

THANTHAI HANS ROEVER COLLEGE

(Autonomous)

Accredited by NAAC

UGC Recognized 2(f) and 12(B) Institution

Affiliated to Bharathidasan University, Tiruchirapalli

Perambalur–621 220, Tamil Nadu, India



BBA/MBA/M.Phil/ and add- on Courses in Management Studies

CHOICE BASED CREDIT SYSTEM SYLLABUS

SEMESTER PATTERN

**PG & RESEARCH DEPARTMENT OF
MANAGEMENT STUDIES**

(2018-2019 ONWARDS)

2019/AC/2.2.4 Minutes of the meeting of the Board of Studies in MANAGEMENT STUDIES

BOS 2nd Meeting held on 18 August 2018

The following resolutions were made in the meeting

It is resolved that there is no revision/change required in the syllabus for the academic year 2017-2018 and decided to follow the same syllabus as approved in the first meeting of the Board of Studies held on 9th July 2016.

After a brief introduction, the following items were taken up for discussion and the resolutions were passed:

1. Revised Syllabus of Management Studies

- Resolved to approve the revised syllabus, choice-based credit system, Course pattern for BBA & MBA from the academic year 2018-2019 onwards.
- Resolved to approve the revised syllabus, choice-based credit system, Course pattern for M.Phil. from the academic year 2018-2019 onwards.

2. Question paper Pattern

- Resolved to adopt the question paper pattern of Bharathidasan University for all the academic Programmes offered by the department.

3. Panel of Examiners

- Resolved to approve the Suggested Panel for appointment of Examiners

4. Power to Chairperson

- The Chairperson was authorized to make minor changes if required

5. Other matters

- Resolved to approve the changes of the subject code suitable to course structure of the parent university.



Master of Business Administration Course Structure under CBCS

(For the candidates admitted from the academic year 2018-2019 onwards)

Semester	Course	Course Code	Title of the Course	Ins. Hours/ Weeks	Credit	Exam Hours	CIA (Max)	ESE (Max)	Total (Max)
I	Core Course – I (CC)	18PMS1CC1	Principles of Management	5	5	3	25	75	100
	Core Course – II (CC)	18PMS1CC2	Economic Analysis of Business	5	5	3	25	75	100
	Core Course – III (CC)	18PMS1CC3	Managerial Communication	5	5	3	25	75	100
	Core Course – IV (CC)	18PMS1CC4	Organizational Behaviour	5	5	3	25	75	100
	Core Course – V (CC)	18PMS1CC5	Mathematics and Statistics for Managers	5	5	3	25	75	100
	Core Course – VI (CC)	18PMS1CC6	Accounting for Managers	5	5	3	25	75	100
				Total	30	30	-	150	450
II	Core Course – VII (CC)	18PMS2CC7	Operations Research	5	5	3	25	75	100
	Core Course – VIII (CC)	18PMS2CC8	Production Management	5	5	3	25	75	100
	Core Course – IX (CC)	18PMS2CC9	Marketing Management	5	5	3	25	75	100
	Core Course – X (CC)	18PMS2CC10	Human Resource Management	5	5	3	25	75	100
	Core Course – XI (CC)	18PMS2CC11	Financial Management	5	5	3	25	75	100
	Core Course – XII (CC)	18PMS2CC12	Management Information System	5	5	3	25	75	100
				Total	30	30	-	150	450
III	Core Course – XIII (CC)	18PMS3CC13	Research Methodology	5	5	3	25	75	100
	Core Course – XIV (CC)	18PMS3CC14	Legal Aspects of Business	4	4	3	25	75	100
	Core Course – XV (CC)	18PMS3CC15	Enterprise Resource Planning	4	4	3	25	75	100
	Elective Course - I		Course A-I/B-I/C-I/D-I/E-I	5	4	3	25	75	100
	Elective Course - II		Course A-II/B-II/C-II/D-II/E-II	5	4	3	25	75	100
	Elective Course - III		Course A-III/B-III/C-III/D-III/E-III	5	4	3	25	75	100
	Managerial skills	18PMS3MS	Managerial skills	2	2	3	25	75	100
				Total	30	27	-	175	575

IV	Core Course – XVI (CC)	18PMS4CC16	Strategic Management	5	5	3	25	75	100
	Core Course – XVII(CC)	18PMS4CC17	International Business Management	5	5	3	25	75	100
	Core Course – XVII (CC)	18PMS4CC18	Entrepreneurial Development	5	5	3	25	75	100
	Elective Course - IV		Course A-IV/B-IV/C-IV/D-IV/E-IV	5	4	3	25	75	100
	Elective Course - V		Course A-V/B-V/C-V/D-V/E-V	5	4	3	25	75	100
	Elective Course - VI		Course A- VI/B-VI/C-VI/D-VI/E-VI	5	4	3	25	75	100
			Total	30	27	-	150	450	600
	Project Work	Dissertation 80 + Viva voice 20) Actual Project during III semester Holidays and Viva Voice during IV semester		-	6	-	-	-	100
Total			-	6	-	25	75	100	
Grand Total			120	120	-	650	1950	2600	

Specialization are offered in the following areas

- ❖ Marketing
- ❖ Finance
- ❖ Human resource
- ❖ Operations
- ❖ Systems

List of Elective Courses (For 2018 – 2019)

Elective	Semester	Course Code	Title of the Course
Elective-I	III	18PMS3EM1	Consumer Behaviour
	III	18PMS3EF1	Security Analysis & Portfolio Management
	III	18PMS3EH1	Organizational Development
	III	18PMS3EO1	Supply Chain Management
	III	18PMS3ES1	Advanced Database Management System
Elective-II	III	18PMS3EM2	Advertising and Sales Promotion
	III	18PMS3EF2	Financial Services
	III	18PMS3EH2	Reward Management
	III	18PMS3EO2	Total Quality Management
	III	18PMS3ES2	Data mining for Business Intelligence
Elective-III	III	18PMS3EM3	E-Marketing
	III	18PMS3EF3	Strategic Cost Management
	III	18PMS3EH3	Leadership and Change Management

	III	18PMS3EO3	World class manufacturing
	III	18PMS3ES3	Decision Support System and Intelligent Systems
Elective-IV	IV	18PMS4EM4	Retail Management
	IV	18PMS4EF4	Commercial Bank Management
	IV	18PMS4EH4	Public Relation Management
	IV	18PMS4EO4	Material Requirements Planning
	IV	18PMS4ES4	E-Business Management
Elective-V	IV	18PMS4EM5	Business to Business Marketing
	IV	18PMS4EF5	Corporate Finance
	IV	18PMS4EH5	Managing Interpersonal Effectiveness
	IV	18PMS4EO5	Advanced Production Management
	IV	18PMS4ES5	Knowledge Management Systems
Elective-VI	IV	18PMS4EM6	Sales and Distribution Management
	IV	18PMS4EF6	Risk Management and Insurance
	IV	18PMS4EH6	Group Dynamics
	IV	18PMS4EO6	Manufacturing Resource Planning
	IV	18PMS4ES6	Cloud computing

Note:

Project : 100 Marks
Dissertation : 80 Marks
Viva Voice : 20 Marks

Core Papers - 18
Elective Papers - 6
Managerial skills Papers - 1
Project - 1

Note:

1. Theory Internal 25 marks External 75 marks
2. Separate passing minimum is prescribed for Internal and External
 - a) The passing minimum for CIA shall be 40% out of 25 marks (i.e. 10 marks)
 - b) The passing minimum for University Examinations shall be 40% out of 75 marks (i.e. 30 marks)
 - c) The passing minimum not less than 50% in the aggregate.

SEMESTER – I

CORE COURSE – I: PRINCIPLES OF MANAGEMENT

Course Code: 18PMS1CC1

Hours : 5

Credit : 5

Total Marks: 100

External Marks: 75

Internal Marks: 25

OBJECTIVES: After completion of the course the students will be able:

- To understand how an organization functions and wide variety of issues managers face.
- To familiarize the students to the basic concepts of management.
- To explain the various functions of management viz planning, organizing, directing & controlling.

UNIT I INTRODUCTION TO MANAGEMENT

(Credit:1)

Organization- Management- Role of managers- Evolution of management thought- Organization and the environmental factors- Managing globally- Strategies for International business.

UNIT II PLANNING

(Credit:1)

Nature and purpose of planning- Planning process- Types of plans- Objectives- Management by Objectives (MBO) – Strategies: Types of strategies – Policies – Decision Making- Types, process, Rational decision-making process- Decision making under different conditions.

UNIT III ORGANISING

(Credit:1)

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.

UNIT IV DIRECTING

(Credit:1)

Staffing and Directing: General principles, importance and techniques - Training- Performance appraisal.

UNIT V CONTROLLING

(Credit:1)

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. Prasad L.M. “Principles and Practice of Management”, New Delhi, Sultan Chand & Sons.
2. Tripathy P.C & Reddy P.N. “Principles of Management”, New Delhi, Tata Mc-Graw Hill Publishing company Ltd.

REFERENCE BOOKS

3. Harold Koontz, Heinz wehrich & Ramachandra Aryasri, “Principles of Management”, New Delhi, Tata Mc-Graw Hill Publishing company Ltd.,
1. Govindharajan. M. & Natarajan S. “Principles of Management”, New Delhi, PHI Learning Private Limited.
2. Rao V.S.P. & Narayana P.S. “Principles and Practice of Management”, Delhi, Konark Publishers Private Ltd.

CORE COURSE – II: ECONOMIC ANALYSIS OF BUSINESS

Course Code: 18PMS1CC2
Hours : 5
Credit : 5

Total Marks : 100
External Marks: 75
Internal Marks: 25

OBJECTIVES: After completion of the course the students will be able

- To understand the concepts of economics in Business.
- To define the basic concepts of scarcity and efficiency.
- To explain the product and factor market.
- To describe principles of micro and macro economics relevant to managing an organization.

UNIT - I BASIC INTRODUCTION

(Credit:1)

Micro economies and Macro economies – Role of economics in decision making– Significance Positive Vs Normative economics.

UNIT II MICRO ECONOMICS

(Credit:1)

Short-run and long-run production - Cost Functions – Returns to scale – economies Vs diseconomies of scale – Analysis of cost – Relation between Production and Cost function.

UNIT III PRODUCT AND FACTOR MARKET

(Credit:1)

Product market – perfect and imperfect market – different market structures – factor market – Land, Labour and capital – Demand and supply – determination of factor price – Interaction of product and factor market – General equilibrium and efficiency of competitive markets – Monopoly, Oligopoly, Duopoly.

UNIT IV MACRO ECONOMICS

(Credit: 1)

Macro-economic aggregates – circular flow of macroeconomic activity – Aggregate demand and supply – Macroeconomic equilibrium – Components of aggregate demand and supply – Monetary Economics- Role & Perspectives.

UNIT V INDIAN ECONOMY

(Credit:1)

National Income – Concepts, Measurement and Difficulties -Unemployment and its impact – Okun’s law – Inflation and the impact – reasons for inflation —Inflation Vs Unemployment tradeoff – Phillips curve – Money market- Basic Features of Industrial Policy, Monetary Policy & Fiscal Policy – Recent development in Indian Economy.

TEXT BOOKS

1. Paul A. Samuelson, William D. Nordhaus, Sudip Chaudhuri & Anindya Sen, “Economics”, New Delhi, Tata McGraw Hill.
2. William Boyes & Michael Melvin, “Textbook of economics”, India, Biztantatara Publishers.
3. S.Sankaran , “ Managerial Economics” Margham Publication, chennai

REFERENCE BOOKS

1. Gregory Mankiw N. “Principles of Economics”, New Delhi, Thomson learning.
2. Richard Lipsey & Alec Charystal, “Economics”, New Delhi, Oxford University Press.
3. Karl E. Case and Ray C. Fair “Principles of Economics” New Delhi, Pearson Education.
4. R.L.Varshney & K.L.Maheswari, “Managerial Economics”, Sulthan Chand & Sons, New Delhi.

CORE COURSE – III: MANAGERIAL COMMUNICATION

Course Code: 18PMS1CC3

Hours: 5

Credit : 5

Total Marks : 100

External Marks: 75

Internal Marks: 25

OBJECTIVES: After the completion of this course the students will be able

- To understand the role and importance of communication in an organisation.
- To illustrate the techniques and practices essential for managers in an organisation.
- To help frame official business letters & Reports.
- To know to conduct effective meetings.

UNIT I

(Credit:1)

Communication – Meaning and Significance for Management - Process - Types of Communication – Media – Barriers to Communication – Principles of Effective Communication- Traditional methods of communication - Recent advancements in Communication.

UNIT II

(Credit:1)

Correspondence – Norms for Business Letters – Letter for different kinds of situations – Personalized stand letters, enquiries, customers’ complaints, collection letters – Sales promotion letters.

UNIT III

(Credit:1)

Report Writing – Structure of Reports – Long & Short Reports – Formal & Informal Reports – Writing Research Reports, Technical Reports – Norms for including Exhibits & Appendices.

UNIT IV

(Credit:1)

Non-verbal communication – Personal Appearance Posture – Body Language – Use of Charts, Diagrams & Tables – Visual & Audio Visual Aids for communication – Dyadic communication : Face to Face Communication – Telephonic Conversation.

UNIT V

(Credit:1)

Conducting Meetings: Procedure – Preparing agenda, Minutes and Resolutions Conducting Seminars & Conferences: Procedure of Regulating Speech Evaluating Oral Presentation – Group Discussion: Drafting Speech – Negotiation Skills.

TEXT BOOKS

1. Pal & Korlahalli J.S. “Essentials of Business Communication”, New Delhi, Sultan Chand & Sons, Educational Publishers.
2. Bhatia R.C. “Business Communication”, New Delhi, Ane Books Private Limited.

REFERENCE BOOKS

1. Meenakshi Raman & Prakash Singh, “Business Communication”, New Delhi, Oxford University Press.
2. Jain N.C. & Saakshi “Essentials of Business Communication”, New Delhi, AITBS Publishers & Distributors.
3. Dona J. Young “Foundations of Business Cmmunication”, New Delhi, Tata McGraw Hill Publishing Company Limited.

CORE COURSE – IV: ORGANISATIONAL BEHAVIOUR

Course Code: 18PMS1CC4

Total Marks : 100

Hours : 5

External Marks: 75

Credit : 5

Internal Marks: 25

OBJECTIVES: After the completion of this course the students will be able

1. To understand the basic organizational processes to bring about change in organizational behavior.
2. To illustrate Perception, personality, learning, motivation, group behaviour and conflict management.
3. To identify appropriate job design and organisational culture.
4. To determine emerging challenges and managing work stress.

UNIT I

(Credit:1)

History of Management Thought - Definition, concept of Organizational Behaviour, foundations of OB, contributing disciplines to the OB field, challenges and opportunities for OB.

UNIT II

(Credit:1)

Individual behaviour, Attitudes and values; Perception - concept, process, errors and applications; Personality - concept, determinants, theories and applications; Learning - concept and theories of learning, reinforcement.

UNIT III

(Credit:1)

Motivation – concept, theories of motivation; Group behaviour – concept, types of group, group development, group dynamics; Conflict- concept, sources, types, management; Organizational power and politics.

