DEGREE OF MASTER OF MANAGEMENT

CHOICE BASED CREDIT SYSTEM

SYLLABUS FOR

MASTER OF BUSINESS ADMINISTRATION

(M.B.A)

(SEMESTER PATTERN)

(For Candidates admitted in the Colleges affiliated to Periyar University from 2021-2022 onwards)
Master of Business Administration – M.B.A

CBCS (Affiliated Colleges)

Regulations – (2021-2022) Onwards

1. **Eligibility for Admission:**

   Candidates for admission to the first year of the Master of Business Administration full-time degree programme shall be required to possess a Bachelor’s Degree of any Recognized University.

2. **Duration of the Programme:**

   The programme shall extend over a period of two academic years consisting of four semesters. Each academic year will be divided into two semesters. The first semester will consist of the period from July to November and the second semester from December to March.

3. **Course of the Study:**

   The candidates shall take 6 core courses (6 theory subjects) in the first semester, 4 core courses, and Practical skill-oriented courses institutional Training in the Second semester. During the vacation between II and III semesters the students have to undertake Institutional Training and Project Research. Apart from this a Course on Human Rights will be taken in the II Semester. There shall be 3 core courses and 3 specialization courses and one EDC in the third semester. Fourth semester consists of 3 specialization courses and a project Study. The completion of SWAYAM courses is mandatory. It is mandatory for a student to qualify in at least one 4 weeks SWAYAM course during the course period.

4. **Attendance Requirement:**

   A candidate will be permitted to appear for the University examination only if he/she secures not less than 75% of attendance in the number of working days during each semester (Minimum number or working days in each semester shall be 90).

5. **Examination:**

   University examinations will be conducted in November/December for odd and April/May for even semester.

   A candidate shall register for the University Examination (written and / or Project Work and Viva Voce) pertaining to the semester under progress and also for the arrears of earlier semester subjects, if any.
6. **Passing Minimum:**

In the end semester examination, the candidate has to score 50% i.e., 38 out of 75 marks, for a pass. There is no minimum requirement for continuous internal assessment. Putting together (end semester examination and continuous internal assessment), the candidate has to score a minimum of 50 out of 100 marks for a pass in the course.
## COURSE OF STUDY AND SCHEME OF EXAMINATION

### I Semester

<table>
<thead>
<tr>
<th>S.NO</th>
<th>Subject Code</th>
<th>Subject Name</th>
<th>IA 25%</th>
<th>EA 75%</th>
<th>Total Marks</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Core I</td>
<td>Fundamentals of Management and Communication</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>04</td>
</tr>
<tr>
<td>2</td>
<td>Core II</td>
<td>Economics for Managers</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>04</td>
</tr>
<tr>
<td>3</td>
<td>Core III</td>
<td>Organizational Behaviour</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>04</td>
</tr>
<tr>
<td>4</td>
<td>Core IV</td>
<td>Contemporary Accounting practices</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>04</td>
</tr>
<tr>
<td>5</td>
<td>Core V</td>
<td>Business Law</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>04</td>
</tr>
<tr>
<td>6</td>
<td>Core VI</td>
<td>Business Research Methods</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>04</td>
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### II Semester

<table>
<thead>
<tr>
<th>S.NO</th>
<th>Subject Code</th>
<th>Subject Name</th>
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<th>EA 75%</th>
<th>Total Marks</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Core VII</td>
<td>Operation Management</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>04</td>
</tr>
<tr>
<td>2</td>
<td>Core VIII</td>
<td>Financial Management</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>04</td>
</tr>
<tr>
<td>3</td>
<td>Core IX</td>
<td>Human Resource Management</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>04</td>
</tr>
<tr>
<td>4</td>
<td>Core X</td>
<td>Computer Applications in Management (Practical oriented)</td>
<td>--</td>
<td>--</td>
<td>100</td>
<td>04</td>
</tr>
<tr>
<td>5</td>
<td></td>
<td>Corporate Employability Skills-</td>
<td>--</td>
<td>--</td>
<td>100</td>
<td>04</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(Practical oriented)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td></td>
<td>Institutional Training Report</td>
<td>--</td>
<td>--</td>
<td>100</td>
<td>04</td>
</tr>
<tr>
<td>7</td>
<td>Common Paper</td>
<td>Human Rights</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>---</td>
</tr>
</tbody>
</table>
Mode of Evaluation for Computer application in management:

- Computer application in management (Practical oriented) will be evaluated based on practical examination conducted by Periyar University. The external examiner will be deputed by the University. No Theory Examination will be conducted for this Paper.

Institutional Training:

- The institutional training is the essential requirement and integral part of the curriculum for the successful completion of the MBA programme. It is designed for MBA students to improve their business skills and provide them with practical Experience. The essence of the institutional training is to help the student to develop the ability to apply multi-disciplinary concepts, tools and techniques to solve industrial problems.

Supervision, Dates and Duration:

- Every student has to undergo an institutional training for a minimum period of 2 weeks after completion of the First semester and before the start of second semester.

    All the students will have to submit their institutional training report within a period of 2 weeks on the completion of the institutional training in the department. Each student will be attached with the faculty guide and the guide will evaluate the report with viva voice examination for a maximum of 100 marks (Only Internal Evaluation and No External Evaluation) and the same will be sent to the controller of examinations.

Mode of Evaluation for Corporate Employability Skills:

- Report should be prepared individually based on the practical assignments listed in the syllabus. This paper will be introduced as a practical paper in second semester and viva voce examination will be conducted by MBA board with internal and external examiners. No theory examination will be conducted for this paper.

Extra Disciplinary Course (EDC): Extra Disciplinary Course (EDC) offered by the MBA department are Entrepreneurship Development & Stress Management.
III Semester

<table>
<thead>
<tr>
<th>S. No</th>
<th>Subject Code</th>
<th>Subject Name</th>
<th>IA 25%</th>
<th>EA 75%</th>
<th>Total Marks</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Core XI</td>
<td>Strategic Management</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>04</td>
</tr>
<tr>
<td>2.</td>
<td>Core XII</td>
<td>Global Business Management</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>04</td>
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<tr>
<td>3.</td>
<td>Core XIII</td>
<td>Marketing Management</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>04</td>
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<tr>
<td>4.</td>
<td>Elective I</td>
<td></td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>04</td>
</tr>
<tr>
<td>5.</td>
<td>Elective II</td>
<td></td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>04</td>
</tr>
<tr>
<td>6.</td>
<td>Elective III</td>
<td></td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>04</td>
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<tr>
<td>7.</td>
<td>EDC</td>
<td>Extra Disciplinary Course</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>04</td>
</tr>
</tbody>
</table>

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

Area: Finance

<table>
<thead>
<tr>
<th>S.NO</th>
<th>Subject Code</th>
<th>Elective Subject Name</th>
<th>IA 25%</th>
<th>EA 75%</th>
<th>Total Marks</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Elective I</td>
<td>Financial Services</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>04</td>
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<tr>
<td>2.</td>
<td>Elective II</td>
<td>Security Analysis and Portfolio Management</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>04</td>
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<tr>
<td>3.</td>
<td>Elective III</td>
<td>Strategic Financial Management</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>04</td>
</tr>
</tbody>
</table>
### Area: Human Resource

