracts; role of Government, Negotiation and contracts; Promotional Items, giveaways, Event planning, space management, use of web technology , Develop In-Office and On-Site Ethics and Business Etiquette Policies.
Unit- IV Event Logistics

Transportation; booth/space design, internal communications, public relations, networking, media handling, checklists, safety and precautions, Other considerations-entertainment, photo/video coverage, prizes and gifts, risk assessment, safety and security arrangements, Venue and supplier checklist

Unit - V Location & Event Design

Venue Essentials, Creative events concepts, tabletops , other décor props, understanding clients, fundraising galas, Conferences and Conventions, Incentives and Other Special Events, Event Planning Ethics and Etiquette, Protocol, Site selection, requirements and constraints, new venues, ancillaries and amenities, final touches

References

1) Lynn, Brenda R. Carlos, Event Management.
3) Johnny Allen, William O'Toole , Robert Harris , Ian McDonnell, Festival and Special Event Management.
4) Joe Success, Judy, Special Events: A New Generation and the Next Frontier.

303: TRAVEL AGENCY AND TOUR OPERATIONS

Objective

Students will be able to: understand the significance of travel agency and tour operation business; know the current trends and practices in the tourism and travel trade sector; and develop adequate knowledge and skills applicable to travel industry.

Unit-I Introduction to Travel Trade

Travel Trade - Historical Perspectives - Emergence of Thomas Cook and American Express Company - Types of Tour Operators - Wholesale and Retail Travel Agency business - Linkages and Integration with the Principal Service Providers - the Changing Scenario of Travel Trade.

Unit-II Travel Agency and Operations

Travel Agency and Tour Operation Business - Functions of Travel Agency - Setting up a full-fledged Travel Agency - Sources of Income of a travel agency - Diversification of Business - Travel Insurance, Forex, Cargo & MICE - Documentation - IATA Accreditation - Recognition from Government.
Unit-III Itinerary Planning

Itinerary Planning & Development - Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Don’t's of Itinerary Preparation - Tour Formulation and Designing Process - FITs & Group Tour Planning and Components - Special Interest Tours (SITs).

Unit-IV Packages and Cost

Tour Packaging & Costing - Importance of Tour Packaging – Classifications of Tour Packages - Components of Package Tours - Concept of costing - Types of costs - Components of tour cost - Preparation of cost sheet - Tour pricing - Calculation of tour price - Pricing strategies - Tour packages of Thomas Cook, SOTC, Cox & Kings and TCI.

Unit-V Travel Associations And Roles

Role and Responsibility of Travel Trade Associations: Objectives - Roles and functions of UFTAA, PATA, ASTA, TAAI, IATO, ATADOI, IAAI, FIYTO, TAFI.

References


304: HOSPITALITY LAWS

Objective

To prepare the learners with knowledge and skills essential to understand the various laws involved in the hospitality industry

Unit I Introduction to Hospitality Laws


Unit II Commercial and Corporate Law of Hospitality Industry

Unit III Travel And Tourism Laws


Unit IV Industrial Laws, Consumer Protection Act And Vat


Unit V Cyber Laws, IPR And Copy Rights In Hospitality Industry


References

1) Legal Aspects of Business, Texts, justiceprudence and cases, Daniel Alburquerque, Oxford University press
5) Handbook of Environmental Law, P.B. Sahasranaman, Oxford University Press,

306: FOOD SAFETY AND QUALITY MANAGEMENT

Objective

To study the importance of personal cleanliness; sanitary practices in food preparation; causes, investigation, control of illness caused by food contamination (Hazard Analysis Critical Control Points); and work place safety standards

Unit I  Food Safety

Introduction - Food Hazards – Risks – Contaminants - Food Hygiene - Food preservation, Physical agents, Chemical agents, Use of low temperature in food preservation, Preservation by drying, Preservation of meat, fish & egg using different methods.

