UNIVERSITY OF KERALA

REGULATION, SCHEME
AND SYLLABUS

MBA (Full time)
PROGRAMME

2018-19 ADMISSION ONWARDS
UNIVERSITY OF KERALA
REGULATIONS, SCHEME, AND SYLLABUS OF THE
MBA (Full-time) PROGRAMME 2018-19 ADMISSION ONWARDS

Introduction
The MBA (Full-time) Degree programme of the University of Kerala is designed to attract talented young people to business management and to nurture entrepreneurial capabilities in them in the light of the liberalized and competitive economic and business environment. A deep knowledge of the basics of business administration and management would help them to take up with confidence important assignments in business and also to undertake entrepreneurial projects.

Course Duration
The duration of the MBA (Full-time) programme of the University of Kerala will be two years consisting of four semesters. Each semester shall consist of 16 instructional weeks of five days each of five hours per day.

Eligibility for Admission
Candidates seeking admission to the MBA (Full-time) programme must have passed the BA/BSc/BCom degree examination of the University of Kerala or one recognized by the University as being equivalent thereto, with not less than 50% marks in the aggregate in part III, and for all other degrees of the University of Kerala, or one recognized by the University as being equivalent thereto, 50% marks in aggregate.

Admission Procedure
The candidate desirous of pursuing the MBA (Full-time) Degree programme will have to apply to the institution of his/her choice with a valid CAT/CMAT/KMAT score and also undergo group discussion (GD) and interview at the Institute in order to qualify for admission. There will be a representative of the University in the GD and interview and the list needs to be approved by the University before the student registers for the I semester examination. The split up of the weightage for the three components shall be as follows:

<table>
<thead>
<tr>
<th>Admission Criteria</th>
<th>Weightage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marks obtained in KMAT/CMAT/CAT (only qualifying marks as per the directives of Admission supervisory committee will be considered)</td>
<td>80</td>
</tr>
<tr>
<td>Group Discussion</td>
<td>10</td>
</tr>
<tr>
<td>Interview</td>
<td>10</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>
**Requirement of Attendance and Progress**

A student will be permitted to register and appear for the examination at the end of the semester only if:
- He/she has acquired not less than 75% attendance in each course in each semester
- His/her progress is satisfactory in the continuous assessment in each course
- His/her conduct has been satisfactory

**Examination and Result**

Regular end semester examination of three hours duration will be conducted for the courses at the end of each semester by the University. The University will issue the semester mark list after each semester examination and final consolidated mark list showing the marks scored in all the four semesters after the successful completion of the MBA (Full-time) Degree programme.

For each course, the end semester examination will carry 60 marks while the internal assessment will be done for 40 marks. Thus the total marks for each subject shall be 100 marks.

The components of internal assessment and the marks for each will be as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Periodical tests (subject to minimum of three tests for each course)</td>
<td>15 marks</td>
</tr>
<tr>
<td>Assignments/case analysis</td>
<td>10 marks</td>
</tr>
<tr>
<td>Seminars and discussions</td>
<td>10 marks</td>
</tr>
<tr>
<td>Class participation and attendance</td>
<td>5 marks</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>40 marks</strong></td>
</tr>
</tbody>
</table>

If a student has shortage of attendance in a particular course, he/she will be allowed to repeat the course once to make up for the shortfall in the attendance. There will be no provision for improving the marks scored in the end-semester examination.

Semester examinations for MBA (Full-time) degree course for each course shall be conducted only once in a year. Candidates for MBA (Full-time) programme shall be eligible to undergo the course of study in the next semester and take the examinations of that semester, irrespective of the results of the examination of the previous semester provided they have completed all the formalities of attendance, payment of all fee due to the university, and registration for examination in the earlier semester. A candidate who has failed in any course, however, shall be given a maximum of two additional chances for securing a pass in that course.

**Internship and comprehensive viva voce:**

Internship will be considered as a core course in the third semester. The external evaluation will be conducted by the examiners appointed by the University and the internal evaluation by a
panel constituted by the college/institute. At the end of the second semester during the summer vacation students will have to go for an internship for a period of 30 days. The objective is to provide an exposure to the students to the real life business situations. The evaluation of the same will be conducted during the start of the third semester. The students will have to submit a report based on their internship and viva voce on the same by external examiners approved by the University will be conducted. The break up for the examination is 50 percent marks for the report evaluation and 50 percent marks for the viva voce examination.

**Time-limit for the Completion of Programme**
A candidate shall be required to complete the programme within a period of four years after joining the programme.

**Classification of Successful Candidates**
A candidate who secures not less than 50% in the end-semester examination subject to a minimum of 50% of the aggregate of internal assessment and end-semester examination together will be declared to have passed the examination.

The division of pass will be based on the aggregate marks of all the continuous assessments and university examinations in the four semesters put together.

Candidates who have secured 50% marks and above but below 60% of total marks for all the courses in the four semesters shall be declared to have passed in second class.

Candidates who have secured 60% marks and above but below 75% of total marks for all the courses in the four semesters shall be declared to have passed in first class, and

Candidates who obtain 75% marks and above of the total marks for all the courses in the four semesters in first attempt shall be declared to have passed in first class with distinction.

**Project Report**
During the fourth semester, every student of MBA (Full-time) programme is required to undertake a project of a problem centered nature under the guidance and supervision of a member of the faculty and the report on the same has to be submitted before the commencement of the fourth semester university examination. The contact hours required for the completion of the project is notionally fixed at 160 hours distributed over a continuous period of two months. Students shall be deputed for the project work immediately after the completion of the fourth semester classwork. Those who would like to undertake independent research study need to get the title approved by the supervisor and the same be undertaken under the close supervision of the supervisor at the institution concerned and will have to maintain attendance at the department. The project work and report will be evaluated for 150 marks. There will be external evaluation for the project and report. The external evaluation for 150 marks will be conducted by examiners duly appointed by the University for the purpose. Out of the total 150 marks, 50 marks will be awarded for viva-voce and 100 marks for the report. In case if a candidate fails in the project report evaluation, he/she will be allowed to attend the viva voce with the same project
report next year. In case if the candidate fails to pass in that attempt, he/she will have to repeat the project work.

**General Format of the Major Project Report**

The report shall be printed and bound (preferably hard paper bound) with not less than 100 (A4 size) pages.

- Matter should be typed with Double line spacing
- Font Size should be 12 with style Times New Roman
- One Inch Margin should be left on Top and Bottom of the page, as well as Left and Right side of the typed pages.
- Both primary and secondary data may be used for the study
- Statistical tools should be used for data analysis in the appropriate context.
- The content of the Report should be sequenced as follows.

A. Preface Section:
   - Title Page of the Report
   - Declaration by the student
   - Certificate from Supervisory Faculty counter Signed by Head of the Institution.
   - Acknowledgement
   - Chapter Content
   - Table Content.
   - Graph/ Chart/ Figure Content

B. Executive Summary

C. Chapterisation

*Chapter-I*

Introduction (should contain statement of the Research Problem, Significance or Scope of the study, Objectives of the study, Hypothesis if any, Methodology (sample design and size, data source, tools used for analysis etc) or case study, Chapter Scheme, limitations of the study.

*Chapter-II*

Review of related Literature

*Chapter-III*

Profile of the industry and Organization/Unit of Study

*Chapter-IV*

Data analysis and Interpretation

*Chapter-V*

Findings, recommendations and Conclusions

A. Annexures:
   - Questionnaire/ Schedule if any
   - Bibliography (in APA format)

**Comprehensive Viva-voce**
There will be a comprehensive viva-voce at the end of the fourth semester carrying 50 marks. The University will constitute a Board of Examiners for conducting both the project viva-voce and the comprehensive viva-voce. Students securing less than 25 marks in the comprehensive viva-voce will have to repeat the same during the next year. Such students will be given a total of three chances to clear the same.

**Electives**

A total of ten different electives are offered as given below:

**Table A**

1. Financial Management
2. Marketing Management
3. Human Resources Management
4. Systems Management
5. Operations Management

The students opting for dual specializations will have to choose four courses from each elective. Students will also be given the option of choosing all the eight courses from a single elective. Dual specialization certificate to be issued by the University once the candidate applies for the same with a specified fee to the University.

In the case of the electives listed in Table B, no dual specializations will be allowed and the student will have to select all the eight courses from the chosen elective. Students opting for electives from Table A will not be allowed to choose any course from the electives listed in Table B.

**Table B**

6. Travel and Tourism Management
7. International Business Management
8. Media Management
9. Logistics and Supply Chain Management
10. Public Health and Hospital Management

Henceforth, no major and minor specializations would be allowed.

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**Structure of the programme:**

**I SEMESTER:**

<table>
<thead>
<tr>
<th>CODE</th>
<th>SUBJECT</th>
<th>L</th>
<th>P</th>
<th>C</th>
<th>CA</th>
<th>ESA</th>
<th>TOTAL</th>
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<tbody>
<tr>
<td>MGT 101</td>
<td>Principles and practice of Management</td>
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<td>40</td>
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<tr>
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<td>Business Communication and soft skills</td>
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<tr>
<td>MGT 104</td>
<td>Accounting for Managers</td>
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<td>0</td>
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<td>60</td>
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<tr>
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<td>Organizational Behavior</td>
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<td>3</td>
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<tr>
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<td>Quantitative Techniques</td>
<td>3</td>
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<td>40</td>
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<tr>
<td>MGT 107</td>
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<td>21</td>
<td>280</td>
<td>420</td>
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( L - Lecture hours/week, P - Practicals/week, C - Credits, CA - Continuous Assessment in Marks, ESA - End Semester Assessment in Marks, Total in Marks)

**II SEMESTER:**

<table>
<thead>
<tr>
<th>Code</th>
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<tr>
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<td>Business Law</td>
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<td>Operations Research</td>
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<td>Operations Management</td>
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**III SEMESTER:**

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<td>3</td>
<td>40</td>
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<tr>
<td>MGT 304</td>
<td>Business Analytics</td>
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<tr>
<td></td>
<td>Elective-I</td>
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<td>3</td>
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<tr>
<td></td>
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<td>3</td>
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<td>60</td>
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<td>Elective-III</td>
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<td>3</td>
<td>40</td>
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<td>Elective-IV</td>
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</table>

**IV SEMESTER:**
### MBA PROGRAMME – ELECTIVES

#### TABLE A

<table>
<thead>
<tr>
<th>III Semester</th>
<th>IV Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>I HUMAN RESOURCES MANAGEMENT</td>
<td>II MARKETING MANAGEMENT</td>
</tr>
</tbody>
</table>

#### III Semester

1. **3H1** Training and Development  
2. **3H2** Organizational Change and Development  
3. **3H3** Team Building  
4. **3H4** Stress Management and Counseling  
5. **3H5** Career Management  
6. **3H6** Participation Management  
7. **3H7** Performance Management  

#### IV Semester

1. **4H1** Compensation Management  
2. **4H2** Industrial Relations and Labour Law  
3. **4H3** Global Human Resources Management  
4. **4H4** Strategic Human Resources Management  
5. **4H5** Managing Diversity in Work Place  

#### IV Semester

1. **4M1** International Marketing  
2. **4M2** Retail Management  
3. **4M3** Strategic Marketing Management  
4. **4M4** Logistics and Supply Chain Management  
5. **4M5** Digital Marketing

---

<table>
<thead>
<tr>
<th>CODE</th>
<th>SUBJECT</th>
<th>L</th>
<th>P</th>
<th>C</th>
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<td>3</td>
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<td>60</td>
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</tr>
<tr>
<td></td>
<td>Elective -II</td>
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<td>40</td>
<td>60</td>
<td>100</td>
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<tr>
<td>MGT 402</td>
<td>Project/ Independent Research Study (IRS)</td>
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<td>5</td>
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<tr>
<td>MGT 403</td>
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**Grand Total for all the semesters**

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<tr>
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<tr>
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<td>7</td>
<td>86</td>
<td>1090</td>
<td>1810</td>
<td>2900</td>
</tr>
</tbody>
</table>
III OPERATIONS MANAGEMENT

III Semester
3OM1 Supply Chain and Logistics Management
3OM2 Six Sigma and TQM
3OM3 Healthcare Management
3OM4 Services Operations Management
3OM5 Facilities and Locations Management
3OM6 Advanced Project Management
3OM7 Advanced Maintenance Management

IV Semester
4OM1 Business Process Reengineering
4OM2 World Class Manufacturing
4OM3 Technology Management and Excellence
4OM4 Strategic Operations Management
4OM5 Innovation Management and New Product Development

IV FINANCIAL MANAGEMENT

III Semester
3F1 Financial Markets and Services
3F2 Project Finance
3F3 Strategic Financial Management
3F4 International Finance
3F5 Behavioural Finance
3F6 Personal Finance
3F7 Security Analysis and Portfolio Management

IV Semester
4F1 Corporate Taxation
4F2 Management Control System
4F3 Financial Derivatives
4F4 Risk Management
4F5 Corporate Restructuring

V SYSTEMS MANAGEMENT

III Semester
3S1 Software Analysis and Design
3S2 Software Engineering
3S3 Software Project Management
3S4 Enterprise Resource Planning
3S5 Simulation for Managers
3S6 Social Media in Business
3S7 E-Business

IV Semester
4S1 Artificial Intelligence – Applications in Business
4S2 Knowledge Management
4S3 e- CRM
4S4 E- Governance
4S5 Business Intelligence and Data Warehousing
TABLE B

VI MEDIA MANAGEMENT

III Semester
- 3MM1 Introduction to Media Industry and Practice
- 3MM2 Concepts of Conventional Media
- 3MM3 Media and Public Relations
- 3MM4 Managing Creativity and Innovations
- 3MM5 Event Management in Media Industry
- 3MM6 Media Economics
- 3MM7 Time and Space Management

IV Semester
- 4MM1 Concepts of Emerging Media
- 4MM2 Introduction to Corporate Communication
- 4MM3 Direct Response and Interactive Media
- 4MM4 Media Laws
- 4MM5 Social Media in Business

VII INTERNATIONAL BUSINESS MANAGEMENT

III Semester
- 3IB1 International Finance
- 3IB2 International Marketing
- 3IB3 International Marketing Research
- 3IB4 International Business Economics
- 3IB5 Global Logistics and Supply Chain Management
- 3IB6 World Trade Organisation and Intellectual Property Rights
- 3IB7 Cross Cultural Management

IV Semester
- 4IB1 Export Import – Documentation and Procedures
- 4IB2 Legal Dimensions of International Business
- 4IB3 Foreign Exchange Management
- 4IB4 Virtual Enterprise Management
- 4IB5 IT in Global Business

VIII LOGISTICS AND SUPPLY CHAIN MANAGEMENT

III Semester
- 3LS1 Supply Chain and Logistics Management
- 3LS2 Facilities and Locations Management
- 3LS3 Supply Chain Risk Modeling and Management
- 3LS4 Reverse Supply Chain Management
- 3LS5 Knowledge Management in Supply Chains
- 3LS6 Global Logistics and Supply Chain
- 3LS7 Internal Logistics and Materials Handling

IV Semester
- 4LS1 Green Logistics and Supply Chains
- 4LS2 Retail Supply Chain Management
IX TOURISM AND TRAVEL MANAGEMENT

III Semester
3TT1 Travel and Tour Operations Management
3TT2 Tourism Products of India
3TT3 Hospitality Management
3TT4 Sustainable Tourism
3TT5 International Tourism and Global Update
3TT6 Event Management in Tourism
3TT7 Tourism Geography

IV Semester
4TT1 Destination Planning and Marketing
4TT2 Tourism Policies and Law
4TT3 Logistics and Supply Chain Management in Tourism
4TT4 Airport Handling and Cargo Management
4TT5 Customer Service and Relationship Management

X PUBLIC HEALTH AND HOSPITAL MANAGEMENT

III Semester
3PH1: Introduction to Public Health:
3PH2: Health Psychology, Communication and Counseling
3PH3: Environmental Health and Sustainable Development:
3PH4: Health care management
3PH5: Hospital Administration
3PH6: Project management and Materials in Hospitals
3PH7: Emerging Trends in Health Care Management

IV Semester
4PH1: Occupational, Industrial and Urban Health
4PH2: Health care Policy, Planning and Economics
4PH3: Health Systems Development and Management
4PH4: Hospital Services Management
4PH5: Hospital Housekeeping

Note: Dual specialization is allowed only for electives listed in Table A. Students will have to choose four papers each from the two electives of their choice. In the case of papers that are common to two electives, students may decide under which elective that common paper should be considered and accordingly choose another paper from the other elective to make up for the four papers required from an elective for dual specialisation.

MGT 101 PRINCIPLES AND PRACTICE OF MANAGEMENT

Objectives: This course is expected to provide an insight into the principles of management and the practical aspects that are connected to the same.

Unit I
Management concepts - Roles and Challenges - Evolution of Management - Management Thoughts - Early - Modern - Post modern

**Unit II**

**Unit III**
Functions - Planning - Organising - Staffing - Directing - Coordinating - Controlling

**Unit IV**
Motivation - Theories of motivation - Morale - Group behavior theories - Development of Groups - Teams - Leadership - Theories of leadership

**Unit V**
Decision Making - Factors affecting decision making powers - Negotiation - organizational culture - Challenges in the 21st century management

References:
2. R Srinivasan & SA Chunawalla, Principles of Management, Himalaya Publishing

**MGT 102 MANAGERIAL ECONOMICS**

Objectives: *The objective of the course is to introduce the concept of economics to the budding managers and make them understand the influence of economics in management decision making.*

**Unit I**
Definition of Managerial Economics - Decision making and Fundamental Concepts affecting Business Decisions - The incremental concepts, Marginalism, Equi-marginal Concept The time perspective, discounting principle, opportunity cost principle.

**Unit II**
Utility analysis and the demand curve - Equilibrium of the consumer, indifference curve analysis, price effect, income effect and substitution effect - Elasticity of Demand - Demand forecasting

**Unit III**
The production function - Production with one variable input - Law of variable proportions - Production with two variable inputs - Production Isoquant - Iso cost lines estimating production functions - cost concepts and Break Even Analysis

**Unit IV**
Market Structure - Perfect and Imperfect competition - Monopoly, Duopoly, Monopolistic Competition - Oligopoly Models. Introduction to Game Theory - Pricing Methods

**Unit V**

References:
1. Joseph Stiglitz, Economics, WW Norton
2. Gregory Mankiv, Principles of Economics, Cengage Learning
4. Joel Dean, Managerial Economics, Prentice Hall
5. G S Gupta, Managerial Economics, Tata McGraw Hill

MGT 103 BUSINESS COMMUNICATION & SOFT SKILLS

Objectives: This course is expected to provide an understanding on the various dimensions of business communication and the need to foster the soft skills for effective management.

Unit -I

Unit -II
Types of Organizational Communication- Communication for interpersonal influences - Effective Leadership Communication - Cross Culture Communication

Unit -III
Verbal and non verbal Communication in business -Public Speaking Skills- Business presentations – Role of audio visual aids and computers in oral presentations- Interviewing- Art of negotiation- Listening skills -Mannerisms -Body language

Unit -IV

Unit -V

References:
2. Guffey Mary Ellen, Business Communication, South-Western Collage publishing.
6. Krishna Mohan, Developing Communication skills, MacMillan
MGT 104 ACCOUNTING FOR MANAGERS

Objectives: This course will introduce to the student the basics of accounting, management accounting, financial reporting etc.

UNIT I

UNIT II

UNIT III

UNIT IV

UNIT V
Responsibility Accounting – International Accounting Standards – IFRS.

References:
8. Iyenkar, S.P: Cost accounting, Sultan Chand & Sons, New Delhi, 2007

MGT 105 ORGANISATIONAL BEHAVIOUR

Objectives: This course will throw light on the individual behavior, group behavior and the organizational wide behavior and how managers consider behavior as an important tool in making decisions.

Unit I
Introduction: Definition of OB - Levels of analysis- Contributing disciplines to the understanding of OB - Historical evolution of OB - Contemporary applications and challenges of OB - Developing a comprehensive and holistic of OB.
studies, interviews, etc. - Development and use of criteria and predictors; performance outcomes - efficiency and effectiveness.


References:

MGT 106 QUANTITATIVE TECHNIQUES

Objectives: This course is expected to provide an insight into the basic statistics, probability, estimations and correlations for managerial decision making.

Unit II


Unit III

Probability Distributions: Normal, Binomial, Poisson, Exponential Distributions

Unit IV

Statistical Estimation: Basic Concepts, Point and Interval Estimation, Sampling Distribution, Standard Error, Testing of Hypothesis, t-test, z-test, Chi Square test, f-test, ANNOVA

Unit V

Correlation and Regression: Simple, Partial and Multiple Correlation, Regression, Business Applications, Time Series Analysis, Software Packages.

Suggested Readings:

2. Tulsian, P.C. and Vishal Pandey, Quantitative Techniques, Pearson Education, New Delhi, 2004
5. Gupta, S.P., Statistical Methods, Sulthan Chand & Sons, New Delhi, 2010

MGT 107 BUSINESS ENVIRONMENT AND ETHICS

Objectives: *The objective of the course is to introduce the environmental influences both macro and micro in business decision making. This course also will introduce the need for ethics in business.*

Unit -I

Business Environment- Concept- significance-environmental factors- relationship between business and environment – Inclusive growth - rural development implications of economic environment to business

Unit -II

Economic Environment- Goods and Services Tax (GST) concepts and features –Customs duty- Patterns of Indian economy- characteristics of Mixed economy – Sectors of economy and their relative importance - Post liberalization

Unit -III


Unit -IV
Ethics: Values – importance - sources of value systems – types of values - loyalty and ethical behavior - values across cultures – ethics - principles and characteristics of ethics - the concept of business ethics - factors affecting business ethics -importance of business ethics - advantages of business ethics – Features and best practices in ethics programme - creating a control system - compliance orientation Vs value orientation - code of ethics Vs code of conduct - ethics training and communication - ethics committee - functions of ethics committee - integrity

Unit -V
Ethics Programme - Ethics audit - ethical dilemma - understanding and resolving an ethical dilemma - ethical decision making – process - ethical leadership and its importance - whistle blowing – definition – types - ethical dilemma in whistle blowing - Ethics in Indian Business Context Across Functional Areas – Corporate Social Responsibility- Case studies.

References:
1. Francis Cherunilam, Business Environment – Text and Cases, , Himalaya
2. Shaik Saleem, Business Environment, Pearson Education.
3. Vivek Mittal, Business Environment, Excel Books
4. R. Datt & KPM. Sundaram, Indian Economy, S. Chand & Sons

MGT 201 BUSINESS LAW
Objectives: This course is expected to provide an insight into legal aspects covering the business and its importance in management decision making.

Unit I

Unit -II

Unit III
The Negotiable Instruments act, 1881, Negotiable Instruments, Meaning, characteristics, types, parties - holder and holder in due course - Negotiation and types of endorsements, Dishonour of negotiable instruments - noting and protest - liability of Parties on negotiable instrument, Indian Partnership acct, 1932 - Important features - Formation of partnership firms, Kinds of partners - Rights and duties of partners - Dissolution of partnership

Unit IV
The companies act, 1956 - Company definition, meaning, features and types of Companies. Incorporation of a Company - Memorandum of Association, Articles of Association and Prospectus - Share Capital - Management and Meetings - Winding up of companies

Unit V
References:
1. Avtar Singh, Administrative Law, Eastern Book Company
3. N.D. Kapoor, Mercantile Law, S.Chand & Sons.
4. P.L. Malik, A handbook of Labour and Industrial Law, Eastern Book Company
5. Relevant BARE Acts.

