

**M. S. RAMAIAH INSTITUTE OF TECHNOLOGY
BANGALORE-54**

(Autonomous Institute, Affiliated to VTU)

DEPARTMENT OF MANAGEMENT STUDIES



**Outcome Based Education Curriculum
(for the Academic year 2016– 2017)**

I and II Semester MBA



M.S. RAMAIAH INSTITUTE OF TECHNOLOGY
(Autonomous Institute, affiliated to VTU)
Bangalore- 560 054

Approved Scheme and Syllabus of I, II, III, IV Semester MBA (2016-2018)

Members of Board of Studies

Sl. No.	Name	Chairman/ Member	Institute
1.	Dr.P.V.Raveendra	Chairman	MSRIT, Bangalore
2.	Dr.M.G.Krishnamurthy	VTU Nominee	JNNCE, Shimoga
3.	Prof.Jayanthi Iyer	Member	Adjunct faculty,IIM-B, Visiting Faculty, IIM Indore
4.	Mr.Narendra Murthy	Member	Vice President HR Zovi.com Ltd., Bangalore
5.	Dr. Y.M.Satish	Member	MSRIT, Bangalore
6.	Dr. M.Rizwana	Member	MSRIT, Bangalore
7.	Dr. A.Mahalakshmi	Member	MSRIT, Bangalore
8.	Mr. N.Srikanth Reddy	Member	MSRIT, Bangalore
9.	Mr.Santhosh Kumar S	Member	MSRIT, Bangalore

About the Institution

M. S. Ramaiah Institute of Technology (MSRIT) was started in 1962 by the late Dr. M.S. Ramaiah, our Founder Chairman who was a renowned visionary, philanthropist, and a pioneer in creating several landmark infrastructure projects in India. Noticing the shortage of talented engineering professionals required to build a modern India, Dr. M.S. Ramaiah envisioned MSRIT as an institute of excellence imparting quality and affordable education. Part of Gokula Education Foundation, MSRIT has grown over the years with significant contributions from various professionals in different capacities, ably led by Dr. M.S. Ramaiah himself, whose personal commitment has seen the institution through its formative years. Today, MSRIT stands tall as one of India's finest names in Engineering Education and has produced around 35,000 engineering professionals who occupy responsible positions across the globe. India Today, a leading national level magazine has ranked our Institution very high. MSRIT is accredited by NBA as well as NAAC.

About the Department:

The Department of Management Studies was established in the year 1998 with an objective of bringing out high-quality professional managers to meet the emerging and ever growing demands and challenges of the industry in an ethical and socially responsible manner. Since inception, the Department has shown remarkable growth in the direction of achievement of its objectives. The faculty of the department is well experienced both in industry and in the academic field. All the faculties are involved in research and technical paper publications in reputed technical journals, conferences across the world. The department believes in continually enhancing the expertise of the faculty by deputing them to various workshops and faculty development programs.

Faculty List

S. No.	Name	Qualification	Designation
1	Dr.P.V.Raveendra	MBA Ph.D.	Prof. & HOD
2	Dr. Y.M.Satish	MBA,Ph.D	Professor
3	Dr. M.Rizwana	MBA,M.Phil, Ph.D	Associate Professor
4	Dr.A.Mahalakshmi	MBA,LLB,Ph.D	Associate Professor
5	Mr.N.Srikanth Reddy	MBA,(Ph.D)	Asst. Professor
6	Mr. S. Santhosh Kumar	MBA,(Ph.D)	Asst. Professor
7	Mr. Vijaya Kumar.G	MBA, (Ph.D)	Asst. Professor
8	Mrs. Pallavi.B	MBA, (Ph.D)	Asst. Professor
9	Ms. Rashmi.S.B	MBA, M.Phil,(Ph.D)	Asst. Professor
10	Mr. Arun Kumar.D.C	MBA, (Ph.D)	Asst. Professor
11	Mr. Adarsha.K	MBA, (Ph.D)	Asst. Professor
12	Mrs. Padmalini	MBA, (Ph.D)	Asst. Professor
13	Mr. Vaijanath babshetti	MBA, (Ph.D)	Asst. Professor
14	Mrs. Jyothi.E.Singh	MBA, (Ph.D)	Asst. Professor

Vision and Mission

The Vision of MSRIT: To evolve into an autonomous institution of international standing for imparting quality technical education

Mission : MSRIT shall deliver global quality technical education by nurturing a conducive learning environment for a better tomorrow through continuous improvement and customization

Quality Policy

“We at M. S. Ramaiah Institute of Technology, Bangalore strive to deliver comprehensive, continually enhanced, global quality technical and management education through an established Quality Management system Complemented by the Synergistic interaction of the stake holders concerned”.

The Vision of the Department:

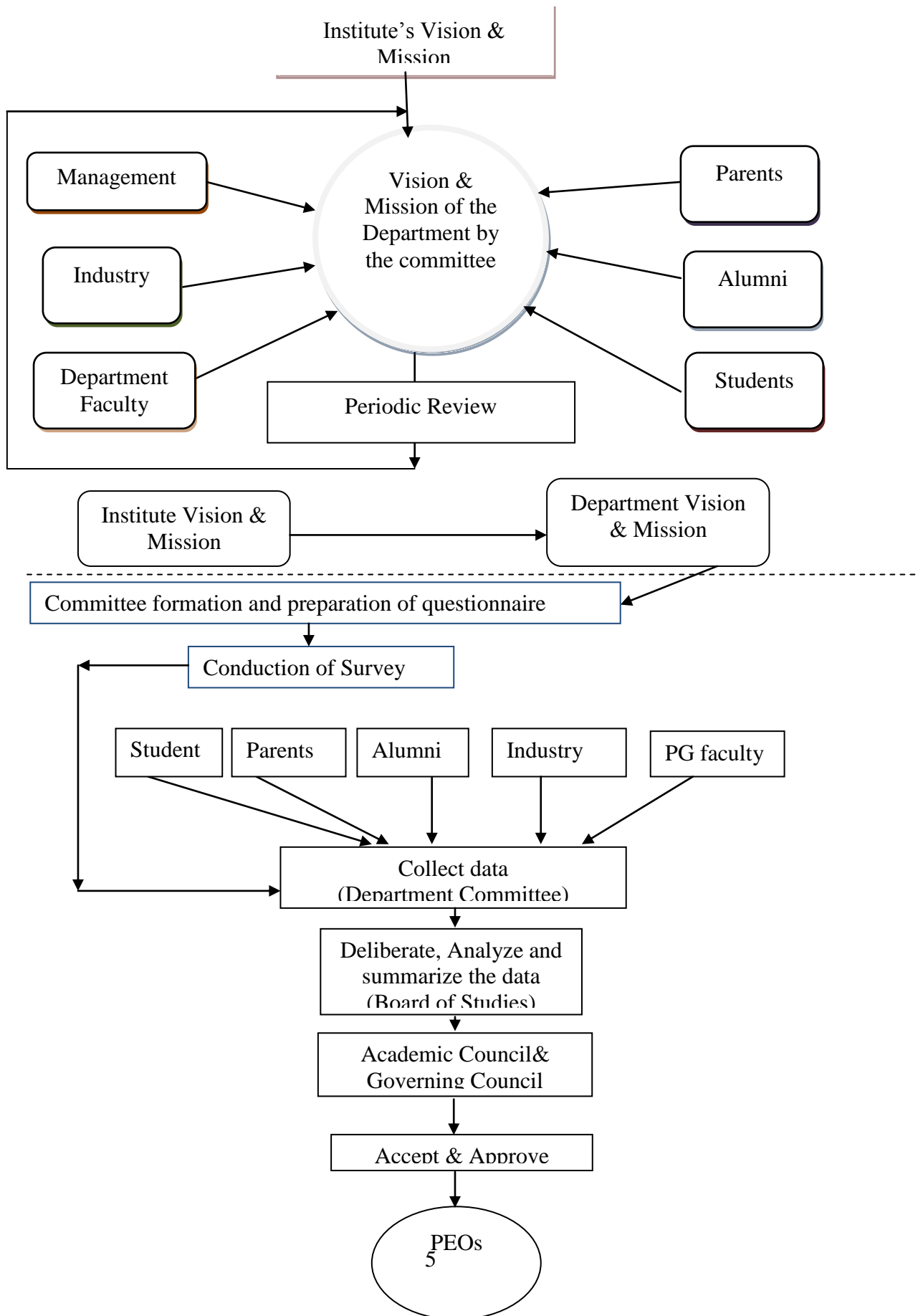
To become a trusted and influential management education institution that is equipped to, built on the twin pillars of theory and practice and designed to foster academic excellence and professional skill development through learning and knowledge sharing.

Mission of the Department:

The Department commits itself to achieve, sustain and foster quality and value based management education by merging theory and practice in creative ways.

Process of deriving the vision and mission of the department

Process of deriving the vision and mission of the department is shown in Figure below.



Process of Deriving the Programme Educational Objectives (PEOs)

PEOs of the program

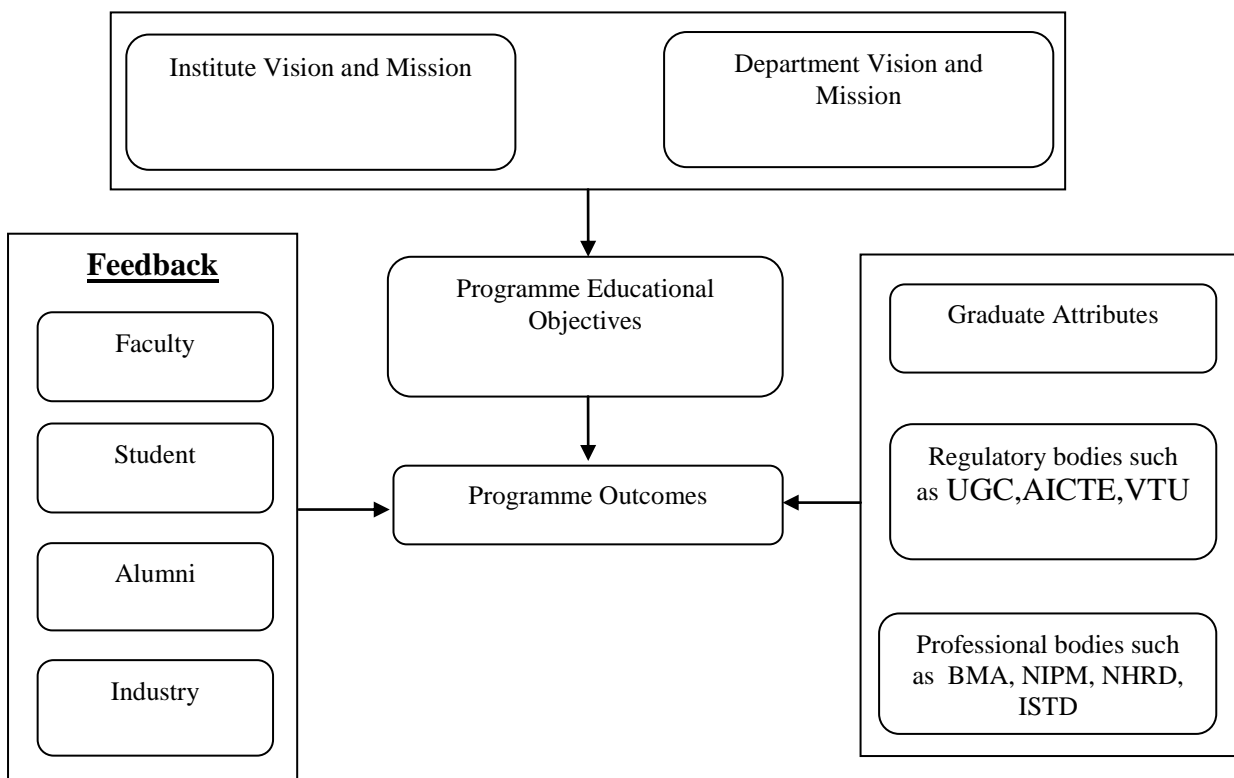
PEO1: Analyze, design, develop and manage integrated system of funds, people, information technology, material, equipments, methods and markets by taking into consideration economic, technical, social, legal, moral and ethical considerations.

PEO2: Acquire necessary managerial skills for conducting business, entrepreneurship, research and higher education to provide service to community.

PEO3: Engage in lifelong learning for professional enrichment and advancement.

Process of deriving the Programme Outcomes (POs)

The Programme outcomes are defined taking into account the feedback received from faculty, alumni, Industry and also from guidelines put across by regulatory/professional bodies and graduate attributes which are in line with programme educational objectives. The following diagram indicates the information flow.