UNIT IV

(Credit:1)

Organizational learning; organizational culture; Power and political behaviour -sources of power, effective use of power. Organisational policies.

UNIT V

(Credit:1)

Emerging challenges, managing diversity, globalization, technology transformation, e -business, promoting ethical behaviour - Work Stress - stress model, cause, consequences and coping strategies.

TEXT BOOKS

1. Stephen P Robbins & Seema Sanghi “Organizational Behavior”, New Delhi, Pearson-Prentice Hall.
2. Aswathappa “Organisation Behaviour”, New Delhi, Himalaya Publishing House.

REFERENCE BOOKS

1. Newstrom John W “Organizational Behaviour: Human Behaviour at Work”, New Delhi, Tata Mc Graw Hill.
2. Luthans F “Organisation Behaviour”, New Delhi, Prentice Hall of India.
3. Hersey Paul, Blanchard, Kenneth H & Johnson Dewey E “ Management of Organizational Behavior”, New Delhi, Pearson Education.

CORE COURSE – V: MATHEMATICS AND STATISTICS FOR MANAGERS

Course Code: 18PMS1CC5

Hours : 5

Credit : 5

Total Marks : 100

External Marks: 75

Internal Marks: 25

OBJECTIVES: After completion of the course the students will be able

- To understand the concept of matrices.
- To explain the concepts and application of limit of function.
- To categorize the various types of correlation and regression.
- To test the hypothesis using various statistical test.

UNIT I

(Credit:1)

Matrices: Symmetric matrix- Skew symmetric matrix- Hermitian and Skew Hermitian matrix - Orthogonal Matrices - Eigen values & Eigen vectors - Cayley Hamilton theorem

UNIT II

(Credit:1)

Limits of functions: Limits and value of a function-Rules for finding the limit of a function –Some general theorems on limits - Certain special limits - Continuous and Discontinuous functions

Differentiation: Differential coefficient of x^n - Differential coefficient of $e^x, \log x, \sin x, \cos x, \tan x$ - Differential coefficient of the product of a constant and a function- Differential coefficient of a Sum - Product rule - Quotient rule - Function of a function rule - Logarithm differentiation - Transforms - Differentiation of implicit function-Maxima and Minima.

UNIT III

(Credit:1)

Correlation and Regression: Multiple and Partial correlation -Coefficient of Multiple Correlation - Coefficient of Partial correlation - Multiple correlation in terms of total and Partial correlations – Expression for Regression coefficient in terms of Regression coefficients of lower order - Expression for Partial correlation coefficient in terms of Partial correlation coefficient of lower order.

UNIT IV

(Credit:1)

Population, Sample -Types of Sampling-Test of Significance - Null and Alternative Hypothesis - Errors in Sampling - Critical region and level of Significance - One tailed and two tailed tests - Test of significance of large samples - Test of significance for single proportion - Test of significance of difference of proportion- Test of significance for single mean - Test of significance of difference of means.

UNIT V

(Credit:1)

Student's t distribution: Derivation of student's t distribution- t test for single mean - t test for difference of means- F distribution - Derivation of Snedecor's F distribution-Constants of F distribution - Mode and point of inflection of F distribution.

Chi-Square distribution: Inference about a population Variance-Goodness of fit-Test of Independence of attributes-contingency table.

Analysis of Variance: Significance and introduction, Two way or Two factor ANOVA.

Problem: 80%; Theory: 20%.

TEXT BOOKS

1. T.K Manicavachagompillay, T.Natarajan, K.S.Ganapathy, "Algebra " volume-II S.Viswanathan printers and publishers, pvt ltd.2011
2. S.Narayanan, T.K.Manicavachagompillay."Calculus" Volume-I, S.Viswanathan printers and publishers, pvt ltd.2011.
3. S.C.Gupta, V.K.Kapoor"Fundamentals of Mathematical Statistics", Sulthan Chand & Sons, Educational Publishers New Delhi-2011
4. Srivastava T.N. & Shailaja Rego, "Statistics for Management", New Delhi, Tata McgrawHill.

Unit-I	Chapter - II	Sections - 6.1-6.3, 9.1, 16.1-16.3 [1]
Unit-II	Chapter - I	Sections - 6-11[2]
	Chapter - II	Sections - 2.1-2.6, 3.1-3.6, 3.8, 4.1-4.3, 5
	Chapter - V	Sections - 1.1-1.5
Unit -III	Chapter - XII	Sections - 12.4, 12.7-12.11[3]
Unit-IV	Chapter - XIV	Sections - 14.1, 14.2, 14.4 (14.4.1-14.4.4), 14.6, 14.7, 14.8 (14.8.3, 14.8.4) [3]
Unit-V	Chapter - XVI	Sections- 15.6(15.6.1-15.6.3)16.2.1, 16.3.1, 16.3.2, 16.5 (16.5.1 - 16.5.3) [3]
	Chapter - XI	Sections - 11.1, 11.3 [4]

REFERENCE BOOKS

1. David P Doane & Lori E. Seward, "Applied Statistics in Business and Economics" New Delhi, Tata Mcgraw Hill.
2. Bharat Jhunjhunwala, "Business statistics", – New Delhi, S.Chand & Co.,
3. Suranjan Saha, "Mathematics and Statistics" – , Delhi. New Central Book Agency Ltd.

CORE COURSE – VI: ACCOUNTING FOR MANAGERS

Course Code: 18PMS1CC6

Total Marks : 100

Hours: 5

External Marks: 75

Credit : 5

Internal Marks: 25

OBJECTIVES: After the completion of this course the students will be able

- To acquire a reasonable knowledge in accounts and to analyse and evaluate financial statements.
- To classify the different types cost.
- To describe about the budgeting.
- To illustrate the marginal costing and standard costing

UNIT I - BASICS OF ACCOUNTING

(Credit:1)

Introduction: Financial, Cost and Management accounting- generally accepted Accounting principles concepts and convention – Journal, Ledger, Trial Balance and Final account.

UNIT II – COST ACCOUNTING

(Credit:1)

Role of Cost in decision making, Cost Accounting as internal control tools, types of cost, cost concepts, full costing and preparation of cost sheet.

UNIT III - BUDGETARY CONTROL

(Credit:1)

Budgeting: Concept of Budget; Budgeting and Budgetary Control, Types of Budget, Static and Flexible Budgeting, Preparation of Cash Budget, Sales Budget, Production Budget, Materials Budget, Capital Expenditure Budget and Master Budget

UNIT IV – MARGINAL COSTING

(Credit:1)

Marginal Costing: Cost, Volume, Profit analysis, P/V ratio, analysis and implications, Concept and uses of contribution, breakeven point and its analysis

UNIT V – STANDARD COSTING

(Credit:1)

Standard Costing: Concept of standard costs, establishing various cost standards, calculation of Material Variance, Labour Variance, and Overhead Variance, and its applications and implications.

Problem: 75%; Theory: 25%.

TEXT BOOKS

1. Khan M.Y &.Jain P.K, “Management Accounting”, New Delhi, Tata McGraw Hill Publishers.
2. Narayanaswamy R. “Financial Accounting – A managerial perspective”, New Delhi, PHI Learning Private Limited.

REFERENCE BOOKS

1. Jan Williams, “Financial and Managerial Accounting – The basis for business Decisions”, New Delhi, Tata McGraw Hill Publishers.
2. Horngren, Surdem, Stratton, Burgstahler & Schatzberg, “Introduction to Management Accounting”, New Delhi, PHI Learning Private Limited..
3. Singhvi Bodhanwala, Management Accounting -Text and cases, New Delhi, PHI Learning Private Limited

SEMESTER – II
CORE COURSE – VII: OPERATIONS RESEARCH

Course Code: 18PMS2CC7

Hours : 5

Credit : 5

Total Marks : 100

External Marks: 75

Internal Marks: 25

OBJECTIVES: After completion of the course the students will be able

- To understand the concepts and application of research in operations of an organization.
- To acquaint the student with the basic concepts of operations and LPP.
- To solve transportation, travelling salesman and replacement problems.
- To determine the project scheduling and control techniques.
- To identify decision making techniques under risk and uncertainty.

UNIT I

(Credit:1)

Introduction to Operations Research, scope, phases- merits and limitations – concept of optimization, Linear Programming Problem: Graphical method, Theory of simplex methods to solve canonical and general LPP.

UNIT II

(Credit:1)

Transportation model: Balanced and Unbalanced problems – North–West Corner rule – Least Cost Method – Vogel’s Approximation method – MODI method. Assignment model: Hungarian model – Travelling Salesman Problem.

UNIT III

(Credit:1)

PERT / CPM: Arrow (Network) Diagram Representation – Time estimates – Critical Path – Floats – Construction of Time chart and Resource Leveling.

UNIT IV

(Credit:1)

Decision under risk – expected money value criterion – decision trees – decision under uncertainty – Minimax criterion – Queuing Theory – Terminologies of Queuing system – Empirical Queuing models- (M/M/1) &(M/M/C)

UNIT V

(Credit:1)

Game theory: Optimal solution of Two-person Zero-sum Games-Mixed strategies-Graphical solutions of $(2 \times n)$ and $(m \times 2)$ Games-Solution of $m \times n$ games by LPP – Simulation – Steps in Simulation- Uses of Simulation – Simulation applied to Queuing problems.

Problem: 80%; Theory: 20%.

TEXT BOOKS

1. Prof. V. Sundaresan, K.S. Ganapathy Subramaniyan “ Resource Management Techniques”, A.R. Publications
2. PannerSelvam R. “Operation research”, New Delhi, PHI Learning Private Limited.

Unit I	Chapter -1,2 &3	Sections: 1.1 , 1.8 & 1.9 , 2.1 to 2.3 &2.5 ,3.1 [1]
Unit II	Chapter- 7 & 8	Sections: 7.1 to 7.4 , 8.1 to 8.7& 8.9 [1]
Unit III	Chapter- 15	Sections:15.1 to 15.7 &15.9 [1]
Unit IV	Chapter -11&9	Sections: 11.1 to 11.5, 9.1 to 9.3 [2]
Unit V	Chapter- 16	Sections : 16.1 to 16.8 [1]

REFERENCE BOOKS

1. Vohra, "Quantitative Management", New Delhi, Tata McGraw Hill.
2. Taha Hamdy, "Operation Research - an Introduction", New Delhi, Prentice Hall of India.
3. Sharma.K, "Operation Research", New Delhi, Pearson Education Limited.

CORE COURSE – VIII: PRODUCTION MANAGEMENT

Course Code: 18PMS2CC8

Hours: 5

Credit: 5

Total Marks : 100

External Marks: 75

Internal Marks: 25

OBJECTIVES: After the completion of this course the students will be able

- To understand the nature and importance of production management and to acquaint them with the major aspects of production management.
- To classify the production system & explain about the factors affecting the plant location and describe about the plant layout.
- To state the management of materials in the production system.
- To explain about the Purchasing functions.

UNIT-I

(Credit:1)

Introduction -Production functions -Design of production system -Types of production -Types of process -Productivity. Plant Location -Factors influencing plant location -Multi Plant location - Foreign Location -Relocation -Plant location trends.

UNIT-II

(Credit:1)

Plant Layout -Types of layouts -Process layout -Product layout -Layout of service facilities - Office layout -Use of service facilities - Use of drawings, templates and models in layout physical facilities.

UNIT-III

(Credit:1)

Production Planning and Control -Routing scheduling -Dispatching -Expediting -GANTT charts -Make or Buy decision. Work study and Motion study analysis -Use for Computers in PPC - Design and Implementation of PPC System.

UNIT-IV

(Credit:1)

Materials Management -Objective of materials management -Materials forecasting and planning -Inventory control -Materials requirement planning -Aggregate inventory management - Implementation aspects of inventory systems -Materials accounting and budgeting evaluation of materials management performance.

UNIT-V

(Credit:1)

Maintenance -Objective of maintenance-elements of maintenance -Types of maintenance. Purchasing function -Purchasing policies and procedures, legal aspects of purchasing, tax considerations in purchasing.

Theory: 100%.

TEXT BOOKS

1. Buffa E.S. "Modern Production Management", New Jersey, Prentice Hall inc.
2. Dutta A.K. "Integrated Materials Management", New Delhi, Prentice Hall of India.

REFERENCE BOOKS

1. Adam E.E. & Ebert R. "Production and Operations Management". New Delhi, PHI.
2. Amrine Harold T. "Manufacturing Organization and Management", New Jersey, Prentice Hall.
3. Chary S.N. "Production and Operations Management", New Delhi, Tata McGraw Hill.

CORE COURSE – IX: MARKETING MANAGEMENT

Code: 18PMS2CC9

Hours : 5

Credit : 5

Total Marks : 100

External Marks: 75

Internal Marks: 25

OBJECTIVES: After the completion of this course the students will be able

- To understand the indicators of management thoughts and practices and fundamental premise underlying market driven strategies.
- To categorize the various types of marketing.
- To illustrate the marketing mix decisions. To estimate the buyer behaviour.
- To explain about the marketing research & Recent trends in marketing

UNIT 1 INTRODUCTION

(Credit:1)

Marketing – Definitions - Conceptual frame work – Marketing environment: Internal and External - Marketing interface with other functional areas – Production, Finance, Human Relations Management, Information System. Marketing in global environment – Prospects and Challenges.

UNIT II MARKETING MIX – 4Ps

(Credit:1)

Product planning and development – Product life cycle – New product Development and Management – Market Segmentation – Targeting and Positioning – Channel Management – Advertising and sales promotions – Pricing Objectives, Policies and methods.

UNIT III RECENT MARKETING MIX

(Credit:1)

People – Process – Physical evidence - Personalization – Participation – Peer to Peer - Predictive Modeling- Market Structure analysis

UNIT IV BUYER BEHAVIOUR

(Credit:1)

Understanding industrial and individual buyer behavior - Influencing factors – Buyer Behaviour Models – Online buyer behaviour - Building and measuring customer satisfaction – Customer relationships management – Customer acquisition, Retaining, Defection.

UNIT V MARKETING RESEARCH & RECENT TRENDS IN MARKETING

(Credit:1)

Marketing Information System – Research Process – Concepts and applications : Product – Advertising – Promotion – Consumer Behaviour – Retail research – Customer driven organizations - Cause related marketing - Ethics in marketing –Online marketing trends.

TEXT BOOKS

1. Philip Kotler & Kevin Lane Keller, “Marketing Management”, New Delhi, PHI Learning Private Limited.
2. Chandrasekar K.S “Marketing management-Text and Cases”, New Delhi, Tata McGrawHill.

REFERENCE BOOKS

1. Micheal R.Czinkota & Masaaki Kotabe, “Marketing Management”, New Delhi, Vikas Thomson Learning,
2. Karunakaran K., “Marketing Management”, Mumbai, Himalaya Publishing House.
3. Gupta C.B. & Rajan Nair N. “Marketing Management”. New Delhi, sultan Chand & Sons, Educational Publishers.
- 4.Sherlekar. S.A., “Marketing Management” Himalayas Publishing House, New Delhi.
5. Chenna Wala, S.A, “Marketing Principles & Practices”, Himalayas Publishing House, New Delhi

CORE COURSE – X: HUMAN RESOURCE MANAGEMENT

Code: 18PMS2CC10

Total Marks : 100

Hours: 5

External Marks: 75

Credit: 5

Internal Marks: 25

OBJECTIVES: After completion of the course the students will be able

- To know the basic concepts of human resource management in an organization.
- To design human resource planning.
- To determine the process and sources of recruitment and also the training and development methodologies.
- To remember the performance evaluation and control process along with the techniques to sustain the employee interest.