<table>
<thead>
<tr>
<th>S.NO</th>
<th>Subject Code</th>
<th>Elective Subject Name</th>
<th>IA 25%</th>
<th>EA 75%</th>
<th>Total Marks</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Elective I</td>
<td>Strategic Human Resource Management</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>04</td>
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<tr>
<td>2.</td>
<td>Elective II</td>
<td>Labour Legislation</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>04</td>
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<tr>
<td>3.</td>
<td>Elective III</td>
<td>Team Building and Conflict Management</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>04</td>
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</tbody>
</table>

### Area: Operations

<table>
<thead>
<tr>
<th>S. No</th>
<th>Subject Code</th>
<th>Elective Subject Name</th>
<th>IA 25%</th>
<th>EA 75%</th>
<th>Total Marks</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Elective I</td>
<td>Technology Management</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>04</td>
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<tr>
<td>2.</td>
<td>Elective II</td>
<td>Total Quality Management</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>04</td>
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<tr>
<td>3.</td>
<td>Elective III</td>
<td>Supply Chain Management</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>04</td>
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</table>

### IV Semester

<table>
<thead>
<tr>
<th>S.NO</th>
<th>Subject Code</th>
<th>Elective Subject Name</th>
<th>IA 25%</th>
<th>EA 75%</th>
<th>Total Marks</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Elective IV</td>
<td></td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>04</td>
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<tr>
<td>2.</td>
<td>Elective V</td>
<td></td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>04</td>
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<tr>
<td>3.</td>
<td>Elective VI</td>
<td></td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>04</td>
</tr>
<tr>
<td>4.</td>
<td></td>
<td>Project Work-viva voice</td>
<td>--</td>
<td>--</td>
<td>200</td>
<td>06</td>
</tr>
<tr>
<td>5.*</td>
<td></td>
<td>* 4 weeks SWAYAM Course</td>
<td>--</td>
<td>--</td>
<td>---</td>
<td>02</td>
</tr>
<tr>
<td></td>
<td></td>
<td>TOTAL</td>
<td></td>
<td></td>
<td>2500</td>
<td></td>
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</tbody>
</table>
In the IV semester, the student has to avail 45 working days for project data collection and analysis in consultation with the faculty guide. The report has to be submitted on the last working day of the IV 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.

Apart from the project report, the student has to select any one of the following specializations and has to undergo all the three courses of that specialization for period of 45 working days in that semester.

* The completion of SWAYAM courses is mandatory.

It is mandatory for a student to qualify in at least one 4 weeks SWAYAM course, during the course period, to gain 2 credits in the final semester. The 2 credits, thus earned on production of course completion certificate (to be submitted by the end of III semester), will be added to the final semester marks, failing which the course is not deemed to be completed.

**Electives in IV Semester**

**Area: Marketing**

<table>
<thead>
<tr>
<th>S.NO</th>
<th>Subject code</th>
<th>Elective Subject Name</th>
<th>IA 25%</th>
<th>EA 75%</th>
<th>Total Marks</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Elective IV</td>
<td>Retail Management</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>04</td>
</tr>
<tr>
<td>2.</td>
<td>Elective V</td>
<td>Services Marketing</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>04</td>
</tr>
<tr>
<td>3.</td>
<td>Elective VI</td>
<td>Integrated Marketing Communication</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>04</td>
</tr>
</tbody>
</table>

**Area: Systems**

<table>
<thead>
<tr>
<th>S.NO</th>
<th>Subject Code</th>
<th>Elective Subject Name</th>
<th>IA 25%</th>
<th>EA 75%</th>
<th>Total Marks</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Elective IV</td>
<td>System Analysis and Design</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>04</td>
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<tr>
<td>2.</td>
<td>Elective V</td>
<td>Software Project Management</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>04</td>
</tr>
<tr>
<td>3.</td>
<td>Elective VI</td>
<td>Decision Support Systems</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>04</td>
</tr>
</tbody>
</table>
**Internal Assessment:**

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

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Total - 25 Marks

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**QUESTION PAPER PATTERN**

**Time : 3 Hours**

Max. Marks: 75

**Part – A**

*All questions are multiple choice questions*

*All questions carry equal marks (15 X 1 = 15 Marks)*

1. From Unit I
2. From Unit I
3. From Unit I
4. From Unit II
5. From Unit II
6. From Unit II
7. From Unit III
8. From Unit III
9. From Unit III
10. From Unit IV
11. From Unit IV
12. From Unit IV
13. From Unit V
14. From Unit V
15. From Unit V
Part – B

Answer any two questions out of Five

All questions carry equal marks (2 x 5 =10 marks)

1. From Unit I
2. From Unit II
3. From Unit III
4. From Unit IV
5. From Unit V

Part – C

Answer all the questions

Either or type

All questions carry equal marks (5 x 10=50 marks)

1. (a) or (b)-From Unit I
2. (a) or (b) -From Unit II
3. (a) or (b)- From Unit III
4. (a) or (b)- From Unit IV
5. (a) or (b)- From Unit V
MASTER OF BUSINESS ADMINISTRATION (M.B.A)

SEMESTER I

CORE I - FUNDAMENTALS OF MANAGEMENT AND COMMUNICATION

COURSE OBJECTIVES:

The Main Objectives of this course are to:

- To understand the Management Concepts, applications of Concepts in practical aspects of business and development of Managerial Skills.
- To learn the application of the principles in an organization and decision making and also Effective Business writing.
- To provide an overview of Prerequisites to Business and Organizational Communication.

UNIT I:


UNIT II:


UNIT III:


UNIT IV:

Communication - Meaning and Significance for Management - Types of Communication – Media – Barriers to Communication, Principles of effective Communication - Correspondence - Norms for Business Letters - Letter for different kinds of Situations - Personalized Stand Letters,
Enquiries, Customers’ Complaints and Collection Letters - Sales Promotion Letters.

UNIT V:
Non-Verbal Communication - Personal Appearance, Posture - Dyadic Communication-Face to Face Communication - Telephonic Conversation - Conducting Meetings - Procedure - Preparing Agenda, Minutes and Resolutions - Conducting Seminars and Conferences: -Regulating Speech- Procedure - Drafting Speech.

COURSE OUTCOMES:

On the successful completion of the course, student will be able to:

- Managers use problem-solving strategies and critical thinking skills in real life situations.
- Different areas of the business (i.e., Manufacturing/Service, Marketing, Finance and Human Resource Management) support the vision and mission.
- Develop awareness of appropriate communication strategies and integrate sources.

TEXT BOOK:
Management, Robbins and Coulter, Pearson Education.


Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

REFERENCE BOOKS:
2. Management, Stoner, Freeman & Gilbert, Pearson Education.


MASTER OF BUSINESS ADMINISTRATION (M.B.A.)

SEMESTER I

CORE II - ECONOMICS FOR MANAGERS

COURSE OBJECTIVES:

The Main Objectives of this course are to:

- To understand the theoretical frame work of Managerial Economics
- To gain an understanding on Demand Analysis and Production Function
- To make an in-depth knowledge in Pricing different market structures and concepts of National Income

UNIT I:

Managerial Economics: Meaning, Definitions, Functions (Decision Making and Forward Planning), Nature and Scope of Managerial Economics - Roles and responsibilities of Managerial Economist.