MGT 202 OPERATIONS RESEARCH

Objectives: This course is expected to offer insights into the various operations research models and its importance in business decision making.

Unit I

Unit II

Unit III

Unit IV
Queuing Theory: M/M/1 Queue (System with Single Server), M/M/2 (System with Two Servers), Monte Carlo Simulation, Applications in Queuing and Inventory.

Unit V
Decision Theory: Decision Making under Risk and uncertainty, Game Theory, Decision Tree, OR, Softwares

References:

MGT 203 HUMAN RESOURCES MANAGEMENT

Objectives: This course introduces the need and importance of human resource in an organization and the functions are in detail studied.

Unit I
Personnel Management in Organizations – Definition – Functions – Changing Role of Personnel Management in India – personnel Manager – role & functions. Analysis and


References:
5. Seema Sanghi, Human Resource Management, Vikas

**MGT 204 MARKETING MANAGEMENT**

**Objectives:** *This course is expected to provide an insight into the need to market products produced or services provided by an organization.*

Unit I
Introduction to Marketing: Meaning and Scope of Marketing; Marketing Philosophies and corporate orientation towards market place; Marketing Management Process-An Overview; Concept of Marketing Mix; Understanding Marketing Environment; Marketing information system and Fundamentals of Marketing Research.

Unit II
Consumer markets and business markets - Buyer Behavior; Demand Forecasting; Market Segmentation, Targeting and Positioning. Market oriented strategic planning, formulation of marketing strategy and key drivers of marketing strategy. Preparation of a marketing plan.

Unit III
Product and Pricing Decisions: Product Concept; Types of Products; Product Levels; Major Product Decisions; Product Life Cycle, New Product Development Process; Branding and
packaging decisions; Pricing Decisions: Determinants of Price; Pricing Process, Policies and Strategies.

Unit IV
Promotion and Distribution decisions: Integrated Communication process; Promotional tools: Advertising, personal selling, publicity and sales promotion; Distribution channel decisions: Types and functions of intermediaries, Selection and management of intermediaries; Logistics decisions: Introduction to Inventory management, warehousing, transportation and insurance.

UNIT V
Marketing Organization and Control; Building customer satisfaction, value and retention.Consumerism. Emerging trends and issues in marketing: Social marketing; direct and online marketing; digital marketing, Green Marketing, Introduction to Marketing analytics

References:
1. Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileswar Jha; “Marketing Management – A South Asian Perspective”, Pearson Education India Limited, New Delhi,

MGT 205 FINANCIAL MANAGEMENT

Objectives: This course is expected to provide an overall analysis of financial management, the methods of financing, investment decisions etc.,

UNIT I
Nature and Scope of Financial Management: Meaning and Definition of Business Finance and Financial Management; Finance Functions; Aims of Finance Functions; Scope of Finance Function: Objectives of Financial Management; Financial Decisions; Role and Functions of Finance Manager.

UNIT II
UNIT III
UNIT IV
Management of Working Capital: Management of Working Capital – Concept, types, importance and factors affecting working capital, Sources of working capital
UNIT V
Dividend Decision: Dividend Policy: Dividend and its forms, Objectives of Dividend Policy, Relevance and Irrelevance Theories of Dividend Decision: Walter’s Approach; Gordon’s Approach and MM Approach.
References:

MGT 206 OPERATIONS MANAGEMENT

Objectives: The objective of the course is to introduce the concepts of production, plant location, plant layout, materials management and other relevant production oriented decisions.

Unit I

Unit II

Unit III
Materials Management, Vendor rating, Inventory Models, EOQ, Reorder point, EOQ with Discounts, MRP-I, MRP-II, Selective Inventory Control (SIC), Just In Time (JIT), Basics of Kanban, VMI and ERP, Work Study, Work Measurement.

Unit IV

Unit V
Quality Management, Statistical Quality Control (SQC), Total Quality Management (TQM), Kaizen, Six sigma, ISO Systems, SCM Basic Concepts.

Suggested Readings
2. Pannerselvam, Production and Operations Management, Prentice Hall of India
3. Elwood, S. Buffa & Rakesh K. Sarin Modern Production/Operations Management, Wiley India

MGT 207 RESEARCH METHODS FOR MANAGERS

Objectives: This course will introduce to the student the need to undertake research, the research process and the research reporting.

Unit I
Research: Definition, meaning and research as the application of scientific method, Importance of research in managerial decision making; the Research Process and types of Research, Defining the Research Problem: Problem Formulation and Statement of Research Problem

Unit II
Research Design: Exploratory, Descriptive, Diagnostic/ Conclusive and Experimental Researches - Details and applications, Operational and administrative structure for research, Sampling and Sampling Designs.

Unit III
Methods & Techniques of Data Collection: Observational and other survey methods, Development and designing of tools of data collection, Measurement scales, Measurement of attitudes, Validity and Reliability of the tools of data collection.
Unit IV
Fieldwork in research and data processing, Classification and Tabulation, Analysis and interpretation of Data, Testing of Hypothesis, Parametric and Non-parametric tests, Essential ideas of Multivariate analysis of data, Factor analysis, Discriminant Analysis, Use of Statistical Software Packages.

Unit V
Reporting of Research - Types of Reports - Substance of Reports - Format of Report, Presentation of Reports.

Suggested Readings
1. Wilson, Jonathan, Essentials of Business Research (2010), Sage
2. Alan Bryman & Emma Bell, Business Research Methods (3rd Edn.), Oxford University Press
4. O.R. Krishnaswami & M. Ranganatham, Methodology of Research in Social Sciences, Himalaya Publishing
5. Panneerselvam, Research methodology, Prentice Hall of India

MGT 301 MANAGEMENT INFORMATION SYSTEMS AND CYBER SECURITY

Objectives: The objective of the course is to introduce MIS and also the need to learn the cyber security.

UNIT I: Management Information System (MIS) in global business context - MIS Concept, Components and Structure, Organisational and Functional - information requirements by level of management activity – transaction processing systems – information support systems - role of MIS - impact of MIS - MIS as a support to the management - MIS and organizational effectiveness - System concept - MIS for a digital firm


UNIT IV: Development of MIS - Systems analysis and design - systems analysis for new requirement - systems development models - prototype approach – classical SDLC approach - structured system design - system development process - tools and techniques of system design - data flow diagram - data structure - system implementation success and failure - quality control of information system - introduction to emerging technologies.

UNIT V: Securing Information Systems - System vulnerability and abuse - wireless security
challenges - malicious software - hackers and cyber vandalism - computer crime and cyber terrorism - business values of security and control - firewalls – intrusion detection systems - antivirus software - securing wireless networks - encryption and public key infrastructure – ensuring system availability - security issues for cloud computing and the mobile digital platform

References

MGT 302 ENVIRONMENTAL MANAGEMENT

Objectives: This course is expected to provide an overall understanding of environment, dimensions, issues and ways and means to protect the same.


References:
1. Jacob Thomas, Environmental Management, Pearson
2. Devi Prasad,"Trends in Environmental management", Daya Publishing
MGT 303 INNOVATION MANAGEMENT

Objectives: This course will introduce the concepts of innovation, understanding about the projects, project implementation and execution issues.

Unit I
Innovation: Basic Concepts of Innovation, Factor affecting innovation, Introduction to Entrepreneurship- Its role - Defining an entrepreneur- entrepreneurial traits -Developing entrepreneurs Dynamics of small business environment - Causes for small business failure - Success factors for small business

Unit II

Unit III

Unit IV
Project implementation- Project management organisation – Importance of project management organisation – Monitoring and control of projects – Parameters for monitoring and control – Process of monitoring – PERT/CPM and network techniques in project monitoring and control – Computer based project management. Completion of projects and post project evaluation- Completion of projects and handing over to operation – Closure of contracts – Completion cost of projects – Capitalisation of assets of projects

Unit V
Post project evaluation and post completion Audit report- Contents of post project evaluation and completion audit report – Diagnosis of delays in projects – Consequences of delays in projects – Key lessons learned from the executed projects- Environmental appraisal of projects- Stresses on environment – Environmental impact assessment (EIA) and environmental impact statement (EIS) – Impact assessment methodologies.

References:
1. David Kiddler, The startup playbook, Ohio University
2. Ed Catmull, Creativity Inc., Random House
3. Scott Berkun, The myths of Innovation, Oreilly
4. PCK Rao, Project management and control, Jain book depot

**MGT 304 BUSINESS ANALYTICS**

**Objectives:** *This course is expected to provide an insight into the need and importance of entrepreneurship in the country and the ways of becoming an entrepreneur*

Unit I
Business analytics: Introduction- need- importance- Business intelligence- levels of intelligence-use of data- observing insights-

Unit II
Business analytics cycle: stages- process- tools and methods

Unit III
Data exploration- Visualisation and Exploring data- Data mining: predictive analytics- forecasting- optimisation -simulation

Unit IV
Spreadsheet modelling and Analysis –Decision Analysis

Unit V
Customer analytics –Social analytics –Operational analytics – Cases in Indian context

**References:**
2. James Evans, “Business Analytics”, Pearson
3. Eric Seigal, “Predictive analytics”, Wiley

**MGT 401 STRATEGIC MANAGEMENT**

**Objectives:** *This course introduces to the student the need to learn and understand management from the top management perspectives and plan and implement strategies.*

Unit-I

Unit –II

Unit -III
Strategic formulation: Environmental Analysis – External and industry analysis – Internal analysis-Strategic analysis and choice – Input stage –Matching stage – decision stage – Cultural aspects of strategy choice
Unit –IV
Strategic Implementation: The nature of strategic implementation- Resource allocation – Strategy and structure – Creating supportive culture – Implementing strategies in functional areas
Unit –V

References:
1. Jacob Thomas, Strategic Management-Text and Cases, Pearson
2. Srinivasan, Strategic management: The Indian context, Prentice Hall of India
3. Azhar Kazmi, Strategic management, Tata McGraw Hill

Human Resources Management
Third Semester

MBA 3H1 - TRAINING AND DEVELOPMENT

Objective: To provide a clear idea about the principles of training and also to emphasise the value of developing and designing training programmes for the betterment of the organization.

Unit I: Introduction to Training - Concept, Role, Need and Importance of Training, Types of Training, Philosophy of Training, Principles of Training, Components of Training, Developing an Integrated Approach of Learning in Training Programme.


Unit III: Training Design - Concept of designing Training programs, Process, Design Theory, Matching methods with outcomes, Trainer Identification, Methods and Techniques of Training, Designing A Training Unit (Cross Cultural, Leadership, Training the Trainer, Change), Budgeting of Training – preparation of training proposals.


References:

1. Buckley, R., &Caple, J.; The theory and practice of Training (5th ed.). London and Sterling,
2. Lynton, R., Pareek, U.; Training for Organizational Transformation for Policy Makers and Change Managers, Sage, London,
3. Rae, L;How to Measure Training Effectiveness, 3rd ed., Gower, Aldershot

MBA 3H2 - ORGANISATIONAL CHANGE AND DEVELOPMENT

Objective: To develop competency in managing change in the organization through various organization development intervention strategies

Unit I: Nature of Change - Necessity for Change; creating readiness for Organizational Change, A readiness Model, Interpersonal & Social Dynamics, Change Agent attributes.

Unit II: Planning for Change - Integrated Strategic change model; Managing Strategic Change; Transformational Change& its characteristics; Continuous Learning & change, Cultural & climatic factors affected by change; Global perspectives related to change

Unit III: Change Process - Change Cycle; change process; leadership patterns & Transformational strategies; Cultural & Climatic factors affect Change; Sustainable change Process.

Unit IV: Change Implementation - Resistance to change; Strategies to overcome the resistance; Strategies to face the resistance to change; Business Process Re-engineering (BPR), Leader as a change agent in organizations

Unit V: Organizational Development -Introduction; Evolution and nature of OD; Foundations of OD, The Process of OD, Major OD Interventions & strategies and their expected outcome; Special applications of OD & future directions in OD

References:
MBA 3H3 – TEAM BUILDING

**Objective:** To make the students understand the scope and significance of group dynamics and team building.

**Unit I:** Group Dynamics - Nature of groups and group dynamics-group formation. Group structure – Group development

**Unit II:** Group Decision making - methods of group decision-making- group conflict – sources of conflict –process –coalitions. Resolving intergroup conflicts

**Unit III:** Team Dynamics - Transforming groups to teams, Types of teams, stages of team building and its behavioral dynamics – team building in modern corporates

**Unit IV:** Team Process - team communication – process, communication effectiveness and feedback-Delphi techniques, nominal group techniques, traditional brain storming, electronic brain storming – negative brain storming.

**Unit V:** Team building - team work and teambuilding – team leaders and supporting teams – selection and allocation of team players – developing collaboration in teams- social loafing, synergy in team , self managed teams.

**References**

2. Team Building – Issues and Alternatives, Dyer Addison – Wesley
3. Organizational Behaviour – Fred Luthans
4. Organization behavior – Stephen P Robins

MBA 3H4 - STRESS MANAGEMENT AND COUNSELING

**Objective:** This course provides students with a holistic approach to health focusing on competencies to manage stress. Students learn the basic concepts of stress and counseling, its
importance in day to day life, relationship between lifestyle and health. Through the reflective use of specific skills, tools, and new knowledge, students will have an increased opportunity to enhance their lives and the lives of those around them. The students get an opportunity to understand the need to deliver or practice a repertoire of techniques for stress management.


Burn Out – Definition and Basic Concept – Phases in Burn Out - Attitudinal characteristics of Burn Out, Model of Burn Out – common myths related to stress

Unit II: Work Place Stress / Occupational Stress – Sources & Symptoms, Behavioural Consequences, Integrative Model of Stress & Work, Karasek’s Demand Control Model of Occupational Stress.

Personality and Stress – Type A and Type B Personality and Stress – distress prone and distress resistant personalities - Stress and Personality using the Myer Brigg’s Type Indicator (MBTI) - Practical Knowledge on Stress and Stress Management at Work Place - Stress Management with respect to Working Women, Stress Management in the Service Industry – Study among the Executives in I.T Industry, Banks, Hospitals, Airlines etc. Stress Management in the Manufacturing Industry – symptoms of stress and remedial measures


Emotional Intelligence - Emphasis of Emotional Intelligence to Manage Work Stress and Emotions- Components of EI, Importance of Managing one’s EI effectively – techniques for conquering procrastination

Unit IV: An Introduction to Counseling – Definition, Concept of counseling, major goals of counseling, Process of Counseling, Types of Counseling. Changing role of Counseling in the work place. Basic Issues in Counseling Practice-Introduction to Counseling Skills - The nature of the counseling relationship, What to do and what not to do when starting to counsel, The process of listening, When to reveal one’s own feelings.

Case Discussions .

References


MBA 3H5 - CAREER MANAGEMENT

Objective: To develop skills in generating and using personal skill data and utilizing the organization resources in making career decisions and self development plans

Unit I: Career concepts - Roles – career stages –career stages. Career planning and process – Career development models – Career motivation and enrichment – Designing career development Systems

Unit II: Career development – Concepts, theories of career development – Career development and Organizational Strategy – Career Paths – Transition and Plateaus – Dual laddering for career development – Managerial Succession Planning


Unit V: Relevance of ethics in Career Management–Intervention strategies – PCMM, CMM

References

1. Personal and professional development assuring your career, Ben Ball, Hyderabad University Press
2. Career Counseling: a field for teachers and trainers, Arulmani, Tata Mc Grawhill;

MBA 3H6 - PARTICIPATION MANAGEMENT

Objective: The objective is to provide the basic inputs that are necessary to understand and appreciate the concept of participative management and its forms and levels.

Unit I: Meaning of Participative Management - participative management as a concept – economics, Psychological, Social, Political view points – origin and growth of participative management – objectives – styles.

Unit II: Types of Participative Management - Informative participation, Consultive participation, Associative participation, Administrative Participation and Decisive participation.

Unit III: Structural arrangements for Participative Management - National level, Corporate level, Plant level, Zonal Level and Shop level – Role of external and internal factors in influencing the levels of WPM.

Unit IV: WPM in India and abroad - experiences of PSUS and private sectors, the participation of workers – Suggestions for improving WPM in Indian companies – WPM in abroad – Evaluation – Comparison.


References

1. Workers Participation in Management – P. Venkata Ramana
2. Workers Ownership and Participative Management – A K Kedia
3. Workers Participation in Management with special reference to India – G. Varandani
MBA 3H7 - PERFORMANCE MANAGEMENT

Objective: To make the students understand the importance and process of performance management and the various tools available for measuring performance

Unit I: Introduction to Performance Management - Aims, Characteristics; Developments in Performance Management; Concerns; Understanding PM, Performance Appraisal and performance Management – PM and MBO – 7 rules of excellence – 7 sins of HR professionals

Unit II: Process of Performance Management - Performance Management cycle; PM Sequence, Working of PM; Performance Management Activities; PM in action – feedback management in PM – performance counseling

Unit III: Performance Management and Development - Measuring performance, Criteria for performance measurement; Setting Organizational, Team & Individual Performance Standards; Methods for evaluating Performance – 360 Degree appraisal, Competency Mapping & Competency Modelling, Balance Score card.

Unit IV: Performance Linked Rewards - Methods; Pay Structure; Performance Related Pay (PRP). Competence related pay; Team pay-contribution related pay; Skill based pay; Shop floor incentive bonus scheme; Sales force incentive schemes, Team rewards; Gain sharing, Profit sharing.

Unit V: Evaluating Performance - Methods, Typical approach in evaluation, the rationale for Performance Management; Performance Agreements; Performance Reviews; feedbacks – e-PM – strategic role of HR professionals

References


Fourth Semester

MBA 4H1 - COMPENSATION MANAGEMENT

Objective: The course acquaints the students with the principles involved in developing a fair wage structure and its effect on both the employees and the organisation
Unit I: Introduction to Wages - Wage concepts, Theories of Wages, Importance, Wage Policy, Criteria for Wage Fixation, Techniques of Wage Determination, Wage Fixation Machinery, Wage Differentials, and Challenges of Remuneration;

Unit II: Effect of compensation - Impact of compensation and employees benefit on organizational effectiveness; Economic and Behavioural issues in compensation, internal and external equity of wage system, Law relating to payment of wages and bonus in India, Remunerating the Top Brass.

Unit III: Determining the Pay Level - Conventional reward methods and their inadequacies. Developing reward strategy – skill based pay, broad banding, team based pay, payment by results, and performance related pay, variable compensation; Compensation for executives and R&D staff; Reward structure in new industries (BPO, IT, Hospitality, Tourism, etc.), MNCs and other organizations; Remuneration plan and business strategy.

Unit IV: Employee Benefits - Profit sharing, payment of bonus, Types and significance of incentives, fringe benefits, Retirement plans, productivity and wages; understanding tools in designing, improving and implementing compensation packages.

Unit V: Managing the system - Union Role in Wage and Salary Administration, Compensation of Special groups, International pay system, Government and Legal Issues in Compensation

References


MBA 4H2 - INDUSTRIAL RELATIONS AND LABOUR LAW

Objective: The course provides an insight into the concept of industrial relations and the various legislations affecting it
Unit I: Overview of Industrial Relations - Concept of Industrial Relations; Nature of Industrial Relations; Objectives of IR; Evolution of IR in India; Role of State; Trade Union; Employers’ Organization; ILO in IR.

Unit II: Trade Unionism and Collective Bargaining - Trade Union origin and growth, unions in the era of liberalization; concept, objectives, functions and role of Trade Unions in collective bargaining; problems of Trade Unions. Labour problems: Discipline and misconduct; Grievance Handling Procedure; Labour turnover; Absenteeism; Workers’ participation in management.

Unit III: IR Approaches - Technological Change in IR-Employment issues, Management Strategy, Trade Union Response, Human Resource Management and IR- Management Approaches, Integrative Approaches to HRM; International Dimensions of IR.


References

- Mamoria CB, Mamoria, Gankar - Dynamics of Industrial Relations (Himalaya Publications, 15th Ed.)
- Sinha; Industrial Relations, Trade Unions and Labour Legislation (Pearson Education, 1st Ed.)
- Srivastava SC - Industrial Relations and Labour Laws (Vikas, 2000, 4th Ed.)
- VenkataRatnam – Industrial Relations (Oxford, 2006, 2nd Ed.)
- Indian Law Institute, Labour Law and Labour Relations-Cases and Material, Bombay, Tripathi,
- Debi S. Saini, Redressal of Labour Grievances, Claims and Disputes, Oxford & IBH, New Delhi)
MBA 4H3 - GLOBAL HUMAN RESOURCES MANAGEMENT

**Objective:** The objective of the course is to develop a diagnostic and conceptual understanding of the cultural and related behavioural variables in the management of global organisations.

**Unit I:** Approaches to GHRM – Introduction to IHRM—International organization – approaches to the study of comparative employment policy – convergence theory, Marxist theory, the cultural approach – the institutionalist Perspective/functions - Globalisation and HRM.

**Unit II:** International HRM models – Pooles adaptation of the Harvard model- the Brewster and Bournois model of International HRM – controversy International HRM- Problems of global research – evidence of international HRM-Internationalization of business – types of global business-Impact of inter country differences on HRM.

**Unit III:** International staffing and development – Policies and practices – Techniques and sources of global recruitment, selection process-global labour market differences-global compensation – Managerial transfers-Global Management Development techniques- management qualifications and characteristics, motivation and retention of talent, 360 degree feedback- international adjustments- repatriation.

**Unit IV:** Comparative Labour Relations- International Pressures on National Practices- Multinational Ownership and collective bargaining- women in global business- quality circles- participative management- An overview of HRM in USA, UK, Japan, West Germany and Russia- Innovative management techniques and their influences.

**Unit V:** HRM in Global Organisations – Ethics in International business- Western and Eastern Management thoughts in the Indian context—Global talent management

**References**

1. International Business: By K. Aswathappa
2. International Human Resources: By P. Subba Rao
3. International HRM: By DR. NILANJAN SENGUPTA and DR. MOUSUMI S. BHATTACHARYA
MBA 4H4 - STRATEGIC HUMAN RESOURCES MANAGEMENT

Objective: The aim of this course is to develop an analytic and theoretical understanding of the HR practices to make it a strategic resource in the organization.

Unit I: Concept of SHRM—Definition, objectives, scope, functions; Strategic role of SHRM; Difference between traditional HRM and SHRM; Essential elements of SHRM; Approaches to SHRM; Strategic fit; Application of SHRM in changing organization scenario.

Unit II: Human resource planning—Strategic approaches to recruitment and selection; Analysis of selection and recruitment practices of professionally managed companies; Corporate career planning and succession planning; Strategic workforce planning; Understanding and measuring human capital; Talent acquisition; HR outsourcing.

Unit III: Strategic performance development approach. Trends in performance appraisal—self appraisal, competency mapping, balance scorecard; using KPA’s for peak performance; Retention strategies—combating job hopping; HR empowerment through performance management.

Unit IV: Changing role of training—proactive training management; strategic activities for developing training team; Innovative web based training—m-learning, e-mentoring, e-coaching; Strategic employee empowerment. HR audit and accounting.

Unit V: Change management and strategic HRM; Strategies to overcome HR challenges faced by Indian companies; Strategic competencies for HR professionals; Global competitiveness and Strategic HR.

References

1. Strategic Human Resource Management : By Jeffrey Mello
5. Strategic Human Resource Management: By Catherine Truss, David Mankin, Clare Kelliher
7. Strategic Training Management: Transforming the Business of Training: By Catherine Mattiske
8. Advanced Web-Based Training Strategies: Unlocking Instructionally Sound Online Learning : By Margaret Driscoll, Saul Carliner
9. Corporate Planning and Strategic Human Resources Management: By Mrs. Radha Raj

MBA 4H5 - MANAGING DIVERSITY IN WORKPLACE

Objective: The objective of this course is to develop competencies in students to manage a diverse team.


Unit III: Understanding Aspect of Diversity - Social class – Does social class makes a difference in the workplaces in India/other countries. Impact of religion, appearance, disability in workplaces.

Unit IV: Managing Diversity - Ethical, Legal and Communication issues - Ethics of workplace diversity – Legal aspects of diversity in workplace. Improving communication in today’s diverse workplace.

Unit V: Managing Diversity from organization stand point - Creating and sustaining diversity and inclusion in organization developing and motivating a changing workforce – Diversity Training

References

1. Managing diversity; toward a Globally inclusive workplace - Michalle E Mor Barak
2. Understanding and managing diversity - Carol Harvey

Elective: Marketing Management

Third Semester

MBA 3M1 - CUSTOMER BEHAVIOUR

Objective: The objective of this course is to make the students understand about consumer decision making process and its applications in the marketing functions of a firm

Unit I: Consumer Behaviour and its Linkages with the Decision Making Process in Marketing Management; Consumer and Business Market- Buying behaviour models, Steps involved in Buying Behaviour, Participants in Buying Behaviour, Buying Behaviour and Customer Life Time Value

Unit II: Understanding Research Framework in Consumer Behaviour - Consumer Research in Market Segmentation, Targeting and Positioning, Steps involved in Consumer Research, Different types of Consumer Research- Quantitative and Qualitative


Unit V: Diffusion of Innovation-Innovation and Adoption of New Products, Cross Cultural Consumer Behaviour; Understanding Indian Consumer, Consumerism, Consumer Protection Act

References

- Consumer Behaviour: Ramanuj Majumdar, PHI
- Consumer Behaviour: Leon, Schiffman, Kanuk; PHI
- Consumer Behaviour: David L Loudon & Albert Bitta; Mcgraw Hill
- Consumer Behaviour Text & Cases: Lalitha Nair; Himalaya

MBA 3M2 - INTEGRATED MARKETING COMMUNICATIONS (IMC)

Objective: This course will equip the students with knowledge about the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communications (IMC) programme. Students will learn about various tools of IMC and the importance of coordinating them for an effective marketing communications programme.

Unit I: Marketing Communications- Meaning; Marketing Communications Mix; Factors Affecting Marketing Communications Mix; Marketing Communication Process; Models of Marketing Communications; Marketing Communications Planning and Budgeting Process; Consumer Behaviour and Marketing Communications; Marketing Communications Research

Unit II: Advertising- Definition, Importance and Scope; Types of Advertising (Online & Offline); Advertising Planning and Objective; Budgeting; Creative Strategy, Tactics and Format-Advertising Appeals, Advertising Execution Styles; Media Planning and Strategy; Ad Agency- Functions, Organisational Set-Up; Types of Ad Agencies; Selection and Compensation of Ad Agencies; Regulatory Framework of Advertising; Advertising Research

Unit III: Sales Promotion & Personal Selling- Sales Promotion- Importance and Scope of Sales Promotion; Need and Objectives of Sales Promotion; Types of Sales Promotion- Consumer, Trade and Sales Force Promotion; Developing and Implementing Sales Promotion Campaign; Sales Promotion Budgeting; Sales Promotion Evaluation; Effect of Sales Promotion on Brand Equity; Personal Selling-Importance and Scope; Personal Selling Process; Integration of Personal Selling With Other Elements of Marketing Mix; Performance & Evaluation of Personal Selling Efforts.

Unit IV: Public Relations, Publicity, and Direct Marketing- Public Relations- Tools of PR; Process of PR; PR Officer- Role and Functions; Measurement and Evaluation of PR Effectiveness; Publicity-Relevance and Scope; Methods Of Publicity; Direct Marketing- Objectives and Scope; Types of Direct Marketing; Measuring Direct Marketing Performance

Unit V: Integrated Marketing Communications- Definition and Scope, Evolution of IMC; Role of IMC in the Marketing Planning Process; Reasons for the Growth of IMC, Integration Process of Marketing Communications; Above the Line & Below the Line Communication, 360 degree Marketing Campaign, IMC for Consumer And Industrial Products; Ways for Successful Implementation of IMC; MC Budgeting; Online Marketing Communications; Legal and Regulatory Aspects of IMC.
References
MBA 3M3 - MARKETING RESEARCH

Objective: This course is designed to equip the students with the skills required for conducting marketing research.


Unit II: Research Design formulation- Identification of the research problem and formulation and procedure of hypothesis testing and objectives- Exploratory, Descriptive and Causal Research designs- Concept of Scaling, Comparative and Non comparative- Formulation of Questionnaires and form design.

Unit III: Sampling, data collection and processing - Sample design- defining population and sample- classification of sampling techniques- online sampling and issues- methods of data collection and process- research instruments-editing, coding, tabulation and data cleansing.

Unit IV: Data Analysis and Reporting- Univariate Statistics; t-test, chi square and testing of proportion- Bivariate Analysis; Simple correlation and regression analysis- Multivariate analysis; analysis of dependence [multiple regression, discriminant, MANOVA] and interdependence [factor analysis, cluster analysis]- Use of SPSS in Data Analysis- Report preparation format- report writing guidelines- report distribution, reading and follow-up.

Unit V: Applications of MR in business- Market Segmentation Studies, New Product Research, Brand Equity Research, Advertising Research, Consumer Behavior Research, Pricing Research- International Marketing Research- MR and IT; Online research, data warehousing and mining.

References
6. Cooper & Schindler, Marketing Research, Concept & Cases. Tata McGraw Hill, India

MBA 3M4 - SERVICES MARKETING

Objective: The objective of this course is to develop insights into emerging trends in the services sector and tackle issues involved in the management of services.

Unit I: Role of service sector - Structure and growth - Recent trends in service sector - Characteristics of services - Components and tangibility spectrum – Distinctive marketing
challenges and need for separate marketing strategies, classification of services - Service Marketing mix, Expansion of marketing mix - Services marketing triangle.

**Unit II:** Creating, delivering and performing service - Basic, Articulated and Exciting Attributes - Service blue prints – Pricing of services- promotional mix and communication Efforts, Delivery of services through intermediaries, People, Process and Physical evidence.

**Unit III:** Consumer behavior in services - customer satisfaction - customer expectation and customer perceptions - gap analysis - quality perceptions in services - guarantee, customisation of service - service recovery and problem solving- - Impact of service failures versus product failures. - Measuring Service Quality -employee role of service marketing - role of technology

**Unit IV:** Segmentation / positioning / differentiation and retention strategies applicable to service marketing - relationship marketing - measuring customer satisfaction surveys: - design and analysis, Concept of loyalty- Creation of a loyalty programme, Demand Management in Services, Supply and Demand considerations in Services

**Unit V:** Distribution of Services - Physical Channels – Franchisee, Marketing of banking services, tourism, financial services, consultancy, hospital care and cure marketing, business schools, transport services, care taking etc.

**References**

2. Ravi Shanker, *Services Marketing*, Excel books
5. Adrian Payne, *The Essence of Services Marketing*, Prentice Hall, India

**MBA 3M5 – PRODUCT AND BRAND MANAGEMENT**

**Objective:** The objective of this course is to familiarise the students with the concepts and strategies involved in product management and branding for effective brand building.

**Unit I:** Product Management - Product – Definition, Levels of Product; Definition of Product Management , Scope and Importance; Role of Product Manager; Product Mix and Product Line Strategies; Challenges in Product Management

**Unit II:** Product Life Cycle and Marketing Strategies; Product Portfolio Models; Positioning & Perceptual Mapping; Product Management Audit; Future of Product Management

**Unit III:** New Product – Categories of New Product; Adoption Process; Diffusion of Innovation; Stages in New Product Development; New Product Demand Forecasting Models; New Product Launch Strategies; New Product Success & Failures- Indian cases
Unit IV: Brand Management - Concept & Significance of Brands; Types of Brands; Strategic Brand Management Process & Branding Strategies; Financial and Social Value of Brands; Brand Equity-Components of Brand Equity, Brand Equity Models, Measurement of Brand Equity; Developing and Managing Brands; Brand Extension Strategies; Brand Personality; Brand Essence; Brand Identity-Brand Identity Prism

Unit V: Brand Elements; Sensory Branding; Emotional Branding, Brand Positioning- Brand Architecture, Brand Portfolio, Brand Communication; Band Valuation Methods; Brand Revitalisation; Brand Audit; Global Brands; Successful Indian Brands

References


MBA 3M6 - RURAL MARKETING

**Objective:** *The course is designed to help the students to understand the marketing efforts for rural areas and to provide practicality and facilitate enhanced learning*

Unit I: Introduction to Rural Marketing – Nature, Definition and Scope of Rural Marketing. Rural marketing environment: Socio-cultural factors, population, occupation, literacy level, land distribution & use, development programmes, infrastructure, communication media, credit availability, local requirements. Rural Market - Size & structure, Segmentation of Indian rural market, Rural and Urban Market: A Comparative Analysis, Infrastructure Facilities, Rural Credit Institutions, Rural Retail Outlets.

Unit II: Importance of Rural marketing research- Rural Marketing Research (Industrial, Consumer) - Research design, Reference frame, Research approach (with special reference to seeds, fertilizers, farm equipments, new techniques, agricultural output & other services.), Rural Consumer Behavior - Characteristics of Rural consumer. Creating and delivering value.


Unit IV: Communication in Rural marketing- Rural Promotional Strategies - Challenges in Rural Communication, Target Audience. Mass Media, Non-Conventional Media, Personalized
Media, Promotion through rural education, Rural Media - The importance of the two-step flow of communication Media Typology, Media innovation, Influence of Consumer Behavior on Communication strategies, Media Model, Media Innovation.

**Unit V:** Social Marketing influence and Future of Rural Marketing- Social Marketing - Corporate Social Responsibility and Rural Marketing. Role of government in Rural Marketing. Role of NGOs in Rural Marketing. The Future of Rural Marketing - Focused Marketing Strategies - Market Research, Consumer Finance, Rural Vertical, Retail and IT Models, Public-Private Partnership, E-Rural Marketing, Emerging Trends in Rural Marketing- Rural Innovation

**References**


**MBA 3M7 – SALES AND DISTRIBUTION MANAGEMENT**

**Objective:** The purpose of this course is to acquaint the students with the concepts which are helpful in developing a sound sales and distribution policy and in organizing and managing sales force and marketing channels.


**Unit II:** Sales organization: Types sales potential – Determining the sales force profile – Product market analysis – Determining the sales force size – Territory management: Accounts and sales potential salesperson workload, designing territories, reasons and procedures and assigning to sales persons-routing –time management.

**Unit III:** Sales force management: Recruitment and Selection: Job analysis, Manpower Planning, Job specification and Job description, sources of sales recruits, Problems in screening and selecting the applicants – Sales targets: Quantitative & Quantitative methods. Planning sales force training methods, content, and execution, training the dealer salespersons and evaluating the training programmes – Leadership and supervision – Compensation: Objectives, remuneration methods, incentives – Motivating the sales force – Sales meetings and Sales Contents.


**Unit V:** Distribution Objective/Strategy - Interface between Sales force and Channel, Channel Design, Implementing Channel Design, Managing the Channel Members, Channel Power and Conflict
Fourth Semester

MBA 4M1 - INTERNATIONAL MARKETING

Objective: This course enables the students to get basic knowledge of international marketing and thereby help them to look at marketing from a global perspective.

Unit I: Introduction to international marketing - meaning, definition, nature, scope and importance of international marketing, scanning and monitoring of global marketing environment-physical, economic,socio-cultural,political and legal environments on international marketing, screening and selection of global market, international market entry strategies, factors influencing entry strategy, modes of entry, measures of import restriction and export promotion. International marketing control system, WTO, EXIM policy. Ecological concerns and international marketing ethics, forces restricting international marketing, challenges of international marketing.

Unit II: International marketing research and product policy - steps in international marketing research, international marketing planning, organizing, control-issues in international marketing research, international marketing organization system, international product mix-strategy, factors affecting product strategy, international marketing information system and data management.

Unit III: Market segmentation and positioning - developing global products, international product planning, major product and service decisions in international marketing, product standardization in international marketing, Segmentation and Positioning in International market, managing product line, international product life cycle, new product development in a global perspective.

Unit IV: Pricing and channel strategy - product and services –pricing for international markets, factors influencing international price discrimination; international pricing process and policies, delivery terms and currency for export price quotation-transfer pricing.
**Unit V: Distribution and Promotion in International Marketing** - international distribution decisions, distribution channel strategy – international distribution channels – roles and function, selection and management of overseas, agents, distribution, logistics, inventory management, transportation, warehousing, insurance: international promotion strategy, marketing mix, IMC – global advertising, global personnel selling, global sales promotion and publicity

**References**

3. U C Mathur, International Marketing: Text and Cases, Sage India

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**MBA 4M2 - Retail Management**

**Objective:** The objective of the course is to lay the foundation for an understanding of the various dimensions of Retail Management

**Unit I:** Introduction – Theories of retailing – management of service & quality in retailing, world Retail scenario – retailing in developing countries - Indian retail scenario and its future prospects, organised vs. unorganised retailing - Classification of retail stores - growth of retail formats – high street and malls - mall management

**Unit II:** Understanding the Retail Consumers – Store formats - store location - location analysis - store positioning - store design and visual merchandising - breakdown of retailing as a product - Role of private labels , Retail Pricing - Approaches, Influencing Factors, Price Sensitivity and Mark down Policy – EDLP

**Unit III:** Store operations management - SCM - supplier relations – logistics in retailing – merchandise buying and management - warehousing - inventory control - franchisee operations - international retailing - motives, reasons and typologies for international expansion

**Unit IV:** Retail promotions - Impact of Information Technology in Retailing - Integrated Systems and Networking, EDI, Bar Coding, RFID, Customer Database Management, Electronic Retailing - Role of Web, Online Retailing, Future Trends - CRM - retail finance - retail statutory obligations - consumerism & ethics in retailing - corporate social responsibility

**Unit V:** Retail human resource management - issues and challenges - recruitment, selection and training - specialised training - retail database marketing – impact of globalisation on retail management - future of retailing

**References**

4. A Sivakumar, Retail Marketing, Excel books
MBA 4M3 - STRATEGIC MARKETING MANAGEMENT

Objective: Being a capstone course of the Marketing specialisation, the key objective of this course is to help students sharpen their analytical abilities in integrating strategic marketing decisions in a comprehensive manner.


Unit IV: Specific strategy initiatives – New product development and introduction strategies, Planned or unplanned strategy withdrawals / obsolescence, Contingency / alternative strategic planning, Brand Strategies in FMCG markets, Rural and export marketing strategies, Marketing strategies for IT and ITES industries.


Recommended Readings

1. Marketing Management: Analysis, Planning & Control: - Phillip Kotler
2. Business Policy & Strategic Management – Azar Kazmi
3. Strategic Marketing-David W.Cravens ,Nigel f.Piercy

MBA 4M4 - LOGISTICS AND SUPPLY CHAIN MANAGEMENT
Objective: This course will equip the students with basic understanding of logistics and supply chain management and its application in business

Unit I: Logistics - The Logistics of Business- Logistical Value Proposition- importance of logistics management for whole-of-life costs control and capital procurement process-Supply Chain Synchronization- Principles, Participants of Transportation function, its Economics, Pricing, Documentation- concepts- Reverse logistics, Integrated Logistic Support (ILS), Computer-aided Acquisition and Life-Cycle Support (CALS)

Unit II: Supply Chain Management (SCM) - Concept of SCM- Components- Features- Strategic issues in SCM, The Supply Chain Metrics, SC drivers-Customer focus in SCM, Demand planning, Purchase Planning- Make or Buydecision- indigenous and global sourcing, Development and Management of suppliers- Cost management- Negotiating for purchasing and subcontracting- Purchase insurance.

Unit III: Manufacturing Scheduling and Strategic Warehousing - Manufacturing flow system- Work flow automation- Flexibility in manufacturing to achieve dynamic optimization, Material handling system design and decision, Strategic Warehousing- Warehousing Operations- Warehousing Ownership Arrangements- Warehouse Decisions.

Unit IV: Information Technology and SCM - Information System Functionality- Comprehensive Information System Integration- Communication Technology- Rationale for ERP Implementation- ERP System Design- Supply Chain Information System Design- Enterprise Facility Network- Warehouse requirements- Total Cost Integration- Formulating Logistical Strategy

Unit V: International Logistics and Supply Chain Management - Meaning and objectives, importance in global economy, Characteristics of global supply chains- Global Supply Chain Integration- Supply Chain Security- International Sourcing- Role of Government in controlling international trade and its impact on Logistics and Supply Chain.

References

2. Donald J Bowersox, David J Closs, Logistical Management (The integrated Supply Chain Process), TMH
3. Sunil Chopra, Peter Meindl, Supply Chain Management (Strategy, Planning and Operation), Pearson Education, India.
4. Burt, Dobbler, Starling, World Class Supply Management, TMH.

MBA 4M5 - DIGITAL MARKETING
**Objective:** The main objective of the course is to help students understand digital marketing methods, from a variety of perspectives—as analysts, consumers, and entrepreneurs and will cover basic marketing and statistical concepts and provide an introduction to different online marketing tools.

**Unit I:** Principles and Drivers of New Marketing Environment – Web 2.0- Digital Media Industry - Reaching Audience Through Digital Channels- Traditional and Digital Marketing - Introduction to Online Marketing Environment - Dotcom Evolution - Internet Relationships - Business in Modern Economy - Integrating E-Business to an Existing Business Model - Online Marketing Mix – SoLoMo (Social-Local-Mobile)- Social Media Sites & Monetisation- Careers in Social Media Marketing, Online content development & key word optimisation.


**Unit IV:** Personalization through Mass Customization - Choice Assistance - Personalized Messaging - Selling through Online Intermediaries - Direct to Customer Interaction - Online Channel Design for B2C and B2B Marketing- Integrating Online Communication into IMC Process - Online Advertising – Email Marketing - Viral Marketing - Affiliate Marketing - Participatory Communication Networks - Social Media Communities - Consumer Engagement - Co-Created Content Management-Interactive Digital Networks - Customer Led Marketing Campaigns-

**Unit V:** Role of Social Media- Social Community (Facebook, Linkedin, Twitter etc.)- Social Publishing (Blog, Tumblr, Instagram, Pinterest, Wikipedia, Stumble Upon etc.)- Social Entertainment (YouTube, MySpace, Flickr etc.)- Social Commerce (Trip Advisor, 4 Squares, Banjo etc.)Social Media Measurement & Metrics- Data Mining and Social Media- Role of Social Media in Marketing Research- Big Data and Social Media- Crowd Sourcing- Legal and Ethical aspects related to Digital Marketing.

**References**

2. Strauss Judy, E-Marketing, Prentice Hall, India
4. Matthew A. Russell, “Mining the Social Web: Analyzing Data from Facebook, Twitter, LinkedIn and other social media sites”, O'Reilly Media
5. Gavin Bell (Author), “Building Social Web Applications: Establishing Community at the Heart of Your Site”, O'Reilly Media
Operations Management
Third Semester

MBA 3OM1 - SUPPLY CHAIN AND LOGISTICS MANAGEMENT

Objective: This course will equip the students with basic understanding of logistics and supply chain management and its application in business

Unit I: Logistics - The Logistics of Business- Logistical Value Proposition- importance of logistics management for whole-of-life costs control and capital procurement process-Supply Chain Synchronization- Principles, Participants of Transportation function, its Economics, Pricing, Documentation- concepts- Reverse logistics, Integrated Logistic Support (ILS), Computer-aided Acquisition and Life-Cycle Support (CALS)

Unit II: Supply Chain Management (SCM) - Concept of SCM- Components- Features- Strategic issues in SCM, The Supply Chain Metrics, SC drivers-Customer focus in SCM, Demand planning, Purchase Planning- Make or Buy decision- indigenous and global sourcing, Development and Management of suppliers- Cost management- Negotiating for purchasing and subcontracting- Purchase insurance.

Unit III: Manufacturing Scheduling and Strategic Warehousing - Manufacturing flow system- Work flow automation- Flexibility in manufacturing to achieve dynamic optimization, Material handling system design and decision, Strategic Warehousing- Warehousing Operations-Warehousing Ownership Arrangements- Warehouse Decisions.

Unit IV: Information Technology and SCM - Information System Functionality- Comprehensive Information System Integration- Communication Technology- Rationale for ERP Implementation- ERP System Design- Supply Chain Information System Design- Enterprise Facility Network- Warehouse requirements- Total Cost Integration- Formulating Logistical Strategy

Unit V: International Logistics and Supply Chain Management - Meaning and objectives, importance in global economy, Characteristics of global supply chains- Global Supply Chain Integration- Supply Chain Security- International Sourcing- Role of Government in controlling international trade and its impact on Logistics and Supply Chain.

References

2. Donald J Bowersox, David J Closs, Logistical Management (The integrated Supply Chain Process), TMH
3. Sunil Chopra, Peter Meindl, Supply Chain Management (Strategy, Planning and Operation), Pearson Education, India.
4. Burt, Dobbler, Starling, World Class Supply Management, TMH.

MBA 3OM2 – SIX SIGMA AND TQM
**Objectives:** To understand the frame work and importance of Total quality Management, the concept of zero defect in the operational phase and to have the better understanding in the concept of six sigma methodology and application of advanced Statistical tools for process improvement

**Unit I:** Introduction on Total Quality Management, TQM evolution, Concept of Cost of Quality, TQM strategies, Customer satisfaction, Employees participation, Tools in TQM-Bench Marking, Quality function deployment, Failure mode Effect Analysis, concept of Continuous Process Improvement. Overview on ISO 9000 standards and clauses, Importance of TQM in Indian context, successful implementation of TQM in

**Unit II:** Statistical Process Control-Importance of SPC, Concept of Normal Distribution, Process Control, briefing and problem solving with 7 QC tools-C&E diagram, process flow Chart, Check Sheet, Scatter Diagram, Pareto Chart, Histogram, Control Chart, Calculation of Acceptance Quality level (AQL), Process Control & process Capability calculation (Cp&CPk), Causes of Process Variability, Estimation on Rejection Percentage, Concept of Seven Advanced QC Tools-Affinity Diagram, Relational Ship Diagram, Tree Diagram, Matrix Diagram, Process decision Programme Chart, Activity Net Work Diagram, Prioritisation Matrix

**Unit III:** Six Sigma-Origin, Basic concepts, Goals of six Sigma, Concept of root cause Analysis, need for six sigma, levels of sigma, Role of Six Sigma green belts, Black belts, Master black belts, Champions in Six sigma implementation, cost of quality at various levels of sigma, Competitive level- concept of world class, Six Sigma Methodology-DMAIC Approach, SIPOC concept, Voice of Customer, Calculation of DPMO and sigma, concept of sigma rating, Six sigma in Service sector-Successful implementation of six sigma in global companies such as Motorola, GE, Bosch and in service sector- case study on Mumbai Dabbawalas

**Unit IV:** Six Sigma Improvement Methodologies—Problem Solving Concept, Selection of Improvement projects, Six Sigma Process Models, Shainin Design of Experiments, Taguchi Approach, Applications of DOE, Define phase, Measure and Improve Phase-Phenomenon, Detailing and illustration on DOE tools for problem solving with examples—Paired Comparison, Product/Process Search, Component Search, Modified Component Search, Multivariate Analysis, Variable Search, Criteria for identifying the cause and root cause

**Unit V:** Six Sigma—Improve, Control Phase-root cause validation-Better Vs. Current Estimation approach—Tools used in Improve & Control Phase, Precontrol Charts for on line monitoring of process, Variation Analysis, Steps in Variation Analysis, Sampling Analysis—Introduction to Process Optimization-Stages in Process optimization—Planning, Analysis, Improvement, control-Factorial Analysis, Construction of Math model for process optimization, Concept of Optimal Solution

**References**

3. Total Quality Management—Subburaj Rama Swamy-Tata Mcgraw Hill—New Delhi,
MBA 3OM3 – HEALTHCARE MANAGEMENT

Objective: To establish and sustain global competitiveness in healthcare services

Unit I: Introduction - Types of Hospitals- Government – Private – Corporate and public - Functional areas in hospital services management – Difference types of hospital services – Human capital in hospitals- Characteristics features of hospital services- Principles of hospital planning and execution

Unit II: Managing Front Office - Front office activities like Admission and discharge procedures -Administration of outpatient and inpatient admissions –Emergency services

Unit III: Records Management - Types of medical records and significance – Automated hospital services management solution – Maintenance of Medical statistics – Materials records – Creation and management of patient records and personnel records electronically as in EHR– Discharge records – Legal and other operational records.