UNIT I PERSPECTIVES IN HUMAN RESOURCE MANAGEMENT (Credit:1)

Evolution of human resource management – The importance of the human factor – Challenges – Inclusive growth and affirmative action -Role of human resource manager – Human resource policies – Computer applications in human resource management – Human resource accounting and audit.

UNIT II THE CONCEPT OF BEST FIT EMPLOYEE (Credit:1)

Importance of Human Resource Planning – Forecasting human resource requirement –matching supply and demand - Internal and External sources. Recruitment - Selection – induction – Socialization benefits.

UNIT III TRAINING AND EXECUTIVE DEVELOPMENT (Credit:1)

Types of training methods –purpose- benefits- resistance. Executive development programmes – Common practices - Benefits – Self development – Knowledge management.

UNIT IV SUSTAINING EMPLOYEE INTEREST (Credit:1)

Compensation plan – Reward – Motivation – Application of theories of motivation – Career management – Development of mentor – Protégé relationships.

UNIT V PERFORMANCE EVALUATION AND CONTROL PROCESS (Credit:1)

Method of performance evaluation & 360 Degree- Competency Mapping– 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

TEXT BOOKS

1. Dessler “ Human Resource Management”, U.S.A., Pearson Education Limited.
2. Deepak Kumar Bhattachariya, “Human Resource Management”, New Delhi, excel Books.

REFERENCE BOOKS

1. Luis R.Gomez-Mejia, David B.Balkin & Robert L Cardy. “Managing Human Resource”, New Delhi, PHI Learning Private Limited.
2. Bernadin , “Human Resource Management” , New Delhi, Tata Mcgraw Hill.
3. Wayne Cascio, “Managing Human Resource”, New Delhi, TataMcGraw Hill.

CORE COURSE – XI: FINANCIAL MANAGEMENT

Course Code: 18PMS2CC11

Total Marks : 100

Hours : 5

External Marks: 75

Credit : 5

Internal Marks: 25

OBJECTIVES: After completion of the course the students will be able

- To understand the operational nuances of a Finance Manager.
- To elucidate the basic concepts of financial management and profit planning.
- To describe the capital budgeting and its process.
- To compare the various theories of capital structures, working capital management and its applications.

UNIT I

(Credit:1)

Nature, Scope and Environment of Financial Management – Financial and Profit planning – Value and Return – Valuation of Bonds and Shares.

UNIT II

(Credit:1)

Capital budgeting – Complex investment decisions- Risk analysis in capital budgeting – capital budgeting process and practices.

UNIT III

(Credit:1)

Financial and operating Leverage – Capital structure theories – Capital structure planning and policy – Cost of capital.

UNIT IV

(Credit:1)

Working Capital management – Measurement and Financing of working capital requirements – Accounts Receivables Management and Factoring – Inventory Management – Cash Management

UNIT V

(Credit:1)

Dividend theories – Dividend Policy and internal financing – Leasing – Venture capital – Mergers and acquisitions – Ratios.

TEXT BOOKS

1. Khan M.Y. & Jain P.K, “Financial management - Text, Problems and cases” New Delhi, Tata McGraw Hill.
2. Pandey, I. M.”Financial Management”, New Delhi, Vikas Publishing House Pvt. Ltd.,
3. Punithavathi Pandiyan, “

REFERENCE BOOKS

1. James C. Vanhorne –“Fundamentals of Financial Management” New Delhi, PHI Learning Private Limited.
2. Prasanna Chandra, “Financial Management”, New Delhi, Tata McGraw Hill.
3. Srivatsava & Mishra, “Financial Management”, New Delhi, Oxford University Press.

CORE COURSE – XII: MANAGEMENT INFORMATION SYSTEM

Course Code: 18PMS2CC12

Total Marks : 100

Hours : 5

External Marks: 75

Credit : 5

Internal Marks: 25

OBJECTIVES: After the completion of this course the students will be able

- To understand the fundamentals of Information Systems, IT Infrastructure for a Digital Firm, its management and the various applications of Information Systems.
- To illustrate the importance of information in management decisions.
- To explain the meaning and role of MIS. To describe the system design.

UNIT-I

(Credit:1)

Structure and activities -Introduction -The environment of organizations Information flows - Information needs and sources of information -Types of management decisions and information need -Business and Technical Dimensions of information. To list down the various types information systems. To classify the components of DBMS.

UNIT-II

(Credit:1)

System classification -System concept -System characteristics -The elements of systems; Input, output, process, feedback control and boundary -System function and operations. Transactions processing Information System. Information system for managers. Intelligence information system -The meaning and role of MIS.

UNIT-III

(Credit:1)

The work of system analyst study -System design -Data Collection and Preparation -Detailed system design -Implementation -Evaluation and maintenance of MIS -Pitfalls in MIS development -DSS.

UNIT-IV

(Credit:1)

Production information system -Marketing information system -Accounting Information System -Financial Information System -Personnel Information System Interrelationship Functional Management Information Systems. General characteristics of Computer Information System - The importance of Computer -Types of Computers -Information systems - C.P.U. -I/O devices, Computer Software -Operating systems -Programming language -Application software. Manual system -Computer system.

UNIT-V

(Credit:1)

Information as resources -Components of Database -DBMS -Data Base Technology, Operations data base/Managerial Database - Comparison of DBMS -Design Principles of data base -Data Base administration -Advantages and disadvantages of Data base -Enterprise Resource Planning and Customer Relationship Management.

TEXT BOOKS

1. Steven Alter, "Information Systems -A Management Perspective Addison Wesley.
2. James O' Brein "Management Information System". New Delhi, Tata Mcgraw Hill.
3. Gupta A. K. Management Information System, Sultan Chand & Sons, Educational Publishers. New Delhi.

REFERENCE BOOKS

1. Kenneth C. Laudon & Jane Price Laudon, "Management Information system. Managing the digital firm", New Delhi, Pearson Education.
2. Gordon B. Davis, "Management Information System -Conceptual Foundations Structure and Development", New Delhi, Tata McGraw Hill.
3. Ralph M. Stair & George W. Reynolds, "Principles of Information Systems -A Managerial Approach". Asia, Thomson Learning.

SEMESTER – III

CORE COURSE – XIII: RESEARCH METHODOLOGY

Course Code: 18PMS3CC13

Total Marks : 100

Hours : 5

External Marks: 75

Credit : 5

Internal Marks: 25

OBJECTIVES: After the completion of this course the students will be able

- To understand the principles of research methodology in business.
- To classify the sampling methods in research.
- To derive the testing of Hypotheses.
- To classify the research report writing.

UNIT I

(Credit:1)

Introduction to Research- Types of research - Research Problem and Formulation of Research Hypotheses- Research Design

UNIT II

(Credit:1)

Primary and Secondary Data - Attitude Measurement and Scaling - Measurement Error, Criteria for Good Measurement- Questionnaire Design

UNIT III

(Credit:1)

Sampling - Data Processing - Data Editing- Classification and Tabulation of Data - Univariate and Bivariate Analysis of Data

UNIT IV

(Credit:1)

Testing of Hypotheses – Correlation & Regression - Chi-square Analysis: Chi square test for the Goodness of Fit - Analysis of Variance – (One way & Two way).

UNIT V

(Credit:1)

Research Report Writing: Contents of Report Writing - Types of research reports - Ethics in Research- Responsibility of ethics in research.

Problem: 20%; Theory: 80%.

TEXTBOOKS

1. Donald R. Cooper, Pamela S. Schindler & Sharma J K “Business Research methods”, New Delhi, Tata Mc Graw Hill.
2. Kothari C.R “Research Methodology –Methods and techniques”, New Delhi, New Age International.

REFERENCE BOOKS

1. Uma Sekaran & Roger Bougie “Research methods for Business”, New Delhi, Wiley India.
2. William G Zikmund “Business Research methods - A South Asian Perspective” New Delhi, Cengage Learning.
3. Panneerselvam R “Research Methodology” New Delhi, Prentice-Hall of India.

CORE COURSE – XIV: LEGAL ASPECTS OF BUSINESS

Code: 18PMS3CC14

Total Marks : 100

Hours: 4

External Marks: 75

Credit : 4

Internal Marks: 25

OBJECTIVES: After the completion of this course the students will be able:

- To understand the legal perspective and its practices to improve the business.
- To illustrate about the law of contract and bailment procedures and partnership.
- To explain about the Negotiable Instruments and banking & Insurance Law.
- To describe about the company's Act.

UNIT I **(Credit:1)**

Introduction to Mercantile Law - Law of contract - Contracts of Guarantee and indemnity.

UNIT II **(Credit:1)**

Contracts of Bailment and Pledge - Contract of Agency - Law of Partnership – Amendments.

UNIT III **(Credit:1)**

Law of sales of Goods - Law of Negotiable Instruments - Banking & Insurance Law – Ombudsman Principle.

UNIT IV **(Credit:0.5)**

Consumer Protection Act - The Compensation Act-The Foreign Exchange Management Act-FERA & FEMA.

UNIT V **(Credit:0.5)**

The Company's Act - Regulation to Information - Intellectual Property Rights – WTO – Amendments.

TEXT BOOKS

1. Kapoor N. D. "Elements of mercantile Law", Delhi , Sultan Chand and Company.
2. Goel P. K. "Business Law for Managers", India, Biztantatara Publishers.

REFERENCE BOOKS

1. Gogna P. P. S. "Mercantile Law", India , S. Chand & Co. Ltd.,
2. Chandra Bose D. "Business Law", New Delhi, PHI Learning Private Limited.
3. Akhileshwar Pathack, "Legal Aspects of Business",New Delhi, Tata McGraw Hill

CORE COURSE – XV: ENTERPRISE RESOURCE PLANNING

Course Code: 18PMS3CC15

Total Marks : 100

Hours : 4

External Marks: 75

Credit : 4

Internal Marks: 25

OBJECTIVES: After the completion of this course the students will be able

- To understand the business process of an enterprise, grasp the activities of ERP project management cycle and the emerging trends in ERP developments.
- To describe the overview of enterprise systems.
- To explain about the ERP implementation process.
- To explain about the post implementation of ERP.

UNIT I - INTRODUCTION

(Credit:1)

Overview of enterprise systems – Evolution - Risks and benefits - Fundamental technology - Issues to be consider in planning design and implementation of cross functional integrated ERP systems.

UNIT II- ERP SOLUTIONS AND FUNCTIONAL MODULES

(Credit:0.5)

Overview of ERP software solutions- Small, medium and large enterprise vendor solutions, BPR, and best business practices - Business process Management, Functional modules.

UNIT III- ERP IMPLEMENTATION

(Credit:1)

Planning Evaluation and selection of ERP systems - Implementation life cycle - ERP implementation, Methodology and Frame work- Training – Data Migration. People Organization in implementation-Consultants, Vendors and Employees.

UNIT IV -POST IMPLEMENTATION

(Credit:0.5)

Maintenance of ERP- Organizational and Industrial impact; Success and Failure factors of ERP Implementation.

UNIT V - EMERGING TRENDS ON ERP

(Credit:1)

Extended ERP systems and ERP add-ons -CRM, SCM, Business analytics - Future trends in ERP systems-web enabled, Wireless technologies, cloud computing, Big data analysis.

TEXT BOOKS

1. Alexis Leon “ERP demystified”, New Delhi, Tata McGraw-Hill.
2. Jagan Nathan Vaman “ERP in Practice”, New Delhi, Tata McGraw-Hill

REFERENCE BOOKS

1. Sinha P. Magal & Jeffery Word “Essentials of Business Process and Information System”, New Delhi, Wiley India.
2. Alexis Leon “Enterprise Resource Planning”, New Delhi, Tata McGraw-Hill.
3. Mahadeo Jaiswal & Ganesh Vanapalli “ERP”, Chennai, Macmillan India.

SEMESTER –III

SKILL BASED ELECTIVE - MANAGERIAL SKILLS

Course Code: 18PMS3MS

Hours : 2

Credit : 2

Total Marks : 100

External Marks: 75

Internal Marks: 25

OBJECTIVE: After the completion of this course the students will be able to understand:

1. The art of getting things done in the modern business world by learning topics like strategic thinking and lateral thinking
2. To explain about conflicts and its resolution.
3. To adopt to the changes in the management environment.
4. To understand risk and taking right decisions at the right time.
5. To find ways to balance work and life.

UNIT -I : THINKING & REASONING SKILLS

(Credit:0.4)

Strategic thinking – meaning – questions- things included in Strategic thinking – Process consideration in Strategic thinking. Lateral Thinking – meaning – why Lateral Thinking – when to use Lateral Thinking – Benefits of Lateral Thinking.

UNIT – II : INTERPERSONAL SKILLS

(Credit:0.4)

Conflict Resolution – meaning –sources of conflict – steps for Conflict Resolution –Negotiation skills – process – styles – outcome – principles involved –being a negotiator – qualities of a negotiator.

UNIT – III : IMPLEMENTATION SKILLS

(Credit:0.4)

Facing changes – meaning – characteristics –why changes – impact of resistance –Reasons for resistance – types of people in facing changes – introducing change.

UNIT – IV : ACTION BASED SKILLS

(Credit:0.4)

Risk taking - meaning – factors determining Risk Taking – Effective decision making – meaning – methods – steps – Decision making at the work place.

UNIT – V : BEHAVIOURAL SKILLS AND ETHICAL CONSIDERATIONS

(Credit:0.4)

Staying motivated – meaning – staying motivated at work place – staying motivated in negative work environment. Balancing work and life – meaning – work satisfaction – gender differences & DIFFICULTIES- Gender equity – National Skill Development Corporation – Roles.

TEXT BOOKS

1. Alex K “Soft Skills – Know Yourself & Know the World”, S.Chand & Company Ltd.
2. Meena.K and V.Ayothi” A Book on Development of Soft Skills” P.R. Publishers & Distributors.

REFERENCE BOOKS

1. Daniel Goleman “Emotional Quotient”
2. Norman Vincent Peale “Power of the Plus factor”
3. Stephen Covey “The Seven Habits of Highly Effective people”

A: MARKETING
ELECTIVE COURSE – I: CONSUMER BEHAVIOUR

Course Code: 18PMS3EM1

Total Marks : 100

Hours : 5

External Marks: 75

Credit : 4

Internal Marks: 25

OBJECTIVES: After the completion of this course the students will be able

- To understand the role of consumer behavior in marketing.
- To identify qualitative and quantitative methods of measuring consumer behavior and internal & external influences of consumer behaviours.
- To classify the consumer behavior models.
- To describe the purchase decision process of consumers.

UNIT I INTRODUCTION

(Credit:1)

Concepts – Significance – Dimensions of Consumer Behavior – Application of knowledge of Consumer Behaviour in marketing decisions.

