

MBA, MANAGEMENT SCIENCES

SEMESTER I

Core Papers (All Papers are Credit and Compulsory)

IMS 011 ESSENTIALS OF MANAGEMENT
IMS012 BUSINESS ENVIRONMENT
IMS 013 FINANCIAL ACCOUNTING
IMS 014 QUANTITATIVE METHODS IN BUSINESS
IMS 015 HUMAN RESOURCE MANAGEMENT
IMS 016 INDIAN VALUE SYSTEM & BUSINESS ETHICS
IMS 017 MARKETING MANAGEMENT
IMS 018 MANAGERIAL ECONOMICS

Foundation Paper (Non-Credit & Compulsory paper)

LU 011 COMMUNICATIVE ENGLISH

IMS 011 ESSENTIALS OF MANAGEMENT

Objective: To provide an understanding of the tasks and functions of management and to acquaint the students with the evolution of management thought.

Course Outline

Unit I

Introduction: Definition, Nature scope and significance of Management, the evolution of Management thought, Approaches of management, Contributions of Taylor, Fayol and Barnard to Management Science Functions of a Manager Social responsibility of Managers, Values and Ethics in management.

Unit II

Planning: Definition, Nature, Scope and significance of planning, Objectives, Steps of Planning, Decision making as key step in planning. The process and techniques of decision making, long- range planning, strategies and policies.

Unit III

Organisation: Definition, Nature, scope and significance, Approaches, Departmentation, Line and staff relationships, Delegation and Decentralization, Committee system, Determinants of effective organising, Staffing - nature and significance, Selection, Appraisal and Development of Managers.

Unit IV

Directing & Controlling: Issues in managing human factors, Motivation - nature and Significance, Theories and Techniques, Leadership and Leadership Styles; Communication - Definition and Significance, Communication Barriers, Building effective communication system. Definition and Elements Control Techniques, Coordination, Determinants of an Effective Control system, Managerial Effectiveness.

Recommended book(s)

Donnelly J.H., Gibson, J.L. & Ivancevich, J.M.,	Fundamentals of Management, Inwin, Inc.
Drucker, P.F. ,	The Practice of Management, Allied Publishers
Hold, David, H.,	The Management Principles and Practice, Tata McGraw Hill
Koontz & O'Donnell,	Essentials of Management, Tata McGraw Hill
Prasad, L.M.,	Principles and Practice of Management, Sultan Chand & Sons

IMS012 BUSINESS ENVIRONMENT

Objective: To facilitate the understanding of the various components of the environmental to be considered for decision making.

Course Outline

Unit I

Introduction: The concept of Business Environment, its significance and nature. The interaction matrix of different environmental factors ó Porters model, the process of Environmental Scanning. Types of economies ó socialistic pattern, free market economy and mixed economic structure. Responsibility of business to the society.

Unit II

The Politico-Legal Environment ó The relationship between business and government in India. Federal structure in India ó Centre-State financial relations. An introduction to some important business laws like New Competition Law 2000, MSME Act, FEMA, Important regulations of SEBI affecting Indian business environment.

Unit III

Macro Economic Environment ó National income aggregates, Fiscal and monetary policy. Balance of trade and balance of payment. Exchange market convertibility of rupee. Trade Cycles ó meaning, phases and theories ó monetary theories, Samuelson and Hicksian approach. Inflation analysis.

Unit IV

Indian Economic Environment ó Features of Indian Economy ó primary, secondary and tertiary sectors, demographic profile of the Indian economy. The philosophy and strategy of planning in India. Industrial policy in India. Second generation economic reforms ó liberalisation, globalisation and its impact on business environment, Foreign investment in India. Composition and direction of India's foreign trade. Problems of Indian business environment.

Recommended book(s)

Cherunilum, Francis, Business Environment, Himalaya Publishing House
 Dutta and Sundaram, Indian Economy, S. Chand and Co.
 Mamoria, C.B., Social Problems and Social Disorganization in India, Kitab Mahal
 Mathew, M.J., Business Environment, RBSA Publishers, Jaipur, 1996.

IMS 013 FINANCIAL ACCOUNTING

Objective: To develop an insight into the nature and uses of Financial Accounting Information and its reporting.

Course Outline

Unit I

Nature and functions of financial Accounting, Accounting system, Information perception of different users, Source documents, classification of accounts, recording, posting of transactions, Ethical issues in accounting, basic accounting concepts and conventions, GAAP, Accounting standards.

Unit II

Preparation of trial balance for service and merchandise business, capital and revenue expenditures, adjustment entries, completing the accounting cycle, measuring business income, financial statements of manufacturing and trading businesses.

Unit III

Internal control systems for cash, bank reconciliation, accounting for receivables and inventories, , depreciation accounting, preparation of financial statements of companies, accounting for share capital, preference share and debentures.

Unit IV

Analysis of accounting information, Financial Statement analysis and application, Statement of Cash Flow, preparation and interpretation, contents of an Annual Report.

Recommended book(s)

Financial Accounting, A Managerial Perspective, R. Narayanaswamy - Prentice Hall India
 Financial Accounting for Management, N. Ramachandran & Ram Kumar Kakani, TMH Publication
 Accounting For Managers, Maheswari & Maheswari, Vikas Publishing house (P) Ltd.
 Financial Statement Analysis, Wild, Tomson Cengage Learning Ltd.
 Advanced Accountancy, R.L. Gupta & M. Radhaswamy, Sultan Chand Publications
 Accounting for Managers, Bhattacharya, Vikas Publications
 Financial Accounting, Jawaharlal and seema srivastava

QUANTITATIVE METHODS IN BUSINESS

IMS 014

Objective: To acquaint the students with various quantitative techniques helpful in improving their decision making skills.

Course Outline

Unit-I

Arithmetical and Geometrical Progression; Addition, subtraction and multiplication of Matrix, Identity Matrix, Singular and Non-singular Matrix, Adjoint of a matrix, Inverse of a matrix; Solution of a system of linear equations by using matrices, single linear application of matrices

Calculus; Basic differentiation (First order and second order) and its application.

Unit-II

Measures of central tendency-Mean, Mode, Median, Geometric mean, Harmonic Mean; Measures of Dispersion-Range, Quartile Deviation, Standard Deviation, Absolute and Relative Dispersion; Coefficient of variation, Combined standard deviation.

Unit-III

Correlation analysis-types of correlation, Methods of studying correlation-scatter diagram method, Karl Pearson's coefficient of correlation, Rank correlation coefficient.

Regression analysis-difference between correlation and regression, Regression lines, Regression equations Y on X and X on Y, Method of Least Squares. Deviations taken from the actual means of X and Y. Deviations taken from the assumed means, Regression coefficients and their properties.

Probability; Probability theory, Theorems of Probability and examples.

Unit-IV

Linear Programming-Extreme point theorem: Graphical solution method-maximization problem, minimization problem, Some special cases in Linear Programming-multiple optimal solutions, an unbounded solution an infeasible solution.

Transportation Problem: Methods of finding an initial solution-North-West Corner Method, Least Cost Method, Vogel's Approximation Method.

Recommended book(s)

Business Mathematics, by Sancheti & Kapoor (Unit I)
 Statistics, by S P Gupta and M P Gupta (unit II & Unit III)
 Operations Research, by JK Sharma (Unit IV)

IMS 015 HUMAN RESOURCE MANAGEMENT

Objective: To familiarize students to various aspects of acquiring and maintaining the workforce for sustained growth of any organisation.

Course Outline

Unit I

Nature and scope of Human Resource Management; Human Resource Management in a changing Environment; Strategic Human Resource Management; Human Resource Planning; Job Analysis and Design.

Unit II

Attracting and Selecting Human Resources; Orientation and Placement; Manpower Training and Development.

Unit III

Performance Appraisal System; Job Evaluation & Employee Remuneration; Employee Benefits and Services.

Unit IV

Industrial Relations & Trade Unions; Dispute Resolution & Grievance Management; Employee Welfare and Participative Management.

Recommended book(s)

Human Resource Management ó Text & Cases, by VSP Rao, Excel Books

Human Resource Management ó Text & Cases, by K. Ashwatappa ó Tata McGraw Hill

Human Resource Management, by Cynthia Fisher, Shaw ó Wiley / Biztantra

Human Resource Management, by Gary Dessler, Person Publications

IMS 016 INDIAN VALUE SYSTEM & BUSINESS ETHICS

Objective: To develop an appreciation for ethical conduct of business practice and to value the Indian culture and traditions.

Course Outline

Unit I: Indian Society and Indian Philosophy

Social change in India: Impact of Sanskritisation, Westernisation, Modernisation on Indian Society. Varna and Caste system, Ashrama, Life Goals: Purushartha and Sanskaras. Astanga Yoga and its relevance to management.

Unit II: Values: Indian scriptures and Indian thinkers

Indian Scriptures: Relevance of the Bhagvad Gita in current management practices. Management learning from the Arthashastra.

Indian Thinkers: Values given by Mahatma Gandhi, Aurobindo Ghosh, Swami Vivekanand.

Unit III: Business Ethics

Theories of Ethics ó Natural Law, Utilitarianism, Kantian Virtue. Ethics in Corporate Strategy: Corporate Philanthropy, Strategic Philanthropy, Corporate Governance. Ethical dilemma at workplace and their resolution.

Unit IV: Application of Business Ethics

Ethics in the world of business (Intellectual property rights like designs, patents, trademarks, copy rights).

Ethics in marketing (consumer rights, advertising, dumping).

Ethics in finance (financial disclosures, insider trading, window dressing).

Ethics in information technology and systems usage (data confidentiality).

