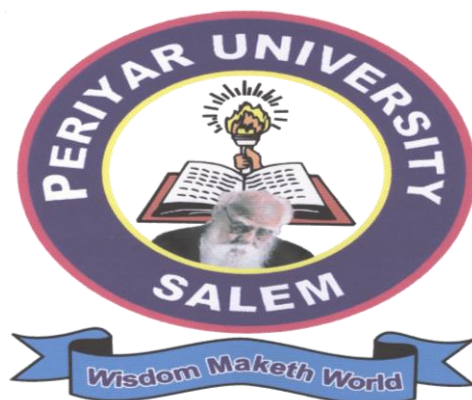


PERIYAR UNIVERSITY

SALEM – 636 011.



M.Phil - Management

Master of Philosophy

[Choice Based Credit System (CBCS)]

SYLLABUS

For the Candidates Admitted to M.Phil Programme of University
Department from 2017 – 2018 onwards

**For the Candidates Admitted to MBA Programme of University Department from
2017 - 2018 onwards**

I Semester (2017-2018)

| S.N | Subject Code | Subject Name | IA | EA | Total Marks | Credit |
|-----|--------------|--|----|----|-------------|--------|
| 1 | 17MBA01 | Concepts of Management | 25 | 75 | 100 | 04 |
| 2 | 17MBA02 | Organizational Behaviour | 25 | 75 | 100 | 04 |
| 3 | 17MBA03 | Managerial Economics | 25 | 75 | 100 | 04 |
| 4 | 17MBA04 | Accounting Practices for Managerial Decision | 25 | 75 | 100 | 04 |
| 5 | 17MBA05 | Quantitative Techniques for Managers | 25 | 75 | 100 | 04 |
| 6 | 17MBA06 | Research Methodology for Social Sciences | 25 | 75 | 100 | 04 |
| 7 | 17MBACV1 | Comprehensive Viva | - | - | 25 | 01 |

II Semester

| S.N | Subject Code | Subject Name | IA | EA | Total Marks | Credit |
|-----|--------------|-------------------------------|----|----|-------------|--------|
| 1 | 17MBA07 | Operations Management | 25 | 75 | 100 | 04 |
| 2 | 17MBA08 | Human Resource Management | 25 | 75 | 100 | 04 |
| 3 | 17MBA09 | Financial Management | 25 | 75 | 100 | 04 |
| 4 | 17MBA10 | Marketing Management | 25 | 75 | 100 | 04 |
| 5 | 17MBA11 | Operations Research | 25 | 75 | 100 | 04 |
| 6 | 17MBAEDC1 | Extra Disciplinary Course - 1 | 25 | 75 | 100 | 04 |
| 7 | 17MBACV2 | Comprehensive Viva | - | - | 25 | 01 |

III Semester

| S.N | Subject Code | Subject Name | IA | EA | Total Marks | Credit |
|-----|--------------|-------------------------------|-----|----|-------------|--------|
| 1 | 17MBA12 | Business Law | 25 | 75 | 100 | 04 |
| 2 | 17MBA13 | Project Work & Viva Voce | 200 | | | 04 |
| 3 | 17MBAE1 | E1 | 25 | 75 | 100 | 04 |
| 4 | 17MBAE2 | E2 | 25 | 75 | 100 | 04 |
| 5 | 17MBAE3 | E3 | 25 | 75 | 100 | 04 |
| 6 | 17MBAEDC2 | Extra Disciplinary Course - 2 | 25 | 75 | 100 | 04 |
| 7 | 17MBACV3 | Comprehensive Viva | - | - | 25 | 01 |

In the third semester the student has to select any one of the following specializations and has to undergo all the three subjects of that specialization.

Electives in III Semester

Specialization: Finance

| S.N | Subject Code | Elective Subject Name | IA | EA | Total Marks | Credit |
|-----|--------------|---------------------------------------|----|----|-------------|--------|
| 1 | 17MBAF01 | Merchant Banking & Financial Services | 25 | 75 | 100 | 04 |
| 2 | 17MBAF02 | Investment Management | 25 | 75 | 100 | 04 |
| 3 | 17MBAF03 | International Financial Management | 25 | 75 | 100 | 04 |

Specialization: Human Resource Management

| S.N | Subject Code | Elective Subject Name | IA | E A | Total Marks | Credit |
|-----|--------------|--|----|--------|----------------|--------|
| 1 | 17MBAH01 | Human Resources Training and Development | 25 | 75 | 100 | 04 |
| 2 | 17MBAH02 | Human Resources Information System | 25 | 75 | 100 | 04 |
| 3 | 17MBAH03 | International Human Resources Management | 25 | 75 | 100 | 04 |

Specialization: Productions

| S.N | Subject Code | Elective Subject Name | IA | EA | Total Marks | Credit |
|-----|--------------|---------------------------------|----|----|-------------|--------|
| 1 | 17MBAP01 | Supply Chain Management | 25 | 75 | 100 | 04 |
| 2 | 17MBAP02 | Total Quality Management | 25 | 75 | 100 | 04 |
| 3 | 17MBAP03 | Integrated Materials Management | 25 | 75 | 100 | 04 |

IV Semester

| S.N | Subject Code | Elective Subject Name | IA | EA | Total Marks | Credit |
|-----|--------------|-------------------------------------|----|----|-------------|--------|
| 1 | 17MBAL1 | Management Information System & Lab | 25 | 75 | 100 | 04 |
| 2 | 17MBA14 | Strategic Management | 25 | 75 | 100 | 04 |
| 3 | 17MBA15 | Entrepreneurship | 25 | 75 | 100 | 04 |
| 4 | 17MBAE4 | E4 | 25 | 75 | 100 | 04 |
| 5 | 17MBAE5 | E5 | 25 | 75 | 100 | 04 |
| 6 | 17MBACV | Comprehensive Viva | - | - | 25 | 01 |

Electives in IV Semester

Specialization: Marketing Management

| S.N | Subject Code | Elective Subject Name | IA | EA | Total Marks | Credit |
|-----|--------------|-----------------------|----|----|-------------|--------|
| 1 | 17MBAM01 | Rural Marketing | 25 | 75 | 100 | 04 |
| 2 | 17MBAM02 | Services Marketing | 25 | 75 | 100 | 04 |
| 3 | 17MBAM03 | Brand Management | 25 | 75 | 100 | 04 |

Specialization: Systems Management

| S.N | Subject Code | Elective Subject Name | IA | EA | Total Marks | Credit |
|-----|--------------|-------------------------------|----|----|-------------|--------|
| 1 | 17MBAS01 | Systems Management | 25 | 75 | 100 | 04 |
| 2 | 17MBAS02 | Business Application Software | 25 | 75 | 100 | 04 |
| 3 | 17MBAS03 | E-Commerce | 25 | 75 | 100 | 04 |

Supportive Courses offered by PRIMS are 17MBAEDC1 – Fundamentals of Marketing & 17MBAEDC2 – Entrepreneurship

During the summer vacation, the student has to avail 6 & 8 weeks (i.e May & June) for project data collection and analysis in consultation with the faculty guide. The report has to be submitted on the specified date during III semester.

Project report evaluation consists of report evaluation and the conduct of viva voce examination. Report evaluation (150 marks) will be undertaken by an external examiner and the faculty guide independently and the average of the two will be the final mark. Viva voce examination (50 marks) will be conducted by the external and the faculty guide together.

Comprehensive Viva will be conducted at the end of each semester. The examination will be conducted by the panel of all Faculty members and an External Examiner.

Internal Assessment:

| | | |
|---|---|----------|
| Model Examination | - | 10 Marks |
| Assignment (Min 2) / Seminar /Case Analysis | - | 5 Marks |
| Unit/Class Tests | - | 5 Marks |
| Attendance & Class Participation | - | 5 Marks |
| Total | : | 25 Marks |

Question Paper Pattern:

Time: 3 Hours

Max. Marks: 75

Part A (5X3=15 Marks)

Answer all the questions (Two questions from each unit with internal choice)

1. (a) or (b)
2. (a) or (b)
3. (a) or (b)
4. (a) or (b)
5. (a) or (b)

Part B (5X10=50 Marks)

Answer all the questions (Two questions from each unit with internal choice)

6. (a) or (b)
7. (a) or (b)
8. (a) or (b)
9. (a) or (b)
10. (a) or (b)

Part C (1X10=10 Marks) Compulsory

Case let followed questions / Application Oriented Problem

17MBA01 – Concepts of Management

Unit I:

Introduction of Management: Organization – Management – Role of Managers – Evolution of Management Thought – Contributions of FW Taylor and Henri Fayol – Organization and the Environmental Factors – Managing Globally – Strategies for International Business.