UNIT II - CONSUMER BEHAVIOR MODELS & THEORIES

(Credit:1)

Industrial and individual consumer behaviour models - Howard- Sheth, Engel – Kollat, Webster and Wind Consumer Behaviour Models – Implications of the models on marketing decisions. Consumer Behaviour Theories- Cardinal, Ordinal and Revealed preference theory.

UNIT III - INTERNAL INFLUENCES

(Credit:0.5)

Psychological Influences on consumer behavior – motivation – perception – personality Learning and Attitude- Self Image and Life styles – Consumer expectation and satisfaction.

UNIT IV- EXTERNAL INFLUENCES

(Credit:0.5)

Socio-Cultural, Cross Culture - Family group – Reference group – Communication -Influences on Consumer behavior

UNIT V - PURCHASE DECISION PROCESS

(Credit:1)

High and low involvement - Pre-purchase and post-purchase behavior – Online purchase decision process – Diffusion of Innovation – Managing Dissonance - Emerging Issues.

TEXT BOOKS

1. Leon G.Schiffman & Leslie Lasar Kanuk “Consumer Behavior”, New Delhi Pearson Education.
2. Paul Peter “Consumer Behavior and Marketing Strategy”, New Delhi Tata McGraw Hill.

REFERENCE BOOKS

1. Frank R. Kardes “Consumer Behaviour and Managerial Decision Making”, New delhi- Pearson Education.
2. Assel “Consumer Behavior - A Strategic Approach”, New yark-Houghton Mifflin.
3. Sheth Mittal “Consumer Behavior: A Managerial Perspective”, New Delhi Thomson Asia (P) Ltd.

A: MARKETING

ELECTIVE COURSE – II: ADVERTISING AND SALES PROMOTION

Course Code: 18PMS3EM2

Hours : 5

Credit : 4

Total Marks : 100

External Marks: 75

Internal Marks: 25

OBJECTIVES: After completion of the course the students will be able

- To understand the concepts of advertising and sales promotion.
- To determine the advertisement media and strategy.
- To describe the design and execution of advertisements.
- To elucidate the sales promotion campaign techniques and sales promotion strategies.

UNIT I

(Credit:1)

Introduction to Advertisement – Concept and definition of advertisement – Social, Economic and Legal Implications of advertisements – setting advertisement objectives – Advertising Agencies – Selection and remuneration – Advertisement campaigns – case studies.

UNIT II

(Credit:1)

Advertisement Media – Media plan – Type and choice criteria – Reach and frequency of advertisements – Cost of advertisements – related to sales – Media strategy and scheduling

UNIT III

(Credit:0.5)

Design and Execution of Advertisements – Message development – Layout – Design appeal – Copy structure – Advertisement production – Print – Radio, T.V. and Web advertisements.

UNIT IV

(Credit:0.5)

Introduction to sales promotion – Scope and role of sale promotion – Definition – Objectives of sales promotion – sales promotion techniques. Sales promotion Campaign – Involvement of salesmen and dealers – Out sourcing sales promotion: national and international promotion strategies – Integrated promotion.

UNIT V

(Credit:1)

Advertisement – Good or Bad – Ethical considerations of advertisement – Media – Balancing- Role & Recent development in the field Advertisement Campaign.

TEXT BOOKS

1. Wells, Moriarty & Burnett “Advertising, Principles & Practice”, New Delhi Prentice Hall, Pearson Education.
2. Kenneth Clow. Donald Baack “Integrated Advertisements, Promotion and Marketing communication”, New Delhi, Prentice Hall of India.
3. Sherlekar. S.A., “Marketing Management” Himalayas Publishing House, New Delhi.

REFERENCE BOOKS

1. Kazmi S.H.H & Satish K Batra “Advertising & Sales Promotion”, New Delhi, Excel Books.
2. George E Belch & Michel A Belch “Advertising & Promotion”, McGraw Hill.
3. Julian Cummings “Sales Promotion” London, Kogan Page.

A: MARKETING

ELECTIVE COURSE – III: E - MARKETNG

Course Code: 18PMS3EM3

Hours : 5

Credit : 4

Total Marks : 100

External Marks: 75

Internal Marks: 25

OBJECTIVES: After the completion of this course the students will be able

- To understand the key concepts, issues, parameters and concerns when using e-technologies like the Internet as a marketing tool.
- To develop e-Customer Relationship Management
- To identify the steps in dealing the Customers' Motivations and Expectations.
- To demonstrate the Legal and Ethical Issues in E-Marketing.

UNIT I

(Credit:1)

Introduction, Objectives, Definition, History and, Features of E-Marketing, Scope, Benefits and Problems, E-marketing Techniques, Internet Marketing, Digital Marketing and E-marketing, Components of E-Marketing`

UNIT II

(Credit:1)

E-Customer Relationship Management – Introduction, Objectives, Concept of E-CRM, Prerequisites for the Implementation of E-CRM, Transition from CRM to E-CRM, E-CRM and Community Building, E-CRM and Customer Lifecycle.

UNIT III

(Credit:0.5)

E-Customers- Definition, Dealing with Customers' Motivations and Expectations, Types of E-Market, E-Marketing Mix Strategy - Introduction, Objectives, the 7Ps in E-Marketing,

UNIT IV

(Credit:1)

Applications of E-Marketing, Strategic Advantages of E—Marketing – Creating New Sources of Competitive Advantage, Direct Distribution Model, Re-engineering the Supply Chain - Concept of E-CRM, Prerequisites for the Implementation of E-CRM

UNIT V

(Credit:0.5)

Legal and Ethical Issues in E-Marketing – Introduction, Objectives, Need for E-Business Legal Protection, Legal and Ethical Issues in E-Marketing

TEXT BOOKS

1. Chaffey D Ellis, Chadwick F, Mayer, R & Johnston K “ Internet marketing: Strategy, Implementation and Practice”, New delhi-Prentice Hall.
2. Hanson W. A & Kalyanam K “Internet marketing & e-commerce”, New delhi, Thomson South-Western.

REFERENCE BOOKS

1. Chaffey D “E- Marketing excellence: Planning and Optimising”, New delhi-Prentice Hall.
2. Harris L “Marketing the e-Business”, New Delhi, Hoboken: Taylor & Francis, [electronic resource via Library].
3. Krishnamurthy S “Contemporary research in e-marketing”, New Delhi Volume 2, Hershey, PA: Idea Group Pub., [electronic resource via Library]

B: FINANCE

ELECTIVE COURSE – I : SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Course Code: 18PMS3EF1

Total Marks : 100

Hours: 5

External Marks: 75

Credit: 4

Internal Marks: 25

OBJECTIVES: After completion of the course the students will be able

- To understand the various concepts of securities and portfolio management.
- To define the various investment and security market concepts.
- To describe the fundamental and technical analysis of investment decisions in securities.
- To elucidate the analysis, selection and evaluation of portfolio.

UNIT I INVESTMENT SETTING

(Credit:1)

Financial and economic meaning of Investment – Characteristics and objectives of Investment – Types of Investment – Investment alternatives – Choice and Evaluation – Risk and return concepts.

UNIT II SECURITIES MARKETS

(Credit:0.5)

Financial Market – Segments – Types – Participants in financial market – Regulatory Environment, Primary Market – Methods of floating new issues, Book building – Role of primary market – Regulation of primary market, Stock exchanges in India – BSE, OTCEI , NSE, ISE, and Regulations of stock exchanges – Trading system in stock exchanges –SEBI.

UNIT III FUNDAMENTAL ANALYSIS

(Credit:0.5)

Economic Analysis – Economic forecasting and stock Investment Decisions – Forecasting techniques. Industry Analysis : Industry classification, Industry life cycle – Company Analysis Measuring Earnings – Forecasting Earnings – Applied Valuation Techniques – Graham and Dodd’s investor ratios.

UNIT IV TECHNICAL ANALYSIS

(Credit:1)

Fundamental Analysis Vs Technical Analysis – Charting methods – Market Indicators. Trend – Trend reversals – Patterns - Moving Average – Exponential moving Average – Oscillators – Market Indicators – Efficient Market theory.

UNIT V PORTFOLIO MANAGEMENT

(Credit:1)

Portfolio analysis –Portfolio Selection –Capital Asset Pricing model – Portfolio Revision - Portfolio Evaluation – Mutual Funds.

Problem: 20%; Theory: 80%.

TEXT BOOKS

1. Donald Fischer E & Ronald Jordan J “Security Analysis & Portfolio Management”, New Delhi, Pearson Education India.
2. Prasanna Chandra “Investment analysis and Portfolio Management”, New Delhi, Tata McGraw Hill Publishing Company Limited.

REFERENCE BOOKS

1. Reilly & Brown “Investment Analysis and Portfolio Management”, New Delhi, Cengage Learning India Pvt Ltd.
2. S. Kevin “Securities Analysis and Portfolio Management”, New Delhi, PHI Learning Pvt Ltd.
3. Bodi, Kane, Markus, Mohanty “Investments”, New Delhi, Tata McGraw Hill Publishing Company Limited.

B: FINANCE

ELECTIVE COURSE – II: FINANCIAL SERVICES

Course Code: 18PMS3EF2

Total Marks : 100

Hours : 5

External Marks: 75

Credit : 4

Internal Marks: 25

OBJECTIVES: After completion of the course the students will be able

- To understand the following fund-based and fee-based financial services offered by financial intermediaries.
- To distinguish between leasing and hire purchasing.
- To differentiate Factoring and Forfeiting.
- To describe the accessing of capital market and the strategic issues in management of financial intermediaries.

UNIT I

(Credit:1)

Equipment Leasing: Overview, Legal & Tax Aspects, Lease Evaluation, Lease Accounting, Recent Development, International Leasing.

UNIT II

(Credit:1)

Hire Purchase & Consumer: Overview, Legal & Tax Aspects, Financial Evaluation of Hire Purchase, Accounting for Hire Purchase, Consumer Credit.

UNIT III

(Credit:1)

Bill Discounting & Factoring: Concept & Forms of Bill Discounting, Concept & Types of Factoring, Bill Discounting Vs. Factoring, Financial Evaluation of Factoring, Factoring in the Indian Context, Export Factoring and Forfeiting.

UNIT IV

(Credit:0.5)

Accessing Capital Market: Issue Management: Regulatory & Tax Framework, Issue Pricing Models – Equity and Debt Convertible Instruments, Financial Engineering, Raising funds from the International Capital Markets, Assessing Money Markets.

UNIT V

(Credit:0.5)

Strategic Issues in the Management of Financial Intermediaries: Capital Policy, Liquidity Policy, Credit Policy, Investment Policy.

TEXT BOOKS

1. Gurusamy S “Financial Services”, New Delhi, Tata McGraw Hill Publishing Company Limited.
2. Khan M.Y “Financial services”, Tata McGraw Hill Publishing Company Limited.

REFERENCE BOOKS

1. Sasidharan K and Alex K. Mathews “Financial services and system”, New Delhi, Tata McGraw Hill Publishing Company Limited.
2. Mohan S & Elangovan R “Financial Services”, New Delhi, Regal Publications.
3. Jeff Madura “Financial markets and Institutions”, New Delhi, South Western Cengage Learning.

B: FINANCE

ELECTIVE COURSE – III: STRATEGIC COST MANAGEMENT

Course Code: 18PMS3EF3

Total Marks : 100

Hours : 5

External Marks: 75

Credit : 4

Internal Marks: 25

OBJECTIVES: After completion of the course the students will be able

- To understand the Cost management in organization.
- To design costing system for job and process oriented manufacturing environment.
- To justify cost as a source of competitive advantage
- To find out the various enablers of low cost strategy.

UNIT –I

(Credit:1)

Designing Costing Systems for Job and Process Oriented manufacturing environments – Cost Estimation and Regression Analysis – Linear programming and cost volume profit analysis – Learning curves.

UNIT – II

(Credit:1)

Cost as a Source of Competitive Advantage – Value Chain Concept – Cost Driver Concept – Strategic Positioning Concept – Profit Variance Analysis – Target Costing – Life Cycle Costing.

UNIT – III

(Credit:1)

Activity Based Costing – Drawbacks of Conventional Costing Systems – Hidden Factory – Merits and Demerits of ABC – implementation of ABC.

UNIT – IV

(Credit:0.5)

Cost of Quality – Understanding, Analysis and measurement of COQ.

UNIT – V

(Credit:0.5)

Business Process Reengineering, Total Quality Management, Just in Time and Flexible Manufacturing Systems as enablers of low cost strategy – Their implications for Costing Systems.

Problem: 20%; Theory: 80%.

TEXT BOOKS

1. Guan, Hansen And Mowen “Cost Management”, New Delhi, Cengage Learning India Pvt Ltd.
2. Mundal S K “Total Quality Management”, New Delhi, Vikas publishing House PVT Ltd.

REFERENCE BOOKS

1. Jain Sp & Narang KI “Advanced cost Accounting”, New Delhi, Kalyani publishers.
2. Edward Blocher, Nc David Stoot & Off Gary Lokins “Cost Management: A Strategic Emphasis”, Tata Mcgraw Hill.Co.
3. Gupta K.P “Cost Management : Measuring and Motivating Performance”, New Delhi, Global India Business Publications.

C: HUMAN RESOURCE

ELECTIVE COURSE – I: ORGANISATIONAL DEVELOPMENT

Code: 18PMS3EH1

Hours : 5

Credit : 4

Total Marks: 100

External Marks: 75

Internal Marks: 25

OBJECTIVES: After the completion of this course the students will be able

- To comprehend in-depth understanding of behavioural interventions and enable the students to apply these interventions.
- To understand the issues in O.D
- To understand future O.D

(Credit:1)

UNIT I

Introduction to Organization Development: Concept, Nature and Scope of O.D. Historical Perspective of O.D. Underlying Assumptions & Values. Theory and Practice on change and changing. The Nature of Planned Change. The Nature of Client Systems: Group Dynamics, Intergroup Dynamics and Organizations as Systems.

UNIT II

(Credit:1)

Operational Components of O.D. Diagnostic, Action and Process – Maintenance Components Action Research and O.D.

UNIT III

(Credit:1)

O.D. Interventions: Team Interventions Inter – group Interventions Personal, Interpersonal and group process interventions - Comprehensive Interventions Structural Interventions

UNIT IV

(Credit:0.5)

Implementation and Assessment of O.D Implementation – conditions for failure and success in O.D. efforts. Assessment of O.D. and change in Organizational performance the impact of O.D.

UNIT V

(Credit:0`5)

Some key considerations and issues in O.D. Issues in consultant – Client relationships Mechanistic & Organic systems and the contingency approach the future of O.D. Some Indian experiences in O.D.

TEXT BOOKS

1. Cummings and Worely, “Organization Development and Change” – Cengage learning . www.cengage.co.in
2. S.K Bhatia. “ Management of Change and Organisation Development”, , Deep and Deep publishers.

REFERENCE BOOKS

1. Wendell .L French “Organization Development and Transformation”, New Delhi, Tata Mcgraw Hill. Co.
2. Amita B Mehta “Organisation Development Principles, Process and Performance”, New Delhi, Global India Business Publications.

C: HUMAN RESOURCE

ELECTIVE COURSE – II: REWARD MANAGEMENT

Code: 18PMS3EH2

Total Marks : 100

Hours : 5

External Marks: 75

Credit : 4

Internal Marks: 25

OBJECTIVES: After the completion of this course the students will be able

- To analyse the nature and importance of Reward management and to acquaint them with the major aspects of Marketing Management.
- To describe the compensation concepts.
- To define the executive compensation.
- To categorize collective bargaining and emerging trends.