Ethics in human resources management (whistle blowing, discrimination), Environmental ethics (Carbon trading).

Recommended Books

Ethics and the Conduct of Business, by Boatright (Pearson Education)

IMS 017 MARKETING MANAGEMENT

Objective: To develop an understanding of the underlying concepts, strategies and the issues involved in the exchange of products and services and their relevance to marketing tasks.

Course Outline

UNIT I

Definition of marketing, core marketing concepts (needs, wants, demand, offering, brand, customer value, competition);

Marketing concepts (Production, product, selling, marketing, social marketing concepts);

Introduction to the marketing mix ; Concept of Integrated marketing; Market segmentation, targeting and positioning, niche marketing; marketing planning.

Understanding the Marketing environment and adopting marketing to the changing environment An overview of marketing of services and rural marketing

UNIT II

Consumer Behaviour- definition, buying motives, consumer motivation, consumer decision making, Organisational buying behavior;

Marketing Research- need, process, and importance , types of research methods(exploratory, descriptive, cause and effect) and tools (questionnaires, interview, projective tests,)

UNIT III

PRODUCT:- Definition of product, levels and types of product; Packaging and labeling, Product line management and product mix, Product differentiation, PLC- stages and corresponding strategies, New Product decision, Theory of diffusion of an innovation.

PRICE:- Pricing objectives, factors influencing pricing, Pricing strategies

UNIT IV

DISTRIBUTION:- Types of distribution channels; Role of intermediaries, Channel strategy decisions, Physical distribution management.

PROMOTION: promotion mix, Advertising- 5 M's, Role and functions of advertising, Sales Promotion: Types of sales promotion (Trade promotion, consumer promotion), advertising vs. sales promotion, S.P. tools, Personal selling: challenges and responsibilities, Personal selling skills, Managing Public Relations

Recommended book(s)

Marketing ó Concepts, strategies, by William M Pride, O C Fewell, Biztantra

Marketing Management, by Ramaswamy & Namakumari, Macmillan
 Marketing Management, by Arun Kumar & Meenakshi, Vikas
 Principles of Marketing, by Philip Kotler, Armstrong, Pearson Education

IMS 018 MANAGERIAL ECONOMICS

Objective: To impart basic knowledge of the concepts and tools of Economic Analysis as relevant for Business Decision-Making.

Course Outline

UNIT – I

Nature and Scope of Managerial Economics: Basic Tools- Opportunity Cost principle, Incremental principle, Equi-Marginal Principle. Principle of Time perspective, Discounting Principle. Uses of Managerial Economics.

Demand Analysis: Demand Theory, The concepts of Demand, Determinants of Demand. Demand Function and Elasticity of Demand, Demand Estimation and Demand Forecasting.

UNIT – II

Production Analysis: Concept of Production, Factors, Laws of Production, Economies of Scale, Economies of Scope, Production functions.

Cost Analysis: Cost Concept, Types of Costs, Cost function and cost curves, Costs in short and long run, LAC and Learning Curve.

UNIT – III

Market Analysis: Price-output determination in different markets, Perfect, Monopoly, Monopolistic competition, Duopoly and Oligopoly markets, Elements of Game theory, Price discrimination, Different pricing policies.

UNIT – IV

Profit Analysis: Nature and Management of Profit, Profit Theories, Function of Profits, Profit policies. Basic BEP Analysis ó concepts and its applications in business decisions, margin of safety, theories of firm ó Baumol, Williamson and Morris Model.

Recommended book(s)

JV Vaishampayan	Managerial Economics
Thomas & Maurice	Managerial Economics
A.Koutsoyiannis,	Modern Micro Economics
P. Samuelson,	Micro Economics
M.Adhikari,	Managerial: Economics
Cambell R.Mc Counell,	Economics

LU 012 COMMUNICATIVE ENGLISH

Objective: The course is designed to meet the English conversational proficiency needs of individuals..

Course Outline

Unit – I

Practice of conversation covering every day activities, functional grammar ó Subject, Verb, Noun, Adjectives, Tenses, Sentences, Articles, Prepositions.

Unit – II

Vocabulary ó extend vocabulary, Phrases, Idioms, Improve reading skills ó sounds, stress intonation, rhythm voice quality, develop listening comprehension, develop soft skills ó interpersonal skills, ability to handle diverse roles, Role Play & body language.

Unit – III

Conference briefing, addressing seminar, group discussion, compeering, reading comprehension e.g. editorials, book reviews, articles, advertisements and fine prints, letter writing notices, invitations & resumes, report writing and presentation, function as mentors & be creative in organising programmes.

Unit – IV

Public speaking, presentation, mock interviews, picture reading, e-mailing. Reading - to analyze grammatical error, paragraph writing letter writing, précis writing, job application, resume (for content appraisal)

Learning Approach ó interactive learning process with emphasis on participation, evaluation and feedback.

Recommended Book(S)

Wren and Martin	:	English Grammar and Composition
John C. Maxwell, Jim Dornan	:	Becoming a person of Influence
Ken Blanchard	:	Empowerment Takes More than a Minute
Zig Ziglar	:	You Can Reach the Top
Hello English	:	Orient Longman
English is Easy	:	Orient Longman
Dale Carnegie	:	How to develop Self- Confidence & Influence People by Public Speaking
Speak English Audiocassettes & studentø books ó		Orient Longman

SEMESTER II**Core Papers (All Papers are Credit and Compulsory)**

IMS 021	INTERNATIONAL BUSINESS
IMS 022	MANAGEMENT ACCOUNTING
IMS 023	FINANCIAL MANAGEMENT
IMS 024	COMPUTER APPLICATIONS & MIS
IMS 025	PRODUCTION & OPERATIONS MANAGEMENT
IMS 026	RESEARCH METHODOLOGY

Elective Papers – Credit (Two papers Supportive to the discipline of study)

MBA (MS) 021	MANAGEMENT CONTROL SYSTEMS
MBA (MS) 022	E-COMMERCE
MBA (MS) 023	BANKING OPERATIONS MANAGEMENT

Foundation Paper (Non-Credit & Compulsory paper)

LU 021	FOREIGN LANGUAGE
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IMS 021 INTERNATIONAL BUSINESS**Objective**

This course will provide the students an opportunity to learn and understand how business is conducted in the international arena. The syllabus is designed to allow students to gain managerial skills to meet the challenges they will face in the global workplace.

Unit I - An Overview of International Business: Introduction, Definition of International Business, difference between international and domestic business, Advantages And Disadvantages Of International Business, Approaches to International Business, Changing Environment of International Business, Globalization of Markets, Trends in Globalization, Effects and Benefits of Globalization, balance of payment and foreign exchange.

Unit II -International Trade and Investment Theories: Mercantilism; Absolute Cost theory, Comparative Cost theory, Opportunity Cost theory, factor endowment theory, Complimentary trade theories ó stopler ó Samuelson theorem, International Product life Cycles. Investment Theories ó Theory of Capital Movements, Market Imperfections theory; Internationalisation Theory; Location Specific Advantage Theory; Eclectic Theory, Instruments of Trade Policy- Tariffs, Subsidies, Import Quotas, Voluntary Export Restraints, Administrative Policy, Anti-dumping Policy.

Unit III - Foreign Exchange Determination Systems: Basic Concepts Relating to Foreign Exchange, Various types of Exchange Rate Regimes ó Floating Rate Regimes, Managed Fixed Rate Regime, Purchasing Power Parity Theory, Factors Affecting Exchange Rates, Brief History of Indian Rupees Exchange Rates. India's Foreign Trade: Recent trends in India's Foreign Trade, Export Houses, Export Assistance- SEZ, EPZ, APEDA, export procedures and documentation.

Unit IV - International Institution: UNCTAD, Its Basic Principles and Major Achievements, IMF, Role of IMF, IBRD, Features of IBRD, WTO, Role and Advantages of WTO India's patent policy and trips. Regional Economic Integration: Introduction, Levels of Economic Integration, Regional Economic Integration in Europe, Regional Economic Integration in U.S.A: NAFTA, Andean community, ASEAN, SAARC, Integration for Business.

SUGGESTED READINGS

1) Agarwal Raj - International Trade (Excel, 1st Ed.) 2) Albaum Duerr - International Marketing and Export management (Pearson, 7th Ed.) 3) Jaiswal Bimal - International Business (Himalaya Publication) 4) Hill C.W. - International Business (TMH, 5th Ed.) 5) Daniels - International Business (Pearson, 1st Ed.) 6) Kumar R and Goel, International Business, (UDH Publications, edition 2013) 7) Cherunilam F - International Trade and Export Management (Himalaya, 2007)8) Varshney R.L, Bhattacharya B - International Marketing Management (Sultan Chand & Sons, 9th Ed.)

IMS 022 MANAGEMENT ACCOUNTING

Objective: To equip the students with the knowledge of principles, concepts and techniques which may be used in planning, decisions making and control.

Course Outline**Unit I**

Management accounting: Definition, differences with Financial Accounting, Management process and accounting, The value chain of business function, introduction to CVP relationships, measurement of cost behaviour.

Unit II

Introduction to manufacturing costs and control of overheads, job costing, process costing, activity based costing.

Unit III

Relevant information and decision making, special order and addition, deletion of product and services, optimal uses of limited resources, pricing decisions, make or buy decisions, joint cost.

Unit IV

Preparing the Master Budget and Functional Budget, Flexible budgets, Variance analysis, Introduction to Management Control Systems, Evaluation of Divisional Performance, Transfer Pricing.