Unit II:

Planning: Nature and Purpose of Planning – Planning Process – Types of Plans – Objectives – Management by Objective (MBO) Strategies – Types of Strategies – Policies – Decision Making – Types of Decision- Decision Making Process – Rational Decision Making Process – Decision Making under Different Conditions.

Unit III:

Organizing: Nature and Purpose of Organizing – Organization Structure – Formal and Informal Groups/ Organization – Line and Staff Authority – Departmentation – Span of Control – Centralization and Decentralization – Delegation of Authority – Staffing – Selection and Recruitment - Orientation – Career Development – Career Stages – Training – Performance Appraisal.

Unit IV:

Directing: Managing People – Communication – Hurdles of Effective Communication – Organization Cultural Elements and Types of Culture – Managing Cultural Diversity.

Unit V:

Controlling: Process of Controlling – Types of Control – Budgetary and Non-Budgetary Control Techniques Managing Productivity – Cost Control – Purchase Control – Maintenance Control - Quality Control Planning Operations.

Text books:

1. Andrew J Dubrin, Essential of Management, Thomson Southwestern, 9th edition, 2012.
2. Samuel C. Certo and Tervis Certo, Modern Management: Concepts and skills, Pearson Education, 12th edition 2012.
3. Harold Koontz and Heinz Wehrich, Essential of Management: An International & Leadership Perspective, 9th Edition, Tata Mcgraw - Hill Education 2012.
4. Charles W.L Hill and Steven L Mcshane, 'Principles of management, Mcgraw Hill education, special Indian edition 2007.

Reference Books:

1. Don Hellriegel, Susan E Jackson and John W Slocum, Management – A competency based approach, Thompson south Western, 11th edition 2008.
2. Heinz Wehrich, Mark V Cannice and Harold Koontz, Management- A global entrepreneurial perspective, Tata Mcgraw Hill, 12th edition, 2008.

17MBA02 – Organizational Behaviour

Unit I:

Meaning, Concepts, Importance and Scope of Organizational Behaviour – Hawthorne’s experiments and its implications

Unit II:

Personality – Determinants, types and tests – Perception – Factors influencing perception and process of perception – Attitude - Characteristics – Components – Formation Values - Types

Unit III:

Motivation – Meaning, importance, techniques – Maslow’s need Hierarchy Theory – Herzberg’s Two Factor Theory – Job satisfaction – Determinants, importance and measurement – Morale – Factors influencing morale – Group Dynamics – Group Formation, types of group, group cohesiveness and group decision making techniques.

Unit IV:

Leadership Meaning – Importance – Styles – Theories - Power: Sources of Power – Power Centers – Power and Politics.

Unit V:

Organization Culture – Factors affecting Organization Climate – Determinants of Job Satisfaction – Organization Change and Resistance to change – Managing Change, Stress – Courses, Consequence and Coping Strategies.

Reference Books:

1. Stephen Robbins, Organizational Behaviour, Prentice Hall Publishers,
2. K.Aswathappa - Organizational Behaviour, Himalaya Publishing House.
3. M.N.Mishra - Organizational Behaviour, Vikas Publishing House Pvt.Ltd.
4. Fred Luthans - Organizational Behaviour, McGraw Hill Publishing House.
5. L.M.Prasad - Organizational Behaviour, Sultan Chand & Sons.

For the Candidates Admitted to MBA Programme of University Department from 2017-2018 onwards

17MBA03 – Managerial Economics

Unit I:

Managerial Economics: Meaning, Nature, and Scope of Managerial Economics – Relationship between Managerial Economics and other disciplines – Role and Responsibilities of Managerial Economist.

Demand Analysis: Meaning, Determinants and Types of Demand – Demand Distinctions – Elasticity of Demand – Demand Forecasting – Purposes – Criteria - Methods of Demand Forecasting.

Unit II:

Cost Analysis: Cost Concepts, Classifications and Determinants – Cost Output Relationship – Break Even Analysis – Production Function – Supply Analysis – Economies and Diseconomies of Scale.

Unit III:

Features, Pricing and Output Decisions of Perfect Competition, Monopoly, Monopolistic and Oligopoly Market Structures.

Pricing policies & Practices: Pricing Objectives – Pricing Methods.

Unit IV:

Methods of Appraising Project Profitability - Business Cycles: Phase, Causes and Effects – Inflation and Deflation: Types, Causes and Effects – Balance of Trade and Balance of Payments.

Unit V:

National Income: Definition – Concepts of National Income – Methods and Difficulties of Calculating National Income – Monetary Policies – Fiscal Policies.

Text Book

1. Varshney & Maheswari – Managerial Economics, Sultan Chand & Sons.

Reference Books:

1. Samuelson & Nordhaus – Economics, Tata McGraw Hill.
2. G.S.Gupta – Managerial Economics, Tata McGraw Hill.
3. Joel Dean – Managerial Economics, Mote & Paul.
4. D.N. Dwivedi – Micro Economic Theory, Vikas Publishing House.
5. Wali and Kalkundrikar – Managerial Economics

For the Candidates Admitted to MBA Programme of University Department from 2017-2018 onwards

17MBA04 – Accounting Practices for Managerial Decisions

Unit I: Introduction to Accounting

Accounting - Meaning - Definition – Functions of Financial Accounting – Accounting Concepts and Conventions – Branches of Accounting – Financial, Management, Cost Accounting – Meaning – Definition – Objectives and Limitations - Differences between Financial, Management and Cost Accounting.

Preparation of Final Account - Trail Balance - Trading Account - Profit and Loss Account - Balance Sheet – Problems with Adjustments.

Unit II: Financial Analysis

Ratio Analysis – Fund Flow Analysis – Cash Flow Analysis (as per accounting standard 3) – Problems .

Unit III: Budgets and Budgetary Control

Meaning – Definition – Advantages – Disadvantages – Essentials of Sound Budgetary Control - Classification of Budget – Time, Function, Flexibility – Problems in Cash Budget – Flexible Budget – Production Budget – Sales Budget – Factory Overhead Budgets.

Unit IV: Marginal Costing

Meaning – Definition – Advantages – Limitations – Practical Applications of Marginal Costing – Cost Volume Profit Analysis – Break Even Analysis – Meaning – Assumptions and Limitations – Problems.

Unit V: Standard Costing

Standard Costing – Meaning – Definition – Advantages – Limitations – Determination of Standard Costs - Variance Analysis – Material, Labour, Overhead, Sales Variances - Problems.

Text Book

1. Dr.S.N.Maheswari, Sultan Chand & Sons, Introduction to Computerized Accounting, New Delhi.
2. Dr.V.R.Palanivelu, Himalaya Publishing House, Mumbai, Contemporary Accounting Practices

Reference Books:

1. Brown and Howard, ELBS, Khan & Jain, Management Accounting, Tata McGraw Hill, New Delhi.
2. Dr.V.R.Palanivelu, Accounting for Management, University Science Press, New Delhi.
3. S.P.Jain & Narang, Financial Accounting and Analysis, Kalyani Publishers, Ludhiyana.
4. I.M.Pandey , Elements of Management Accounting, Vikas Publishing House.

Important Note:

The question paper setter should strictly follow the model question paper method.