UNIT II:

Demand Analysis: Meaning, Definitions, Determinants and types of demand-Demand distinctions - Elasticity of Demand - Demand Forecasting - Methods of Demand Forecasting - Supply Function.

UNIT III:


UNIT IV:


UNIT V:

QUESTION PAPER PATTERN:
Proportion of Theory and Problem has to be 80:20

COURSE OUTCOMES:
On the successful completion of the course, student will be able to:

- The concepts of micro economics and also able to understand the various microeconomic principles to make effective economic decisions under conditions of risk and uncertainty.
- Understand the law of demand & supply & their elasticities, evaluate & analyze these concepts and apply them in various changing situations in industry.
- To apply various techniques to forecast demand for better utilization of resources.

TEXT BOOK:
Managerial Economics, R.L.Varshney and K.L.Maheshwari, Sultan Chand & Sons.

E-BOOKS:
http://164.100.133.129:81/econtent/Uploads/Managerial_Economics%20(1).pdf

RELATED ONLINE CONTENTS [MOOC, SWAYAM, NPTEL, WEBSITES ETC.]

REFERENCE BOOKS:
COURSE OBJECTIVES:

The Main Objectives of this course are to:

- To provide a strong conceptual framework for the study, understanding, and application of organization behavior and to apply behavioral techniques to manage human resources in a better manner.
- To impart to the students, the values of individual and group behaviour in Management.
- To enable the students to learn the different styles of leadership and learn how to influence the human behaviour in organizations.

UNIT I:

Meaning and Definition of Organisational Behaviour (OB) - Scope and Importance of OB - OB and other similar fields of studies – Disciplines ContributingtoOB-Models of OB - Historical Evolution of OB – Hawthorne’s Experiments and its Implications

UNIT II:


UNIT III:


UNIT IV:


UNIT V:

Organisational Change and Development – Importance - Types - Integration of TQM and Re-engineering - Effectiveness of OD
COURSE OUTCOMES:

On the successful completion of the course, student will be able to:

- Describe and explain the basic organizational behavior theories and principles, and analyse their influences in the workplace.
- Describe the factors that influence individual and group behavior such as group cohesiveness, communication, conflict, leadership, power and politics.
- Portray how Organizational Culture, Climate, Change & Development can have influence on organizational effectiveness.

TEXT BOOK:


E-BOOKS:


Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1. https://www.mooc-list.com/tags/organizational-behavior

REFERENCE BOOKS:

2. Organizational Behaviour, Uma Sekaran, TATA McGraw Hill Company.
3. Organizational Theory and Behaviour, B.P. Singh, T.N. Chhabra,
COURSE OBJECTIVES:

The Main Objectives of this course are to:

- To learn the various aspects of Accounting.
- To Gain an understanding on Cost and Management Accounting.
- To Acquaint students on standard costing and contemporary accounting techniques.

UNIT I:


UNIT II:


UNIT III:


UNIT IV:

UNIT V:

COURSE OUTCOMES:

On the successful completion of the course, student will be able to:

➢ A thorough grounding of financial accounting concepts
➢ Gain knowledge on Cost and Management Accounting
➢ Get the description of standard costing and contemporary accounting techniques.

QUESTION PAPER PATTERN:

Proportion of Theory and Problem has to be 60 :40

TEXT BOOK:


E-BOOKS: http://www.ddegjust.ac.in/studymaterial/bba/bba-104.pdf

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

2. https://swayam.gov.in/nd1_noc19_mg36/preview

REFERENCE BOOKS:

1. Management Accounting, R.S.N.Pillai And Bagavathi, S.Chand&Company.New Delhi.
2. Accounting for Management, Dr. V.R.Palanivelu, University Science Press, New Delhi.
3. Management Accounting, Dr. S.N. Maheswari, Sultan Chand & Sons.
5. Management Accounting, Don Rickettes, JackgarayHoughtonMibblin Company, Boston.

COURSE OBJECTIVES:

The Main Objectives of this course are to:

1. To familiarize the students with various laws that will help them to refine their understanding of how law affects the different aspects of business.
2. To providing a rich fund of contemporary knowledge, time tested principles, basic concepts, emerging ideas, evolving theories, latest technique, ever changing procedures & practices in the field of Law in a comprehensive way.
3. To give an exposure to important commercial laws, the knowledge, that is essential for an understanding of the legal implications of the general activities of a modern business organisation.

UNIT I:


UNIT II:


UNIT III:

Rights – Company Management – Meetings and Resolutions – Winding-up - Modes of Winding-up.

UNIT IV:


UNIT V:


COURSE OUTCOMES:

On the successful completion of the course, student will be able to:

- A basic understanding of what can be done and what cannot be done within the legal framework work.
- Outline the various facets of basic case laws of each act from a legal and managerial perspective.
- The students will be able to recognize the impact of Indian legal environment on business and Familiarity with the laws that have an influence on business.

TEXT BOOK:

Business Law, Kapoor N.D., Sultan Chand and Sons.


REFERENCE BOOKS:

COURSE OBJECTIVES:

The Main Objectives of this course are to:

- To develop understanding of the basic framework of research process and understanding of various research designs and techniques.
- To impart knowledge for enabling students to develop data analytics skills and meaningful interpretation to the data sets so as to solve the business/Research problem.
- To identify various sources of information for literature review and data collection and understand some basic concepts of research and its methodologies.
- To organize and conduct research in a more appropriate manner and write a research proposal.

UNIT I:


UNIT II:


UNIT III:

Data Processing – Coding – Editing – Univariate Analysis – Correlation and Regression Analysis - Multivariate Analysis (Theory Only) – Factor Analysis – Cluster Analysis – Discriminate Analysis

UNIT IV:

UNIT V:


Question Paper Pattern

Proportion of Theory and Problem has to be 60:40

COURSE OUTCOMES:

On the successful completion of the course, student will be able to:

- Apply a range of quantitative and qualitative research techniques to business and management problems / issue
- Understand and apply research approaches, techniques and measurement techniques in the appropriate manner for managerial decision
- Demonstrate knowledge and understanding of data analysis and interpretation in relation to the apply the different statistical tools
- Students would be able to analyze data, find solutions to the problems and identify the overall process of designing a research study from its inception to its report

TEXT BOOK:

Business Research Methods, Donald R. Cooper and Pamela S. Schindler, Tata Mc Graw Hill.

E-BOOKS:

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]
1. https://research-methodology.net/research-methodology/research-types/
2. https://www.intechopen.com/books/cyberspace/research-design-and-methodology

REFERENCE BOOKS:


4. Research Methods, Donald H. Burney, Thomson Asia.
COURSE OBJECTIVES:

The Main Objectives of this course are to:

- To develop an understanding of how the operations, have strategic importance and can provide a competitive advantage in the workplace.
- To understand techniques of location and facility planning; line balancing; job designing; and capacity planning in operations management.
- To understand the Materials Management function starting from Demand Management through Inventory Management.

UNIT I:


UNIT II:


UNIT III:

Definition and purpose of inventory – inventory costs – independent and dependent demand – inventory systems – economic order quantity – fixed order quantity models and fixed period time models – ABC analysis - VED analysis – FSN analysis.