Recommended book(s)

Management Accounting, by Atkinson, Pearson / PHI

Management Accounting, by Sudhindra Bhat, Excel Books
 Management Accounting, by Sharma, Sashi K Gupta Kalyani
 Cost Accounting, by Charles T Horngren, Pearson/PHI

IMS 023 FINANCIAL MANAGEMENT

Objective: The provide an insight into various finance functions to be performed in order to maximize shareholder wealth.

Course Outline

Unit I

Introduction to financial management: Meaning, Nature, and scope, functions, and , objectives of financial management, time value of money, organization of finance functions,

Unit II

Long term investment / Capital budgeting decision: Investment evaluation techniques traditional methods and discounted criteria, risk analysis of investment proposal

Unit III

Finance decision: Sources of funds short term, and long term source of capital, cost of capital - computation of cost of various sources of capital weighted average cost of capital.

Capital structure decision: Meaning and factors affecting capital structure, capital structure theories, leverage operating, financial and combined leverage EBIT EPS Analysis

Unit IV

Dividend decision: Dividend policies, factors affecting dividend policies, dividend theories
 Short- term investment decision: Types of working capital, factors affecting working capital, current assets financing policies, estimation of working capital requirement Inventory, cash and receivables management:

Recommended book(s)

Financial management, theory and practice, by Prasanna Chandra, TMH.
 Financial management and policy, by J.C. Vanhorne, PTH.
 Financial management, by M.Y. Khan and P.K. Jain, TMH.
 Financial management, by I.M. Pandey, Vikas Publication.

IMS 024 COMPUTER APPLICATIONS AND MIS

Objective: To develop an appreciation of different softwares and hardware systems and their use in effective design and implementation of MIS.

Course Outline

Unit – I

Computer Systems -An Introduction, Characteristics of computer, Elements of a Computer System, Input, Output and storage devices. Processing and CPUs, Classification of computer, Concepts of Networking and Data Communication.

Unit II

Types of Software, Computer Languages, Translators, Operating system ó Basics, functions and types, Concepts of CUI & GUI, MS-Windows as GUI Operating System, Parts of Windows, Text processing software-creating, formatting and processing of text. Spreadsheet Software- Creating and using Spreadsheets. Formulas, Functions and Graphics. Presentation Programmes-Creating, Formatting and Presenting, Concepts of Database and Database Management System.

Unit III

Definition of Data/Information/Systems, Types of System, System stakeholders, Components of Information System, Evolution of Information Systems, Classification of Information Systems, Flow charts, Algorithm, Decision tables, Decision tree, DFD and ERD with examples, Selected Case Studies.

Unit IV

Introduction, Meaning and role of MIS, Definition of MIS, System Development Life Cycle, Eócommerce, Introduction to mobile commerce, electronic payments, EDI, Business Function Information System, Selected Case Studies.

Recommended book(s)

Balaguruswamy,	Introduction to Computers
B. Ram,	Computer Fundamental
Ron Mansfield,	Working in Microsoft Office
Greg Perry,	Teach Yourself Office 97
Brein James, O.,	Computers in Business Management : An Introduction
Bentley Trevoi,	Management Information Systems and Data Process

IMS 025 PRODUCTION & OPERATIONS MANAGEMENT

Objective: To familiarize the students with theories and techniques of Production, Operations and Logistics Management.

Course Outline

Unit I

Nature and scope of production management, production analysis and planning, production functions, objective and functions of production management, responsibilities of the production manager, types of manufacturing processes and plant layout, plant location, assembly line balancing. Production Planning and Control (PPC).

Unit II

Materials managements ó its scope and importance. Purchasing function and procedure, store-keeping, material planning function, Inventory control, relevant costs, economic lot size, reordering point, Inventory classification techniques.

Unit III

Productivity ó definition and concept, productivity measurement, productivity improvements, Product development and design, stages of product development, techniques of product development (standardization, simplification and specialization, automation).

Unit IV

Development of efficient work methods, work measurement ó concept & techniques; material flow process chart, manflow process chart, principles of motion economy, comparison of alternate work methods, maintenance of production facilities, quality control and inspection, sampling inspection, control charts for attributes and variables charts.

Recommended book(s)

Production and Operations Management, by K. Ashwathappa, K Sridhar Bhat, Himalaya Pub
 Production & Operations Management, by Upendra Kachru, Excel Books.
 Operations Now, by Byron J Finch, Tata Mc Grawhill
 Operations Management, by Gaither & Fraizer, Thomson South Western.
 Theory and Problems in Production and Operations Management by S.N. Chary

RESEARCH METHODOLOGY

IMS026

Course Objectives: To familiarize students with research process, teach them basic tools and techniques and inculcate fundamental expertise to handle research project.

Unit-I

Introduction to Research Methodology

Research-Concept, Characteristics, Objectives and motivation of research, Significance of Research in decision making and problem solving, Factors required for a scientific/good research, Types of research, Research process overview
 Language of Research: Concept, Construct, Definition, variables, Hypothesis, Theory and models, Research Problem: Identifying a research problem, Sources of identifying research problem, Process of defining a research problem

Unit-II

Research Design and Sampling Design

Research design: Meaning of research design, Types of Research Design, Concept and techniques of Exploratory Research design, Descriptive Research Design and Experimental Research Design
 Sampling design: Census and Sampling Investigation, Characteristics of a good sample, Sampling Design process, Probability and Non Probability Sampling Techniques, Sample size determination

Unit-III

Data Collection and Preparation

Methods of data collection, developing instruments used in data collection,
 Measurement and Scaling: Primary scales of measurement, Scaling Techniques, Editing raw data, Coding of data, Tabulation of data, Cross Tabulation

Unit-IV

Data Analysis and Presentation of the Results: Univariate, Bi-variate and Multivariate analysis of data, Testing of Hypothesis:

Process of testing hypothesis, one tail test and two tail tests, z-test, t-test, F-test and chi square test, Report

Writing: Objective, types, Format of a report, essentials of a good report.

Prescribed Texts:

Business Research Methods, William G. Zikmund, Thomson Publication

Business Research Methods, Cooper and Schindler, TMH Publication

Marketing Research: An Applied Orientation Naresh K. Malhotra, PHI

Marketing Research-Text and cases, Nargundkar

Research Methods, William and M.k. Trochim

Research Methodology, R. Panneerselvam

Business Research Methodology, Srivastava and Rego

Complete Business Statistics, Amir D Aczel

Statistics for Management, Levin & Rubin

MBA (MS) 021 MANAGEMENT CONTROL SYSTEMS

Objective: To provide in- depth knowledge to the students regarding financial planning and management control systems particularly in a large organisation

Course Outline

Unit I

Control System: Concept, nature, scope and significance of Financial Planning and control. General concept of control, organisational, operational and management control, characteristics of management control system. Cybernetics, Designing of management control system.

Unit II

Control Structure: Responsibility accounting and management control. The concept of responsibility centres ó their organisation structure, types and performance evaluations.

The expense centre ó its concept, controllability of expense, responsibility reporting. The profit centre ó its role in an organisation, evaluation of its performance, Profit centre as a motivation tool. The investment centre-measuring the performance, the investment base and its measurement. Key variables as indicators of control.

Unit III

Management Control in Decentralised Organisation: Evaluating division/segment performance, the problems of transfer pricing, methods of transfer pricing, transfer pricing practices, decentralisation and performance evaluation. Inter-divisional pricing, compensation for divisional performance. Perspective Planning.

Unit IV

The Process of Control: Programming and budgeting, budget classification & preparation budgeting with Network analysis. Performance budgeting, Flexible Budgeting and zero base budgeting analysing and reporting. Performance evaluation, designing Performance and Evaluation report.

Management control systems in Project, Non Profit, making Organisations, Multinational Corporations, and Govt. service organisations.

Recommended book(s)

Robert Anthony, V Rajan, Management Control Systems

Subhash Sharma, Management Control SystesóText and cases

Maciariello, Joseph, A., Management Control System

Mockler, Robert J., The Management Control Process

B. Mohanty, Management Control System: Implementation & Administration

Gopal M., Moder Control System Theory

MBA (MS) 022 E-COMMERCE

Objective: To understand the various transactions which can be facilitated through the application of internet technologies.

Unit I

Introduction to E-commerce: Definition, features & types, Forces fueling E-commerce, E-Commerce Business Models ó B2C, B2B, C2C, M-Commerce, Ethical, social and political issues in e-commerce: privacy and right to information, intellectual property rights.

Unit II

E-Commerce infrastructure: Intranet and Extranet, World Wide Web. Building of e-commerce website: SDLC, build Vs outsource, choosing software, hardware and tools.

Unit III

E-Commerce security: security threats, technology solutions, planning for security.

E-Commerce payment systems: digital payment systems, credit cards, e-cash, e-cheques, stored value systems, accumulating balance systems, electronic billing.

Unit IV

E-Commerce marketing: Online consumer behaviour, online marketing technologies, online branding, online customer relationships, online pricing, online market research,

E-commerce marketing communication: online advertising, online promotions, costs and benefits of online communications, online marketing communication strategy.

Recommended book(s)

E-Commerce, Cutting Edge of Business- Kamlesh K Bajaj, Debjani Nag, Tata McGraw Hill

Global Electronic Commerce, Theory and Case Studies J C Westland, T H K Clark- University Press

E-Commerce- an Indian perspective, P T Joseph, Prentice Hall

E-Commerce concepts, Models, Strategies, C S V Moorthy, Himalaya Publications

MBA (MS) 023

BANKING OPERATIONS MANAGEMENT

Unit I

Indian financial System, Banking System in India, Financial sector reforms in India, RBI ó role, functions, monetary policy and credit control, commercial banking in India, Regulatory Environment for commercial bank in Indian core banking.