POs of the program offered

- a. Post Graduate students will demonstrate knowledge of management concepts, organization, dynamic business environment, problem solving skill and decision making.
- b. Post Graduate students will demonstrate ability to identify, formulate and solve organisational problems.
- c. Post Graduate students will demonstrate an ability to identify business problems, collect data, analyze the data and convert them into meaningful information to arrive at the directions and suggest solutions to those problems.
- d. Post Graduate students will demonstrate ability to work on various management functions and develop strategic thinking.
- e. Post Graduate students will demonstrate ability to understand management in multifunctional areas like Production, Marketing, Finance and HR.
Also they will be able to demonstrate ability to understand and derive meaningful inferences about organizational performance.
- f. Post Graduate students will demonstrate skills to use methods, tools and software to analyze problems and find solutions.
- g. Post Graduate students will demonstrate knowledge of professional, ethical, legal and organizational responsibilities.
- h. Post Graduate students will be able to communicate effectively both in verbal and written form.
- i. Post Graduate students will show an understanding of impact of business solutions on the society and will be aware of contemporary issues in a domestic and global perspective.
- j. Post Graduate students will develop confidence for self education and ability for career planning and development
- k. Post Graduate students will be able to apply management concepts to case studies and propose creative solutions to business problems.

Mapping of PEO's and PO's

The correlation between the Programme outcomes and Program Educational objectives are mapped in the Table shown below:

Correlation between the POs and the PEOs

Sl. No.	Programme Educational Objectives	Programme Outcomes											
		a	b	c	d	e	f	g	h	i	j	k	
1	Analyze, design, develop and manage integrated system of funds, people, information technology, material, equipments, methods and markets by taking into consideration economic, technical, social, legal, moral and ethical considerations.	X	X	X	X	X	X	X	X	X			X
2	Acquire necessary managerial skills for conducting business, entrepreneurship, research and higher education to provide service to community.		X	X	X	X			X	X			X
3	Engage in lifelong learning for professional enrichment and advancement.							X		X	X		X

Curriculum breakdown structure:

The curriculum of MBA is so structured to include all the courses and subjects to satisfy the requirements of a comparable MBA programme at the National and International level. The course code, course title, the number of contact hours and number of credit for each course are given in the following table. The courses are grouped in the major components of the curriculum namely professional core courses, electives and specialization courses, Industry exposure and project work, seminar and soft skills for employability.

BREAK UP OF CREDITS FOR THE MBA DEGREE CURRICULUM 2016-18

Sl.No	Sem	Total No of subjects	Core /Elective / Seminar/Lab / Project Work&Internship	Credit Distribution		Total Credits	Total credits for semester
				Credits	No of subjects		
1	I	8	8 core	3	7	21	25
				4	1	4	
2	II	9	8 Core	3	8	24	26
			1 Soft Skills for Employability	2	1	2	
3	III	8	3 Core	3	3	9	23
			1 Seminar	2	1	2	
			4 Elective	3	4	12	
4	IV	6	1 Core	4	1	4	26
			4 Elective	3	4	12	
			1 Project Work& Internship	10	1	10	

Note: The student must earn a total of 100 credits for the award of MBA Degree. Hence, the student must choose electives for a total of 24credits spread over semesters III and IV.

SCHEME OF TEACHING FOR I SEMESTER MBA 2016-18

Subject code	Name of the subject	No. of Credits
MBA161C1	MANAGEMENT & BEHAVIORAL PROCESS	3:0:0:0
MBA161C2	BUSINESS ECONOMICS	3:0:0:0
MBA161C3	TECHNOLOGY MANAGEMENT & INFORMATION SYSTEM	3:0:0:0
MBA161C4	ACCOUNTING FOR MANAGERS	2:1:0:1
MBA 161C5	HUMAN RESOURCE MANAGEMENT	3:0:0:0
MBA 161C6	MARKETING MANAGEMENT	3:0:0:0
MBA 161C7	BUSINESS STATISTICS	3:0:0:0
MBA 161C8	BUSINESS COMMUNICATION	3:0:0:0
	TOTAL	25

SCHEME OF TEACHING FOR II SEMESTER MBA 2016-18

Subject code	Name of the subject	No. of Credits
MBA162C1	QUANTITATIVE TECHNIQUES FOR MANAGEMENT	3:0:0:0
MBA162C2	BUSINESS LAW	3:0:0:0
MBA162C3	SUPPLY CHAIN MANAGEMENT	3:0:0:0
MBA162C4	FINANCIAL MANAGEMENT	3:0:0:0
MBA162C5	TOTAL QUALITY MANAGEMENT	3:0:0:0
MBA162C6	COMPUTER APPLICATIONS IN MANAGEMENT	2:0:1:0
MBA162C7	PRODUCTION AND OPERATIONS MANAGEMENT	3:0:0:0
MBA162C8	SOFT SKILLS FOR EMPLOYABILITY	0:0:1:1
MBA162C9	ENTREPRENEURSHIP DEVELOPMENT	3:0:0:0
	TOTAL	26

SCHEME OF TEACHING FOR III SEMESTER MBA 2016-18

Subject code	Name of the subject	No. of Credits
MBA163C1	BUSINESS RESEARCH METHODS	3:0:0:0
MBA163C2	MANAGEMENT ACCOUNTING AND CONTROL SYSTEMS	3:0:0:0
MBA163C3	SEMINAR	0:0:2:0
MBA163C4	BUSINESS ANALYTICS	2:0:1:0
	SPECIALIZATION ELECTIVES – 4 SUBJECTS	12:0:0:0
	TOTAL	23

Note: A student taking single specialization has to choose 2 dual elective subjects and 2 regular elective subjects in III semester.

A student taking dual specialization has to choose 2 dual elective subjects from each specialization in III semester

SCHEME OF TEACHING FOR IV SEMESTER MBA 2016-18

Subject code	Name of the subject	No. of Credits
MBA164C1	STRATEGIC MANAGEMENT	3:0:0:1
MBA164C2	PROJECT WORK /INTERNSHIP	0:0:10:0
	SPECIALIZATION ELECTIVES – 4 SUBJECTS	12:0:0:0
	TOTAL	26

Note : A student taking single specialization has to choose 2 dual elective subjects and 2 regular elective subjects in IV semester.

A student taking dual specialization has to choose 2 dual elective subjects from each specialization in IV Semester.

* Pre-requisite: For taking project work in the area of specification (MBA164C2)the candidate should have registered and attended for the course (MBA163C1)Business Research Methods.

LIST OF ELECTIVES-FINANCE

Subject code	Name of the subject	No. of Credits
III SEMESTER		
MBA163F1	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT - (D)	3:0:0:0
MBA163F2	DERIVATIVES (D)	3:0:0:0
MBA163F3	RISK & INSURANCE MANAGEMENT -	3:0:0:0
MBA163F4	MERGERS, ACQUISITIONS AND CORPORATE RESTRUCTURING	3:0:0:0
MBA163F5	ADVANCED FINANCIAL MANAGEMENT	3:0:0:0
IV SEMESTER		
MBA164F1	MERCHANT BANKING & FINANCIAL SERVICES (D)	3:0:0:0
MBA164F2	TAX MANAGEMENT (D)	3:0:0:0
MBA164F3	PROJECT APPRAISAL, PLANNING AND CONTROL	3:0:0:0
MBA164F4	MICRO FINANCE	3:0:0:0
MBA164F5	INTERNATIONAL FINANCIAL MANAGEMENT -	3:0:0:0

Note: Dual subjects are specified by (D)

LIST OF ELECTIVES-MARKETING

Subject code	Name of the subject	No. of Credits
III SEMESTER		
MBA163M1	SALES & DISTRIBUTION MANAGEMENT (D)	3:0:0:0
MBA163M2	INTEGRATED MARKETING COMMUNICATIONS- (D)	3:0:0:0
MBA163M3	RETAIL MANAGEMENT	3:0:0:0
MBA163M4	DIGITAL MARKETING AND CRM	3:0:0:0
MBA163M5	STRATEGIC BRAND MANAGEMENT	3:0:0:0
IV SEMESTER		
MBA164M1	CONSUMER BEHAVIOUR (D)	3:0:0:0
MBA164M2	SERVICES MARKETING - (D)	3:0:0:0
MBA164M3	BUSINESS MARKETING	3:0:0:0
MBA164M4	INTERNATIONAL MARKETING	3:0:0:0
MBA164M5	RURAL MARKETING	3:0:0:0

Note: Dual subjects are specified by (D)

LIST OF ELECTIVES-HUMAN RESOURCE MANAGEMENT

Subject code	Name of the subject	No. of Credits
III SEMESTER		
MBA163H1	RECRUITMENT AND COMPENSATION MANAGEMENT (D)	3:0:0:0
MBA163H2	INTERNATIONAL HUMAN RESOURCE MANAGEMENT- (D)	3:0:0:0
MBA163H3	TEAM BUILDING & LEADERSHIP	3:0:0:0
MBA163H4	LEGAL ENVIRONMENT & LABOUR LAWS	3:0:0:0
MBA163H5	MANAGEMENT OF ORGANIZATIONAL BEHAVIOR AND DEVELOPING COMPETENCIES	3:0:0:0
IV SEMESTER		
MBA164H1	TRAINING & DEVELOPMENT - (D)	3:0:0:0
MBA164H2	PERSONAL GROWTH & INTERPERSONAL EFFECTIVENESS - (D)	3:0:0:0
MBA164H3	ORGANIZATIONS: STRUCTURE, PROCESS AND DESIGN	3:0:0:0
MBA164H4	ORGANIZATIONAL DEVELOPMENT	3:0:0:0
MBA164H5	STRATEGIC HUMAN RESOURCE DEVELOPMENT	3:0:0:0

Note: Dual subjects are specified by (D)

LIST OF ELECTIVES-BANKING & INSURANCE

Subject code	Name of the subject	No. of Credits
III SEMESTER		
MBA163B1	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT - (D)	3:0:0:0
MBA163B2	DERIVATIVES - (D)	3:0:0:0
MBA163B3	RISK & INSURANCE MANAGEMENT	3:0:0:0
MBA163B4	PRINCIPLES & PRACTICE OF BANKING	3:0:0:0
MBA163B5	INSURANCE PRODUCTS	3:0:0:0
IV SEMESTER		
MBA164B1	MERCHANT BANKING & FINANCIAL SERVICES (D)	3:0:0:0
MBA164B2	TAX MANAGEMENT (D)	3:0:0:0
MBA164B3	PRINCIPLES AND PRACTICE OF INSURANCE	3:0:0:0
MBA164B4	LEGAL AND REGULATORY ASPECTS OF BANKING	3:0:0:0
MBA164B5	STRATEGIC CREDIT MANAGEMENT	3:0:0:0

Note: Dual subjects are specified by (D)

LIST OF ELECTIVES-MARKETING & RETAIL

Subject code	Name of the subject	No. of Credits
III SEMESTER		
MBA163R1	SALES & DISTRIBUTION MANAGEMENT (D)	3:0:0:0
MBA163R2	INTEGRATED MARKETING COMMUNICATIONS (D)	3:0:0:0
MBA163R3	RETAIL MANAGEMENT	3:0:0:0
MBA163R4	VISUAL MERCHANDISING AND FASHION RETAILING	3:0:0:0
MBA163R5	RETAIL STORE & MALL MANAGEMENT	3:0:0:0
IV SEMESTER		
MBA164R1	CONSUMER BEHAVIOUR (D)	3:0:0:0
MBA164R2	SERVICES MARKETING (D)	3:0:0:0
MBA164R3	IT AND RESEARCH IN RETAIL	3:0:0:0
MBA164R4	SHOPPER BEHAVIOUR AND CUSTOMER SERVICE	3:0:0:0
MBA164R5	RETAIL LOGISTICS AND BUYING	3:0:0:0

Note: Dual subjects are specified by (D)

Board of Studies for the Period 2016-2018

1. Head of the Department : Dr. P.V.Raveendra, Professor & Head, Dept. of Management Studies, MSRIT – Chairman, BOS

2. Faculty members at different levels covering different specializations

Dr.Y.M.Satish, Professor, MBA Dept.
Dr. M.Rizwana., Associate Professor MBA Dept.
Dr.A.Mahalakshmi, Associate Professor, MBA Dept.
Mr. N.Srikanth Reddy, Asst. Professor, MBA Dept.
Mr.Santosh Kumar S, Asst.Professor, MBA Dept.