17MBA04 – Accounting for Managerial Decisions

Model Question Paper

Part – A (5 x 3 = 15 Marks)

1. a). Theory question from unit – I
(or)
b). Theory question from unit – I
2. a). Theory question from unit – II
(or)
b). Problem from unit – II
3. a). Theory from unit – III
(or)
b). Theory question from unit – III
4. a). Theory question from unit – IV
(or)
b). Theory question from unit – IV
5. a). Problem from unit – V
(or)
b). Theory question from unit – V

Part – B (5 x 10 = 50 Marks)

6. a). Theory question from unit – I
(or)
b). Problem from unit – I
7. a). Problem from unit – II
(or)
b). Problem from unit – II
8. a). Problem from unit – III
(or)
b). Problem from unit – III
9. a). Problem from unit – IV
(or)
b). Problem from unit – IV
10. a). Theory question from unit – V
(or)
b). Problem from unit – V

Part – C (1 x 10 = 10 Marks)

11. Compulsory Question

Problem from any one the unit I or II or V

For the Candidates Admitted to MBA Programme of University Department from 2017-2018 onwards

17MBA05 – Quantitative Techniques for Managers

Unit I:

Data Analysis: Univariate and Bivariate – Grouped and Ungrouped Data – Measures of Central Tendencies – Measures of Dispersion.

Unit II:

Testing of Hypothesis: Parametric Tests – Z-Test (One Sample and Two Sample Tests), T-test (One Sample and Two Sample Tests) - ANOVA (One Way).

Unit III:

Non-Parametric Tests: Sign Test for Paired Data, Rank Sum Test, Mann-Whitney U Test and Kruskal Wallis Test – Chi-Square Test.

Unit IV:

Time Series Analysis: Correlation and Regression Analysis – Time Series – Trend, Cyclical, Seasonal and Irregular Variations.

Unit V:

Probability Distributions: Probability Distributions – Binomial, Poisson and Normal Distributions – Characteristics and Managerial Applications.

Text Book

1. S.P.Gupta , Statistical Methods

Reference Books:

1. Levin R.T. and Rubin D.S., Statistics for Management, PHI.
2. Anand Sharma, Quantitative Techniques for Decision Making, Himalaya Publishing House.

Important Note:

Question Paper should have 75% weightage for problems and 25% weightage for theory

For the Candidates Admitted to MBA Programme of University Department from 2017-2018 onwards

17MBA06 – Research Methodology for Social Sciences

Unit I:

Basics of Research: Research Meaning, Scope and Objectives – Types of Research – Research Vs. Research Methodology – Hypothesis – Types of Hypothesis - Research Process - Relevance of Research for Decision Making in Various Functional Areas of Management.

Unit II:

Problem Definition– Techniques - Formulation of Research Hypothesis - Choosing the Appropriate Research Design – Types (Desk Research, Exploratory, Descriptive and Conclusive Research – Experimental Research Designs – Case Study Method of Research) - Sampling Design – Techniques - Steps – Sample Size Determination - Precautions – Errors.

Unit III:

Measurement and Scaling Techniques - Data Collection - Primary Data and Secondary Data – Methods of Collection – Questionnaire Design – Essentials of a Good Questionnaire – Pre Testing a Questionnaire – Pilot Study – Merits and Demerits of Questionnaire – Use of Schedules – Structured and Unstructured Interviews – Observation Method.

Unit IV:

Processing and Analysis of Data: Editing – Types of Editing – Guidelines for Editing - Coding – Classifications – Tabulation – Need, Nature and Guidelines – Ungrouped and Grouped Frequency Tables, Charts and Diagrams – Use of Computer Packages for Data Analysis – Application of Statistical Tests and Interpretation of Test of Results (Only Theory – No Problems).

Unit V:

Presentation of Research Results - Organizing a Research Report - The Significance Report – Steps in Writing Report - The Integral Parts of a Report – Types of Reports – Precautions for Writing Research Reports.

Text Book:

1. C.R.Kothari, Research Methodology, New Age International Publishers, New Delhi.

Reference Books:

1. Good & Hatt, Research Methods in Social Science
2. E.Mory & Cooper, Business Research Methods
3. K.V.Rao, Research Methods for Commerce and Management

17MBA07 – Operations Management

Unit I:

Production Management – Definition – Scope and Functions – Production System and Types of Production Systems – Plant Location – Factors influencing Plant Location – Plant Layout – Principles and Criteria of Plant Layout – Types of Plant Layout – Value Analysis and its procedure.

Unit II:

Production Planning and Control – Objectives – Functions – Requirements of effective Production Planning and Control – Routing and Scheduling – Importance, Objectives and its Procedure.

Unit III:

Inventory Control – Techniques – EOQ Analysis – ABC Analysis – Material Requirement Planning - Just in Time System – Lean Manufacturing.

Material Management: Objectives – Functions – Purchase Management – Vendor Rating.

Unit IV:

Quality Control – Objectives – Importance – Inspection – Kinds of Inspection – KAIZEN – Key Elements of KAIZEN – Steps in Implementation – Quality Circles – Total Quality Management – Maintenance – Requirements for effective maintenance – Types of Maintenance – Material Handling – Objectives - Material Handling Equipments.

Unit V:

Work Environment – Worker Safety – Major Components of Work Study – Method Study – Work Measurement – Techniques of Work Measurement – Steps Involved for Conducting Time Study – Steps in Method Study – Principles of Motion Economy.

Text Book:

1. R.Panneer Selvam, Production and Operations Management, Prentice Hall of India, New Delhi.

Reference Books:

1. P.Saravanavel and S.Sumathi, Production and Materials Management, Margham Publications, Chennai.
2. P.Rama Murthy, Production and Operations Management, New Age International.
3. K.Asathappa, K.Sridhar Bhat, Production and Operations Management, Himalaya Publishing House.
4. L.N.Aggarwal, Kanna, Production Planning and Control, K.C.Jain Publications.
5. R.B.Khanna, Production and Operations Management, PHI.
6. Dr.C.B.Gupta, Operations Management and Control, Sultan Chand and Sons, New Delhi.
7. Khanna.P.O, Industrial Engineering and Management, DhantPat Rai Publications Pvt. Ltd.
8. S.A.Chunawalla and D.R.Patel, Production and Operations Management, Himalaya Publishing House.

17MBA08 – Human Resource Management

Unit I

Introduction – Meaning and Definition, Nature, Scope, Objectives and Importance of HRM – Functions of HRM - Role of Human Resource Manager – Computer Applications in Human Resource Management – Human Resource Accounting and Audit.

Unit II

Human Resource Planning – Importance – Process - Forecasting Human Resource Requirement – Techniques - Matching supply and demand - Recruitment and Selection – Sources of Recruitment – Selection of Employees - Difference between recruitment and selection – Procedures for selection - Tests - Interview – Types of Interview – Process of conducting interview.

Unit III

Training - Meaning and Definition- Types of Training Methods – Reasons – Benefits – Resistance - Executive Development Programmes (EDP) – Common practices - Benefits – Self Development – Knowledge Management - Compensation Plan – Reward – Career Management – Development of Mentor.

Unit IV

Method of performance evaluation – Feedback – Industry Practices - Promotion, Demotion, Transfer and Separation – Implication of job change - The Control Process – Importance – Methods – Requirement of Effective Control Systems Grievances – Causes – Implications – Redressal methods.

Unit V

Workers Participation in Management – Evolution of Participative Management – Structure – Functions – Nature and Benefits of Participation – Types and Degree of Participation – Quality Circle – Organization for Quality Circle – Grievance Handling Procedure.

Reference Books

1. Luis R.Gomez-Mejia, David B.Balkin, Robert L Cardy, Managing Human Resource, PHI Learning. 2012
2. Bernadin , Human Resource Management, Tata Mcgraw Hill ,8th edition 2012.
3. Wayne Cascio, Managing Human Resource, McGraw Hill, 2007.
4. Ivancevich, Human Resource Management, McGraw Hill 2012.
5. Uday Kumar Haldar, Juthika Sarkar, Human Resource management, Oxford, 2012.
6. K.Aswhathappa, Human Resources and Personnel Management TMH, New Delhi.
7. Agarwal, A.N., 2001 Indian Economy; Nature, Problems and Progress, Vikas Biraj Praksah, New Delhi
8. Chambers.R, 1983 Rural Development: Putting the Last First, Harlow, Longman,
9. Datt & Sundaram, 2002 Indian Economy, S. Chand & Co., New Delhi,

For the Candidates Admitted to MBA Programme of University Department from 2017-2018 onwards

17MBA09 – Financial Management

Unit I: Financial Management - Introduction

Finance – Meaning – Importance of Finance – Business Finance – Meaning – Purpose of Business Finance – Financial Management – Meaning – Definition – Objectives of Financial Management – Theories of Finance – Finance Manager – Role and Functions.