Unit II  Food Microbiology

General characteristics of micro-organisms - common food borne microorganisms-Bacteria, Fungi, Viruses, Parasites; - micro-organisms that bring about useful changes in food, fermentation, vinegar, anti-biotic; - Food poisoning - Food infections - Food borne diseases - preventive measures.
Unit III  Food Quality

Food standards - need for food laws; - Food adulteration & Additives - Detection of food adulterants, Prevention of food adulteration act standards; - Fruit product order standards - Agmark standards - Indian standards institution - International – Codex Alimentarius, ISO, Regulatory agencies; - HACCP.

Unit IV  Hygiene And Sanitation

General principles of food hygiene - general hygiene practices for commodities, equipment, work area and personnel; - Hygiene storage – Food spoilage – Food contamination due to pests, cross contamination; - cleaning and disinfection - safety aspects of processing water, waste water & waste disposal.

Unit V  Recent Trends

Emerging pathogens - Genetically modified foods - Food labelling - Newer trends in food packaging and technology - BSE (Bovine Serum Encephalopathy)

References

1) Jacob M. Safe Food Handling:A Training Guide for Managers of Food Service Establishments
3) Hobbs Betty. Food Processing
4) Rangana S. Handbook of analysis and Quality Control for fruits and vegetables. Tata Mc Graw Hill

307: HOTEL MANAGEMENT

Objective

To prepare the learners with knowledge and skills essential to understand the various services and functions in hotel industry.

Unit – I Evolution and Network


Unit – II Functions

Management Function in Hotel Industry- Front Office Desk – Front Office Staff – Qualities of Front Office Staff – Hotel Reservation, Housekeeping, Organization Structure, Layout of Housekeeping Department, Functions of Housekeeping Department, Managing Guest Amenities.
Unit – III Services and Organization
Food and Beverage Services Outlets – Various Types of Food Services – Restaurant Organization - Equipments - Room Service.

Unit – IV Accounting

Unit – V Finance

References
1) Yogendra K. Sharma, Hotel Management, Kanishka Publishers, New Delhi
2) Vijay Dhawan, Food Beverage Service, Frank Bros and Co,,
3) S.Kannan, Hotel Industry in India, Deep and Deep Publications, Pvt Ltd, New Delhi

308: 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 in SPSS to carry out statistical analysis.

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.

References


401: HOTEL OPERATIONS

Objective

To prepare the learners with knowledge and skills essential to understand the various hotel operations.

Unit I  Reservation & Registration

Sources and modes of reservation, Types of plans, types of room rate, Discount and allowances, Group reservation, Fore-casting room reservation, Walk - in reservation, Reservation chart and guest history card, Registration of guest at reception, Guest registration card, arrival and departure register, C- Form, Lobby errand card, arrival and departure report.

Unit II  Rooms Division

Functions of front office and house keeping department, Hierarchy of front office and housekeeping department, their Attributes, duties and responsibilities, Interdepartmental coordination, Departmental layout of Housekeeping, Functions of various Departments of Housekeeping and front office, yield management concept & function.
Unit III Restaurant Operations

Restaurant equipments: Types, standard sizes, care, cleaning and Polishing of various equipments, Duties of a waiter, mise-en-scene and mise-en-place, Welcoming the guest, Rules to be observed while laying a table and waiting at a table Different Types And Styles Of Services - Silver Service, American Service, English, French, Russian, Buffet, Counter, Cafeteria, Food Courts, Room Service and Bar Service.

Unit IV Hotel Engineering

Electricity – sources, safety, uses; Water supply – Removal of contaminants, distribution system, plumbing; Heating – Insulation, types of fuels, heating system; Ventilation and Air Conditioning – Elevators and escalators – other engineering functions.