Material handling-Material Requirement planning – master production schedule – MRP system structure.
UNIT IV:


Project Management: elements – project formulation.

UNIT V:


COURSE OUTCOMES:

On the successful completion of the course, student will be able to:

- Identify the elements of operations management and various transformation processes to enhance productivity and competitiveness.
- Plan and implement suitable materials handling principles and practices in the operations and get a clear idea about Inventory management, its role.
- An overall idea about Operations and its relationship between other management functions.

Question Paper Pattern

Proportion of Theory and Problem has to be 80 :20

TEXT BOOK:

Production and Operation Management, R.Panner Selvam, PHI learning.

E-BOOKS:


Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1. https://nptel.ac.in/courses/110/106/110106146/

REFERENCE BOOKS:

2. Operations Management, Lee J.Krajewski, PHI.
3. Production and Operational Management, KanishhkaBedi, Oxford University Press.
5. Production and Operations Management, R.B.Khanna, PHI.
COURSE OBJECTIVES:

The Main Objectives of this course are to:

- Understand the operational nuances of a Finance Manager.
- Comprehend the technique of making decisions related to finance functions.
- To acquaint the students regarding financial management tools and techniques in financial decision making.

UNIT I:


UNIT II:

Capital Expenditure Evaluations – Methods of Appraisals – Payback period, Net Present Value, Internal Rate of Return, Accounting Rate of Return, Profitability Index – Capital rationing

UNIT III:


UNIT IV:

UNIT V:


**Question Paper Pattern**

Proportion of Theory and Problem has to be 60 :40

**COURSE OUTCOMES:**

**On the successful completion of the course, student will be able to:**

- Learn the capital budgeting and cost of capital techniques and Assess the short-term and long-term sources of finance
- Understand how to prepare different types of budgets and capital structure and distribution of dividend
- Able to assess working capital needs and effective management of current assets and financing decisions

**TEXT BOOKS:**

Financial Management – Dr. V.R. Palanivelu-S. Chand Company Ltd-New Delhi


**E-BOOKS:**


**RELATED ONLINE CONTENTS [MOOC, SWAYAM, NPTEL, WEBSITES ETC.]**


2. https://swayam.gov.in/nd1_noc19_mg36/preview

**REFERENCE BOOKS:**


5. Financial Management, Kuchchal S.C.
The Main Objectives of this course are to:

- To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration and compliance with human resource requirements.
- To make the students understand the key terms, theories/concepts and practices within the field of human resource management.
- To Identify and analyze the problems in the field of HRM and be able to provide innovative solutions
- To recognize and appreciate the significance of ethical issues in HR practices and the management of people in the workplace

UNIT I:


UNIT II:


UNIT III:


UNIT IV:

UNIT V:

Industrial Relations - Collective bargaining - process, Trade unions - Workers participation in Management - Grievance handling - Redressal committees - Ethics in HRM - Global HRM

COURSE OUTCOMES:

On the successful completion of the course, student will be able to:

- Students will gain knowledge and skills needed for success as a human resources professional
- Know about the theory and application of human resource management, the broad range of influences acting on human resource management
- To cognize the methods of recruitment, selection process
- Knowledge and application of performance assessment methods, improvements and resultant in terms of employee service condition reviews
- Analyze various compensation plans and benefits and services
- To get familiar with industrial relations and employees welfare and security and create apt plans for employee benefits

TEXT BOOK:


Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]


REFERENCE BOOKS:

1. Human Resource Management, V.S.P.Roa
4. Human Resource Management, BiswajeetPattanayak
MASTER OF BUSINESS ADMINISTRATION (M.B.A.)

SEMESTER II

CORE X - COMPUTER APPLICATIONS IN MANAGEMENT

COURSE OBJECTIVES:

The Main Objectives of this course are to:

- Gain familiarity with the concepts and terminology used in the development, implementation and operation of business application systems.
- Explore various methods that MS office can be used to support existing businesses and strategies.
- Achieve hands-on experience with productivity/application software to enhance business activities in MS office, in Tally.
- Work with simple design and development tasks for the main types of business information systems in Tally.

UNIT I

MS OFFICE - Introduction to WORD, POWERPOINT and EXCEL

UNIT II


UNIT III

EXCEL - Working with worksheets - cells - Entering, editing, moving, copying, cutting, pasting, transforming data - Inserting and deleting of cells, rows & columns - Working with multiple worksheets - switching between worksheets - moving, copying, inserting & deleting worksheets - Using formulas for quick Calculations - Working & entering a Formula - Formatting a worksheet - Creating and editing charts - elements of an
EXCEL chart - Selecting data to a chart - Types of chart - chart wizard - Formatting chart elements - Editing a chart - Printing charts

UNIT IV

POWERPOINT - Creating new presentations - Auto content wizard - Using template - Blank presentation - Opening existing presentations - Adding, editing, deleting, copying, hiding slides - Presentations - Applying new design - Adding graphics - Using headers and footers - Animating text - Special effects to create transition slides - Controlling the transition speed - Adding sounds to slides - Using action buttons.

UNIT V


Practical’s: Simple problems to be done in WORD, EXCEL and POWERPOINT using all the above-mentioned topics.

COURSE OUTCOMES:

On the successful completion of the course, student will be able to:

- Describe the fundamentals of information technology concepts – hardware, software, security, and privacy.
- Use “goal seeking” and “what-if analysis” to solve problems and make adjustments/recommendations in a business environment
- Create business documents and analyze data with spreadsheet software using tables, sorting, filtering, charts and graphics, pivot tables, macros; statistical, financial, logical and look-up functions and formulas; and add-ins
- To understand account terms in Tally and to handle account transaction using tally in Practical

TEXT BOOK:

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1. https://www.youtube.com/watch?v=Ux6QDTWokDQ

REFERENCES BOOK:

1. OFFICE 2000 complete - BPB Windows 98 complete – BPB Windows 98 6in1 by Jane Calabria and Dorothy Burke - PHI using Microsoft OFFICE 2000 by ED, BOTT – PH


3. Accounting with Tally : K.K. Nadhani, BPB Publication
COURSE OBJECTIVES:

The Main Objectives of this course are to:

- To gain initial employment, maintain employment, move between roles within the same organization, obtain new employment if required and (ideally) secure suitable and sufficiently fulfilling worktime.
- To make them more polished in their behavior, so that they are more adaptable in corporate companies with the corporate culture
- To train the students in the preparation of various reports, business presentations and resume and job applications and attending employment interviews.