3. Expert Member in the subject from outside the college

Prof.Jayanthi Iyer	Member	Adjunct faculty,IIM-B, Visiting Faculty IIMB, Bangalore
--------------------	--------	---

4. Expert member nominated by the Vice Chancellor, VTU

Dr.M.G.Krishnamurthy	VTU Nominee	JNNCE, Shimoga
----------------------	-------------	----------------

5. Representative from industry/corporate sector allied area relating to placement nominated by the Academic Council and Postgraduate meritorious alumnus member

Mr.Narendra Murthy	Member	Vice President HR, Zovi.com Ltd., Bangalore
--------------------	--------	---

SYLLABUS FOR THE BATCH 2016-2018

I –SEMESTER	Credits	II- SEMESTER	Credits	III- SEMESTER	Credits	IV- SEMESTER	Credits
MANAGEMENT & BEHAVIORAL PROCESS	3:0:0:0	QUANTITATIVE TECHNIQUES FOR MANAGEMENT	3:0:0:0	BUSINESS RESEARCH METHODS	3:0:0:0	STRATEGIC MANAGEMENT	3:0:0:1
BUSINESS ECONOMICS	3:0:0:0	BUSINESS LAW	3:0:0:0	MANAGEMENT ACCOUNTING AND CONTROL SYSTEMS	3:0:0:0	PROJECT WORK /INTERNSHIP	0:0:10:0
TECHNOLOGY MANAGEMENT & INFORMATION SYSTEM	3:0:0:0	SUPPLY CHAIN MANAGEMENT	3:0:0:0	SEMINAR	0:0;2:0	SPECIALIZATION ELECTIVES – 4 SUBJECTS	12:0:0:0
ACCOUNTING FOR MANAGERS	2:1:0:1	FINANCIAL MANAGEMENT	3:0:0:0	BUSINESS ANALYTICS	2:0:1:0		
HUMAN RESOURCE MANAGEMENT	3:0:0:0	TOTAL QUALITY MANAGEMENT	3:0:0:0	SPECIALIZATION ELECTIVES – 4 SUBJECTS	12:0:0:0		
MARKETING MANAGEMENT	3:0:0:0	COMPUTER APPLICATIONS IN MANAGEMENT	2:0:1:0				
BUSINESS STATISTICS	3:0:0:0	PRODUCTION AND OPERATIONS MANAGEMENT	3:0:0:0				
BUSINESS COMMUNICATION	3:0:0:0	SOFT SKILLS FOR EMPLOYABILITY	0:0:1:1				
		ENTREPRENEURSHIP DEVELOPMENT	3:0:0:0				
	25		26		23		

1. **TOTAL CREDITS: 100** A student taking single specialization has to read all the 8 subjects in the selected specialization. In case of a student opting for dual specialization, he/she has to read four subjects each in the selected specializations.
2. No specialization will be offered if there are less than 10 students.
3. The number of seats under each specialization will be limited to only 60.
4. In case there are more than 60 students in a particular specialization merit based selection of first 60 will be offered.
5. D- Represents subjects for Dual specialization
6. Project work & Internship will be for 12 weeks

FINANCE	MARKETING MANAGEMENT	HUMAN RESOURCE MANAGEMENT	BANKING & FINANCE	MARKETING & RETAIL MANAGEMENT
III SEMESTER				
SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT - (D)	SALES & DISTRIBUTION MANAGEMENT (D)	RECRUITMENT AND COMPENSATION MANAGEMENT (D)	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT - (D)	SALES & DISTRIBUTION MANAGEMENT (D)
DERIVATIVES (D)	INTEGRATED MARKETING COMMUNICATIONS- (D)	INTERNATIONAL HUMAN RESOURCE MANAGEMENT- (D)	DERIVATIVES (D)	INTEGRATED MARKETING COMMUNICATIONS (D)
RISK & INSURANCE MANAGEMENT -	RETAIL MANAGEMENT	TEAM BUILDING & LEADERSHIP	RISK & INSURANCE MANAGEMENT	RETAIL MANAGEMENT
MERGERS, ACQUISITIONS AND CORPORATE RESTRUCTURING	DIGITAL MARKETING AND CRM	LEGAL ENVIRONMENT & LABOUR LAWS	PRINCIPLES & PRACTICE OF BANKING	VISUAL MERCHANDISING AND FASHION RETAILING
ADVANCED FINANCIAL MANAGEMENT	STRATEGIC BRAND MANAGEMENT	MANAGEMENT OF ORGANIZATIONAL BEHAVIOR AND DEVELOPING COMPETENCIES	INSURANCE PRODUCTS	RETAIL STORE & MALL MANAGEMENT
IV SEMESTER				
MERCHANT BANKING AND FINANCIAL SERVICES - (D)	CONSUMER BEHAVIOUR (D)	TRAINING & DEVELOPMENT - (D)	MERCHANT BANKING AND FINANCIAL SERVICES - (D)	CONSUMER BEHAVIOUR (D)
TAX MANAGEMENT (D)	SERVICES MARKETING - (D)	PERSONAL GROWTH & INTERPERSONAL EFFECTIVENESS - (D)	TAX MANAGEMENT (D)	SERVICES MARKETING (D)
PROJECT APPRAISAL, PLANNING AND CONTROL	BUSINESS MARKETING	ORGANIZATIONS: STRUCTURE, PROCESS AND DESIGN)	PRINCIPLES AND PRACTICE OF INSURANCE	IT AND RESEARCH IN RETAIL
MICRO FINANCE	INTERNATIONAL MARKETING	ORGANIZATIONAL DEVELOPMENT	LEGAL AND REGULATORY ASPECTS OF BANKING	SHOPPER BEHAVIOUR AND CUSTOMER SERVICE
INTERNATIONAL FINANCIAL MANAGEMENT	RURAL MARKETING	STRATEGIC HUMAN RESOURCE DEVELOPMENT	STRATEGIC CREDIT MANAGEMENT	RETAIL LOGISTICS AND BUYING

Management & Behavioral Process

Subject Code: MBA161C1

Credits: 3:0:0:0

Course Objectives

1. To provide a fundamental understanding of management, functions of a manager , process of planning and the concept of MBO
2. To provide an insight into the organizational structure and departmentation and directing processes
3. To provide a basic understanding of dynamics of OB, the concept of personality and perception, values and attitude.
4. To create awareness about group dynamics at workplace and leadership.
5. To appraise the students on the application oriented case studies on functions of management and behavioral processes.

Course Outcomes

The student will be able to

1. Demonstrate their conceptual skills, understanding and application of principles and functions of management, managerial actions of planning.
2. Evaluate the global context for Organizing, directing and controlling.
3. Demonstrate understanding and application of Concepts and principles of Organisation behavior, perception and personality.
4. Develop skills and ability to work in groups to achieve organizational goals and ability to lead teams.
5. Demonstrate their ability in applying the managerial and behavioral concepts in real time problems

UNIT I

(12 hrs)

Introduction-Meaning and nature of management purpose and functions. Approaches to management-Behavioral, scientific, systems and contingency. Contribution of management thinkers – Taylor, Fayol, Elton Mayo. Planning- Steps in Planning Process –Importance and Limitations – types of plans - Management by Objectives (MBO). Decision making- Techniques, process, modern approaches to decision making.

UNIT II

(12 hrs)

Organizing- Organization Structure and Design – Formal and informal, Line and staff, functional, product, matrix, geographical, customer, virtual. Centralized and decentralized, Delegation of authority.

Directing-Principles and process, importance .Motivation- theories: X&Y, Maslow hierarchy, hygiene theory. Controlling: Nature, importance, process, techniques.

UNIT III

(10 hrs)

Fundamentals Organizational behavior: Definition, importance, Models of OB, contributing disciplines.

Personality- Definition, determinants, traits, types-Big5, Type A&B, trait .

Perception- Meaning, nature, process, Common shortcuts in judging people.

Values and attitude- Definition, importance, sources of our value systems .Types of attitude – cognitive dissonance theory, Job satisfaction –determinants, effect of job satisfaction on employee performance.

UNIT IV

(8 hrs)

Group dynamics and team building- Defining and classifying group, stages of group development, types of groups, types of work teams, Importance of team building.

Leadership- Meaning, theories of leadership, Blake and Mouton managerial grid, Likert's four systems of management.

UNIT V

(3 hrs)

Case Study – Compulsory question for 20 marks. Review and recap of case studies discussed from unit I to IV.

TEXT BOOKS:

1. Management and Behavioural Processes – Dr. B Janakiram, Vijay N Rao – Excel Books – 1/e. 2010.
2. Essentials for Management: An International Perspective – Harold Koontz, Heinz Weihrich – 2009, McGraw Hill.
3. Principles of Management – V.S.P.Rao – Excel Books, 2008 ed
4. Organizational Behavior, Fred Luthans, McGraw Hill, 10/e
5. Management and Organisational Behaviour, Aswathappa and Reddy, 2013

REFERENCE BOOKS:

1. Management And Behavioral Processes – K Shridhar Bhat – Himalaya Publications, 1/e, 2005
2. Organizational Behavior – Stephen Robbins, Sangi, Judge – Pearson Education, 13/e
3. Understanding Organizational Behaviour, Udai Pareek – Oxford, 1/e, 2003

Mapping Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes										
	a	b	c	d	e	f	G	h	i	j	k
1	X			X	X				X	X	X
2		X		X			X		X	X	
3	X	X				X	X			X	X
4	X	X		X			X	X		X	X
5	X	X	X	X					X		X

ASSESSMENT PATTERN

S.No	Bloom's Category	Test 1	Test 2	Test 3	Assignment	Seminar	Surprise Quiz	Semester-End Examination (approx.)
1	Remember	4	4	4			4	12
2	Understand	10	10	10	5		2	28
3	Apply	8	8	8	5		2	40
4	Analyze	8	8	8			2	20
5	Evaluate							0
6	Create							0

Business Economics

Subject Code: MBA161C2

Credits: 3:0:0:0

Course Objectives

1. To enable students to understand concepts of managerial economics, its scope, fundamental principles of managerial economics
2. To develop basic understanding of principles of demand analysis, production function, law of diminishing returns, costs and revenue functions and economics of scale
3. To make students understand market structures and product differentiation, break even analysis and its application.
4. To make students understand Macro economic environment factors affecting business and Globalization and its impact on Indian economy.
5. To apprise the students on the application oriented case studies in business economics

Course Outcomes

1. The Student will be able to demonstrate understanding of Concepts and principles in managerial economics.
2. The Student will be able to demonstrate ability to apply theory of demand and theory of production and costs in arriving at proper decisions.
3. Understand different market structures like Perfect competition, Monopoly, Oligopoly and Monopolistic competition.
4. The Student will be able to demonstrate understanding of Macro Economic factors affecting business.
5. The Students will be able to demonstrate knowledge about the application of various economic policies, monetary policies and fiscal policies and their effect on business.

Syllabus

Unit 1

11 hours

Introduction to Business economics and Demand Analysis: Managerial Economics- Nature, Scope & significance, Role of Managerial Economist in decision making. Fundamental Principles of Managerial Economics: Opportunity Costs, Incremental, Time perspective, Discounting and Equi marginal principles. Demand analysis, Law of Demand, Exceptions to law of demand, Elasticity of demand- Price, Income & cross elasticity. Uses of elasticity of demand for Managerial decision-making.

10 hrs

Unit 2 Production analysis and Market structures. : Concepts, production function: Single Variable & Two variable Function. Law of diminishing returns, returns to scale. Costs & Revenue functions, Short run and long run cost curves, Economies and diseconomies of scale. Market Structure: Perfect Competition, Features. Monopoly, Features, Types of monopoly, Price discrimination. Oligopoly: Features, Monopolistic Competition: Features, Product differentiation. Break Even Analysis.

11 hrs

Unit 3 Economic Environment: Environment of business. Economic system, Macroeconomic scenario, Business cycle. Factors in Economic development. Income fundamentals: circular flow, Theory of consumptions and Investment, The MEC schedule and Rate of Investment. National income determination: National Income Estimates, Trends, Problems in measurement. Inflation and stagflation: Inflation and its sources, Demand pull inflation, cost push inflation, control of inflation.

Unit 4

10 hrs

Monetary and fiscal policies- the basics: monetary policy and its objectives, instruments of monetary policy, some problems in monetary policy, the fiscal policy, instruments of fiscal policy, some problems of fiscal policy, Objectives of Fiscal policy in India, The Fiscal imbalance and the New Fiscal approach.

Study and review of recent policies: Budget 2015-16, 12th Five year plan, Industrial Policy 1991. Foreign Trade Policy (2009-14)

Globalization: Meaning, Drivers, - meaning and levels of globalization- factors are influencing globalization- Globalization and its impact on Indian economy globalization strategy for a company- a critique of globalization. WTO agreements and implications.

Unit 5

3 hrs

Case Study: Compulsory question for 20 Marks. Review and recap of case studies discussed from Unit 1 to Unit 4

TEXT BOOKS:

1. Dr D M Mithani: Managerial Economics Theory and Application Himalayan Publication, 2011
2. Managerial Economics – Hingham and Stephen – Vrinda Publications, 2/e, 2008
3. Dr. D.D.Chaturvedi, Dr. S.L.Gupta- Managerial Economics - Theory and Applications- International Book House Pvt, Ltd., 4/e, 2013.
4. Misra & Puri, Economic Environment, Himalaya Publishing Co. 2011
5. Rudder dutt and K P M Sundaram, Indian Economy, 49/e, S.Chand & Co. 2011

REFERENCE BOOKS

1. Managerial Economics – R.LVarshney – Sultanchand, 2014
2. Managerial Economics – P.N.Chopra, Kalyani Publishers. 2011
3. Rudiger Dorn Bush, Stanley Fisher and Richard Startz – Macro Economics, 9e – TMH
4. G S Gupta, Macro Economics – Theory and Applications, TMH, 2/e, 2005
5. Charles W L Hill International Business: Competing in global market place, Mc Graw Hill, 5th Edition 2012.