Unit V Hotel Operations

HOTEL OPERATIONS IN INDIA: Leading multinational hotel chains operating in India, Public sector in Hotelliering Business – Role, Contribution & Performance, Time share establishments

References

1) S.K. Bhatnagar, Front Office Management, Frank brother Publisher
2) Sudhir Andrews Front Office Training Manual, Tata Mcgraw Hill
3) Sudhir Andrews, Hotel H. K. Training Manual, Tata Mcgraw Hilt
4) Manoj Madhukar, Professional House Keeping-Rajat Publications

402: INDIAN CULTURE AND HERITAGE

Objective

To study the richness and diversity of Indian culture; To evaluate the contemporary trends of India culture; and To acknowledge and appreciate the co-existence of different cultural and religious practices of India.

Unit – I Culture


Unit – II Religions

Religions of India-Religious Shrines & Centers - Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others-Basic Tenets – Indian Vs Western Philosophy.

Unit – III Heritage and Practices

Cultural Heritage - Ayurveda, Yoga and meditation - Performing Arts: Dance Forms - Music – Vocal & Instruments - Folk Arts - Indian Paintings and Sculpture.

Unit – IV Architecture

Unit –V Traditions

Museums and Art Galleries - Fairs and Festivals - Indian Cuisine - Traditional Arts and Crafts - World Heritage sites in India - Problems and Prospects of Cultural Tourism in India.

References

1) Basham.A.L (1988), The Wonder that was India, Rupa and Com, Delhi
4) Robinet Jacob (2007), Indian Tourism Products, Abhijeet publications.

403: CUSTOMER RELATIONSHIP AND SERVICES MANAGEMENT

Objective

To understand the nuances of customer relationship management; to familiarize with the issues of service management and global context; and To be able to manage a market oriented service organization.

Unit I Understanding the Customers


Unit II Data Sharing

Managing and Sharing Customer data - Customer Information Databases – Ethics and Legalities of data use – Data Warehousing and Data Mining – Data Analysis – Market Basket Analysis (MBA) – Click Stream Analysis - Personalization and Collaborative Filtering.

Unit III Services

Marketing of Services – Tourism as a Service - Characteristics of Services – Classification of Services – Building Service Aspirations - Consumer Behaviour in Service Encounters.

Unit IV Tourism

Tourism as a major component of Service Sector – Service Design and Development – Technology as an enabler of Service - Service Development and Design, Using Technology as an enabler of Service.
Unit V Service Quality

Service Delivery – Types and Causes of Service Quality Gaps – Measuring and Improving service Quality - Strategies to resolve the gaps.

References


404: RESORT PLANNING AND DEVELOPMENT

Objective
To make the learners with knowledge and skills essential to plan resort and development.

Unit – 1 Introduction

Unit – II Organization

Unit – III Planning
Resort Planning: Location, Feasibility analysis, Architecture, Macro & Micro business environment. The five phases of Resort planning and development.

Unit – IV Analysis
Economic analysis of Resort operation and Forecasting.

Unit – V Implementation
Impact analysis of Resorts: Social Impact, the economic impact, physical and environmental.
406: FOOD AND BEVERAGE CONTROL

Objective
The students shall be able to: Gain knowledge on various Food and Beverage control aspects. Know the significance of control and cost control in the Food and Beverage industry. Understand the process of purchase, receiving and storing of Food and Beverages. Determine standards, the operating budget, and income/cost control.

Unit I An Introduction
Definition of Food & Beverage Control - Need- Objectives - Fundamentals of Control - Elements of Control-Special Problems of Food & Beverage Control - The Reality of Control

Unit II Procurement, Production And Service Control
Aids to Purchasing - Purchasing of F&B- Specifications- Selection of a Supplier, Rating- EOQ Analysis. Receiving of F&B- Quantity, Quality & Inspection- Storing and Issuing of F&B Transfer Notes, Breakages and Damaged Goods - Stocktaking of F&B- Stock Turnover, Stock Levels- ABC Analysis. F&B Production Methods- F&B Service Methods-Classification of F&B Service- F&B Control

Unit III Financial Control

Unit IV Control System

Unit V Inventory Control System
Frauds in Inventory- Methods, Levels, Techniques, Perpetual Inventory, Monthly Inventory, Comparing of Physical and Perpetual Inventory. Operating Frauds in Bar Control- Social Concern and Legal Concern- Preventing Pilferage & Fraud- Portion control - Glassware used & Prices. Yardsticks- Total F&B sales, departmental profit, ratio of food, ASP, sales mix, payroll costs, index of productivity, stock turnover, sales/ waiter.

