

A.V.V.M. SRI PUSHPAM COLLEGE (AUTONOMOUS), POONDI

Programme: M.B.A.

Department: Management

Syllabus Revision 2017-2018

S.No.	Courses	Number of courses having changes
1.	Core Course	06
2.	Optional Course	02
	TOTAL	08

Total Number of Courses : 26

Total Number of Courses having changes : 08

Percentage of Revision : 30.8%

Note:

The content of the syllabus which has been revised is highlighted.

M.B.A. Management studies (2017 – 2018)

S. No	Semester	Category	Paper code	Title of the paper	Maximum Marks			Minimum Pass			Hours	Credits
					CIA	E.E	Total	CIA	E.E	Total		
1	I	Core	17P1BA1	Managerial Communication	25	75	100	10	30	50	5	4
2		Core	17P1BA2	Ethics in Management	25	75	100	10	30	50	5	5
3		Core	17P1BA3	Management Information System	25	75	100	10	30	50	5	5
4		Core	17P1BA4	Managerial Economics	25	75	100	10	30	50	5	5
5		Core	17P1BA5	Organizational Behaviour	25	75	100	10	30	50	5	5
6		Core	17P1BA6	Accounting for Management	25	75	100	10	30	50	5	5
7	II	Core	17P2BA7	Human Resource Management	25	75	100	10	30	50	5	5
8		Core	112PBA8	Financial Management	25	75	100	10	30	50	5	5
9		Core	17P2BA9	Marketing Management	25	75	100	10	30	50	5	4
10		Core	17P2BA10	Research methodology	25	75	100	10	30	50	5	5
11		Core	17P2BA11	Applied operation Research	25	75	100	10	30	50	5	5
12		Core	17P2BA12	Operations Management	25	75	100	10	30	50	5	5
13		Practical	17P2BAP1	Basic Computer & Soft skill	-	-	100	-	-	50	-	2
14	III	Core	17P3BA13	Legal Aspects of Business	25	75	100	10	30	50	5	5
15		Core	17P3BA14	Entrepreneurial Development	25	75	100	10	30	50	5	5
16		Core	17P3BA15	International Marketing	25	75	100	10	30	50	5	4
17		Optional	17P3BA16A 17P3BA16B	Security Analysis and Portfolio Management/ Creativity Management	25	75	100	10	30	50	5	4
18		Optional	17P3BA17A 17P3BA17B	Financial Market and Services/ Organizational Change and Development	25	75	100	10	30	50	5	4
19		Optional	17P3BA18A 17P3BA18B	Tax Management/ Performance and Compensation Management	25	75	100	10	30	50	5	4
20		Project	17P3BAPR19	Project Work	40	60	100	16	24	50		10
21	IV	Core	17P4BA20	Strategic Management	25	75	100	10	30	50	5	4
22		Core	17P4BA21	Services Marketing	25	75	100	10	30	50	5	4
23		Core	17P4BA22	Advertising and Sales Promotion	25	75	100	10	30	50	5	4
24		Optional	17P4BA23A 17P4BA23B	International Financial Management / Knowledge Management	25	75	100	10	30	50	5	4
25		Optional	17P4BA24A 17P4BA24B	Financial derivatives / Labour Legislation	25	75	100	10	30	50	5	4
26		Optional	17P4BA25A 17P4BA25B	Cash Management/ Industrial Relations and Labour welfare	25	75	100	10	30	50	5	4
				Total	2600						120	120

Semester	Subject Code	Title of the Paper	Hours of Teaching / Week	No of Credits
I	17P1BA2	ETHICS IN MANAGEMENT	5	5

UNIT – I MANAGEMENT PHILOSOPHY

15 Hours

Principles of Ethics from Srimad Bhagavathgita – Concepts – Meaning- Definition – Nature – Objectives – Three types – Management ethics – Benefits – Theories of Ethics – Divine managerial qualities from ethics-Management thoughts in Thirrukkural.