Unit IV: Laboratory Services and Housekeeping - Classification of labs- Need for managing laboratories-, functions and management of laboratories – Accreditation like NABL, ISO of laboratory procedure and process – Case studies. Sanitation of hospital environment- Basic and special cleaning –Odour control Waste disposal –Safety – Pest control- Interior decoration – outsourcing hospital house keeping services

Unit V: Location Planning and Layout of Hospital Systems - Location decision and layout decision of hospitals-designing for low energy consumption- Department allocation criteria in the building for improved productivity- Designing buildings for easy scaling up of operations-Automated patient handling and equipment handling systems-e-alert systems with e-checkin and e-checkout facility

References


MBA 3OM4 - SERVICES OPERATIONS MANAGEMENT

Objective: To help understand how service performance can be improved by studying services operations management.

Unit I: Introduction - Services – Importance, role in economy service sector – growth; Nature of services - Services – Manufacturing Continuum, Service classification , Service Package, distinctive characteristics , open-systems view; Service Strategy, Strategic service vision, competitive environment, Changing paradigms in Competitiveness of services, generic strategies, winning customers; Role of information
technology; stages in service firm competitiveness; Internet strategies – Environmental strategies, Global trends in Services Sector.

Unit II: Managing Capacity and Demand - Managing Demand – strategies; Managing capacity – basic strategies, supply management tactics, operations planning and control; Yield management; Inventory Management in Services– Retail Discounting Model, Newsvendor Model; Managing Waiting Lines – Queuing systems, psychology of waiting; Managing for growth- expansion strategies, franchising , globalization.


Unit V: Service Facility - Servicescapes – behaviour - environmental dimensions – framework; Facility design – nature, objectives, process analysis – process flow diagram, process steps, simulation; Service facility layout; Service Facility Location – considerations, facility location techniques – metropolitan metric, Euclidean, centre of gravity, retail outlet location , location set covering problem

References
MBA 3OM5- FACILITIES AND LOCATIONS MANAGEMENT

Objective: To develop an understanding of the principles of facilities location and layout design, and material handling systems. The course will try to provide a balanced exposure to available methodologies in facilities location, layout, and materials handling with a practical emphasis on issues that are difficult to capture on quantitative models but are important to consider.

Unit I: Basics of Facilities Location Selection – basic concepts, importance of site selection for facilities, factors affecting site selection - objective and subjective factors, considerations in site selection, different types of facilities layout – product, process, combination, fixed, and cellular layouts – comparison of layouts and the factors affecting the layout decisions

Unit II: Location Selection Schemes and Layout Schemes – methods to select location for single facility problems and multiple facility problems - tools to analyse the flow requirements in a facility, systematic layout planning – examples, assembly lines, line balancing methods

Unit III: Design of Auxiliary Service Spaces – receiving and shipping, storage, aisles, warehousing and employee services – office layout techniques and space requirements, environmental aspects like lighting, ventilation, dust control, humidity - different types of plant services like steam, compressed air etc.

Unit IV: Materials Handling System and Equipment – principles, materials handling in plants, stores, and warehouses, receiving and dispatch area – choice of material handling equipment – cost control in material handling - automatic guided vehicles – basic concept, design and operational control of an AVG system

Unit V: Elements of Industrial Safety – health hazards and health standards, NIOSH guidelines and health standards - accidents – causes and prevention of accidents, safety measures and standards, fire and fire fighting equipment, heat stress and prevention, pollution and environmental considerations, occupational safety and health norms

References
3. Manufacturing Facilities Design and Materials Handling, 2nd ed, Mathew P. Stephens, Fred E. Meyers, Purdue University Press 2013

MBA 3OM6 - ADVANCED PROJECT MANAGEMENT

Objective: To apply project management principles in business situations in order to optimize resource utilization and time optimisation.

Unit I: Project and Project Management - Concept of a project, categories of project, project development cycle. Project Management – Definition –Goal - Lifecycles. Project


**Unit III: Planning and Budgeting** - The Planning Process – Project identification, Project formulation and preparation : Market and demand estimation technical factors- Material inputs, technology, production, plant capacity, location and site, civil works, charts, layouts, work schedule– Role of Multidisciplinary teams.


**Unit V: Control and Completion** - The Plan-Monitor-Control cycle – Data Collecting and reporting – Project Control – Designing the control system. Project Evaluation, Auditing and Termination.

**References**
2. John M. Nicholas, “Project Management for Business and Technology - Principles and Practice”
6. Mohsin M. - Project Planning and Control ,Vikas.

**MBA 3OM7 - ADVANCED MAINTENANCE MANAGEMENT**

**Objective:** Understand how to reduce costs and down time of machines by applying proper maintenance management tools and techniques.


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Unit III: Replacement Decision - Overhaul and repair – meaning and difference – Optimal overhaul – Repair policies for equipment subject to break down – Group replacement. Optimal interval between preventive replacement of equipment subject to break down


Unit V: Recent Techniques - Reliability Centered Maintenance (RCM) – Philosophy and implementation – Signature Analysis – CMMS – Concept of Terotechnology – Reengineering Maintenance process.

References


Fourth Semester

MBA 4OM1 – BUSINESS PROCESS REENGINEERING

Objective: To bring radical change for dramatic improvements in measures of business performance like cost, quality, service, and speed.


Unit II: Relation between BPR and IT-New Industrial Engineering-Enablers of BPR-Role of technology in reengineering-agile-lean-collaborative manufacturing-collaborative e-commerce-Steps BPR implementation-tools that support BPR

Unit IV: Big R Small-r reengineering - Role of BPR in ERP implementations - Business Process Visualization - simulation - prototyping - transition and change management for the new process implementation - Role of training in change - BPR is not downsizing - Business Process audit

Unit V: Future of BPR - Reengineering knowledge work - participative reengineering instead of top down approach - Rapid reengineering using tools that evolve - Reengineering for value and growth - BPR to BPM evolution - BPM framework - Process Centric Organization - Case studies.

References
1. Sethi and King Organizational Transformation through Reengineering, Pearson
2. Radhakrishnan, Balasubramanian Business Process Reengineering, PHI

MBA 4OM2 – WORLD CLASS MANUFACTURING

Objectives: The objective of this course is 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.

Unit I: Introduction to World-Class Manufacturing - Introduction, product development process, process mapping, Information Age and its impacts, Competition, advances in manufacturing technology.

Unit II: Just-in-Time - JIT – total quality strategies for manufacturing success and WCM model, MRP and MRP II, developments, gaining competitive edge, advantages and implementation issues.

Unit III: Advances in Manufacturing - Technological innovation in manufacturing, computer integrated manufacturing, flexible manufacturing systems, group technology and cellular manufacturing.

Unit IV: Factory of the future automated systems - Human factors in automated systems, optimized production technology, Modelling, optimizing and simulation of manufacturing systems

Unit V: World Class Manufacturing - International Scenario and Indian Scenario, manufacturing innovations, quick response manufacturing, agile manufacturing, lean manufacturing, rapid prototyping, concurrent engineering

References
2. World Class Manufacturing Casebook: Implementing JIT and TQC, Richard J. Schonberger, Simon & Schuster

MBA 4OM3 - TECHNOLOGY MANAGEMENT AND EXCELLENCE

Objectives: This course will introduce the concept of technology management, nuances and issues in technology management and the decision making related to technology management. This subject will also help acquaint the students with the role of technology & innovation in global industrial competition.

Unit I: Technology management Concepts - Scope, components, and overview. Technology and environment, Technology and society, Technology Impact analysis, environmental, social,
legal, political aspects, methods or techniques for analysis - steps involved. Technology policy strategy: Science and technology Policy of India, implications to industry.

**Unit II: Technology forecasting and Selection** - Forecasting need, methodology and methods - trend Analysis, Analogy, Delphi, Soft System Methodology, Mathematical Models, Simulation, and System Dynamics. Technology Choice and Evaluation: Methods of analyzing alternate technologies, Techno-economic feasibility studies, Need for multi-criteria considerations such as, social, environmental, and political, Analytic hierarchy method, Fuzzy multi-criteria decision making, and other methods.

**Unit III: Technology Transfer and Acquisition** - Import regulations, Implications of "Uruguay Round", and WTO, Bargaining process, Transfer option, MOU - Technology Adoption and Productivity, Organizational redesign and re-engineering, Technology productivity. Technology Absorption and Innovation: present status in India, Need for new outlook, Absorption strategies for acquired technology, Creating new/improved technologies, Innovations- Technology Audit.

**Unit IV: Technological Excellence** - Technology and its importance in global manufacturing, Manufacturing innovations: Productivity & Incremental Innovation. Crucial issues of Flexible Technology- Strategic Evaluation of Technological Investments-Technology Development


**References**
5. Frankel Ernst G. Professor, In Pursuit of Technological Excellence: Engineering Leadership, Technological Change, and Economic Development, Praeger Frederick A

**MBA 4OM4 – STRATEGIC OPERATIONS MANAGEMENT**

**Objectives:** To evaluate the strategic purpose of supply chain management and its relationship with tactical and operational decisions, To understand and analyse the challenges facing various industries in design and long-term planning of complex supply chains, To develop and apply a range of quantitative techniques for effective supply chain performance analysis and identify and evaluate emerging initiatives for strategic supply chain management.
Unit I: Introduction-Decision making at the strategic, tactical and operational supply chain management. Total Quality Management and Business Process Reengineering

Unit II: Processes-Integrated supply chain planning and optimisation. Process Choice & Strategy in Manufacturing & Services

Unit III: Service Operations-Services Operations – concepts and definitions. Facilities planning and Layout design. Strategic sourcing and supplier management

Unit IV: Advances in Supply Chain Practices-Introduction to Materials & Inventory Control; MRP; MRPII Just-in-Time, Lean supply chain practices


References:

MBA 4OM5 - INNOVATION MANAGEMENT AND NEW PRODUCT DEVELOPMENT

Objective: To make innovation a way of life in the minds of business graduates

Unit I: Innovation function - Introduction – Innovation – definition - types of innovation - models of innovation - framework for management of innovation - difference between innovation and invention.

Unit II: Innovation theories - Innovation diffusion theories - Pearson’s uncertainty map - organizational characteristics that facilitate innovation -organizational structures and innovation - trademarks, copyrights, patents and their use in innovation management - remedy against infringement.

Unit III: Strategic alliances - Technology trajectories- knowledgebase of an organization - degree of innovativeness - linking between innovation strategy and business strategy - strategic alliances for knowledge sharing.

Unit IV: New product development and testing - Differentiation between products and services - types of services - new service development models - techniques used in consumer testing of new products - models for new product development.
Unit V: R&D technology transfer aspects - Organization structures for new product development - evaluating R&D projects - strategic pressures on R&D -models of technology transfer

References

Financial Management
Third Semester

MBA 3F1 - FINANCIAL MARKETS AND SERVICES

Objectives:

- To understand structure, scope and role of Indian financial system.
- To familiarize the operational and regulatory framework of Indian Financial System


Unit IV: Financial Institutions - Developmental banks-Commercial Banks- Public sector banks- Private sector banks- New Generation banks- EXIM banks-Insurance companies- NBFCs


References:

**MBA 3F2 - PROJECT FINANCE**

**Objective:** The basic purpose of this course is to understand the framework for evaluating capital expenditure proposals, their planning and management in the review of the projects undertaken.

**Unit I**
Introduction to projects: project report, content of Project reports, steps involved in a preparation Project Reports. Viability studies - Commercial Feasibility, Economic and Financial viability, consultancy services, financing agencies. Commercial Banks, Development banks, State Financial Corporation in Refinance scheme for project finance.

**Unit II**

**Unit III**

**Unit IV**

**Unit V**

**References:**

MBA 3F3 STRATEGIC FINANCIAL MANAGEMENT

Objective: The objective of this course is to expose the students to advanced concepts of financial management and the application of the same in developing financial strategies for organizations.


References

1. Rajni Sofat & Preeti Hiro, Strategic Financial Management, Prentice Hall of India, New Delhi
5. Sudarsanm P. S., The Essence of Mergers and Acquisitions, Prentice Hall of India, New Delhi

MBA 3F4 – INTERNATIONAL FINANCE
**Objective:** The objective of this course is to provide the students an overall view of the international financial system and how multinational corporations operate.

**Unit I**  
Fundamentals of foreign exchange - need for foreign exchange - definitions - international trade and foreign exchange - gains from international trade - international finance - gains from international capital flow - globalization of markets.

**Unit II**  
Exchange rate mechanism - types of exchange rates- factors affecting exchange rates and forward rates - types of quotation - rules for quoting exchange rate regime in India - evolution, development and present status - theories of exchange rate determination - exchange rate forecasting.

**Unit III**  
International Monetary System - Gold Standard - Bretton Wood System and Subsequent International Monetary Developments - Floating Rate Regime - Role and Functions of International Monetary Fund and World Bank - European Monetary system and Euro Balance of Payment - India’s Balance of Payment position - Elements of open Economy. Capital and Current Account Convertibility - Fundamental parity relations - purchasing power parity covered and uncovered - Interest Rate parity - International Fisher Effect.

**Unit IV**  

**Unit V**  

Suggested Readings:

**MBA 3F5 - BEHAVIOURAL FINANCE**
Objectives:

To provide the students with a fair understanding about the basic concepts and principles that support behavioral finance, and efficient and inefficient markets. To help students to understand the basic behavioural finance theories in volatile markets, be able to develop strategies for dealing with financial and investment behaviours, and to help know how to analyze and evaluate investments with financial behavioural tools. To equip the student to manage personal finance.


Unit V: Neurofinance – Neural process and decision making – Contribution of Neurofinance in Behavioural finance – Frauds and the Psychology behind it – Theories of fraud – Prevention of fraud – Institutions that deal with frauds – Forensic accounting, need and its importance in the present situation

References
1. Ackert L and R Daves, Behavioural finance: Psychology decision making and Markets, South western, Centage learning, Mason, Ohio

MBA 3F6 – PERSONAL FINANCE
**Objective:** To provide practical knowledge to the students that is necessary for taking financial decisions in everyday life.

**Unit I: Financial Planning and Budgeting** – need for personal financial planning – setting personal financial goals – sources of financial information for planning- understanding the basic concepts in finance – income, expenses, savings, investments, assets, and liabilities – financial forecast – financial budget preparation and monitoring – short term and long term planning

**Unit II: Banking and Investing** – different types of banks – understanding the basic banking operations – opening of accounts – banking transactions – online banking – ATM, debit card, credit card – deposit schemes of banks – creating wealth through investments – investments in securities such as shares, bonds, and debentures – securities market operations – primary market and secondary market – mutual fund investments – risk in investment – diversification of risk though portfolio management

**Unit III: Personal loans** – different types of loans – housing loans, vehicle loans, consumer loans, agricultural loans - sources of loans – interest rates on loans – fixed and floating or variable rate loans – evaluation of loan parameters such as maturity, repayment schedule, interest rates, premature closure – debt trap

**Unit IV: Insurance** – need for insurance in personal financial planning – meaning of insurance – understanding the basic concepts and operations in insurance – different types of insurance - life insurance, motor insurance, health insurance – other types of insurance – insurance cum investment plans – insurance providers – public and private sector players in insurance field – IRDA


**References**

2. Personal Finance: Turning Money into Wealth and Student Workbook, Arthur J. Keown, Prentice Hall
3. Personal Finance with Financial Planning Software, Jeff Madura, Addison Wesley
5. Security Analysis and Portfolio Management, Kevin S., PHI, New Delhi

**MBA 3F7 – SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**
Objective: The objective of this course is to give the students an in-depth knowledge of the theory and practice of Investment decision making process and portfolio management.


Unit III Valuation of fixed income securities - Bond valuation and yields - Bonds duration and yield analysis - Term structure theories-Common stock valuation - different valuation models - dividend and value of options, discounted cash flow models, pricing, earnings rating, valuation of options. Binominal option pricing model - Black scholes option model.


References:
1. Kevin, Portfolio Management, Prentice Hall of India
2. V K Bhalla, Investment Management, Sultan Chand
4. Investment, Bodie, Kanae, Marnus, Tata MC Graw Hill.

Fourth Semester

MBA 4F1 - CORPORATE TAXATION

Objectives: To acquaint the students with the corporate taxation laws in the country, and, to gain enough knowledge to manage corporate taxes.

Unit I: Introduction - Income Tax Act- Basic concepts and definitions; Income; Agricultural income; Assessee; Person; Assessment year; Previous year; Residential status; Residence and incidence of tax; Heads of Income.
Unit II: Computation of Income - Profits and Gains from Business or Profession; Chargeability; Deductions expressly allowed; Expenses allowable under certain restrictions; Expenses expressly disallowed; Maintenance of accounts; Compulsory audit of accounts; Computation of profits and gains; Problems on computation of income from business or profession; Computation of total income; Set off and carry forward of losses; Deductions from total income applicable to corporate assesses

Unit III: Assessment of companies - Definition of company; Indian company; Domestic company; Foreign company; Obligation of companies; Computation of taxable income; Determination of tax liability; Problems on computation of tax liability of companies.

Unit IV: Tax Management - Tax planning; Tax avoidance; Tax evasion; Tax planning with reference to financial management decisions such as Capital structure, inter-corporate dividend and transfers, dividend policy and bonus shares; Tax planning with reference to specific managerial decisions like make or buy decisions, own or lease decisions, repair or replace decisions and shut down or continue decisions; Tax planning with respect to managerial remuneration, mergers and acquisitions, foreign collaborations and joint ventures, Implications of avoidance of double taxation agreements.

Unit V: Tax Incentives - Taxation and location of company, tax incentive on location, size, nature of products and on types of activities.

References:

MBA 4F2 - MANAGEMENT CONTROL SYSTEM

Objectives: The objective of this course is to make the students understand the control systems in organisations and the performance measures effectively.

Unit I Characteristics of Management Control System - Evolution of control systems in an organization - Relating system to organizational objectives - Strategic Planning, Management Control and Operational Control - Goal Congruence - Cybernetic Paradigm of Grissinger - Functions of the Controller

Unit II Responsibility Centers - Types of Responsibility Centers - Expense Centers, Profit Centers and Investment Centers - Budgetary Control as a tool for Management Control Systems - Engineered, Discretionary and Committed Costs - Approaches to budgeting: Engineered and Discretionary costs - Benchmarking and Total Cost Management

Unit III Transfer Pricing (Market based and Cost Based) - Related numerical problems - Return on Investment, Economic Value Added, Capital Budgeting and Ratio Analysis as a tool to management performance measurement - Management Control Systems in Service Sector vis-à-vis in Manufacturing Sector

Unit V: Introduction to Audit Function as a control tool covering Financial Audit, Internal Audit and Cost Audit - Management Audit - Principles and Objectives - designing and implementation of control Systems

References:

1. Management Control Systems, 10th Ed, Anthony and Govindrajan
2. Practical Auditing, B.N.Tandon
3. Cost Accounting, B.K.Bhar
4. Management Control Systems, Kirby
5. Financial Management, Prasanna Chandra

MBA 4F3 - FINANCIAL DERIVATIVES

Objectives:

- To impart an understanding of the characteristics of the different financial derivatives
- To develop familiarity with the different pricing models of financial derivatives and to hone skills in application of derivatives for risk management.

Unit I: Introduction to Financial Derivatives - An overview of derivative contracts: Forward, Futures, Options and Swaps; Importance of derivatives in risk management; Derivative markets in India: exchange-traded and over the counter; Trading mechanism of derivatives in India

Unit II: Forwards and Futures - Quantitative foundations for derivative analysis; Mechanics of futures and forward contract; hedging strategies using futures and forward; Pricing forward and futures contract

Unit III: Interest and Index Futures and Options - Interest rate futures and pricing; Stock index futures and pricing; Swaps: mechanics of Swap; Options: The basics,

Unit IV: Option Pricing Models - Binomial options pricing model; The Black and Scholes Model; Options hedging strategies; estimating volatilities.

Unit V: Currency Derivatives and Swaps - Introduction to Currency Forwards, Currency Futures, Currency Options, Currency Swaps; Credit derivatives; Exotic options

References:

**MBA 4F4 – RISK MANAGEMENT**

**Objectives:** To identify and analyse all types of risk in business activities and to manage the risk by using different risk management strategies

**Unit I: Introduction to Risk Management** - Meaning of risk- Source and types of business risk-implications of business risk- Principles of risk management-process of Risk Management-

**Unit II: Managing Credit Risk** - Drivers of Credit Risk- Credit Analysis- Credit Rating-Elements of Credit Risk-Traditional Measurement Approaches- Different Models of Credit Risk. Liquidity risk-Impact of Leverage- Hedge funds and their risk measures


**References:**
MBA 4F5 – CORPORATE RESTRUCTURING

Objectives: This course introduces the students to a broad range of financial restructuring techniques that can be applied to improve business performance. Case discussion help illustrate how various corporate restructuring approaches may be used to increase firm value and highlight characteristics of potential candidates for different restructuring techniques.

Unit I Corporate Restructuring - meaning, need, scope, and model of restructuring, global and national scenario. Mergers and Acquisition: Motives behind M&A - rationale behind expansion and diversification through M&A; Merger – types and characteristic, major types of mergers – managerial and financial synergy of mergers, role of industry life cycle.

Unit II Theories of Mergers - Efficiency theories and non-efficiency theories- Valuation of shares and firm: Valuation approaches – DCF valuation models and FCF models-FCFF and FCFE, estimation of terminal value, (DCF under different growth rates) relative valuation using different ratios and multiples, valuing operating and financial synergy, corporate control and LBO.

Unit III Takeover Defenses - Financial defensive measures, coercive offensive defense, Anti-takeover amendments, poison pill defense.

Unit IV Revival and Restructuring of Sick Companies - The problem of sick industries and their survival with special reference to the law relating to sick industrial companies. Corporate de-mergers / splits and divisions- Difference between de-merger and reconstruction, modes of de-merger – by agreement, under scheme of arrangement by voluntary winding up; tax aspects, tax reliefs, reverse- merger, Indian scenario.

Unit V Procedural and Legal Aspects relating to Mergers, Acquisitions, and Takeovers - SEBI guidelines, documentation, taxation, economic and financial aspects- Post-merger re-organization: Accomplishment of objectives- Criteria of success,
profitability, gains to shareholders; Post-merger valuation, measuring post-merger efficiency, factor in post-merger reorganization.

Suggested Readings:

1. Readings in Indian Financial Services – Digvijay
2. Corporate Finance – Brealey, Richard A. & Steward C Myers
3. Corporate restructuring, Dr. K.R. Chandratre.
5. Corporate Mergers and Takeovers , Dr. J.C. Verma, Bharath Publishing House.

Systems Management
Third Semester

MBA 3S1 - SOFTWARE ANALYSIS AND DESIGN

Objective: This course is designed to provide a clear insight to students on system analysis and design, which is the foundation of business systems development and implementation.


References

2. System Analysis and Design, Alan Dennis, Wiley India Edition
3. System Analysis and Design methods, Jeffrey L Whitten, Lonnie D. Bentley, Pearson Education
MBA 3S2 - SOFTWARE ENGINEERING

Objectives: This course is intended to introduce the process, the product, the people, the risk, and the qualities of software development processes.


References
1. Ian Sommerville, Software Engineering, Pearson Education Asia
MBA 3S3 - SOFTWARE PROJECT MANAGEMENT

**Objectives:** This course intends to equip the students with the tools and techniques of Software Project Management and to design and implement information system with effectiveness and efficiency.

**Unit I:** Introduction to Software Project Management: Software as an Evolving product, characteristics and components of software products, Software engineering process: various models like linear, sequential, prototype, RAD, incremental, Spiral, Component, Assembly, Concurrent developmental and formal methods model, etc.

**Unit II:** Planning a software project - Objectives, Effort, time, staffing and cost estimation. Make or -buy decisions. Software project scheduling: defining tasks, Activity Network, Gantt Charts, scheduling using PERT/CPM, PERT Charts, Project planning and Analysis.

**Unit III:** Software Configuration and Design - Components of configuration, versions control and configuration audit. Software Design Process: Concepts, functional and object oriented design, structured analysis, structured design, modular design, and design documentation.

**Unit IV:** Software Testing: Objectives, Methods of testing, Mc Cabe’s cyclomatic complexity metric, testing GUI's, testing Clients/Server architectures, testing real systems. Strategies for testing, Unit testing, Integration Testing, System testing and debugging.


**References**
3. Fundamentals of Software Engineering - Rajib Mall, PHI
5. Software Engineering – Gregory W. Jones, John Wiley & Sons

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MBA 3S4 - ENTERPRISE RESOURCE PLANNING

**Objective:** This course provides an overview of the need for ERP and how to go about implementing ERP, the risks involved, and its organizational and industrial impact.

**Unit I:** Introduction - Overview of enterprise systems –Need of ERP, Advantages of ERP, Growth of ERP Evolution - Risks and benefits - Issues to be consider in planning design and implementation of cross functional integrated ERP systems- Management Information System (MIS) - Decision Support Systems (DSS)-Executive Support Systems (ESS)-Data Warehousing,
Data Mining-Online Analytical Processing (OLTP)-Supply Chain Management (SCM)-Customer Relationship Management (CRM).

**Unit II: ERP Solutions and functional units** - Overview of ERP software solutions- Small medium and large enterprise vendor solutions, BPR, Business Engineering and best Business practices - Business process Management. Overview of ERP UNITs -sales and Marketing, Accounting and Finance, Materials and Production management etc.

**Unit III: ERP Implementation life cycle** - ERP implementation strategies. Risks while implementing ERP-People issues, technology risk, process risk, operation and maintenance risks, managing such risks in ERP Projects - Planning Evaluation and selection of ERP systems- Implementation life cycle - Evaluation and selection of ERP package-Project planning- Implementation team training and testing - End user training & Going Live-Post Evaluation & Maintenance- ERP implementation, Methodology and Frame work- Training – Data Migration. People Organization in implementation-Consultants, Vendors and Employees Role of BPR in ERP

**Unit IV: Post implementation** - Maintenance of ERP- Organizational and Industrial impact; Success and Failure factors of and ERP Implementation.


**References**

1. David L Olson, Managerial issues of ERP systems, Tata McGraw Hill
2. Brady, Monk and wagner, Concepts in ERP, Thomson

**MBA 3S5 - SIMULATION FOR MANAGERS**

**Objectives:** This course will provide the students a thorough understanding of the systems they encounter in real life situations, the modeling of these systems for the analysis of their behaviour under different operating conditions and different decision rules.

**Unit I:** System Concepts: Systems theories, System modelling, system analysis, system postulation, system synthesis, systems approach to problem solving, applications in industrial and business systems. Areas of application of simulation, steps in simulation study, classification of systems, different types of system models. Merits and demerits of simulation, comparison between simulation and numerical methods.

**Unit II:** Random Numbers and use: Uniformly distributed random numbers, properties of random numbers, generation of Pseudo-Random numbers, Generation of random processes: random walk (one dimensional only), demand processes, lead time generation, arrival process generation, service activity generation, defects and defectives generation.

**Unit III:** Types of Simulation: Monte-Carlo method, numerical computation technique for continuous and discrete systems, Distributed Lag models, Cobweb models, Comparison of
simulation and numerical methods. Continuous system models, feedback systems, Real-time simulation. Use of Monte Carlo method to approximate solutions, replication of maintenance and inventory systems.


**References**
2. System Simulation with Digital Computer – Narsingh Deo – PHI
3. Discrete Event System Simulation – J. Banks – Pearson Education
5. Simulation – Sheldon M.Ross – Elsevier

**MBA 3S6 SOCIAL MEDIA IN BUSINESS**

*Objectives:* The purpose of this course is to provide a sound knowledge about social media among management students and also support the student community to identify and apply appropriate social media tools for business process improvement.


**Unit II: Social Media Tools and Platforms** - internet forums- Blogs and blogging platforms - Wiki- photo sharing- Podcast (Audio create)-Vlogs(Video create)- Microblogging- Live casting –RSS feeds- search engine optimization-discussion boards- Facebook- Google+ -LinkedIn-Bing- Twitter- Flicker- Instagram- youtube- scribed – Quora – WhatsApp

**Unit III: Social Media Development and Integration** - creating social company- social media vs social communications, social media and business - aligning social media to business goals-establishing vision, purpose and execution- Performance measurement: tools, methodology and purpose-selecting adequate social media measurement software - KPI- Social media and sales measurement.

Organization and creating structure –mapping- four phase of social media adoption- social media integration models – centralized vs decentralized social media management models- people integration –hiring, training and certifying – need for social media guidelines, policies and training –establishing social media guidelines

**Unit IV: Social Media Programme Management and Measurement** - social media and digital band management-real-time digital support-measurement practice for social media-monitoring , measurement, analysis and reporting- ROI and social media outcomes- FRY(Frequency, reach
and yield) and social media-social media programme analysis and reporting –social media strategy – five step approach

**Unit V: Social Media and Functional Management** - Role of social media in Marketing, Human resource management, Project management, stock market and investment- social media and CRM - Social media as a tool for business research
Gamification: definition, techniques and applications – Crowdsourcing – definition and applications

**References**

1. The social media bible- tactics, tools & strategies for business success by Lon safko, John Wiley & Sons
2. Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization by Olivier Blanchard, Pearson Education Inc.
3. Social Media Marketing: Strategies for Engaging in Facebook, Twitter & Other Social Media by Liana Li Evans, Pearson Education Inc.

**MBA 3S7 - E-BUSINESS**

**Objective:** To provide an understanding of e-business activities, opportunities, and enabling technologies


**Unit IV:** Online Retailing: Segmentation of e-markets, marketing mix in internet marketing, online auctions. Online retail industry dynamics, Online mercantile model for customer perspective, Management Challenges in online retailing, electronic publishing. Online market research, Online marketing communications, Online advertising, Online branding, Online customer relationship, Online pricing strategies.
Unit V: E-business: Search engine optimization, web research, web advertising, security of online transactions, cyber laws. Online banking implementation, Changing dynamics in banking industry, Management issues in online banking, Introduction to Mobile commerce Challenges emerging in Mobile Commerce, Application areas of Mobile Commerce.

References
3. Jae K Shim et al., The handbook of e-commerce.

Fourth Semester
MBA 4S1 ARTIFICIAL INTELLIGENCE - APPLICATIONS IN BUSINESS

Objective: The course exposes the students to the various business applications of artificial intelligence and how it can be used to address business related problems

Unit I: Introduction - Management Support Systems, Decision making Models, TPS, MIS, DSS, ESS Overview, Data Model-Tacit, Explicit Knowledge- Knowledge Management system

Unit II: Data and Model Management Systems – Data knowledge-Data Collection, Data Warehousing, Data Mining, Data visualization, Modelling, Static and dynamic, Optimization, Heuristic, Simulation, Multidimensional modelling OLAP.


Unit IV: Knowledge Based Systems - Artificial Intelligence, Expert System, Knowledge Acquisition and validation, Knowledge representation, Inference techniques.

Unit V: Advanced Intelligent Systems - Neural Computing, Fuzzy Logic, Intelligent Agents in Client Server Architecture-Implementation, Integration, Intelligent DSS.

References

MBA 4S2 - KNOWLEDGE MANAGEMENT
**Objective:** This course seeks to familiarize the students on the role and applications of knowledge management in the information era

**Unit I:** Definition - knowledge Management - intellectual capital - knowledge types - components of knowledge - tacit and explicit knowledge organizational learning & organizational memory - objectives of knowledge management - drivers of knowledge management - aligning knowledge management and business strategy.

**Unit II:** Knowledge Management activities - cyclic model of Knowledge Management - Knowledge repository - reasons for adopting knowledge management - responsibilities of Knowledge Management Officer - Steps in Knowledge Management implementation - Knowledge Management team constitution - role of consultants.

**Unit III:** Knowledge Management Strategy development Knowledge Management tools - methods and technologies - cost consideration of developing KMS - key success factors - measurement of success factors - bench marking and balanced scorecard technique - common causes of failure of KM projects.

**Unit IV:** Knowledge Management and its relationship with Artificial Intelligence - AI methods used in Knowledge Management Systems - Study of representative products with embeded AI technology used in KM - experts systems, fuzzy logic expert system, intelligent agents.

**Unit V:** Data mining – warehousing - knowledge discovery - electronic document management concepts - knowledge Management system development – prototype - software tools - Case studies.

**References**
1. Knowledge Management tool kit by AmritTiwana, Pearson Education, India
2. Practical techniques for building a knowledge management system, Jeffrey L Whitten, Pearson Education Asia Ltd., India
3. Introduction to knowledge management by Todd Groff and Thomas Jones, Tata MaGraw Hill.
4. Knowledge Management in Theory and Practice by KimizDalkari, Springer

**MBA 4S3 – E-CRM**

**Objectives:** The objective of this course is to make the students understand e-CRM concept, its elements and benefits and to make them aware of modern e-CRM tools. Awareness of the impact of convergence of technology in e-CRM will be created using case studies.

**Unit I:** Definitions - customer, CRM. CRM technology components, customer life style, customer interaction. Difference between CRM and eCRM, CRM- Need for SFA, barriers to SFA, technological aspect of SFA, data synchronization, flexibility and performance, reporting tools. Types of CRM, Strategies for building relationship marketing, CRM Vs Customer retention, CRM Process-Benefits, brand switching behaviour-Importance of e-CRM,

**Unit II:** Architecture and Components of Enterprise Marketing Automation - promotions, events loyalty and retention programs, response management marketing campaign, campaign planning and management, use of business analytic tools, E-marketing tools, techniques and future directions.
Unit III: Call centre - customer interaction, the functionality automation, technological implementation, Automatic Call Distribution, Interactive Voice Response, Computer Telephony Integration, web based call center, automated intelligent call routing, logging & monitoring.

Unit IV: eCRM implementation - Pre implementation phase, kick off meeting, requirements gathering, prototyping and detailed proposal generation, development of customization, Power use beta test and data import, training, rollout and system hand off, ongoing support, system optimization, Post implementation phase monitoring. Role and function of Application Service Provider- its advantages and disadvantages.

Unit V: eCRM impact on marketing channels - traditional channels compared with emerging channel trends that impact CRM.- Convergence Marketing-Convergence on social networks and communities (Web 2.0)- case studies

References

MBA 4S4 - E-GOVERNANCE

Objective: The objective of e-governance is to allow citizens to communicate with the government as well as with each other and to participate in the governments policy-making to improve own welfare by using e-governance as a tool.


Unit III: E-Governance Infrastructure readiness - Infrastructure readiness in terms of Digital System, Legal, Institutional, Human, Technological Evolutionary Stages in E-Governance.

Unit IV: Data Warehousing and Data Mining in Government - Architectures for data warehouses- data mining techniques-National Data Warehouses: Census Data, Prices of Essential Commodities; -dashboards for online decision making-Other areas are Agriculture, Rural Development, Health, Planning, Education, and Trade and Other Sectors.

Unit V: Case Studies - Cases on e-literacy project in Kerala-Bhoomi in Karnataka, , FRIENDS in Kerala, E-Khazana, DGFT, PRAJA, E-Seva, E-Panchyat, Mandals in Andra, Gyandoot, Computerised interstate check post in Gujarat-General Information Services of National Informatics Centre; Comparative study on E-Governance initiative in developing and developed countries like USA; E- China; Brazil and Sri Lanka.

References

2. Backus, Michiel, e-Governance in Developing Countries, IICD Research Brief, No. 1, March 2001.'

MBA 4S5 – BUSINESS INTELLIGENCE AND DATA WAREHOUSING

Objective: The objective of the subject is to introduce the trends in business intelligence and the relevance of data warehousing for effective information decision making.


Unit III: Classes of ODS -Architectural components - Best Practices- Architectural considerations - Data Model Distinctions

Unit IV: Data Modeling - Data Analysis Techniques, Conceptual Modeling, Logical Modeling

Unit V: Data warehouse Architecture - Types, benefits, methods and approaches, qualities, life cycle overview, Data profiling, OALP

References

Books:

Articles:

Media Management
Third Semester
MBA 3MM1 - INTRODUCTION TO MEDIA INDUSTRY AND PRACTICE

Objectives: The course gives a basic idea on the media industry. The purpose of this course is to provide an overview of the various media industries, highlight the common characteristics and familiarize students with the key drivers of industry dynamics.


Unit II: Newspapers, magazines, newsletters - Anatomy of a newspaper, analysis of the front page, comparative study of two newspapers, the OP ED page, sports pages, photos in a newspaper. Online editions of newspapers and the special features they offer Types of magazines: news magazines, lifestyle magazines, special interest magazines Meaning and importance of newsletter


Unit IV: Development of electronic media Telegraph, radio, television. Development of New Media Emergence of Cyber Culture. World Wide Web · Domains & portals · Search engines & browsers · Peer to peer file transfer · Hyperlinks · Wikipedia · Web 2.0 Security & surveillance Social networking. Hacking, ethics and emerging cultural trends · IPR & copy left · Cyber Culture in Indian. Piracy Culture and debate over Plagiarism

Unit V: Press Laws- Need to study; Media Ethics & Professional Morality, Code of Ethics & Guidelines for the Press. The McBride Commission, NANAP and NWICO, Freedom of the press in India. The Press Council Act and the Press Council of India, TRAI, Broadcasting Bill and the BRAI, Indian Broadcasting Federation, Lokpal Bill and Lokayukta...

References
1. D.S. Mehta: Mass Communication & Journalism In India
2. Keval J. Kumar: Mass Communication in India
MBA 3MM2 - CONCEPTS OF CONVENTIONAL MEDIA

Objectives: The course aims at skill as well as perspective building for Junior and Middle level executives in the domain of Media Management. It seeks to deliver skills for managing media businesses by combining theoretical learning in the field of communications with the right blend of management education on the conventional means of media.

Unit I: Early history Communication in pre historic era Development of language and the oral tradition Development of writing and record keeping, manuscripts (Global & Indian perspective)

Unit II: Era of the printed page Development of printing & its long term impact on society: age of enlightenment, era of books (Global & Indian perspective) Development of newspapers and magazines (Global and Indian perspective)

Unit III: Radio Theory & Practice: Historical perspective: Development of telegraph leading to development of radio; contributions of Jagadish Chandra Bose and Marconi; growth of radio in USA, UK and India; technology of radio broadcast – Medium wave, short wave, AM, FM, satellite radio, internet radio. Radio in India: Growth of All India Radio after independence, growth of FM channels; Ham radio and Community radio. Genres of radio programmes. Writing for radio – news, chat shows, RJ’s scripts, radio dramas, radio talk, types & techniques of radio interview.


References
1. The Art of the Television Interview, Trisha Das, PSBT
2. Technology and Cultural Form (RoutledgeClassics) by Raymond Williams
4. Audio Visual Journalism (B. N. Ahuja)
5. International Radio Journalism by Tim Crook
6. Modern Radio Production by Carl Hausman, Philip Benoit, and Lewis B. O'Donnell
7. Radio Programming: Tactics and Strategy (Broadcasting & Cable Series) by Eric Norberg

MBA 3MM3 - MEDIA AND PUBLIC RELATIONS
Objectives: The Course aims to provide an insight into public relations so as to equip students with a proper understanding of the theories and techniques required.

Unit I: PR- Definition, PR-Publicity/Propaganda & Public Opinion History of PR- • Growth as a communication function • PR- as a management function• PR- principles, planning, implementation, research, evaluation• PRO- qualifications and function PR Tools • Press releases • Press conference • House journals • Corporate films • Other PR Tools (Newsletter, Brochure, Leaflets, Pamphlets, Booklets, Manuals, Annual Reports, Handbills, Sticker, and posters)

Unit II: Community relations / Employee relations / Govt.relations / Lobbying / CSR (Corporate Social Responsibility) PR in India (Both public & private sector) .ole & Function of a PR-Agency Emerging trends in PR Crisis Management: Predictable and unpredictable crisis, crisis situations, reaction to crisis, crisis communication, more than just debunking the damage.

Unit III: PR Industry and Business- Competitive settings- Titles- CSR- Corporate Philanthropy-Corporate Financial relations and outputs- Corporate practice model


Unit V: PR in NGO and Professional bodies: Role-Foundations-The Third sector- Health care-Social welfare- Education- other Non-Profit Organization- Types of association- Association and societies- Nature- Challenges- Labor Unions- Current market scenario

References

MBA 3MM4 - MANAGING CREATIVITY AND INNOVATIONS

Objectives: Creativity and Innovation are the integral part of media industry and it is inevitable to meet the demands of their customers because of the changing nature of the environment in which they operate. Creative and innovative media organizations are able to differentiate themselves and enhance their competitiveness in the domestic and international market place. The course is structured to impart the understanding of the creativity management process and Innovations management through the media perspective. Students will learn the techniques for improving the flexibility and originality of their thinking and will explore approaches used by media industry to create and sustain high level of creative and innovative medium for public communication. This course will also support the students to develop innovate media strategies in a competitive media landscape when they enter into their media career.

Unit I: Creative Communication & Planning - Introduction- Creative communication- Roles of the solution provider- creative communication tools- Market scenario - The Process Flow- HR
factors- Elements- Media House perspective- Ad agency perspective- Client Perspective-
Creative planning models

**Unit II: Creativity and Innovation in Commercials and Print** - Creation patterns in the industry- Crisis advertising- Formats – Challenges- Market scenario- Innovations- Market research- Creating the copy- The Total Concept- Trade Mark- Service marks- Delivery

**Unit III: Innovations Management** - Initiating Innovations- Managing the Innovation- Innovations as Competitive advantage- Innovations Management by Media Houses

**Unit IV: Creative Enhancement Tools** - Tools available in the Market- Introduction to the tools- Software- Various technical Platform- Scope of creative enhancement tools

**Unit V: Media Campaigns** - Campaign Vs Ad- Changing campaigns - Media Objectives- Integration Elements- Post tests

**References**
6. Advertising Campaign Planning: Developing an Advertising-based Marketing Plan by Jim Avery, Copy Workshop
MBA 3MM5 - EVENT MANAGEMENT IN MEDIA INDUSTRY

Objectives: This course seeks to highlight the skills needed to organise events of any nature and various activities related to media industry


Unit II: Event planning & team management -Aim of event, Develop a mission, Establish Objectives-Preparing event proposal, Use of planning tools-Protocols, Dress codes, staging, staffing.

Unit III: Event marketing and advertising-Nature of Marketing, Process of marketing-communication tools- Sponsorship- Image, Branding, Advertising- Publicity and Public relations

Unit IV: Event leadership & communication -Leadership skills, Traits and characteristics -Managing team-Group development, Managing meetings-Written communications, (Official, demi-official, Invoice). Verbal communications.


References
1. Successful event management, Anton Shone and Bryn Parry, Thomson learning
2. Event planning and Management, Divakar Sharman, Deep and Deep
3. The business of event planning, Judy Allen, Wiley.
4. Event marketing and management, Sanjay Singh Gaur, Vikas

MBA 3MM6 - MEDIA ECONOMICS

Objectives: Media Economics course focuses on the economic environment in which media operate, and discusses the main actors/forces that shape media, market, and consumer attitude in the dynamic environment of media technology. The course aims to portray the marketing roles under different ownership and its effects on media content and function today and in future and also seeks to familiarize the students with the specificity of one of the world's fastest growing markets.


Unit II: Understanding the Market - Market in media economics –Different types of market structures found in the mass media. Impacts of market structure on market conduct and market performance. Global Media Market. Media and the Corporate Sector.
Unit III: Evaluating the Media Market - Resources and methodologies for evaluation-Market concentration-Diversification-Effect of technology. Social Media Market. Media and Technology. The Internet and the market for news. Media and entertainment industry in India


References
2. Media Economics :Sage
3. Alison Alexander,James Owers, Rod Carveth, C. Ann Hollifield, Albert N. Greco :Media Economics : Theory and Practice
4. Keval J. Kumar: Mass Communication in India
5. James R. Walker and Douglas A. Ferguson : The Broadcast Television Industry
6. Jan Zimmerman and Deborah Ng Publisher: Wiley India (2013) :Social Media Marketing

MBA 3MM7 - TIME AND SPACE MANAGEMENT

Objectives: To familiarise the concept of sales and marketing from the time and space perspective and to impart right domain tools in the print, audio, television and interactive media

Unit I: Space Marketing - Introduction to space marketing- Basic Concepts and terms- Soft space marketing- Hard space marketing- Response sales Innovations- Rate Card Analysis

Unit II: Spot Marketing - Time sales-Concepts and terms- Soft spot marketing- Hard spot marketing- Time sales Innovations- Rate card analysis

Unit III: Product Placement and Media net - Product Placement definition- Types of Product Placement- Modes of placing- Product placement as a communication technique Media net in practice- Formats- Media net as an advertising medium- Sales strategy in Media net

Unit IV: Private treaty and RIS - Private treaty concept- models- Media Houses with PT Models- PT in the Indian Market- PT as an integrated ad medium - Response Integrated Solutions- Media Bundling- Cross Category Functions- Sales man to Solution providers- RIS in practice

Unit V: Media Planning and Media Sales - Media Planning process flow- Client Analysis-Media Selection process- Media Prioritization- Media Campaigns - Contemporary Media Sales patterns- Media sales man to Media Consultant- Roles of Intermediaries- Future of Media House Client relations

References
3. Advertising principles and practice, Ruchi Gupta, s. Chand Publisher
Fourth Semester

MBA 4MM1 - CONCEPTS OF EMERGING MEDIA

Objectives: To introduce the innovative concept of New Media and the role of New Media as an advertising medium. To target the new customer pools in the market. The course will help students get access to content anytime, anywhere, on any digital device. To enhance creative participation and different forms of communication in the digital world. To awaken the dormant creativity and aesthetics, eclipsed by the stress and strain of the work-a-day world. To utilize the strength of various marketing communication options to address the communication tasks confronting the media.