References
1) Gee Chuck Y., Resort Development and Management -
2) Stipnauk, David M. and Roffman, Harold, Facilities Management
3) Lawson , Hotels and Resorts: Planning, Design and Refurbishment
Objective
To make the learner to understand about the operation and the management of Housekeeping department in hotel

Unit I Introduction

Unit II Housekeeping Functions
Duties & Responsibilities of Housekeeping department: Executive Housekeeper, Asst Executive Housekeeper-Middle level Management-Skill based employee’s responsibilities-Communication responsibilities-Total quality innovations-tariffs

Unit III Infrastructure Management

Unit IV Hospitality Personnel Management
Managing Human Resources:-Induction and Training-Recruiting, Selecting-Skill Training & Coordination-Motivation & Employee Discipline

Unit V Green Hospitality

References
2) Hotel Front office & Operations management, Oxford University Press, Jatashankar R.Tiwari
3) Matt A. A Casado, Housekeeping Management
4) Aleta Nitschke, Marget M.M. Kappa, Managing Housekeeping operations
408: HOSPITALITY STRATEGIC MANAGEMENT

Objective
To understand the concept and process of strategic management to be adopted in the hospitality and tourism industry

Unit I  Introduction to Strategic Hospitality Management
Strategic Management–Origin, Concept, Scope and Process; Strategic Thinking; Global competitiveness; Key Players in Indian Hospitality and Tourism Industry.

Unit II  Micro and Macro Strategic Environment

Unit III Strategic Direction and Formulating Basic Strategies

Unit IV Implementing Strategies and Establish Control Systems
Interorganizational Relationships and the Tourism Cluster; Functional-Level Resource Management; Organizational Design and Control- Organizational Structures design, Organizational Control, power and politics.

Unit V Strategies for Hospitality Entrepreneurship
Strategies for Entrepreneurship and Innovation -Entrepreneurial Start-ups, Innovation and Corporate Entrepreneurship; Global Strategic Management and the Future- Global Strategies, International Market Selection, Global Stakeholders, Emerging Trends; Strategic issues in not-for-profit organisation and Small & Medium Size Enterprises.
References


Appendix - II

MBAE 105 : MANAGEMENT PROCESS (CBCS ELECTIVE – I SEMESTER)

Objective
The Objective of this paper is to familiarize the student with basic management concepts and behavioural 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 and Directing

Unit–V : Supervising Control and MBO

References


MBAE 205 : MARKETING MANAGEMENT (CBCS ELECTIVE – II SEMESTER)

**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, Inbasket exercise, Minor project and Meet the consumers.

**Unit–I : Marketing and its Environment**


**Unit–II : Market Analysis and Segmentation**


**Unit–III : Product and Pricing Strategies**

Unit–IV : Physical Distribution and Promotion


Unit–V : Consumer Behaviour and CRM


References


MBAE 305 : TRAINING AND DEVELOPMENT (CBCS ELECTIVE – III SEMESTER)

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 and Training Institutions


Unit–V : MDP Institutions


References


MBAE 405 : ENTREPRENEURSHIP MANAGEMENT (CBCS ELECTIVE – IV SEMESTER)

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 : Finance for Entrepreneurs


