

MAM FOURTH SEMESTER

RESEARCH METHODOLOGY

Subject Code 401

Max Marks-100

This course will provide an opportunity for students to establish or advance their understanding of research through critical exploration of research language, ethics, and approaches. The course introduces the language of research, ethical principles and challenges, and the elements of the research process within quantitative, qualitative, and mixed methods approaches.

Unit I

Overview of Research methodology: introduction, mathematical tools for analysis, research problems in management, types of research, Research Framework, research process, Research Methods.

Unit II

Research design: different research design , Sampling design: census and sampling survey, steps in sample design, types of sampling design, Sampling design, data presentation; frequency distribution, cumulative frequency distribution, relative frequency distribution,

Unit III

Data collection and presentation: introduction, Primary data, secondary data, methods of data collection: survey, observation, and interview, Questionnaires methods and questionnaires design,

Review of basic statistical measures: measures of central tendency and variation, Measurement and Scaling Techniques: Nominal Scale, ordinal scale, interval scale, ratio scale, test of sound measurement, scale

Unit IV

Design and analysis of Experiments: introduction, ANOVA, factorial Design, attitude management and scales, sampling methods and distributions, types of hypotheses, Non parametric Test:, basic multivariate analysis, use of excel in Research

Unit V

Report writing and presentation: introduction, types of reports, report format, typing instruction, oral presentation, Stages of projects

Grading System w.e.f. 2014-15

Suggested Books.

1. R. Panneerselvam, research Methodology, PHI Learning Private Limited Delhi
2. C.R. Kothari 'Research methodology' New Age International Age publication.
3. D.D.Sharma Marketing research: Principles, Applications & Cases:Sultan Chand & sons. New Delhi.
4. Chunawalla S.A. Marketing Research overview, Himalaya Publication.

MAM FOURTH SEMESTER

PRINCIPLES OF MARKETING MANAGEMENT

Subject Code 402

Max Marks-100

The course intends to create among the students a basic awareness about the marketing concepts and the related dynamics of marketing environment.

Unit I:

Concept, Meaning, definition, nature, scope and importance of marketing, Goods – Services Continuum, Product, Market, Approaches to Marketing – Product – Production - Sales – Marketing – Societal – Relationship Marketing, Adapting marketing to new liberalised economy - Digitalisation, Customisation, Changing marketing practices

Unit II:

Nature and Contents of Marketing Plan, Marketing environment, Controllable and Uncontrollable factors effecting marketing decisions, Concept of Market Potential & Market Share. Meaning and concept of market segmentation, Bases for market segmentation, Types of market segmentation, Effective segmentation criteria, Evaluating & Selecting, Target Markets, Concept of Target Market, Positioning and differentiation strategies.

Unit III:

Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product life cycle – strategic implications; New product development.

Unit IV:

Concept, and Meaning of Price and Pricing, Significance of Pricing Decision, Factors affecting price determination; Pricing Methods and Techniques, Pricing policies and strategies; Discounts and rebates.

Unit V:

Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions, Channel design, Channel management - Selection, Training, Motivation and evaluation of channel members; Promotion Decision-Communication Process; Promotion mix – advertising, personal selling, sales promotion, publicity & public relation, sales promotion- tools and technique

Grading System w.e.f. 2014-15

Suggested Books

1. Philip Kotler : Marketing Management, Pearson Education
2. Stanton: Fundamentals of Marketing, McGraw Hill
3. Ramasamy & Namakumari : Marketing Management, Macmillan India.
4. Neeru Kapoor- Principles of Marketing –PHI Learning Private Limited.
5. Rajan Saxena: Marketing Management, Tata McGraw Hill.
6. Mike Meldrum, Malcolm Macdonald: Marketing in a Nutshell: -Elsevier Inc.
7. Philip Kotler and Gary Armstrong: Principles of Marketing 12th Edition, Pearson Education, PHI
8. McCarthy E. J. : Basic Marketing: A managerial approach, Irwin, New York.
9. Kotler, Lilien & Moorthy : Marketing Models, Prentice-Hall of India

MAM FOURTH SEMESTER

FINANCIAL MANAGEMENT

Subject Code 403

Max Marks-100

The aim of this course is to introduce you to the fundamentals of public financial management methods and processes. It also aims at encouraging you to acquaint yourself with the nature and scope of public financial management.

Unit I

Introduction to financial management, objectives of financial management, financial assets and financial markets, difference between bonds and share, analysis of financial statements, time value of money

UNIT II

Financial forecasting and financial planning, present value and discounting, capital structure: introduction, theory of capital structure, management of capital structure, dividend payout, application of residual dividend model

UNIT III

Capital budgeting and capital budgeting techniques: net present value (NPV) and internal rate of return (IRR), project cash flows, project timing, comparing projects, and modified internal rate of return (MIRR) capital rationing and interpretation of IRR and NPV with limited capital.

UNIT IV

Bonds and classification of bonds, bonds' valuation and yield on bonds, introduction to stocks and stock valuation, common stock pricing and dividend growth models, introduction to risk, risk and return for a single stock investment,

UNIT V

Portfolio risk analysis and efficient portfolio maps, working capital management, cash management and working capital financing, short term financing, long term financing and lease financing, lease financing, mergers and acquisitions

Suggested Books

1. Hampton, John, 'Financial Decision Making.' Englewood Cliffs, New Jersey, Prentice Hall Inc.
2. Van Home, James C. 'Financial Management & policy' ed. New Delhi Prentice Hall of India.
3. Pandey I.M. 'Financial Management' Vikas Publication.
4. Khan & Jam, 'Financial Management' Tata Mc Graw Hill.