Unit I: Basic New Media Concepts -Types of New Media-Evolution of New Media-New Media as an Interactive tool - Different formats of blogs-Blog as an advertising medium - Blog as a social responsible medium - Mobile phone- a seventh Mass media tool -Short Message Service (SMS) -Multi Media Service (MMS) -Advantages & Challenges of SMS & MMS-Audience Measurement - Contemporary mobile communication market


Software Games market and Industry - Formats -Types of Gaming communication- Various Games -Innovations in Gaming Communication

Unit III: New Media and Society -Media regulations -New Media and Ethics -New Media as a socially responsible medium- Short film making- Directing, Acting, Casting, Cinematography, Editing (Visual/ Acoustic), Mixing, Dubbing Trailer film making-Making documentaries -Script writing for the above mentioned contents

Unit IV: Making of posters, banners, billboards, hoardings of ads placed in public places and print media.-Film poster making -Classification of ratings according to community and general public standards-Information on Central Board of Film Certification

Unit V: Indian Information Technology Act 2000-Dependence on – Over-the-Top content (OTT)[Delivery of video/audio over the internet without a multiple system operation] Internet Protocol Television (IPTV)[ A system through which television services are delivered using IP suite]

References
1. The Social Media Marketing Bookby Dan Zarrella ,Oreilly
2. New New Media (2nd Edition) by Paul Levinson, penguin academics
3. New Media: A Critical Introduction by Martin Lister, Jon Dovey, Seth Giddings, Iain Grant, Kieran Kelly
4. MBA 4MM2 - INTRODUCTION TO CORPORATE COMMUNICATION

Objectives: The course highlights the innovative strategies in public relations and corporate communication for equipping the students with the required skills and knowledge to face any communication challenge with confidence in the fast changing competitive world. This course covers the definition, concept, function, roles and importance of corporate communication as
well as corporate social responsibilities duly emphasizing its practical application and current market pulses. It also enlightens the students with the corporate communication planning, strategies, and crisis communication. This course provides the students with proper foundations to edifice good media relations.

Unit I: Defining the Concept of corporate communication in practice- Function- Practitioners- Roles- Importance- Current market scenario- Corporate citizenship and Social responsibility

Unit II: Media for Internal Publics: A print perspective- Organization publications- Letters- Inserts and Enclosures- Printed Back grounders- Bulletin Boards- Corporate communication strategy: A Print perspective

Unit III: Media for Internal Publics: A Non print perspective - Grape vine- Meetings- Speakers Bureau- Speeches-Teleconferencing- CCTV- Videotape- Film and Slide presentation- Display and Exhibits- Corporate Communication Strategy: A Non Print Perspective

Unit IV: Corporate Communication Planning and crisis Communication-Strategic thinking- Management- Program plan- Program Implementation – Budgeting- Elements

Unit V: Introduction to contemporary issues in corporate communication- Traces the history of the corporation and examines its relationship to contemporary issues in society- Explores concepts such as corporate voice, corporate identity construction, mission and branding.

References
2. Corporate Communication 6E by Paul A. Argenti, Tata McGraw Hill
3. Corporate Communications: Theory and Practice by Professor Joep Cornelissen Sage Publications Ltd

MBA 4MM3 - DIRECT RESPONSE AND INTERACTIVE MEDIA

Objectives: The course provides the direct response perspectives on various media and creates an awareness of interactive communication platforms. It also seeks to assess the factors considered in, and procedures used for, buying direct mail assess and the strategies for delivering effective messages via direct-response techniques.

Unit I: Integrated Marketing Communication - IMC Concepts- IMC Partners- IMC Planning- Contemporary IMC tools

Unit II: Customer Relationship and Database Marketing: A Media Perspective - Customer Relationship Marketing- CRM Techniques- Database Marketing- Life Time Value Concept- Behavioural Mapping- Customer Loyalty

Unit III: Introduction to M Commerce and Blogging - Concept- Advantages- Challenges- Mobile Mass Media concept- M Commerce as an advertising Medium- Interactive Media Concept- Blog as a communication Medium


Unit V: Internet Advertising and E Commerce - Online advertising – Types of ads- Formats- Cost and response rates- Integrating Internet with PR and Sponsorship Programs- Measuring
Online Marcomm- Current Internet Scenario. Concept- Advantages- Internet barriers and concerns- Offline advertising in ecommerce- Contemporary E commerce advertising-

References
1. Integrated Marketing Communications by David Pickton, Amanda Broderick, pearson
2. Database Marketing- Analyzing and Managing Customers by Blattberg, Robert C., Kim, Byung, Springer
3. Customer Relationship Management (Briefcase Books Series) by Kristin L. Anderson and Carol J. Kerr (1 October 2001), McGraw-Hill Professional
5. E-Commerce and Mobile Commerce Technologies by Rahul Srivastava, S. Chand Publisher

MBA 4MM4 - MEDIA LAWS

Objectives: This course examines the major laws, regulations, and court decisions affecting the media. It deals with fundamental issues concerning freedom of expression and the different ways in which it is restricted in various jurisdictions, including contempt of court, privacy, defamation and copyright laws.

Unit I: Constitutional framework - Fundamental rights, freedom of press in various political issues. Rights & liabilities, Rights and Liabilities of the Editor, Printer and Publisher – Editorial autonomy and, Independence – Govt. Information Services and their controls – PIB.


References
2. Neelamalar, Media law and Ethics, Prentice Hall of India Learning 2009
MBA 4MM5 SOCIAL MEDIA IN BUSINESS

Objectives: The purpose of this course is to provide a sound knowledge about social media among management students and also support the student community to identify and apply appropriate social media tools for business process improvement.


Unit III: Social Media Development and Integration - creating social company- social media vs social communications, social media and business - aligning social media to business goals- establishing vision, purpose and execution- Performance measurement: tools, methodology and purpose-selecting adequate social media measurement software - KPI- Social media and sales measurement. Organization and creating structure –mapping- four phase of social media adoption- social media integration models – centralized vs decentralized social media management models- people integration –hiring, training and certifying – need for social media guidelines, policies and training –establishing social media guidelines

Unit IV: Social Media Programme Management and Measurement - social media and digital band management-real-time digital support-measurement practice for social media-monitoring, measurement, analysis and reporting- ROI and social media outcomes- FRY(Frequency, reach and yield) and social media-soci media programme analysis and reporting –social media strategy – five step approach

Unit V: Social Media and Functional Management - Role of social media in Marketing, Human resource management, Project management, stock market and investment- social media and CRM - Social media as a tool for business research -Gamification: definition, techniques and applications – Crowdsourcing – definition and applications

References
1. The social media bible- tactics, tools & strategies for business success by Lon safko, John Wiley & Sons
2. Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization by Olivier Blanchard, Pearson Education Inc.
3. Social Media Marketing: Strategies for Engaging in Facebook, Twitter & Other Social Media by Liana Li Evans, Pearson Education Inc.

International Business Management
Third Semester
MBA 3IB1 – INTERNATIONAL FINANCE

Objective: The objective of this course is to provide the students an overall view of the international financial system and how multinational corporations operate.

Unit I  Fundamentals of foreign exchange - need for foreign exchange - definitions - international trade and foreign exchange - gains from international trade - international finance - gains from international capital flow - globalization of markets.

Unit II  Exchange rate mechanism - types of exchange rates- factors affecting exchange rates and forward rates - types of quotation - rules for quoting exchange rate regime in India - evolution, development and present status - theories of exchange rate determination - exchange rate forecasting.

Unit III  International Monetary System - Gold Standard - Bretton Wood System and Subsequent International Monetary Developments - Floating Rate Regime - Role and Functions of International Monetary Fund and World Bank - European Monetary system and Euro Balance of Payment - India’s Balance of Payment position - Elements of open Economy. Capital and Current Account Convertibility - Fundamental parity relations - purchasing power parity covered and uncovered - Interest Rate parity - International Fisher Effect.


References:

MBA 3IB2 - INTERNATIONAL MARKETING

Objective: This course enables the students to get basic knowledge of international marketing and thereby help them to look at marketing from a global perspective.

Unit I: Introduction to international marketing - meaning, definition, nature, scope and importance of international marketing, scanning and monitoring of global marketing environment-physical, economic, socio-cultural, political and legal environments on international marketing, screening and selection of global market, international market entry strategies, factors influencing entry strategy, modes of entry, measures of import restriction and export promotion. International marketing control system, WTO, EXIM policy. Ecological concerns and international marketing ethics, forces restricting international marketing, challenges of international marketing.
Unit II: International marketing research and product policy - steps in international marketing research, international marketing planning, organizing, control-issues in international marketing research, international marketing organization system, international product mix-strategy, factors affecting product strategy, international marketing information system and data management.

Unit III: Market segmentation and positioning - developing global products, international product planning, major product and service decisions in international marketing, product standardization in international marketing. Segmentation and Positioning in International market, managing product line, international product life cycle, new product development in a global perspective.

Unit IV: Pricing and channel strategy - product and services -- pricing for international markets, factors influencing international price discrimination; international pricing process and policies, delivery terms and currency for export price quotation-transfer pricing.

Unit V: Distribution and promotion in international marketing - international distribution decisions, distribution channel strategy -- international distribution channels-roles and function, selection and management of overseas, agents, distribution, logistics, inventory management, transportation, warehousing, insurance: international promotion strategy, marketing mix, IMC- global advertising, global personnel selling, global sales promotion and publicity

References
3. U C Mathur, International Marketing: Text and Cases, Sage India

MBA 3IB3 INTERNATIONAL MARKETING RESEARCH

Objectives: As organizations continue to pursue more global strategies, the need to understand consumers at faraway places is increasing. Market research is the primary mechanism through which companies understand their current as well as potential customers. Since companies are contemplating the global market place, they must consider how domestic market research differs when conducted in international markets. The objectives of this course are to enable the student to understand the context for the international market research and to provide a framework for conducting international market research projects. This course also aims to make the students comprehend the nuances related to primary data collection and questionnaire construction.

Unit I: Introduction to International Marketing Research – Definition, Objectives, Marketing research going global – Changes in the Environment – Opportunities and Challenges for Organizations. Importance of International Marketing Research- Research of Industry - Market Characteristics & Analysis – Acquisition Analysis, Diversification Analysis, Market share analysis, Export Research

Unit II: International Buyer Behaviour Research - Concept development and testing studies, Brand name generation and testing, Product testing, Competitive product studies, Packaging design studies, Test marketing. International Product Research - Concept development and testing studies, Brand name generation and testing, Product testing, Competitive product studies, Packaging design studies, Test marketing, International Distribution Research -
Import/export analyses, Channel performance and coverage, Plant/warehouse location studies. **International Promotion research** - Studies of premiums, coupons, and deals, Advertising effectiveness research, Local media research, Studies pertaining to personal selling activities, Sales Force Compensation, Quota, Territory etc. **International Pricing Research** - Studies projecting demand, Currency and counter trade studies, Studies of inflation rates and pricing, Studies of negotiation tactics.


Methods of collecting Primary Data - Marketing research infrastructure required for collecting primary data, Managing high cost associated with collecting primary data. Primary Data Approaches: - Content Analysis, Survey Research, Experimental Research. Constraints associated - Respondent factors, infrastructure factors etc.


**International Sales Force Composite Estimates** - Personal observations and expectations of the local sales force, **Jury of Expert Opinion** - Opinions of different experts about future demand, **The Delphi Method** - Experts to estimate market performance; findings are aggregated, and experts are queried again, in light of aggregate responses, **Time Series and Econometric Models** - Use data of past performance to predict future market demand, **Analogy Methods** - Estimation method that relies on developments and findings in markets, **Point of Sale Research** - supported by Store scanners, Comprehensive store audits

**References**
2. “International Marketing Research”, V. Kumar, Prentice Hall, 2000

**MBA 3IB4 INTERNATIONAL BUSINESS ECONOMICS**

**Objectives:** - The broad focus of this course will be:
- To understand the important linkages between domestic economy and its external sector
- To gain the conceptual clarity of the theoretical aspects of international trade and finance
- To examine the broad pattern of changes in the international economic policy
• To examine the business implications of international economic environment
• To identify the basic macroeconomic relationships as they affect the behaviour of firm
• To incorporate international issues in designing corporate strategies in a fast changing environment.

Unit I: Commercial Policy & Economics of Integration - Tariff and Non-tariff barriers, Miscellaneous Protection Techniques - Dumping, Subsidies, Cartels and Commodity Agreements, Economics of Integration: Types of integration (EU, NAFTA, APEC, ASEAN, and SAARC): Achievements and Future prospects, Regionalism Vs. Multilateralism.

Unit II: Trends in World Trade - WTO and Developing Countries: Recent Trends in Global Trade - Contentious issues - Agriculture and Market Access, Trade and Environmental issues, Dispute Settlement Mechanism.

Unit III: Balance of Payments Adjustment - Foreign Trade Multiplier and Global Repercussions - BOP and Policy Mix: Role of Monetary and Fiscal Policy in BOP - Trade-off between Internal and External Balance (Mundell and Flemming Model).


Unit V: International Factor Movements - Movement of labour between countries - Trends in Migration, International capital movements - Role and impact of foreign capital, Types and factors, Role of MNCs, Changing role of the IMF in the emerging international scenario. Market structure – its measures & determinants Firm Boundaries – Horizontal & Vertical, Concentration in markets – Seller & Buyer Concentration, Product Differentiation, Conditions of entry.

References


MBA 3IB5 – GLOBAL LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Objectives: The objective of the course is to enable the students to understand the global market force in supply chain. The course offers a general framework that explains the characteristics and concerns surrounding global supply chain management. At the end of this course, students should be able to analyze risks and advantages in supply chain.


References
- Philip.B.Schary, tage Skjott-Larsen, Managing the Global Supply Chain , Viva Publishing.
- Sunil Chopra & Peter Meindl, SUPPLY CHAIN MANAGEMENT , PHI
- Donald J. Bouersox David J. closs, Logistical Management , Tata MC GRAWHILL
- Dr. R.P.Mohanty & Dr. S.G.Deshmukh ESSENTIALS OF SUPPLY CHAIN MANAGEMENT, Jaico Student Edition

MBA 3IB6 WORLD TRADE ORGANISATION AND INTELLECTUAL PROPERTY RIGHTS
**Objective:** This subject will expose the student to the World Trade Organization and its influence on business worldwide and also to intellectual property rights that are fast becoming the order of the day. The study of intellectual property rights is inevitable for managers, considering the fact that India is fast emerging as an economy with considerable investment in cutting-edge research and development.


**Unit II: Introduction to Intellectual Property Rights** - Concepts of IPR - The economics behind development of IPR: Company perspective, International protection of IPR, Trademark Law and Geographical Indication Concept of trademarks, Importance of brands and the generation of “goodwill”, Trademark: A marketing tool, Trademark registration procedure, Infringement of trademarks and Remedies available Assignment and Licensing of Trademarks, Trademarks and domain names, Concept of Geographical Indication


**Unit IV: Copyrights** - Concept of Copyright - Assignment of Copyrights, Registration procedure of Copyrights Infringement (piracy) of Copyrights and Remedies Designs, Concept of Industrial Designs, Registration of Designs, Piracy of registered designs and remedies, IP Management, Concept of IP Management, Intellectual Property and Marketing, IP asset valuation

**Unit V: Impact of IPRs on developing countries in general and India in particular** – impact on agriculture – biopiracy - impact on pharmaceutical companies – public health programmes – SMEs Procedure for registering IPRs - role of government – Department of Industrial Policy and Promotion - major agencies for administering IPRs - enforcement mechanism – Intellectual Property Appellate Board

**References:**
1. Palle Krishna Rao, ‘WTO text and cases’ Excel Books

**MBA 3IB7 - CROSS-CULTURAL MANAGEMENT**

**Objectives:** To develop a cognitive framework to appreciate the impact of culture on managerial behavior and business processes and also to develop behavioral and cognitive skills to operate
in the cultures of key countries. To make the student apply his/her understanding of cultural nuances to managerial/leadership effectiveness, interpersonal communication/negotiations, designing systems and structures, HR practices, etc.

Unit I: Understanding Culture - Culture - Definition, Culture Vs Beliefs Vs Norms, Values - Personal Vs Professional Values, Core Values, Importance of Culture, Cultural differences among people and how people react, Measurement of cultural differences, Cultural Change, What does culture have to do with Business.

Unit II: Comparing Conceptual Systems - The West and the USSR, Social Systems - Definition, Assumptions underlying social systems, The Western Social System Vs The Stalinist Social System, Convergence of Capitalist and Socialist Societies, Mixed Economy, Path towards a mixed economy.


Unit V: Cultural Dimensions & Intellectual Movements - Intellectual Movements – What they are with examples, – First & Second order Cybernetics, Creating intellectual movements. Hofstede’s Cultural Dimension, Trompenaars’ dimensions, Kohl on Western and Non Western Cultures. Religion, Communism, and Science as Conceptual Systems. The role of conceptual systems in controlling society, Religion Vs Science, How science and democracy are different from religion, Studies on National Culture.

References
- Lawrence E. Harrison, The Central Liberal Truth.

Fourth Semester

MBA 4IB1 EXPORT IMPORT - DOCUMENTATION AND PROCEDURES
**Objective:** This course has been designed with keeping in mind the core objective as to enable the participants to understand the various category of Exports/Imports, to understand the export import procedure, to understand the documentation needed for import and export.

**Unit I: Role of foreign trade in Indian Economy** - Trends in Volume, Composition and direction of trade flows in relation to overall BOP, Export thrust areas and their trade in World Trade, Trade liberalization under economic reforms. Pre requisites for successful export business, Choosing appropriate business and product lines, Selection & Location of prospective markets & buyers, Export order processing, Export contracts. Registration of Exporters, Obtaining Export – Import license, Quality control

**Unit II: Pre shipment inspection of Export consignment** - Self certification schemes, Labelling, Packaging & Marking of goods for Exports, Cargo insurance & Claim Procedure Procedure for rebate on excise duty on exported goods, various types of export documents and their preparation, procedure for custom clearance of exports by air, sea and post parcel, documents under aligned documentation systems, electronic data interchange

**Unit III: Pre requisites & preliminaries for starting Import Business** - Regulatory institution in Import Trade - Ministry of Commerce, DGFT & Customs Authorities, Categories of Imports & importers under the current EXIM Policy.

Availing concessions and facilities under various export promotion schemes, facilities for export/trading houses and deemed exporters, availing Marketing development assistance, procedure for settlement of trade disputes.

**Unit IV: Procedure for registration of Importers** - Licensing authorities – Jurisdiction & Functions, retirement of import documents, procedures & formalities, Operating procedure for authorized dealers, Procedure for making import payments & RBI guidelines. EPCGS, Duty Exemption Scheme, SIL Scheme, Diamond, Gem & Jewellery Export promotion schemes, 100 % EOU/EPZ/FTZ units scheme.


**References**

1. Govt.Of India : ITC(HS), Classification of Export & Import Items, Government of India, N.D.
3. How to Export – NABHI Publications
4. How to Import - NABHI Publications

**MBA 4IB2 - LEGAL DIMENSIONS OF INTERNATIONAL BUSINESS**
Objectives: In the present day globalization has radically re-shaped the markets and has tainted the way business is being done. Businesses have to keep pace with the customer’s requirements by providing them with products and services meeting global standards. This course on International Business – Laws & Practices thus provides a comprehensive coverage of all the topics relevant to the subject on the assumption that having updated knowledge of international business laws and procedures becomes key requisite for management professionals today. Thus the course provides specialized knowledge in International business, law, procedure and practices.


References
- International Trade and Export Management by Francis Cherunilam, Himalaya publishing House.
- International Business by K Awasthappa, Mc Graw Hill
- International Business – Justin Paul, PHI Publications
- Export Management, P.K.Khurana, Paper Back

MBA 4IB3 FOREIGN EXCHANGE MANAGEMENT

Objective: The objective of the course is to introduce macro level canvas of Foreign Exchange Management to the management students which will be relevant to their micro operations at the unit level management, which is further imperative in today's’ international desks of any corporate manager.


Exposure Management Techniques – Organization of Exposure Management Function, Parameters and constraints on Exposure Management, Theory and Practice of Forecasting Exchange Rates.
Government Policy towards Portfolio Investments in India, Direct Foreign Investments, Risks in Foreign investments, Measurement and Management of Economic and Political Risk.


References
4. Shapiro, A. C., International Financial Management, Allyn and Bacon, Boston
6. P.K Jain, Peyrard & Yadav, International Finance, Macmillian

MBA 4IB4 - VIRTUAL ENTERPRISE MANAGEMENT

Objectives: This course focuses upon the problems and challenges of managing individuals, groups, and organizations in a virtual or distributed environment. Virtual means that work is accomplished by interdependent people performing at different time or places, or across organizations. The student will examine online business models, sources of competitive advantage in ecommerce, and techniques for evaluating opportunities. In this context, the student will also investigate the ways in which virtual organizations differ from conventional organizations and how to create virtual alliances.


Unit III: Regulating Virtual Enterprises - Venture Capital – Definition, VC Financing Process, V.C, Investment Process, , VC institutions in India, Business Plan – Importance, Devising a business plan, Feasibility Study, Components in Feasibility study, Marketing, Operational and Financial Plans. Virtual Enterprises and emerging HR trend, Characteristics of Virtual enterprises; Emerging HR issues in virtual enterprises; Career Dynamics; Role of HR in Virtual Enterprises; Virtual teams Vs Traditional teams, Main HR issues in Virtual Organizations, Challenges of Virtual Organizations.

Unit IV: Web based Business Models – Merchant Model – selling products wholesale and retail through the Web, e-tailing (Amazon.com,Dell.com,IBM.com), Brokerage-Auction – bringing buyers and sellers together to make transactions (CashDirect.com,Freemarkets.com), Advertising – providing information or services while generating revenue from advertising (Yahoo.com), Subscription – selling access to the site (Wall Street Journal, Harvard Business Review), Infomediary – collecting information on users and selling to other business (ePinions.com), Community – supporting site by donations from community of users (National Public Radio Online),


References:
E- business and Virtual Enterprises – Managing Business to Business Co-operation, Camarinha – Matos, Luis M. Afsarmanesh, Hamideh, Rabelo

MBA 4IB5 - IT IN GLOBAL BUSINESS

Objectives: The aim of this course is to introduce the student to the evolution, role, function and impact of Information Technology (IT) and Information Systems (IS) in international business operations. It will develop the students’ ability to identify sources of information and how these can be used in the decision-making process by leveraging IT and networking. This course requires the students to develop practical applications ability and knowledge as well as the ability to recommend how IS and IT should be used in global business. Students will also demonstrate their understanding of fundamental business issues of the Information Age Enterprise through in-class discussion of real-world business cases.

Unit I: Information Technology in Management - Fundamentals of Information Technology in Management - Organizations, Environments, IT & IS,E-business/E-commerce in global scenario - Role in transforming business and management in organizations with focus on IB, Use of communication systems in information management, Technological environment of Business – International.

Unit II: Information Systems within Business Management - Introduction to common Used System and Models - Relationship between IS, organizations and business processes, Types of IS(TPS, OAS, MIS, DSS, ESS and SIS), Information management and decision making, Managing international Information systems-Functional Management Information Systems - Production information system, Marketing information system, Accounting Information System,


References
- Jawadekar, MIS Text and Cases, TMH, 2012

Logistics and Supply Chain Management

102
Third Semester

MBA 3LS1 - SUPPLY CHAIN AND LOGISTICS MANAGEMENT

Objective: This course will equip the students with basic understanding of logistics and supply chain management and its application in business

Unit I: Logistics - The Logistics of Business- Logistical Value Proposition- importance of logistics management for whole-of-life costs control and capital procurement process-Supply Chain Synchronization- Principles, Participants of Transportation function, its Economics, Pricing, Documentation- concepts- Reverse logistics, Integrated Logistic Support (ILS), Computer-aided Acquisition and Life-Cycle Support (CALS)

Unit II: Supply Chain Management (SCM) - Concept of SCM- Components- Features- Strategic issues in SCM, The Supply Chain Metrics, SC drivers-Customer focus in SCM, Demand planning, Purchase Planning- Make or Buydecision- indigenous and global sourcing, Development and Management of suppliers- Cost management- Negotiating for purchasing and subcontracting- Purchase insurance.

Unit III: Manufacturing Scheduling and Strategic Warehousing - Manufacturing flow system- Work flow automation- Flexibility in manufacturing to achieve dynamic optimization, Material handling system design and decision, Strategic Warehousing- Warehousing Operations- Warehousing Ownership Arrangements- Warehouse Decisions.

Unit IV: Information Technology and SCM - Information System Functionality- Comprehensive Information System Integration- Communication Technology- Rationale for ERP Implementation- ERP System Design- Supply Chain Information System Design- Enterprise Facility Network- Warehouse requirements- Total Cost Integration- Formulating Logistical Strategy

Unit V: International Logistics and Supply Chain Management - Meaning and objectives, importance in global economy, Characteristics of global supply chains- Global Supply Chain Integration- Supply Chain Security- International Sourcing- Role of Government in controlling international trade and its impact on Logistics and Supply Chain.

References

2. Donald J Bowersox, David J Closs, Logistical Management (The integrated Supply Chain Process), TMH
3. Sunil Chopra, Peter Meindl, Supply Chain Management (Strategy, Planning and Operation), Pearson Education, India.
4. Burt, Dobbler, Starling, World Class Supply Management, TMH.

MBA 3LS2 – FACILITIES AND LOCATIONS MANAGEMENT
**Objective:** To develop an understanding of the principles of facilities location and layout design, and material handling systems. The course will try to provide a balanced exposure to available methodologies in facilities location, layout, and materials handling with a practical emphasis on issues that are difficult to capture on quantitative models but are important to consider.

**Unit I: Basics of Facilities Location Selection** – basic concepts, importance of site selection for facilities, factors affecting site selection - objective and subjective factors, considerations in site selection, different types of facilities layout – product, process, combination, fixed, and cellular layouts – comparison of layouts and the factors affecting the layout decisions.

**Unit II: Location Selection Schemes and Layout Schemes** – methods to select location for single facility problems and multiple facility problems - tools to analyse the flow requirements in a facility, systematic layout planning – examples, assembly lines, line balancing methods.

**Unit III: Design of Auxiliary Service Spaces** – receiving and shipping, storage, aisles, warehousing and employee services – office layout techniques and space requirements, environmental aspects like lighting, ventilation, dust control, humidity - different types of plant services like steam, compressed air etc.

**Unit IV: Materials Handling System and Equipment** – principles, materials handling in plants, stores, and warehouses, receiving and dispatch area – choice of material handling equipment – cost control in material handling - automatic guided vehicles – basic concept, design and operational control of an AVG system.

**Unit V: Elements of Industrial Safety** – health hazards and health standards, NIOSH guidelines and health standards - accidents – causes and prevention of accidents, safety measures and standards, fire and fire fighting equipment, heat stress and prevention, pollution and environmental considerations, occupational safety and health norms.

**References**

3. Manufacturing Facilities Design and Materials Handling, 2nd ed, Mathew P. Stephens, Fred E. Meyers, Purdue University Press 2013

**MBA 3LS3 - SUPPLY CHAIN RISK MODELING AND MANAGEMENT**
Objectives: As the nature of supply chains evolves with increasing globalization, consolidation and just in time inventories, the amount of risk continues to increase. This course enables the students to get an insight on valuable perspectives on supply chain vulnerabilities. With emphasis on data, models and modeling systems the students can analyze supply chain planning problems.


MBA 3LS4 – REVERSE SUPPLY CHAIN MANAGEMENT

Objectives: This course aims to expose the students to the recent developments in the supply chain operations because of the increased pressure from the government and public to take back the used products at the end of the life of the products. It also introduces the students to the options of value recovery from a used product at the end of its useful life and the benefits the firm and society achieve because of these legislations.

Unit I: Definitions of: supply chain, value chain, inbound logistics, outbound logistics, value recovery, refurbish, reuse, recycle, re-manufacture. Expansion of supply chains to closed Loop supply chain systems - frameworks, cases of printing and automotive Industry, integrating spent Products’ Material into Supply Chains, end-of-life product quality.

Unit II: Product recovery options in reverse supply chains, models of reverse logistics and value recovery, recycling of end-of-life products, reusable products, product properties desirable for re-manufacturing. Design considerations for re-manufacturing options. Legal obligations of OEMs.

Unit III: Closing the loop at different points, role third party in reverse supply chains, different alternatives for closing the loop, partnership of OEM and third party players, supply chain options for used products.

Unit IV: Networks in Reverse Logistics, issues and challenges in reverse supply chains, role of third party players in reverse logistics, governance structures of reverse networks. Reuse options in practice and cases from used papers, beer bottles, tires, automobile, carpets, shoes, etc.

Unit V: Inventory Management in closed loop supply chains, inventory models in closed loop systems, considerations in inventory management in closed loop supply chains. Overview of the inventory models available for reverse supply chains.

References
1. Supply Chain Management and Reverse Logistics, Editors: Harald Dyckhoff, Richard Lackes, Joachim Reese (Eds.), Springer (India) Private Limited 2004
3. Remanufacturing as a Supply Chain Strategy: Business Models and Case Studies, Martin Pinar, Vdm Verlag, 2010
**Objective:** The course seeks to expose the students to the intricacies of knowledge management in modern day organisations

**Unit I: Knowledge Management** - Definition, definitions of terms: data, information, knowledge, data to knowledge journey, types of knowledge: Tacit Knowledge and explicit knowledge, interaction between types of knowledge, uses of knowledge, definitions of knowledge management, history of knowledge management, evolution of KM, aspects and pillars of KM. Supply chain practices and knowledge creation, uses and importance of supply chain knowledge. Cases in supply chain knowledge creation.

**Unit II: Knowledge Economy** - knowledge-centric organization, Knowledge Creation and capture, content management, indexing, knowledge sharing, Knowledge Architecture, Knowledge Management Framework, tools of KM, the KM cycle, communities of practice, comparisons, characteristics. Value of supply chain knowledge, knowledge capture in supply chains, types of supply chain knowledge, uses of supply chain knowledge.

**Unit III: Supply Chain Information Generation and Storage** - retrieval of SC knowledge, knowledge dissemination, automation in data collection and information creation, documents and portals for knowledge sharing, initiatives in SC knowledge sharing, case studies in use of enterprise portals in SC.

**Unit IV: Information Creation and Implementation of KM** - Collaboration tool, different forms of collaboration tool, challenges in SC collaboration, communities of practice of collaboration tools, implementation tools, framework to implement KM: enablers, levers, and foundations. SC practices and framework requirements, compatibility issues, challenges of KM implementation in SC. Cases and examples of SC knowledge creation and management.

**Unit V: SC Knowledge Management Initiatives of Leading Organizations** - KM Strategy framework, strategic issues in KM implementation, knowledge mapping examples, successful KM strategy examples, examples of KM failures. Value creation in supply networks and overseas operations by KM, cross-functional knowledge creation and KM implementation. Case discussions.

**References:**
1. Knowledge Management in Organizations, D. Hislop, Oxford University Press; 2nd Ed., 2009
2. Introduction to Knowledge Management, Filemon A. Uriarte, Jr., ASEAN Foundation, Jakarta

MBA 3LS6 - GLOBAL LOGISTICS AND SUPPLY CHAINS
Objectives: The objective of the course is to enable the students to understand the global market force in supply chain. The course offers a general framework that explains the characteristics and concerns surrounding global supply chain management. At the end of this course, students should be able to analyze risks and advantages in supply chain.


References
1. Philip.B.Schary, tage Skjott-Larsen, Managing the Global Supply Chain, Viva Publishing.
2. Sunil Chopra & Peter Meindl, Supply Chain Management, PHI
MBA 3LS7 - INTERNAL LOGISTICS AND MATERIALS HANDLING

Objectives: This course will provide an introduction to the basic concepts and practices in material handling and internal logistics. It gives a comprehensive coverage of both traditional and contemporary topics in internal logistics and material handling. Also investigates the techniques to design and examine warehouses, material handling systems and internal transportation systems.


Unit II: Warehouse Design and Storage: Warehouse Layout design, the concept of honeycomb loss in goods stacking, method of assigning dedicated storages; Quantitative flow balance analysis. Influence of warehouse design in internal logistics and material handling.

Unit III: Loading Systems: Dock levelers, Loading ramps, platforms and bridges, loading equipment, bulk material containers, mixed cargo, pallets, bins and containers. Loading system from loading bay to storage, from storage to production, around production, from production to storage, and from storage to loading bay.

Unit IV: Mechanical Handling Equipments: Cranes, tower cranes, lifting equipment, series lifting equipment, lifting platforms, continuous mechanical handling equipment, monorail conveyors, belt, chain and overhead conveyors. Industrial trucks, fork lift trucks, accessories, driverless transport systems, storage and retrieval equipment for shelves and racks, manual trolleys, Lifts, elevators, escalators, moving pavements, cable cars and accessories.

Unit V: Storage Equipment and Automated Systems: Pallet racks, mobile shelf units, and plastic, wood and steel containers. Semi-automatic handling systems, Automated guide vehicles (AGVs), Automated storage and retrieval systems (ASRS), conveying systems and product sortation equipment. Mobile workstations to replace the more traditional conveyor system. Identification technology, AUTO ID systems, sensor for intra and internal logistics.

References:

Fourth Semester

MBA 4LS1 – GREEN LOGISTICS AND SUPPLY CHAINS
**Objective:** The aim of this course is to make the students aware of the impacts of business on the environment and how these can be tackled through green design and green products and by adopting green practices in supply chain management.

**Unit I:** Concepts of supply chains, sustainability of business and environment, impacts of business in environment, concepts and development of Green Supply Chain Management, Evolution of GSCM from SCM, Impact of GSCM on Industry, need for greening of supply chains, benefits of green supply chains, social impacts of green supply chains, comparison of traditional and green supply chains.

**Unit II:** Green Design, Green Design Guidelines, green materials and processes, Product Recovery at the End-of-Life, product recovery options, the 12 Principles of Green Engineering, design for re-manufacturing, Design for Disassembly Index, social impacts of product return initiatives. Examples of take back drive by OEMs. Drivers of green supply chain initiatives.

**Unit III:** Regulatory requirements of re-manufacturing, take back obligations of manufacturers, initiatives by the European Union and the USA, WEEE and RoHS Directives, rules related to product return, reverse logistics, life cycle assessment, and design for environment in the context of supply chains.

**Unit IV:** Green products and procurements, vendor evaluation, selection procedures, green production, re-manufacturing integration in traditional systems, closed loop supply chains, inventory management concepts in re-manufacturing systems, network design for product returns, end-of-life product return strategies, value recovery from returned products.

**Unit V:** Sustainability of supply chains, environmental concerns and green practices as a supply chain requirement, Indian initiatives in green practices, closed-loop supply chain examples in Indian context, scope of sustainability in manufacturing by green practices in India.

**References**
- Andrea Larson, 2012, Entrepreneurship and Sustainability (v. 1.0) , Creative commons (e-book)
- Wolfgang Kersten, Thorsten Blecker, Christian M. Ringle, 2013, Sustainability and Collaboration in Supply Chain Management: A Comprehensive Insight into Current Management Approaches, Josef Eul Verlag GmbH

**MBA 4LS2 - RETAIL SUPPLY CHAIN MANAGEMENT**

**Objectives:** This course introduces the basic concepts of Retail Supply Chain. The course enables the students to Learn Supply Chain, Retail Pricing and Product, Distribution, Logistics,
Assortment & Space Management in Retail. It helps to develop globally competitive graduates for leadership positions in Operations Management with thorough knowledge in branding, successful service, logistics, procurement and manufacturing and service operations management. At the end of the course the students will learn how to manage the supply chain of different retail formats.

Unit I: Supply Chain Management - Evolution, Present need, Concept, Significance, Elements: Order processing, material handling, warehousing, inventory management, Reverse Logistics, Vendor evaluation, Supplier Service Policy (SSP), Purchase order processing (POP), Transportation and Distribution Management – Optimization, Network Design, Shipment Planning, Container Fleet Management, Warehouse Operations. Demand management, Operations management, Procurement management, Logistics management, Role of IT in supply chain management, Performance measurement and controls in supply chain management.


Unit III: Managing Retail Logistics - Retail Distribution, Retail Replenishment, Direct Store Delivery (DSD), Managing Retail Home Delivery, Measures for Retail Distribution & Replenishment. Retail Logistics – Retail Transport, Retail Warehousing, Contemporary issues in Retail Logistics, Green Retailing.

Unit IV: Managing Retail Stakeholder Relationships – Retail Sourcing, Merchandise Procurement, Global Sourcing, Green Sourcing, Sourcing measures, Retail sourcing trends. Retail CRM – Customer service, Order Management, Multi Channel Retailing - Retail return & Reverse Logistics, Retail Loyalty Programmes, Retail Kiosk, Measures of Retail CRM. Role of I.T in retailing - Role of data and information technology in assortment, role of it in space management, IT for Managing price, Promotion, and Markdown, IT for retail product life cycle management, IT for retail distribution & replenishment, Green Information Technology, IT for sourcing

Managing Supply Chains of Different Retail Formats – Classification of Retailers, B2C Retail chain Formats, B2B cash & Carry Formats, Rural Retail Formats, Airport Retailing, Cooperative Stores, Non Store based Retail Formats, E Tailing, Service Retailing, , Retailing of Financial Products & retail Banking.

References
2. Barry Berman & Joel R Evans, Retail Management, PHI, New Delhi.

MBA 4LS3 - 3PL AND 4PL

Objectives: This course will provide an introduction to logistics outsourcing. It gives a comprehensive coverage of 3PL, 4PL, total logistics concept, logistics contracts and process and logistics network modeling and advanced concepts like 5PL, 6PL, 7PL etc.

Unit I: Introduction to Logistics Outsourcing - BPO (Business Process Outsourcing), LSP (Logistics Service provider), 3PL (Third-Party Logistics), LLP (Lead Logistics Provider), 4PL (Fourth-Party Logistics), Evolution of 3PL and 4PL. Differences between 3PL and 4PL. Case studies of 3PL and 4PL providers, Advantages and risks involved in logistics outsourcing. Collaboration between 3PL and 4PL.

Unit II: Types of 3PL Providers - Reasons to use a 3PL Provider - Benefits of Third Party Logistics Companies. 3PL Business Practice - Operational and Technological issues of 3PL providers. Managing the 3PL relationship- Monitoring a 3PL process- Decision making in 3PL/4PL


Unit IV: Logistics Contracts and Process - Bailment and licenses- Introduction to agents and principles - Standard conditions - International conventions- Logistics risks and insurance- Determining contractual capacity- Tender process for fixing logistics Providers- Logistics processes- Logistics process types and categories-- Approach to process design- Tools and techniques.


References
1. Third party logistics: a literature review and research agenda - By Konstantinos Selviaridis, Department of Management Science, Lancaster University Management School, Lancaster, UK & Martin Spring,
2. Outsourced Logistics: 4Ward Momentum - By Joseph O'Reilly
3. Outsourcing - 3PL / 4PL Challenges, Industry 2.0 Conference – By Arif A. Siddiqui General Manager -
4. Davies, G., 1981. The Role of export and Freight Forwarder in the United Kingdom, Journal of International Business Studies,
5. Lemoine, W., Dagnaes, L., 2002. Globalization and networking organization of European Freight Forwarding and Logistic providers,

MBA 4LS4 PACKING AND MATERIALS HANDLING

Objectives: The purpose of this course is to make the students aware of the activities involved in materials management and planning and the importance of packaging and its multiple functions in modern day manufacturing

Unit I: Packaging - Definition, Need, Packaging Functions, Types, Standards, Package Development, Package specifications, Package Distribution,

UNIT II: Packaging Quality - Pre-shipment testing, Quality control, Packaging and the law, Environment considerations

Unit III: Materials Management - Evolution, Scope and Objectives - Interface with other functions - Forecasting - Methods of forecasting - Moving Average Method, Regression Analysis, Exponential Smoothing Method

Unit IV: Inventory - Types of Inventory - Need of Inventory - Costs associated with Inventory - Basic EOQ Model - EOQ with discounts - Classification of material - ABC Analysis - VED, FSN, GOLF, SOS


References
1. Gopalakrishnan and Sundaresan – Materials Management: An Integrated Approach; TMH
2. Dutta – Materials Management; PHI
5. Giles Calver, “What is Packaging Design?: Essential design handbook”, Rotovision, 2004

MBA 4LS5 SUPPLY CHAIN PRACTICES

Objectives: To enable the student to understand the basic concepts, processes and key elements of a supply chain and how they interact in supply chains. To provides information regarding the strategies for establishing efficient, effective, and sustainable supply chains. To explain the critical roles of technology in supply chain planning, visibility, and execution.
Unit I: Introduction - Basic concepts in SCM, supply chain framework, Importance of SCM-contrasting between Supply chain strategy implementation success & failures, decision phases – process view vs. push – pull, Recent issues in SCM: Role of computer/ IT in supply chain management, CRM Vs SCM, Benchmarking concept, outsourcing – basic concepts, value addition in SCM – concept of Capacity aggregation and demand chain management.

Unit II: Designing the Supply Chain Network - Designing the distribution network, factors influencing distribution, design options, distribution networks in practice, network design in the supply chain, factors affecting the network design decisions.

Unit III: Designing and Planning Transportation Networks - role of transportation, modes and their performance, transportation Infrastructure and policies, design options and their trade-offs, tailored transportation.

Unit IV: Inventory Management - Concept, Cycle inventory and safety inventory decisions in practice, various costs associated with inventory, EOQ, buffer stock, lead time reduction, reorder point / re-order level fixation, ABC analysis, SDE/VED Analysis. [Simple problems only for understanding the concept]

Unit V: Purchasing and Vendor Management - Centralized and decentralized purchasing, function of purchase department and purchase policies, vendor rating/ evaluation, single vendor concept, management of stores, account for materials, just in time & Kanban systems of inventory management.

Case Studies in Indian context only. (5 Hours), Practical Components: (3 Hours)
Students are expected to choose any 2 Indian Organizations and study their supply chain in terms of drivers of the Supply chain and submit a report. Students can identify any product/service and study the type of distribution system used and understand the reason for using that particular type. Students can identify the various types of IT applications employed by Indian Organizations in their Supply chain.

References
6. Harnessing value in supply chain, Emiko Bonafiel, Johnwiley, Singapore, 1999
7. Material Management rearview, Dr. Gopal Krishnan, Pearson New Delhi, 2002

Tourism and Travel Management

Third Semester

MBA 3TT1 - TRAVEL AND TOUR OPERATIONS MANAGEMENT
**Objective:** To provide an understanding about the travel agency management and Tour operations management.

Application of the acquired knowledge for developing in bound tour packages

**Unit I: Travel Agency Business** – growth and development – concepts and definition – functions, organizations and departments at travel agency – Ancillary services-Travel formalities and documents- Passport, Visa, Health, Customs, Currency, Travel Insurance- Health Insurance- its types and documents required,--setting up of a travel agency – IATA Approval-Safety and security measures- Health Insurance

**Unit II: Introduction to Tour Operations Management**- concept and definitions- differences – types of tours – components of a tour – supply chain management nature and concepts – the working nature of tour operation business – major determinants – Role of Transportation – air, water, road and rail – types, growth and development services offered and major routes.


**Unit V:**

1. Designing of an inbound Tour package, setting of all components and costing, making marketing materials including broachers, Demonstration of selling the package with power point presentation.
2. Report preparation on the organizational structure, role and functions of WTTC India, TAAI, ADTOI, ATTOI, IATO

**References:**

MBA 3TT2 - TOURISM PRODUCTS OF INDIA

Objectives:

- To acquire knowledge on natural and cultural endowments of India from a tourism perspective
- To understand the relationship among tourism resources, society and destinations


Unit III: Fairs and Festivals — PushkarMela, SurajkundMela,SonepurMela, Goa Carnival, Mamallapuram Dance Festival, Khajuraho Dance Festival,National Festivals – Major Dance forms of India – Music – Paintings – Handicrafts – Costumes – Adventure Tourism – Land, Air, Water


References:
2. Arthur Llewellyn Basham, (2004), The Wonder That Was India, Picador, India
4. S. Abid Hussain (2008), The National Culture of India, National Book Trust, India
MBA 3TT3 - HOSPITALITY MANAGEMENT

Objectives:
1. To acquire knowledge on the activities of various departments in a hotel.
2. To enable the student to identify the status of accommodation units based on classification criteria.
3. To enable the student to prepare reports on the operational aspects of hotel industry.

Unit I: Hospitality – Definition – A brief history of Hospitality industry, Hotel Industry in India – Major hotel chains of India, Classification of Hotels – Classifying Hotels – size, target markets, Location, length of guest stay & facilities. Star Classification. Types of Hotels – Commercial hotels, Residential hotels, Resort hotels, Bed and breakfast hotels, Time-share and condominium hotels, casino hotels, convention hotels, Heritage hotels –resorts -supplementary accommodation-Tariff-Room rate categories Hotel Organisations in India. SKHF FHRAI


Unit III: House-keeping Department - House-keeping functions, Types of guest rooms. The Engineering Department –Its Responsibilities. Security Department –Nature of the security department and security systems. Food & Beverage operations, - Functions of the Food & Beverage department- Major Food and Beverage outlets of hotels. – Organisation structure of Food and beverage Service department. –Banquets Department and its functions. The production staff- Organisation structure of F&B Production – Menu – A la carte, table d’hote and carte du jour. Food & Beverage Marketing- Strategies used in Food & Beverage marketing in hotels. – Merchandising, food festivals, and other promotion activities.

Unit IV: Types of Reservations - guaranteed & non- guaranteed. Group reservations – reservation Record- Registration-Pre registration activity – The Registration record-Room and rate assignment- -Method of payment-Issuing of room key-Fulfilling special requests.

Unit V: Project work on Inventory Management, food safety, designing food festivals, Business outsourcing by five star hotels and resorts, promotional strategies of hotel chains.