Unit II: Capital Budgeting

Meaning – Definition – Concept of Capital Expenditure – Importance of Payback Capital Budgeting – Limitations of Capital Budgeting – Capital Budgeting Appraisal Methods – Payback Method – ARR Method – Discounted Cash Flow Method – Profitability Index Method – Problems.

Unit III: Cost of Capital

Introduction – Meaning – Definition of Cost of Capital – Importance of Cost of Capital in Decision Making – Determination of Cost of Capital – Computations of Cost of Capital – Computation of Cost of Each Specific Sources of Finance – Computation of Weighted Average Cost of Capital – Problems

Unit IV: Leverages & Capital Structure

Meaning – Definition - Types of Leverages – Significance – Limitations – Computation of Different Types of Leverages – Problems.

Capital Structure – Meaning – Definition – Patterns of Capital Structure – Theories of Capital Structure – Determination of Capital Structure – Computation of Valuation of Firms – Problems.

Unit V: Working Capital & Dividend

Meaning – Definition of Working Capital – Types of Working – Factors Determining the Working Capital Requirements – Methods of Estimating Working Capital Requirements – Problems.

Dividend – Meaning – Dividend Policy – Determinants of Dividend Policy – Forms of Dividend Policy – Theories of Dividend – Simple Problems.

Text Book:

1. I.M.Pandey, Financial Management, Vikas Publishing House.
2. Dr.V.R.Palanivelu, Financial Management, S.Chand & Company Ltd., New Delhi.

Reference Books:

1. James C. Van Horne, Fundamentals of Financial Management, Person, New Delhi.
2. P.V.Kulkarni, Financial Management, Himalaya Publishing House, Mumbai.
3. Prasanna Chandra, Financial Management Theory and Practice, Tata McGraw Hill Publishing Co. Lt., New Delhi.
4. Dr.P.C. Tulsian, Financial Management , S.Chand & Company Ltd., New Delhi.

Important Note:

The question paper setter should strictly follow the model question paper method.

17MBA09 – Financial Management
Model Question Paper
Part – A (5 x 3 = 15 Marks)

1. a). Theory question from unit – I
(or)
b). Theory question from unit – I
2. a). Theory question from unit – II
(or)
b). Theory question from unit – II
3. a). Theory question from unit – III
(or)
b). Theory question from unit – III
4. a). Problem from unit – IV
(or)
b). Theory question from unit – IV
5. a). Problem from unit – V
(or)
b). Theory question from unit – V

Part – B (5 x 10 = 50 Marks)

6. a). Theory question from unit – I
(or)
b). Theory question from unit – I
7. a). Problem from unit – II
(or)
b). Problem from unit – II
8. a). Problem from unit – III
(or)
b). Problem from unit – III
9. a). Problem from unit – IV
(or)
b). Problem from unit – IV
10. a). Theory question from unit – V
(or)
b). Problem from unit – V

Part – C (1 x 10 = 10 Marks)

11. Compulsory Question

Problem from the unit II (or) III (or) V

For the Candidates Admitted to MBA Programme of University Department from 2017-2018 onwards

17MBA10 – Marketing Management

Unit I:

Introduction – Meaning – Significance – Core Concepts of Marketing – Environmental Scanning – Marketing Functions – Marketing Interface with other functional areas – Marketing in the Globalized Environment.

Unit II:

Market Segmentation – Meaning, Need, Importance, Bases of Segmentation, Process – Segment/Target Marketing, Market Positioning – Competitive strategies – Consumer Behavior – Influencing Factors – Buying Motives and Process – Building Customer Satisfaction – Types of Consumers.

Unit III:

Product Management – Levels, Types of Product. Product Line Mix, Product Differentiation, Positioning, Repositioning – Branding – Packaging – Labeling - Product Life Cycle – New Product Development Process – Pricing Decisions – Objectives – Pricing Strategies.

Unit IV:

Channel Management – Levels – Types – Selection - Functions, Roles & Responsibilities, Channel Supporting strategies- Modern Methods of Distribution - MLM – Promotion Management, Promotion Mix – Personal Selling, Sales Promotions, Advertising and Publicity – Features of good Promotional Mix.

Unit V:

Marketing Information System – Marketing Research Process – Online Marketing – Digital Marketing – Social Media Marketing – Ethics in Marketing.

Text Book:

1. Ramasamy and Namakumari, Marketing Management, Mac Millan India.

Reference Books:

1. Philip Kotler, Marketing Management, Prentice Hall of India (P) Ltd.
2. William J. Stanton, Michael, J.K. Etzel, Fundamentals of Marketing, McGraw Hill Publication – New York.

17MBA11 – Operations Research

Unit I:

Introduction to Operations Research – Evaluation – Definition – Scope – Model and Limitations of Operations Research – Linear Programming – Formulation – Graphical Solution – Simplex Method (Only Theory, No Problem).

Unit II:

Transportation Model – North West Corner Rule – Least Cost Method – Vogel's Approximation Method – Test for Optimality – MODI Method – Assignment Problems – Hungarian Method.

Unit III:

Game theory – Meaning and characteristics – Saddle point – Dominance property – Algebraic and Graphical solution – Decision theory and its applications – Decision making under risk – Uncertainty in decision making – Mini max – Maximin – Regret – Laplace - Laplace – Hurwicz Criteria.

Unit IV:

Queuing Theory: General Structure of Queuing System – Operating Characteristics of Queuing System – M/M/I Model – Problems; Sequencing Problem – Processing N Jobs Through Two Machines – Processing N Jobs Through Three Machines.

Unit V:

Simulation – Meaning and Types – Steps – Monte Carlo Simulation – Problems on Inventory, Queuing and Maintenance - Networks Analysis – Programme Evaluation and Review Technique (PERT) – Critical Path Method (CPM).

Text Books:

1. J.K. Sharma, Operations Research, Theory and Applications, Macmillan Publishers India Ltd., 2013.

Reference Books:

1. V.K.Kapoor, Operations Research Techniques for Management, Sultan Chand & Sons.
2. Prem Kumar Gupta, Hira, Problems in Operations Research (Principles and Solutions), S.Chand & Company, 2016.

For the Candidates Admitted to MBA Programme of University Department from 2017-2018 onwards

17MBA12 – Business Law

Unit I:

Introductory – Nature of Contract – Offer and Acceptance – Consideration – Capacity of Contract – Free Consent – Legality of Object – Void Agreements – Contingent Contracts – Performance of Contract – Discharge of Contract – Remedies for Breach of Contract.

Unit II:

Indemnity and Guarantee – Contract of Indemnity – Contract of Guarantee – Extent of Surety's Liability – Kinds of Guarantee – Rights of Surety – Discharge of Surety.

Unit III:

Bailment and Pledge – Classification of Bailment's – Law Relating to Lien – Finder of Goods – Termination of Bailment – Pledge – Rights and Duties of Pawnor and Pawnee – Pledge by Non-Owners.

Unit IV:

Contract of Agency – Definition of Agent and Principal – Creation of Agency – Classification of Agents – Relations of Principal and Agent – Delegation of Authority.

Unit V:

Formation of Contract of Sale – Subject Matter of Contract of Sale – Document of Title to Goods – Conditions and Warranties – Transfer of Property.

Text Book:

1. N.D. Kapoor, Elements of Mercantile Law, Sultan Chand & Sons, New Delhi.

Reference Book:

1. M.C.Shukla, Mercantile Law, S.Chand & Company Ltd – New Delhi.

For the Candidates Admitted to MBA Programme of University Department from 2017-2018 onwards

17MBAF01 – Merchant Banking & Financial Services

Unit I: Merchant Banking – Introduction

Finance – Meaning – Definition – Functions – Corporate Counseling Services – Project Counseling Services – Issue Management and Underwriting Services – Portfolio Management Services – Fixed Deposit Brokering Services.