Unit–V : 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


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### Appendix - III

CHOICE OF ELECTIVE COURSES OFFERED BY VARIOUS DEPARTMENTS FOR SEMESTER I OF THE TWO YEAR P.G. PROGRAMMES

<table>
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<tr>
<th>Sl.No</th>
<th>Department</th>
<th>Elective Code</th>
<th>Elective Course</th>
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<tbody>
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<td>English</td>
<td>ENGE 105</td>
<td>Elements of English Grammar</td>
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<td>2.</td>
<td>History</td>
<td>HISE 105(1)</td>
<td>Cultural Heritage of India</td>
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<td>HISE 105(2)</td>
<td>Tourism and Travel Management</td>
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<td>3.</td>
<td>Political Science</td>
<td>POSE 105</td>
<td>Indian Government and Politics</td>
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<td>PUBE 105</td>
<td>Indian Constitution</td>
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<td>4.</td>
<td>Economics</td>
<td>ECOE 105(1)</td>
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<td>5.</td>
<td>Sociology</td>
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<td>Introduction to Sociology</td>
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<td>6.</td>
<td>Commerce</td>
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<td>7.</td>
<td>Population Studies</td>
<td>POPE 105</td>
<td>Population Dynamics</td>
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<td>8.</td>
<td>Library and Information Science</td>
<td>LIBE 105</td>
<td>Intellectual Property Rights and Right to Information</td>
</tr>
<tr>
<td>9.</td>
<td>Philosophy</td>
<td>PHIE 105</td>
<td>Basics in Tourism (TM/EM)</td>
</tr>
<tr>
<td>10.</td>
<td>Centre for Rural Development</td>
<td>RUDE 105</td>
<td>Rural Development and Extension</td>
</tr>
<tr>
<td>11.</td>
<td>Tamil</td>
<td>TAME 105</td>
<td>குறிப்பிட்டும் கேள்வியமைப்புகள்</td>
</tr>
<tr>
<td>12.</td>
<td>Hindi *</td>
<td>HINE 105(1)</td>
<td>Basic Hindi-I</td>
</tr>
<tr>
<td></td>
<td></td>
<td>HINE 105(2)</td>
<td>Andher Nagari</td>
</tr>
<tr>
<td>13.</td>
<td>Linguistics</td>
<td>LINE 105</td>
<td>General Linguistics (TM/EM)</td>
</tr>
<tr>
<td>14.</td>
<td>Psychology</td>
<td>PSYE 105</td>
<td>Personality Development</td>
</tr>
<tr>
<td>15.</td>
<td>Physical Education</td>
<td>PEDE 105</td>
<td>History, Principles and Foundations of Physical Education</td>
</tr>
</tbody>
</table>

* There are two options while selecting the Hindi Elective Course:
1. Those students who do not know Hindi can opt for 105(1);
2. Those students who know Hindi can opt for 105(2).
## Choice of Elective Courses Offered by Various Departments for Semester II of the Two Year P.G. Programmes

*There are two options while selecting the Hindi Elective Course:
1. Those students who do not know Hindi can opt for 205(1);
2. Those students who know Hindi can opt for 205(2).*