Mapping Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes										
	a	b	c	d	e	f	g	h	i	j	k
1.	X			X				X			X
2	X			X	X					X	X
3.	X		X			X		X			X
4	X		X				X	X			X
5.						X					X

Assessment Pattern

S.No	Bloom's Category	Test 1	Test 2	Test 3	Assignment	Surprise Quiz	Semester-End Examination
1	Remember	4	4	4		2	12
2	Understand	10	10	10	5	1	28
3	Apply	8	8	8	5	1	10
4	Analyze	0	0	0	5		20
5	Evaluate	8	8	8			30
6	Create						0

Technology Management and Information System

Subject Code: MBA161C3

Credits: 3:0:0:0

Course Objectives

1. To provide the basic understanding of technology management
2. To make students understand the process of technology management
3. To enable the student understanding the concepts of Management information systems
4. To make students understand the fundamentals of MIS in organizations
5. To help the students on the application of concepts to case analysis

Course Outcomes

1. The student will be able to demonstrate their conceptual skills in Technology management
2. The student can demonstrate his conceptual skills the process and stages in technology management.
3. The student will be able to demonstrate their conceptual skills in understanding the benefits of information systems in the Organization.
4. The student will be able to demonstrate their conceptual skills in support of MIS for organizational information systems.
5. The student will be able to apply the conceptual understanding of evaluation of information systems

UNIT –1

(10 Hours)

Introduction to Technology Management: Key concepts and definitions, Role of Technology, Critical factors and new paradigms in managing technology, Technology life cycles, Business strategy and technology strategy, Strategy Process and the role of Innovation

UNIT -2

(11 Hours)

Technology Management Process: Technology Planning , The Acquisition and Exploitation of Technology, Technology transfer, innovation planning implementation and control, Introduction to organization learning, change and Knowledge Management

UNIT -3

(10 Hours)

Introduction to Information systems: Concepts and definitions – Data, Information, Knowledge, Value and characteristics of information, System concepts, system performance and standards, information system, The role of IS department, Information technology jobs. Managing data and knowledge: Managing data, the database approach, DBMS, Data warehousing, Data Mart, Data Mining and Data Governance, Big Data, Knowledge Management systems and KMS cycle. Telecommunications and network fundamentals: The telecommunication systems, Types of networks, Network fundamentals.

UNIT -4

(11 Hours)

Types of Information Systems: Computer based information system, Application programs, Breadth of Support of Information Systems, support for organizational employees, Types of organizational Information systems. Information systems that support organizations- Transaction processing systems, Functional area information systems, Enterprise Resource Planning Systems, Customer Relationship Management Systems, Supply Chain Management Systems, Electronic data interchange and Extranets.

Information Systems, Management and decision making: managers and decision making, An overview of Management Information systems, Functional aspects of MIS, An overview of DSS, Components of DSS, Group Support systems, Expert Support systems, Business Intelligence, Multidimensional Data Analysis, Data Mining and Decision Support Systems, Digital Dashboards, Data Visualization Technologies, Intelligent systems.

UNIT -5**(03 Hours)**

Case Analysis: compulsory question for 20 marks: Review and recap of case studies discussed from Units 1 to 4

Text Books

1. Management of Technology: The key to competitiveness and wealth Creation-Tarek Khalil, Ravi Shankar-Second Edition, 2/e, 2013.
2. The Management of Technology and Innovation: A strategic approach- White and Burton, 2/e, South Western – Cengage Learning.
3. Introduction to Information Systems, Enabling and Transforming Business – Rainer, Turban – Wiley – Second Edition 2/e, 2009
4. Introduction to Information Technology – Turban, Rainer, Potter- Wiley- Second Edn,2014

Reference Books:

1. Principles of Information Systems a managerial approach – Ralph Stair, George Reynolds – Cengage learning- 10/e, 2012
2. Principles of Information Systems– Ralph Stair, George Reynolds – Cengage learning- 6th edition
3. Managing Information Systems in Business, Government and Society, Rahul D, 2012, Wiley India 1/e

Mapping Course Outcomes with Program Outcomes:

Course Outcomes	Programme Outcomes										
	a	b	c	d	e	f	g	h	i	j	k
1	X	X			X						
2	X	X		X	X		X				X
3	X	X	X	X			X				
4		X	X	X					X		
5	X	X	X								

ASSESSMENT PATTERN

S.No	Bloom's Category	Test 1	Test 2	Test 3	Assignment	Seminar	Quiz	Semester-End Examination
1	Remember	4	4	4			5	12
2	Understand	10	10	10	5	5		28
3	Apply	8	8	8	5			40
4	Analyze	0	0	0				20
5	Evaluate	8	8	8				0
6	Create							0

Accounting for Managers

Subject Code: MBA161C4

Credits: 2:1:0:1

Course Objective: The objective of this course is to impart students the knowledge of accounting mechanics involved in the preparation, analysis and interpretation of financial statements of sole trading concern and joint stock companies.

In detail

- 1 To make students understand the principles of double entry book keeping
- 2 To make students understand Depreciation accounting and inventory valuation
- 3 To help students understand the mechanisms involved in preparation of final accounts of sole trading concern and companies.
- 4 To expose students to the tools and techniques of analyzing financial reports of sole trading concern and companies.
- 5 To help students in application of theoretical concepts to practical situations involving several cases.

Course Outcome:

1. The student will be able to prepare books of account such as journal, ledger, and subsidiary books for a set of business transactions.
2. The student will be able to calculate depreciation by applying suitable method on different assets used by the business.
3. The student will be able to prepare Trading and profit & loss account, Balance sheet of sole trading concern and Joint stock companies.
4. The student will be able to use Ratio analysis, cash flow analysis in interpreting the financial reports of sole trading concern, companies and IFRS.
5. The student will be able to apply concepts learnt to demonstrate the understanding of the published reports of business firms and companies and also demonstrate the ability to draw meaningful conclusions about the financial performance of business firms and companies.

UNIT 1

(14 Hours)

Principle of double entry bookkeeping: Importance & scope of accounting, GAAPs & accounting standards, Accounting equation, Users of accounting statements, Preparation of books of original records: Journal, ledger, and subsidiary books.

UNIT 2

(14 Hours)

Depreciation & Inventory valuation: Concepts & methods of depreciation, Problems on straight line & WDV methods, Inventory-concepts & methods, Problems on LIFO, FIFO & weighted average

UNIT 3

(14 Hours)

Preparation of final accounts/statement: sole trading concern and companies, Provisions of the companies act 1956 affecting preparation, presentation & analysis of Audit reports & director's reports. Cash Flow Statement

UNIT 4

(14Hours)

Analysis of financial performance of a firm: Different tools, Ratio analysis- Different types of ratios, Inter-relation between Ratios, Du-Pont analysis, comparative and common size statements. Window dressing, Determination of EBDIT, EBIT, EDT, EAT, EPS, DPS, PE Ratio, ROCE, RONW, BV & Entity Value, , IFRS (Industry expert), Review of Annual Reports.

UNIT 5

(4 hours)

Case Study: Compulsory question for 20 Marks. Review and recap of case studies discussed from unit 1 to unit 4

TEXT BOOKS:

1. Financial Accounting For Managers – Narayanswamy –PHI publication, 5/e, 2014.
2. Accounting for Managers – Jawahar Lal – HPH Publication, 5/e, 2010

REFERENCE BOOKS:

1. Financial accounting for managers – Ambrish Gupta- PHI publication, 4/e, 2012

Mapping Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes										
	a	b	c	d	e	f	g	h	i	j	k
1	X				X	X					
2	X				X	X					
3	X				X	X					
4	X				X	X					
5	X								X		X

Assessment Pattern

S.No	Bloom's Category	Test 1	Test 2	Test 3	Assignment	Surprise Quiz	Semester-End Examination
1	Remember	4	4	4		2	0
2	Understand	10	10	10	5	1	20
3	Apply	8	8	8	5	1	60
4	Analyze	0	0	0	5	1	15
5	Evaluate	8	8	8			05
6	Create						0

Human Resource Management

Subject Code: MBA161C5

Credits: 3:0:0:0

Course Objectives

1. To enable students understand basic concepts and functions of HRM, concept of HR planning, process, functions of HRP and recruitment policy, techniques and process.
2. To Make students aware about various steps involved in Selection, Placement and Induction and providing methods, procedure and evaluation in Training and Development
3. To make them understand the Performance appraisal and Payroll and Benefits in corporates
4. To make students aware about the Career planning bases of Internal mobility and, HR audit and HR outsourcing
5. To help students on the practical application of case analysis and arriving at conclusions facilitating business decisions.

Course Outcome:

1. The Student will demonstrate their conceptual understanding of basic concepts and functions of HRM, concept of HR planning, process, functions of HRP and recruitment policy, techniques and process.
2. The students will demonstrate their conceptual knowledge about various steps involved in Selection, Placement and Induction and providing methods, procedure and evaluation in Training and Development
3. The students will demonstrate their conceptual knowledge of Performance appraisal and Payroll and Benefits in corporate
4. The students will demonstrate their conceptual skill of Career planning bases of internal mobility and, HR audit and HR outsourcing.
5. The students will demonstrate their conceptual knowledge of the subject in real time problems

Unit 1

(12 Hours)

Nature and scope of HRM and HRD – introduction – definition – human resource management – personal v/s HR – meaning of HRM – features of HRM – role of HRM – managerial functions and operative functions – objectives of HRM policies — organization of HRM – line and staff and personnel management – role of personnel manager and HR manager – qualities of HR / personnel manager

HR planning (HRD) – introduction – objectives of HRP – definition and need for HRP – benefits of HRP – factors affecting HRP – process, -recent trends in HRP -problems and limitations of HRP – job analysis – job evaluation – job description

Recruitment – definition – objectives – subsystems – factors affecting recruitment policy – centralized and decentralized recruitment – recruitment techniques – recruitment process, e-recruitment, employee referrals.

Unit 2

(10 Hours)

Selection, Placement and Induction – meaning – definition of selection – essentials of selection procedure – significance of selection process and selection as a source of competitive advantage – selection procedure – recruitment application form – written exams – preliminary interview – various types of tests (aptitude, achievement, situational, interest, personality) – different types of interviews and interview process – means to make interview effective – medical exams – reference checks – final decision – employment – placement and induction

Human Resource Training and Development – meaning of T & D – importance of training – benefits of training – need and objectives — on-the-job and off-the-job training methods — training procedure – final evaluation,- how to make training effective

Unit 3**(10 Hours)**

Performance appraisal (PAS) – introduction – meaning – need – purpose – objectives – contents of PAS – appraisers and different methods of appraisal – uses of performance appraisal – limitations and problems of performance appraisal – 360° Appraisal

Payroll and Benefits – Introduction – definition – need for sound salary administration – objectives – factors affecting wages / salary levels – wage salary survey – wage incentives – merits and types of incentive plans – profit sharing – bonus concepts – ESOPs – pay for performance, employee benefits-continuing education opportunities, flexi time, insurance schemes, work life balance – organizational initiatives for employee benefits.

Unit 4**(10 Hours)**

Career planning and Internal mobility – career planning – meaning – need, career development actions – promotion – meaning – purpose – bases of merit – seniority – merit cum seniority – benefits – problems – promotion policy – transfer – meaning – purpose – types – reasons – benefits – demotion – meaning – need for demotion policy

HR records – HR accounting – HR audit – HRIS, HR outsourcing.

Unit 5**(03 Hrs)**

Case Study: Compulsory question for 20 marks

Review and recap of case studies discussed from Unit1 to Unit4

TEXT BOOKS:

1. Personal And Human Resource Management – P Subba Rao – Himalaya Publication, 4/e,2013
2. Human Resource Management –Biswajeet Patnayak – PHI 3/E, 2005
3. Managing Human Resources –Bohlander, Snell, Sherman – Thomson Learning ,2012
4. Human Resource Management – CynthiaFisher, Shaw – Wiley Dreamtech / Biztantra, 5/e, 2008

REFERENCE BOOKS:

1. Human Resource Management – Gary Desler –12/e Pearson, 2011
2. Human Resource Management – John M Ivancevich – TMH 9/E, 2004
3. A Hand Book Of Human Resource Management – Michael Armstrong – Kogan Page India Ltd.2012
4. Human Resource and Personnel Management – Text and Cases – K Ashwatappa – TMH 2013.
5. Human Resource Management –Robbins, D’ Cenzo – John Wiley & Co 2012
6. Managing Human Resources – Gomes Mejia, Bakin Candy – Pearson Education / PHI, 2012

Mapping Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes										
	a	b	c	d	e	f	g	h	i	j	k
1	X	X			X						
2	X	X		X	X		X				X
3	X	X	X	X			X				
4		X	X	X					X		
5	X	X	X								

ASSESSMENT PATTERN

SL.No	Bloom’s Category	Test 1	Test 2	Test 3	Assignment	Seminar	Quiz	Semester-End Examination
1	Remember	4	4	4				12
2	Understand	10	10	10				28
3	Apply	8	8	8	10	5	5	40
4	Analyze	0	0	0				20
5	Evaluate	8	8	8				0
6	Create							0

Marketing Management

Subject Code: MBA161C6

Credits: 3:0:0:0

Course Objective:

The objective of this course is to give conceptual knowledge about marketing and its techniques, to provide the rationale for making marketing decisions from a managerial perspective and to build on foundation of consumer behaviour and marketing mix decisions.