Unit I

Communication – Meaning and Significance for Managers – Public Speaking – Speaking in Meeting – Workplace Communication – One to one Communication – Different Styles of Communication – Interpersonal and Intrapersonal Skills – Reading ability – Importance of listening in Communication

Unit II

Presentation Skills – writing oral presentations – using visual aids in oral Communication – communicating across cultures – 7 Cs of communication – Body Language – Tips on how to create a PowerPoint and other Presentations

Unit III

Goal Setting – creating individual action Plans – Article Writing – SWOT analysis – Event Management – (Training Students to Organize Events and present a report on Event organized)

Unit IV

Case Study – Case analysis – Discussion and Presentation – Team Building and team work – Innovation and Creativity – Emotional intelligence – Self Management.
Unit –V

Business and corporate Etiquettes --Overview of Interview –Self introduction at various forums and during Interview -Mock Interview – CV Preparation-Group Discussion

List of Practical Assignments for Record and Viva voce

- Public Speaking
- Different styles of Communication (Role Play)
- Presentation Using Visual aids (Power Point Presentation)
- Goal Setting (Preparing individual action Plans including Short term and Long term)
- Article Writing
- SWOT Analysis (Individual SWOT)
- Event Management (Present a report about any Events organized by Student Group)
- Case Study analysis (Individual & Group Discussion about Case )
- Emotional Intelligence (Analyzing individual Students EQ)
- Etiquette for Managers (Practicing different etiquettes in classroom)
- Interview preparation
- Mock Interviews(Activity)
- Self Introduction
- CV Preparation

COURSE OUTCOMES:

On the successful completion of the course, student will be able to:

- Develop good managerial communication skills and in depth understanding of Communication skills under different circumstances
- The students would acquire Article Writings skills and self-analysis for their individual development
- Ability to prepare Business report speak efficiently, develop good presentation skills, interview skills and cv

TEXT BOOKS

1. Bovee, Thill, Schatzman, (2005), Business communication Today, Pearson Education

**REFERENCE BOOKS:**

2. *Business communication*, Pearson Education Namarta Palta,
4. *Effective Communication and Public Speaking*, Jaico Publishing Priyadarshini Patnaik,
5. *Group Discussion and Interview Skills*, Cambridge University Press Pvt. Ltd. Puja Wali Mann,
COURSE OBJECTIVE:

The Main Objectives of this course are to:

- To enable students to recognize the importance of strategy in the business.
- To demonstrate the knowledge to differentiate the various types of strategy.
- To equip students to use tools to analyze the internal and external environment of the business.
- To enable students to evaluate various strategy and make a choice of the strategy.
- To choose frameworks to measure the effectiveness of the strategy implementation.

UNIT I:

Strategic planning and strategic management: Strategic planning: strategic, operational and tactical planning - Evolution and levels of strategic planning - dimension of strategic decisions - challenges - Strategic management process.

UNIT II:

Environmental analysis: external and internal environment, components of external and internal environment, environmental scanning.

Industry analysis - Competitive analysis - Internal analysis: Resource Based view, SWOT analysis, Value Analysis, concept of synergy.

UNIT III:


UNIT IV:
Strategic analysis and choice: Portfolio Analysis-BCG Growth-Share Matrix, GE Business Screen, Shell’s Directional Policy Matrix, International Portfolio Analysis; Corporate Parenting.

Strategic implementation: Steps-structural issues- behavioral issues- strategic leadership

UNIT V:

Strategic evaluation and control: Strategic evaluation- importance, barriers, evaluation criteria, Strategic control-operational control-process –techniques- effective control system.

Strategic management in Public sector corporate entrepreneurship, non-profit organizations –Business ethics and corporate social responsibility.

COURSE OUTCOMES:

On the successful completion of the course, student will be able to:

➢ Ability to understand the Strategic management process and social responsibility of business organizations
➢ In-depth understanding about the need for developing competitive advantage for organizations
➢ Provides insights into various corporate and business level strategies
➢ Facilitates to identify the various control systems required for organizational strategy implementation process
➢ Enhances the cognitive knowledge about various strategic issues and development of new business models

TEXT BOOK:


E-BOOKS: https://studentzone-ngasce.nmims.edu/content/Strategic%20Management/Strategic_Management_lBdA3TJvQg.pdf

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1. https://www.coursera.org/learn/strategic-management

2. https://onlinecourses.swayam2.ac.in/imb20_mg33/preview
REFERENCE BOOKS:


COURSE OUTCOMES:

The Main Objectives of this course are to:

- To provide an overview of Global Business and Environment.
- To provide exposure to the students on various issues with Foreign Exchange Markets.
- To enable students to know the trends in Global Business.

UNIT I:


UNIT II:


UNIT III:


UNIT IV:


UNIT V:

COURSE OUTCOMES:

➢ Get an overview of Global Business and Environments.

➢ Get an exposure to the students on various issues with Foreign Exchange Markets.

➢ Ability to identify trends in Global Business.

TEXT BOOK:


E-BOOKS:
https://www.tutorialspoint.com/international_business_management/international_business_management_tutorial.pdf

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

REFERENCE BOOKS:


CORE XIII - MARKETING MANAGEMENT

COURSE OBJECTIVE:

The Main Objectives of this course are to:

- To familiarize with the various concepts of marketing
- To understand consumer behaviour
- To know emerging trends in marketing

UNIT I:


UNIT II:


UNIT III:


UNIT IV:


UNIT V:

**COURSE OUTCOME:**

**On the successful completion of the course, student will be able to:**

- Analyse the innovative marketing information
- Able to explore the marketing avenues.
- Implement tools of green marketing & internet marketing

**TEXT BOOKS:**

Marketing Management, Philip Kotler, PHI Learning.

**E-BOOKS:** [https://studentzone-ngasce.nmims.edu/content/Marketing%20Management/Marketing_Management_ZOSMLuTCjy.pdf](https://studentzone-ngasce.nmims.edu/content/Marketing%20Management/Marketing_Management_ZOSMLuTCjy.pdf)

**Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]**

1. [https://swayam.gov.in/nd1_noc20_mg04/preview](https://swayam.gov.in/nd1_noc20_mg04/preview)
2. [https://www.youtube.com/watch?v=IgJQkqgN95w&list=PLbMVogVj5nJRlJ4IAQinM1Q_SimUWfn](https://www.youtube.com/watch?v=IgJQkqgN95w&list=PLbMVogVj5nJRlJ4IAQinM1Q_SimUWfn)

**REFERENCE BOOKS:**

3. Marketing Management, Dr.C.B.Gupta, Dr.N.Rajan Nair, Sultan Chand & Sons.
COURSE OBJECTIVES:

The Main Objectives of this course are to:

- To understand the theoretical framework of financial services in India.
- To make an in-depth knowledge in Merchant banking and Retail financial services.
- To make students learn the principal of insurance and insurance industry in India.

UNIT I:


UNIT II:


UNIT III:

Arrangements. Dealing with Bankers to the Issue, Underwriters, Registrars, and Brokers. – Offer for Sale – Book – Building – Green Shoe Option – EIPO Private Placement – Bought out Deals – Placement with FIs, MFs, FIIs, etc. off - Shore Issues.

UNIT IV:


UNIT V:


COURSE OUTCOMES:

On the successful completion of the course, student will be able to:

- A thorough grounding of financial service concepts.
- Gain an understanding of Merchant banking and Retail financial service.
- Gain knowledge about insurance and insurance industry in India

TEXT BOOK:

Financial Services and system K.Sasidharan and Alex K Mathews, , Tata McGraw-Hill.

E-BOOKS:

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]


2 .https://swayam.gov.in/nd1_noc19_mg36/preview
**REFERENCE BOOKS:**
3. Lease Financing and Hire Purchase including Consumer Credits, Vinod Kothari, Wadhara& Company.
5. AMFI & SEBI Guidelines.
MASTER OF BUSINESS ADMINISTRATION (M.B.A.)