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Department</th>
<th>Elective Code</th>
<th>Elective Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>English</td>
<td>ENGE 205</td>
<td>Effective English Speaking</td>
</tr>
<tr>
<td>2.</td>
<td>History</td>
<td>HISE 205(1)</td>
<td>General History of India</td>
</tr>
<tr>
<td></td>
<td></td>
<td>HISE 205(2)</td>
<td>Environmental Studies</td>
</tr>
<tr>
<td>3.</td>
<td>Political Science</td>
<td>POSE 205</td>
<td>Political Science-I</td>
</tr>
<tr>
<td></td>
<td></td>
<td>PUBE 205</td>
<td>Public Administration-I</td>
</tr>
<tr>
<td>4.</td>
<td>Economics</td>
<td>ECOE 205(1)</td>
<td>Urban Economics</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ECOE 205(2)</td>
<td>Economics in Everyday Life</td>
</tr>
<tr>
<td></td>
<td></td>
<td>DESE 205</td>
<td>Issues in Development</td>
</tr>
<tr>
<td>5.</td>
<td>Sociology</td>
<td>SOCE 205</td>
<td>Sociology of Mass Communication</td>
</tr>
<tr>
<td>6.</td>
<td>Commerce</td>
<td>COME 205</td>
<td>Office Management</td>
</tr>
<tr>
<td>7.</td>
<td>Population Studies</td>
<td>POPE 205</td>
<td>Tamilnadu Demography</td>
</tr>
<tr>
<td>8.</td>
<td>Library and Information Science</td>
<td>LIBE 205</td>
<td>Information Service and System</td>
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<td>9.</td>
<td>Philosophy</td>
<td>PHIE 205</td>
<td>Temple Management</td>
</tr>
<tr>
<td>10.</td>
<td>Centre for Rural Development</td>
<td>RUDE 205</td>
<td>Self Help Group and Micro Finance</td>
</tr>
<tr>
<td>11.</td>
<td>Tamil</td>
<td>TAME 205</td>
<td>தமிழால் பலித்துவிலியேடு</td>
</tr>
<tr>
<td>12.</td>
<td>Hindi *</td>
<td>HINE 205(1)</td>
<td>Basic Hindi -II</td>
</tr>
<tr>
<td></td>
<td></td>
<td>HINE 205(2)</td>
<td>Kamayani (Modern Poetry)</td>
</tr>
<tr>
<td>14.</td>
<td>Psychology</td>
<td>PSYE 205</td>
<td>Health Psychology</td>
</tr>
<tr>
<td>15.</td>
<td>Physical Education</td>
<td>PEDE 205</td>
<td>Theory and Practice of Cricket and Tennis</td>
</tr>
</tbody>
</table>
## CHOICE OF ELECTIVE COURSES OFFERED BY VARIOUS DEPARTMENTS FOR SEMESTER III OF THE TWO YEAR P.G. PROGRAMMES

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Department</th>
<th>Elective Code</th>
<th>Elective Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>English</td>
<td>ENGE 305</td>
<td>Technical Writing</td>
</tr>
<tr>
<td>2.</td>
<td>History</td>
<td>HISE 305(1)</td>
<td>History of Indian Freedom Movement</td>
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<tr>
<td></td>
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<td>HISE 305(2)</td>
<td>Women Studies</td>
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<tr>
<td>3.</td>
<td>Political Science</td>
<td>POSE 305</td>
<td>i) Political Science-II</td>
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<td>PUBE 305</td>
<td>ii) Public Administration-II</td>
</tr>
<tr>
<td>4.</td>
<td>Economics</td>
<td>ECOE 305(1)</td>
<td>Economics of Natural Disasters</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ECOE 305(2)</td>
<td>Human Resource Development</td>
</tr>
<tr>
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<td>DESE 305</td>
<td>Women Studies and Development</td>
</tr>
<tr>
<td>5.</td>
<td>Sociology</td>
<td>SOCE 305</td>
<td>Social Problems and Social Welfare</td>
</tr>
<tr>
<td>6.</td>
<td>Commerce</td>
<td>COME 305</td>
<td>Business Communication and Report Writing</td>
</tr>
<tr>
<td>7.</td>
<td>Population Studies</td>
<td>POPE 305</td>
<td>Health Education and Nutrition</td>
</tr>
<tr>
<td>8.</td>
<td>Library and Information Science</td>
<td>LIBE 305</td>
<td>Computerized Database and Internet</td>
</tr>
<tr>
<td>9.</td>
<td>Philosophy</td>
<td>PHIE 305</td>
<td>Tourism Promotions (EM/TM)</td>
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<td>10.</td>
<td>Centre for Rural Development</td>
<td>RUDE 305</td>
<td>Rural Small Business</td>
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<tr>
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<td>Tamil</td>
<td>TAME 305</td>
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<tr>
<td>12.</td>
<td>Hindi *</td>
<td>HINE 305(1)</td>
<td>Functional Hindi</td>
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<td></td>
<td>HINE 305(2)</td>
<td>Modern Hindi Satire</td>
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<tr>
<td>13.</td>
<td>Linguistics</td>
<td>LINE 305</td>
<td>Language Teaching &amp; Learning (EM/TM)</td>
</tr>
<tr>
<td>14.</td>
<td>Psychology</td>
<td>PSYE 305</td>
<td>Counselling Psychology</td>
</tr>
<tr>
<td>15.</td>
<td>Physical Education</td>
<td>PEDE 305</td>
<td>Health Education, Safety Education and First Aid</td>
</tr>
</tbody>
</table>