Unit II

Operational Aspect of commercial banks in India, Relationship b / w Banker and customers, Types of customer a/c, Cheques, Endorsement, Presentment, Dishonour, Rights and liabilities of Paying and collecting Banker, Time Value of money ócalculation of interest on loan & deposits, EMIs, Present Value, future value and loan Amortisation.

Unit III

Negotiable Instruments, Bills of Exchange and Promissory notes, Rights and liabilities of parties, Bills discounting and purchasing, ancillary Services of the Bankers.

Unit IV

Employment of funds by Commercial Banks Financial statement analysis, Types of securities, mode of creating charge, Bank guarantees, Asset ó liability management in commercial Banks. Basel norms

Recommended Books:

M.L. Jhingan : Banking & International Trade

Bimal Jaiswal : Banking Operations Management

Shrelekhkar : Banking

Semester – III

MBA (Management Science)

Core Papers (Two Papers, Both are Credit and Compulsory)

IMS 031 Strategic Management ó I

IMS 032 Business Law

Foundation Paper

LU 031 FOREIGN LANGUAGE (Non Credit & Compulsory Paper)

LU 032 SUMMER INTERNSHIP REPORT ó (CREDIT) COMPULSORY

Note: Students can choose any one of the following groups. Options are only in terms of groups and all papers within a particular group are compulsory

Elective Papers – Credit (Select any one group, Total No. of elective paper in a semester will be five)

I. (3-5 Paper Supportive to the discipline of study)

A. Financial Engineering

MBA (MS) A 031 Operation Research

MBA (MS) A 032 Merchant Banking & Financial Services

MBA (MS) A 033 Security Analysis & Portfolio Management

MBA (MS) A 034 Secondary Market Operation & Management

MBA (MS) A 035 Business Analysis Tools using IT

B. Decisional Sciences

MBA (MS) B 031 Operation Research

MBA (MS) B 032 Data Mining & Business Intelligence

MBA (MS) B 033 Market Data Analysis

MBA (MS) B 034 E- Marketing

MBA (MS) B 035 Cloud Computing for Business

C Applied Marketing

MBA (MS) C 031 Consumer Behaviour

MBA (MS) C 032 Sales and Distribution Management

MBA (MS) C 033 Retail Business Management

MBA (MS) C 034 Industrial Marketing

MBA (MS) C 035 Business Data Analysis

II. For Expanded range of study up to two paper of any stream of specialization available in the same semester of any of the IMS-MBA programs

IMS 031: STRATEGIC MANAGEMENT - I

Objective: To acquaint the students with the concept of strategy, its formulation and different strategic alternatives.

Course Outline

Unit I:

Business Policy as a Field of Study: Nature, importance, purpose and objectives of Business Policy.; Strategic Management Process: Strategists and Their Role in Strategic Management.; Hierarchy of Strategic Internet: Vision, Mission, Business Definition, Goals and Objectives

Unit II:

Environmental Appraisal: Environmental Scanning, Appraising the Environment; Organizational Appraisal: Organisational Capability Factors, Considerations in Organisational Appraisal, Methods and Techniques used for Organisational Appraisal, Structuring Organisational Appraisal.

Unit III:

Company level strategies: Grand, Stability, Expansion, Retrenchment & Combination Strategies & Corporate Restructuring; Business Level strategy: Business-level, Generic Business & Tactics for Business Strategies.

Unit IV:

Strategic Analysis and Choice: Process of Strategic Choice, Corporate-level and business-level Strategic Analysis.; Routes to Competitive advantage

Recommended book(s)

Crafting and executing strategy, by Thompson, Strickland & Gamble, TMH

Strategic Management ó An Integrated Approach, by Charles W.L. Hill, Gareth R. Jones ó Biztantra

Business Policy, by Azhar Kazmi

IMS 032: BUSINESS LAW

Objective: To familiarize the student with legal aspects of conducting business.

Course Outline**Unit I:**

Indian Contract Act, 1872 Contract- Meaning, Essentials, Kinds, Offer and Acceptance, Contractual Capacity, Free Consent, Consideration, Void Agreements, Quasi Contracts. Modes of discharge of contract and remedies for breach of contract. Contract of Indemnity and Guarantee. Law of Agency.

Unit II:

The Sale of Goods Act, 1930 Meaning of Contract of sale, Difference between Sale and Agreement to Sell. Conditions and Warranties, Transfer of Property in Goods, Unpaid Seller and his Rights.

Unit III:

Indian Partnership Act, 1932. Meaning and test of Partnership, Implied Authority of a partner, Position of a minor in partnership, Consequences of Non Registration of a partnership, Firm Expansion, Death and Insolvency of a partner, Dissolution of firm

Unit IV:

The Negotiable Instruments Act, 1881 Meaning, and characteristics of promissory note, bill of exchange and cheque. Holder and Holder in due course. Negotiation and assignment. Crossing of cheque, bouncing of cheques. Elements of company law; Meaning and types of companies, Formation and incorporation Memorandum of Association, Articles of Association, Prospectus.

Recommended Book(S)

Elements of Mercantile Law, by N D Kapoor, Sultan Chand

Legal Aspects of Business, by Akhileshwar Pathak, Tata Mc GRAW HILL

Business Law, by M C Kuchhal óVikas

A. Financial Engineering**MBA (MS) A 031: OPERATION RESEARCH**

Objective: To acquaint students with mathematical & operational research techniques useful for managerial decision making with special emphasis on real life problems of the business world.

Course Outline**Unit I:**

Linear Programming: Definition of operations research, characteristics of operations research, Linear Programming ó definition, characteristics of linear programming problem, application areas of linear programming, mathematical formulation of a linear programming problem. The Simplex method (Maximisation case), The Big-M Method, Duality in Linear Programming, The Dual Simplex Algorithm

Unit II:

Transportation & Assignment Problems: Characteristics of a transportation problem, Mathematical formulation, The North-West Corner Method, Least Cost Method and Vogels Approximation Method for finding an initial solution, The MODI method for obtaining an optimal solution, Variations in transportation problem, unbalanced supply and demand, Degeneracy, Mathematical formulation of an assignment problem, Hungarian method of solving assignment problem, Variations of an assignment problem ó maximisation case, unbalanced assignment problem.

Unit III:

Game Theory and Queuing Theory: Two-Person-Zero-Sum Game, pure strategy (Maximin and Minimax principle) Saddle point & mixed strategy: game without saddle point, Dominance, Linear Programming Method, Essential features of a queuing system M/M/1: α (FIFO) model.

Unit IV:

Markov Chain and Network Analysis: Characteristics of a Markov Chain, Matrix of Transition Probabilities, procedure for determining steady-state (equilibrium) conditions.

Network defined: Basic differences between PERT and CPM, Network construction, Forward Pass Method (for earliest event time) Backward Pass Method (for latest allowable event time), Slack, Critical Path, Project scheduling with uncertain activity times, Project Time cost trade-off.

Recommended Book(S)

Leving & Kirkpatrick: Quantitative Approaches to Management

Kanti Swaroop: Operations Research

Sharma, J.K.: Operations Research

Taha, Hamdy A.: Operations Research ó An Introduction

Shenoy, Srivastava & Sharma: Operations Research for Management

MBA (MS) A 032: MERCHANT BANKING & FINANCIAL SERVICES

Objective: To develop understanding of various financial services for managing long-term and short-term assets and liabilities.

Course Outline**Unit I: Merchant Banking and Venture Capital**

The concept of Merchant Banking Services in India: Rules Regulation's and categorization, the lead manager and its functions management of capital issues. Fixed Deposits and debenture issue, International finance underwriting, Venture capital, the concept and characteristics, process and problems of venture capital financing, growth of venture capital services in India.

Unit II: Leasing and Consumer Finance

Leasing concept - types, legal tax and accounting aspects, Financial evaluation of lease structuring, Qualitative factors in lease decisions, Lease agreements, import and cross border leasing, Hire Purchase agreement ó Types, difference between hire purchase and lease, Flat and effective rates of interest.

Unit III: Other Financial Services

Credit Rating ó Concept and types, functions of credit rating agencies, credit rating of Debt and other securities, Credit rating agencies in India - their rating scale and rating process, Factoring ó The concept and characteristics, Types of factoring, legal and financial aspects, factoring in India, Factoring and Bill rediscounting, Forfating.

Unit IV: Insurance Services

Life & General Insurance: organisations, Regulatory framework, Products & Policies, operating aspects.

Recommended Book(S)

J.C. Verma: Merchant Banking

P. Chandra: Financial Management

J. Vanhorne: Financial Management & Policy

MBA (MS) A 033: SECURITY ANALYSIS & PORTFOLIO MANAGEMENT

Objective: To develop competencies for analyzing different investment opportunities and construct an optimal portfolio of investments as per risk profile and investment objectives.

Course outline

Unit I:

Nature and scope of investment decision, Investment & speculation, type of investment, investment opportunities, investment in securities & other instruments, Risk & Return, Trade off.

Investment Environment: Investment Environment, Investment process, Investment media, Procedure of investment in securities market, Stock Market Indices.

Unit II:

Equity Analysis & Valuation: General valuation framework, Time value of money, discounting & compounding, valuation of equity & preference shares different models, equity analysis, Risk and Return (mean variance criterion, Single Index Model), Fundamental Analysis, Efficient Market Hypothesis & its implications to investors. **Bond Analysis** Bonds: Characteristics, valuation, risk & return, Bond Price & interest rate relationship, bond theorems, Bond duration and eminization.