UNIT I- INTRODUCTION OF COMPENSATION CONCEPTS (Credit:1)

Conceptual and theoretical understanding of economic theory related to Compensation Management (Wage Concepts and Wage Theories), Employees satisfaction and Motivation issue in compensation design, Establishing Internal, External and individual equally.

UNIT II - ESTABLISHING PAY VARIABLES AND WAGE BOARDS (Credit:0.5)

Strategic importance of variable day- Determination of Inter and Intra industry compensation differentials. Individual and Group Incentives.

UNIT III ISSUE RELATED TO COMPENSATION (Credit:0.5)

Dearness Allowance Concept- Emergence & Growth in India. The role of fringe benefits in reward systems retirement Plans including VRS / Golden Handshake Schemes.

UNIT IV EXECUTIVE COMPENSATION & WASA (Credit:1)

Executive Compensation Systems in Multinational Companies and IT companies including ESOP. WASA – Wage and Salary Administration.

UNIT V COLLECTIVE BARGAINING AND EMERGING TRENDS (Credit:1)

Collective Bargaining Strategies – Long term settlements – Cases of Productivity Settlements – Exercise on drawing up 12(3) and 8(1) settlement. Cases of Productivity Settlement, Emerging Trends in IR due to LPG.

TEXT BOOKS

1. George T. Milovich & Venkatraman C.S “Compensation”, Tata Mcgraw Hill. Co.
2. Gupta C.B “Human Resource Management”, New Delhi, Sultan Chand & sons.

REFERENCE BOOKS

1. Upadhyay D.S “Compensation Management Rewarding Performance”, New Delhi, Global India Business Publications
2. Barry Gerhart “Compensation: Theory, Evidence and Strategic Implications”, New Delhi, Sage Publications.
3. Michael Armstrong, “ Handbook of Reward Management Practices”, Kogan Page Publishers, London

C: HUMAN RESOURCE

ELECTIVE COURSE -III: LEADERSHIP AND CHANGE MANAGEMENT

Course Code: 18PMS3EH3

Total Marks : 100

Hours : 5

External Marks: 75

Credit : 4

Internal Marks: 25

OBJECTIVES: After the completion of this course the students will be able

- To understand the concept of organizational change
- To describe the types of leadership
- To know the behavioural implications of change

UNIT I

(Credit:1)

Nature and Types of Organizational Change, Causes of and rationales for change, environmental and internal organizational determinants of change. rates / levels of change as a function of organizational life cycle positions. The links between nature / type of change and nature / type of leadership required e.g. transactional Vs transformational. The roles of corporate vision and strategy in change.

UNIT II

(Credit:1)

Theoretical frameworks, multi-source feedback for organizational change, Models of diagnosing organizational groups and jobs The organizational change web Resistance to change, Barriers to organizational change, rethinking resistance to organizational change, strategies to deal with resistance.

UNIT III

(Credit:1)

Culture and the change process. The personnel manager as a cultural change agent handling power and political issues arising from change. The theoretical and practical contexts of cultural maintenance and cultural change strategies, corporate reorganization and sub culture management, Strategies and methods for achieving cultural change.

UNIT IV

(Credit:0`5)

Behavioral Implications of change, The manifest, intent and paradoxical consequences of change, the concept of resigned behavioral compliance. The positive and negative functions of resistance. Intended and unintended behavioural reaction to downsizing and delayering. Understanding and managing uncertainty and ambiguity in the change process.

UNIT V

(Credit:0`5)

Intervention Strategy, Structural, technological and process factors in intervention strategies. Advantages / limitations of change technologies and associated leadership models. Role of leadership in change process. Leadership and emotional knowledge strategies to achieve congruence of personnel, structure and culture.

TEXT BOOKS

1. V. Nilakani and S. Ramnaryan "Change Management" Sage publications.
2. Tupper cawsly and Gene Deszca "Organizational change" Sage publications.

REFERENCE BOOKS

1. K. Harigopal "Management of Organizational change" Sage publications.
2. Palmer /dunfordlakin "Managing Organizational change" Tata Mcgraw Hill Co.,
3. Radha R. Sharma "Change Management" Tata Mcgraw Hill. Co.,

D: OPERATIONS

ELECTIVE COURSE – I: SUPPLY CHAIN MANAGEMENT

Course Code: 18PMS3EO1

Hours : 5

Credit : 4

Total Marks : 100

External Marks: 75

Internal Marks: 25

OBJECTIVES: After completion of the course the students will be able

- To understand process and functions of supply chain management.
- To find out the supply chain basics and supply chain network
- To determine the role of demand and supply in SCM.
- To describe transportation networking and sourcing in SCM.

UNIT I INTRODUCTION TO SUPPLY CHAIN MANAGEMENT (Credit:0.5)

Supply chain – objectives – importance – decision phases – process view – competitive and supply chain strategies – achieving strategic fit – supply chain drivers – obstacles – framework – facilities – inventory – transportation – information – sourcing – pricing.

UNIT II DESIGNING THE SUPPLY CHAIN NETWORK (Credit:1)

Designing the distribution network – role of distribution – factors influencing distribution – design options – e-business and its impact – distribution networks in practice – network design in the supply chain – role of network – factors affecting the network design decisions – modelling for supply chain.

UNIT III PLANNING DEMAND AND SUPPLY (Credit:1)

Role of forecasting – demand forecasting – approaches – role of IT. Planning and Managing Inventories- Safety inventory and its appropriate level – impact of supply uncertainty, aggregation and replenishment policies.

UNIT IV TRANSPORTATION NETWORKS AND SOURCING (Credit:1)

Role of transportation – modes and their performance – transportation infrastructure and policies - design options and their trade-offs – Tailored transportation. Sourcing – In-house or Outsource – 3rd and 4th PLs – supplier scoring and assessment.

UNIT V COORDINATION IN A SUPPLY CHAIN (Credit:0.5)

Lack of supply chain coordination and the Bullwhip effect – obstacle to coordination – managerial levels – building partnerships and trust – continuous replenishment and vendor-managed inventories – collaborative planning, forecasting and replenishment.

TEXT BOOKS

1. Sunil Chopra & Peter Meindl “Supply Chain Management – Strategy, Planning and Operation”, New Delhi, PHI.
2. Wisner, Keong Leong & Keah-Choon Tan “Principles of Supply Chain Management a Balanced Approach”, New york, USA, Thomson Press.

REFERENCE BOOKS

1. David Simchi “Designing and Managing the Supply Chain – Concepts, Strategies & Case Studies” New Delhi, McGraw Hill International Edition..
2. Coyle, Bardi, Longley “ The Management of Business Logistics – A Supply Chain perspective”, New York USA, Thomson Press.
3. Gattorna J L & Walters D W “Managing the Supply Chain – A Strategic Perspective” UK, Palgrave.

D: OPERATIONS

ELECTIVE COURSE – II: TOTAL QUALITY MANAGEMENT

Course Code: 18PMS3EO2

Hours : 5

Credit : 4

Total Marks : 100

External Marks: 75

Internal Marks: 25

OBJECTIVES: After completion of the course the students will be able

- To understand the total quality management concepts and techniques.
- To elucidate the principles and philosophies of quality management.
- To explain the statistical process control in quality management.
- To classify the various tools and techniques for quality management.

UNIT I INTRODUCTION

(Credit:0.5)

Quality – vision, mission and policy statements. Customer Focus – customer perception of quality, Translating needs into requirements, customer retention. Dimensions of product and service quality. Cost of quality.

UNIT II PRINCIPLES AND PHILOSOPHIES OF QUALITY MANAGEMENT (Credit:1)

Overview of the contributions of Deming, Juran Crosby, Masaaki Imai, Feigenbaum, Ishikawa, Taguchi techniques – introduction, loss function, parameter and tolerance design, signal to noise ratio. Concepts of Quality circle, Japanese 5S principles and 8D methodology- Kaizen.

UNIT III STATISTICAL PROCESS CONTROL

(Credit:1)

Meaning and significance of statistical process control (SPC) – construction of control charts for variables and attributed Process capability – meaning, significance and measurement – Six sigma concepts of process capability. Reliability concepts – definitions, reliability in series and parallel and product life characteristics curve. Total productive maintenance (TMP), TERO technology. Business process Indicators (BPI)

UNIT IV TOOLS AND TECHNIQUES FOR QUALITY MANAGEMENT (Credit:1)

Quality functions deployment (QFD) – Benefits, Voice of customer, information organization, House of quality (HOQ), building a HOQ, QFD process. Failure mode effect analysis (FMEA) – requirements of reliability, failure rate, FMEA stages, design, process and documentation. Seven Tools (old & new). Bench marking and (POKA- YOKE).

UNIT V QUALITY SYSTEMS ORGANIZING AND IMPLEMENTATION (Credit:0.5)

Introduction to IS/ISO 9000:2000 – 14000:14001 quality management systems – guidelines for performance improvements. Quality Audits. TQM culture, Leadership – quality council, employee involvement, motivation, empowerment, recognition and reward - TQM framework, benefits, awareness and obstacles.

TEXT BOOKS

1. Dale H.Besterfield &Carol Besterfield “Total Quality Management”, UK, Pearson Education..
2. Shridhara Bhat K “Total Quality Management: Text and Cases” New Delhi, Himalaya Publishing House.

REFERENCE BOOKS

1. Douglas C. Montgomery “Introduction to Statistical Quality Control”, New Delhi, Wiley India Pvt Limited.

2. James R. Evans & William M. Lindsay “The Management and Control of Quality”, New York USA, Thomson.
3. Poornima M.Charantimath “Total Quality Management”, New Delhi, Pearson Education.
4. Ramachandran & Pandiyan, “Total Quality Management” Airwalk Publications, Chennai

D: OPERATIONS

ELECTIVE COURSE – III: WORLD CLASS MANUFACTURING

Course Code: 18PMS3EO3
Hours: 5
Credit : 4

Total Marks: 100
External Marks: 75
Internal Marks: 25

OBJECTIVES: After completion of the course the students will be able

- To understand concepts of world class manufacturing.
- To define the strategic decisions in manufacturing management.
- To elucidate the aggregate planning and master production scheduling.
- To determine the operations scheduling process.

UNIT I : STRATEGIC DECISIONS IN MANUFACTURING MANAGEMENT (Credit:0.5)

Choice of Technology, Capacity Layout / Automation in Material handling systems Emerging trends`

UNIT II : AGGREGATE PLANNING AND MASTER PRODUCTION SCHEDULING (Credit:1)

Materials Requirement Planning (MRP), Manufacturing Resources Planning (MRP – II) (MRP III) Implementation Problems / Indian experience

UNIT III : REVIEW OF OPERATIONS SCHEDULING PROCESS (Credit:0.5)

Job Shop Scheduling, Batch Production Scheduling, Flow Production Line Balancing, New Manufacturing concept.

UNIT IV : JUST-IN-TIME SYSTEM (Credit:1)

Pull System – Use of Kanban, JIT Purchase – Source Development, Buyer – seller relations Indian Experience - Kaizen, 5 ‘S’.

UNIT V: TOTAL PRODUCTIVE MAINTENANCE (Credit:1)

Objective of TPM – Total System effectiveness

Break-down maintenance

Preventive Maintenance

Predictive Maintenance

Condition Monitoring System

Maintenance Prevention

Main facility Improvement

Reliability Improvement

Total Employee Involvement and Small Group Activities.

} Productive Maintenance

TEXT BOOKS

1. Panneerselvam R “Production and operations managements”, New Delhi, PHI learning India Ltd.
2. B.S. Sahay Et Al, “World Class Manufacturing”, Chennai, Macmillan Publishers India Ltd.

REFERENCE BOOKS

1. Khanna OP., “Industrial Engineering and Management”, New Delhi Dhanpatrai publications PVT Ltd.
2. James R. Evans, David A. Collier “Operations Management”, Chennai, India Edition Cengage learning.
3. Scott.T. Young “Essentials of operations management”, USA, Sage South Asia Edition.

E: SYSTEMS

ELECTIVE COURSE – I: ADVANCED DATABASE MANAGEMENT SYSTEM

Course Code: 18PMS3ES1

Hours : 5

Credit : 4

Total Marks : 100

External Marks: 75

Internal Marks: 25

OBJECTIVES: After the completion of this course the students will be able

- To understand the various advanced databases used in the organization
- To explain the basic DBMS models and implementation of database in an organisation
- To compare and differentiate Distributed and Object oriented database.
- To be aware of recent trends in database management

UNIT I INTRODUCTION

(Credit:1)

DBMS Models - Multimedia Databases, Parallel Databases, embedded, web, spatial, temporal databases, Virtualization, Active Databases - Embedded databases - Web databases.

UNIT II DATABASE IMPLEMENTATION

(Credit:1)

Query Processing basics and optimization – Heuristic Optimization – Transactions Models – Concurrency Control – Recovery – Security and Authorization – Storage – Indexing and Hashing – ISAM – B-Trees – Kd Trees – X Trees – Dynamic Hashing.

UNIT III DISTRIBUTED DATABASES

(Credit:1)

Distributed Databases – Queries – Optimization Access Strategies – Distributed Transactions Management – Concurrency Control – Reliability

UNIT IV OBJECT ORIENTED DATABASES

(Credit:0.5)

Object Oriented Concepts – Data Object Models – Object Oriented Databases – Issues in OODBMS - Object Oriented Relational Databases – Object Definition Languages – Object Query Languages

UNIT V EMERGING TRENDS

(Credit:0.5)

Data Mining – Data warehousing – Star, Snowflake, Fact Constellation; open source database systems, Scripting Language, JDBC, ODBC

TEXT BOOKS

1. Peter Rob, Carlos Coronel “Database System and Design, Implementation and Management”, USA, Cengage Learning.
2. Brein O “Management Information System”, New Delhi, Tata Mcgraw Hill.

REFERENCE BOOKS

1. Jeffrey A Hoffer Et Al “Modern Database Management”, UK, Pearson Education.
2. Abraham Silberchatz, Henry F. Korth & S.Sudarsan “ Database System Concepts”, Database System Concepts, New Delhi, McGraw-Hill,
3. Thomas M. Connolly & Carolyn E. Begg “Database Systems – A Practical Approach to Design, Implementation and Management”, UK, Pearson Education,

E: SYSTEMS

ELECTIVE COURSE – II: DATA MINING FOR BUSINESS INTELLIGENCE

Course Code: 18PMS3ES2

Hours : 5 .