Unit II: Merchant Banking – Regulatory Framework

Introduction – SEBI Regulation – Registration of Merchant Bankers – General Obligation and Responsibilities – Procedure for Inspection – Procedure for action in case of default – Code of Conduct for Merchant Bankers – SEBI Guidelines.

Unit III: Public Issue Management

Meaning – Definition – Functions – Mechanism – Categories of Securities Issue – Issue Manager – Role of Issue Manager – Activities involved in Public Issue Management.

Unit IV: Financial Services

Introduction – Meaning – Definition – Functions – Characteristics – Financial Services Market – Meaning – Constituents – Growth of Financial Services Market – Growth of Financial Services in India – Financial Services Sector – Problems – Regulatory Framework.

Unit V: Recent Development in Financial Services

Introduction – Consumer Finance – Hire Purchase Finance – Real Estate Finance – Credit Cards – Mutual Fund – Bill Financing – Credit Syndication – Credit Rating Services – Electronic Financial Services

Reference Books:

1. M.Y.Khan, Financial Services, Tata McGraw Hill Publishing Co-Ltd.
2. Dr.S.Gurusamy, Merchant Banking and Financial Services, Thomson, Chennai.
3. Dr.S.Gurusamy, Financial Markets and Institutions, Thomson, Chennai.

17MBAF02 – Investment Management

Unit I: Investment Management – Introduction

Meaning – Investment, Speculation, Gambling, Increasing Popularity of Investments – Investment Management – Meaning – Functions, Objectives, Features of Investment Programme – The Investment Process – Risks of Investment – Savings and Investment – Objectives of Investors – Sources of Investment Information.

Unit II: Investment Avenue

Introduction - Classification of Investments – Features of Investment Avenues – Macro Aspects of Savings and Investments – Modes of Investments - Mobilization of Savings for Investment.

Unit III: Investment Company

Introduction - Meaning – Concept – Types of Investment Companies – Open End Investment Companies and Closed End Investment Companies – SEBI Guidelines for Mutual Fund Authorization – RBI Guidelines on Mutual Funds – Mutual Fund 2000 – Mutual Fund Operations in India – Computation of Net Asset Value.

Unit IV: Security Credit Rating

Introduction – Definition of Credit Rating – Factors Affecting Assigned Ratings – Credit Rating in India – Functions, Benefits of Credit Rating – Disadvantages of Credit Rating – Types of Credit Rating – Credit Rating Agencies in India – CRISIL, ICRA, CARE, ONICRA - ONIOA – Individual Credit Rating Agency – International Credit Rating Agencies.

Unit V: Securities and Exchange Board of India (SEBI)

Introduction – Objectives of SEBI – Functions of SEBI – Organization of SEBI – SEBI's Role in Primary Market – Secondary Market and SEBI – SEBI and the FIIs.

Reference Books:

1. V.A.Avadhani , Investment and Securities Market in India, Himalaya Publishing House.
2. V.K. Bhalla, Investment Management, S.Chands & Company Ltd.
3. Punithavathi Pandian, Security Analysis and Portfolio Management, Vikas Publishing House.
4. Donald E.Fisher and Ronald J. Jordan, Security Analysis and Portfolio Management, PHI/Pearson.

For the Candidates Admitted to MBA Programme of University Department from 2017-2018 onwards

17MBAF03 - International Financial Management

Unit I: International Financial Management – An Over View

Introduction – Theoretical Developments in the International Financial Management – The Foreign Exchange Market – International Financial Market – International Financial Management and Imperfection in Financial Market – Role of International Financial Manager – Economic Framework of International Financial Management – Challenges in International Financial Management.

Unit II: International Monetary Fund

Introduction – Organizational Structure – Functions of the IMF – Recent Structural Changes in IMF – Gold in the IMF – IMF’S Legal Framework for Gold – IMF’s Lending Capacity – Borrowing Arrangements – Economic Surveillance – Conditionality in IMF Lending – Technical Assistance and Training – Special Drawing Rights (SDRs) – World Bank – Reforming the International Monetary System.

Unit III: Agencies that Facilitate International Flows

International Monetary Fund – World Bank – World Trade Organization – Purpose – International Finance Corporation - International Development Association – Purpose – Structure – Activities – Bank of International Settlement – Organization for Economic Co-operation and Development – Regional Development Agency.

Unit IV: Foreign Exchange Market

Introduction – Foreign Exchange Markets in India – Intervention in Foreign Exchange Markets – Regulation of Cross Border Currency Flows – Functions – Foreign Exchange Market Structure – Major Participants – Types of Foreign Exchange Transactions.

Unit V: Short Term Asset Liability Management

International Cash Management – Account Receivable Management – Payment Method of International Trade – Trade Finance Methods and Instruments – Legal Issues Related to International Payment Terms and Modalities – Export, Import Bank in India.

Reference Books:

1. Pallavi Mathur & Khushboo Manoj, International Financial Management, Dominant Publishers & Distributors (P) Ltd., New Delhi.
2. P.K.Jain & Joseffe Peyrard, International Financial Management, Macmillan India Ltd., New Delhi.
3. V.A.Avadhani, International Finance, Himalaya Publishing House.
4. V.K.Bhalla, International Financial Management, S.Chand & Company Ltd., New Delhi.

17MBAH01 - Human Resources Training and Development

Unit I

Training: An Overview – Role of Training in Organizations – Structure of Training Organizations – Training Process Model – Forces Influencing the Workplace and Training – Learning Theories & Training – The Trainer: Roles and Competencies of Trainers - Emerging Training & Development Practices – Business Strategy and Training – Strategies for Effective HR Training & Development.

Unit II

Training Needs Analysis – Why, When and Where to look for performance discrepancies – Framework for conducting TNA, Outcomes of TNA, Approaches to TNA, Needs Assessment Techniques - Training Design: Organizational/Environmental constraints – Training Objectives – Facilitation of Learning – Training Design Process – Key Factors in Designing – Training Design Theories.

Unit III

Training Evaluation: Rationale for Evaluation – Training outcomes – Training Evaluation Design Issues – Types of Evaluation Techniques & Instruments – Costing Training Programmes – Measuring ROI of Training Programmes.

Unit IV

Training Methods: Matching Training Methods with Outcomes – Lectures & Demonstrations, Computer-based Training, Games & Simulations, On-the-Job Training – Audiovisual Enhancements to Training – Training Facilities – Key Areas of Organizational Training: Orientation Training, Diversity Training, Team Training, and other Training Programmes & Issues – Impact of Technology on Training – Choosing a Training Method – Training of Special Groups.

Unit V

Management Development – Training vs. Development – Importance of Management Development – Management Development Implications – Approaches for Management Development – Strategies for Development of Technical Managers, Executives and Future Executives.

Reference Books:

1. Agochiya: Every Trainer's Handbook, Sage Publications.
2. R. L. Graig: Training and Development Handbook, McGraw Hill international
3. Lynton and Pareek, Training for Organisational Transformation, Sage Publications.
4. I. Dayal: Management Training in Organisation, Prentice Hall of India
5. D. L. Kirpatrick : Evaluating Training Programmes, Berret-Koehler, San Francisco.
6. Bhirmani and Seth: Evaluating Management Training and Development, Vision.
7. Raymond Noe, Employee Training, McGraw Hill.

17MBAH02 – Human Resources Information System

Unit I

Human Resource Information System - Meaning and Definition - Importance - Role of IT in HRM - IT for HR Managers - Concept, Structure, & Mechanisms of HRIS - Overview of Software Packages for Human Resource Information System including ERP Software such as SAP, Oracles Financials and Ramco's Marshal [only data input, output & screens]

Unit II

The Role of Information Technology: Database Concepts and Applications in Human Resource Information Systems - Interface between HR and Technology - E-HRM and HRIS - System Development Process for an HRIS, The Systems Development Life Cycle.

Unit III

HR Administration and Human Resource Information Systems: Technology Support for Job Analysis - Approaches and Techniques - HRIS Applications - HRIS Environment and Other Aspects of HR Administration - Organizing Approaches.

Unit IV

Recruitment and Selection in an Internet Context: Recruitment and Technology - Online Recruitment and its impact - Attributes of Recruiting through Web Site - Recruitment Strategies and Social Networking – Relationship between e-Recruiting and HRIS. Selection and Technology: Selection Tests and Assessments – importance - Technology Issues in Selection - Training and Development: Strategic Implications and Learning.

Unit V

The Future of Human Resource Information Systems: Emerging Trends in HRM and IT: Future Trends in HRM - Future Trends in HRIS- Bring Own Device - Software as a Service (SaaS) and the Cloud - Social Networking - Enterprise Portals - Open-Source Software - Evolving HRIS Technology Strategy - HRIS and Small Businesses – Other Future Trends in Workforce Technologies.

Reference Books

- 1) Michael Armstrong, A Handbook of Human Resource Management Practice, Kogan Page
- 2) Gueutal & Stone, The Brave New World of her, Jossey - Bass, 2005
- 3) Monk & Wagner, Concepts in Enterprise Resource Planning, Thomson, 2006.
- 4) Michael J. Kavanagh, Mohan Thite, Richard D. Johnson. Human Resource Information Systems - Sage Publication, Third Edition.
- 5) James A.O'Brien, Management Information Systems –Tata Mcgraw-Hill Edition, Eighth Edition, 2004.
- 6) D P Goyal, Management Information Systems –Macmillan Publishers India Ltd, Third Edition, 2005.

For the Candidates Admitted to MBA Programme of University Department from 2017-2018 onwards

17MBAH03 – International Human Resources Management

Unit I

Introduction to IHRM - Definition- Importance –Development of IHRM- IHRM and Domestic HRM - Models of IHRM- IHRM Strategies - Barriers in effective global HRM.

Unit II

International Workforce Planning and Staffing: International labour Market - International Recruitment function; cross-national advertising, e-recruitment; International staffing choice - approaches to multinational staffing decisions - Selection criteria and techniques - interviews for international selection - international staffing issues.

Unit III

International Compensation and International Employment Laws: International compensation and International Assignees - Forms of compensation - Key components of International Compensation - Approaches to international compensation - Emerging issues in compensation Management.

Unit IV

Developing Global Mindset: Global Leadership - Cross cultural context and International assignees - Training & Development of International Staff - Types of expatriate training, sensitivity training - Career Development - Repatriate Training - Developing International Staff and Multinational Teams - Knowledge Transfer in Multinational Companies.

Unit V

Performance Management: Performance Management and MNE, Constraints in goal attainment, performance management cycle, Performance Management of International Assignees, third and host country employees, issues and challenges in international performance management, country specific performance management practices.

Reference Books

1. Dr.Nilanjan Sengupta, Dr.Mousumi S Bhattacharya, International Human Resource Management, Excel Books, First Edition 2007.
2. Monir H. Tayeb, International Human Resource Management, Oxford University Press, 2005.
3. Peter J. Dowling, Denise E. Welch, International Human Resource Management, South Western Cengage Learning, Fourth Edition.
4. Michael J. Kavanagh, Mohan Thite, Richard D. Johnson, Human Resource Information Systems: Basics, Applications, and Future Directions: Basics, Applications, and Future Directions, SAGE, 2011.
5. P. L. Rao, International Human Resource Management: Text and Cases, Excel Books, Reprint
6. Dennis Briscoe, Randall Schuler, Ibraiz Tarique, Taylor & Francis, International Human Resource Management: Policies and Practices, 2012.

For the Candidates Admitted to MBA Programme of University Department from 2017-2018 onwards

17MBAP01 - Supply Chain Management

Unit I:

Introduction to Supply Chain Management (SCM) – Concept and Components of SCM – Features and Strategic Issues in SCM – Value Chain Management and Customer Relations Management.

Unit II:

Customer Focus in SCM – Demand Planning – Purchase Planning – Make or Buy Decision – Indigenous and Global Sourcing – Development and Management of Suppliers – Legal Aspects of Buying – Cost Management – Negotiating for Purchasing / Sub Contracting.

Unit III:

Manufacturing Scheduling – Manufacturing Flow System – Work Flow Automation – Dynamic Optimization - Material Handling – Design and Decision – Warehousing and Storekeeping – Strategies of Warehousing and Storekeeping.

Unit IV:

Logistics Management – Role of Logistics in SCM – Integrated Logistics Management – Transportation Design and Decision – Multi Modalism – Third Party Logistics – Facilities Management – (Port/Airport/ICD's) – Channels of Distribution – Logistics and Customer Service.

Unit V:

Modern Practices in Supply Chain Management – Role of technology in SCM - Organizational Issues to Implement SCM – International Logistics – Ocean Carrier Management – Import – Export Logistics Management.

Reference Books:

1. Christopher, Logistics and Supply Chain Management, Ricahrd Irwin, 1994.
2. B.S.Sahay, Supply Chain Management for Global Competitiveness, Mac Millar, 1999.
3. Donald J.Bowersox and devid J.Closs, Logistical Management, Tata Mc Graw Hill.
4. David Taylor and David Brunt, Manufacturing Operations and Supply Chain Management, Vikas Thomson.
5. John Wiley & Sons, Global Operations and Logistics, New York, 2002.
6. Chopra, Supply Chain Management, 2nd Edition – Person.

For the Candidates Admitted to MBA Programme of University Department from 2017-2018 onwards

17MBAP02 - Total Quality Management

Unit I:

Principles of Quality Management: Definitions of Quality – Quality Philosophies of Deming – Crosby and Miller – Service Vs. Product Quality – Customer Focus – Quality and Business Performance - Leadership for Quality Management – Quality Planning – Designing for Quality - Manufacturing for Quality – Vision and Mission Statements and Quality Policy.

Unit II:

Total Quality Management: Evaluation for TQM - TQM Models – Human and System Components – Continuous Improvement Strategies – Deming Wheel – Internal, External Customer Concept – Customer Satisfaction Index – Customer Retention- Team Work and Team Building – Empowerment – TQM Culture – Quality Circles – KAIZEN – Top Management Commitment and involvement.

Unit III:

Quality Management Tools for Business Applications: Principles and Applications of Quality Function Development – Failure Mode and Effect Analysis – Taguchi Techniques – Seven old QC Tools – Seven New Management Tools – Statistical Quality Control Techniques (only Theory and no Problems) – Mistake Proofing – Benchmarking – 8D Methodology.

Unit IV:

Quality Imperatives for Business Improvement: Dimensions of Quality - Reliability Prediction Analysis – Total Productive Maintenance – Costs of Quality – Business Process Reengineering – Process Capability Analysis – Quality Assurance and ISO9000 Certification – ISO 9001:2000.

Unit V:

TQM Implementation Strategies: Organizational Structure and Mindset of Individuals – Motivational aspects of TQM – Change Management Strategies – Training for TQM – TQM Road Map – Quality Improvement Index – Six Sigma concept.

Reference Books:

1. Dale H.Besterfield et al, Total Quality Management, Pearson Education.
2. P.L. Jain, Quality Control and Total Quality Management, Tata McGraw Hill.
3. Poornima M.Charantimath, Total Quality Management, Pearson Education.

17MBAP03 - Integrated Materials Management

Unit I:

Materials Management – Meaning – Need and Importance – Functional areas of materials management – Material planning – Budgeting – Modern developments in materials management – Applications.

Unit II:

Purchasing – Planning – Letter of intent – Vendor selection – Sources of supply – Vendor rating techniques – Purchase process – Tender and quotation – Quality control in purchase – Transportation management – Procedure for foreign purchase – JIT system.

Unit III:

Materials receipt – Storage – Stores management – Stores system and Equipments – Stores records – Standardization and Codification – KANBAN – Warehouse management – Inventory control – Models – Deterministic and probabilistic models – Probabilistic model – Problems and techniques.

Unit IV:

Inventory control – Deterministic model – EOQ models – Inventory systems – Recorder level – Inventory control methods – ABC analysis.

Unit V:

Materials handling – aaaafs – Importance – Equipment – Absolute and waste management – Materials insurance – Logistics and supply chain management – Fundamentals.