Unit III:

Portfolio Management: Nature and Scope, Traditional v/s Modern Portfolio Management, Portfolio Risk and Return ó Diversification & Portfolio Risk, Mean Variance Criterion and Single Index Model. **Portfolio Construction:** Markowitz Theory, Portfolio Analysis & Construction- Feasible set and the efficient set of Markowitz drawing the efficient set with two securities, three securities, n securities, effect of risk free lending & borrowing, optimum portfolio for an investor, construction of optimum portfolio under single index model, EGP model.

Unit IV:

Pricing of capital Assets: Capital Market Theory, CAPM model- capital market line, security market line. Multi factor model, Arbitrage pricing theory. **Portfolio Revision & Performance Valuation:** Need for revision of portfolio, formula plans, portfolio performance evaluation, risk adjusted measures of portfolio performance evaluations, Fama& performance attribution model, managed portfolio & its performance evaluation.

Recommended Book(S)

P. Pandian: Security Analysis and Portfolio Management, Sangam Books Ltd. Publication.

MBA (MS) A 034: SECONDARY MARKET OPERATION & MANAGEMENT

Objective: To acquaint the students from current secondary market trading and investment environment with investment strategies.

Course Outline

Unit-I:

Emergence and growth of Secondary Market in India, Role of Secondary Market in Economic development, Secondary Market instruments, Market participants-depositories, Brokers, Stock exchanges, commodity exchanges & market indices

Unit-II:

Financial Derivatives-trading, valuation and growth of derivative trading in India, SEBI, Role of regulatory agency in Secondary Market, security laws.

Unit-III:

Trade settlement system, source of information & data collection, sector wise market analysis, Fundamental & Technical analysis, Strategic investment decision.

Unit-IV:

Linkage with foreign stock markets, DOW JONES, HANGSENG & other prominent indices, FII & current trends.

Recommended Book (S)

Frank J. Fabozzi: Secondary Market Operation & Management.

MBA (MS) A 035: BUSINESS ANALYSIS TOOLS USING IT

Objective: To enable understanding of basic application of computers in the business and to learn the computerized accounting and statistical tools and techniques.

Course Outline

UNIT I:

Introduction to computer based accounting ó Evolution of computerized accounting, its scope and importance, Limitations of computerized accounting, Difference between manual and computerized accounting, Role of IT in accounting and finance.

Unit II:

Tally- Introduction to tally, features of tally, functioning with tally. Processing Transactions ó Vouchers and invoices, recording transactions, types of accounting reports in tally, generation and printing of reports.

Unit III:

Basic Operation of SPSS ó Data Import, Data Entry, Handling Missing Values, Data Transformation and Manipulation, Data sorting and editing.

Exploratory Data Analysis: Tabulation of data, Frequency table, Descriptive Statistics, Graph and Plot formulation.

Unit IV:

System Security ó Information security features and policy making. Computer frauds- meaning its types, primary risk to the business ó internal and external threats, prevention and detection techniques- Disk imaging.

Recommended Book (S)

Sushila Madan: MICS, Taxman Publication

Andy Field: Discovering Statistics using SPSS

Srivastava & Rego: Business Research Methodology

Narguandkar: Marketing Research

B. DECISIONAL SCIENCES

MBA (MS) B 031: OPERATION RESEARCH

Objective: To acquaint students with mathematical & operational research techniques useful for managerial decision making with special emphasis on real life problems of the business world.

Course Outline

Unit I:

Linear Programming: Definition of operations research, characteristics of operations research, Linear Programming ó definition, characteristics of linear programming problem, application areas of linear programming, mathematical formulation of a linear programming problem. The Simplex method (Maximisation case), The Big-M Method, Duality in Linear Programming, The Dual Simplex Algorithm

Unit II:

Transportation & Assignment Problems: Characteristics of a transportation problem, Mathematical formulation, The North-West Corner Method, Least Cost Method and Vogels Approximation Method for finding an initial solution, The MODI method for obtaining an optimal solution, Variations in transportation problem, unbalanced supply and demand, Degeneracy, Mathematical formulation of an assignment problem, Hungarian method of solving assignment problem, Variations of an assignment problem ó maximisation case, unbalanced assignment problem.

Unit III:

Game Theory and Queuing Theory: Two-Person-Zero-Sum Game, pure strategy (Maximin and Minimax principle) Saddle point & mixed strategy: game without saddle point, Dominance, Linear Programming Method, Essential features of a queuing system M/M/1: α (FIFO) model.

Unit IV:

Markov Chain and Network Analysis: Characteristics of a Markov Chain, Matrix of Transition Probabilities, procedure for determining steady-state (equilibrium) conditions.

Network defined: Basic differences between PERT and CPM, Network construction, Forward Pass Method (for earliest event time) Backward Pass Method (for latest allowable event time), Slack, Critical Path, Project scheduling with uncertain activity times, Project Time cost trade-off.

Recommended Book(S)

Leving & Kirkpatrick: Quantitative Approaches to Management

Kanti Swaroop: Operations Research

Sharma, J.K.: Operations Research

Taha, Hamdy A.: Operations Research ó An Introduction

Shenoy, Srivastava & Sharma: Operations Research for Management

MBA (MS) B 032: DATA MINING AND BUSINESS INTELLIGENCE

Course Objective: To familiarize the students with advanced databases and techniques of retrieving and storing information.

UNIT I:

Introduction to Data Mining: Definition, Features, Classification of Data Mining, Applications and trends in data mining, Knowledge Discovery Process, Data Mining Techniques. Data Pre-processing: Descriptive Data Summarization, Data Cleaning, Data Integration and Transformation, Data Reduction Data Mining Functionalities: Mining Frequent Patterns, Associations and Correlations, Classification and Prediction, Cluster Analysis, Outlier Analysis.

UNIT II:

Introduction to Data warehouse: Data warehousing concepts, Multidimensional Data Model, Architecture, Implementation, Components of Data warehouse, Integration of a Data Mining with Data Warehouse, Data Cube Computation and Data Generalization.

UNIT III:

Classification and Predication: Decision tree induction, Bayesian Classification, Rule case Classification, Classification by Back propagation, Genetic Algorithm, Predication ó Linear and Non- Linear Regression. Cluster Analysis: Types of Data in Cluster Analysis, Clustering Methods - Partitioning, Hierarchical, Density ó Based, Grid ó Based, Model ó based, Outlier Analysis.

UNIT IV:

On - Line Analytical Processing: Introduction, OLAP Server, MOLAP, ROLAP, HOLAP, Managed Query Environment, Features of OLAP, Comparison between OLTP and OLAP, Testing the Data Warehouse, Data Warehouse Recovery Models.

RECOMMENDED BOOK(S)

1. Amitesh Sinha: Data Warehousing
2. Sam Anahory & Dennis Murray: Data Warehousing in the real world
3. Efrem G. Mallach: Decision Support System & Data Warehouse Systems
4. Ali ABM Shawkat and Wasimi Saleh A: Data Mining; Method and Technique, Cengage Publication
5. L. T., Moss, S. Atre, A. Wesley: Business Intelligence Roadmap: The Complete Project Lifecycle for Decision-Support Applications, Information, Technology Series.
6. Ralph Hughes: Agile Data Warehousing; Delivering World-Class Business Intelligence Systems Using Scrum and XP, Ceregenics Inc.
7. S. Rizzi & M. Golfarelli: Data Warehouse Design; Modern Principles and Methodologies, Tata McGraw-Hill Education.

MBA (MS) B 033: MARKET DATA ANALYSIS

Objective: Understand the fundamentals of business analytical, data handling and related research issues.

Course Outline

UNIT I:

Overview of Marketing Research, Role of Statistical Packages in Marketing Research. Reliability and Validity of data.

Basic Operation of SPSS: Data Import, Data entry, Handling Missing Values, Data Transformation and Manipulation, Data sorting and editing.

Exploratory Data Analysis: Tabulation of data, Frequency table, Descriptive Statistics, Graph and Plot formulation.

UNIT II:

Basic Module using SPSS: Crosstabulation, Bivariate Correlation, Simple linear Regression, Multiple Regression Analysis.

UNIT III:

Testing of Hypothesis: P value concept, Z - test, t test, ANOVA, Chi Square Test, Non parametric testing, Analyzing Categorical data.

UNIT IV:

Multivariate Analysis: Logistic Regression, Factor Analysis, Discriminant analysis, Cluster Analysis, Conjoint Analysis, Analysis of Covariance, MANOVA.

Recommended Book(S)

- Andy Field: Discovering Statistics using SPSS
Srivastava & Rego: Business Research Methodology
Narguandkar: Marketing Research
Amir D Aczel: Complete Business Statistics

MBA (MS) B 034: E - MARKETING

Objective: Digital Marketing aims to equip participants will all the necessary skills to plan and execute a digital marketing campaign.

Course Outline:

It will acquaint the students with the basics of e-marketing, enhancing e-marketing performance, enhancing customer experience, evaluating and measuring e-marketing campaigns.

Unit I:

Framework for e-marketing - Evolution, Commercial beginnings of the Web, Characteristics, Drivers of Internet Economy; Internet Business models and Strategies; e-marketing Plan, Internet as a marketing platform: opportunities, challenges, barriers and benefits of e-marketing Applications and tools of Web 2.0-in Marketing, Blogs, Applications of web 2.0 in India, Internet communities and marketing: the creation and transfer of value within communities, Overview of Global E marketing, Future of e-Marketing

Unit II

Marketing Environment - Ethical, legal, Social and regulatory issues in e-Marketing, Internet as a direct Response Medium, Understanding the e-Consumer, e-Consumer Behavior, Internet User Segments, Internet, Building eBrands, Interactive Brand Building, Recent Trends in e-branding

Unit -III

Differentiation and Positioning - Strategies in e-marketing, Distribution in e-marketing, e-marketing Communication - Online Advertising, Search Email, and other marketing tools, Customer Relationship in eMarketing, Customer Service and Support in web space, Recent Trends in e-customer service.