MAM FOURTH SEMESTER

Human Resource Management

Subject Code 404

Max Marks-100

Unit I :

Introduction: Importance of Human Resource Management – Meaning, Nature and Scope, Functions and Role of HR Manager – Advisory and service function to other department – HRM function planning – objectives and policies, organizing the HRM Department.

Unit II :

Procurement and Development Functions: Job Analysis, Job description, job specification, recruitment, selection, placement and induction and socialization,

Unit III:

Training & development. Types and method of training, job change – career planning, promotion, demotion, transfer, separations.

Unit IV :

Compensation Function: Job evaluation – Merit rating – Methods of wage, payment, incentive compensation – Types, advantages, perquisites. Wage system in India – Minimum wage, fair wage, living wage

Unit V :

Maintenance and Integration Functions: Administration of welfare, amenities & fringe benefits, safety & accident prevention work, environment fatigue safety, accident prevention. Employee grievances and their redressal, suggestion schemes, administration of discipline.

Suggested Books

1. Dr. C.B. Mamoria : Personnel Management, Himalaya Publishing House, New Delhi
2. Bhagoliwal, T.N. Economics of Labour And Industrial Relations.
3. Datar, R.S. : Personnel Management & Industrial Relations, Vikas Publishing House,
4. Flippo, E.B. : Personnel Management, Mc Graw Hill International Edition.
5. Jayagopal, R. : Human Resource Development : Conceptual Analysis & Strategies.
6. Prasad, L. & A.M. Banerjee : Management of Human Resources.
7. Rubrabasavaraj, M.N. Cases in Human Resource Management.
8. P.R.N. Sinha, I.B. Sinha, S.P. Sekhar, Industrial Relations, Trade Union and Labour Legislation, Pearson Education.
9. Ratna Sen, Industrial Relations in India: Shifting Paradigms, Mac Millan
10. Arun Moappa, Managing Human Resource, Mac Millan
11. Arun Moappa, Ms Saiyadain, Personnel Management, Tata Mc Graw Hill

Grading System w.e.f. 2014-15

MAM FOURTH SEMESTER
MANAGEMENT INFORMATION SYSTEM

Subject Code 405

Max Marks-100

The objective of this course is to Study the important uses of information technology organizations. Includes information requirements, system design and analysis methodologies, the generation and accumulation of data for decision making, and the implementation and control of information systems.

UNIT - I

Management Information system: An Overview, introduction, importance of MIS, Logical foundation of MIS, Typical Management Information System.

Information system and organization: introduction, organizational and information system Structure, Management and Decision making, classification of information system, information support for functional areas of management, impact of business on information system

UNIT - II

Communications technology: introduction, telecommunication, computer networking, Database Technology: introduction, Data Base Management System, Structured Query Language (SQL), current development in Data Base.

UNIT - III

System analysis and Design: introduction, organizational context of system analysis, role of system analyst, requirement analysis, requirement specifications, Diagramming techniques, feasibility analysis

Expert system and Artificial Intelligence: introduction, evolution of Artificial Intelligence, component of Artificial Intelligence, Expert system.

UNIT – IV

Management and MIS - Strategic information system - MIS as competitive advantage - implications for managers - MIS support for planning, organizing, operating, controlling an knowledge work - specific function - finance - personnel - production - materials - marketing - computer - hardware and software - Data representation in computers - Batch Processing Vs. online processing.

Grading System w.e.f. 2014-15

UNIT – V

Decision Support System - definition, examples of DSS, components, building DSS, Group Decision Support System, GDSS tools, role of GDSS, Executive System, role developing DSS, Model Management, DSS Generator, Multi criteria modelling

TEXT BOOK :

1. S.Sadagopan - Management Information Systems – PHI Learning Private Limited
2. Gordan B. Davis, Management Information System
3. Management Information System - Gordan B. Davis
4. Mudrick & Ross - Management Information Systems - Prentice-Hall of India

MAM FOURTH SEMESTER

OPERATIONS MANAGEMENT

Subject Code 406

Max Marks-100

Objective: To give understanding of operations as function and skills of major decisions area in operations as function.

Unit I.

Introduction to productions and operations management: Nature of production, productions and system, production as an organizational function, decision making in production, production management and operations management, Characteristics of modern production and operation management, organization of production function, recent trends in production/operations management.

Unit II

Production process, manufacturing and service operations: production process, manufacturing operation, service operations, selection of process non manufacturing or service operations, difference between manufacturing and service operations, classification of manufacturing process, manufacturing operations as conversion process, characteristics of modern manufacturing process,

Unit III.

Design of production system: Product, process and production design, factors influencing product design, approaches for product design, process planning and process design, process selection, process management, major process decisions,

Unit IV.

Plant location & Plant layout – Location theories, freedom of locations, errors in selection, steps in location selection, relative importance of location factors, location models, Meaning, definition scope and of facility layout, factors influencing layout, types of layout, importance of layout, layout planning, layout tools and techniques, analysis if layout with computers, criteria for selection and design of layout, layout design procedure.

Unit V

Quality control – Purpose of inspection and quality control – control charts and acceptance sampling by variable and attributes. Sample plan OC curve, AQL, AOQL, LTPD.

Text Books

1. S.N Chary, **Theory & Problems in Production and Operations Management**, TMH
2. R.V.Badi N.V.Badi **Production & Operations Management**, Vrinda Publication
3. B. Mahadevan; **Operation Management; Theory and Practice**’ Pearson Education,
4. Ashwathappa, **Production and Operation Management**, Himalaya Publishing .