SEMESTER - III

AREA - FINANCE

ELECTIVE II - SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

COURSE OBJECTIVES:

The Main Objectives of this course are to:

- To teach the fundamentals of investments along with the analysis and strategies to become successful investor.
- To equip the students with the theoretical and practical knowledge of Capital market. It will start from the investment introduction to the performance Evaluation of securities and portfolio.
- To understand deeper how market works, students will be taught the stock market fundamental. It discusses the risk return tradeoff of an individual investor; it also persists how investment in securities market is evaluated based on Fundamental and Technical analysis.

UNIT I:


UNIT II


Unit III:

Fundamental Analysis: Economic Analysis, Industry Analysis, Company Analysis-intrinsic value of shares. Technical Analysis: Technical Analysis,

UNIT IV:


UNIT V:


COURSE OUTCOMES:

On the successful completion of the course, student will be able to:

- Understand the various alternatives available for investment and Learn to measure risk and return.
- Value the equities and bonds and also gain knowledge of the various strategies followed by investment practitioner.
- Analyze and evaluate portfolio performance and knowledgeable on the different markets and instruments.

Question Paper Pattern

Proportion of Theory and Problem has to be 60 :40

TEXT BOOK:


E-BOOKS:


Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]
1. https://swayam.gov.in/nd2_imb19_mg09/preview
2. https://www.coursera.org/learn/portfolio-management

REFERENCE BOOKS:

2. Investment Analysis and Portfolio Management, Ranaganathan and Madhumathi, Pearson Education.
3. Investment and Securities Market in India, V.A.Avadhani, Himalaya Publishing House
MASTER OF BUSINESS ADMINISTRATION (M.B.A.)

SEMESTER - III

AREA - FINANCE

ELECTIVE III - STRATEGIC FINANCIAL MANAGEMENT

COURSE OBJECTIVES:

The Main Objectives of this course are to:

➢ To provide knowledge about Strategic Financial Management.

➢ To help students to understand both corporate restructuring and corporate expansion.

➢ Acquire a reasonable knowledge in strategic cost management and corporate sickness.

UNIT I: INTRODUCTION

Financial Planning – Analysing Financial Performance – Approaches to Financial Planning – Short & long term Financial planning, as model for SFM. Health care models – medical health prevention and promotion model, integrative model and developmental model; holistic approach to health; alternative system of health – yoga naturopathy.

UNIT II CORPORATE RESTRUCTURING


UNIT III CORPORATE EXPANSION


UNIT IV STRATEGIC COST MANAGEMENT

Remedies – Cost of Quality and Long – Term Profitability – Activity Based Costing Principles – Activity Based Management – Target Costing.

UNIT V CORPORATE SICKNESS


COURSE OUTCOMES:

On the successful completion of the course, student will be able to:

- Identify the concepts of Strategic Financial Management
- Ability to understand the corporate restructuring and corporate expansion.
- Facilitates to identify both strategic cost management and corporate sickness.

Question Paper Pattern

Proportion of Theory and Problem has to be 80 :20

TEXT BOOK:

1. Mergers, Restructuring & Corporate Control, FRED WESTON/KWANG CHUNG.


REFERENCE BOOKS:


COURSE OBJECTIVES:

The Main Objectives of this course are to:

- To provide knowledge about Strategic Human Resource Management
- To help students understand the transformation in the role of HR functions from being a support function to strategic function.
- To highlights the Managing Strategic organizational renewal and restructuring SHRM

UNIT I


UNIT II


UNIT III

UNIT IV


UNIT V


COURSE OUTCOMES:

On the successful completion of the course, student will be able to:

- Students would have gained knowledge on the various aspects of SHRM
- Students will look at SHRM in a broader, comparative and international perspective to deal with complex issues and manifold risks.
- Students would be aware of the emerging concepts in the field of SHRM

TEXT BOOK:


E-BOOKS:

http://www.coris.uniroma1.it/sites/default/files/14.18.44_Armostrong%20M. pdf

REFERENCE BOOKS:

COURSE OBJECTIVES:

The Main Objectives of this course are to:

- To have a broad understanding of the legal principles governing the employment relationship at individual and collective level.
- To familiarize the students to the practical problems inherent in the implementation of labour statutes.
- To have a broad understanding of the legal principles governing the employment relationship at individual and collective level.

UNIT I:


UNIT II:


UNIT III:

Workmen’s Compensation Act, 1923 and its objectives- Disablement under the Act-Accidents out of employment and course of employment- quantum of compensation.

UNIT IV:

Payment of Gratuity Act, 1972- Scope , applicability, minimum gratuity, nomination, rights of Employer and duties of Employee.
Payment of Bonus Act, 1965
Minimum Wages Act, 1948
Payment of Wages Act, 1936
UNIT-V

Trade Union Act, 1926- Functions, Registration, Applicability - International Labour Organization - Modern trend and Industrial Legislation.

COURSE OUTCOMES:

On the successful completion of the course, student will be able to:

➢ To appreciate the application of labour laws. Legal Provision relating to a) Wages b) Working Conditions and Labour Welfare c) Industrial Relations d) Social Security
➢ Industrial relations system and Trade unions Industrial Disputes and labour welfare measures
➢ Labour legislation introduction and legal provisions for factory workers, wages and Bonus
➢ Legal provisions for equal remuneration, gratuity, compensation, industrial employment and Apprenticeship

TEXT BOOK:

Industrial Relations and Labour Legislation M.R. Sreenivasan, Margam Publications

E-BOOKS:
https://www.icsi.edu/media/webmodules/Labour_Laws&_Practice.pdf

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1. https://www.youtube.com/watch?v=rpllj8kbPBQ
2. https://nptel.ac.in/courses/122/105/122105020/

REFERENCE BOOKS:

1. Industrial Law, N.D. Kapoor, Sultan Chand & Sons, NewDelhi.
COURSE OBJECTIVES:

The Main Objectives of this course are to:

- To understand individual and group behaviour at work place so as to improve the effectiveness of organization.
- To understand conflict and strategies to resolve the conflict.
- Provide knowledge about industrial conflict and the ways to settle employee grievances.

UNIT I:

Group dynamics – Importance - Functions of groups - Group Decision Making.

UNIT II:

Team working - team roles - types of teams - team building - stages of team development - team effectiveness - Dynamics of power and politics.

UNIT III:

Interpersonal communication - Communication process – Communication effectiveness - using feedback - Transactional Analysis.

UNIT IV:

Conflict Management - Role of conflict - Sources of conflict – Consequences – classification of conflicts - approaches to conflict management.

UNIT V:

Collaboration - Functions - Bases - Intervention for collaboration. Case studies related to Team building and Conflict management.
COURSE OUTCOMES:

On the successful completion of the course, student will be able to:

- The fundamentals of Negotiation, Types, process and techniques
- Develop the skillset to have manage group behavior in Organizations
- The basics of Conflict management, models, approaches and process
- Managing interpersonal, group and organizational conflict
- Conflict resolution models and cost of workplace conflict

TEXT BOOK:

Organisational Behavior, L.M.Prasad, Sultan Chand and sons.