Unit IV

Developing and maintaining website for e-marketing - Measuring and Evaluating Web Marketing Programs, Variables used to measure website traffic, audiences and marketing campaigns, Measuring internet advertising effectiveness. Role of Social media in advertising.

REFERENCE

1. Mohammed, Fisher, Jaworski and Cahill : Internet Marketing ó Building Advantage in a networked economy Tata McGraw-Hill
2. Strauss and Frost : E-Marketing, Prentice-Hall
3. Mary Roberts : Internet Marketing, Cengage Learning
4. Vassos : Strategic Internet Marketing ó Practical e-commerce and branding Tactics, Que Books
5. Chaffey, Meyer, Johnston and Ellis ó Chadwick : Internet Marketing, Prentice- Hall/Financial Times

MBA (MS) B 035: CLOUD COMPUTING FOR BUSINESS

Course Objective: This module gives students the skills and knowledge to understand how Cloud Computing Architecture can enable transformation, business development and agility in an organization. It also provide the concept of cloud security system and cloud infrastructure.

Unit I

Cloud Computing Fundamental: Cloud computing definition, private, public and hybrid cloud. Cloud types; IaaS, PaaS, SaaS. Benefits and challenges, public vs private clouds, role of virtualization in enabling the cloud; Business Agility: Benefits and challenges to Cloud architecture. Application availability, performance, security and disaster recovery; next generation Cloud Applications.

Unit II

Cloud Applications: Technologies and the processes required when deploying web services; Deploying a web service from inside and outside a cloud architecture, advantages and disadvantages
Security Concepts: Confidentiality, privacy, integrity, authentication, non-repudiation, availability, access control, defence in depth, least privilege, how these concepts apply in the cloud, what these concepts mean and their importance in PaaS, IaaS and SaaS.

Unit III

Cloud Services Management: Reliability, availability and security of services deployed from the cloud. Performance and scalability of services, tools and technologies used to manage cloud services deployment; Cloud Economics: Cloud Computing infrastructures available for implementing cloud based services. Economics of choosing a Cloud platform for an organization, based on application requirements, economic constraints and business needs (e.g Amazon, Microsoft and Google, Salesforce.com)

Unit IV

Cloud infrastructures; public, private, hybrid. Service provider interfaces; SaaS, PaaS, IaaS. Virtual Data Center environments; concept, planning and design, business continuity and disaster recovery principles. Best Practice Cloud IT Model: Analysis of Case Studies when deciding to adopt cloud computing architecture.

RECOMMENDED BOOK(S)

1. Gautam Shroff, Enterprise Cloud Computing Technology Architecture Applications [ISBN: 978-0521137355]
2. Toby Velte, Anthony Velte, Robert Elsenpeter, Cloud Computing, A Practical Approach [ISBN: 0071626948]
3. Dimitris N. Chorafas, Cloud Computing Strategies [ISBN: 1439834539]

C. APPLIED MARKETING

MBA (MS) C 031: CONSUMER BEHAVIOUR

Course Objective: To understand consumer psychology and ways of communicating effectively with various target groups in order to fulfil value added exchange of goods and services

Unit I

Study of Consumer. Meaning of Consumer, concept of consumer behaviour Consumer's Need and Motives, Consumer as a Perceiver and Learner, Influence of Personality and Attitude on Buying Behaviour; Determinants of Consumer Behaviour, Cultural, Social and Economic Factor Affecting consumer behaviour; Consumer attitude formation and change. Environmental Influences on consumer behaviour.

Unit II

Individual Factors & Group Influences. Factors Affecting Purchase decision; Fundamental Group of sensation; Perception, emotion, motivation, Cognition. Group Influence; Role, Status, Norms; Family Influences; Life-Cycle Effects, Family Decision making.

Unit III

Models of Consumer Behaviour. Models of individual and Industrial Buying Behaviour. Consumer Behaviour and market segmentation consumer psychology, consumer motivation, research and techniques.

Unit IV

Communication with Consumer. Two-step flow of Communication theory, Adoption, diffusion of innovation, cognitive Dissonance. Socio-economic and Cultural Aspects of Indian Consumer Market.

Recommended book(s)

- Kanuk & Shiffman, Consumer Behaviour.
Peter & Olson, Consumer Behaviour and Marketing Strategy.
Peter and Donnelly, A Preface of Marketing Management.
Wilkie, William, Consumer Behaviour.

MBA (MS) C 032: SALES AND DISTRIBUTION MANAGEMENT

Course Objective: To provide in depth understanding for organisation of effective sales force and distribution systems to reach the target customers.

Unit – I

Nature and scope of Sales Management, Selling and Formulating Personal Selling Objectives, Recruiting and Selecting Sales Personnel, Developing and Conducting Sales Training Programmes, Diversity of selling situation/process, Monitoring and performance evaluation.

Unit – II

Designing and administering compensation plans, supervision of salesmen, motivating sales personnel, sales meetings and Sales Contests, Designing Territories and Allocating Sales Efforts

Unit – III

Objectives and Quotas for Sales Personnel, Developing and managing Sales evaluation programme, Sales cost and cost analysis, An Overview of Marketing Channels, their structure, Functions and Relationships, Channel Intermediaries-Wholesaling and Retailing

Unit – IV

Logistics of distribution, channel planning, Organizational Patterns in Marketing channels, Managing marketing channels, Marketing channel policies and legal issues, Information system and Channel Management, Assessing performance of marketing channels, International Marketing Channels

Recommended Book(s)

Anderson, R. Professional Sales Management, Englewood Cliffs, New Jersey, Prentice Hall Inc.
Buskirk, R. H. and Stanton, W.J. Management of Sales Force, Homewood Illinois,
Richard D. Irwin, Dalrymple, DJ. Sales Management: Concepts and Cases, New Yourk, John Wiley

MBA (MS) C 033: RETAIL BUSINESS MANAGEMENT

Course Objective: To equip students with the necessary skills required for handling the various functions connected with retail operations.

Unit – I

Introduction, Retailing mix-Sales forces, Economic forces, technological forces, competitive forces, Structure and Different formats of Retailing.

Unit –II

Marketing concept in retailing, Consumer purchase behaviour, Cultural and social group influence on Consumer Purchase Behaviour, Retail store location, Traffic flow and analysis, population and its mobility, exteriors and layout, Customer traffic flows and pattern, Creative display

Unit – III

Merchandize planning, Stock turns, Credit Management, Retail pricing, Return on per sq. ft. of space, Retail promotions, Staying ahead of competition, Supply Chain Management, Warehousing, Role of IT in SCM

Unit – IV

Franchising Direct Marketing, Exclusive Shops, Destination Stores, Chain Stores, Discount Stores another current and emerging formats-Issues and options, Retail Equity, Technology in Retailing

Recommended book(s):

Diamond Allen, Fashion Retailing, Delmar Pub.
Drake, Mary Francis, J.H.Spoone and H. Greenwald Retail Fashion, Promotion and Advertising,Macmillian, New York
Levy, M. and Barton A. Weitz Retailing Management, Irwin, London
Morgenstein, M. and Harriat Strongin, Modern Retailing, Prentice Hall

MBA (MS) C 034 INDUSTRIAL MARKETING

Course Objective: To developing an understanding of issues involved in marketing of industrial products.

Unit – I

The environment of Industrial Marketing, Industrial Marketing Perspective. Dimensions of Organizational Buying, Access marketing opportunities, Industrial Marketing Planning.

Unit – II

Managing the Industrial Product Line, Industrial Marketing Channels : Channel Participation, Industrial Marketing Channels : Design and Management, Industrial Marketing Channels : Logistical Interface, Pricing Strategy.

Unit – III

Advertising and Sales Promotions, Managing the industrial advertising effort, supplementary promotion tools, personal selling, models for industrial sales force management.

Unit – IV

Industrial Marketing Research. Evaluation of Industrial Marketing Strategy, Norms and Standards, Control and Monitoring of Industrial Marketing process.

Recommended book(s):

Alexander Cross and Hill, Industrial Marketing.
Webster, F.E., Industrial Marketing Strategy.
Hass W., Industrial Marketing Management.
Cox, E., Industrial Marketing Research.
Meyers, Industrial Relations in India.
Reider and Reider, Industrial Marketing.

MBA (MS) C 035 BUSINESS DATA ANALYSIS

Course Objective: Understand the fundamentals of business analytical, data handling and related research issues.

UNIT I

Introduction to computer based accounting, Difference between manual and computerized accounting, Tally- Introduction to tally, features of tally, functioning with tally. Processing Transactions ó Vouchers and invoices, recording transactions, types of accounting reports in tally, generation and printing of reports.

UNIT II

Overview of Marketing Research, Role of Statistical Packages in Marketing Research, Basic Operation of SPSS: Data Import, Data entry, Handling Missing Values, Data Transformation and Manipulation, Data sorting and editing.

Exploratory Data Analysis: Tabulation of data, Frequency table, Descriptive Statistics, Graph and Plot formulation.

UNIT III

Basic Module using SPSS: Cross tabulation, Bivariate Correlation, Simple linear Regression, Multiple Regression Analysis, Testing of Hypothesis: P value concept, Z - test, t ó test, ANOVA, Chi ó Square Test, Non ó parametric testing, Analysing Categorical data.