UNIT – II MANAGERIAL EFFECTIVENESS

15 Hours

Tips to keep yourself inspired- Emotional intelligence in respect of work place success- Using emotional intelligence on the job- Emotional intelligence and management development- Facing life challenges from Srimad Bhagavad Gita.

UNIT – III VALUES AND CULTURES

14 Hours

Values- Characteristics –Managerial values – Values of Indian Managers – Culture originate- Advantages of Teamwork based culture – Factors that contribute to role efficacy in organizational culture.

UNIT –IV BUSINESS ETHICS

15 Hours

Definition – Nature – Need – Importance – Scope – Objectives – Factors – Relevance of Ethics and values in Business- Ethical decision making in business – Benefits of managing ethics in the work place- Approaches to manage ethical conduct in business.

UNIT – V APPLIED ETHICS

16 Hours

Ethics in Teaching and Learning: Ethics in Finance- Financial Market- Ethics in HRM-human quality development :Ethics in Marketing – Social issues advertising :Ethical issues in Society-Corruption and Bribery-Causes of Corruption In India – effect of Bribery in the common man and society.

References

1. Business Ethics – GSV Murthy, Himalaya publication, New Delhi,2010.
2. Ethics in Management –Swami Anubhavanandha, Aryukumar, Ane books Ltd,2010.
3. Business Ethics and Value-D.Senthil kumar,A.Senthil Rajan.HPH,2010.
4. Ethics and values in Business management – Rinku Sanjeev,Parul Kharna, Ane books Ltd,2011.
5. Values and Ethics- Shandeep Sharma,Nikil Kulshrestha, vayu Education of India Publication.

Semester	Subject Code	Title of the Paper	Hours of Teaching / Week	No of Credits
I	17P1BA5	ORGANISATIONAL BEHAVIOUR	5	5

UNIT: I INTRODUCTION

15 Hours

History of Management Thought: Henri Fayol's Principles of Management – Organizational Behaviours: Definition, need and Importance – Nature, Scope, Challenges and Contributing Disciplines – Organizational Goals and Achievements.

UNIT: II INDIVIDUAL BEHAVIOUR

16 Hours

Personality – Types – Factors influencing Personality – Perception - Theories perception - Perceptual Process – Factors influencing perception - improving perception – Attitudes – Characteristics – Components – Formation – Measurement – Learning – The Learning Process – Learning Theories – Organizational Behaviour Modification – Motivation and morale – Importance – Types – Theories – Job Stress and Behaviour.

UNIT: III GROUP BEHAVIOUR

15 Hours

The Nature of Group – Formation and Types of Groups – Decision making – Techniques – Interpersonal Behaviour – Leadership and Power – Meaning – Importance – Leadership Styles – Theories – Leader Vs Manager – Sources of Power – Types – Politics

UNIT: IV STRUCTURAL AND CULTURAL DIMENSIONS

14 Hours

Structural and Cultural Dimensions of Organizational Behaviour – Design of Organization Structure, Forms of Organization Structure – Work Design, Organizational Culture

UNIT: V INTER GROUP

14 Hours

Stress Management-Meaning and Definition- Nature of stress- Personality and stress-sources of stress-Consequences of stress-coping strategies for stress-Individual and organizational approaches.

Text Books

1. Organisational Behaviour– Stephen.P.Robbins, Seema Senghi, Timorthy A.Judge (Pearson Edition) - 2008.
2. OB managing people & organization 7th edition Georgy Moorhood, Ricky W.Griffin.

Reference

1. Koontz, Weihrich & Aryasi (POM) TMH, New Delhi.
2. Luthans, Fred; Organisational Behaviour 11th edition Tata McGrawHill 2009.
3. Aswothappa, Organisational Behaviour, Himalaya 2009.

Semester	Subject Code	Title of the Paper	Hours of Teaching / Week	No of Credits
II	17P2BA7	HUMAN RESOURCE MANAGEMENT	5	5

UNIT-I INTRODUCTION**15 Hours**

Human Resource Management: meaning-nature-scope-functions-objectives-Environment of HRM: external forces-internal forces- role of HRM- Opportunity and Challenges of HRM.