Credit : 4

Total Marks : 100

External Marks: 75

Internal Marks: 25

OBJECTIVES: After the completion of this course the students will be able

- To know how to derive data from huge volume of data and information.
- To explain data warehousing concepts, its design and development process.
- To categorize the various data mining tools, methods and techniques
- To identify business intelligence process using IT and its application in business decision making

UNIT I INTRODUCTION

(Credit:0.5)

Data mining, Text mining, Web mining, Spatial mining, Process mining, BI process- Private and Public intelligence, Strategic assessment of implementing BI

UNIT II DATA WAREHOUSING

(Credit:0.5)

Data ware house – characteristics and view - OLTP and OLAP - Design and development of data Warehouse, Meta data models, Extract/ Transform / Load (ETL) design

UNIT III DATA MINING TOOLS, METHODS AND TECHNIQUES

(Credit:1)

Regression and correlation; Classification- Decision trees; clustering –Neural networks; Market Basket analysis- Association Rules-Genetic algorithms and link analysis, Support Vector Machine, Ant Colony Optimization

UNIT IV MODERN INFORMATION TECHNOLOGY AND ITS BUSINESS OPPORTUNITIES

(Credit:1)

Business intelligence software, BI on web, Ethical and legal limits, Industrial espionage, modern Techniques of crypto analysis, managing and organizing for an effective BI Team.

UNIT V BI AND DATA MINING APPLICATIONS

(Credit:1)

Applications in various sectors – Retailing, CRM, Banking, Stock Pricing, Production, Crime, Genetics, Medical, Pharmaceutical.

TEXT BOOKS

1. Jaiwei Ham And Micheline Kamber “Data Mining concepts and techniques”, US, Kaufmann Publishers
2. Efraim Turban, Ramesh Sharda, Jay E. Aronson & David King “Business Intelligence”, New Delhi, Prentice Hall,

REFERENCE BOOKS

1. Inmon W.H “Building the Data Warehouse”, New Delhi, Wiley India pvt. Ltd.
2. Ralph Kimball & Richard Merz “The data warehouse toolkit”, USA, John Wiley
3. Michel Berry & Gordon Linoff “Mastering Data mining”, USA, John Wiley and Sons Inc.

E: SYSTEMS

ELECTIVE COURSE – III: DECISION SUPPORT SYSTEM AND INTELLIGENT SYSTEMS

Course Code: 18PMS3ES3

Hours : 5

Credit : 4

Total Marks : 100

External Marks: 75

Internal Marks: 25

OBJECTIVES: After the completion of this course the students will be able

- To understand the components of DSS and IS and to know the appropriate model to be used for a problem.
- To introduce the management support system and knowledge management system.
- To explain the data and model management systems.
- To define the Artificial Intelligence.

UNIT I - INTRODUCTION

(Credit:0.5)

Management Support systems, Decision making, Models, DSS Overview, Data, Model, Knowledge Management system.

UNIT II- DATA AND MODEL MANAGEMENT SYSTEMS

(Credit:1)

Data Collection, Data Warehousing, Data Mining, Data visualization, Modeling, Static and dynamic, Optimization, Heuristic, Simulation, Multidimensional modeling.

UNIT III- GSS, ENTERPRISE DSS, KMS

(Credit:0.5)

Group support system, Technologies, Enterprise DSS, Knowledge management methods, Technologies, Tools.

UNIT IV KNOWLEDGE BASED DSS

(Credit:1)

Artificial Intelligence, Expert System, Knowledge Acquisition and validation, Knowledge representation, Inference techniques.

UNIT V -ADVANCED INTELLIGENT SYSTEMS

(Credit:1)

Neural Computing, Fuzzy Logic, Intelligent Agents, Implementation, Integration, Intelligent DSS.

TEXT BOOKS

1. Efraim Turban and Jay E. Aronson N “Decision Support System and Intelligent Systems”, New Delhi, Prentice Hall International.
2. Brein O “Management Information System”, New Delhi, Tata Mcgraw Hill.

REFERENCE BOOKS

1. Janakiraman V. S & Sarukesi K “Decision Support Systems”, New Delhi, Prentice Hall of India.
2. Lofti “Decision Support System and Management”, New Delhi, McGraw Hill Inc, International Edition.
3. Marakas “Decision Support System”, New Delhi, Prentice Hall International.

SEMESTER – IV
CORE COURSE – XVI: STRATEGIC MANAGEMENT

Course Code: 18PMS4CC16

Hours : 5

Credit: 5

Total Marks : 100

External Marks: 75

Internal Marks: 25

OBJECTIVES: After the completion of this course the students will be able

- To understand the organization's mission, vision and objectives, developing policies and plans and also the analysis and implementation of strategic management in strategic business units.
- To describe the competitive advantage.
- To define the strategy implementation & estimate its evaluation.
- To identify the various strategic issues.

UNIT I – CONCEPTUAL FRAMEWORK OF STRATEGIC MANAGEMENT (Credit:1)

Concept of Strategy and Strategy Formation Process – Stakeholders in business – Vision, Mission and Objectives– Business definition and Goals - Corporate Governance and Social responsibility-case study.

UNIT II - COMPETITIVE ADVANTAGE (Credit:1)

External Environment - Porter's Five Forces Model-Strategic Groups Competitive Changes during Industry Evolution- Globalization and Industry Structure - National Context and Competitive advantage Resources – core competencies- Generic Building Blocks of Competitive Advantage- Distinctive Competencies- Resources and Capabilities durability of competitive Advantage- Avoiding failures and sustaining competitive advantage - Case study.

UNIT III - STRATEGIES (Credit:1)

Stability, Expansion, Retrenchment and Combination strategies - Business level strategy- Strategy in the Global Environment-Corporate Strategy- Vertical Integration-Diversification and Strategic Alliances- Building and Restructuring the corporation- Environmental Threat and Opportunity Profile (ETOP) - Organizational Capability Profile - Strategic Advantage Profile - Corporate Portfolio Analysis - SWOT Analysis - GAP Analysis - Mc Kinsey's 7s Framework – BCG Matrix - GE 9 Cell Model.

UNIT IV - STRATEGY IMPLEMENTATION & EVALUATION (Credit:1)

The implementation process, Resource allocation, designing organisational structure-Designing Strategic Control Systems- Matching structure and control to strategy-Implementing Strategic Change-Politics-Power and Conflict-Techniques of strategic evaluation & control- Approaches to strategic implementation case study-

UNIT V -OTHER STRATEGIC ISSUES –STRATEGY REFORMULATION (Credit:1)

Managing Technology and Innovation-Strategic issues for Non-Profit Organization. New Business Models and strategies for Internet Economy-case study.

TEXT BOOKS

1. Hill “Strategic Management: An Integrated approach”, New Delhi Wiley.
2. Azhar Kazmi “Strategic Management and Business Policy”, New Delhi, Tata McGraw Hill.
3. Philip Sadler, “Strategic Management”, Kogan Page India Private Limited, Delhi.

REFERENCE BOOKS

1. Lawrence G. Hrebiniak “Making strategy work, Pearson”, USA, Pearson.
2. Gupta, Gollakota & Srinivasan “Business Policy and Strategic Management – Concepts and Application”, New Delhi, Prentice Hall of India.
3. Dharma Bir Singh “Strategic Management & Business Policy”, New Delhi, Ko Wiley.

CORE COURSE – XVII: INTERNATIONAL BUSINESS MANAGEMENT

Course Code: 18PMS4CC17

Total Marks : 100

Hours : 5

External Marks: 75

Credit : 5

Internal Marks: 25

OBJECTIVES: After the completion of this course the students will be able

- To understand the basic concepts of international business management.
- To describe the international strategic management.
- To design the production, marketing and financial management of global business.
- To improve the conflict management and ethics in international business.

UNIT I - INTRODUCTION

(Credit:1)

International Business –Definition – Internationalizing business-Advantages –factors causing globalization of business- international business environment – country attractiveness –Political, economic and cultural environment – Protection Vs liberalization of global business environment.

UNIT II - INTERNATIONAL TRADE AND INVESTMENT

(Credit:1)

Promotion of global business – the role of GATT/WTO – VIII & IX, round discussions and agreements – Challenges for global business – global trade and investment – theories of international trade and theories of international investment – Need for global competitiveness.

UNIT III INTERNATIONAL STRATEGIC MANAGEMENT

(Credit:1)

Strategic compulsions-Standardization Vs Differentiation – Strategic options – Global portfolio management- global entry strategy – different forms of international business – advantages - organizational issues of international business – organizational structures – controlling of international business – approaches to control – performance of global business- performance evaluation system.

UNIT IV PRODUCTION, MARKETING AND FINANCIAL MANAGEMENT OF GLOBAL BUSINESS

(Credit:1)

Global production –Location –scale of operations- cost of production – Make or Buy decisions – global supply chain issues – Quality considerations- Globalization of markets, marketing strategy – Challenges in product development, pricing, production and channel management- Investment decisions – economic- Political risk – sources of fund- exchange –rate risk and management.

UNIT V CONFLICT MANAGEMENT AND ETHICS IN INTERNATIONAL BUSINESS

(Credit:1)

Disadvantages of international business – Conflict in international business- Sources and types of conflict – Conflict resolutions – Negotiation – the role of international agencies –Ethical issues in international business – Ethical decision-making.

TEXT BOOKS

1. Charles W.I. Hill & Arun Kumar Jain, “International Business”, New Delhi, Tata Mc Graw Hill.
2. John D. Daniels & Lee H. Radebaugh, “International Business”, New Delhi, Pearson Education.
3. Subba Rao .P, “International Business Environment”. Himalaya Publishing House, Delhi.

REFERENCE BOOKS

1. K. Aswathappa, "International Business", New Delhi, Tata Mc Graw Hill.
2. Michael R. Czinkota, Ilkka A. Ronkainen & Michael H. Moffet, "International Business" New Delhi Cengage Learning.
3. Rakesh Mohan Joshi, "International Business", New Delhi, Oxford University Press.
4. Francis Cherunilam, " International Busines Encironment", Himalaya Publishing House, Delhi.

CORE COURSE – XVIII: ENTREPRENEURIAL DEVELOPMENT

Course Code: 18PMS4CC18

Total Marks : 100

Hours: 5

External Marks: 75

Credit: 5

Internal Marks: 25

OBJECTIVES: After the completion of this course the students will be able

- To understand entrepreneurial quality and motivation in students.
- To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively. To create a business plan in an efficient manner.
- To explain about launching and management of small business.

UNIT I -ENTREPRENEURIAL COMPETENCE

(Credit:1)

Entrepreneurship concept – Entrepreneurship as a Career – Entrepreneurial Personality - Characteristics of Successful, Entrepreneur – Knowledge and Skills of Entrepreneur.

UNIT II- ENTREPRENEURIAL ENVIRONMENT

(Credit:1)

Business Environment - Role of Family and Society - Entrepreneurship Development Training and Other Support Organisational Services - Central and State Government Industrial Policies and Regulations - International Business.

UNIT III -BUSINESS PLAN PREPARATION

(Credit:1)

Sources of Product for Business - Prefeasibility Study - Criteria for Selection of Product - Ownership - Capital - Budgeting Project Profile Preparation - Matching Entrepreneur with the Project - Feasibility Report Preparation and Evaluation Criteria.

UNIT IV- LAUNCHING OF SMALL BUSINESS

(Credit:1)

Finance and Human Resource Mobilization Operations Planning - Market and Channel Selection Growth Strategies - Product Launching – Incubation, Venture capital, IT startups.

UNIT V -MANAGEMENT OF SMALL BUSINESS

(Credit:1)

Monitoring and Evaluation of Business - Preventing Sickness and Rehabilitation of Business Units- Effective Management of small Business.

TEXT BOOKS

1. Hisrich “Entrepreneurship”, New Delhi, Tata McGraw Hill.
2. Khanka S.S “Entrepreneurial Development”, New Delhi, Sultan & sons Company Limited.

REFERENCE BOOKS

1. Prasanna Chandra “Projects – Planning, Analysis, Selection, Implementation and Reviews”, Tata McGraw-Hill.
2. P.Saravanavel “Entrepreneurial Development”, Chennai, Ess Pee kay Publishing House.
3. Supriya Singh, Akshara Singh “Entrepreneurial Development”, Lucknow, Thakur Publishers.

A: MARKETING

ELECTIVE COURSE – IV: RETAIL MANAGEMENT

Course Code: 18PMS4EM4

Hours: 5

Credit: 4

Total Marks : 100

External Marks: 75

Internal Marks: 25

OBJECTIVES: After the completion of this course the students will be able

- To understand the contemporary retail management issues at the strategic level.
- To describe and analyse the way retailing works, specifically the key activities and relationships.
- To derive the retailing decisions.
- To classify the retail shop management & to determine the retail shopper behaviour.

UNIT 1 -INTRODUCTION

(Credit:0.5)

An overview of Global Retailing – Challenges and opportunities – Retail trends in India – Socio economic and technological Influences on retail management – Government of India policy implications on retails.

UNIT II - RETAIL FORMATS

(Credit:0.5)

Organized and unorganized formats – Different organized retail formats – Characteristics of each format – Emerging trends in retail formats – MNC's role in organized retail formats.

UNIT III - RETAILING DECISIONS

(Credit:1)

Choice of retail locations - internal and external atmospherics – Positioning of retail shops – Building retail store Image - Retail service quality management – Retail Supply Chain Management– Retail Pricing Decisions. Merchandising and category management – buying.

UNIT IV - RETAIL SHOP MANAGEMENT

(Credit:1)

Visual Merchandise Management – Space Management – Retail Inventory Management – Retail accounting and audits - Retail store brands – Retail advertising and promotions – Retail Management Information Systems - Online retail – Emerging trends .

UNIT V - RETAIL SHOPPER BEHAVIOUR

(Credit:1)

Understanding of Retail shopper behavior – Shopper Profile Analysis – Shopping Decision Process - Factors influencing retail shopper behavior – Complaints Management - Retail sales force Management – Challenges in Retailing in India.

TEXT BOOKS

1. Michael Havy ,Baston, Aweitz & Ajay Pandit “Retailing Management”, Michigan, McGraw Hill Education.
2. James R. Ogden “Integrated Retail Management”, New Delhi, Cengage Learning India Pvt. Ltd.

REFERENCE BOOKS

1. Patrick M. Dunne and Robert F Lusch, “Retailing”, USA, Thomson Learning.
2. Chetan Bajaj, Rajnish Tow & Nidhi V. Srivatsava, “Retail Management”, New Delhi, Oxford University Press.
3. Swapna Pradhan, “Retail Management -Text and Cases”, New Delhi, Tata McGraw Hill.

A: MARKETING

ELECTIVE COURSE – V: BUSINESS TO BUSINESS MARKETING

Course Code: 18PMS4EM5

Total Marks : 100

Hours: 5

External Marks: 75

Credit: 4

Internal Marks: 25

OBJECTIVES: After the completion of this course the students will be able

- To understand the various concepts of Industrial marketing to students who have had a foundation course in marketing.
- To become familiar with the peculiarities of Industrial marketing.
- To be able to apply the concepts and practices of Industrial marketing to real life situations.
- To identify the Marketing strategy for Industrial Firms.

UNIT I

(Credit:0.5)

Introduction to Industrial marketing – Industrial Marketing Operations.

UNIT II

(Credit:1)

Segmentation in Industrial Marketing, Demand concepts for Industrial products, Industrial Marketing Research, Industrial Buyer Behaviour.

UNIT III

(Credit:0.5)

Product Management – Product line planning – New Product development strategy.

UNIT IV

(Credit:1)

Pricing, Distribution, Advertising and Sales Promotion of Industrial Products.

UNIT V

(Credit:1)

Marketing strategy for Industrial Firms – Product Market Management – Developing & Evaluating Strategies – Effective implementation of Strategies.

TEXT BOOKS

1. Govindarajan M. “Industrial Marketing Management “, Noida, Vikas publishing House PVT Ltd.
2. Milind T. Phadtare “Industrial Marketing”, New Delhi, PHI learning Pvt Ltd.

REFERENCE BOOKS

1. Robert & Reeder, Edward G. Brierty & Betty H. Reeder “Industrial Marketing” , New Delhi, Prentice Hall of India Ltd.
2. Robert Dwyer F “Business Marketing”, New Delhi, McGraw Hill.
3. Michael D Hutt and Speech T.V “Industrial Marketing Management”, USA, The Dryden Press,

A: MARKETING

ELECTIVE COURSE – VI: SALES AND DISTRIBUTION MANAGEMENT

Course Code: 18PMS4EM6

Hours: 5

Credit: 4

Total Marks : 100

External Marks: 75

Internal Marks: 25

OBJECTIVES: After the completion of this course the students will be able

1. To understand the concepts which are helpful in developing a sound sales and distribution policy.
2. To organise and manage sales force and marketing channels.
3. To describe the supervision of salesmen and define the developing and managing sales evaluation programme.
4. To identify the channel Intermediaries and their management.

UNIT I

(Credit:0.5)

Nature and scope of Sales Management; Setting and Formulating Personnel; Developing and Conducting Sales Training Programmes; Designing and Administering Compensation Plans.

UNIT II

(Credit:1)

Supervision of Salesmen; Motivating Sales Personnel; Sales Meetings and Sales Contests; Designing Territories and Allocating Sales Efforts; Objectives and Quotes for Sales Personnel.

UNIT III

(Credit:1)

Developing and Managing Sales Evaluation Programme; Sales Cost and Cost Analysis. An overview of Marketing Channels, their structure, Functions and Relationships.

UNIT IV

(Credit:1)

Channel Intermediaries – Wholesaling and Retailing; Logistics of Distribution; Channel Planning Organisational Patterns in Marketing Channels; Managing Marketing Channels; Marketing Channel Policies and Legal Issues.

UNIT V

(Credit:0.5)

Information System and Channel Management, Assessing Performance of Marketing Channels including sales force; International Marketing Channels.

TEXT BOOKS

1. Havaladar K& Vasant M Cavale “Sales and Distribution Management”, New Delhi, Tata mcgraw Hill.
2. Kujnish Vashisht “A practical Approach to Sales Management”, New Delhi, Atlantic publishers.

REFERENCE BOOKS

1. Bill Donaldson “Sales Management, principles, process and practice”, UK, Ane book Pvt Ltd.
2. Pingali Venugopal “Sales and Distribution management”, USA, sage publication.
3. Joseph F Hair “Sales Management”, US, Cengage learning.

B: FINANCE

ELECTIVE COURSE – IV: COMMERCIAL BANKING MANAGEMENT

Course Code: 18PMS4EF4

Hours: 5

Credit: 4

Total Marks : 100

External Marks: 75

Internal Marks: 25

OBJECTIVES: After completion of the course the students will be able

- To acquire depth knowledge of banking and finance and prepare them for career in banking and other financial institutions.
- To explain the functions of commercial and merchant banks.
- To elucidate the bank account and insurance concepts.
- To explain the concepts of borrowing, lending and negotiable instruments available.

UNIT – I

(Credit:0.5)

Origin of banks - Banking Regulation Act, 1949 – Role of Banks and Economic Development - Central Banking and Role of RBI and their functions.

UNIT – II

(Credit:0.5)

Commercial Banks - Functions - E - Banking – ATM Cards, Debit cards, Personal Identification Number - Online enquiry and update facility Electronic Fund Transfer-Electronic Clearing System.

UNIT - III

(Credit:1)

Merchant Banking - Functions - Issue Management - Managing of new issues - Underwriting - Capital market - Stock Exchange - Role of SEBI.

UNIT – IV

(Credit:1))

Opening of an Account - Types of Deposit Account - Types of customers - Importance of customer relations - Customer grievances and redressal - Ombudsman. Insurance - Different types - Insurance laws and regulations.

UNIT – V

(Credit:1)

Principles of lending - Types of Borrowings – Precautions to be taken by a banker. Negotiable Instruments - Promissory Note - Bills of Exchange, Cheque, Draft - Crossing - Endorsement - Material Alteration - Paying Banker - Rights and Duties - Statutory Protection - Dishonour of Cheques - Role of collecting banker.

TEXT BOOKS

1. Sundaram & Varshney “Banking Law, Theory and Practice”, New Delhi, Sultan Chand Co.
2. Maheswari S.N “Banking Law, Theory and Practice”, Chennai, Kalyani Publication.

REFERENCE BOOKS

1. Parameswaran “Indian Banking” New Delhi, S. Chand and Co.
2. Peter S Rose& Sylvia Conway Hudgins “Bank Management and Financial service”, New Delhi, McGraw-Hill Companies.
3. Santhanam B “Banking and Financial Systems”, New Delhi, Margham Publishers

B: FINANCE

ELECTIVE COURSE – V: CORPORATE FINANCE

Course Code: 18PMS4EF5

Hours: 5

Credit: 4

Total Marks : 100

External Marks: 75

Internal Marks: 25

OBJECTIVES: After completion of the course the students will

- Acquire nuances involved in short term corporate financing and good ethical practices.
- To examine the industrial finance concepts with reference to Indian capital market.
- To explain advanced financial management techniques and decision making.
- To elucidate concepts of corporate governance, CSR and ethics in corporate finance.

UNIT I INDUSTRIAL FINANCE

(Credit:1)

Indian Capital Market – Basic problem of Industrial Finance in India. Equity – Debenture financing – Guidelines from SEBI, advantages and disadvantages and cost of various sources of Finance - Finance from international sources, financing of exports – role of EXIM bank and commercial banks.– Finance for rehabilitation of sick units.

UNIT II SHORT TERM-WORKING CAPITAL FINANCE

(Credit:1)

Estimating working capital requirements – Approach adopted by Commercial banks, Commercial paper- Public deposits and inter corporate investments.

UNIT III ADVANCED FINANCIAL MANAGEMENT

(Credit:0.5)

Appraisal of Risky Investments, certainty equivalent of cash flows and risk adjusted discount rate, risk analysis in the context of DCF methods using Probability information, nature of cash flows, Sensitivity analysis; Simulation and investment decision, Decision tree approach in investment decisions.

UNIT IV FINANCING DECISION

(Credit:1)

Simulation and financing decision - cash inadequacy and cash insolvency -determining the probability of cash insolvency- Financing decision in the Context of option pricing model and agency costs- Inter-dependence of investment - financing and Dividend decisions.

UNIT V CORPORATE GOVERNANCE

(Credit:0.5)

Corporate Governance - SEBI Guidelines- Corporate Disasters and Ethics - Corporate Social Responsibility- Stakeholders and Ethics- Ethics, Managers and Professionalism.

TEXTBOOKS

1. Richard A.Brealey, Stewart C.Myers & Mohanthy, “Principles of Corporate Finance”, New Delhi, .Tata McGraw Hill.
2. I.M.Pandey, “Financial Management”, New Delhi, Vikas Publishing House Pvt., Ltd.

REFERENCE BOOKS

1. Brigham and Ehrhardt “Corporate Finance - A focused Approach”, New Delhi, Cengage Learning.
2. M.Y Khan “Indian Financial System”, New Delhi, Tata McGraw Hill.
3. Krishnamurthy & Viswanathan "Advanced Corporate Finance" New Delhi, PHI Learning,

B: FINANCE

ELECTIVE COURSE – VI: RISK MANAGEMENT AND INSURANCE

Course Code: 18PMS4EF6

Hours: 5

Credit: 4

Total Marks : 100

External Marks: 75

Internal Marks: 25

OBJECTIVES: After completion of the course the students will be able

- To understand risk management and the basics of insurance.
- To define the basic concepts of risks and management.
- To deduce the risk management techniques.
- To introduce insurance and justify it as a risk management technique.

UNIT I INTRODUCTION TO RISK MANAGEMENT (Credit:0.5)

Risk - Types of Risk – Objectives of risk management – Sources of risk – Risk Identification – Measurement of risk

UNIT II RISK AVERSION & MANAGEMENT TECHNIQUES (Credit:1)

Risk Avoidance – Loss Control – Risk retention – risk transfer – Value of risk Management – Pooling and diversification of risk

UNIT III RISK MANAGEMENT TOOLS

(Credit:1)

Options – Forward contracts – Future contracts – SWAPS – Hedging – Optimal hedges for the real world.

UNIT IV INTRODUCTION TO INSURANCE (Credit:1)

General Insurance – Principles of general insurance – General Insurance Products (Fire, Motor Health) – Insurance Contracts – Objectives of Insurance Contracts – Elements of a valid contract – Characteristics of Insurance Contracts – Insurance Pricing – Insurance Market & Regulation – Solvency regulation

UNIT V INSURANCE AS A RISK MANAGEMENT TECHNIQUE (Credit:0.5)

Insurance Principles – Policies – Insurance Cost & Fair Pricing – Expected claim costs – Contractual provisions that limit Insurance Coverage.

TEXTBOOK

1. Harrington & Niehaus, “Risk management and Insurance”, New Delhi, Tata Mcgraw Hill Publishing.
2. Trieschman, Hoyt, Sommer “Risk management and Insurance”, USA Cengage Learning.

REFERENCE BOOK

1. Mark S. Dorfman “Introduction to Risk management and Insurance”, NewDelhi Prentice hall of India.
2. Stulz “Risk management and Derivaties”, US Cengage Learning.
3. Skipper and Kwon “Risk management and Insurance”, USA, Blackwell Publishing.

C: HUMAN RESOURCE

ELECTIVE COURSE – IV: PUBLIC RELATION MANAGEMENT

Course Code: 18PMS4EH4

Hours: 5

Credit: 4

Total Marks : 100

External Marks: 75

Internal Marks: 25

OBJECTIVES: After the completion of this course the students will be able

- To understand the fundamental tools of public relations practice.
- To provide a multidisciplinary understanding of the emerging trends in the field of public relation.
- To describe the importance of employee communications.
- To detect the emerging challenges of community activism. and estimate the media relations & issues in public relations

UNIT I

(Credit:1)

Public Relation – Concept - Proactive and Reactive Approaches – Public Relations Process – Behavioral Public Relations Model – Persuasion Model – Two way symmetrical Communications Model.

UNIT II

(Credit:1)

Theoretical basis for Public Relations – Theories of Relationships –Systems Theory – situational Theory – Theories of Persuasion and Social Influence. Public Relations roles – Models of Public Relations – Approaches to Conflict Resolutions.

UNIT III

(Credit:1)

Employee communications – Role – concept – Importance – Special employee Communication Situations – Media of Employee communications – Objectives of Internal media – Starting internal media – controlling internal media - Occasional and Special media.

UNIT IV

(Credit:0.5)

Community Relations – Community Relations Process – Guidelines for Effective Relations Programs - Criteria for Community relations Activities – Corporate Social Responsibility & Philanthropy- Emerging Challenge of Community Activism – NGOs and their role.

UNIT V

(Credit:0.5)

Media Relations & Issues in Public Relations - Media Relations –Role of Media in Public Relations –Role of Technology in Public Relations- Public relations challenges –Types of Issues - Target audiences - Public Service as Preventive Public Relations – Special Interests – Importance of Compromise – Issue Anticipation.

TEXT BOOKS

1. Philip Lesly “Hand Book of Public Relation and Communication” New Delhi, Jaicoo Publication.
2. Shrutika Kasor “Public Relations” New Delhi, Mohit Publications.

REFERENCE BOOKS

1. Iqbal Sachdeva “Public Relations – Principles and Practices”, New Delhi, Oxford University Press.
2. Edward J. Lordan “Essentials of Public Relations Management”, US, Rowman, Littlefield Publications.
3. Erica Weintraub Austin & Bruce E. Pinkleton “Strategic Public Relations Management”, London, Lawrence Erlbaum Publishers.

C: HUMAN RESOURCE

ELECTIVE COURSE – V: MANAGING INTERPERSONAL EFFECTIVENESS

Course Code: 18PMS4EH5

Hours: 5

Credit: 4

Total Marks : 100

External Marks: 75

Internal Marks: 25

OBJECTIVES: After the completion of this course the students will be able

- To understand the managerial styles in terms of concern for production and people.
- To assess different systems of management and relate these systems to organizational characteristics. To explain the communication, language and non-verbal communication.
- To identify the factors influencing environment.
- To determine the quality of work life (Qwl)

UNIT I: SELF PERCEPTION AND SELF-PRESENTATION (Credit:1)

Defining & perceiving self, gaining self-knowledge, self-effectiveness, self-presentation, self-presentation motives and strategies, impression management, self-monitoring.

UNIT II: COMMUNICATION (Credit:1)

Communication & language, Non-verbal communication, proxemics (interpersonal space) paralanguage, kinesics, deception, detection deception, non-verbal leakage.

UNIT III: ATTITUDE AND ATTITUDE CHANGE (Credit:0.5)

The nature of attitude, changing attitudes – theoretical perspectives, changing attitudes through persuasion, Avoiding measurement pitfalls, conditions promoting and reducing consistency.

UNIT IV: ENVIRONMENTAL INFLUENCE (Credit:0.5)

Territoriality, crowding, environmental quality and social behaviour, the impact of our surroundings.

UNIT V: QUALITY OF WORK LIFE (QWL) (Credit:1)

Quality of Work Life : Working and well being, The working woman and the stress on working women, Advertising and consumer Behaviour, public health, aging and life quality, using social psychology to improve quality of work life.

TEXT BOOKS

1. Steven L MC Shane “Organisational Behaviour” , Chennai, Tata MCgraw Hill.
2. RISO.R.J & Turner R.N. “Essential social Psychology”, Chennai, Sage publication.

REFERENCE BOOKS

1. John. W. Newstrom “Organisational Behaviour”, New Delhi, Tata Mcgraw Hill.
2. Fayyaz Ahamed S. “Organisational behaviour” , Chennai, Atlantic publishers.
3. Jai B.P Sinha “Culture and Organisational Behavior” Chennai, .Sage publication.

C: HUMAN RESOURCE

ELECTIVE COURSE – VI: GROUP DYNAMICS

Course Code: 18PMS4EH6

Hours: 5

Credit: 4

Total Marks : 100

External Marks: 75

Internal Marks: 25

OBJECTIVES: After the completion of this course the students will be able

- To comprehend the value, importance and the necessary skills to cope up and survive in a Group.
- To identify the appropriate training methods for effective group membership.
- To describe the decision making and application of those decisions in groups.
- To differentiate the use of groups in organizations Vs individual performance.

UNIT I

(Credit:1)

Meaning of group and group dynamics -reasons for the formation of groups -characteristics of groups -theories of group dynamics -types of groups in organization -group cohesiveness -factors influencing group cohesiveness -group decision making process -small group behavior.

UNIT II

(Credit:1)

Training for effective group membership – T Group training or sensitivity training – Lab exercises and feedback to individuals for improving interpersonal competence goals, approaches and utilization of sensitivity – training in Organizations.