Reference Books:

1. Gopalakrishnan, Integrated Materials Management, Tata McGraw Hill.
2. Chase, Aquitano, Jacobs, Production and Operations Management: Manufacturing and Services, Tata McGraw Hill.

For the Candidates Admitted to MBA Programme of University Department from 2017-2018 onwards

17MBAL1 – Management Information System & Lab

Unit I

Introduction to Computers - Data & Information – Classification– Fundamental Roles of IS – Components – Resources – Types – Information Resources Management.

Unit II

Information Systems – Functional Areas – Marketing, Production, Finance, Personnel Management – Information System Levels – DSS, EIS, ES – Comparison, Managing Global Information System.

Unit III

Introduction to Internet - Search Engines – Email – Electronic Communication System – E-Commerce – Applications – Electronic Payment System -Business Decisions using Online.

Unit IV

Business Application Software – Office Application – Word – Spread Sheet – Power Point and Access (Practical).

Unit V

Business and Management Application Packages – Research Analysis Packages – SPSS etc. – Accounting Packages – Tally etc. – Marketing Packages – Production Packages – HR Packages (Practical).

Reference Books:

1. Gorden B.Davis – Management Information System: Conceptual Foundation, Structure and Development, Mc Graw Hill.
2. James A O'Brien, Management Information Systems, A Managerial user

For the Candidates Admitted to MBA Programme of University Department from 2017-2018 onwards

17MBA14 - Strategic Management

Unit I:

Introduction to business policy: Evolution – Nature – Purpose – Importance and the objectives of business policy – An overview of strategic management – Policy – Strategy – Tactics – Levels of Strategy – Strategic Decision Making – Strategic Management – Process of Strategic Management – Strategists and their role in Strategic Management.

Unit II:

Strategy formulation: Strategic intent – Vision – Mission – Business definition – Goals and Objectives – External Environment – Market – Technological – Supplier – Economic – Regulatory – Political – Socio-Cultural and International Environment – Techniques of Environmental Analysis – Organizational Analysis – Organizational Capability Profile (OCP) – Strategic Advantage Profile (SAP).

Unit III:

Strategy Alternatives: Corporate Level Strategies – Grand Strategies – Stability – Expansion – Retrenchment – Combination – Business Level Strategies – Porter's Generic Business Strategies.

Unit IV:

Strategic Analysis and Choice: Corporate Level Strategic Analysis – Boston Consulting Group (BCG) Matrix – General Electric (GE) Nine Cell Matrix – SWOT Analysis – Business Level Strategic Analysis – Michael Porter's Five Force Model – SPACE – Mc Kinsey's Is Framework.

Unit V:

Strategy Implementation and Evaluation: Project and Procedural Implementation – Resource Allocation – Structural – Behavioural – Functional and Operational Implementation - Strategic Evaluation and Control.

Reference Books:

1. Charles W.L.Hill and Gareth R. Jones, Strategic Management Theory: An Integrated Approach, Houghton Mifflin Company, Princeton New Jersey, All India Publishers and Distributors.
2. Thomas L. Wheelen and J. David Hunger, Concepts of Strategic Management and Business Policy, Pearson Education.
3. Azhar Kazmi, Business Policy and Strategic Management, Tata McGraw Hill Publishing Company Ltd.

For the Candidates Admitted to MBA Programme of University Department from 2017-2018 onwards

17MBA15 – Entrepreneurship

Unit I:

Concept of Entrepreneur and Entrepreneurship – Major Entrepreneurial Competencies – Qualities of Successful Entrepreneur - Types of Entrepreneur – Knowledge and Skills required for Entrepreneur – Women Entrepreneur – Growth of Entrepreneurship in India.

Unit II:

Entrepreneurial Environment – Economic and Non Economic Factors – Entrepreneurial Motivation – Need, Objectives, Contents, Phases and Evaluation of EDPs.

Unit III:

Project Identification and Selection – Project Formulation – Significance, Contents and formulation of a Project Report – Project Appraisal – Methods of Project Appraisal.

Unit IV:

Institutional Finance – Term Lending Institutions – Commercial Banks – State Finance Corporations – TIIC – Technical Support Small Industries Development Bank of India (SIDBI), Small Industries Service Institute (SISI), District Industries Centre (DIC), SIDCO, SIPCOT and ITCOT.

Unit V:

Government Policy for Small Scale Enterprises - Growth Strategies - Product Launching - Monitoring and Evaluation of Small Business – Industrial Sickness – Causes & Consequences – Preventing Sickness.

Text Book:

1. S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi.

Reference Books:

1. Prasanna Chandra, Project Planning, Analysis, Selection Implementation & Review, Tata Mc Graw Publications.
2. P.C.Jain, Hand Book for New Entrepreneur, Oxford University Press, New Delhi.
3. Hisrich, Entrepreneurship, Tata Mc Graw Hill, New Delhi.

For the Candidates Admitted to MBA Programme of University Department from 2017-2018 onwards

17MBAM01 – Rural Marketing

Unit I: Introduction

Rural Marketing – Concepts and Scope – Nature & Rural Markets – Attractiveness – Rural vs Urban Marketing – Problems and Challenges – Rural Market Infrastructure – Rural Market Information System.

Unit II:

Consumer Buyer Behaviour Models – Rural Consumer Buying Decision Process – Characteristics of Rural Consumers – Branding in Rural India.

Unit III:

Rural Product Categories – New Product Development – Product Life Cycle – Marketing mix for Rural Product Segmenting, Targeting and Positioning of Rural Market.

Unit IV:

Pricing – Objectives – Factors influencing pricing in Rural Markets – Promotion Strategy – Designing Promotion Mix – Rural Distribution Models.

Unit V:

Communication – Rural Media – Media Innovations – Electronic Choupal Applications – ICT in Rural Markets – Social Marketing

Text book:

1. C.G.Krishnamachayak, Lalitha Ramakrishnan, Balaram Dogra and Karminder Ghunan – Tata me grah, U.C.Mathcer

For the Candidates Admitted to MBA Programme of University Department from 2017-2018 onwards

17MBAM02 - Services Marketing

Unit I:

Services: Definition – Product Vs Services – Special Characteristics – Classification of Services – Reasons for the Growth of Services Sector – Services Marketing Triangle: Internal Marketing – External Marketing – Interactive Marketing – Role of Technology in Services Marketing – Challenges and Issues in Service Marketing.

Unit II:

Classification of Services - Services Quality – Definition of Quality – Developing Service Quality – Quality Standards – Bench Marking – PZB Model of SERVQUAL: Quality Gaps – Gaps Closing Strategies.

Unit III:

Services Marketing Mix Elements: 7s Ps - Service Products – Service Life Cycle Strategies – New Service Development – Service Differentiation Strategies – Positioning Strategies – Pricing for Services: Objectives of Pricing – Price Terminologies – Pricing Strategies.

Unit IV:

Service Distribution Difficulties and Strategies - Promoting the Services – Promotional mix – Media choice and selection – Integrated Marketing Communications - People and services – The role of employees in services marketing – Process strategies: Service Blue Print – Physical evidence strategies.

Unit V: Services Marketing – 7 Ps: Banks – Insurance – Transport – Telecommunication – Hospitals – Hotels – Tourism Industry – Consultancy – Legal services – BPO & KPOP - Advertising agencies – IT Enabled services – Personal services.

Reference Books:

1. Helen Woodruffe, Services Marketing
2. Jha S.M, Services Marketing
3. L. Adrian Payne, The Essence of Services Marketing
4. Mary Ann Pezzullo, Marketing Financial Services
5. Christopher Lovelock, Service Marketing, Pearsons

17MBAM03 – Brand Management

Unit I: Introduction

Basics Understanding of Brands – Definitions - Branding Concepts – Functions of Brand Significance of Brands – Different types of Brands – Co branding – Store Brands.

Unit II: Brand Strategies

Strategic Brand Management Process – Building a Strong Brand – Brand Positioning – Establishing brand values – Brand Vision – Brand Elements – Branding for Global Markets – Competing with foreign brands.