UNIT-II RECRUITMENT AND PLACEMENT**15 Hours**

Basics of Job Analysis-Methods for Collecting Job Analysis Information-Job Descriptions-Job Satisfaction-Job Enlargement, Job Enrichment, job rotation, HRP- Recruitment & selection process- Planning & forecasting – Sources of Recruitment- Recruitment of Diverse work force-Employee Testing & Selection-Basic types of Interviews-Errors in interviews-Translating Strategy into HR-Policies & Practices.

UNIT-III PERFORMANCE APPRAISAL AND TRAINING & DEVELOPMENT OF EMPLOYEES**15 Hours**

Concept of Performance-Management Appraisal-Techniques for Performance Appraisal-Career Management-Employer Life Cycle-Career Management & Talent Management, Analyzing Training needs& Designing the program -Implementing different training program-Implementing Management Development Programs-Evaluating the Training Programs.

UNIT-IV COMPENSATION**15 Hours**

Basic factors in Determining pay structure-Establishing pay rates- Pricing Managerial and Professional Jobs-Special Topics in Compensation-Benefits-Insurance-Retirement Benefits-Personal Services& family friendly benefits-Salient features of Workmen Compensation Act & Minimum Wages Act.

UNIT-V EMPLOYEE RELATION**5 Hours**

Labor Movement-Collective Bargaining Process-Grievances-Managing Dismissals-Employee safety and Health- Occupational safety law – Work Place Health Hazards Problems & Remedies- Salient features of industrial disputes acts 1947-Factories Act, Mines Act.

Text Book

1. C.B.Mamoria & V.S..P.Rao, Personnel Management, HPH, 2012
2. K.Aswathappa, "Human Resource Management , Text and cases ", TMH,2011.
3. Seema sanghi, "Human Resource Management" Macmillan, 2012
4. Dr. Anjali Ghanekar, "Essentials of Human Resource Management", Everest, 2010.

Semester	Subject Code	Title of the Paper	Hours of Teaching / Week	No of Credits
II	17P2BA9	MARKETING MANAGEMENT	5	4

UNIT-I INTRODUCTION**15 Hours**

Marketing Management - Definition -Core Concept- Functions - Marketing Environment - Market Oriented Strategic Planning - Market Segmentation and Targeting.

UNIT-II CONSUMER BEHAVIOUR**15 Hours**

Consumer Behavior - Cultural, Personal, Psychological Factors - Geographic, Demographic, Psychographic, Behavioral, Volume and Benefit Buying Process - Buying Decision Process- Buying Models - Buying Motives.

UNIT-III PRODUCT DEVELOPMENT AND PRICING DECISION**15 Hours**

Marketing mix - Product planning and Development - Product Life Cycle - Brand, Packaging, Labeling - Developing New Product - Market research and Market information System- Pricing Decisions. -Market Strategies.

UNIT-IV PROMOTION MIX AND PHYSICAL DISTRIBUTION**15 Hours**

Integrating Marketing Communication - Promotion Methods: Advertising, Personnel Selling, Sales Promotion and Public relations - Distribution Mix- Managing Marketing Channels - Retailing and Whole selling - Physical Distribution Management.

UNIT-V TRENDS IN MARKETING**15 Hours**

Information Technology- Impact on Marketing Decisions: Online Marketing - Web based Marketing Programmes- Emerging New Trends and Challenges to Marketers.

Text Books:

1. V.S. Ramasamy & B.Namakumari - Marketing Management, Macmillan 3rd edition 2004
2. R.L. Varshney & S.L. Gupta- Marketing Management - Sultan Chand and Sons

Reference:

1. Philip Kotler-Marketing Management, Prentice Hall of India.2006
2. Rajan Saxena-Marketing Management, Tata McGraw Hill Publishing Co.2008 3rd edition
3. Dr.C.B. Gupta & N. Rajan Nair-Marketing Management, Sultan Chand & Sobs.
4. Arun Kumar & Meenashi - Marketing Management, Vikas publication.
5. Czinkota & Kotabe - Marketing Management, Thompson 2nd edition 2008
6. Karunakaran.K - Marketing Management , Himalaya Publishing House.