UNIT IV

Multivariate Analysis: Logistic Regression, Factor Analysis, Discernment analysis, Cluster Analysis, Conjoint Analysis, Analysis of Covariance, MANOVA.

Recommended Book(S)

Sushila Madan: MICS, Taxman Publication

Andy Field: Discovering Statistics using SPSS

Srivastava & Rego: Business Research Methodology

Narguandkar: Marketing Research

Amir D Aczel: Complete Business Statistics

Semester – IV

Core Papers (Two Papers, Both are Credit and Compulsory)

Foundation Paper

LU 041 RESEARCH PROJECT/BUSINESS PLAN (Credit and Compulsory)

IMS 041 Strategic Management ó II

IMS 042 Organizational Effectiveness & Change

Note: Students can choose any one of the following groups. Within each group any four papers out of five can be opted.

Elective Papers – Credit (Select any one group)

- I. 2-4 Papers Supportive to the discipline of study

A. Financial Engineering

MBA (MS) A 041 Management of Financial Institutions

MBA (MS) A 042 Applied Financial Engineering

MBA (MS) A 043 Tax Planning & Management

MBA (MS) A 044 Project Appraisal & Management

MBA (MS) A 045 International Financial Management

B. Decisional Sciences

MBA (MS) B 041 Information Security & Cyber Law

MBA (MS) B 042 Enterprise Resource Planning

MBA (MS) B 043 Decision Support System

MBA (MS) B 044 Software Engineering

MBA (MS) B 045 Advanced Database Management System

C. Applied Marketing

MBA (MS) C 041 Marketing of Services

MBA (MS) C 042 Integrated Marketing Communication

MBA (MS) C 043 Logistics and Supply Chain Management

MBA (MS) C 044 Digital-Marketing

MBA (MS) C 045 Rural Marketing

II. For Expanded range of study up to two paper of any stream of specialization available in the same semester of any of the IMS-MBA programs

IMS 041: STRATEGIC MANAGEMENT - II

Objective: To comprehend strategic management process, understand interrelationship between formulation and implementation and apply administrative and leadership skills for successful implementation of strategies.

Course Outline

Unit I:

Nature and Scope of Strategic Management. Concept of Core Competence, Capability and Organisational learning; Managing of Change; Process of Strategic planning and Implementation, Activating Strategies, Strategy and Structure.

Unit II:

Organisational values and their Impact on Strategy: Power Games amongst Competing Players, Behavioural Implementation, Functional and Operational Implementation.

Unit III:

Chief Executive and Board: Work of Top Management: Turnaround Management; Management of Strategic Change, Strategy Evaluation and Control

Unit IV:

Mergers and Acquisitions; Strategic Management in an International Firm; Strategy and Corporate Evolution in Indian Context.

Recommended book(s)

Strategic Management Concepts & Cases, by Fred R. David, Pearson Education/PHI.

Strategic Management Building & Sustaining Competitive Advantage, by Pitts & Lei, Thomson South Western

Crafting and executing strategy, by Thompson, Strickland & Gamble, TMH

IMS 042: ORGANIZATIONAL EFFECTIVENESS & CHANGE

Objective: To understand the facilitative forces for organisational effectiveness and management of change.

Course outline

Unit I:

Understanding Organizational Effectiveness and Change. Concept and Process of Organizational Effectiveness; Concept and Process of Organizational development; Design, Development and application OD interventions.

Unit II:

Organizational Learning and Learning Organizations: Process of organizational learning; Characteristics of learning organizations; Creativity and innovations; Organisational Change.

Unit III:

Interpersonal Relationships: Individual's Behaviour, Individual's in Group; Perception, motivation, attitudes, values, personality. Interpersonal Communication: Types of Interpersonal Relationship Inter group behaviour & collaborations; Team building & team management; Transaction Analysis.

Unit IV:

Organizational Culture and Climate. Organizational Ethos; Dimensions and process of organizational climate; Dimensions and process of organizational culture; Power and Politics. Corporate Governance; Conflict Dynamics; Conflict and Negotiations; Stress Management.

Recommended Book(S):

Organizational Behaviour, by Stephen P. Robbins
Organizational Effectiveness and Change, by Cummins (South Western Thompson)
Management of Organizational Change, by Hari Gopal
Change Management, by Neelkant Ramanarayan

A. FINANCIAL ENGINEERING

MBA (MS) A 041: MANAGEMENT of FINANCIAL INSTITUTIONS

Objective: To provide in- depth understanding of nature and functions of various financial markets, institutions and instruments.

Course Outline

Unit I: Management of Apex- Level Financial Institution

Concept of Apex-Level Institutions, its objectives. Organisation & functions, resource mobilisation Co-ordinational & supervisory role, Financing of other financial Institutions, Direct Financing, Miscellaneous problems.

Unit II: Management of Commercial Banks

Objectives, Functions & Organisational setup , Management of deposits, Mobilisation of Funds, Management of cash position & liquidity, Nature & functions of primary & secondary reserves, Considerations influencing reserves , Management of loan, advance & other investments Management of income, Prudential norms.

Unit III: Management of Development Banks

Concept, Objectives, Nature, Function & Promotional role of development banks, Organisation of a development bank resource planning & mobilisation of funds, Management of funds, policies & practices of All India development banks regarding loans, underwriting & investment etc. loan syndication, Changing role of developmental bank in present environment, Development banks in India.

Unit IV: Management of Non-Banking Financial Institutions and Mutual Funds

Policies & practices regarding mobilisation & management of funds in NBFCs their performance, Types & functions of Mutual funds, their legal & accounting aspects, SEBI & mutual funds, Investment & marketing Strategies of mutual funds, performance review of mutual funds currently in India .

Recommended Book(S)

John Hull, Risk Management and Financial Institutions, Pearson Publication

MBA (MS) A 042: APPLIED FINANCIAL ENGINEERING

Objective: To enable understanding of nature and functions of various application areas of Finance with engineering tools.

Course Outline:

Unit I:

Overview of Financial Engineering- Meaning, Evolution of the concept, Its importance and scope, aspects of financial engineering ó derivatives, securitization, portfolio management, investment banks and hedge funds, options and futures.

Unit II:

Derivatives and Security Valuation: Forwards, Futures & Options: Pricing Principles. Valuation of derivative securities using Binomial Option Pricing Model and Black Scholes Options Pricing Model.

Unit III:

Trading Strategies: Hedging strategies using forwards, futures and options. Options on futures and other special derivatives, Index options, Index futures & their applications, Risk Management using Derivatives.

Unit IV:

Engineering of Fixed Income Securities & cash flows

Connection between Swap, Bonds and FRA, Introduction, Cash Flow in different currencies, Forward contracts and currency forwards, Engineering of market volatility, Engineering of interest rate derivatives, Swap Engineering, Repo market, strategy in financial Engineering.

Recommended Book (S)

Salih N Neftci: Principles of Financial Engineering by, Academic press New York
Don M Chance: Introduction to Derivatives and Risk Management, Thomson Press
John C Hull: Options, Futures, and other Derivatives by PHI

MBA (MS) A 043: TAX PLANNING & MANAGEMENT

Objective: To provide in- depth understanding of corporate tax laws for facilitating tax planning for a company form of organisation.

Course Outline

Unit I:

Introduction: The concept of Tax Planning. The scope of tax planning, tax evasion, tax avoidance and tax planning. Tax obligations of Management System of Accounting, Tax-audit, statutory obligations and Tax procedure.

Unit II:

Tax Planning through Organisation Set-up: Comparative tax obligations of different forms of business organisation- individuals, partnership firms and companies, Tax planning for employee remuneration.

Unit III:

Tax Planning for Managerial Decisions: Corporate Capitalisation, Dividend Policy, Depreciation policy, Inventory policy, make or buy, repair or renovate, own or lease, export & domestic sale, foreign Collaborations, Amalgamation, Mergers.

Unit IV:

Tax Planning through Incentives: Classification of Income and expense, capital gains, other exemptions, deductions, rebates & relief for residential status location, size, set off and carry forward of losses.

Recommended Book(S)

Srinivas, E.A.: Corporate Tax-Planning
 Agarwal, J.D. & Agarwal, R.K.: Tax Planning for Industrial Units
 Agarwal, R.K.: Tax Obligations under Income-Tax Law
 Prasad, Bhagwati: Law and Practice of Income-Tax in India
 Singhania, V.K.: Direct Tax Planning and Management
 Mehrotra, H.C.: Income Tax Law and Practice
 Shah, D.D.: A treaties on Tax-Planning
 Santhanam, R.: Tax Planning in respect of Capital Gains
 S.P. Goel: Direct Tax Planning and Management

MBA (MS) A 044: PROJECT APPRAISAL & MANAGEMENT

Objective: To equip the students with understanding of project formulation, evaluation and implementation with practical prospective.

Course Outline

Unit I:

Basic Concept: Concept of a Project, categories of projects, project development cycle. The concept of project management, tools & techniques of project management. Forms of Project organisations.

Unit II:

Project Formulation: Project identification, Project formulation and preparation : Market and Demand estimation, market survey, demand forecasting technical factors ó Material Inputs, technology, production, plant capacity, location and site, civil works, charts layouts, work schedule, cost of project, means of financing, estimates of cost, financial projections.

Project Appraisal Criteria: Payback period, ARR, NPVI, IRR and social cost-benefit analysis, and risk analysis.