REFERENCE BOOKS:

   Understanding Organisational Behaviour, UdaiPareek, Oxford University Press, N.Delhi.
The Main Objectives of this course are to:

- The focus of the course is on the key concepts, models, and methods that enable managers to effectively manage the development and utilization of technologies.
- The goal is to develop an awareness of the description, scope, and complexity of the phenomena, issues, and problems related to economics and management of technology and technological innovations.
- The course will mainly focus on the tools for analyzing organizational impact and Learning organization.
- In short, students will develop a better understanding of the complex issues surrounding the managerial tasks with respect to technology.

UNIT I:


Unit II:


UNIT III:

Unit IV:


UNIT V:


COURSE OUTCOME:

On the successful completion of the course, student will be able to:

- To assess the description, scope, and complexity of the phenomena, issues, and problems related to technology management;
- To discuss various problems where particular managerial decisions need to be taken such as technology acquisition and transfer;
- To describe the primary tasks and decisions that are required to turn a technological innovation into a sound business opportunity;
- To assess how to integrate engineering and business knowledge in running business successfully.

TEXT BOOK:


REFERENCE BOOKS:

5. Technological Forecasting, Rohatgi P.K et al, Tata McGraw-Hill.

MASTER OF BUSINESS ADMINISTRATION (M.B.A.)

SEMESTER - III

AREA - OPERATIONS

ELECTIVE II - TOTAL QUALITY MANAGEMENT

COURSE OBJECTIVES:

The Main Objectives of this course are to:

- To learn the basic concepts of quality, various principles and practices of Quality Management
- To learn the concept of total quality management with quality audit
- To learn Scope of Human Resource Management in TQM environment.
- To learn Motivation the internal politics, Quality circles, Self-managed teams and Implementing Employee Involvement programs.

UNIT I:


UNIT-II:


UNIT III:


UNIT IV:


UNIT V:

Importance of employee participation - Historical foundation of employee involvement programs classical and industrial engineering approaches, SQC, Behavioral management innovations, Quality circles - Self managed teams - Implementing Employee Involvement programs.

COURSE OUTCOMES:

On the successful completion of the course, student will be able to:

- Understanding the evolution of Quality management
- Understanding of qualityAudits,Quality Improvements, philosophies and practices
- Ability to apply statistical process control to enhance qualityConcepts of TQM, Business Excellence models.
- Ability to apply quality tools to enhance organization’s quality performance
- Awareness of quality circles and Implementing Employee Involvement programs.

TEXT BOOK:


Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1. https://swayam.gov.in/nd2_imb20_mg46/preview
2 .https://swayam.gov.in/nd2_imb20_mg28/preview
3 .https://swayam.gov.in/nd1_noc20_mg57/preview
4.https://swayam.gov.in/nd2_imp20_mg35/preview

REFERENCE BOOKS :


MASTER OF BUSINESS ADMINISTRATION (M.B.A.)

SEMESTER - III

AREA - OPERATIONS

ELECTIVE III - SUPPLY CHAIN MANAGEMENT

COURSE OBJECTIVE:

The Main Objectives of this course are to:

- Understand the importance of and major decisions in supply chain management for gaining competitive advantage
- Develop a sound understanding of the important role of supply chain management in today’s business environment
- Become familiar with current supply chain management trends
- Understand and apply the current supply chain theories, practices and concepts utilizing case problems and problem-based learning situations

UNIT I:


UNIT II:


UNIT III:


UNIT IV:

UNIT V:


COURSE OUTCOMES:

- Understanding of supply chain fundamentals
- Ability to design supply chain networks to enhance supply chain performance
- Ability to plan demand based on inventory and supply
- Understanding the role of logistics in supply chain performance
- Awareness of innovations for sustainable supply chains

COURSE OUTCOME:

On the successful completion of the course, student will be able to:

- Apply foundational business skills needed in SCM settings.
- Distinguish cross-functional business processes in supply chains.
- Practice analytical business skills to address SCM challenges.
- Make decisions affecting supply chain’s “plan,” “deliver,” and “customer management” functions.

TEXT BOOK:


Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]
1. https://swayam.gov.in/nd2_cec20_mg31/preview
2. https://www.edx.org/course/supply-chain-analytics
3. https://swayam.gov.in/nd2_imb20_mg42/preview
REFERENCE BOOKS:

MASTER OF BUSINESS ADMINISTRATION (M.B.A.)

SEMESTER - IV

AREA - MARKETING

ELECTIVE I - RETAIL MANAGEMENT

COURSE OBJECTIVES:

The Main Objectives of this course are to:

- To familiarize with the various concept of Retail marketing.
- To understand Retail location.
- To know emerging trends in Global Retailing.

UNIT I:


UNIT II:

Retail Model and Theories of structural changes in retailing – Classification of retailers and retail markets – Life cycle and phase in growth of retail markets – Methods of customer interaction.

UNIT III:

Retail location strategy – Retail location theories Importance of location decision – Types of location decision and its determining factors – Site selection analysis – Selection of shopping centre or market — Location assessment procedures.

UNIT IV:

Retail in India – Evaluation and Size of retail in India – Drivers of retail change in India – Foreign Direct Investment in retail – Challenges to retail developments in India- Recent Trends in Retailing in India- On line Retailing

UNIT V:
Global retail market: Strategic planning process for global retailing – Challenges facing global retailers – Challenges and threats in global retailing – Factors affecting the success of a global retailing strategy.

**COURSE OUTCOME:**

**On the successful completion of the course, student will be able to:**

- Analyse the innovative Retail Marketing information.
- Able to explore the Retail avenues.
- Implement tool of customer interaction.

**TEXT BOOK:**


**E-BOOKS:**


**Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]**

1. https://swayam.gov.in/nd2_cec20_mg01/preview


**REFERENCE BOOKS:**


COURSE OBJECTIVES:

The Main Objectives of this course are to:

- To familiarize with the various concepts of service marketing
- To understand the various market segmentation and issue in service marketing
- To know emerging trends in marketing strategies of service marketing

UNIT I:


UNIT II:


UNIT III:


UNIT IV:


UNIT V:

Products – Marketing of Educational Service – Marketing of Entertainment Services – Internationalization of Services.

COURSE OUTCOME:

On the successful completion of the course, student will be able to:

1. Analyse the innovative practice in service marketing.
2. Able to explore the market segmentation in service marketing.
3. Implement tools of marketing strategies od service marketing.

TEXT BOOK:

1. Services Marketing, The Indian Context, R. Srinivasan, PHI.

E-BOOKS:

https://gurukpo.com/Content/BBA/Service_Marketing.pdf

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1. https://www.mooc-list.com/course/services-marketing-next-level-openlearning
2. https://swayam.gov.in/nd1_noc20_mg12/preview

REFERENCE BOOKS:

COURSE OBJECTIVES:

The Main Objectives of this course are to:

- Develop a better understanding of marketing communications, its role and value as marketing tool
- Understand and appreciate integrated marketing communications and its channels
- Develop the skills needed in creating IMC programs
- Be able to effectively evaluate communications program

UNIT I:

Integrated Marketing Communication (IMC) – An integrated marketing communication plan – Value of IMC plan – Globally integrated marketing communication.

Promotion opportunity Analysis – Communication market analysis – Establishing a Communication budget – Types of budget.

UNIT II:

Advertising management – Advertising and the IMC process – Choosing an agency – Advertising planning and research – Advertising goals.