References:
1. Bhatnagar, S K: Front Office Management, Frank Brothers & Co
3. Mohammed Zulfikar – Introduction to Tourism and Hotel Industry (UBS Publishers, New Delhi)
8. Dennis L Foster – Marketing Hospitality – Sales and Marketing for Hotels, Motels and Resorts (McGraw Hill)
10. SM Jha – Hotel Marketing (Himalaya Publishers, New Delhi)

**MBA 3TT4 - SUSTAINABLE TOURISM**

**Objectives:**
- To familiarise various approaches and practices for Sustainable Tourism Development
- To understand in detail the concepts and practices of Ecotourism and Responsible Tourism
- To acquire capacity to prepare reports on aspects related to sustainable tourism


**Unit IV: Responsible Tourism** – Definition – Concept – Triple Bottom Line – Economic, Social and Environmental Responsibilities – Global Conventions on Responsible Tourism – Better Together – Kerala’s Responsible Tourism Initiative – Case Study of Kumarakom, RT Classification Criteria

**Unit V: Report Preparation** – Ecotourism and Responsible Tourism initiatives in Kerala - VLE Packages, Fair trade in Tourism - Entrepreneurship Development – Role of private sector and NGOs

**References**
MBA 3TT5 - INTERNATIONAL TOURISM AND GLOBAL UPDATE

Objectives:
- To gather basic understanding of International Tourism business
- To understand the implications of globalisation on tourism
- To acquire knowledge on promotional events and strategies

Unit I: International Tourism – Economic Indicators – Statistical Sources – Tourism Satellite Accounting – World and Regional Tourism Trends – Tourist Arrivals and Receipts – Europe, Americas, Africa, Middle East, South Asia, East Asia and Pacific Region

Unit II: International Tourism Organisations – Major Programmes and Initiatives of UNWTO – Silk Road Programme, World Tourism Day, UNWTO, Themis Foundation, Women Empowerment Programme, Accessible Tourism, Tourism and Intangible Culture, Tourism and Migration -Role and Functions of WTTC, ICAO, IATA, PATA


Unit IV: Tourism Promotion and Marketing Strategies – Major Travel Marts – WTM, ITB – Dubai Shopping Festival – Promotion and Marketing Strategies in Asia Pacific Region

Unit V: Project Work on destinations affected by natural/ man – made disasters – Tsunami, Epidemics, War, Terrorism, Economic Crisis, Political instability

References

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MBA 3TT6 - EVENT MANAGEMENT IN TOURISM

**Objectives:**
1. To understand the dynamics of event management
2. To impact professionalization in event management
3. To enable the student to plan design and execute an event

**Unit I Event** – definition-types-challenges of event management-Role of Event Management – Events as projects-Project Management perspective-project parameters – Stake holder requirements – stating objectives-project planning-project optimization, evaluation and review technique, risk management and project implementation.

**Unit II: Event Design** - Events as designed experience, concept and theme, event staging and logistics. Event operation-legal environment, insurance, regulation, license and permits, events contact, event logistics.

**Unit III: Managing Event Human Resource** - challenges finding the right people-induction and acculturation-effective communication, motivation Event marketing Promotional Techniques- types of materials-brochures, leaflets, flyers, posters, price lists, guides marketing planning-sponsorship-safety and risk management.

**Unit IV: Tourism Events** - Destination based event tourism strategies, planning process, situational analysis, goals, measuring progress, development of event tourism strategies, tourism events and regional development

**Unit V: Project preparation**: organizing an event in the campus involving planning, design organizing and evaluation and a report on the same has to be presented.

**References**
1. Diwakar Sharma : Event Planning and Management
2. Meeting conference, association, event and destination management-Ratandeep Singh
3. Lynn Van Der Wagen: Event management for Tourism, cultural, business and sporting events-
4. Debbie Betteridge :Event management in Leisure and Tourism
6. Nicole Ferdinand and Paul I Kitchin Event management international approach, stage publication

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MBA 3TT7 - TOURISM GEOGRAPHY

**Objectives:**
1. To understand the relationship between Geography and Tourism.
2. To familiarize the Major tourism regions and destinations on the world.
3. Application of the acquired knowledge to develop out bound tour packages.
**Unit I: Aviation Geography** - IATA areas, sub areas & sub regions, IATA three letter city code, Longitude and Latitude, Map Reading skills, International Date Line, World Time Zones, GMT,SCT, DST, Time Calculation, Concept of Elapsed Time, Flying Time and Duration of Flight.

**Unit II: Area 1** - North America Subarea—Countries in North America-Physical Geography of North American -Tourism Geography of North America- South America Subarea-Countries in South America-Physical Geography of South America-Tourism Geography of South America-Central America Subarea-Countries in Central America-Physical Geography of Central America-Tourism Geography of Central America.

**Unit III: Area 2** - Europe Subarea- Countries in Europe- Physical and Tourism Geography of European Countries- Africa Subarea- Countries in Africa-Physical and Tourism Geography of African Countries- Middle East Subarea-Counties in ME and their Physical and Tourism Geography

**Unit IV: Area 3** - South Asian Sub Continent Subarea (SASC) -Countries in SASC and its physical & Tourism Geography-South East Asia Subarea (SEA)-Countries in SEA and its Physical &Tourism Geography- South West Pacific Subarea (SWP)-Countries in SWP and its Physical and Tourism Geography- Japan Korea Subarea- Physical and Tourism Geography

**Unit V: Project** - Itinerary preparation for an out bound tour-Costing of the same- Design marketing materials for the tour- Demonstration of selling the package.

**References**

5. Travel Information Manual by IATA,
6. ATLAS
Fourth Semester
MBA 4TT1 - DESTINATION PLANNING AND MARKETING

Objectives:
• To enable students to plan and develop destinations in a sustainable manner
• To understand the intricacies of destination marketing

Unit I: Destination Development - Destination - Definition, Types of destinations, Characteristics of destination, Basic Elements of Destination, Destination Life Cycle Model, Destinations and products – Development - meaning and function, goals for development, linkage between destination and local development, Destination Management Systems, Destination Management Organisations


Unit III: Destination Image Development - Tangible and intangible attributes of destination - person’s determined image, destination determined image, image and image building of products and destinations, measurement of destination image, destination image formation process, unstructured image, destination appraisal, destination selection process.

Unit IV: Destination Marketing - Market segmentation, Destination Marketing mix, Targeting, Image and positioning, Challenges to brand, and re-brand destinations, Strategic marketing for destinations and strengthening their competitiveness, formulating the destination product, Pricing of the destination, destination branding, 8Ps in destination marketing, destination competitiveness - Destination distribution channels - Electronic distribution channels - Destination marketing tools, Marketing strategies in the opening phase, growing phase and declining phase. Strategies of unidentified, differential, and concentrated marketing in the tourist market - Case studies of destination marketing by India as well as Kerala.


References
1. C.Gunn, Tourism Planning, Concepts and Cases, Cognizant Publications
2. Nigel Morgan (2001), Destination Branding: Creating the unique proposition, Butterworth and Heinemann
4. Marketing Destinations, Places and Tourism, Philip Kotler, et.al, Person Education
5. A Practical Guide to Tourism Destination Management (2007), UNWTO
MBA 4TT2 - TOURISM POLICIES AND LAW

Objectives:
• To understand the role of various stakeholders in tourism policy formulation
• To understand various Acts, Notifications, Rules and Regulations relating to tourism
• To acquire capability to prepare project reports on policies and laws related to tourism


References
1. Dr.Atul Bansal (2008), Legal Aspects for Hospitality and Travel-Tourism Industry, Shyam Raj Publications, Gujarat
Objectives: Acquire knowledge on the concept and basic principles of logistics of Supply Chain Management. To acquire the skills need for SC/logistics management in tourism sector.

Unit I: Logistics - Definition significance in tourism industry, logistics management cost management, cargo management and other tourism related sectors- outsourcing Vs vertical integration, logistics strategic decisions, tools for strategic decision making

Unit II: Information and Communication Technology - importance of information in logistics especially in operation and performance, networks, e-commerce, green logistics – human resource planning in disaster relief operations - Principles of Supply Chain Management, definition, components of a supply chain, supply chain management processes, Supply chain integration- deciding factors,

Unit III: Supply Chain Forecasting - importance relation of demand planning and management, Techniques of forecasting, Delphi model, supply chain coordination, Bull Whip effect, strategic partnering, operational and pricing obstacles, information sharing and its associated techniques, competition, in tourism supply chain and strategies, out sourcing in a supply chain tactical importance, assessment of strategic alignment and competencies

Unit IV: Tourism Distribution Systems - types-direct and indirect-travel intermediaries – wholesalers –retailers- regulation of intermediaries investors in Hotel business

Unit V: Project: Select an international travel agency/hotel chain/tour operation company and carry out a study of the logistics and supply chain management being practiced there and suggest improvements for enhancing their business prospects, through a report.
Prepare a Project Report on Transportation of frozen goods focusing on Time Management, Proper Planning, Coordination of activities, Priority for transportation.
Prepare a Project Report on Transportation of Live Stocks focusing on Time Management, Proper Planning and Coordination of activities.
Identifying an organization and prepare a project on supply and products from the manufactures to the end consumers focusing Flow of information along with products, Coordinating all the Supply Chain Activities, Cost Management and Time Management.
Prepare a Project Report on Transportation Logistics for a Natural Tour Operate Company focusing on Planning, Co-ordination, Forecasting, Time Management and Fabrication of Products required by Tourism

References
2. Wu Cheng Lung : Airlines Operations and Delay management
**Objectives:**

1. To give an overview about the operations in the airport.
2. To give a basic knowledge about the air cargo movement.

**Unit I: Introduction to Aviation Industry** – Importance of Air Transportation- Customer service in airline industry-Departments of airline related to passenger service-Other organisations in airline operation- Airline Passenger service skills and procedures-Staff appearance and attitude.

**Unit II: Departure Formalities** - Various counters and associated duties-security measures-Immigration check-Customs control-airline security checks -Pre-flight arrangements-Aircraft turn around- Service control and load control-Boarding of passengers and baggage-Post flight arrangements-Inflight services-Arrival formalities- Over booking/denied boarding passengers-transit/transfer passengers-special handling passengers-Delayed services/Cancellation of a flight-Baggage services/liability of airlines.

**Unit III: Cargo operations, Familiarization of TACT:** Abbreviations, codes, AWB/documents check in procedure, special regulations/Country regulation for import export/transit transfer etc.- Aircraft loading procedures/utilization of spaces – Types of Aircraft, its structure configuration/Bulk/Compartment/Holds safety aspect-ULD (Unit Load Device),contours, maximum limitations, special types & different types, compatibility of ULD into different aircraft – interline and transit cargo.


**Unit V: Project work** – Identify the various stages and process in: (1) Turn over process (2) Passenger processing, and preparation of report.

**References**
Airport Handling Manual, IATA, 2007

2. Airport handling manual booklet: Safety-focused selections from the 27th edition of the Airport handling manual
6. KayKay Sikdar (1999), All You Wanted to Know about Airline Functions, Wheelar Publishing, New Delhi

7. MBA 4TT5 - CUSTOMER SERVICE AND RELATIONSHIP MANAGEMENT

Objectives:
1. To acquire knowledge on the relevance of CRM in tourism.
2. To familiarize various strategies commonly used in CRM.
3. To enable the candidate to discharge quality customer relationship practices.


Unit II: Excellence in Customer Care – Getting it right the first time- Service quality and customer loyalty, The Five Gap Model and its implications, Communication and Customer Care, Concept of building relationships-Individual/team/organizational body language and its impact upon customer care, Elective listening skills.


Unit IV: Creating Value for Customers – understanding value-Sources of customer value- Customer experience, Customer retention and development – meaning of customer retention – Economics of customer retention-Strategies and performance indicators of customer retention-Strategies for customer development. IT application in CRM, CRM softwares, Customer retention and cross selling, segmentation for CRM, Customer identification and database, Misunderstandings about CRM-Concept of the CRM Value Chain

Unit V: Project work on CRM practices of an organization using 15 parameters –greeting the customer, break the ice, complement freely, calling by name, eye contact, self evaluation, listening more than the ears, polite words, assurance, smile, good telephone techniques, reach out the customer, enjoying people and their diversity, positive attitude of selling, dressing and grooming at work place.

References:
2. Macaulay, Steve; Sarah: Kogan, Cook, How to improve your customer service/ page limited
4. Tschohl, John; Franzmeier, Steve: Achieving excellence through customer service
5. Jaico Publishing House, Bombay
Elective: Public Health and Hospital Management
Third Semester

3PH1 INTRODUCTION TO PUBLIC HEALTH

Objectives: The objective of the course is to introduce the concept of public health, the determinants, players and the policy framework.

Unit I: Introduction- Definition, Significance, Evolution of Public & Community Health Genesis and Development of the concept, Healthcare versus Medical Care, Approaches to Public Health

Unit II: Determinants of Health – Biological, Behavioral, Socio-economic, Cultural, Environmental, Geographical etc Concept of Primary Health Care.

Unit III: Community Diagnosis & Needs Assessment Community perception and priorities on health and disease- Disease profiles & Epidemiological transition


References:
6. Preventive and Social Medicine, K Park, Bansaridas Bhanot Publishing House

3PH2: HEALTH PSYCHOLOGY, COMMUNICATION AND COUNSELING
Objectives: This course will introduce the health psychology, various aspects of health communication and the need to learn the art of counseling


Unit II: Health Psychology- Concepts, Understanding, & health seeking behaviors, factors influencing health psychology Society & Health - socio-psychological barriers (Social taboos, blind faiths, believes, myths that affect health)

Unit III: Communication – Process, Types, Barriers, Tools & Techniques Health education/communication- Principles & Practice, Approach, Models, Content Information Communication Technologies (ICT) in health care and awareness. (Telemedicine & e-health, community radio)


Unit V: Counselor- Personal and interpersonal development of the Counselor. Teaching technologies, methods and Microteaching.

References:
5. Health Communication: From Theory to Practice, By Renata Schiavo, Published by Jossey Bash.
7. Counselling in Health Care Settings: A Handbook for Practitioners by Professor Robert Bor, Riva Miller, Sheila Gill and Amanda Evans

3PH3: ENVIRONMENTAL HEALTH AND SUSTAINABLE DEVELOPMENT
Objectives: The objective of the course is to introduce the environmental health and sustainable development that is part of the hospitals and health care institutions.

Unit I: Environmental Health Environment-Definition, Concept, Components Environmental Pollution- Sources, Impacts and treatments of Air (Indoor/Outdoor), Water, Soil, nuclear, Solid waste, Biomedical waste, e- waste etc.

Unit II: Development & Environmental issues -Environmental Ethics, Global Warming, Climate Change, Ozone Depletion, Acid Rain etc. Eco-friendly environmental practices-Waste management, Energy practices, Agriculture Practices.

Unit III: Environmental Disaster- Definition, types and management. Environment & Health Impact Assessment-Concept, Steps and application Sustainable Development Development-Definitions & Concept Development theories- Modernization, structuralism, dependency, basic needs, neoclassical, sustainable, human development.


References
3. Perspectives in Environmental Health -Vector and Water Borne Diseases Mukhopadhyay Aniruddha, De A K
**Objectives:** The course offers a general framework on the health care management in the Indian context.

Unit I: Health Systems: Social Sciences and Health; Health and Development Principles of Health Services - Comparative Health Systems – Traditional, Conventional and Modern Fundamentals of Health System Research

Unit II: Health Systems in India: Overview of Health care delivery system; Holistic Approach to Health - Population Policy and strategies; Ministry of Health and Family Welfare programmes


Unit V: Community Health: Concept of Community Health, Health for all and primary health care, Epidemiology- Biostatistics- Occupational Health, Social Security and health care- Programmes related to communicable and non-communicable diseases.

References:
1. Lombardini etal, “Health care management” John Wiley and Sons
2. Sharon, Nancy, “Introduction to health care management”, Johns and Bartlett learning

3PH5: HOSPITAL ADMINISTRATION

**Objectives:** The objective of the course is to give an overall view of how a hospital is administered with focus on quality management.

Unit I: Hospital Planning: The locale- Hospital Building, Hospital equipment, Manpower planning and supportive services - Hospital system : classification of Hospitals; Hospital Organization- Basic principles of Hospital Administration.

Unit II: Formal and Informal structure of hospitals. Hospital as a welfare institution- Hospital Management : Present hospital Management Scenario: Private and Govt. Hospitals; Management orientation
Unit III: Legal aspects and Ethics: Medical Jurisprudence. Various laws relating to health and medical care.


Unit V: Quality circles – Quality assurance in hospitals- Information control - Sterilization techniques – Medical Audit, Social Control, Consumerism.

References:
2. C.M. Francis and et al., Hospital Administration, Jaypee Brothers Medical Publishers Pvt. Ltd., New Delhi.

3PH6: PROJECT MANAGEMENT AND MATERIALS IN HOSPITALS

Objectives: The objective of the course is to introduce students to project management and professional management of materials in hospitals and the management of the same.

Unit I: Introduction to principles of material management- Inventory control- ABC analysis, Lead time, EOQ; Inventory carrying cost, procurement cost; safety cost; re-order level - Special techniques like PERT and CPM - Safety stock- spares planning and control- Forecasting for materials management.

Unit II: Introduction to purchasing management- Procedures- Purchasing documentation, records, forms - Vendor selection - Negotiation - legal aspects of purchasing- techniques of quality control - Value analysis- Codification- standardization- Materials handling storage and preservation.

Unit III: Capital equipment selection- replacement studies - Drug obsolescence – ethical and cost considerations - Role of organizations viz. Institute of Material Management, ISI and drug controller, in the quality control of stores required for hospitals.

Unit IV: Project Management- An overview- Definition- Plan- Programme Scheme - Projects and Activities; Project identification and formulation; Project appraisal - Social Cost Benefit analysis, Risk - Return analysis - Economic appraisal of large projects - Development Projects – Development and environmental and sustainable development.
Unit V: Ecology and Biodiversity issue- Environmental impact assessment and cases - Project implementation- Planning using network techniques- Resource management - Project monitoring and control- Coding and accounting, Reporting systems - Project organization-managing task forces-Human behaviour in project setting - Quality assurance in projects; concurrent and post evaluation of projects; Project operations- Structure, System and control

References:
1. Shakti Gupta and Sunil Kant, Hospital Stores Management: An Integrated Approach (Jaypee Publications, New Delhi)
2. WHO, Maintenance and Repair of Laboratory, Diagnostic, Imaging and Hospital Equipment (WHO, Geneva)
3. Murriel Skeet and David Fear, Care and Safe Use of Hospital Equipment (VSO, UK)

3PH 7: EMERGING TRENDS IN HEALTH CARE MANAGEMENT

Objectives: The objective of the course is to plan for the new requirements in health care management.

Unit I: The history of health care management: International, National- Contemporary scenario

Unit II: STIs/HIV/AIDS-NACO-State AIDS cell. Global Scenario - Population and development Education-Role of UNFPA-Role of unities-Role of hospitals -

Unit III: Health and Population policy and Strategies- Quality of life - Poverty alleviation and Health Policies of the Central Govt.

Unit IV: Reproductive Health Care-Gender Issues- Girl Child - Adolescent Reproductive health care system- Sexual health & human Sexuality - Child health care programmes-Role of Hospital-Baby Friendly hospitals

Unit V: Community health care programmes-Planning and conducting of medical camps-follow up Unit 10 Health Care Systems in other countries – USA-UK-USSR

References:

Fourth Semester:
4PH1: OCCUPATIONAL, INDUSTRIAL AND URBAN HEALTH

Objectives: The course offers a general framework on the fundamentals of occupational, industrial and urban health and issues related to that.

Unit I: Fundamentals of occupational Health. Principles and Relevance of Industrial and occupational Health Occupational Health – Prevention, promotion, access to health services, legal aspects.

Unit II: Occupational Safety & Health: Chemical and physical exposures, control of occupational exposures, injury control Occupational health disorders and diseases

Unit III: Industrial Hygiene Ergonomics Industrial Psychology Occupational Services at workplace

Unit IV: Legislations related to occupational health and safety Occupational health of working population of organized and unorganized sectors-Farmers, Industrial Workers, health workers, CSW, etc.

Unit V: Urban population: Definition, demography and trends Determinants of urban health Consequences of urbanization and Urban health services Concept of urban health planning and practices. National Urban Health Mission.

References:
2. Urban Health: Global Perspectives edited by David Vlahov, Jo Ivey Boufford, Clarence E. Pearson, Laurie Norris, published by Jossey bass
3. Industrial Health Jack E. Peterson American Conference of Governmental Industrial Hygienists, 1991

4PH2: HEALTH CARE POLICY, PLANNING AND ECONOMICS

Objectives: The objective of the course is to introduce the health care policy, implementation of the policy and health economics.

Unit I: Health Care Policy Health Policy:-Understanding, need and goals for various policies related to public health - Health policy, population policy, nutritional policy-food security, research policy, women policy, child policy etc.

Unit II: Health Policy environment Methods to assess the needs of for the policy development-
assessment process. Frameworks for policy analysis, applying these to the assessment of current policies. Factors influencing the policy: external factors (interest groups as one example), politics, globalization and the like.


Unit IV: Health Planning –History, Concept, models Strategic planning, implementation and evaluating Health care manpower planning and development Health Care Utilization Patterns Management of Primary Health Care Health Sector Reforms Organizational behavior and development Privatization, commercialization & globalization of health care - Public- Private partnership Health care quality assurance


References:
6. Health Economics: An International Perspective by Barbara McPake, Charles Normand, Samantha Smith, Publisher: Routledge; 3 edition

**4PH3: HEALTH SYSTEMS DEVELOPMENT AND MANAGEMENT**

**Objectives:** The objective of the course is to introduce the health systems that are needed to be understood from various perspectives.

Unit I: Health Systems Development Introduction to various Health System Models Health services philosophies

Unit II: Levels of health care-Primary, Secondary & Tertiary Health care providers (Government, Private, Voluntary/NGO, Indigenous) Decentralized health care delivery system Sustainable, Grassroots & Comprehensive Health Models Appropriate technology in health Health Systems research – 10/90 Gap in medical research
Unit III: Alternative systems of medicine (AYUSH) Integrated health care delivery-Preventive, promotive, curative & rehabilitative Inter-sectoral approach for health care delivery


Unit V: Management Information and Evaluation System -Health resources & Management Total Quality Management & ISO certification of health systems

References:
3. Health Management by Preeti Oberoi, Sarup & Sons publication

4PH 4: HOSPITAL SERVICES MANAGEMENT

Objectives: The objective of the course is to create awareness on the various services including clinical, nursing, pharmancy, utility and supportive services

Unit I: Clinical Services: Medical Ethics. Outpatient and inpatient services; Accident and emergency services; Management of Operation Theatres and Labour room service. Laboratory and Radiological services

Unit II: Nursing services: Nursing services Organization and Administration, Ward Management and Nursing Care; Medical rehabilitation services, counseling service

Unit III: Pharmacy service: Ward pharmacy – central pharmacy -Engineering services: Basic engineering services- Biomedical engineering and allied engineering service-Hazard Management

Unit IV: Utility services: Central sterilization Room services in hospitals, Medical Record dept, Linen and laundry services, dietary services, housekeeping services –Computerized MIS (Practical), Medical documentation

Unit V: Supportive services: Mortuary services; transportation, sanitation, waste disposal, blood bank - Hospital Acquired Infection (HAI) ; Safety and Risk management - Disaster Management : Rapid response team. Security organization and management; Emergency Management Unit -Hospital Services Management
Objectives: The objective of the course is to enable the students to understand the housekeeping procedures, layouts and also services that can be offered through housekeeping.

Unit I: Facilities Planning – Design of products – Location-Layout –Automation - Hospital sanitation – Pollution Unit

Unit II: Waste Management - Housekeeping – Safety and Hygiene

Unit III: HIS –IT and Maintenance - Hospital services-Maintenance – Policies- Equipment- Maintenance- Total maintenance

Unit IV: Legal Framework for hospital - Methods of Engineering- Ergonomics - Job enrichment

Unit V: Sterile Supply Service - Linear and Laundry service

References:

1. NHS, Guide to Good Practices in Hospital Administration (Department of Health and Social Security: National Health Services, London)
2. R. Llewelyn Davies and HMC Macaulay, Hospital Planning and Administration (Jaypee Brothers Medical Publishers P. Ltd., New Delhi)
3. Shakti Gupta and Sunil Kant, Hospital Stores Management: An Integrated Approach (Jaypee Publications, New Delhi)