UNIT III

(Credit:0.5)

Process of decisions making in groups – Problems and approaches for ‘consensus’ formation – effective meetings. Theory and model of interpersonal behaviour of C William Shutz – FIRO – B Test – its application – Achieving group compatibility – Problems in Reaching compatibility.

UNIT IV

(Credit:1)

Use of groups in Organizations Vs Individual performance – Inter group Problems in Organizations – Inter group competition – Reducing competition through training – Conflict – Management of conflict – Preventing interpersonal conflict and inter group conflict Achieving integration in groups.

UNIT V

(Credit:0.5)

Organization Development through better management of group dynamic – Team work development.

TEXT BOOKS

1. Donel son. R. Forsyth “Group processes”, USA cengage learning.
2. Fayyaz Ahamed “Organisational Behaviour”, Chennai, Atlantic publishers & Distributors Pvt. Ltd.

REFERENCE BOOKS

1. Sekaran, Uma “Organizational Behavior-text & cases” New Delhi, Tata McGraw Hill Pub Ltd.
2. Robbins, P.Stephen “Organizational Behavior-concepts, controversies & Applications”, New Delhi, Prentice Hall of India Ltd.
3. Luthans Fred “Organizational Behavior” New Delhi, McGraw Hill Publishers Co. Ltd.

D: OPERATIONS

ELECTIVE COURSE – IV: MATERIAL REQUIREMENT PLANNING

Course Code: 18PMS4EO4

Hours: 5

Credit: 4

Total Marks : 100

External Marks: 75

Internal Marks: 25

OBJECTIVES: After the completion of this course the students will be able

- To comprehend the materials, reduction of inventory cost, meeting delivery schedules and improved performance in handling the materials.
- To explain the Concept of Logistics & Supply chain management.
- To describe the purchasing management & stores.
- To define materials handling principles, equipments and safety issues.

UNIT I:INTRODUCTION

(Credit:0.5)

Materials Management – Evolution, Importance, Scope & Objectives – Interface with other functions – Concept of Logistics & Supply chain management.

UNIT II: INVENTORY

(Credit:1)

Need of inventory – Costs associated with inventory – Types of Inventory – Basic EOQ model – EOQ with discounts – Classification of material – ABC Analysis. Inventory Control & Cost reduction Techniques.

UNIT III: MATERIAL REQUIREMENT PLANNING

(Credit:1)

Advantages over Conventional Planning (Order Point method) – Input & Output of MRP System - Forecasting – Overview of quantitative & qualitative methods of forecasting – Master Production Schedule – Bill of Materials – Material flow in MRP. MRP II. Concept of ERP.

UNIT IV: PURCHASING MANAGEMENT & STORES

(Credit:1)

Responsibilities of Purchase Department – Purchase Cycle – Negotiation & Bargaining – Vendor relations – Purchasing Methods– Stores : Functions, Importance, Organization of stores & Stores layout, Stores procedure – Documentation.

UNIT V: MATERIALS HANDLING

(Credit:0.5)

Principles of Materials handling system – Materials handling equipments – Safety Issues Fire & Safety measures – Insurance Coverage.

TEXT BOOKS

1. LC Jhamb, “Materials & Logistics Management”, Everest Publishing House.
2. Arnold. J, Chapman. S, Ramakrishnan. R “Introduction to Materials Management”, New Delhi, Pearson Publications.

REFERENCE BOOKS

1. Kasande S.P “Materials & Logistics Management”, New Delhi, Nirali Publications.
2. Joseph Orlickly, “Materials Requirement Planning” New Delhi, McGraw-Hill.
3. Malakooti, Behnam “Operations and Production Systems with Multiple Objectives”, New Delhi, John Wiley & Sons.

D: OPERATIONS

ELECTIVE COURSE – V: ADVANCED PRODUCTION MANAGEMENT

Course Code: 18PMS4EO5

Hours: 5

Credit: 4

Total Marks : 100

External Marks: 75

Internal Marks: 25

OBJECTIVES: After the completion of this course the students will be able

- To comprehend the advanced nature on the following topics reinforced by Case Analysis, Situation Diagnosis, finding remedial alternatives, mathematical modeling, heuristics, etc. that forms a major component of the teaching methodology.
- To describe the lean thinking in different era.
- To classify the location problems and to describe the computerized layout techniques.

UNIT-I

(Credit:0.5)

Evolution of Lean Thinking – Craftsman era, Mass Production era and Lean Thinking.

UNIT-II

(Credit:1)

Single Facility Location Problem, Multifacility Location Problem – Minimax Location Problem – Computerized Layout Techniques – ALDEP, CRAFT, Group Technology – Rank Order Clustering Algorithm.

UNIT-III

(Credit:0.5)

From thinking to action: Lean Leap Tool – Kit
TQM concepts and Tools – QFD, FMEA Robust Design concepts; SPC, QC circles

UNIT-IV

(Credit:1)

Creating Lean Enterprise – Organisation and Implementation steps-Cases from Manufacturing Industries. Cases from Service Industries, including Software Industry.

UNIT-V

(Credit:1)

Inventory Models – Quantity Discounts – EOQ model for multi-item joint replenishment (purchase model, manufacturing model, and purchase model with space constraint), -5S and TPM - JIT System and KANBAN Concepts - Cellular Layouts

TEXT BOOKS

1. Panneerselvam R ” Production and Operations Management”, New Delhi, PHI Learning.
2. Donald H Sheldon “Lean Materials Planning and Execution: A Guide to Internal and External Supply Management Excellence “USA, Cengage Learning India.

REFERENCE BOOKS

1. Mandal. SK. ”Total Quality Management”, New Delhi, Vikas Publishing house.
2. Gopala Krishnan. N. “Simplified Lean manufacture”, New Delhi, PHI Learning.
3. Chary S N“Production and Operations Management”, New Delhi, McGraw-Hill.

D: OPERATIONS

ELECTIVE COURSE – VI: MANUFACTURING RESOURCE PLANNING

Course Code: 18PMS4EO6
Hours: 5
Credit: 4

Total Marks : 100
External Marks: 75
Internal Marks: 25

OBJECTIVES: After the completion of this course the students will be able

- To comprehend the manufacturing systems, process and control.
- To have better knowledge about scheduling.
- To identify the characteristics and capabilities of manufacturing processes.
- To classify the various resource planning methods.

UNIT: I

(Credit:0.5)

Introduction to the Manufacturing Systems, Types of Manufacturing Systems, Manufacturing Automation and Computer Integrated Manufacturing (CIM).

UNIT: II

(Credit:1)

Characteristics and Capabilities of Manufacturing Processes, Principles of design for manufacturability, Design Cycles, Product Planning, Conceptual Design, Functional and Aesthetic Design.

UNIT: III

(Credit:1)

Coding of Components, Group Technology in Manufacturing, Process Planning, Variant approach, Generative approach, Computer Aided Process Planning (CAPP), Application of Production Flow Analysis in Manufacturing.

UNIT: IV

(Credit:0.5)

Inventory Control, Production Planning, Master Production Scheduling, Material Requirement Planning, Resource Planning, Rough Cut Capacity Planning, Capacity Requirement Planning.

UNIT: V

(Credit:1)

Scheduling, Job Shop Scheduling, Set-up dependent scheduling. Flow Shop Scheduling, Special techniques in scheduling, Application of Genetic Algorithm in Scheduling, Introduction to Just-in-Time, Scheduling in JIT.

TEXT BOOKS

1. Khalid Sheikh “Manufacturing Resource planning”, New Delhi, McGraw-Hill Publishing.
2. Oliver W. Wight “Manufacturing Resource planning “, US, Oliver Wight Ltd Publication Inc.

REFERENCE BOOKS

1. Lee J. Krajewski “Operations Management”, New Delhi, Pearson Education India.
2. Wolsey, Laurence “*Production Planning by Mixed Integer Programming Springer*”, New York, Springer-Verlag Publications.
3. Monk, E. & Wagner, B “Concepts in Enterprise Resource Planning “, Canada, Mac Mendelsohn.

E: SYSTEMS

ELECTIVE COURSE – IV: E - BUSINESS MANAGEMENT

Course Code: 18PMS4ES4

Hours: 5

Credit: 4

Total Marks : 100

External Marks: 75

Internal Marks: 25

OBJECTIVES: After completion of the course the students will be able

- To understand the practices and technology to start an online business and manage it.
- To examine the technology infrastructure available.
- To explain the concept of E-Business payments and securities.
- To deuce the legal and privacy issues in business

UNIT I INTRODUCTION TO E-BUSINESS

(Credit:0.5)

E-business, e-business vs. e-commerce, Economic forces – advantages – myths – e-business models, design, develop and manage e-business, Web 2.0 and Social Networking, Mobile Commerce, S-commerce

UNIT II TECHNOLOGY INFRASTRUCTURE

(Credit:1)

Internet and World Wide Web, internet protocols - FTP, intranet and extranet, information publishing technology- basics of web server hardware and software.

UNIT III BUSINESS APPLICATIONS

(Credit:1)

Consumer oriented e-business – e-tailing and models - Marketing on web – advertising, e-mail marketing, affiliated programs - e-CRM; online services, Business oriented e-business, e governance, EDI on the internet, Delivery management system, Web Auctions, Virtual communities and Web portals – social media marketing

UNIT IV E-BUSINESS PAYMENTS AND SECURITY

(Credit:0.5)

E-payments - Characteristics of payment of systems, protocols, e-cash, e-cheque and Micropayment systems- internet security – cryptography – security protocols – network security.

UNIT V LEGAL AND PRIVACY ISSUES

(Credit:1)

Legal, Ethics and privacy issues – Protection needs and methodology – consumer protection, cyber laws, contracts and warranties, Taxation and encryption policies

TEXT BOOKS

1. Harvey M.Deitel, Paul J.Deitel, Kate Steinbuhler, “E-business and e-commerce for managers”, New Delhi, Pearson.
2. Efraim Turban, Jae K. Lee, David King, Ting Peng Liang, Deborrah Turban “Electronic Commerce –A managerial perspective “New Delhi, Pearson Education Asia.

REFERENCE BOOKS

1. Parag Kulkarni, Sunita Jahirabadkao, Pradeep Chande, e business, UK, Oxford University Press.
2. Hentry Chan & el ” E-Commerce – fundamentals and Applications”, New Delhi, Wiley India Pvt Ltd,
3. Gary P. Schneider “Electronic commerce”, Canada, Thomson course technology.

E: SYSTEMS

ELECTIVE COURSE – V: KNOWLEDGE MANAGEMENT SYSTEMS

Course Code: 18PMS4ES5

Hours: 5

Credit: 4

Total Marks : 100

External Marks: 75

Internal Marks: 25

OBJECTIVES: After completion of the course the students will be able

- To know the concept of knowledge management system.
- To explain various knowledge management models.
- To describe the KM tools, strategy and metrics.
- To elucidate the concept of knowledge leadership.

UNIT I INTRODUCTION

(Credit:0.5)

Knowledge management theory and practice, Major approaches to KM cycle, Zack, Bukowitz and Williams, McElroy, Wiig, Integrated cycle.

UNIT II KNOWLEDGE MANAGEMENT MODELS

(Credit:1)

Major theoretical KM models, Von Krogh and Ros, Nonaka and Takeuchi, Choo sense-making KM model, Wiig model, Boisot I-space, Complex Adaptive System models, Tacit and Explicit knowledge capture.

UNIT III KM TOOLS STRATEGY AND METRICS

(Credit:1)

Knowledge acquisition and creation tools, Sharing and Dissemination tools, KM strategy, Knowledge audit, Gap analysis, KM metrics, Benchmarking, Balanced scorecard, House of Quality method.

UNIT IV KM IN ORGANISATION

(Credit:1)

Organisational culture, Organisational maturity models, KM team, Ethics of KM, future challenges for KM, Research issues, Knowledge application at individual, group and organisational levels, Knowledge reuse, Knowledge repositories.

UNIT V KNOWLEDGE LEADERSHIP

(Credit:0.5)

Knowledge Leadership styles, Knowledge alignment with business strategies, Pragmatic knowledge development, balancing knowledge and business management systems, constructing knowledge infrastructure.

TEXT BOOKS

1. Kimiz Dalkir, “Knowledge Management in Theory and Practice”,UK, Butterworth – Heinemann Publications.
2. James O' Brein “Management Information System” New Delhi, Tata McGraw Hill.

REFERENCE BOOKS

1. Stuart Barnes, “Knowledge Management Systems – Theory and Practice”, New Delhi, Cengage Learning.
2. Steven Cavaleri & Sharon Seivert with Lee W. Lee, “Knowledge Leadership – The Art and Science of Knowledge based organization”, UK, Butterworth – Heinemann.
3. Shelda Debowski, “Knowledge Management”, New Delhi, Wiley India.

E: SYSTEMS

ELECTIVE COURSE – VI: CLOUD COMPUTING

Course Code: 18PMS4ES6

Hours: 5

Credit: 4

Total Marks : 100

External Marks: 75

Internal Marks: 25

OBJECTIVES: After completion of the course the students will be able

- To understand concepts of cloud computing for business management.
- To define the basics of cloud computing, its implementation and control process.
- To identify the applications of cloud computing and cloud services for managers.
- To describe virtual office management.

UNIT I INTRODUCTION

(Credit:0.5)

Introduction to Cloud Computing, Evolution - Cloud Computing, Hardware, Internet and Software, Virtualization, Web Services on Cloud, Infrastructure-as-a-Service, Platform-as-a-Service, Software-as-a-Service, Building Cloud Network.

UNIT II IMPLEMENTATION AND CONTROL

(Credit:0.5)

Privacy and its relation to Cloud-based Information Systems, Security in the Cloud, Common Standards in the Cloud, End-User Access to the Cloud Computing, legal and ethical dimensions.

UNIT III CLOUD COMPUTING FOR MANAGERS

(Credit:1)

Centralizing Email Communications – Collaborating on Schedules, To-Do Lists, Contact Lists – online Community development – online collaboration tools for projects – Cloud Computing for business.

UNIT IV APPLICATIONS OF CLOUD SERVICES

(Credit:1)

Applications – Online Planning and Task Management –Event Management – CRM- Cloud service development tools -word processing, databases, storing and file sharing on cloud.

UNIT V VIRTUAL OFFICE MANAGEMENT

(Credit:1)

Web-based communication tools –Web Mail Services –Web Conference Tools –Social Networks and Groupware – collaborating via blogs and Wikis; IBM, Amazon Ec2, Google Apps for Business, Salesforce.com, Ramco-On-Demand

TEXT BOOKS

1. John W. Ritting house & James F. Ransome, “Cloud Computing Implementation, Management and Security”, New York., CRC Press, Taylor & Francis Group.
2. Round tree “Basics of Cloud Computing”, New Delhi, Elsevier India.

REFERENCE BOOKS

1. Michael Miller, “Cloud Computing: Web-Based Applications That Change the Way You Work and Collaborate Online”, New Delhi, Que Publishing.
2. Haley Beard, “Cloud Computing Best Practices for Managing and Measuring Processes for On-demand Computing, Applications and Data Centers in the Cloud with SLAs”, Australia, Emereo Pvt Limited.
3. Alfredo Mendoza, “Utility Computing Technologies, Standards, and Strategies”, UK, Artech House INC.