In detail:

1. To provide basic understanding of marketing management, marketing mix, marketing environment, marketing research and services marketing.
2. To provide basic understanding of behavioral aspects of marketing and the bases of market segmentation.
3. To provide a basic understanding of pricing strategies and channel of distribution
4. To provide practical framework for planning and controlling of marketing communication programs.
5. To help the students on the application oriented case analysis in the field of marketing management.

Course Outcomes

The student will be able to

1. Demonstrate the basic concepts about marketing management and the marketing process and describe the environmental forces that affect the company's ability to serve its customers
2. Demonstrate the factors that influence consumer and describe the various decision points that a marketing manager makes in relation to product management.
3. Demonstrate the major approaches in pricing products and identify the major channel alternatives open to a company.
4. Demonstrate the various promotion tools and identify and explain the key elements of a marketing plan.
5. Analyze the given case based on various marketing concepts

UNIT-I:

(11 hours)

Introduction: Nature and scope of Marketing, importance of marketing; Marketing concept and its evolution; Societal marketing, Marketing mix, The Dynamic Marketing environment – Environmental Monitoring, External Macroenvironment, External microenvironment, Organization's Internal Environment, Services Marketing-Introduction, Services marketing mix, characteristics. Marketing research objectives, steps, limitations, scope and applications.

UNIT 2:

(11 hours)

Consumer Markets and Buying Behaviour-the consumer Market, Consumer decision making, consumer versus organizational buyers; Market segmentation, Segmenting the consumer market, Target market strategies, positioning, Product planning and development: meaning, classifications, product mix strategies, new product development, product life cycle, branding strategies, packaging and labelling

UNIT 3

(10 hours)

Pricing and Distribution: meaning of Price, Importance of price, objectives, factors influencing price Determination, Pricing strategies Distribution: Channel of distribution, meaning, middlemen and Distribution Channels, Designing distribution Channel, factors influencing channel selection, channel conflict and control.

UNIT 4**(10 hours)**

Integrated Marketing Communication: The Role of Promotion in marketing, Promotion methods, Integrated Marketing Communication, the communication Process and promotion, Determining the Promotion mix, The Promotion Budget, Personal selling and sales management, Nature of Personal Selling, The personal selling Process, advertising –Nature and Scope of Advertising, Developing an Advertising Campaign, Organizing for Advertising, Sales Promotion, Public Relations.

UNIT 5**(3 hours)**

Case study compulsory question for 20 marks. Review and recap of case studies discussed from Unit 1 to

TEXT BOOKS:

1. Marketing Management :the Indian context, Ramaswamy & Namakumari-TMH, 1/e,2013
2. NOEL CAPON, Siddharth Shekhar Singh, Managing Marketing: An Applied Approach and the Marketing Toolkit: Wiley India 2014.
3. Marketing Management:Philip Kotler,Kevin Lane Keller,Abraham koshy,Mithileshwar jha,Pearson Kotler,14/e,2013
4. Fundamentals of Marketing Management, M J Etzel,BJ Walker, William Stanton, TMH 14th Edition 2007
5. Principles of Marketing, Philip Kotler,Gary Armstrong,Pearson/PHI 12th Edition 2005
6. Case Studies in Marketing – Indian Context by R.Srinivasan, PHI, 5th edition, 2012

REFERENCE BOOKS:

1. Marketing by Lamb, Hair, McDaniel – Thomson, 2013 edition
2. Marketing Management by Rajan Saxena – TMH, 2010 edition
3. Marketing Management, Subhash G Jain Thomson–, 6th Edition, 2004
4. Marketing by Evans & Berman, 2/e, Biztantra, 2005
5. Marketing in the New Era by J S Panvar ,Sage Publications ,2007

Mapping Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes										
	a	b	c	d	e	f	g	h	i	j	k
1	X		X	X	X						X
2	X		X	X	X						X
3	X		X	X	X						X
4	X		X	X	X						X
5	X		X	X	X						X

ASSESSMENT PATTERN

S.No	Bloom's Category	Test 1	Test 2	Test 3	Assignment	Surprise Quiz	Semester-End Examination (approx.)
1	Remember	4	4	4			12
2	Understand	10	10	10			28
3	Apply	16	16		10	10	40
4	Analyze			16			20
5	Evaluate						0
6	Create						0

Business Statistics

Subject Code: MBA161C7

Credits: 3:0:0:0

Course Objectives

1. To make students aware of the fundamental concepts of data collection, classification and tabulation
2. To make students proficient in the use of basic charts, graphs and tables to aid presentation of data.
3. To make students proficient in the use of descriptive statistical tools.
4. To develop students skills in the use of techniques of correlation, regression and time series analysis.
5. To make students aware of concepts of probability, Sampling and Sampling Distribution

Course Outcomes

1. The student will be able to collect, classify and tabulate data
2. The student will be able to present data using charts, graphs and tables
3. The student will be able to demonstrate the use of descriptive statistical tools
4. The student will be able to demonstrate the use of correlation, regression and time series techniques
5. The student will be able to determine the probability and sample size.

Syllabus

Unit 1:

(9 Hours)

Introduction to Statistics: Definition of Statistics – Importance and Scope of Statistics – Functions of Statistics - Statistical Investigation - Limitations of Statistics – Distrust of Statistics
Statistical Data: Primary and Secondary data – Sources of Data – Types of Classification of data-
Frequency Distribution: Discrete or Ungrouped Frequency Distribution, Grouped Frequency Distribution, Continuous Frequency Distribution

Unit 2:

(9 Hours)

Diagrammatic and Graphic Representation: Line Diagram, Bar Diagram, Rectangle Diagram, and Pie Diagram -Choice of a suitable Diagram – Graphs: Histograms, Frequency Polygon, Cumulative Frequency Curves or Ogives – Advantages and Limitations of Diagrams and Graphs
Measures of Central Tendency: Average: Concept, Types – Mathematical Averages: Arithmetic Mean, Geometric Mean, Harmonic Mean – Position or Locational Averages: Median, Mode - Partition Values: Quartiles, Deciles and Percentiles - Comparison of the Various Measures of Central Tendencies

Unit 3:

(9 Hours)

Measures of Dispersion: Range – Quartile Deviation – Mean Deviation – Standard Deviation – Variance – Coefficient of Variance – Comparison of various measures of Dispersion
Correlation: Scatter Diagram, Karl Pearson's coefficient of Correlation, Rank Correlation, Concurrent Deviation

Unit 4:

(9 Hours)

Regression: Method of Least Squares, Curve Fitting.

Time Series Analysis: Introduction, Objectives of Time Series, Identification of Trend - Variations in Time Series: Secular Variation, Cyclical Variation, Seasonal Variation, and Irregular Variation — Methods of Estimating Trend

Unit 5:**(9 Hours)**

Probability: Concept and Definition - Relevance to Management Decisions - Sample Space and Events - Relevance of Permutations and Combinations to Probability - Rules of Probability, Random Variables and Concept of Probability Distribution. Theoretical Probability Distributions: Binomial, Poisson and Normal.

Sampling and Sampling Distribution: Concept and Definitions - Census and Sampling - Probability Samples and Non-Probability Samples. Relationship between Sample size and errors.

Text Books

1. Fundamentals of Statistics, S. C. Gupta, Himalaya Publishing House, 2012
2. Statistics for Management, Richard I Levin, Pearson Education / PHI, 7/E,2013
3. Complete Business Statistics 7/e, Aczel and Sounderpandian, Tata-McGraw Hill, 2012

Reference Books

1. Statistics – Concepts and Applications, Nabendu Pal and Sahadeb Sarkar, PHI, 1/e, 2012
2. Business Statistics – R S Bhardwaj, Excel Books, 2013
3. Statistical Methods, S. P. Gupta, Sultan Chand & Sons, 2011
4. Business Statistics, J.K.Sharma, Pearson, 2013
5. Business Statistics for Contemporary decision-making, Ken Black, John Wiley, 2012
6. Statistics for Business and Economics, JIT S Chandan, Vikas Publishing House, 2011

Mapping Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes										
	a	b	c	d	e	f	g	h	i	j	k
1	X	X				X					
2	X	X				X					
3	X	X				X					
4	X	X				X					
5	X	X				X					

ASSESSMENT PATTERN

S.No	Bloom's Category	Test 1	Test 2	Test 3	Assignment	Quiz	Semester-End Examination
1	Remember	4	4	4		5	12
2	Understand	10	10	10	5		28
3	Apply	16	16	16	5		40
4	Analyze				5		20
5	Evaluate						0
6	Create						0

Business Communication

Subject Code: MBA161C8

Credits: 3:0:0:0

Course Objectives:

This course will help to

1. Learn the importance and fundamentals of business communication
2. Adopt the practice of preparing business letters, reports and case method of learning
3. Understand strategies of Negotiation and importance of employment communication, advanced visual support and communication networks available for business presentations
4. Gain exposure to various forms of group communication
5. Increase hands on experience in analyzing leading practical application oriented cases to arrive at possible business decisions

Course Outcomes

On completion of this course student will have improved ability to

1. Describe basics of written and oral communication
2. Prepare business letters, reports and adopt case method of learning
3. Apply negotiation strategies, demonstrate the usage of communication networks and adopt employment communication for career growth
4. Gain exposure to media management
5. Exhibit understanding by analyzing any given business situations

Unit 1

(10 Hrs)

Introduction: Communication – Definition, classification, purpose, characteristics of successful communication, barriers, communication structure in organization

Oral Communication: Conversation Control, reflection and empathy, two sides of effective oral communication

Written communication: principles of effective writing, 3x3 writing process, coherence

Unit 2

(10 Hrs)

Business Letters and Reports: Writing routine and persuasive letters, writing memos, what is a report, purpose and kinds, writing reports

Presentations: What is a presentation, elements, designing a presentation?

Case method of Learning: Types of cases, reading a case, case analysis approaches, dos and don'ts for case preparation

Unit 3

(11 Hrs)

Negotiation: What is negotiation, need, factors affecting negotiation, stages, and negotiation strategies?

Employment Communication: Writing CV, group discussions, interviews

Advanced Visual Support for business presentations: Types of visuals, media selection, impact of technological advancements on communication

Communication networks – intranet, internet, teleconferencing, video conferencing

Unit 4

(11 Hrs)

Group Communication: purpose of meeting, common complaints about meetings, media management, press release, press conference, seminars, workshops

Unit 5

(03 Hrs)

Case Study: Compulsory question for 20 marks

Review and recap of case studies discussed from Unit 1 to Unit 4

TEXT BOOKS:

1. Business Communication : Concepts, Cases And Applications –Chaturvedi P. D, & Mukesh Chaturvedi,2/e, Pearson Education,2011
2. Business Communication – Lesikar, Flatley, Rentz & Pande, 11/e,TMH, 2010
3. Basic Business Communication- Lesikar, Faltley,TataMcGrawHill, Eleventh Edition
4. Communication – C.S.Rayadu, Himalaya Publishing, 2007
5. Advanced Business Communication – Penrose, Rasberry, Myers,5/e, Cengage Learning, 2004

Mapping Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes										
	a	b	c	d	e	f	g	h	i	j	k
1	X						X	X	X		
2	X			X	X		X	X		X	X
3	X	X		X	X		X	X	X	X	X
4	X	X					X	X	X	X	X
5		X	X	X	X			X		X	X

ASSESSMENT PATTERN

S.No	Bloom's Category	Test 1	Test 2	Test 3	Assignments	Semester-End Examination
1	Remember	4	4	4		12
2	Understand	10	10	10		28
3	Apply	16				40
4	Analyze		16		10	20
5	Evaluate					0
6	Create			16	10	0
	TOTAL					100

Quantitative Techniques for Management

Subject Code: MBA162C1

Credits: 3:0:0:0

Course Objective: The objective of this course is to provide conceptual understanding of business application of QT and to provide a basic understanding of QT tools in accomplishing predetermined objectives of business like profit maximization, cost minimization, or efficient and effective use of production capabilities.

In detail:

1. To introduce the basic concepts of Operations Research and various Quantitative Techniques
2. To provide basic understanding of Linear Programming Problem and its application in management
3. To bring out the concept of transportation and assignment and solutions to them
4. To introduce PERT and CPM, Theory of Games and the principle of Dominance for solving game theories
5. To provide fundamental understanding of queuing system in business situations and Monte Carlo method for simulating management systems.

Course Outcome:

1. The student will be able to demonstrate ability to use LPP which are helpful in decision making
2. The student will be able to demonstrate ability to use transportation and assignment models
3. The student will be able to demonstrate ability to build a project network
4. The student will be able to demonstrate ability to use quantitative methods using queuing models
5. The student will be able to demonstrate ability to use simulation models which are helpful for decision making.

Unit 1

9 hrs

Introduction to Operations Research: Origin, Development, Meaning and Definition of Operation Research; Scope, Techniques, Characteristics and Limitations of Operation Research; Methodology and Models in OR (only theory)

Unit2

9 hrs

Linear Programming Problem (LPP) Application of LPP in Management, Advantages of LPP (only theory) Formulation of LPP Solution of LPP by Graphical method: Infeasible and Unbounded Solution, Formulation of Dual of a LPP.

Unit 3

9 hrs

Transportation Models: General Structure; Various methods for finding initial solution: Maximization and Minimisation problems North West Corner Method, Least Cost Method, Vogel's Approximation Method; Finding Optimal Solution: Modified Distribution method; Variations: Unbalanced Transportation Problem, Degenerate Solution (Theory only); Assignment problems; General Structure; Finding Optimal Solution; Variations: Non square matrix, Maximization problem, Restrictions on Assignments, Alternate Optimal solutions.

Unit 4

9 hrs

Network Analysis: Terminology; Networking Concepts; Rules for drawing network diagram; CPM Computations: CPM Terminology, Finding critical path - Different Floats; PERT Computations: Computation of earliest and latest allowable times, Probability of meeting the scheduled dates; difference between PERT and CPM, Crashing of a Project (Theory only) Theory of Games: Terminology; Two person zero sum game; Solution to games: Saddle point, dominance rule, Value of the game, mixed strategy, Graphical method of solving a game – (2 x n) and (m x 2) games.

Unit 5

9 hrs

Queuing Models: Introduction; Characteristics of Queuing models, Models for Arrival and Service Times; Single Poisson arrival with Exponential Service Rate; Applications of Queuing models. Simulation of Management Systems: Terminology, Process of Simulation, Monte Carlo Method,

Waiting Line Simulation Method, Inventory Management Simulation, Marketing Management Simulation, Financial Management Simulation

TEXT BOOKS

1. Quantitative Techniques for Management – ND Vohra, TMH, 4th ed, 2010
2. R Srinivasan, Engineering Management & Operations Research ,Pearson Education,2012
3. S. D. Sharma, “Operations Research”, Kedar Nath and Ram Nath & Co. Ltd.2010
4. Operations Research With C Programs – R Kalavathy, Vikas Publication, 2012

Mapping Course Outcomes with Program Outcomes:

Course/ Outcome	Program Outcomes										
	a	b	c	d	e	f	g	h	i	j	k
1	X	X	X	X							
2	X	X	X				X		X		
3	X	X	X	X							
4	X	X	X	X					X		
5											

ASSESSMENT PATTERN

S.No	Bloom’s Category	Test 1	Test 2	Test 3	Assignment	Quiz	Semester-End Examination
1	Remember	4	4	4		5	12
2	Understand	10	10	10	5		28
3	Apply	16	16	16	5		40
4	Analyze				5		20
5	Evaluate						0
6	Create						0

Business Law

Subject Code: MBA162C2

Credits: 3:0:0:0

Course Objectives

1. To provide basic understanding of law of contract, Law of agency, Bailment & Pledge
2. To provide basic requirements of Negotiable Instruments Act, Law of Insurance and Law of Partnership for the purpose of conducting business
3. To impart basic provisions of Companies Act concerning incorporation and regulation of business organizations
4. To create an awareness about important legislations namely Sale of Goods Act, Consumer Protection Act, Factories Act having impact on business.
5. To appraise the students on the leading practical application oriented case studies – relevant and updated and analyzing case laws in arriving at conclusions facilitating business decisions

Course Outcomes:

The student will be able to

1. Demonstrate understanding of basic provisions of law of contract, Law of Agency and bailment and pledge, Negotiable Instruments Act, Companies Act, and Sale of goods Act, The Consumer Protection Act and The Factories Act.
2. Apply these legal provisions to any given business situation.
3. Demonstrate the understanding of these provisions at various levels across various functions of a business organization.
4. Appraise the legal environment of the organization and develop suitable strategies.
5. Analyse a given business context using basic understanding of the applicable Acts and develop a suitable operational framework.

Syllabus

Unit- 1

(11 Hours)

Law of Contract: Definition, essentials and types of contracts, offer – definition and essentials, acceptance – definition and essentials, consideration – definition and essentials, exceptions to the rule, no consideration, no contract, doctrine of privity of contract, capacity of parties, free consent, quasi contract, legality of object, performance of contract, termination of contract, remedies for breach of contract.

Law of Agency: Essentials, kinds of agents, rights and duties of agent and principal, creation of agency, termination of agency

Bailment and Pledge – Bailment, definition, essential elements, rights and duties of bailer and bailee. Pledge – essentials, rights and duties of pledger and pledgee

Unit 2

(10 Hours)

Negotiable instruments act 1881, Nature and characteristics of Negotiable instruments, kinds of negotiable instruments – promissory notes, bills of exchange and cheques. Parties to negotiable instruments, Negotiation, presentment, discharge and dishonour of negotiable instruments

Law of partnership: Definition, essentials of partnership, formation of partnerships, kinds of partners, authorities, rights and liabilities of partners, registration of partnership, dissolution of partnership firm.

Unit 3

(10 Hours)

Companies Act: definition, characteristics and kinds of companies, steps in formation of company. Memorandum of association, articles of association, prospectus.

Directors: appointment, power, duties and liabilities, meeting and resolutions: types of meetings. Auditor: appointment, rights and liabilities. modes of winding up of a company.

Unit 4

(11 Hours)

Sale of goods Act: Essentials, sale v/s agreement to sell. Condition v/s warranties, rights of unpaid seller.

Consumer Protection Act: Objectives, definition, consumer protection council and state consumer protection council

CyberLaws

Introduction to IT laws & Cyber Crimes – Internet, Hacking, Cracking, Virus Attacks, Software Piracy, Intellectual property, Mail Bombs, Cyber Security. **Cyber Crime Investigation:**, Cyber Forensics, Digital Evidence Collection, E-Mail Tracking, IP Tracking, E-Mail Recovery, Encryption and Decryption methods, Search and Seizure of Computers, Cyber Forensics Tools and Softwares, Recovering deleted evidences, Password Cracking

Unit 5

(3 hours)

Case Study: Compulsory question for 20 Marks. Review and recap of case studies discussed from unit 1 to unit 4

TEXT BOOKS:

1. Saravanavel & Sumathi – Busines Law for Management – HPH-2008
2. N D Kapoor – Elements of Mercantile Law – Sultan Chand-2009
3. Dr Avatar Singh- Principles of Mercantile Law, Eastern Book Company 2012
4. Nandan Kamath- Law relating to Computer, Internet and E-Commerce (A Guide to cyber Laws), Universal Law Publishing Co. Ltd. New Delhi, 2000
5. Parag Diwan, Shammi Kapoor,– Cyber & E-Commerce Laws: Individual Rights, Computer Hacking Remedies and e-Commerce Laws, Bharat Publishing House,New Delhi,2000
6. Yatindra Singh Justice – Cyber Laws, 5th edition (Reprint),2015

Mapping Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes										
	a	b	c	d	e	f	g	h	i	j	k
1	X			X		X		X			X
2	X			X	X	X		X			X
3	X			X	X			X			X
4	X			X	X	X		X		X	X
5	X			X	X			X			X

ASSESSMENT PATTERN

S.No	Bloom's Category	Test 1	Test 2	Test 3	Assignment	Seminar	Semester-End Examination
1	Remember	4	4	4			0
2	Understand	10	10	10			20
3	Apply	16	16	16		10	60
4	Analyze				10		20
5	Evaluate						0
6	Create						0
	TOTAL						100

Supply Chain Management

Subject Code: MBA162C3

Credits: 3:0:0:0

Course Objectives

Course Objective: The objective of the course is to provide the basic concepts of supply chain management and its impact on business strategy and operation, to provide an insight into inventory management, logistics management, and role of information in supply chain management and to develop the ability to design logistics system and formulate integrated supply chain strategy.

In detail:

1. To develop an understanding of fundamentals of supply chain management, Key issues in Supply chain Management and Inventory management.
2. To provide basic understanding of supply chain Integration and to impart the role of information in enhancing supply chain performance.
3. To impart the comprehensive understanding of Design for Logistics concepts that are used to control logistics cost and make the supply chain more efficient
4. To provide the basic understanding that Information Technology is used to enhance customer value in supply chain.
5. To appraise the students on the leading practical application oriented case studies – relevant and updated and doing case study analysis & arriving at conclusions facilitating business decisions

Course Outcomes

The student will be able to demonstrate

1. Demonstrate the principles of supply chain management, its issues and can develop a model representing its logistics network and explain how buyers and suppliers use supply contracts to improve supply chain performance.
2. Demonstrate the importance of Information in SCM.
3. Demonstrate the strategic alliances related to supply chain management.
4. Demonstrate how Supply chain contribute to customer value and describe the impact of strategic pricing on customer value.
5. Analyze and design the supply chain for any business organization.

Syllabus

Unit 1

(11 hours)

Introduction to supply chain management What is SCM? The objectives of Supply Chain, The development chain, Global optimization, Managing uncertainty and risk, the complexity, Key issues in supply chain management.

Inventory management and risk pooling: Introduction, single warehouse inventory, risk pooling, centralized versus decentralized systems, managing inventory in the supply chain, demand forecasting. Network planning – network design, Supply contracts

Unit 2:

(10 hours)

The value of Information in SCM: Introduction, Bull whip effect, effective forecasts, and information for the coordination of systems, locating desired products lead time reduction, information and supply chain tradeoffs, Decreasing Marginal Value of Information.

Supply Chain Integration: Introduction, push, pull, push-pull systems, the impact of Lead time, demand driven strategies, impact of internet, distribution strategies.

Unit 3: (11hours)

Strategic alliances: Framework, 3PL, Retailer-supplier partnerships, distributor integration, Procurement and outsourcing strategies – outsourcing benefits and Risks, A framework for Buy/Make Decisions, Procurement Strategies, e-procurement.

Coordinated product and supply design: Design for logistics, Supplier integration into New Product Development, Mass customization

Unit 4: (10 hours)

Customer value and Smart Pricing: Dimensions of customer value, Customer Value Measures, Information Technology and customer Value, Smart Pricing- Introduction, Price and demand, Markdowns, Price Differentiation, Revenue Management, Smart pricing, Pricing and Revenue Management in a Supply Chain, Smart pricing, RFID Meaning ,applications, RFID and Point of Sale Data, Business benefits, Supply Chain Efficiency.

Unit 5: (3 hours)

Case Analysis: Compulsory question for 20 Marks. Review and recap of case studies discussed from Unit 1 to Unit 4

RECOMMENDED BOOKS

1. David Simchi-Levi, Philip Kaminsky, Edith Simchi –Levi, Ravi Shankar – “Designing and Managing the Supply Chain” – TMH, 3/e, 2008
2. Mohanty, Deshukh – “Supply Chain Management” – Biztantra Publications, 2/e,2005

REFERENCE BOOKS

1. Logistical Management – Donald J Bowersox, David Closs – TMH, 2004
2. Logistics Management – K Shridhar Bhat – HPH, 1/e, 2005
3. Supply Chain Management – Sunil Chopra, Peter Meindl –Pearson /PHI, 2/e, 2004
4. The Management Of Business Logistics – Coyle, Bardi, Langley – Thomson Sw, 7/e,
5. Essentials Of Supply Chain Management – Mohanty, Deshmukh – Jaico Publication, 6/e 2008

Mapping Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	-
1	X				X	X				X	X	
2	X				X	X				X	X	
3	X				X	X				X	X	
4	X				X	X				X	X	
5	X				X	X				X	X	

ASSESSMENT PATTERN

S.No	Bloom’s Category	Test 1	Test 2	Test 3	Assignment	Surprise Quiz	Semester-End Examination (approx.)
1	Remember	4	4	4		10	12
2	Understand	10	10	10	10		28
3	Apply	16	16	16			40
4	Analyze						20
5	Evaluate						-
6	Create						0

Financial Management

Subject Code: MBA162C4

Credits: 3:0:0:0

Course Objective: The objective of the course is to provide the students with the conceptual knowledge of time value of money and the activities involved in raising, allocation and distribution of finance associated with business organization.

In detail:

1. To make students understand the nature of financial management ,time value of money and cost of capital of the firm
2. To make students understand the nuances of investment decision, project evaluation techniques and conceptual knowledge about capital structure.
3. To apprise the students about the various sources of funds and leverage
4. To expose the students to working capital and dividend decisions
5. To appraise the students on the leading practical application oriented case studies – relevant and updated and doing case study analysis & arriving at conclusions facilitating business decisions

Course Outcome:

1. The student will exhibit the conceptual understanding of various steps involved in raising, allocation and distribution finance.
2. The student will be able to evaluate capital budgeting and capital structure decisions of the firm.
3. The student will be able demonstrate the understanding of various sources of funds in the market
4. The student will be able to determine the working capital requirements and the impact of dividend decisions on the value of the firm.
5. The student will be able to apply concepts learnt to demonstrate the understanding of the published reports of business firms and companies and also demonstrate the ability to draw meaningful conclusions about the financial performance of business firms and companies.

Unit 1 :

(11 Hrs.)

Introduction to Financial Management and Cost of capital: Objectives of financial management, risk return trade off, emerging role of financial manager in India, Indian Financial System: Financial market, financial institution and financial services, Capital Market, Money Market, Forex Market, Commodity market, Time value of money. : Basic concepts, cost of debt and preference, cost of equity, weighted average cost of capital, CAPM, cost of retained earnings, floatation cost and WACC ,current trends in Indian Financial system (Industry expert)

Unit 2:

Capital budgeting

(11 Hrs.)

Importance, Project classification, Investment Criteria - discounting and non discounting criteria, estimation of cash flows – elements, basic principles and cash flow estimation for new and replacement projects.

Unit 3

(10 Hrs.)

Leverages and sources of funds: Meaning, difference between capital structure and financial structure, EBIT – EPS Analysis, ROI – ROE Analysis, leverages,

Sources of Funds: Long term sources – equity capital, internal accruals, preference capital, term loans and debentures. Raising long term finance – initial public offer, venture capital, rights issue, private placement, and preferential allotment.

Unit 4:**(10 Hrs.)**

Working Capital Management and Dividend Policy: Characteristics of current assets, factors influencing working capital requirements, level of current assets, current assets financing policy, operating cycle and cash cycle, estimation of working capital requirements, Projected P&L account, Balance sheet Working capital financing – accruals, trade credit, working capital advance by commercial banks, public deposits, short term loans from financial institutions, commercial paper, factoring. Dimensions of dividend policy, legal procedural aspects, Bonus shares and stock splits, share buy backs.

Unit 5**(3Hrs.)**

Case analysis compulsory for 20 marks. Review and recap of case study discussed from Unit 1 to Unit 4.

TEXT BOOKS:

1. Financial Management – Prasanna Chandra, 8/e, 2013, TMH Publications
2. M.Y. Khan & P.K. Jain – Basic Financial Management (TMH), 3/e, 2014
3. Financial Management – IM Pandey – Vikas Publishing House, 10th ed, 2010

Mapping Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes										
	a	b	c	d	e	f	g	h	i	j	k
1	X				X	X					
2	X				X	X					
3	X				X	X					
4	X				X	X					
5	X								X		X

ASSESSMENT PATTERN

S.No	Bloom's Category	Test 1	Test 2	Test 3	Assignment	Quiz	Semester-End Examination
1	Remember	4	4	4	5	2	12
2	Understand	10	10	10	5	1	28
3	Apply	16	16	16	5	1	40
4	Analyze					1	15
5	Evaluate						05
6	Create						0

Total Quality Management

Subject Code: MBA162C5

Credits: 3:0:0:0

Course Objectives

1. To introduce the concept of quality, total quality and total quality management and to provide an overview of quality management philosophies
2. To explain about TQM models, process capability and quality standard awards
3. To provide an understanding of quality engineering and product design and techniques
4. To make aware of benchmarking, capability maturity models and business process reengineering
5. To appraise the students on the leading practical application oriented, relevant and updated case studies, analyzing cases and arriving at conclusions facilitating business decisions.

Course Outcomes:

The student will be able to demonstrate

1. An understanding of basic quality concepts and their importance
2. Application of tools and techniques of quality control, quality assurance and TQM
3. The scope of process management and product design concepts and techniques
4. Benchmarking process and business process reengineering in any organization
5. Quality problems and suggest solutions in a given business context.

Syllabus

Unit 1

(12 Hrs)

Introduction: Quality- Definition, dimensions, costs of quality, quality control, quality assurance, concept of total quality, total quality control & management, TQM concept, benefits of TQM, reasons for failure of TQM

Quality management philosophies: Quality management philosophies - Deming philosophy, Deming cycle, Deming 14 points, Juran Philosophy- quality trilogy, universal breakthrough sequence, comparison of Deming with Juran philosophy, Crosby philosophy – absolutes of quality management, 14 steps for quality improvement, Taguchi's quality loss function

Unit 2

(10 Hrs)

Managing for quality and high performance: Elements of TQM - Quality function deployment, robust design, quality at source, Process capability – process capability index, TQM models-integrated model by Sohal, Tay, Wirth, Zaire model, TQMEX model, Quality standard awards- Malcolm Baldrige National Quality awards, the Deming Prize, European quality awards, ISO standards

Unit 3

(10 Hrs)

Process management : Scope, concurrent engineering, quality engineering-system design, parameter design, tolerance design, process improvement, Quality circles, kaizen umbrella, product design concepts and techniques- DFM, DFA, FMECA, Value Analysis, DFO, design for post sales service, design for recycling, poka yoke, 7 QC tools

Unit 4

(10 Hrs)

Benchmarking: Evolution of benchmarking, advantages, limitations, levels and types, benchmarking process, issues related to benchmarking process

CMM & BPR: Capability Maturity models – concepts, levels, components, Business process reengineering: Definition, principles, reengineering process, benefits and limitations.

Unit 5

(03 Hrs)

Case Study: Compulsory question for 20 marks

Review and recap of case studies discussed from Unit 1 to Unit 4

TEXT BOOKS:

1. Total Quality Management Prof.K.Shridhar Bhat HPH, 1/e, 2002
2. Total Quality Management – Dr.B. Janakiraman, Prof.R.K.Gopal, PHI,2005
3. Business Process Re-engineering, Dr. R.Srinivasan, TMH, 2011

Mapping Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes										
	a	b	c	d	e	f	g	h	i	j	k
1						X					
2	X			X	X	X					
3	X	X		X	X	X					
4	X	X		X	X	X					
5		X		X	X			X			X

ASSESSMENT PATTERN

S.No	Bloom's Category	Test 1	Test 2	Test 3	Assignment	Semester-End Examination
1	Remember	4	4	4		12
2	Understand	10	10	10		28
3	Apply	16				40
4	Analyze		16	16	10	20
5	Evaluate				10	0
6	Create					0
	TOTAL					100

Computer Applications in Management

Subject Code: MBA162C6

Credits: 2:0:1:0

Course Objective: The objective of the course is to familiarize the students with the popular office productivity software, which will enable the student in using the tools in internship and job.

In detail:

1. To provide basic understanding of Word and its applications in report writing.
2. To provide basic understanding of Excel and its applications in calculations and graphs
3. To provide basic understanding of access for database management
4. To provide basic understanding of PowerPoint for effective presentations
5. To provide basic understanding of tally for preparation of general reports

Course Outcomes

The student will be able to

1. Create a document with title page, table of contents , page numbers, bullets and number, graphs, tables and references and execute various formatting styles
2. create an excel file, enter data and execute basic excel function and create relevant graphs for the entered data
3. Create a database file in access with tables, relationships, queries, forms and reports.
4. Create and present a slideshow with animations and transitions
5. Prepare general reports from basic financial transactions

Syllabus

Unit 1

12 Hours

Introduction to MS Office, Introduction to Word, the user interface and views, creating and saving a word document, formatting a document, using styles, tables and lists, functions, charts and illustrations, using references, TOC and TOF.

Unit 2

12 Hours

Introduction to excel, the user interface and views, creating and saving workbooks and worksheets, managing cells and ranges. Applying formulae and basic functions (auto sum, text and logical), creating charts and objects.

Unit 3

12 hours

Examine database concepts and explore the Microsoft Office Access user interface and views, creating and saving, an access database file with tables, relationships, queries, reports and forms.

Unit 4

12 Hours

Introduction to power point, the user interface and views, creating and saving a presentation, configuring and presenting slideshow, inserting and formatting slides and shapes, applying transitions and animations.

Unit 5

12 hours

Introduction to Tally ERP 9 and fundamental features, creating and altering a company, features and configuration, accounting and inventory masters, voucher entry and invoicing, generating reports

Text books

1. Microsoft Office 2013 Bible, Lisa A. Bucki , John Walkenbach , Michael Alexander , Dick Kusleika , FaitheWempenEd Bott, Woody Leonard, John Wiley & Sons, 1st edition 2013.
2. Mastering Tally ERP 9, Asok K Nadhani, BPB PUBLICATIONS,1st edition, 2012

References

1. Microsoft Office 2016 Step by Step, Joan Lambert , Curtis Frye , Microsoft Press; 1 edition, 2015
2. Tally ERP 9 in Simple Steps, Kogent Learning Solutions Inc., Dreamtech Press, 1st edition, 2010

Note on software version: For this course, the minimum recommended versions of software are Office 2013 and Tally ERP 9.

Reference Books

Mapping Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes										
	a	b	c	d	e	f	g	h	i	j	k
1	X					X					
2	X					X					
3	X					X					
4	X					X					
5	X					X					

ASSESSMENT PATTERN

S.No	Bloom's Category	Test 1	Test 2	Test 3	Lab	Semester-End Examination (approx.)
1	Remember	4	4	4		50
2	Understand	10	10	10		
3	Apply	16	16	16	20	50
4	Analyze					
5	Evaluate					
6	Create					

Production and Operations Management

Subject Code: MBA162C7

Credits: 3:0:0:0

Course Objectives

1. To make students understand the fundamentals of production/operating system
2. To develop the students skills in forecasting techniques and location planning
3. To make students aware of concepts and techniques related to facility layouts and work measurement.
4. To make students aware of the concept of capacity planning, materials and inventory management.
5. To make students aware of the concept and techniques related to master production schedule, shop floor planning & control and maintenance management

Course Outcomes

1. The student will be able to help in the design of production/operating system
2. The student will be able to develop forecasts using forecasting techniques and choose a location
3. The student will be able to choose a facility layout and perform work measurement
4. The student will be able to explain capacity planning, materials management and inventory management
5. The student will be able to explain the master production schedule, shop floor planning and control and material management

Syllabus

(9 Hours)

Unit 1

Introduction to Production & Operations Management (POM): Meaning of Production, Meaning of Operations, Nature of production & Operations: The four views of system, organization function, conversion/transformation process and utility. Managing a Production/Operating system: Production Management, Distinction between Production Management and Operations Management, Objectives of Production/Operations Management, Responsibilities of production/operations manager (Planning, Organizing, Staffing, Directing and controlling), Ten critical decision areas of POM, Classification of production management decisions into strategic, Operating and Control decisions, Types of production systems, Characteristics of various types of production, Factors affecting POM today, types of Production and Production systems, Productivity: definition and measures, six dimensions of competitiveness, Production/Operations Strategy: Definition, decisions, developing production/operations strategy (flowchart only), elements of production/operations strategy.

Design of production/operating system: Definition of product; product, process and production design, Characteristics of good product design, design documents for production, Definition of process, process planning: meaning and components, framework for process design, make or buy analysis. Problems on Productivity, Make or Buy decision, Multi Product case break even, Capacity alternatives decision, Equipment selection decision, and Process selection decision

Unit 2

(9 Hours)

Demand Forecasting: Forecasting definition, uses of forecast, need for demand forecasting, forecasting time horizons, types of forecasts, elements of good forecast, objectives of demand forecasting, steps in forecasting process; Forecasting approaches: Overview of qualitative and quantitative methods (trend projection methods excluded), monitoring and controlling forecasts, problems on basic problems on simple moving average, weighted moving average, exponential smoothing method and tracking signal (exponential smoothing with trend, fitting straight line and regression excluded)

Facility Location decision: meaning, need for location decision, nature of location decision, factors affecting location decisions: deciding on domestic or international location, regional location decisions, selection of community, selection of exact site, rural vs urban vs suburban sites, methods for evaluating location alternatives: factor rating method, locational break even analysis method, qualitative factor analysis method. Problems on factor rating method, locational break even analysis method, qualitative factor analysis method and combination of the above methods.

Unit 3

(9 Hours)

Facility Layout and Work systems design:

Facility Layout: Meaning, objectives of a good plant layout, factors influencing layout choices, principles of plant layout, types of layout (meaning, advantages and disadvantages): Process layout, product layout, fixed position layout, cellular manufacturing layout, combination or hybrid layout; service facility layout, layout planning: steps in layout planning and design, Layout tools and techniques, criteria for selection and design of layouts : Travel chart method, load distance analysis method, systematic layout planning, Layout design procedure, Problems on Load distance analysis.

Design of work systems: Job design-meaning, job design decisions, factors affecting job design, behavioural considerations in job design, physical considerations in job design; Work Study: definition, objectives of work study, scope of work study, relationship between method study and work measurement, basic work study procedure, benefits of work study, method study: objectives of method study, method study procedure, recording techniques used in method study, motion study, work measurement: definition, objectives, Techniques of work measurement, steps in work measurement, time study, synthesis method, analytical estimating, predetermined motion time system, work sampling, work sampling procedure, problems on standard time , allowed time, (including the machine time and cycle time variations) arriving at production per standard shift or cost per piece based on standard time.