Advertising design – Advertising theory – Types of advertising appeals – Structures of an advertisement agency.

UNIT III:


UNIT IV:


UNIT V:


COURSE OUTCOME:

On the successful completion of the course, student will be able to:

- Know how IMC fits into the marketing mix.
- Understand how the communications process fits into and works with consumer behavior with emphasis on the consumer decision making process.
- Develop an awareness of the connection between marketing communications tools, and how each can be used effectively-individually or in an integrated mix.

TEXT BOOKS:

Integrated Advertising, Promotion and Marketing Communication, Clow Baack, PHI Learning

E-BOOKS:
https://repository.up.ac.za/bitstream/handle/2263/24225/02chapter2.pdf?sequence=3&isAllowed=y
REFERENCE BOOKS:

COURSE OBJECTIVES:

The Main Objectives of this course are to:

- To know about the recent information systems and technologies.
- To understand the importance of information in business with Systems Analysis, Interface Structure Design, Object-Oriented Analysis and Design, and Testing.
- To know the technologies and methods used for effective decision making in an organization.

UNIT I:


UNIT II:

Systems Analysis: Developing an Analysis Plan. - Process Modeling: Data Flow Diagrams (Gane and Sarson, DeMarco and Yourdan), Use Case Diagrams. Data Modeling:


UNIT III:

UNIT IV:


UNIT V:


COURSE OUTCOME:

On the successful completion of the course, student will be able to:

- Learn the basics of Systems Development Life Cycle.
- Understand the system development methodologies.
- Learn the various technologies in information system and its security.
- Gains knowledge on effective applications of information systems in business.

TEXT BOOKS:


E-BOOKS:

REFERENCE BOOKS:


COURSE OBJECTIVES:

The Main Objectives of this course are to:

- To understand the various project management phases – Initiation, Planning, Tracking and Closure
- To study various project estimation methodologies, process models and risk management
- To understand quality assurance in software development

UNIT I:


UNIT II:


UNIT III:


UNIT IV:

SCHEDULING ACTIVITIES:Project Management Resource Activities - Organizational Form and Structure - Software Development Dependencies - Brainstorming - Scheduling Fundamentals - PERT and
CPM - Leveling Resource Assignments - Map the Schedule to a Real Calendar - Critical Chain Scheduling.

UNIT V:


COURSE OUTCOMES:

On the successful completion of the course, student will be able to:

- Manage different phases of Software Project Management
- Identify Risk and create risk mitigation plan
- Apply software quality assurance for better quality software delivery

TEXT BOOK:


E-BOOKS:

REFERENCE BOOKS:

2. Software Project Management – A concise study, SA Kelkar – PHI.
MASTER OF BUSINESS ADMINISTRATION (M.B.A.)

SEMESTER - IV

AREA - SYSTEMS

ELECTIVE III - DECISION SUPPORT SYSTEMS

COURSE OBJECTIVES:

The Main Objectives of this course are to:

- To understand the importance of information in Managerial decision making.
- To know about the recent Decision support systems and Group Decision Support Systems
- To understand the Intelligent Decision support systems with advanced Techniques

UNIT I:

Managerial decision making and information systems - Requirement for decision support for decision making and other executive work - Human decision making heuristics and bounded rationality - Types of Decision Support Systems

UNIT II:

Decision support systems - Introduction and overview - From human decision making to DSS - DSS architecture - Decision modeling and analysis - Decision Support Developments - Executive Information Systems - Data warehousing, access, analysis, mining and visualization.

UNIT III:


UNIT IV:
Intelligent Decision support systems - Knowledge-based decision support systems Knowledge acquisition and validation - Knowledge representation - Inference techniques.

Decision Making Under Uncertainty - Introduction and overview - Understanding risk in making decisions - Managerial risk taking and organizational decision making - Modeling uncertainty

UNIT V:

Advanced Techniques - Neural Network fundamentals - Neural Network Architecture Simple Neural Network applications - Genetic Algorithm - Fuzzy Logic - Fuzzy Sets in decision making - Intelligent software agents and creativity - System integration and future of DSS.

COURSE OUTCOME:

On the successful completion of the course, student will be able to:

- Decision Support Systems are tools decision makers use to gain a better understanding of their business
- DSS focuses how models, data, and other analytical tools, decision makers might use in the reasoned consideration of the options available to them.
- Understand the Group Decision Support Systems in the current business environment and the Intelligent Decision support systems.
- Gains knowledge on effective applications of information systems and advanced Techniques in business.

TEXT BOOKS


E-BOOKS:

REFERENCE BOOKS:


MASTER OF BUSINESS ADMINISTRATION (M.B.A.)

EXTRA DISCIPLINARY COURSE

EDC I - ENTREPRENEURSHIP DEVELOPMENT

COURSE OBJECTIVES:

The Main Objectives of this course are to:

- To make successful entrepreneurs
- To equip and develop the learner’s entrepreneurial skills and qualities essential to undertake business.
- To explain development of entrepreneurs in sources of business and Institutional Finance.
- To enable him to relate his product and industry to the total environment, to find what is significant in it and to take it into account in his decisions and actions.

UNIT I:

Concept of Entrepreneur and Entrepreneurship – Major Entrepreneurial Competencies – Qualities of Successful Entrepreneur – Types of Entrepreneur – Knowledge and Skills Required for an Entrepreneur.

UNIT II:

Entrepreneurial Environment – Economic and Non-Economic Factors – Entrepreneurial Motivation – Need for EDPS.

UNIT III:


UNIT IV:

UNIT V:


COURSE OUTCOMES:

On the successful completion of the course, student will be able to:

- The learners will gain entrepreneurial competence to run the business efficiently.
- The learners are able to undertake businesses in the entrepreneurial environment and Institutional Finance
- The learners are capable of preparing business plans, feasible Projects and develop their business ventures successfully
- The learners shall monitor the business effectively towards growth and development by Launching and Development of Small Business

E-BOOKS:

REFERENCE BOOKS:

5. Entrepreneurship Development – Gupta & Srinivasan – S.Chand
COURSE OBJECTIVES:

The Main Objectives of this course are to:

- Learn to apply stress management principles in order to achieve high levels of performance
- Practice a wide range of stress management techniques and evaluate their effectiveness in dealing with their own personal challenges
- Develop various coping strategies to handle stress
- Maintain a stress awareness log. Include identification of causes, symptoms, and analysis of effects.
- Gather information on current stress management techniques and evaluate personal relevance.

UNIT I:


UNIT II:


Career Plateauing – Identify career plateaus – Structural and content plateauing – Making a fresh start – Importance of sabbaticals – Counseling out – Executive leasing – Sustaining a marketable career.

UNIT III:

UNIT IV:


UNIT V:


COURSE OUTCOME:

On the successful completion of the course, student will be able to:

- Understand and explain the concept of Stress and types of stress
- Evaluate the cultural differences causing stress
- Assess and analyze the symptoms, causes and effects of personal and academic stressors in order to implement appropriate stress management techniques.
- The learners Monitor effectiveness of stress management techniques and revise to meet current needs and crisis management.
- The learners shall manage self and self-development by practicing yoga for life

E-BOOKS:

REFERENCE BOOKS:


