

Curriculum & Syllabus
of
M.B.A. MASTER OF BUSINESS ADMINISTRATION
(For the batch admitted from 2014-15 onwards)



K.S.RANGASAMY COLLEGE OF TECHNOLOGY
TIRUCHENGODE – 637 215


(An Autonomous Institution affiliated to Anna University, Chennai
and approved by AICTE New Delhi)


A. Lakshmi
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K.S.Rangasamy College of Technology - Autonomous Regulation		R 2014
Department	Management Studies	
Programme Code & Name	MBA : Master of Business Administration	


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VISION

To be recognized as a provider of a learning environment that nurtures the infinite potential of individuals to be future professional managers who are rooted in ethics and driven by environmental and social consciousness.

MISSION

- To nurture future professional managers competent to work in different sectors in urban and rural areas
- To equip students with entrepreneurial skills with a global mindset
- To focus on excellence in academic and industry-based research
- To inculcate professional ethics, commitment, and integrity

PROGRAMME SPECIFIC OBJECTIVES: MBA

- I. Develop the students into effective leaders and administrators ready to face the challenges of corporate world.
- II. Inculcate the social, legal and ethical responsibilities of Business among the students to become responsible citizens of the country.
- III. Provide necessary inputs on strategies to be followed to become effective entrepreneurs.


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PROGRAMME EDUCATIONAL OBJECTIVES: MBA

- I. Successful Management Professional: The graduates will be successful management professionals with higher order of business and entrepreneurial skills facilitating a promising career in the various management domains.
- II. Professional Competence: The graduates will have professional competence for astute decision-making, research, organization skills, planning, and its efficient implementation.
- III. Team Player: The graduates will have team player qualities to handle diversity and the leadership skills to make optimal decisions with people of cross-cultural attributes
- IV. Responsible Citizens: The graduates will be responsible citizens with ethical conduct to empower the business organizations with high integrity, and moral values


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PROGRAMME OUTCOMES

- (a) an ability to develop conceptual models and develop business strategies for management decisions,
- (b) an ability to understand the impact of management solutions in a global, economic, environmental, and societal context,
- (c) an ability to understand contemporary management issues,
- (d) an ability to foresee possible problems and solve them,
- (e) an ability to apply knowledge of Statistics, Accounting, Computer Science and Management,
- (f) an ability to identify the research topic, design and conduct survey to analyze and interpret data,
- (g) an ability to communicate effectively,
- (h) an ability to use the techniques, skills, and modern management tools necessary for management practice,
- (i) an ability to work with and manage multidisciplinary teams,
- (j) an understanding of professional and ethical responsibility,
- (k) an ability to engage in life-long learning,
- (l) an ability to develop broad knowledge and create innovative strategies in the chosen elective field of Finance, Marketing, HR, Production, System and General Management.


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Curriculum of Regulation 2014


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K.S.Rangasamy College of Technology, Tiruchengode – 637 215											
Curriculum for the Programmes under Autonomous Scheme											
Regulation					R 2014						
Department					Department of Master of Business Administration						
Programme Code & Name					MBA : Master of Business Administration						
Semester I						Semester II					
Course Code	Course Name	Hours/Week			Credit	Course Code	Course Name	Hours / Week			Credit
		L	T	P				C	L	T	
	THEORY						THEORY				
40MB101	Executive Communication	3	0	0	3	40MB201	Applied Operations Research	3	1	0	4
40MB102	Organizational Behaviour	3	0	0	3	40MB202	Production and Operations Management	4	0	0	4
40MB103	Managerial Economics	3	0	0	3	40MB203	Human Resource Management	3	0	0	3
40MB104	Statistics for Management	3	1	0	4	40MB204	Financial Management	3	1	0	4
41MB105	Accounting for Management	3	1	0	4	40MB205	Marketing Management	4	0	0	4
40MB106	Business Law	3	0	0	3	40MB206	Research Methods for Management	4	0	0	4
40MB107	Management Information System	3	0	0	3	40MB207	Value Added Course II: Personality Development	3	0	0	0
40MB108	Value Added Course I: Communicative English	3	0	0	0		PRACTICAL				
	PRACTICAL					40MB2P1	Business Application Software Lab	0	0	4	2
40MB1P1	Seminar I – Management Concepts	0	0	2	1	40MB2P2	Seminar II – Contemporary Management	0	0	2	1
Total		24	2	2	24	Total		24	2	6	26
Semester III						Semester IV					
	THEORY	L	T	P	C		THEORY	L	T	P	C
40MB3**	Elective I	3	0	0	3	40MB401	Strategic Management	3	0	0	3
40MB3**	Elective II	3	0	0	3	40MB402	Corporate Governance	3	0	0	3
40MB3**	Elective III	3	0	0	3		PRACTICAL				
40MB3**	Elective IV	3	0	0	3	40MB4P1	Final Project and Viva Voce	0	0	24	15
40MB3**	Elective V	3	0	0	3						
40MB3**	Elective VI	3	0	0	3						
40MB301	Value Added Course III in Functional Areas	3	0	0	0						
	PRACTICAL										
40MB3P*	Activity Based Learning – I	1	0	2	3						
40MB3P*	Activity Based Learning – II	1	0	2	3						
40MB3SP	Summer Project and Viva Voce	0	0	0	3						
Total		23	0	4	27	Total		6	0	24	21

Total Credits: 98


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List of Electives					
Course Code	Course Name	Hours/Week			Credit
		L	T	P	C
Marketing Electives					
41MB3M1	Services Marketing	3	0	0	3
40MB3M2	Retail Management	3	0	0	3
40MB3M3	Brand Management	3	0	0	3
40MB3PM	Advertising and Sales Promotion	1	0	2	3
Finance Electives					
40MB3F1	Financial Derivatives	3	0	0	3
40MB3F2	International Financial Management	3	0	0	3
40MB3F3	Financial Engineering	3	0	0	3
40MB3PF	Security Analysis and Portfolio Management	1	0	2	3
HR Electives					
40MB3H1	Industrial Relations and Labour Welfare	3	0	0	3
40MB3H2	Competency Management	3	0	0	3
40MB3H3	Strategic Human Resource Development	3	0	0	3
40MB3PH	Performance Management	1	0	2	3
System Electives					
40MB3S1	Decision Support System	3	0	0	3
40MB3S2	System Analysis and Design	3	0	0	3
40MB3S3	E – Commerce Management	3	0	0	3
40MB3PS	Database Management System	1	0	2	3
Production Electives					
40MB3P1	World Class Manufacturing	3	0	0	3
40MB3P2	Production Planning and Control	3	0	0	3
40MB3P3	Computer Integrated Manufacturing	3	0	0	3
40MB3PP	Supply Chain Management	1	0	2	3
General Management Electives					
40MB3G1	International Business Management	3	0	0	3
40MB3G2	Tourism and Hospitality Management	3	0	0	3
40MB3G3	Family Business Management	3	0	0	3
40MB3PG	Entrepreneurship	1	0	2	3


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Syllabi of I and II Semesters


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Department	Master of Business Administration		Programme		Master of Business Administration				
Semester I									
Course Code	Course Name	Hours / Week			Credit	Maximum Marks			
		L	T	P	C	CA	ES	Total	
40MB101	Executive Communication	3	0	0	3	50	50	100	
Objective(s)	The students will be able to prepare and deliver effective oral and written communication for business situations and be able to apply business communication strategies and principles. It will help them to plan the message by defining purpose, analyzing audience, selecting channel and medium and facilitate them to communicate globally with confidence.								
Course Outcomes	At the end of the course, the student will be able to 1. Understand the basic concepts of Business Communication. 2. Know the process of communication and Business to communication. 3. Understand the process of preparing Effective Business Messages. 4. Understand the different types of Business Messages. 5. Understand the concept of Listening and the Types. 6. Understand the barriers to effective listening and strategies for improving the listening. 7. Apply the strategies in effective Oral and Written Presentation. 8. Understand the Impact of Technology, Ethical and Global in Communication. 9. Know the constituents of Etiquettes in Business Communication. 10. Understand the concept of Business Etiquettes in India.								
Fundamentals of Business Communication Role of Communication in Business - Components of Communications - Business Communication Process - Barriers to Communication - Seven C's of Effective Communication.									
Basic Patterns of Business Messages Process of Preparing Effective Business Message - Appearance and Design - Good News and Neutral Messages, Bad News Messages - Persuasive Written Messages.									
Listening Skills Types of Listening, Listening Process - Difference between Effective and Ineffective Listeners - Constructing Effective Listening Skills - Overcoming Barriers to Listening.									
Forms and Context of Business Communication Conversation and Negotiation - Strategies for Improving Oral and Written Presentation - Strategies for Successful Interpersonal Communication – Technology - Ethical – Global - Cross Cultural Communication.									
Business Etiquettes Concept and Meaning - Constituents of Etiquette - Business Etiquettes and Modern Technology - Business Etiquettes in India.									
Total hours to be taught : 45									
Text book (s) :									
1.	Herta A Murphy, Herbert W Hildebrandt and Jane P Thomas, “Effective Business Communication”, Tata McGraw Hill, New Delhi, Seventh Edition 2009.								
Reference(s) :									
1.	Raymond V Lesikar, Marie E Flatley, Kathryn Rentz and Neerja Pande, “Business Communication”, McGraw Hill Education (India) Private Limited, New Delhi, Eleventh Edition, 2013.								
2.	Hory Sankar Mukerjee, “Business Communication”, First Edition, Oxford University Press, New Delhi, 2013.								
3.	Krishna Mohan and Meera Banerji, “Developing Communication skills”, Mcmillan India Limited, New Delhi, 2002.								


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Semester I									
Course Code	Course Name	Hours / Week			Credit	Maximum Marks			
		L	T	P	C	CA	ES	Total	
40MB102	Organizational Behaviour	3	0	0	3	50	50	100	
Objective(s)	This course is aimed to familiarize the basic concepts of organizational behaviour and enhance the contemporary knowledge in the field of organizational behaviour.								
Course Outcomes	At the end of the course, the student will be able to 1. Understand the basic concepts and contributing disciplines to Organizational Behaviour. 2. Acquire knowledge about challenges and opportunities for Organizational Behaviour. 3. Know about personality and attitude. 4. Understand perception factors and process. 5. Develop knowledge about learning and motivational theories. 6. Know about leadership theories and styles. 7. Understand the concept of group development. 8. Acquire knowledge about communication. 9. Understand the concepts of power and conflict. 10. Develop knowledge about culture and change.								
Introduction to Organizational Behavior Concept of Organizational Behavior - Disciplines that contribute to Organizational Behavior - Challenges and Opportunities for Organizational Behavior.									
Individual Behavior – I Personality: Determinants - Traits - Attitude: Components and Major job attitudes - Perception: Factors and process.									
Individual Behavior – II Learning: Concept - theories, Classical, Operant, Social and Observation theories - Motivation: Early and Contemporary theories – Leadership: Concept - theories, Trait, Behavioral and Contingency theories.									
Group Behavior Group– Definition - Stages of group development –Communication: Process - Types and Barriers for communication.									
The Organization System Power - Bases of power – Conflict - Types, Process and Strategies for handling conflict – Culture - Types of culture and creating positive organizational culture – Change - Forces and Resistance to change and Approaches to managing organizational change.									
Total hours to be taught : 45									
Text book (s):									
1.	Stephen Robbins, Timothy A Judge and Neharika Vohra, “Organizational Behavior”, 14 th Edition, Pearson Prentice Hall, 2012.								
Reference(s):									
1.	Fred Luthans, “Organizational Behaviour”, McGraw-Hill/Irwin, 2009.								
2.	Uma Sekaran, “Organizational Behaviour”, Tata McGraw Hill, 2009.								
3.	Aswathappa K, “Organizational Behaviour”, Himalaya Publishing House, 2009.								



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Department	Master of Business Administration		Programme		Master of Business Administration			
Semester I								
Course Code	Course Name	Hours / Week			Credit	Maximum Marks		
		L	T	P	C	CA	ES	Total
40MB103	Managerial Economics	3	0	0	3	50	50	100
Objective(s)	This course is intended to provide an introduction to basic principles of Micro Economics and its application to business decisions.							
Course Outcomes	At the end of the course, the student will be able to 1. Understand the basic concepts and principles of managerial economics. 2. Know the meaning of demand, law of demand, factors affecting demand, exceptions to law of demand and elasticity of demand. 3. Understand the different methods of demand forecasting. 4. Know the law of supply and factors affecting supply. 5. Understand ISO Quant curve, ISO Cost line and Laws of return to scale. 6. Know the meaning of cost and cost classification. 7. Understand definition of different market structures, their features and their pricing and output decision. 8. Know the pricing objectives, pricing methods and pricing over the life cycle of the product. 9. Understand the macro economic issues like Economic Growth, National Income, Inflation, Business cycle, Multiplier, Accelerator and Exchange rate. 10. Distinguish between fiscal policy and monetary policy.							
Introduction Definition of Managerial economics - basic concepts and principles of managerial economics.								
Demand and Supply analysis Law of Demand - Factors affecting demand - Exception to law of demand - Elasticity of demand - Demand forecasting - Law of Supply and factors affecting Supply.								
Production and Cost analysis Production Function - ISO Quant curve – ISO cost line and Laws of return to scale - Average Cost - Marginal Cost and Total Cost and Classification of Costs.								
Market Structure and Pricing Perfect and Imperfect competition – Monopoly – Duopoly - Oligopoly and Bilateral Monopoly – Objectives - Policies and Methods of Pricing and Pricing over the Life cycle of the product.								
Macro Economic issues Economic Growth - National Income – Inflation - Business Cycle – Multiplier – Accelerator - Exchange rate - Fiscal Policy and Monetary Policy.								
Total hours to be taught : 45								
Text book (s):								
1.	Mote V L and Samual Paul Gupta G S, “Managerial Economics Concepts & Cases”, Tata McGraw Hill, 2008.							
Reference(s):								
1.	Metha P L, “Managerial Economics”, Sulltan Chand Publications, 2008.							
2.	Mankiw, “Principles of Economics”, Thomson Learning, 2006.							


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Department	Master of Business Administration		Programme		Master of Business Administration			
Semester I								
Course Code	Course Name	Hours / Week			Credit	Maximum Marks		
		L	T	P		C	CA	ES
40MB104	Statistics for Management	3	1	0	4	50	50	100
Objective(s)	To accomplish an acceptable level of quantitative literacy which prepares the student for decision making roles in management, and to facilitate the students' development of quantitative reasoning and analysis, skills considered essential in the current environment of information and organizations.							
Course Outcomes	At the end of the course, the student will be able to 1. Understand and find central measures of a data set. 2. Able to calculate the dispersion measures of a data set. 3. Understand basic probability concepts. 4. Understand the characteristics of basic probability distributions. 5. Apply the appropriate hypothesis tests for small and large samples. 6. Understand ANOVA and make inferences. 7. Able to perform chi-square test and make inferences. 8. Able to perform other non-parametric tests. 9. Calculate and interpret correlation coefficient. 10. Develop a regression model and make estimates.							
Descriptive Statistics Measures of central Tendency – Mean, Median, Mode, Geometric Mean, Harmonic Mean - Measures of dispersion – Range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation.								
Probability Basic definitions and rules for probability - Conditional probability, Independence of events - Bayes' theorem - Probability distributions: Binomial, Poisson, Normal distributions.								
Testing of Hypothesis - I Hypothesis testing: one sample and two sample tests for means and proportions of large samples (z-test) and small samples (t-test) - paired t-test - ANOVA – One-way and Two-way classifications.								
Testing of Hypothesis - II Chi-square test for independence of attributes and goodness of fit - Sign test for paired data – Mann-Whitney U test – Kruskal Wallis H test - Run test.								
Correlation and Regression Analysis Correlation – Types, Pearson's Correlation Coefficient - Rank Correlation. Regression – Lines of regression - Regression Coefficients - Estimation using regression lines.								
Total hours to be taught : 60								
Text book (s):								
1.	Levin R I and Rubin D S, "Statistics for Management", 7 th edition, Prentice Hall of India Pvt. Ltd., New Delhi, 2001.							
2.	Gupta S P, "Statistical Methods", Sultan Chand, 2012.							
Reference(s):								
1.	Anderson D R, Sweeney D J and Williams T A, "Statistics for Business and Economics", 8 th edition, Thomson (South – Western) Asia, Singapore, 2002.							
2.	Aczel A D and Sounderpandian J, "Complete Business Statistics", 6 th edition, Tata McGraw – Hill, 2004.							
3.	Sharma J K, "Business Statistics", Pearson Education, 2010.							
4.	Vohra N D, "Business Statistics", Tata McGraw Hill, 2012.							
5.	Subramani et.al, "Statistics for Management", 2nd edition, Scitech Publications, 2010.							

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Semester I								
Course Code	Course Name	Hours / Week			Credit	Maximum Marks		
		L	T	P	C	CA	ES	Total
41MB105	Accounting for Management	3	1	0	4	50	50	100
Objective(s)	To provide an insight to prepare and analyze financial statements. The course emphasizes on techniques, cash flows, and impact of accounting principles and also covers management control systems including planning, budgeting, reporting, analysis, and performance evaluation.							
Course Outcomes	At the end of the course, the student will be able to 1. Understand the concept of management accounting in terms of its relationship with financial accounting and accounting system of a business firm. 2. Understand the GAAP and IFRS trends in present accounting systems 3. Understand the nature and type of information contained in the conventional financial statements. 4. Make a choice of an appropriate method of depreciation of fixed assets. 5. Understand the importance of analyzing financial statements for decision making through Ratio analysis. 6. Understand the importance of analyzing financial statements for decision making through Fund Flow Statement and cash flow statement. 7. Understand the use of cost data for planning and control. 8. Understand the use of various techniques relevant to cost. 9. Understand the nature of operating budgets. 10. Understand the nature of financial budgets.							
Introduction to Accounting Meaning and objectives of Accounting – Branches of Accounting – Basic Accounting cycles – principles of accounting – GAAP – IFRS. Preparation of financial Statements Trading and Profit & Loss accounting – Balance sheet – Depreciation Accounting. Financial Statement Analysis Ratio Analysis – Fund flow analysis – Cash flow analysis. Cost Accounting Meaning and Objectives – Classifications of cost – Elements of cost accounting – Preparation of Cost Sheet – Activity Based costing – Relevant costing – Marginal Costing – CVP analysis – Break even analysis. Budgets and Budgetary Control Introduction – Types of Budget – Preparation and Interpretation of Budget – Techniques of Budgetary control. <div>Total hours to be taught : 60</div>								
Text book (s):								
1.	Khan M Y and Jain P K, "Management Accounting", Tata McGraw Hill, 2007.							
2.	Jain Narang, "Cost Accounting", Kalyani Publisher, 2005.							
Reference(s):								
1.	Ramachandran N and Kakani Kumar Ram, "Financial Accounting for Management", Tata McGraw Hill, 2006.							
2.	Robert N Anthony, David F and Hawkins Kenneth A Merchant, "Accounting Text and Cases", Tata McGraw Hill, 2007.							
3.	Ashok Banerjee, "Financial Accounting: A Managerial Emphasis", Excel Books, 2005.							

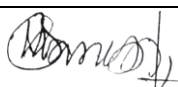

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Department	Master of Business Administration			Programme		Master of Business Administration			
Semester I									
Course Code	Course Name	Hours / Week			Credit	Maximum Marks			
		L	T	P	C	CA	ES	Total	
40MB106	Business Law	3	0	0	3	50	50	100	
Objective(s)	The objective of this course is to provide the students with practical legal knowledge of business to become effective business leaders								
Course Outcomes	At the end of the course, the student will be able to 1. Understand the essential elements of valid contract. 2. Differentiate between valid contract and contingent contract. 3. Recognize the types of partners, who can be partners and who cannot be partners. 4. Distinguish between dissolution of the firm and dissolution of partnership. 5. Know the classification of goods and rights of unpaid sellers. 6. Recognize the negotiable instrument and their characteristic features. 7. Know the rights of consumers and remedies available for the consumers. 8. Understand the offences and penalties under prevention of corruption act. 9. Distinguish between partnership and company. 10. Understand prospectus, memorandum of understanding and articles of association.								
Law of Contract Essential of valid contract – offer – acceptance – agreement – consideration – performance of the contract – void contract – contingent contract – breach – damages and compensation.									
Law of Partnership Concept and formation of partnership – kinds of partners – legal relations between partners – rights of incoming and outgoing partners – retirement and expulsion – dissolution of the firm.									
Law of Sale of Goods Definition and essentials of a contract of sale – goods and their classification – sale and transfer of ownership – transfer of title by non owners – unpaid seller and his rights.									
Negotiable Instruments Act, Consumer Protection Act 1986 & Prevention of Corruption Act 1988 Characteristics of negotiable instruments and its importance – definition of promissory note – cheque and bill of exchange – holder for value and holder in due course – types of negotiable instruments – legal relation between banks and customer – rights and duties of collecting and paying bankers - Objectives and scope of Consumer Protection Act 1986 – definitions and importance of major terms used in the act – rights of consumers and remedies available to consumers – Introduction to Prevention of Corruption Act 1988 – Preliminary-offences and penalties.									
Company Act Definition & objectives of the act – types of company – memorandum of association – articles of association – prospectus – borrowing powers and meetings.									
Total hours to be taught : 45									
Text book (s):									
1.	Sathish B Mathur, “Business Law”, Tata McGraw Hill, 2009.								
Reference(s):									
1.	Ravinder Kumar, “Legal Aspects of Business”, Cengage Learning, 2009.								
2.	Bansal C L, “Business and Corporate Laws”, Excel Books, Reprint 2009.								

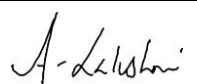

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Semester I								
Course Code	Course Name	Hours / Week			Credit	Maximum Marks		
		L	T	P		C	CA	ES
40MB107	Management Information System	3	0	0	3	50	50	100
Objective(s)	To enable the students to understand the various MIS operating in functional areas of an organization and its relationship with the various activities of the organization.							
Course Outcomes	At the end of the course, the student will be able to 1. Understand about the information system concepts and its application in business information system. 2. To know about the role of information technology in business 3. Understand the functions of functional information systems with its application. 4. To develop the knowledge of different management information system with its application. 5. Understand about the basics of database, and its language. 6. To know about the usage of DBMS in business and its applications. 7. To understand the dimensions of knowledge base and its types which are applicable to MIS. 8. To know about the knowledge management system and its types. 9. To understand about the system development process and the factors which affect the system development success. 10. To understand about the ERP implementation process in the business sector.							
Introduction to Information Systems Information and System Concepts - Information System: Definition and Components - Computer Based Information Systems - Business Information Systems.								
Functional Aspects of MIS Management Information Systems of Financial – Manufacturing – Marketing - Human Resource – Accounting- Geographic - Decision Support System - EIS and MIS.								
Database Management Systems Data Management, Data Modeling - Relational Database Model - Data Definition Language - Data Manipulation Language - Database Applications.								
Knowledge Management System Dimensions of knowledge – Types of Knowledge - Knowledge management System - Types of knowledge management systems its components and benefits.								
System Development and Enterprise Resources Planning Overview of Systems development - Systems development life cycles - Factors affecting systems development success - Overview of ERP - Modules of ERP Packages - ERP Implementation.								
Total hours to be taught : 45								
Text book (s):								
1.	James O’ Brien George M Marakas, “Management Information System”, TMH, 2014.							
2.	Ken Laudon, Jane Laudon and Rajanish Dass, “Management Information System”, 14 th Edition, Pearson Publishers,.							
Reference(s):								
1.	Jawadekar, “Management Information System”, TMH, 2011.							
2.	Ashok Arora and Akshaya Bhatia, “Management Information System,” Excel books, 2009.							
3.	Satya Sekhar G V, “Management Information System”, Excel Books, 2007.							
4.	Ralph Stair and George Reynolds, “Principles of Information Systems”, Thomson Learning, 8 th e, 2008.							


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Semester I									
Course Code	Course Name	Hours / Week			Credit	Maximum Marks			
		L	T	P	C	CA	ES	Total	
40MB108	Value Added Course I: Communicative English	3	0	0	0	100	0	100	
Objective(s)	To make the students to be effective in oral and written communication.								
<p>Listening Comprehension Easy - Listening to everyday conversation with Adult and Children's voice - Medium – Interviews - Announcements etc - Difficult – Discussions.</p> <p>Reading Comprehension Most common 250 words in writing that deal with business and finance - Passage reading and answering questions.</p> <p>Speaking Syllabification / Proper stress and pause - Word stress - Intonation - Falling and rising tone - Telephone etiquette - Attitude words - Mock telephone conversation activities.</p> <p>Writing skills Prepositional usages - Proper use of reported speech - Passive voice - Difference between formal and informal styles of written communication - Word clusters - Email writing - Report writing - Different ways of drafting resumes.</p> <p>Presentation skills Preparation for making a presentation - Listing out essential points that are to be covered in a presentation - Preparing power point slides - Discourse Markers - Delivery style.</p> <p>Interview skills and Group discussion Tackling questions on personal profile – Attitude - Aptitude - Family and social background - Tackling SWOT questions - Strong attributes - Strengths and weaknesses - Handling threats - Tackling soft skill questions - Leadership skills - Good communicative skills - Handling difficult situations - Tackling general questions - Salary expectation - Feedback questions and general dos and don'ts – Involvement - Perception of the organization - Comprehensive survey of dos and don'ts for any job interview.</p>									
Total hours to be taught : 45									


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Course Code	Course Name	Hours / Week			Credit	Maximum Marks			
		L	T	P	C	CA	ES	Total	
40MB1P1	Seminar I - Management Concepts	0	0	2	1	50	50	100	
Objective(s)	To develop presentation skills on various topics in management.								
<p>Note: Students are expected to prepare and present on topics suggested below</p> <ul style="list-style-type: none">• General principles of Management.• Management Decision Making.• Domestic and Global business environment.• Social responsibility of business and managerial ethics.• Value-Chain of business – Industry / Firm Analysis.• Creativity and Management of innovation.• Customer focus and relationship management.• Blue Ocean Strategy.• Competitive Advantage and Core Competency.• The role of Quality in business. <p style="text-align: right;">Total Seminar hours : 20</p>									


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Department	Master of Business Administration			Programme		Master of Business Administration				
Semester II										
Course Code	Course Name	Hours / Week			Credit	Maximum Marks				
		L	T	P		C	CA	ES	Total	
40MB201	Applied Operations Research	3	1	0	4	50	50	100		
Objective(s)	This course will help the student gain an understanding of modeling and rational approaches to decision making and their contribution to organizational effectiveness.									
Course Outcomes	At the end of the course, the student will be able to 1. Convert the business situation into a linear programming problem. 2. Solve the linear programming problem through graphical and simplex method. 3. Formulate and solve transportation problem. 4. Formulate and solve assignment problem. 5. Determine an optimal order in which different jobs can be processed and compute total elapsed time. 6. Understand the basic concepts in CPM / PERT. 7. Understand queuing models and calculate performance measures of a single server model. 8. Understand decision making under conditions of uncertainty and risk. 9. Understand individual replacement policy and determine the optimal replacement period. 10. Understand group replacement policy and determine optimal replacement period.									
Linear Programming Problem Introduction – Formulation - Graphical Method - Simplex Method - Big-M Method. Transportation problem and Assignment problem Mathematical Formulation - Initial Basic Feasible Solution - Testing for Optimality - MODI method – Degeneracy - Unbalanced Transportation Problem - Maximization Type - Assignment Problem - Mathematical Formulation - Minimization Problem - Unbalanced Assignment Problem - Maximization Type. Sequencing Models and CPM/PERT Sequencing problem - Processing n Jobs through Two Machines - Processing n Jobs through Three Machines- Processing n Jobs through m Machines - Network Diagrams - Critical Path Method - PERT Calculations. Queuing theory and Decision theory Structure of Queuing System - Queuing Models - Single Channel Queuing Model with Poisson arrivals and exponential service times - Steps in Decision Making - Decision Making Environment - Decision-making under uncertainty and risk. Replacement models Replacement Policy for Equipment which deteriorates gradually - Replacement of items that fail suddenly – Individual Replacement and group Replacement – problems under Individual Replacement and group Replacement. <div>Total hours to be taught : 60</div>										
Text book (s):										
1.	Anderson, Sweeney and Williams, “An Introduction to Management Science”, Thomson Learning, 2007.									
2.	Sharma J K, “Operations Research – Theory & Applications”, MacMillan India Ltd., 2009.									
Reference(s):										
1.	Hillier and Lieberman, “Introduction to Operations Research”, Tata McGraw Hill, 2007.									
2.	Wayne L Winston, “Operations Research-Applications & Algorithms”, Duxbury Press, 1994.									
3.	Vohra N D, “Quantitative Techniques in Management”, Tata McGraw Hill, 2005.									
4.	Gupta P K and Hira D.S., “Operations Research”, Sultan Chand, 2008.									
5.	Kalavathy S, “Operations Research”, Vikas Publications, 2011.									


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Semester II								
Course Code	Course Name	Hours / Week			Credit	Maximum Marks		
		L	T	P		C	CA	ES
40MB202	Production and Operations Management	4	0	0	4	50	50	100
Objective(s)	This course will enable the students to get acquainted with the basic aspects of Production and Operations Management through text and cases.							
Course Outcomes	At the end of the course, the student will be able to 1. Understand the concept of Production and Operations Management 2. Understand different Types of production Systems 3. Know the concept of Facility Location Decisions 4. Understand the concept of Layout and Factors affecting Layout 5. Understand the concept of Inventory Management 6. Understand the concept of Production Planning Techniques 7. Know the concept of Production Improvement Techniques 8. Understand the Modern Production Techniques in improving Productivity 9. Understand the concept of Total Quality Management 10. Know the Barriers to Effective Total Quality Management							
<p>Introduction Meaning - Need – Evolution - Nature and scope of POM - Production System- Concepts – Functions - Types and Productivity.</p> <p>Facility location , layout Design and Work Study Facility Location-Location selection – Criteria - Factors determining Location decision - evaluation techniques - Layout design - Concepts - Types of Layout - Factors affecting layout - Work Study Concept.</p> <p>Inventory Management and Production planning Concepts - Types of Inventory models- EOQ – EBQ - Inventory control systems - Safety Stock - ABC analysis - Capacity requirement Planning - Aggregate Planning - Material Requirement Planning (MRP-I) - Manufacturing resource Planning (MRP-II).</p> <p>Production Improvement Techniques JIT - Kanban System - Business Process Reengineering - Value Engineering - Value Analysis - Lean Manufacturing - Agile Manufacturing - Flexible Manufacturing System (FMS).</p> <p>Total Quality Management Introduction - Dimensions of quality - Quality cost - Basic Concepts of TQM - Historic Review - Deming Philosophy - Barriers of TQM implementation - Six Sigma - Quality tools-PDCA – PDSA - 5S- Poka Yoke - Seven quality tools.</p> <p style="text-align: right;">Total hours to be taught : 60</p>								
Text book (s):								
1.	Norman Gaither Greg Frazier, “Operations Management”, Thomson South Western, 2007.							
2.	Martand T Telsang, “Production Management”, First edition, S Chand and Company, 2006.							
Reference(s):								
1.	Richard B, Chase F Robert, Jacobs Nicholas J Aquilano and Nitin K Agarwal, “Operations Management for Competitive advantages”, Tata McGraw- Hill Publishing, 2006.							
2.	Aswathappa K and Shridhara Bhat K, “Production and Operations Management”, 2 nd Edition, Himalaya Publishing House, 2008.							


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Course Code	Course Name	Hours / Week			Credit	Maximum Marks		
		L	T	P		C	CA	ES
40MB203	Human Resource Management	3	0	0	3	50	50	100
Objective(s)	This course enable the students to understand and develop the basic concepts, functional areas and recent trends in Human Resource Management.							
Course Outcomes	At the end of the course, the student will be able to 1. Understand the concepts objectives and functions of HRM. 2. Acquire knowledge about roles and challenges of HRM. 3. Develop knowledge about Job analysis and Human Resource Planning. 4. Know about recruitment and selection process. 5. Understand the concepts of Induction, Orientation and Training. 6. Know about training and Development methods. 7. Understand the concepts of compensation and incentives. 8. Know about performance appraisal process, method and problems. 9. Develop knowledge about HRIS and Human Resource Outsourcing. 10. Acquire knowledge about employee turnover and Retention, Knowledge Balance and Balance score card.							
Introduction to HRM Meaning – Objectives and Functions – Role of HR manager and Challenges of HRM.								
Employee Acquisition Job analysis – Process and Methods of collecting job data - Human Resource Planning: Process – Recruitment: Selection – Process sources.								
Employee Development Induction – Orientation – Training: Training process – Methods and Evaluation of Training – Development: Development methods.								
Employee Maintenance Compensation – Components – Factors and Challenges – Incentives – Types of incentive schemes- Performance appraisal – Process – Methods and Appraisal problems.								
Recent trends in HRM Human Resource Information System – Human Resource Outsourcing – Employee Turnover and Retention – Work Life Balance and Balance Score Card.								
Total hours to be taught : 45								
Text book (s):								
1.	Aswathappa K, “Human Resource and Personnel Management”, TMH, 2011.							
Reference(s):								
1.	Gary Dessler, “Human Resource Management”, Pearson Education, 2011.							
2.	Snell, Bohlander and Vohra, “Human Resources Management”, Cengage Learning, 2012.							
3.	Seema Sanghi, “Human Resource Management”, Macmillan, 2011.							


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Course Code	Course Name	Hours / Week			Credit	Maximum Marks			
		L	T	P		C	CA	ES	Total
40MB204	Financial Management	3	1	0	4	50	50	100	
Objective(s)	To make the students to be known about the vital area of finance such as Capital Budgeting, Working Capital Management, Capital structure and Dividend Policy.								
Course Outcomes	At the end of the course, the student will be able to								
	1. Know the concepts of Financial Management and its nature scope, functions and time value of money.								
	2. Understand the nature and scope of financial management, Risk and return relationship, valuation of shares and bonds and Dividend policy.								
	3. Understand the nature of Capital budgeting its techniques.								
	4. Know the preparation such as discounting and non-discounting cash flow techniques of capital budgeting.								
	5. Know the concepts of cost of capital, Components of Cost of capital, Specific and overall Cost of capital.								
	6. Understand the concepts of capital structure, Theories of capital structure and Designing capital Structure and Financial Leverages and Operating Leverages and its function.								
	7. Understand importance of principles and concepts of working capital, Operating Cycle, Determinants of working capital.								
	8. Understand importance of principles and concepts of receivables management, Inventory management and cash management.								
	9. Understand the uses and concepts of lease purchasing and Hire purchasing.								
	10. Know the uses and applications of Project financing and Venture capital financing.								
	Overview of Financial Management Introduction - Nature& Scope - Functions of finance manager - Goals of Financial Management - Sources of finance-Short term and long term - Time value of money - Risk and Return - Valuation of Shares and Bonds - Dividend policy-Objectives – Types - Theories.								
Capital Budgeting Nature and principles - Discounting and non-discounting cash flow techniques.									
Cost of capital &Capital Structure Concepts of Cost of capital - Components of Cost of capital - Specific and overall Cost of capital - Theories of capital structure - Designing capital Structure - Financial Leverages and Operating Leverages.									
Working Capital Management Principles and concepts of working capital - Operating Cycle - Determinants of working capital - Receivables management - Inventory management - Cash management.									
Asset based financing Lease financing - Hire purchase - Project financing - Venture Capital Financing.									
Total hours to be taught : 60									
Text book (s):									
1.	Prasanna Chandra, “Fundamentals of Financial Management”, Fourth Edition, Tata McGraw- Hill Publishing, 2008.								
2.	Pandey I M, “Financial Management”, Vikas Publishing House,2006.								
Reference(s):									
1.	Eugene F Brigham Joel F Houston, “Fundamentals of Financial Management”, Cengage Learning, 2004.								
2.	Khan M Y and Jain P K, “Financial Management”, Tata McGraw Hill, 2008.								
3.	Maheshwari S N, “Financial Management”, Sultan & Sons, 2008.								



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Course Code	Course Name	Hours / Week			Credit	Maximum Marks		
		L	T	P	C	CA	ES	Total
40MB205	Marketing Management	4	0	0	4	50	50	100
Objective(s)	To understand and appreciate the concept of marketing in theory and practice. To evaluate the environment to marketing and develop a feasible marketing plan (process). To understand and apply the STP of marketing (segmentation, targeting, positioning). To have an elementary knowledge of consumer behaviour and marketing research. To acquire planning, designing and implementing marketing strategy to achieve the long term objectives which will be critical for any firm in a competitive market situation.							
Course Outcomes	At the end of the course, the student will be able to 1. Understand the basic concepts of marketing and its evolution. 2. Acquire knowledge on marketing functions and process. 3. Acquire knowledge on the basic concepts of marketing environment and scope of marketing research. 4. Understand the concepts of segmenting, targeting and positioning in the market. 5. Understand types of buyer behaviour and the influences on the buyer behavior. 6. Gain knowledge on buying decision process 7. Understand marketing mix concepts viz., product, price, place and promotion. 8. Gain knowledge on branding, packaging and labelling of the product. 9. Understand need for marketing in services. 10. Understand recent developments in the field of marketing							
Marketing an Introduction Introduction to Marketing – Philosophies of Marketing – Marketing Process – Marketing Functions.								
Marketing Planning Marketing Environment – Sales forecasting – Market Segmentation – Targeting – Positioning – Marketing Research.								
Understanding Consumers Consumer Vs Organizational Buyers – Buying Decision Process – Buying Situation – Influences on Buyer Behaviour.								
Marketing Mix Product decisions – Product life Cycle – New Product Development – Branding – Packaging & Labeling – Pricing decisions – Methods & Strategies – Distribution decisions – Nature – functions and types of distribution channels- Promotion decisions – Advertising – Personal Selling – Public Relations & Sales promotion.								
Issues and development in Marketing Marketing of Services – Green Marketing – E- Marketing – Social Media Marketing.								
Total hours to be taught : 60								
Text book (s):								
1.	Philip Kotler, Abraham Koshy, Mithileswar Jha and Kevin Lane Keller, “Marketing Management: A South Asian Perspective”, Pearson Education, 2012.							
Reference(s):								
1.	Ramasamy V S and Namakumari S, “Management: Global Perspective Indian Context”, MacMillan, 2009.							
2.	Tapan K Panda, “Marketing Management”, Excel Books, 2009.							
3.	Rajan Saxena, “Marketing Management”, McGraw Hill Education, 2009.							
4.	Arunkumar and Meenakshi, “Marketing Management”, Vikas Publishing, 2011.							


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		L	T	P	C	CA	ES	Total
40MB206	Research Methods for Management	4	0	0	4	50	50	100
Objective(s)	This course enables the students to understand the concept and process of research in business environment and realize its applications in various spheres of business research.							
Course Outcomes	At the end of the course, the student will be able to 1. Recognize and distinguish between the different kinds of research. 2. Know the building blocks scientific research. 3. Understand the types and purpose of research design. 4. Understand the process of research. 5. Differentiate between questionnaire and schedule. 6. Understand the sampling techniques and methods of data collection. 7. Understand the steps involved in data preparation. 8. Apply different multivariate techniques depending on the research objectives. 9. Understand various types of research report, the steps in report writing and the factors in organizing a research report. 10. Understand the principles of ethics in business research.							
<p>Introduction Meaning and Definition of research - objectives of research - motivation in research - types of research - research approaches - hallmarks of scientific research - building blocks of scientific research</p> <p>Research design and Research process Exploratory - Descriptive – Experimental. Research process.</p> <p>Data collection Schedule – questionnaire - methods of primary data - sources of secondary data and sampling techniques.</p> <p>Data preparation and data analysis Editing – coding – classification – tabulation - multivariate techniques.</p> <p>Report writing and Ethics in research Types of report - format of the report - factors in organizing a research report. Definition of ethics - ethical principles and plagiarism.</p> <p style="text-align: right;">Total hours to be taught : 60</p>								
Text book (s):								
1.	Deepak Chawla and Neena Sondhi, “Research Methodology”, Vikas Publications, 2011.							
2.	William A Zikmund, “Business Research Methods”, Thomson’s, 2007.							
3.	Kothari C R, “Research Methods and Techniques”, New Age International (P) Ltd, 2008.							
Reference(s):								
1.	Rao K V, “Research Methods for Management and Commerce”, Sterling, 2008.							
2.	Donald R Cooper, Pamela S and Schinder, “Business Research Methods”, Tata McGraw Hill, 2008.							
3.	Uma Sekaran, “Research Methods for Business”, Wiley Publications, 2008.							



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		L	T	P		C	CA	ES
40MB207	Value Added Course II: Personality Development	3	0	0	0	100	0	100
Objective(s)	To make the students to develop interpersonal skills and to enable them to attend the interviews confidently.							
Self Assessment and Development Self Awareness - Perceptions and Attitudes - Self-Esteem and Building of Self-Confidence.								
Verbal and Nonverbal Communication Planning – Preparation – Delivery - Feedback and Assessment of activities like Public Speaking - Group Discussions - Oral Presentation Skills - Listening and Observational Skills - Body Language.								
Leadership and Team Building Leaders - their skills - Roles and Responsibilities – Vision – Empowering – Delegation - Motivating Others - Organizational Skills - Team Building - Organizing and Conducting Meetings - Event Management.								
Interpersonal Skills Importance of Positive Relationship - Positive Attitudes – Empathy – Mutuality – Trust - Emotional Bonding - Handling Situations.								
Negotiation Skills Preparation and Planning - Definition of Ground Rules - Clarification and Justification - Bargaining and Problem Solving - Closure and Implementation.								
Social Communication & Intermediary Communication Small talk – Dialogue – Debate – Discussion - Overcoming Shyness - Hesitation and Cultural codes - Interview Techniques - Intermediary Communication – Overcoming Mental Blocks – Prejudices - Develop Proficiency in Communicating through-Telephone - Tele Conferencing Web Chat - Greeting.								
Goal Setting & Time Management Importance of Goal Setting - Periodicity in Goal Setting – Short - Medium - Long-term - Methods of achieving set goals - Application of SMART - Time Management - Prioritization of activities - Effects of procrastination - Personality profile - Tips and Strategies in Time Management.								
Positive thinking Goals and Techniques of Positive Thinking - Traits of Positive Thinkers - Nurturing Creativity - Decision Making and Problem Solving.								
Stress Management & Emotional Intelligence General Principles - Stress coping ability and stress inoculation training - Management of various forms of fear (Examination fear - stage fear or public speaking anxiety) - Dealing with crisis and disasters - Emotional Intelligence – Concepts - Elements of EI in Organizational Application - Conflict Stimulation and Conflict Resolution Techniques for Effective Management.								
Etiquette Introduction and Handshakes - Proper dressing and grooming - Etiquette for public places - Courtesy and respect - Seeking Permission - polite yet assertive - Tackling Questions - Expressing Gratitude – Empathy - Enhancing Personal Relationship.								
Total hours to be taught : 45								



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Course Code	Course Name	Hours / Week			Credit	Maximum Marks				
		L	T	P	C	CA	ES	Total		
40MB2P1	Business Application Software Lab	0	0	4	2	50	50	100		
Objective(s)	Familiarizing the students with basic computer concepts and emerging computer technology, so as to enable them to use computer resources efficiently for making effective decision. Providing the necessary skills to understand and use various commonly used software in various functional areas in an organization.									
<div>1. Using functions to create frequency table in MS-Excel</div> <div>2. Applying formula and Chart using MS-Excel</div> <div>3. Calculate net pay and Income tax of the employee using MS-Excel</div> <div>4. Create a report with the PivotTable and PivotChart Wizard</div> <div>5. Calculate Frequency, Mean and Standard deviation using SPSS</div> <div>6. Perform Chi-square and Cross tab tests using SPSS</div> <div>7. Perform Correlation and Regression Analysis using SPSS</div> <div>8. Perform multivariate analysis using SPSS</div> <div>9. Perform ANOVA test using SPSS database</div> <div>10. Calculating all descriptive statistics in MS-Excel for a given series.</div> <div>Total Lab hours : 30</div>										
Text book (s):										
1.	Carver, “Doing Data analysis with SPSS”, Thomson Learning, 2009									
2.	Jennifer Ackewman Ketter Guy Haut Davis Curt Simmans, “Microsoft Office 2003”, TMH, 2004									
Reference(s):										
1.	Norman Gaither, “Operations Management with POM Software CD”, Thomson Learning, 2007									
2.	Nargundkar, “Marketing Research–Text and Cases”, TMH, 2007									
3.	Alexis Jeon, ”Introduction to computers with MS Office”, Tata McGraw Hill , 2007									



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Course Code	Course Name	Hours / Week			Credit	Maximum Marks		
		L	T	P	C	CA	ES	Total
40MB2P2	Seminar II - Contemporary Management	0	0	2	1	50	50	100
Objective(s)	To develop presentation skills on various topics in management.							
<p>Note: Following is the list of topics suggested for preparation and presentation by students</p> <ul style="list-style-type: none">• Culture and Management• Emotional Intelligence and Management• Information Systems and Management functions• Digital Marketing• Retail Management• HR Accounting and Audit• Reputation Management• Brand Building and Management• Bench Marking• Behavioural Finance <p style="text-align: right;">Total Seminar hours : 20</p>								


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MARKETING


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Semester III								
Course Code	Course Name	Hours / Week			Credit	Maximum Marks		
		L	T	P	C	CA	ES	Total
41MB3M1	Services Marketing	3	0	0	3	50	50	100
Objective(s)	This course helps to evaluate marketing in service industries and/or organizations with a strong service component. Develop the ability to think critically and strategically about opportunities and issues that emerge in service industries and to confidently apply services marketing concepts and frameworks to formulate solutions.							
Course Outcomes	At the end of the course, the student will be able to 1. Understand the nature and scope of services. 2. Understand the characteristics and marketing mix of services. 3. Understand the customer expectations and perceptions of services. 4. Understand the GAPS and SERVQUAL models of service quality. 5. Know to develop a new service offering and how to manage service pricing. 6. Understand the concept of Balancing Demand and Capacity. 7. Understand the concept of service failure. 8. Understand the importance of Service recovery and ingredients of service recovery. 9. Know the marketing strategies to different emerging services. 10. Formulate the effective service marketing mix for different service sectors.							
Introduction and Designing of New Services Introduction to Services, Services economy – Evolution and growth of service sector – Characteristics – Classification, Expanded marketing mix for services.								
Service Quality Gaps Model – SERVQUAL analysis, Assessing service marketing opportunities – Customer expectations and perceptions of services.								
Service Delivery New service development, Service blueprinting – Service scape - People in services, Service process – Balancing Demand and Capacity - Pricing of services – Methods and specific issues - Designing communications mix for promoting services – Building service customer relationships – Role of internal marketing in service delivery.								
Service Recovery Service failures – Types of Service encounters – Customer response to failures – Customer feelings, Failure types – Service recovery, Ingredients of service recovery.								
Marketing Strategies for Services Healthcare Services, Hospitality Services – Tourism Services, Logistics Services – Financial Services, Information Technology Services – Educational Services, Entertainment Services, Public Utility Services – Emerging services in India.								
Total hours to be taught : 45								
Text book (s):								
1.	Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler, Ajay Pandit, “Services Marketing – Integrating Customer Focus Across The Firm”, Tata McGraw Hill, 2008							
Reference(s):								
1.	Harsh.V.Verma, “Services Marketing – Text and cases”, Pearson, 2012							
2.	Rajendra Nargundkar, “Services Marketing – Text and cases”, Tata McGraw Hill, 2006							
3.	Christian Gronroos “Services Management and Marketing a ‘CRM Approach” John Wiley and sons, 2005							


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Semester III									
Course Code	Course Name	Hours / Week			Credit	Maximum Marks			
		L	T	P	C	CA	ES	Total	
40MB3M2	Retail Management	3	0	0	3	50	50	100	
Objective(s)	Retail Management is designed to address the initial considerations and decisions for establishing and managing a retail store. The course will provide an understanding of retailing and critically analyze the retailing process, the environment within which it Operates, and the institutions and functions that are performed.								
Course Outcomes	At the end of the course, the student will be able to 1. Understanding the meaning, significance, various phases of life cycle and decision making process in Retail Management. 2. Identifying the various types of retailers, retail models and formats operating in India. 3. Knowing the steps involved in Retail planning process and creating a competitive strategies in determining retail marketing mix like analysing the location and sites for retail setup. 4. Exploring the importance of assorting methods, category management, presentation techniques, and its impact on buying process of distinguished consumers. 5. Learning the merchandise management, cost cutting procedure and retail pricing methods. 6. Understanding about the optimum utilization of the space and making good interior cum exterior designs, different atmospherics to attract the mass. 7. Developing various methods for retail expansion with proper merchandise planning. 8. Knowing the ways to create brand building and develop customer loyalty towards retail stores by establishing proper communication methods. 9. Understanding the emerging trends in retailing like various types of malls, and other retail set ups. 10. Gaining knowledge about the retail globalization, and Customer Relationship Management in retail sector.								
Introduction Retailing – Significance & Opportunities of retailing – Retail lifecycle – Retail Management Decision Process – Types of retailers.									
Retail Market Strategy Retail Strategy – Target Market and Retail format – Building a sustainable competitive advantage – Strategic Retail Planning Process – Retail Marketing Mix – Retail location – Site selection.									
Merchandise Management Merchandising Concept & Evolution – Roles & Responsibilities of Merchandiser – Merchandise Sourcing – Category Management – Setting Retail Price.									
Store Layout Design and Retail Communication Store layout – Objectives of good store design – Visual Merchandising – Atmospherics, Methods of Retail Expansion – Brand building and customer loyalty – Method of communication with customers – Planning retail communication.									
Recent Trends in Retailing Mall, e-tail, Precision Shopping – Globalization in retail trade – CRM in Retail.									
Total hours to be taught : 45									
Text book (s):									
1.	Michael Levy & Berhon Weitz, “Retailing Management”, Tata McGraw Hill, 5 th Edition, 2003								
Reference(s):									
1.	Swapna Pradhan, “Retailing Management”, Tata McGraw Hill, 2 nd Edition, 2007.								
2.	Barry Berman,Joel R.Evans,Mini Mathur,”Retail Management”,Pearson,11 th Edition,2010								
3.	Chetan Bajaj,Rajnish Tuli,Nidhi Varma Srivastava,”Retail Management”,Oxford,2 nd Edition,2010								



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Course Code	Course Name	Hours / Week			Credit	Maximum Marks				
		L	T	P	C	CA	ES	Total		
40MB3M3	Brand Management	3	0	0	3	50	50	100		
Objective(s)	To increase the understanding of important issues in planning and evaluating branding strategies across goods and services.									
Course Outcomes	At the end of the course, the student will be able to 1. Learning the basic concepts of Brands Vs Products & Significance of Branding. 2. Gaining the knowledge about Brand positioning, alternatives & Brand repositioning. 3. Knowing the Brand Loyalty, Loyalty programs. 4. Developing the knowledge on Brand Equity and Brand Building. 5. Learning the Brand Extensions, and Line Extension. 6. Gaining the knowledge on co-branding and licensing of brands. 7. Learning the Methods of Valuation. 8. Gaining knowledge on brand audit. 9. Developing knowledge on branding of industrial goods and services. 10. Learning about Taking Indian brands global – Issues and challenges.									
Branding – an Introduction Definition of a Brand – Evolution of Brands – Branding Decisions – Brands Vs Products – Significance of Branding – Types of a brand – Brand Vision – Brand as a personality – Brand positioning, alternatives – Brand repositioning.										
Branding Impact Branding impact on Buyers, Competitors – Brand Loyalty, Loyalty programs – Brand Equity – Brand Building: Brand Building Process – Brand Ambassadors.										
Leveraging Brands Brand Extensions, Extendibility – Merits and Demerits – Line Extensions – Co-Branding and Licensing brands.										
Brand Valuation Methods of Valuation – Implication for buying and selling brands – Brand Audit.										
Issues in Brand Management Fake Brands – Branding Industrial goods – Branding of Services – Indianisation of foreign brands – Taking Indian brand global issues & challenges.										
Total hours to be taught : 45										
Text book (s):										
1.	Kevin Lane Keller, Ambi M.G.Parmeswaran, Issac Jacob, “Strategic Brand Management”, Pearson, 2012.									
Reference(s):										
1.	U.C.Mathur, “Brand Management Text & Cases”, Macmillan, 2006									
2.	Dr.S.L.Gupta, “Brand Management”, Himalaya, 2007									
3.	Harsh Varma, “Brand Management”, Excel Books, New Delhi, 2006									
4.	Y.L.R.Moorthi, Brand Management, Vikas Publishing, 2008									


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Course Code	Course Name	Hours / Week			Credit	Maximum Marks			
		L	T	P	C	CA	ES	Total	
40MB3PM	Advertising and Sales Promotion	1	0	2	3	50	50	100	
Objective(s)	The course aims at acquainting students with concepts and techniques of advertising and to familiarize them with the practice of promoting market for products through advertisements and sales promotion.								
	<ul style="list-style-type: none">Identifying the Social/Economic effects of AdvertisingAd agency managementWriting a Copy for advertisementAdvertising campaign developmentASCI- Complaint managementDesigning the sales promotion for consumer goodsBudget management for advertising and sales promotionResearch in Advertising and Sales promotionAdvertising production for Print mediaAdvertising production for broadcast media								



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Semester III								
Course Code	Course Name	Hours / Week			Credit	Maximum Marks		
		L	T	P		C	CA	ES
40MB3F1	Financial Derivatives	3	0	0	3	50	50	100
Objective(s)	It aims to develop an understanding of the importance of financial derivatives and the institutional structure of the markets on which they are traded as well as developing the analytical tools necessary to price such instruments.							
Course Outcomes	<p>At the end of the course, the student will be able to</p> <ol style="list-style-type: none">1. Understand the fundamentals of derivatives, types of derivatives and risk in derivatives..2. Understand the benefits and limitation of derivatives and to know the difference between cash and future markets.3. Understand the fundamentals and specifications of forwards and futures.4. Acquire the knowledge on trading forward and futures with margins, and to determine the pricing relationship for offsetting the forward and futures.5. Understand the options and its different types, and to know the difference between option and futures.6. Gain the knowledge on pricing models of blackscholes option pricing and binomial option pricing models.7. Understand the fundamentals of SWAPs, intermediary participation in SWAPs, and warehousing.8. To gain the knowledge on valuation of interest rate SWAPs, Currencies, FRNs and Credit risk.9. Understand the Regulatory frame work and derivative reforms in India.10. Understand the Derivatives specifications at NSE.							
<p>Introduction Definition and Types – Forward Contracts, Futures Contracts, Options, Swaps – Differences between Cash and Future Markets – Uses and Advantages of Derivatives, Risks in Derivatives.</p> <p>Forward and Futures Contracts Meaning, Classifications – Mechanism – Advantages & Disadvantages – Pricing of forward contracts – Offsetting the Forward Position Hedging with Forward Contracts – Specification and Margin requirements – Hedging using Futures – Types of Futures contracts – Trading Mechanism, Clearing and Settlement System – Pricing of futures, Relationship between Future prices, Forward prices and Spot prices.</p> <p>Options Exchange Traded Options, Specifications of Options – Call and Put Options, American and European Options – Intrinsic Value and Time Value of Option – Options pricing models – Differences between Future and Option.</p> <p>SWAPs Interest Rate SWAP, Currency SWAP – Role of Financial Intermediary – Warehousing – Valuation of Interest rate SWAPs and Currency SWAPs Bonds and FRNs – Credit risk.</p> <p>Derivatives in India Evolution of Derivatives Market in India – Regulations, Framework, Exchange trading in Derivatives – Commodity Futures – Contract Terminology and Specifications for stock Options and Index Options in NSE.</p> <p style="text-align: right;">Total hours to be taught : 45</p>								
Text book (s):								
1.	S.L.Gupta, “ Financial Derivatives”, PHI Publication, 2009							
Reference(s):								
1.	David A. Dubosfsky and Thomas W Miller Jr., “Derivatives: Valuation and Risk Management”, Oxford University Press.							
2.	Don M.Chance Robert Brooks, “ Derivatives and Risk Management Basis”, Cengage Learning, 2008							
3.	S.S.S.Kumar, “ Financial Derivatives”, PHI Publication, 2007							



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Semester III									
Course Code	Course Name	Hours / Week			Credit	Maximum Marks			
		L	T	P	C	CA	ES	Total	
40MB3F2	International Financial Management	3	0	0	3	50	50	100	
Objective(s)	To gain a fair amount of knowledge to measure foreign exchange risk and to identify risk management strategies. To explore and design financial strategies. To integrate the global developments with the changing business environment in India.								
Course Outcomes	At the end of the course, the student will be able to 1. Understand the basic concepts of International Financial System and International Financial markets and the concept of balance of payment. 2. Explore the various functions of International Monetary system. 3. Know the roles played by International Risk Exposure. 4. Understand International parity condition: IRP, PPP & International Fisher Effect. 5. Understand the inevitable role of Foreign Exchange Market. 6. Develop the skill of Hedging in Derivatives. 7. Explore the operations in international money market, FDI, ADR, GDR, ECB, ECP and understand the operations in foreign currency market. 8. Know about the concept of new instruments in Indian Markets such as FRAs, caps, collars and Overcoming market segmentation and international diversifications. 9. Understand Cost of capital and Capital structure of MNC, Multinational capital budgeting. 10. Understand the concept of Multinational cash management and International Taxation.								
International Dimensions of Financial Management International financial system – International financial markets – International monetary system – International risk exposure – Balance of Payment.									
Management of Exchange and Interest Rate Exposure Determinations of foreign Exchange rate – International parity condition: IRP, PPP – International Fisher Effect – Time Factor in International Risk.									
Management of Risks in International Transactions Foreign Exchange Market – Hedging in Derivatives (Future, Options & Swaps) – Exchange Rate risk management.									
International Financing Operations in International money market, FDI, ADR, GDR, ECB, ECP – Operations in Foreign currency market – New instruments in Indian markets such as FRAs, caps, collars									
Financial Management of MNCS Overcoming market segmentation and International Diversifications-Cost of Capital & Capital structure of MNC- Multinational Capital Budgeting – Multinational Cash Management – International Taxation.									
Total hours to be taught : 45									
Text book (s):									
1.	Eun and Resnick, "International financial Management", 3/e, Tata McGraw Hill, 2003.								
Reference(s):									
1.	Eitman, Stonebill & Muffet, "", Multinational Business Finance", Wesley Publishing, 1998.								
2.	Reed Click & Joshne Govel, "International financial Management", PHI, 2002.								


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Semester III								
Course Code	Course Name	Hours / Week			Credit	Maximum Marks		
		L	T	P	C	CA	ES	Total
40MB3F3	Financial Engineering	3	0	0	3	50	50	100
Objective(s)	Financial Engineering is essentially a multi-disciplinary field. The development of financial economics in recent years is highly correlated with the development of financial engineering. This course is intended to provide students with the theoretical foundation and basic techniques in the rapidly growing area of financial engineering.							
Course Outcomes	At the end of the course, the student will be able to 1. Understand the basic concept and investment technology to solve financial problems. 2. Gain knowledge to identify the existence of a problem and solve the problem. 3. Understand the application of financial engineering. 4. Understand the external environmental factors and the intra firm factors. 5. Gain knowledge on corporate restructuring. 6. Gain Knowledge on leveraged buyout in going private. 7. Understand the concept of drivers value, brand valuation, 8. Know the equity valuation in mergers and Acquisitions. 9. Gain knowledge on cash and carry in Arbitrage and in Synthetics. 10. Have a thorough knowledge on enhancing portfolio return and creating synthetic long bonds.							
An Introduction to Financial Engineering and Financial Engineering Process Meaning of Financial Engineering – Scope and Tools of Financial Engineering – Financial Engineering versus Financial Analysis – Financial Engineering Fits In, Career opportunities for Financial Engineers – Asset/Liability Management: The Evolution, Concepts – The investment banker in Asset/Liability Management.								
Factors Contributing to the Growth of Financial Engineering The Environmental factors: Price Volatility, Globalization of the Markets. Tax Asymmetries – Technological Advances, Advances in Financial Theory – Intra firm factors: Liquidity Needs, Risk Aversion, Agency Costs – Quantitative Sophistication and Management Training, Accounting Benefits.								
Corporate Restructuring and the LBO Corporate Restructuring: Expansions, Contractions, Ownership and control – Going Private: The Leveraged Buyout – The Economic and Financial Environment, The Tools for Going Private, Sources of Value in a Leveraged Buyout – Typical Leveraged Buyout.								
Mergers and Acquisitions: Valuation Introduction ,Understanding the Drivers of Value – Brand Valuation, Cost of Capital ,Equity Valuation, Firm Valuation, Relative Valuation, Enterprise Value – Valuation of Indian Companies, Synergy and Value creation.								
Arbitrage and Synthetic Instruments Arbitrage from the Ancient to the Modern – Synthetic Securities, Synthesizing Derivatives – The Cash-and-Carry Synthetic – Cash-and-Carry in Arbitrage: Enhancing Portfolio Return, Creating Synthetic Long Bonds.								
Total hours to be taught : 45								
Text book (s):								
1.	John F.Marshall&Vipul K. Bansal, “Financial Engineering: A complete Guide to Financial Innovation”, Prentice-Hall of India Private Ltd. New Delhi, 2010.							
Reference(s):								
1.	B. Rajesh Kumar “Mergers and Acquisitions Text and Cases: “ Mc Graw Hill.							
2.	Sudi Sudarsanam “Creating Value from Mergers and Acquisitions the Challenges” Pearson.							
3.	J. Fred Weston Mark L. Mitchell , J.Harold Mulherin Prashant Salwan “Takeovers, Restructuring , and Corporate Governance “ Pearson.							



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Semester III									
Course Code	Course Name	Hours / Week			Credit	Maximum Marks			
		L	T	P	C	CA	ES	Total	
40MB3PF	Security Analysis and Portfolio Management	1	0	2	3	50	50	100	
Objective(s)	This course is designed with a view to acquaint the students with the working of security market and principles of security analysis and to develop the practical skills required to judge the competitive position of firms in capital market and review the related business decisions.								
	<ul style="list-style-type: none">• Stock War – Floor and Online Trading• Understanding the basic of investing process• Analysis of an IPO• Understanding buying and selling of securities• Step by step guide to company research• Sectoral Analysis• Drawing charts and indicators• Real Time trading and trading strategies• Portfolio construction, Evaluation and Rebalancing• Writing research reports based on the fundamental and technical analysis								


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Semester III									
Course Code	Course Name	Hours / Week			Credit	Maximum Marks			
		L	T	P	C	CA	ES	Total	
40MB3H1	Industrial Relations And Labour Welfare	3	0	0	3	50	50	100	
Objective(s)	The objective of this course is to expose the students to the theories of Industrial relations, conflicts, welfare, safety and collective bargaining. The requirement of industrial relation is essential in HR and it also gives an in-depth knowledge in these areas.								
Course Outcomes	At the end of the course, the student will be able to 1. Understand the basic concepts of Industrial relations and the growth of trade unions from its early stage. 2. Understand the basic concepts of collective bargaining and the need of its presence in the negotiating process. 3. Identify the causes of industrial disputes and its impact on organizational functioning. 4. Know about government nominated machineries for solving industrial dispute. 5. Know about the welfare measures which are to be provided by the organization. 6. Gain knowledge towards various labour welfare fund schemes available in the government for different categories of labours. 7. Understand the basic concepts of grievances and its causes. 8. Know about misconduct its causes, forms and termination methods. 9. Understand the basic concepts of workers participation in management and its evaluation methods. 10. Gain knowledge towards the condition necessary for effective working of the schemes.								
Industrial relations and Trade Union Movement Concepts – Importance – Industrial Relations Problems – Growth of Trade unions – Codes of conduct – operation of the Act, Collective bargaining – Importance – Process.									
Industrial Conflicts Disputes – Impact, Causes, Strikes – Prevention of Strike, Industrial Peace – Government Machinery – Conciliation – Arbitration – Adjudication, Collective bargaining – Importance- process.									
Grievance Procedure and Misconduct Concepts, Causes of Grievances – Grievances Procedure – Misconduct – Causes, Forms, Termination, Punishment.									
Labour Welfare Concept, Objectives – Scopes, Need, Voluntary Welfare Measures – Statutory Welfare Measures – Labour Welfare Funds – Education and Training Schemes.									
Workers Participation in Management Concepts, objectives of workers participation in Management – Forms of Participation – Evaluating of workers of Participation – Conditions Necessary for effective working of the scheme.									
Total hours to be taught : 45									
Text book (s):									
1.	Memoria C.B and Sathish Mamoria, “Dynamics of Industrial Relations”, Himalaya Publishing, New Delhi, 2 nd edition, 2010								
Reference(s):									
1.	Sinha, “Industrial Relations, Trade union and Labour legislation”, Reardon Education, 2009								
2.	R.Sivarethnamohan, “Industrial Relations and Labour Welfare, PHI Learning P(L), 2010								



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Semester III									
Course Code	Course Name	Hours / Week			Credit	Maximum Marks			
		L	T	P	C	CA	ES	Total	
40MB3H2	Competency Management	3	0	0	3	50	50	100	
Objective(s)	To provide theoretical and application oriented inputs of competency management.								
Course Outcomes	At the end of the course, the student will be able to 1. Understand the basic concepts Components and process of Competency mapping. 2. Identify the various steps involved in Competency Model. 3. Know the various Competency Models. 4. Know the Generic and specific, managerial land behavioral and functioning competency. 5. Build the capabilities of an organization by assessment. 6. Understand the integration of competency model. 7. Know the re-assess competencies. 8. Acquire knowledge on application of Competency mapping. 9. Gain competency based training and development. 10. Understand 360 Degree feedback and its application.								
Introduction to Competency Mapping Concept of Competency Mapping – Components of competency – Competency Vs Performance – Need for competency mapping – Competency Mapping Process – Will and Skill Mapping.									
Competency Categories Threshold Competency – Differentiating Competency – Generic (or) key Competency – Functional (or) Technical Competencies – Leadership (or) Managerial Competencies – Competencies for Top Management executives.									
Competency Identification Practices and Tools for Competency Identification – Validating Identified Competencies – Competency Mapping Practices in Indian Industries.									
Competency Assessment Concept of Competency Assessment – Measuring the Competency Deficiency – Competency Assessment Process – Competency Assessment Tools – Assessing Technical Competencies – Steps in Assessment Centers and Development Centers.									
Application of Competency Mapping Fields of Application of Competency Mapping – Using Competencies in Managing HRM: Supporting Change – Competency based Training and Development – 360 Degree Feedback and its Application.									
Total hours to be taught : 45									
Text book (s):									
1.	Sahu R K, “Competency Mapping” Excel Books, 2009.								
Reference(s):									
1.	Seema Sanghi, “The handbook of competency mapping: understanding, designing and implementing competency models in organizations”, SAGE, 2004.								
2.	Dr Siban Mukherjee, “Competency Mapping for Superior Results”, Tata McGraw Hill, 2009.								


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Semester III								
Course Code	Course Name	Hours / Week			Credit	Maximum Marks		
		L	T	P	C	CA	ES	Total
40MB3H3	Strategic Human Resource Development	3	0	0	3	50	50	100
Objective(s)	This course is designed to provide insights into practices and issues relevant to strategic human resource development. It gives exposure to the students regarding the role of human resource development in strategic issues. It enlightens the students in the areas of developing the human resource for the successful implementation of various strategies of the organization.							
Course Outcomes	At the end of the course, the student will be able to 1. Know the Triggers for change in SHRD 2. Understand the central characteristics of SHRD. 3. Understand the roles and relationships of HRD in management development. 4. Know the role of managers and staff in HRD. 5. Understand about HRD, TQM and Benchmarking. 6. Know about the competitive advantage for HRD and business strategy. 7. Know the alignment of SHRD system. 8. Understand the strategic responses and SHRD systems in Indian companies. 9. Gain knowledge on compensation, working conditions, training, performance appraisal, job enrichment, career planning, communication, involvement and empowerment, 10. Know the Strategic implementations on mergers, Acquisitions, Outsourcing and Downsizing.							
Introduction to SHRD Evaluation of SHRD – SHRD: The Triggers for change – SHRD & drivers of change – Four central characteristics of Strategic Human Resource Development.								
Role of HRD in Strategic Management The Contribution of HRD to Strategic Management – HRD Roles and Relationships: The Role of HRD in Management Development – The Role of Managers in HRD – The Role of Staff in HRD. Managing Change from an HRD Perspective.								
HRD Strategic Perspective Benchmarking and HRD – The Contribution of HRD to Business Ethics – Managing Diversity and Environmentalism - Human Resource Development for Competitive Advantage - Business Strategy and HRD – HRD and Organizational Performance.								
Strategic Responses of Organisation and SHRD System Alignment between strategic responses of organizations and SHRD system. – Strategic responses of organizations and SHRD systems in India’s most valuable companies.								
Strategic HRD – Systems, Practices & Facilitators Compensation, Working Conditions, Training – Performance Appraisal, Job-Enrichment, Career Planning – Communication, Involvement & Empowerment – Strategic Implementations on mergers, Acquisitions, Outsourcing and Downsizing.								
Total hours to be taught : 45								
Text book (s):								
1.	John Walton, “Strategic Human Resource Development”, 1999, Pearson							
2.	Srinivas R. Kandula, “ Strategic Human Resource Development”, PHI Learning, 2004							
Reference(s):								
1.	Jim Grieses, “Strategic Human Resource Development”, SAGE, 2003							
2.	Prasad Kesho, “Strategic Human Resource Development : Concepts And Practices”, PHI Learning, 2000							



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Semester III									
Course Code	Course Name	Hours / Week			Credit	Maximum Marks			
		L	T	P	C	CA	ES	Total	
40MB3PH	Performance Management	1	0	2	3	50	50	100	
Objective(s)	To inculcate the knowledge of performance management, performance appraisal and potential appraisal.								
	<ul style="list-style-type: none">• Setting Performance Management objectives• Performance planning• Designing Performance Management System• Performance Appraisal• Performance Monitoring• Performance Counseling• Review of performance Management systems• Identification of problems in performance management implementation• Performance management documentation• Performance management audit								



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Semester III									
Course Code	Course Name	Hours / Week			Credit	Maximum Marks			
		L	T	P	C	CA	ES	Total	
40MB3S1	Decision Support System	3	0	0	3	50	50	100	
Objective(s)	The objective of this course is to expose the students towards the knowledge of decision support system, model management, data management & dialog management. This course will help the students to develop the DSS for an organization.								
Course Outcomes	At the end of the course, the student will be able to 1. Understand the basic concepts of decision, steps involved in decision support system. 2. Learn the basic components, characteristics, classification and application of DSS. 3. Gain knowledge about the models, its steps and types. 4. Know about the Optimization, simulation, heuristic, descriptive and predictive models in DSS. 5. Gain knowledge about the basic concept of database, sources of data, data dictionary. 6. Understand the languages of relational database, query facility, and its interface. 7. Understand the basic concepts of user interface, graphics and multimedia. 8. Gain knowledge about visual interactive modeling, process of natural language and speech recognition. 9. Understand the detailed process of system development and its implementation. 10. Learn about the integration process, validation process and testing procedure.								
Decision Support System Decision Concept – Steps, Decision Support System – Components, Characteristics – Classification and Application.									
Model Management Models, Modeling Process, Types of Models – Optimization, Simulation, Heuristic, Descriptive and Predictive – Model Base Management System.									
Data Management Systems Database – Sources of Data – Data Dictionary – Data Models and Database Languages – Query Facility – Data Management System – DSS Development Tool.									
Dialog Management User Interface – Graphics, Multimedia – Visual Interactive Modeling – Natural Languages Processing – Speech Recognition and understanding – Issues in user interface.									
Development, Implementation and Testing of DSS Development Process – Software and Hardware – Implementation and Integration – Testing and Validation.									
Total hours to be taught : 45									
Text book (s):									
1.	Efraim Turban and Jay E Aronson, “Decision Support Systems and Intelligent Systems”, Prentice Hall International, 9 th edition, 2012								
Reference(s):									
1.	Geogre M.Marakas,”Decision Support System”, Printice Hall of India, 2 nd edition, 2013.								
2.	Ramesh Saradha, Dussun Delen, Efraim Turban, “Business Intelligence and Analytics: System for Decision Support”, Prentice Hall Publication, 10 th edition, 2015.								
3.	Janakiraman V.S. and Sarukesi.K, “Decision Support Systems”, Prentice Hall of India, 2008								


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Semester III								
Course Code	Course Name	Hours / Week			Credit	Maximum Marks		
		L	T	P		C	CA	ES
40MB3S2	System Analysis and Design	3	0	0	3	50	50	100
Objective(s)	This course will make the students be familiar with the concepts of a system. To develop and implement an information system in an organization. To identify the processing needs of the organization							
Course Outcomes	At the end of the course, the student will be able to 1. Understand the basic concepts of systems, its characteristics, Components and SDLC. 2. Explore various methods of information gathering for initial investigation and information gathering tools. 3. Know about tools used for structured analysis. 4. Explore the need of cost benefit analysis in system development. 5. Explore the methods of designing a system and evaluating the best method of development. 6. Develop the skills of designing input, output and forms for each application. 7. Gain knowledge on file storage, retrieval and database creation. 8. Know about system testing methods and quality assurance. 9. Understand the steps involved in implementing a system. 10. Understand software maintenance and its applicability.							
Introduction and System Planning The System Concept, Characteristics – Elements and Types of a system – The System Development Life Cycle – Prototyping – The Role of System Analyst – Initial Investigation Information Gathering – Information gathering tools.								
Structured Analysis Tools of Structured Analysis – DFD, Data Dictionary, Decision tree and Pseudo Codes, Decision Tables – Cost Benefit Analysis.								
The Process and Stages of System Design Design methodologies - Development activities – Input design, Output design, Forms design.								
File Structure File organization, objectives of database – System Testing and Quality Assurance.								
Implementation Implementing and software maintenance – Combating resistance to change – Post-implementation review – Software maintenance.								
Total hours to be taught : 45								
Text book (s):								
1.	Elias M. Awad, “System Analysis and Design”, Galgotia Publications (P) Ltd, 2 nd edition, 2009							
Reference(s):								
1.	Gray Shelly, Harry J.Rosenblatt, “System Analysis and Design”, engage Learning, 8 th Edition, 2009							
2.	Alan Dennis, Barbara Haley Wixon, Roberta M.Rath, “System Analysis and Design”, Wiley Publications, 4 th edition, 2008							



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Semester III								
Course Code	Course Name	Hours / Week			Credit	Maximum Marks		
		L	T	P	C	CA	ES	Total
40MB3S3	E-Commerce Management	3	0	0	3	50	50	100
Objective(s)	This course will enable the students to have a better understanding of utilizing electronic medium for all business activities of an organization.							
Course Outcomes	At the end of the course, the student will be able to 1. Understand the basic concepts and benefits of E-Commerce and types of E-Commerce Technology. 2. Understand the various types of E-Business models and its markets. 3. Learn the basic elements of E-Commerce and M-Commerce. 4. Gain knowledge on web server with E-Commerce application development. 5. Build an effective E-Business strategy and E-Business requirements for rapid application development. 6. Understand various types of security technologies and transaction security. 7. Understand payment technology issues and enhancing E-Payment methods through smart cards. 8. Gain knowledge about E-Payment systems and digital currencies. 9. Know about International E-Commerce solutions and E-Services. 10.Build integration of Brick and Motor model with E-Commerce.							
Overview of Ecommerce Technology What is Electronic Commerce – Benefits of E-commerce – Types of e-commerce technology – Types of e-business models and Markets. Designing & Building E-Commerce Web Sites Elements of e-commerce – Mobile commerce – Enhancing a web server with ecommerce application development. Implementing & Managing E-Commerce Web Sites Building an effective e-business strategy – E-business requirements for rapid application development – Types of security technologies – Transaction security. Electronic Payment Technology Payment Technology issues – Electronic payment methods through smart cards – Electronic payment systems – Digital currencies. E-Commerce Solutions and Future Directions International e-commerce solutions – E-Service – Business to business and Business to consumer – Integrating Brick and Motor Model with E-Commerce. <div>Total hours to be taught : 45</div>								
Text book (s):								
1.	Pete Loshin, John Vacca, “Electronic Commerce”, 4 th edition, Firewall Media, 2008							
Reference(s):								
1.	Amit, Man Zoor, “E-Commerce”, LAP LAMBERT Academic Publishers, 2010							
2.	Efraim Turban , Pavid King, Jac Lee, “Electronic Commerce : A Managerial Perspective”, 3 rd edition, Prentice Hall 2004							



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Semester III									
Course Code	Course Name	Hours / Week			Credit	Maximum Marks			
		L	T	P	C	CA	ES	Total	
40MB3PS	Database Management System	1	0	2	3	50	50	100	
Objective(s)	To study the fundamentals of Database system and models, operation and management of data warehousing, query processing, Concurrency Management, Distributed Databases, Controls, Recovery, Security, and Back-up.								
	<ul style="list-style-type: none">• Execute a single line and group function for a table using DDL and DML Commands• Execute DCL and TCL commands• Create and manipulate various Database Objects• Create views, partitions and locks for various Database objects• Write PL/SQL Procedure for extracting information from the table• DBMS program to prepare reports for an application using function• Design forms for various applications using VB.net, Java• Develop Project explorer to construct different module• Establishing connectivity between VB.net and DBMS• Develop a real time application.								


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Semester III								
Course Code	Course Name	Hours / Week			Credit	Maximum Marks		
		L	T	P		C	CA	ES
40MB3P1	World Class Manufacturing	3	0	0	3	50	50	100
Objective(s)	To acquaint the students about the international developments in the area of manufacturing, and the systems, tools and techniques required for achieving competitive edge through world-class manufacturing.							
Course Outcomes	At the end of the course, the student will be able to 1. Understand the Evolution of World Class Manufacturing. 2. Know the Principles of World Class Manufacturing. 3. Understand the Quality Practice in World Class Manufacturing. 4. Understand the Issues of Quality in World Class Manufacturing. 5. Understand the Framework for Manufacturing Excellence. 6. Understand the Business Excellence Models of WCM. 7. Know the Performance Measurement Systems. 8. Understand the concept of Balanced Scorecard. 9. Understand the Modern Production system. 10. Understand the concept of Theory of Constraints in WCM.							
Emergence of world Class Manufacturing Evolution of World Class Manufacturing – First Principles of World Class Manufacturing – The Practice of World Class Manufacturing – Current Challenges in World Class Manufacturing.								
Quality in World Class Manufacturing Toyota Production System – Deming’s Approach – Shingo’s Approach – Issues on Quality by Crosby, Taguchi Juran and Other Experts – QFD, FMEA, TPM.								
Framework for Manufacturing Excellence Hall’s Framework – Schonberger’s Framework of WCM – Gunn’s Model of WCM – Maskell’s Models of WCM Business Excellence Models.								
Performance Measurement The PO-P System – TOPP System – AMBITE System – Quality Performance – Delivery Performance – Financial Performance – Balanced Scorecard.								
Modern Methods of WCM Lean Production – Flexible Manufacturing Systems – Agile Manufacturing – Resource requirement planning – Synchronous manufacturing – Theory of constraints.								
Total hours to be taught : 45								
Text book (s):								
1.	John Nicholas,” Competitive Manufacturing Management”, Tata McGraw Hill, 2001							
Reference(s):								
1.	Suresh Lulla, “World Class Quality”, Tata McGraw Hill, 2003							
2.	R. P. Mohanty, S. G. Deshmukh, “ Advanced Operations Management”, Pearson Education 2001							
3.	B.S. Sahay K.B.C. Saxena Ashish Kumar, “World Class Manufacturing – A Strategic Perspective”, Macmillan India, 2000							


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Semester III								
Course Code	Course Name	Hours / Week			Credit	Maximum Marks		
		L	T	P	C	CA	ES	Total
40MB3P2	Production Planning and Control	3	0	0	3	50	50	100
Objective(s)	To impart the fundamental knowledge about operations management, viz., forecasting models, methods of aggregate planning models, methods of scheduling, process planning focusing group technology, classification, coding system, expediting and monitoring.							
Course Outcomes	At the end of the course, the student will be able to 1. Understand the basic forecasting methods. 2. Apply the different forecasting techniques. 3. Understand the concept of Capacity Planning and its Importance. 4. Understand the factors influencing the Capacity Measurement. 5. Understand different strategies used in aggregate planning. 6. Understand effectiveness of pure & mixed strategies using heuristic and trial & error method. 7. Understand the basic concepts of scheduling. 8. Know the dispatch techniques. 9. Understand the concept of Group Technology. 10. Gain knowledge on coding and classification of parts and monitoring.							
<p>Forecasting Introduction, Factors Affecting forecasting – Simple moving average, Weighted moving average – Double moving Average method,– Linear regression analysis – Semi average method, Survey method – Delphi technique, Forecasting error.</p> <p>Capacity Planning Determination of Plant Capacity – Equipment Selection, Measurement of capacity – Estimating future capacity needs – Factors influencing effective capacity – Factors favoring over capacity & under capacity.</p> <p>Aggregate Planning Methods Nature of Aggregate planning decisions – Aggregate planning strategies – Linear Programming, Transportation method – Heuristic method, Trial and error method.</p> <p>Scheduling Forward scheduling, Backward scheduling – Single machine sequencing with Independent jobs – Parallel machine models – Flow shop scheduling, Job shop scheduling – Dispatching.</p> <p>Process Planning Group Technology – Classification and coding systems for process planning – Expediting and monitoring.</p> <p style="text-align: right;">Total hours to be taught : 45</p>								
Text book (s):								
1.	Panneerselvam, “Production and Operations Management”, Prentice Hall, 2005							
Reference(s):								
1.	Narasimhan Sim, “Production Planning and Inventory Control”, Prentice Hall, 2002							
2.	William J.Stevenson, “Operations Management”, Eighth Edition, Tata McGraw- Hill 2005							
3.	Kanishka Bedi, “Production and Operations Management”, Oxford University Press, 2004							



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MBA Regulation 2014


K.S.Rangasamy College of Technology - Autonomous Regulation						R 2014				
Department	Master of Business Administration		Programme		Master of Business Administration					
Semester III										
Course Code	Course Name		Hours / Week			Credit	Maximum Marks			
			L	T	P	C	CA	ES	Total	
40MB3P3	Computer Integrated Manufacturing		3	0	0	3	50	50	100	
Objective(s)	To study automation and application of hardware and software in manufacturing and service sectors; to study fundamentals of CIM, CAD, CAM, FMS and application of NC, CNC, DNC machines; to study current manufacturing systems of FMS, group technology, Lean production, Agile manufacturing.									
Course Outcomes	At the end of the course, the student will be able to 1. Understand CIM concept, evolution and benefits. 2. Know the different types of manufacturing systems and sub-systems. 3. Identify hardware, software and security requirements for implementing C1 systems. 4. Understand overview of creating and maintaining a manufacturing systems database. 5. Understand 3D modeling, finite element analysis. 6. Know the concept of Packages and transportability. 7. Understand components, classification and functions of manufacturing systems. 8. Study components, applications, benefits and Implementation issues of FMS. 9. Overview of Modern Methods in CIM. 10. Understand the current trends in CIM.									
Introduction Computer Integrated Manufacturing – Definition, Concept, Evolution and Benefits – Types of Manufacturing Systems and Sub-system – Automated systems – Elements, Functions and Levels.										
Computer and Communication in CIM Hardware, Software and Security Requirements for implementing CI systems – Communication systems for CIM – Communications Matrix, Network architectures and Techniques – Overview of creating and Maintaining a Manufacturing systems database.										
Computer Technology and Design Fundamentals of design for manufacturing (DFM) – Computer Aided Design (CAD) – Computer Aided Manufacturing (CAM) – 3D modeling packages, Finite Element Analysis – Packages and transportability.										
Manufacturing Systems Manufacturing systems – Components, Classifications and Functions – Flexible Manufacturing systems (FMS), Components, Applications and benefits – Planning and Implementation issues in FMS, Group Technology – Part-Families Classification and Coding.										
Current Trends in CIM Concurrent Engineering Role of Expert Systems in CIM – Robotics-Overview, Types in CIM - Automated Guided Vehicles, Types and Technology, Control – Overview of Automated Assembly – Systems-Lean Production, Agile Manufacturing.										
Total hours to be taught : 45										
Text book (s):										
1.	Mikell P. Groover, Automation, “Production Systems and Computer Integrated Manufacturing”, PHI, 2001									
Reference(s):										
1.	Ronald G. Askin, “Modeling and analysis of Manufacturing”, John Wiley& Sons, 1993									
2.	S.Vajpayee Kant, “Principles of Computer integrated manufacturing”, Prentice Hall India Second Indian Reprint,2005									



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Department	Master of Business Administration		Programme		Master of Business Administration				
Semester III									
Course Code	Course Name	Hours / Week			Credit	Maximum Marks			
		L	T	P	C	CA	ES	Total	
40MB3PP	Supply Chain Management	1	0	2	3	50	50	100	
Objective(s)	To understand and solve several application problems in supply chain which include network models, estimation of demand through various forecasting techniques, make aggregate planning, managing economies of scale and managing uncertainty in supply chain through safety inventory.								
	<ul style="list-style-type: none">• Network optimization models: Capacitated Plant Location Model• Network optimization models: Gravity Location Model• Evaluating network design decisions using decision trees• Forecasting: Moving Average and Simple Exponential Smoothing• Forecasting: Trend-corrected Exponential Smoothing• Forecasting: Trend and Seasonality-corrected Exponential Smoothing• Aggregate Planning using Linear Programming• Lot sizing for a single product• Lot sizing with multiple products• Quantity discount models								


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MBA Regulation 2014

General Management


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K.S.Rangasamy College of Technology - Autonomous Regulation						R 2014				
Department	Master of Business Administration		Programme		MBA: Master of Business Administration					
Semester III										
Course Code	Course Name		Hours / Week			Credit	Maximum Marks			
			L	T	P	C	CA	ES	Total	
40MB3G1	International Business Management		3	0	0	3	50	50	100	
Objective(s)	To expose the students to the current scenario of International Business and make them to be aware of the input of LPG, Environment, Impact of MNC on International Business etc.									
Course Outcomes	At the end of the course, the student will be able to 1. Understand the nature and characteristics of International Business. 2. Know the forms, imports, exports, tariff barriers and non-tariff barriers. 3. Distinguish between liberalization, privatization and globalization. 4. Understand the influence of economic, political and cultural factors influencing international business, WTO, Regional grouping and Trade Blocks. 5. Know the features, classification, role, advantages and disadvantages of Multinational Corporation. 6. Understand about the functions of EXIM banks. 7. Know about the foreign exchange market. 8. Analyze the role of export credit Guarantee Corporation. 9. Understand the steps in export procedures. 10. Know the documents needed for exporting goods to foreign countries.									
Introduction Nature and Characteristics of International Business – Forms of international business – International trade - Exports and imports.										
International Business Environment LPG – Economic, Cultural and Political Environment – World Trade Organization (WTO) –Regional Groupings - Trade Blocks.										
Multinational Corporations Features – Classification – Role of MNCs in developing countries – Advantages and drawbacks of Multinational Corporations.										
International Financial Market and Foreign Direct Investment EXIM Banking – Foreign Exchange Market – Export Credit Guarantee corporation (ECGC) – Foreign Direct Investment and portfolio investment.										
Export Procedure and Documentation Steps in export procedure – Documents related to goods.										
Total hours to be taught : 45										
Text book (s):										
1.	Francis Cherunilam, International Business Text and Cases, Prentice Hall Publishing, 2007.									
2.	K Aswathappa, International Business, Tata McGraw- Hill, Second Edition, 2006.									
Reference(s):										
1.	Michael R. Czinkota Ilkka A.Ronkainen Michael H.Moffett, “International Business”, Cengage Publishing Seventh Edition, 2005.									
2.	Charles W.L.Hill, Arun Kumar Jain, “International Business”, Tata McGrawHill, 2005.									
3.	Justin Paul, International Business, Prentice Hall, 2007.									

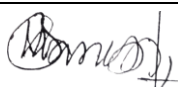

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Department	Master of Business Administration			Programme		Master of Business Administration			
Semester III									
Course Code	Course Name	Hours / Week			Credit	Maximum Marks			
		L	T	P	C	CA	ES	Total	
40MB3G2	Tourism and Hospitality Management	3	0	0	3	50	50	100	
Objective(s)	To expose the students to the modern techniques in Tourism and Hospitality Management.								
Course Outcomes	At the end of the course, the student will be able to 1. Understand the concepts of tourist and tourism. 2. Understand the different types of tourism. 3. Understand the meaning and types of an itinerary. 4. Able to develop an effective tour itinerary. 5. Understand the need for tourism organizations. 6. Understand the functions of travel agencies and setting up of a travel agency. 7. Understand the concept of tourism marketing. 8. Able to design a tour brochure. 9. Understand the origin and nature of hospitality. 10. Understand the classification of hotels in India.								
Introduction Tourism: Definition, Meaning, Nature and Scope – Tourist, Traveler, Visitor and Excursionist – definition and differentiation - Leisure, Recreation and Tourism interrelationship – Components and Elements of Tourism – Types of tourism.									
Itinerary Planning Definition, Basic information, Planning itinerary - Resources for planning itineraries costing of a tour.									
Tourism Organizations Need for organizations – International Organization, Government and Private organizations in India – Private sector organizations in India, non-government organizations – Travel Agent, Types of Travel Agencies, Functions of a Travel Agency, Setting up a travel agency.									
Tourism Product and Marketing Tourism Product – Definition, characteristics, nature, types – Tourism Marketing – definition, Market segmentation, Product Life Cycle, Marketing of Services, Familiarization Tours, Designing a Tour Brochure.									
Hospitality Management Hospitality – Origin of the concept; meaning, nature and dimensions – Accommodation: Type and Forms; distinction between Hotel, Motel and Resort Properties – Type and forms of Hotels – Classification and Gradation of Hotels – Hotel Classification in India; procedure and requirement.									
Total hours to be taught : 45									
Text book (s):									
1.	Sunetra Roday, et al., “Tourism Operations and Management”, Oxford, 2011								
Reference(s):									
1.	Andrews S., “Introduction to Tourism and Hospitality”, Tata McGraw Hill, 2007								
2.	Negi J, “Travel Agency and Tour Operations: Concept and Principles”, Kanishka Publishers, 1997								
3.	Jha S.M., “Tourism Marketing”, Himalaya Publications, 1995								
4.	Morrison A.M, “Hospitality and Travel Marketing”, 3e,Thomson Hearing Inc., 2002								


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Department	Master of Business Administration		Programme		Master of Business Administration			
Semester III								
Course Code	Course Name	Hours / Week			Credit	Maximum Marks		
		L	T	P	C	CA	ES	Total
40MB3G3	Family Business Management	3	0	0	3	50	50	100
Objective(s)	This course aims to develop an understanding of family business and its family dynamics.							
Course Outcomes	At the end of the course, the student will be able to 1. Understand the relevance of Family business management in the management studies. 2. Understand the Problems and Paradoxes of family enterprises. 3. Know the three circles model in family business management. 4. Resolve the family versus business paradox. 5. Know the life cycle of the business. 6. Understand the forms and structure of ownership in family business. 7. Understand the critical factors for family business continuity. 8. Know the legal producers in family business management. 9. Know the family investment companies through enterprising family. 10. Know effective management of family business and best practices in family business.							
<p>Introduction Family business – Meaning – Performance – Problems and Paradigm of Family Enterprises.</p> <p>Balancing Family and Business 3 circles model – Resolving the family versus business paradox – Evaluating "family first" versus "business first" orientation.</p> <p>Generational Evolution of Business Families Life cycle of the business, the family, the individual – Forms and structures of ownership – Critical issues for continuity – Family succession, Legal System, Role of Karta.</p> <p>Family Dynamics Understanding how families work – Systems analysis and systems intervention – Family code Genograms.</p> <p>The Enterprising Family Family offices, family foundations and family investment companies – "Best Practices" of long lasting families in business.</p> <p style="text-align: right;">Total hours to be taught : 45</p>								
Text book (s):								
1.	John Ward, Denise Kenyon – Rouvinez, “Family Business Key Issues”, Palgrave Mac Millan, New York, 2005.							
Reference(s):								
1.	Carlock R.S and Ward J L, “Strategic Planning for the Family Business”, Palgrave Mac Millan, New York, 2001.							



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Department	Master of Business Administration		Programme		Master of Business Administration				
Semester III									
Course Code	Course Name	Hours / Week			Credit	Maximum Marks			
		L	T	P	C	CA	ES	Total	
40MB3PG	Entrepreneurship	1	0	2	3	50	50	100	
Objective(s)	To make the student to identify and pursue a business opportunity and develop ability in starting a business by systematic assessment of risks, problems, and rewards in the venture process.								
	<p>Note: Students are expected to prepare and present the details of Business Plan in a step-by-step process</p> <ul style="list-style-type: none">• Path of Entrepreneurship• My Idea Competition• Porter’s Five Forces Model Presentation• Discussion on Real Time Business Venture• Market Research and Presentation• Production Planning and Control Presentation• HR Needs and Strategy Formulation Exercise• Ethics and Business Start-ups• Business Plan Competition and Students Bazaar• Presentation to DIC, MSME for Funding schemes								


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Semester – III

Practical

Summer Project and

Viva Voce



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Department	Master of Business Administration		Programme		Master of Business Administration			
Semester III								
Course Code	Course Name	Hours / Week			Credit	Maximum Marks		
		L	T	P	C	CA	ES	Total
40MB3SP	Summer Project and Viva Voce	0	0	0	3	50	50	100
Objective(s)	To provide the students with practical exposure to the industry and to make them apply their academic skills in real life and convert theory into practice.							
	<ul style="list-style-type: none">• The Summer Project Work of MBA programme shall be carried out under the supervision of a faculty member.• Normal duration for the Project Work is 42 calendar days (6 weeks).• The deadline for submission of the final draft is the 15th day after the commencement of the Third Semester.• The Viva-Voce of the Summer Project Work shall be conducted along with third semester examinations.• A soft copy of the approved project report shall be kept in the library of the college.• The Internal marks (maximum 50) will be awarded by the members of the Project Review Committee with the consent of the respective supervisors.• The External marks shall be awarded for 100 during Viva-Voce examination, which will be converted to 50 marks.• The Total marks for Summer Project Work is 100 (Internal Marks - 50 and External Marks - 50).							



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Semester – IV

Core Papers



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Department	Master of Business Administration		Programme		Master of Business Administration			
Semester IV								
Course Code	Course Name	Hours / Week			Credit	Maximum Marks		
		L	T	P		C	CA	ES
40MB401	Strategic Management	3	0	0	3	50	50	100
Objective(s)	This course enables the students to know about the basic areas of strategic Management, viz. Business level strategy, corporate level strategy, etc.,							
Course Outcomes	At the end of the course, the student will be able to							
	<ol style="list-style-type: none">1. Know the concepts, Meaning, Pitfalls and steps involved in the strategic management process.2. Understand the Strategic Intent, Strategic fit to stretch and Leverage.3. Understand the pitfalls in strategic decision making, mission, vision, major goals and strategic road map.4. Understand the external forces leading the competitive environments using Michael Porter theory in order to explore the real time competitive changes during the industry evolution.5. Know and compare the national corporate strategy and its competitive advantage with global market.6. Understand the building blocks of competitive advantage and its extensive usage, and evaluate the risk in failure and exploring the methods to sustain in the competitive world.7. Design and understand the value chain and evaluating the functional level, business level and corporate level strategy.8. Evaluate various strategic levels with respect to different global market.9. Know the structural implementation of strategy by studying the fundamentals of designing the organizational structure and match the structure and control to strategy.10. Know the behavioral implementation of strategy under various organizational environments, evaluation of performance through Balanced Score Card for effective implementation.							
Introduction to Strategic Management Strategic Management Process – Strategic fit to Stretch and Leverage – Pitfalls in Strategic Decision Making – Mission, Vision and Major Goals – Strategic Road Map.								
External Environment Five Forces Model – Strategic Groups – Competitive Changes During Industry Evolution – Globalization and Industry Structure – National Context and Competitive Advantage.								
Competitive Advantage: Resources, Capabilities, and Competencies Core competency - Generic Building Blocks of Competitive Advantage – Durability of Competitive Advantage – Avoiding Failure and Sustaining Competitive Advantage.								
Strategies Value Chain – Functional Level Strategies – Business Level Strategy – Competitive dynamics – Corporate Level Strategy – Strategy in Global Environment, Blue ocean strategy.								
Implementing Strategy and Performance Evaluation Designing Organizational Structure – Designing Strategic Control Systems – Matching Structure and Control to Strategy – Organizational Politics and Power – Organizational Conflict – Change Process – Balance Score Card analysis.								
Total hours to be taught : 45								
Text book (s):								
1.	Charles W.L.Hill Gareth R.Jones, “Strategic Management: An Integrated Approach”, Wiley India, 2009.							
Reference(s):								
1.	Azhar Kazmi, “Business Policy”, Tata McGraw Hill.							
2.	Robert Grant, “Contemporary Strategic Analysis”, Blackwell Publication Indian Edition.							
3.	John A. Pearce Richard B.Robinson, “Strategic Management”, Tata McGraw Hill, 2005.							
4.	Michael A.Hitt Robert E.Hoskisson R.Duane Ireland, “Management of Strategy: Concepts and Cases”, Cengage Learning, 2007.							
5.	A Thompson, Margaret A Peteraf, John E Gamble, A J Strickland, A K Jain, “Crafting and Executing Strategy Concepts and Cases”, Tata McGraw Hill, 18 th Edition, 2012							


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Department	Master of Business Administration			Programme	Master of Business Administration			
Semester IV								
Course Code	Course Name	Hours / Week			Credit	Maximum Marks		
		L	T	P	C	CA	ES	Total
40MB402	Corporate Governance	3	0	0	3	50	50	100
Objective(s)	This course enables to create an awareness on Corporate Governance and ethics in different functional areas of business which will help the students in making sound ethical decisions and to implement them in a corporate environment.							
Course Outcomes	At the end of the course, the student will be able to 1. Understand the issues, theories and models of corporate governance 2. Differentiate between corporate governance and corporate management 3. Understand the meaning, requirement ,need, factors determining and benefits of business ethics 4. Differentiate between ethics and management 5. Understand the justification of whistle blowing ,condition for whistle blowing and developing whistle blowing policy 6. Understand the ethics to be followed in marketing and advertising of goods and services 7. Understand the ethics to be followed in finance related activities 8. Understand the need for occupational health and safety 9. Understand the cross cultural issues at global level 10. Analyze computer ethics and IPR							
Corporate Governance Definition of Corporate Governance – Issues – Theories – Models – Evaluation – Difference between Corporate Governance and Corporate Management Business Ethics Introduction – Meaning – Requirements – Need – Factors – Benefits – Ethical Dilemmas – Ethics vs Management – Morals – Law. Whistle Blowing Justification of whistle blowing – Condition for whistle blowing – Developing whistle blowing policy. Ethics In Functional Areas Marketing – Advertising – Finance – Occupational health and safety. Global Issues Cross Cultural Issues – Computer Ethics – IPR – Definition and components. <div>Total hours to be taught : 45</div>								
Text book (s):								
1.	John. R Boatright, Ethics and the conduct of business, Pearson education, 2005							
Reference(s):								
1.	“Business Ethics and Corporate Governance”, ICFAI Center for Management Research, Edition 2003.							
2.	Manual G. Velasquez, “Business Ethics” concepts and cases, PHI, 6th Edition, 2006							
3.	Laura P. Hartman, Perspective in “Business Ethics”, Tata McGraw- Hill, 2nd Edition, 2003							
4.	Jain.V.K., Om Prakash Biyani, “Business Ethics and communication”, Schand & company limited, 1st Edition, 2008							


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MBA Regulation 2014

Semester – IV

Practical

Final Project and Viva Voce



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MBA Regulation 2014

K.S.Rangasamy College of Technology - Autonomous Regulation						R 2014		
Department	Master of Business Administration		Programme		Master of Business Administration			
Semester IV								
Course Code	Course Name	Hours / Week			Credit	Maximum Marks		
		L	T	P	C	CA	ES	Total
40MB4P1	Final Project and Viva Voce	0	0	24	15	50	50	100
Objective(s)	To provide the students with practical exposure to the industry, improve skills in functional areas and to find solutions to real time problems related to different managerial functions.							
	<ul style="list-style-type: none">• The Final Project Work of MBA Programme shall be carried out under the supervision of a faculty member.• Normal duration for the project work is 63 calendar days (9 weeks).• The deadline for submission of the project report is the last instruction day of the fourth semester.• The Viva-Voce of the Main Project Work shall be conducted as per the schedule in Academic Calendar for the fourth semester.• A soft copy of the approved Main Project Work report shall be kept in the library of the college.• The Internal marks (maximum 50) will be awarded by the members of the Project Review Committee with the consent of the respective supervisors.• The External marks shall be awarded for 100 during Viva-Voce examination, which will be converted to 50 marks.• The Total marks for Main Project Work is 100 (Internal Marks – 50 and External Marks - 50).							


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