UNIT 4

9 hrs

Capacity planning, Materials and Inventory management

Capacity: definition, types, measurement, capacity decision, factors affecting plant capacity, capacity planning, types of capacity planning, Capacity requirement planning, matching capacity with demand plan, long range capacity planning, Resource requirement planning, material requirement planning, manufacturing resource planning, general overview of material requirements planning, definitions of terms used in MRP system, the MRP computational procedure, issues in MRP, Manufacturing resource planning: evolution, integrated system of planning and control, Enterprise Resource Planning, Just In Time.

Materials Management: Definition, objectives, scope, purchase management: meaning, functions of purchasing department, the purchasing cycle, purchasing methods and techniques, vendor development: vendor evaluation and rating, problems on vendor selection Inventory management:

classification of inventories, inventory costs, inventory decisions, inventory control systems for independent demand items, problems on purchase decisions in case of discount offers.

(9 Hours)

UNIT 5

Aggregate planning: definition, objectives; Operations planning and scheduling systems, Aggregate production (output) planning, The concept of aggregation, importance of aggregate plans, need and steps in aggregate capacity planning, inputs and outputs of aggregate production planning, flow chart of aggregate plan and master production schedule.

Master production scheduling: definition, objectives and functions, procedure for developing MPS, **shop floor planning and control:** meaning, the production environment, shop floor activity control: concerns and objectives, operations planning and scheduling: scheduling meaning, loading, sequencing, detailed scheduling, expediting, input-output control, activities of shop floor planning and control, elements of scheduling, information needed for scheduling, scheduling and shop floor decisions in process – focused production system, Scheduling techniques: Forward and Backward scheduling, stages in scheduling, load charts and machine loading charts, Priority sequencing, Single priority sequencing rules, dynamic sequencing rules, Johnson rule or algorithm, Scheduling and controlling production for delivery schedule: Line of Balance method, LOB technique, Benefits of LOB technique, line balancing in assembly layouts. Problems on priority sequencing, Johnson’s rule and line balancing.

Maintenance management: definition, areas of maintenance, types of maintenance, planning and scheduling of maintenance, control of maintenance, total productive maintenance.

Text Books

1. Production and Operations Management, S N Chary,5/e, 2012,McGraw-Hill Education India Pvt.Ltd
2. Production and Operations Management, Shailendra Kale,1/e, 2013,McGraw-Hill Education India Pvt.Ltd
3. Production And Operations Management,R. Panneerselvam,3/e, 2012,PHI (Pearson)
4. Production and Operation Management,K. Aswathappa , K. ShridharaBhat ,2/e, 2012, Himalaya Publishing House Pvt Ltd
5. Operations Management, William J Stevenson,9/e, 2012,McGraw-Hill Education India Pvt.Ltd

Reference Books

1. Operations Management, Jay Heizer, Barry Render, Jagadeesh Rajashekhar,9/e, 2009,Pearson Education India
2. Operations Management : Processes and Supply Chains, Lee J. Krajewski, Manoj K. Malhotra, Larry P. Ritzman and Samir K. Srivastava,9/e, 2011,Pearson Education India

Mapping Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes										
	a	b	c	d	e	f	g	h	i	j	k
1				X	X						
2				X	X						
3				X	X						
4				X	X						
5				X	X						

ASSESSMENT PATTERN

S.No	Bloom's Category	Test 1	Test 2	Test 3	Assignment	Quiz	Semester-End Examination
1	Remember	4	4	4		5	12
2	Understand	10	10	10		5	28
3	Apply	16	16	16	5		40
4	Analyze				5		20
5	Evaluate						0
6	Create						0

Soft skills for Employability

Subject Code: MBA162C8

Credits: 0:0:1:1

Objectives

The objective of the course is to develop an understanding about the role of soft skills and employability skills in achieving success in career and help the students to have a holistic approach to employment. This will be achieved through the following objectives.

1. To provide basic understanding of Soft skills and its importance and to apprise the student on the development of Soft skills for growth.
2. To provide basic understanding of employability skills and their importance
3. To apprise the student on the handling group discussion
4. To apprise the student on the handling interview
5. To make students aware of professional ethics, Work life balance and Time Management.

Course Outcomes

The student will be able to:

1. Demonstrate an understanding of soft skills and apply some of them for his personality development.
2. Demonstrate an understanding of employability skills and will be able to prepare a structured resume
3. Handle group discussions effectively
4. Handle interviews effectively
5. Exhibit an awareness and importance of professional ethics

Unit 1: (6 hours)

Soft skills and the preparation: what is a soft skill, why it is important, Classification of soft skills, Do's and Don'ts in the pursuit. Change: Preparing for and dealing with change, Grow: Goal setting and self-esteem, self-assessment of self-esteem, taking stock of situation: people and friends around you, setting goals-activity, developing your motivational action plan.

Unit 2 (6 hours)

Employability skills: various components of competitive events, Quantitative aptitude, reasoning, English, domain specific knowledge. Career planning: definition and process of career planning. Searching and selecting a job, searching and selecting a job using social media and other network. Resume writing: Bio data, Resume and CV, Types of resumes, essentials of an effective resume, resume writing practice.

Unit 3 (6 hours)

Group Discussion and interview: Identifying SWOT, differentiating from others in GD, scoring strategies in GD. GD practice sessions.

Unit 4: (6 hours)

Interview: Ground work before interview, Tips on power dressing, exhibiting appropriate body language, difficult questions and skillfully handling them. Telephone skills and phone etiquette. Interview practice sessions.

Unit 5: (6 hours)

Professional ethics and code of conduct- Work life balance: definition and various strategies to maintain proper work life balance, Time management: importance of time management: various steps for better time management process

Allocation of marks for Group Discussion:

S.No	Skill to be observed	Mark
1	Initiative and Involvement	5
2	Leadership Skills	5
3	Knowledge of the topic	5
4	Communication skills	5
5	Convincing arguments	5
6	Listening skills	5
	Total	30

Allocation of marks for Interview:

S.No	Skill to be observed	Mark
1	Self Introduction	10
2	Positive attitude and confidence	10
3	Professional approach	10
4	Communication	10
5	Knowledge	10
	Total	50

Evaluation Criteria:**Group Discussion:**

1. The students will be evaluated based on Group Discussion for 30 marks
2. A panel consisting of 2 faculty members drawn from the faculty list on a specified date will evaluate the GD for a maximum of 30 marks each and the average will be taken for 30.
3. One of the panel members will be the Subject Coordinator.

Quiz:

1. From the prescribed syllabus, the students will be given a quiz for 20 marks by the Subject Co-ordinator. Thus CIE components includes the sum of GD marks & Quiz marks (i.e 30+20=50 marks)

Interview:

1. Interview will be conducted by industry expert for 50 marks.

Text Books

1. M.Ganesh Sai and M.Ramakrishna Sayee- Skills for your career success: Touch your tipping point, Shroff publishers & Distributors Pvt. Ltd -2012
2. David.A.Whetten, & Kim S.Cameron, Developing management skills,PHI,8th Edition, 2010
3. T.A.Varshney, I am not afraid of GD and PI , Pearson 1/e, 2012.

Reference Books

1. Shalini Varma, Enhancing employability at soft skills, Pearson 1/e, 2012.
2. Kevin Gallagher, Skills Development for Business and Management Students, Oxford University Press.
3. Prof. (Col) P S Bajaj and Dr. Raj Agrawal, "Business Ethics – An Indian Perspective", Biztantra, New Delhi, 2004.
4. John R Boatright, "Ethics and the Conduct of Business", Pearson Education, 2003

Mapping Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes										
	a	b	c	d	e	f	g	h	i	j	k
1	X										
2	X		X								
3	X			X	X		X	X	X	X	X
4	X		X		X		X	X			X
5.			X		X		X	X			

Entrepreneurship Development

Subject Code: MBA162C9

Credits: 3:0:0:0

Course Objective: The objective of the course is to impart the knowledge of entrepreneurship, to identify innovative project ideas, opportunities and to analyze real-life successful cases and develop business plan.

In detail:

1. To provide basic understanding of Entrepreneurship and comprehensive Entrepreneurship Development process.
2. To identify and distinguish intellectual property assets of a new venture and to impart scope and value of business plan to investors, lenders, employees, suppliers and customers.
3. To create awareness about various types of financing available for an entrepreneurs and to impart the strategies to be followed in managing and growing new venture.
4. To create awareness about role of MSME and various institutions supporting entrepreneurs.
5. To appraise the students on the leading practical application oriented case studies – relevant and updated and doing case study analysis & arriving at conclusions facilitating business decisions

Course Outcomes

The student will be able to

1. Demonstrate the entrepreneurial process and recognize the core role of creativity and innovation in managing the entrepreneurial process effectively
2. Demonstrate an understanding of the legal environment of business and describe how to prepare a business plan and implement it in reality.
3. Demonstrate the issues and decisions involved in financing and growing the new Venture.
4. Demonstrate the role of MSME and various institutions supporting entrepreneurs.
5. Demonstrate application oriented case studies in business organization.

Syllabus

Unit 1

10 Hours

Entrepreneurship: Definition and Nature -Role of Entrepreneurship in Economic Development, Entrepreneurship, Types of entrepreneur Entrepreneurial Process-Identifying and evaluation the opportunities, Developing a Business plan, Determine the resources required –Managing the Enterprise, The entrepreneurial Culture.

Starting the business: business idea, opportunity recognition, Product planning and development at different stages, Creativity, Innovation and entrepreneurship, barriers to creativity, Techniques for improving the creative process, Business Incubation

Unit 2

11 Hours

Legal issues for the entrepreneur—various forms of organization, legal issues setting up the organization, Business Plan: Meaning, advantages, format, preparation, Business planning process, benefits, updating the business plan, failure reason, Marketing plan, Production/operations plan, Organizational plan, Financial plan, Final project report with feasibility study, Preparing a model project report for starting a new venture.

Unit 3

11 hours

Financing the new venture: Sources of capital- An overview, debt and Equity financing, Internal and External funds, Funding from banks and financial institutions, Government and development sources, various schemes, types of loans, Venture capital, Natures of venture capital approaching and presenting and obtaining the funds, private equity funds ,angel investors.

Family Business: Importance of family business, Types, History, Responsibilities and rights of shareholders of a family business, Succession in family business, Pitfalls of the family business, strategies for improving the capability of family business, improving family business performance.

Unit 4**10 Hours**

Micro, Small and Medium Enterprises: Role of MSME, concept and definitions, government policy and SME in India, Growth and performance of MSME Sector, problems, causes of sickness, symptoms and remedial measures for sickness, various institutions supporting Entrepreneurs-SIDBI, NABARD, IDBI, SIDO, Indian Institute of Entrepreneurship, DIC,

Unit 5**(3 hours)**

Case Study: Compulsory question for 20 Marks. Review and recap of case studies discussed from Unit 1 to Unit 4.

Practical component:

Each team (consisting of Max 5 Students) will be asked to put in its own start –up money (Say 5000) to start a business of their own from scratch. The teams cannot put in money from any other source, seed capital is restricted to Rs 5000 only, and somehow they can reinvest the profit. The teams are given the mandate to deploy this small amount of capital in innovative ways during semester each team objective would be to maximize the revenue generated by deploying this small amount of capital before the end of the semester

Evaluation:

- At the end of the course , each team will be ranked on how much wealth they have created during the semester
- Each team should submit business plan report with the accounts at the end of the course
- Fortnightly report of business progress and account should be submitted

Criteria for evaluating Practical component

Sl no	Criteria	Marks
1	Business idea and Business Plan	10
2	Fortnightly reports and business Accounts	5
3	Revenue and Wealth creation of the Business	5
	Total	20

Text books

1. Entrepreneurship Development – Text and Cases – Dr. B Janakiram, Mrs Rizwana- Excel Books 1ed, 2011
2. Entrepreneurship Development – Mr. Renu Arora, Dr. S. K Sood – Kalyani Publishing House, 1 ed, 2011
3. Entrepreneurship –Madhurima Lall, Shikha Sahai – Excel Books,2nd Edition
4. Entrepreneurship –Robert D. Hisrich, Dean A. Shepherd, Michael P. Peters, TMH, 9/e

Reference Books

1. Entrepreneurship in the NewMillineum – Donald F.Kuratko,Hodgetts – Cengage –2007 India Edition
2. Dr. Mathew J Manimala, Entrepreneurship theory at crossroads, Biztantra 2009 1st ed
3. Vasant Desai, Entrepreneurial Development and Management, Himalaya Publication 2011 ed

Mapping Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes										
	a	b	c	d	e	f	g	h	i	j	k
1	X	X		X	X		X		X	X	X
2	X	X		X	X		X		X	X	X
3	X	X		X	X		X		X	X	X
4	X	X		X	X		X		X	X	X
5	X	X		X	X		X		X	X	X

ASSESSMENT PATTERN

S.No	Bloom's Category	Test 1	Test 2	Test 3	Assignment	Seminar	Semester-End Examination (approx.)
1	Remember	4	4	4			12
2	Understand	10	10	10			28
3	Apply	16		16			40
4	Analyze		16				20
5	Evaluate						-
6	Create				20		0