* There are two options while selecting the Hindi Elective Course:
1. Those students who do not know Hindi can opt for 305(1);
2. Those students who know Hindi can opt for 305(2).
### Choice of Elective Courses Offered by Various Departments for Semester IV of the Two Year P.G. Programmes

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Department</th>
<th>Elective Code</th>
<th>Elective Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>English</td>
<td>ENGE 405</td>
<td>English for Competitive Examinations</td>
</tr>
<tr>
<td>2.</td>
<td>History</td>
<td>HISE 405(1)</td>
<td>Human Rights</td>
</tr>
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<td></td>
<td>HISE 405(2)</td>
<td>Gandhian Thought</td>
</tr>
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<td>3.</td>
<td>Political Science</td>
<td>POSE 405</td>
<td>Legislative Procedures</td>
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<tr>
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<td></td>
<td>PUBE 405</td>
<td>E-Governance</td>
</tr>
<tr>
<td>4.</td>
<td>Economics</td>
<td>ECOE 405(1)</td>
<td>Labour Economics and Industrial Relations</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ECOE 405(2)</td>
<td>Environmental Audit</td>
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<td>DESE 405</td>
<td>Globalization and Development</td>
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<td>5.</td>
<td>Sociology</td>
<td>SOCE 405</td>
<td>Industrial Relations and Labour Welfare</td>
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<tr>
<td>6.</td>
<td>Commerce</td>
<td>COME 405</td>
<td>Principles of Insurance</td>
</tr>
<tr>
<td>7.</td>
<td>Population Studies</td>
<td>POPE 405</td>
<td>Population and Environment</td>
</tr>
<tr>
<td>8.</td>
<td>Library and Information Science</td>
<td>LIBE 405</td>
<td>Documentary and Electronic Information Sources</td>
</tr>
<tr>
<td>9.</td>
<td>Philosophy</td>
<td>PHIE 405</td>
<td>Comparative Religion (EM/TM)</td>
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<tr>
<td>10.</td>
<td>Centre for Rural Development</td>
<td>RUDE 405</td>
<td>Rural Tourism for Employment</td>
</tr>
<tr>
<td>11.</td>
<td>Tamil</td>
<td>TAME 405</td>
<td>तमिलनाडु कल्पना शिक्षा</td>
</tr>
<tr>
<td>12.</td>
<td>Hindi *</td>
<td>HINE 405(1)</td>
<td>Commercial &amp; Business Correspondence in Hindi</td>
</tr>
<tr>
<td></td>
<td></td>
<td>HINE 405(2)</td>
<td>Hindi Katha Sahitya (Modern Hindi Fiction)</td>
</tr>
<tr>
<td>13.</td>
<td>Linguistics</td>
<td>LINE 405</td>
<td>Language and Mass Communication (EM&amp;TM)</td>
</tr>
<tr>
<td>14.</td>
<td>Psychology</td>
<td>PSYE 405</td>
<td>Stress Management</td>
</tr>
<tr>
<td>15.</td>
<td>Physical Education</td>
<td>PEDE 405</td>
<td>Theory and Practice of Volleyball and Kabaddi</td>
</tr>
<tr>
<td>16.</td>
<td>Lifelong Learning</td>
<td>LLEE 405</td>
<td>Comparative Studies in Lifelong Education</td>
</tr>
</tbody>
</table>

* There are two options while selecting the Hindi Elective Course:
1. Those students who do not know Hindi can opt for 405(1);
2. Those students who know Hindi can opt for 405(2).