Unit III: Brand Communications

Brand Image Building – Brand Loyalty Programmes – Brand Promotion Methods – Role of Brand ambassadors, celebrities – On line Brand promotions.

Unit IV: Brand Extension

Brand Adoption Practices – Different type of Brand Extension – Factors Influencing Decision for Extension – Re-Branding and Re-launching.

Unit V: Brand Performance:

Measuring Brand Performance – Brand Equity Management – Global Branding Strategies – Brand Audit – Brand Equity Measurement – Brand Leverage – Role of Brand Managers – Branding Challenges & Opportunities.

Text Books:

1. Kevin Lane Keller, Strategic Brand Management: Building; Measuring and Managing, Prentice Hall, 3rd Edition, 2007.
2. Moorthi YLR, Brand Management – I edition, Vikas Publishing House 2012

For the Candidates Admitted to MBA Programme of University Department from 2017-2018 onwards

17MBAS01 - Systems Management

Unit I:

System Analysis Fundamentals: Role of System Analyst – Organizational Style and its Impact on Information Systems – Manning Analysis and Design Activities – Feasibility Study.

Unit II:

System Analysis Tools: DFD – Decision Tables – Warnier Orr Diagrams – HIPO Charts – Process Flow Charts – System Flow Chart.

Unit III:

System Analysis: System Development Life Cycle – Information Gathering – Problem Solving Approach – Operating System-need, importance and Design.

Unit IV:

System Design: Designing Effective Input and Output – Designing Database and Files – Designing User Interface – Designing Accurate Data Entry Procedures.

Unit V:

System Implementation: System Testing - Conversion – Post Implementation and Review – Software Maintenance – Hardware and Software Selection – Security, Disaster and Recovery.

Text book:

1. V.K.Jain – System Analysis and Design Hand Book, Wiley - India

References Books:

1. Whitten, Bentley and Barlow, “System Analysis and Design Methods”, Galgothia Publications.
2. Robert J.Thierauf, “System Analysis and Design, “A Case Study Approach”.
3. Elio M.Awad, System Analysis and Design
4. Kendall & Kendall, Kind Edition, System Analysis And Design, Pearson Publication
5. Lonnie D Bentley, System Analysis and Design for the Global Enterprise, Irwin/ Mcgraw Hill

17MBAS02 – Business Application Software

Unit I:

Business Application Software – Objectives – Importance – Areas of Application – Developing Business Application Software – Difference Between Ready to Use and Customer Oriented Softwares.

Unit II:

ERP – Meaning – Objectives – Uses – Modules – Types – ERP Softwares and Features.

Unit III:

SAP – Meaning – Objectives – Uses – Modules – Types – SAP Development and Applications – SAP Softwares and Features.

Unit IV:

Tally – Objectives – Uses – Modules – Version of Tally and its Business Applications – Other Financial Application Softwares.

Unit V:

Functional Application Softwares – Market research Softwares – Open Access Softwares – Project Management Softwares – Features and Uses of above Softwares.

References Books:

1. Langenwaller, Enterprise Resource Planning and Beyond, G.A. 2000, Boca Raton, FL, St. Lucie Press.
2. ISN.Varma, SAP BASIS, Complete Guide (PDF) Based on SAP R/34.6, www.stectues.com

For the Candidates Admitted to MBA Programme of University Department from 2017-2018 onwards

MBANES03 - E-Commerce

Unit I:

Introduction to E-Commerce – Traditional Commerce Vs E-commerce – Economic Forces for E-Commerce – Value Chains – Technology Infrastructure – The Internet and the World Wide Web – Origin and Growth – Internet Protocols – Markup Languages – Internet Connection Options.

Unit II:

Business Strategies for E-Commerce – B to B Strategies –Electronic Data Interchange – EDI to E-Commerce – Supply Chain Management – Purchasing, Logistics and Support Activities – Electronic Market Places and Portals – Web Auctions and Related Business.

Unit III:

Marketing on the Web – Strategies – Communication – Customer Behaviour and Relationship Intensity – Advertising – E-Mail Marketing – CRM – Brands on the Web – Elements – Selling on the Web – Revenue Models – Web Site Usability – Online Trading – E-Banking.

Unit IV:

Environment of E-Commerce – International Nature – Legal Environment –Ethical Issues – E-Commerce Security – Objectives – Protecting Client Computers – Protecting E-Commerce Channels – Protecting the Web Server.

Unit V:

Payment Systems for E-Commerce – Payment Cards – E Cash – Electronic Wallets – ATM & Debit Cards – Stored Value Cards – Planning for E-Commerce Initiatives – Managing Implementations.

Text book:

1. Ravi Kalakota, Andrew Whinston, Frontiers of E-Commerce, Addison Wesley.

References Books:

1. Gary P.Schneider, Electronic Commerce, Thom Son.
2. Kamallesh N.Agarwala, Amit Lal and Deeksha Agarwala, Business on the Net, An Introduction to E-Commerce, Macmillan India Ltd.

For the Candidates Admitted to MBA Programme of University Department from 2017-2018 onwards

17MBAEDC1 – Fundamental of Marketing Management

Unit I:

Introduction: Meaning and Definition of Marketing – Scope of Marketing – Evolution of Marketing – Concepts – Production Concept – Product Concept – Marketing Myopia – Selling Concept – Marketing Concept Societal Marketing Concept.

Unit II:

Marketing and Its Environment: Micro Environment (Company – Suppliers- Marketing Intermediaries – Customers – Connectors Publics) Macro Environment (Demographic- Economic- Natural – Technological – Political – Legal and Regulatory Culture -Social) – International Marketing (Global Markets – GATT and WTO).

Unit III:

Market segmentation: Concept of Target Market – Diffused Market – Concentrated Market – Clustered Market – Market Segmentation (Concept – Types – Patterns – Benefits-Requirements for Effective Segmentation) – Market Segmentation Analysis for given Products – Product Positioning (Types of Positioning).

Unit IV:

Pricing decisions: Objectives and Strategies; Channel Managements: Selection Factors – Functions – Promotions: Advertising – Personal Selling – Sales promotions –Publicity – Modern marketing trends.

Unit V:

Consumer and Organizational Behavior: Consumer Behavior (Nature-Scope-Importance) – Factors influencing Consumer behavior (Economic Psychological – Cultural – Social and Personal) – Steps in Consumer Decision Process.

Text Book:

1. Ramasamy and Namakumari, Marketing Management, Mac Millan India.

Reference Books:

1. Philip Kotler, Marketing Management, Prentice Hall of India (P) Ltd.
2. William J.Stanton, Michael, J.K.Etzel, Fundamentals of Marketing, McGraw Hill Publication, New York.

17MBAEDC2 – Entrepreneurship

Unit I:

Concept of Entrepreneur and Entrepreneurship – Major Entrepreneurial Competencies – Qualities of Successful Entrepreneur - Types of Entrepreneur – Knowledge and Skills required for Entrepreneur – Women Entrepreneur – Growth of Entrepreneurship in India.

Unit II:

Entrepreneurial Environment – Economic and Non Economic Factors – Entrepreneurial Motivation – Need, Objectives, Contents, Phases and Evaluation of EDPs.

Unit III:

Project Identification and Selection – Project Formulation – Significance, Contents and formulation of a Project Report – Project Appraisal – Methods of Project Appraisal.

Unit IV:

Institutional Finance – Term Lending Institutions – Commercial Banks – State Finance Corporations – TIIC – Technical Support Small Industries Development Bank of India (SIDBI), Small Industries Service Institute (SISI), District Industries Centre (DIC), SIDCO, SIPCOT and ITCOT.

Unit V:

Government Policy for Small Scale Enterprises - Growth Strategies - Product Launching - Monitoring and Evaluation of Small Business – Industrial Sickness – Causes & Consequences – Preventing Sickness.

Text Book:

2. S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi.

Reference Books:

4. Prasanna Chandra, Project Planning, Analysis, Selection Implementation & Review, Tata Mc Graw Publications.
5. P.C.Jain, Hand Book for New Entrepreneur, Oxford University Press, New Delhi.
6. Hisrich, Entrepreneurship, Tata Mc Graw Hill, New Delhi.