Semester	Subject Code	Title of the Paper	Hours of Teaching / Week	No of Credits
III	17P3BA15	INTERNATIONAL MARKETING	5	4

UNIT-I Introduction

International Marketing: - International Marketing Task and Philosophy - International Orientations - Internationalization Stages - International Marketing Decisions - Tariff and Non-tariff Barriers - Identifying Foreign Markets and Opportunities.

UNIT-II International Business Environment

International Business Environment: Political - Legal - Economic - Cultural and Technological - International Marketing Intelligence - Sources - Research - Evaluation - International Market Entry Decisions.

UNIT-III International Product Decisions

International Product Decisions: Product, Product Mix -Product Life Cycle - New product Development, Packaging & Labeling - Business Environment and Product Strategies - Pricing for Exports and Logistics - International Marketing Communication: Communication Process - Communication Tools.

UNIT-IV Documentation and Specialized Arrangements

Documentation - Export Procedure and Import Procedure - EXIM Policy - Regional Economic Cooperation - Economic Processing Zone (EPZ) Special Economic Zone (SEZ) - South Asian Association for Regional Cooperation (SAARC) - MNC - South Asian Preferential Trade Association (SAPTA) - Association of South East Asian Nations (ASEAN) - Asian Pacific Economic Cooperation - OPEC - EU - North American Free Traded Association (NAFTA) - State Trading and Canalization - STC - MMTC.

UNIT-V Export Promotion

Export Promotion Organizational set-up. Incentives, Production Assistance / Facilities - Marketing Assistance - Important Facilities for Exporters : Export Houses and Trading Houses - Letter of Credit - Export Credit and Forfeiting - W.T.O. - EXIM Bank of India.

Text Book

1. Francis Cherunilam - International Business, Himalaya Publishing House
2. Jeevantham - International Business - Sultan Chand & Sons.
3. Rajagopal - International Marketing - Vikas Publications.

References

1. Vein Terstra and Ravisarthi - International Marketing, Harcourt Publisher India.
2. Warren J.Keegan - Global Marketing Management by, Prentice Hall of India.
3. R.L. Varshna & B.Bhattachraya - International Marketing Management - Sultan Chand.
4. Ashwathappa - International Busienss, TMH.
5. Saravanavel P. International Marketing, HPH.

Semester	Subject Code	Title of the Paper	Hours of Teaching /Week	No of Credits
III	17P3BA17B	Optional – B ORGANIZATIONAL CHANGE AND DEVELOPMENT	5	4

UNIT – I INTRODUCTION 15 Hours

Organizational Change – Evolution, Concept and Importance – Process of Managing Organizational Change – Types of Changes – Individual Group and Organizational Change.

UNIT – II IMPLEMENTATION OF CHANGE 15 Hours

Resistance to Change – Implementation of Change, Methods and Techniques of Overcoming Resistance to Change – Problems of Implementing Change – Readiness for Change – Approaches to Planned Change

UNIT – III ORGANIZATIONAL DEVELOPMENT 15 Hours

Organizational Development – History of Organization Development – Values – Assumptions – Beliefs in Organizational Development – Phases of organizational Growth.

UNIT – IV ORGANIZATIONAL DEVELOPMENT PROCESS 15 Hours

Theory and Management of Organizational Development – Foundations of Organizational Development – Managing of Organizational Development Process – Action Research and Organizational Development

UNIT – V ORGANIZATIONAL DEVELOPMENT INVENTIONS 15 Hours

Organizational Development Inventions – Team Interventions – Inter-group and Third Party Peacemaking Inventions – Comprehensive Interventions – Structural Interventions – Training Experience.

Text Books

1. Kavitha Singh Organization Change and Development –Excel publication, New Delhi, 2005.

References

1. "Wendell. L.French, Cecil, H.Bell, Jr and Robert A.Zawackic". Organisation Development and Transformation, TMH, 2006
2. ".Wendell. L.French, Cecil, H.Bell, Jr". Organisation Development Prentice Hall of India, 2005
3. "Dr.Bhupen and Srivastava", Organisation Design and Development, Biztantra, 2007
4. "Edward.D.Hess", The Road to Organic Growth", TMH, 2007.

Semester	Subject Code	Title of the Paper	Hours of Teaching / Week	No of Credits
IV	17P4BA22	ADVERTISING AND SALES PROMOTION	5	4

UNIT-I INTRODUCTION 15 Hours

Advertising –Definition and concepts, Objectives and functions of Advertising – Classifications of Advertising-Economic & Social implications of Advertising-Advertising Budget-Selection of Ad agencies-Ad campaign-case studies.

UNIT-II ADVERTISING MEDIA 15 Hours

Advertising Media –Types- Print, Radio, TV, Cinema- Internet, email-outdoor and other forms. Media plan– Reach & Frequency of Ads-Media scheduling.

UNIT-III CREATIVITY IN ADVERTISING 15 Hours

Advertising Copyright for print & Broadcast media – Principles, styles, Advertising Visualization & design- production of print, Broadcast & other Advertisements- Measuring impact of Advertising.

UNIT-IV PROMOTION MIX 15 Hours

Promotion mix-Sales promotional objectives and factors influencing sales promotion- Push & Pull Strategies-Promotion of sales force.

UNIT-V SALES PROMOTION DESIGN 15 Hours

Sales promotion choice–Sales promotion planning process-sales promotion tools and techniques-sales promotion evaluation – case studies.

Text Book

1. Advertising & Sales promotion by S.H.H. KAZMI SATHISH K BATRA, 3rd edition, 2007.
2. George E Belch and Michael Belch, Advertising & Promotion, 6th Edition Tata McGraw Hill 2008.

Reference

1. S.A. Chunawala Advertising & Sales Promotion Management, Himalaya Publishing.
2. Pran Chowdry *et.al.*, – Successful Sales Promotion – MacMillan.
3. Advertising and Promotions- George E.Belch A.Belch Tata McGraw Hill.

Semester	Subject Code	Title of the Paper	Hours of Teaching / Week	No of Credits
IV	17P4BA24A	FINANCIAL DERIVATIVES	5	4

UNIT – I INTRODUCTION**15 Hours**

Evolution of Derivatives Market in India-Regulation-Framework-Types-Exchange trading derivatives-trading processes-Forward Contract-Future contract-settlement – Uses and advantages of derivatives – Types of Traders – OTC and exchange.- Derivatives marketing in India.

UNIT – II HEDGING**15 Hours**

Hedging-short and long hedges-Risk in Hedging-factors-hedging ratio-static and dynamic hedging-stock index future-privacy of index future contracts.

UNIT – III SWAPS**15 Hours**

Definition of swaps-types-terminologies-interest rate swap-currency swaps-structure-use of currency swaps –commodity swaps.

UNIT – IV OPTIONS**15 Hours**

Fundamental-Option Contract-Call and Put Option- Importance of Financial swap and option-time value of options-option payoff- difference between future and option contract

UNIT – V CREDIT DERIVATIVES**15 Hours**

Credit derivatives-Structure- credit default swaps-credit option-credit derivatives Vs Financial Guarantee Products.

Text Book

1. Financial Derivatives - S.L.Gupta, PHI, 11th Edition, 2011.
2. Derivatives & Risk Management-Rajiv Srivastava, Oxford, 2010.
3. Option, Futures & other Derivatives-John G.Hull, 6th Edition, 2007.

Reference

1. Prasana Chandra - Financial Management - Tata McGraw Hill, New Delhi, 2011
2. Pandey I.M - Financial Management, Vikas House Ltd, New Delhi, 2013
3. Khan & Jain - Financial Management - Tata McGraw Hill, 2000.