Unit III:

Process of Project Appraisal: Technical, economic, financial, legal and social appraisal of the industrial projects, problems arising due to rate of discount, wage-rates, exchange rates, treatment of taxes, social cost-benefits, treatment of risk and uncertainty, sensitivity analysis and probability approach single as well as multiple projects.

Unit IV:

Implementation, Monitoring and Control of Projects: Project scheduling, network techniques for resource and cost budgeting and scheduling, project management teams and coordination. Monitoring and post implementation, evaluation of the projects.

Recommended Book(S)

Prasanna Chandra, Project: Preparation, Appraisal, Budgeting and Implementation
 P.K. Matto: Project Formulation in Developing Countries
 Chitale: Project Viability in Inflationary Condition
 Dass Gupta & Sen: Guidelines for Project Evaluation
 Cleland and Kind: System Analysis and Project Management
 Nagendra P. Singh: Emerging Trends in Entrepreneurship Development
 D.K. Jain: Project Planning and Appraisal in Planned Economy
 M. Mohsin: Project Planning and Control

MBA (MS) A 045 INTERNATIONAL FINANCIAL MANAGEMENT

Objective: To give insights relating to financial management applications in the realm of international business with special reference to international financial markets systems & operations of MNCs.

Course Outline

Unit I: International Financial Environment

The rise of Multinational Corporation, International Financial System. The Foreign exchange market, the determination of exchange rates. The international monetary system & international economic linkages.

Unit II: Foreign Trade Financing & Foreign Exchange Risk Management

Payment terms in international trade, Balance of payment & categories, the international flow of goods services & capital, Financing technique in international trade, Export Financing & Credit insurance, Counter trade, Foreign exchange risk Management with special reference to Financial Management.

Unit III: International Financial Market & International Financing

Financing Foreign Operations, International financial markets, the Euro Markets, the Development Banks e.g IMF, World Bank & Asian development bank, Short term Financing-objectives, Options & strategy, Special financing vehicles -International leasing, Interest rate & Currency swaps, LDC - Debt equity swaps the GDRs Foreign Direct Investment, International Currency Asset Management - International Cash, Accounts Receivable & Inventory Management, Inter Company fund flow mechanism .

Unit IV: Foreign Investment Analysis

Corporate Strategy and FDI, Designing a global expansion strategy, Capital budgeting for the Multinational Corporation - Issues in foreign investment analysis , foreign project appraisal, political risk analysis & its Management, Cost of capital for foreign Investments.

Recommended Book(S)

Varn Horn: Financial Management & Policy, PHI
Wod d Bryne J: International Business Finance, Mc Millan
Rita m Rudrigues: International Financial Management, PHI
Zeneoff D & Zwick J: International Financial Management, PHI
Shapiro A.C.: International Financial Management, PHI

B. DECISIONAL SCIENCES

MBA (MS) B 041: INFORMATION SECURITY AND CYBER LAW

Objective: Develop the skills to cyber security issues with a technological ground and then relate then to complex cyber world legal problems.

Course Outline:

Unit I:

Cryptography and Security: Crypto Basics, Symmetric Key Crypto, Public Key Crypto, Access Control: Authentication, Authorization, Firewalls.

Unit II:

Security in Software: Software flaws and malware, Insecurity in software, Digital Rights Management, Operating system and security, Trusted Path, Trusted Computing Base, Next Generation Secure Computing Base.

Unit III:

Security planning and implementation: Risk Management, Planning and Implementing, Security: Information Security Policy, Standards and Practices, Information Security Blueprint, Control Strategies, Information Security Project Management, Information Systems Security Certification and Accreditation.

Unit IV:

Cyber law: Legal, Ethical and Professional Issues in Information Security, Introduction, Law and Ethics In Information Security, Relevant Indian Laws, International Laws and Legal Bodies, Ethics and Information Security, Codes of Ethics and Professional Organizations, IT Act 2000. Selected Case Studies

Recommended Book (S)

Vincent LeVeque: Information Security: A Strategic Approach, Willy Publication.
Saurabh Sharma: Information Security and cyber Law, Vikas Publication.

MBA (MS) B 042: ENTERPRISE RESOURCE PLANNING

Objective: To understand Enterprise- wide systems and technologies relevant to business and develop resource plans for the enterprise accordingly.

Course Outline

Unit I:

Introduction: An overview of ERP, Problems of system islands and need for system integration and interface, Benefits of ERP, ERP and related technologies, Evolution of ERP: Material Requirements Planning (MRP) and Aggregate Production Planning.

Unit II:

Role of ERP in JIT systems, Overview of Supply Chain Management, ERP Implementation: ERP Implementation Cycle, Implementation Methodology, Comparison and selection of ERP packages, The hidden costs in implementation, Organizing the implementation, Relationship between vendors, Consultants and users, Project Management and Monitoring, Post ERP Implementation. The ERP Market: The ERP market place, The ERP vendors ERP Present and Future: Enterprise Integration Applications (EIA) ERP and Internet ERP and E-Commerce, Future directions in ERP.

Unit III:

Introduction to CRM, eCRM, the nature and role of relationship marketing, Building customer relationships, Customer service and its process, Internal marketing One-to-one marketing and mass customization, Business-to-business (B2B) marketing, Building relationships with other stakeholders.

Unit IV:

Sales Force Automation (SFA): Definition & need of SFA, barriers to successful SFA, SFA: Functionality, technological aspect of SFA, Enterprise Marketing automation (EMA), Planning the CRM strategy and Implementation of CRM in the organization.

Recommended Book(S)

Bready, Monk, Wagner: Concepts in Enterprise Resource Planning
V.K Garg & Venkitakrishan: ERP Concepts & Practice
Alexis Leon: Enterprise Resource Planning

MS B 043: DECISION SUPPORT SYSTEM

Objective: To acquaint the students with the various decision making techniques in structured and non- structured situations confronted by management.

Course Outline

Unit I:

Introduction to DSS, Decision Support System ó Definition, characteristics, components, decoupling, Decision making, DSS concepts, DSS objectives, DSS Model, Decision Support System and Management Information System, Group Decision Support Systems, Groupware and tools.

Unit II:

Computers and Decisions Rules, Application of Decision tables and Decision tree, Decision Applications, Decision Assisting Information System, Computer Assisted Decision Making, Role of Artificial Intelligence, Role of Expert System.

Unit III:

Managerial Decision Support System, Decision Structure, Analysis Techniques, Goal Seeking Analysis, Sensitivity Analysis, Data Mining, Data Warehousing.

Unit IV:

Role of DSS in Strategic Management, Programmed and Non Programmed Decisions. Problem Structure, Management Science and Decision Rules, Distinction: DSS and Programmed Systems.

Recommended Book(S)

Efrem G Mallach: Decision Support and Data Warehouse Systems, Tata McGraw Hill
B Ravindranath: Decision Support System & Data Warehousing

MBA (MS) B 044: SOFTWARE ENGINEERING

Course Objective: The course is aimed at enhancing skills that will enable the student to develop business softwareø that are simple reliable and capable of modification as per requirement.

Unit 1

Definition to Software Engineering, Software Development life cycle, Project Categories, Software Project teams, Software Development process Models óLinear, Prototype, and Spiral. Project Plan, guidelines for Software planning, planning tasks, CPM/PERT, Gantt chart.

Unit 2

Fundamental of design concept: Abstraction, structure. Concept of modularity, types of module. Coupling and cohesion, Coupling-content, common, control, stamp, data. Cohesion-coincidental, logical, temporal, procedural, communication, functional. Design notation: Bubble chart, Structure chart, HIPO diagram. Design Techniques: Stepwise Refinement, Structure Design, Integrated top-Down development.

UNIT 3

Software quality assurance. Factors of software quality. SQA activities, Software Review Basics, Documentation & Issues. Verification and Validation: White box and Black box testing, Unit testing, Acceptance testing, System testing, and Integration testing. Fundamental of software configuration management (SCM) & its major elements.

UNIT 4

Cost Estimation: Issue in software cost estimation, Standard component method, Function-point method, Delphi method, COCOMO. Definition and concept of software reliability, software errors, faults, software reliability metrics, repair and availability. Fundamental of software maintenance, Types of software maintenance, strategies, and maintenance of object oriented system design. Concept, scope of CASE, classification of CASE tools, categories of CASE environment.

RECOMMENDED BOOK(S)

Software Engineering: A Practitionerø Approach, Pressman Roger, Tata McGraw hill.
An Integrated Approach to Software Engineering, Pankaj Jalote, Narosa Pub.
Software Engineering Concepts: Richard Fairly, Tata McGraw Hill.

MBA (MS) B 045: ADVANCED DATABASE MANAGEMENT SYSTEMS

Course Objective: To study the further database techniques beyond which covered in the second year, and thus to acquaint the students with some relatively advanced issues. At the end of the course students should be able to: gain an awareness of the basic issues in objected oriented data models, learn about the Web-DBMS integration technology and XML for Internet database applications, and familiarize with the data-warehousing and data-mining techniques and other advanced topics

Unit I

Overview of Object-Oriented concepts & characteristics, Objects, OIDs and reference types, Database design for ORDBMS, Comparing RDBMS, OODBMS & ORDBMS, Advance Database Management System ó Concepts & Architecture, Spatial data management, Web based systems, Overview of client server architecture, Databases and web architecture, N-tier Architecture, Business logic ó SOAP, Multimedia databases, Mobile database etc.

Unit II

Parallel databases

Introduction, Parallel database architecture, I/O parallelism Inter-query and Intra-query parallelism, Interoperational and Intra-operational parallelism, Design of parallel systems

Unit III

Distributed Databases Introduction, DDBMS architectures, Homogeneous and Heterogeneous Databases, Distributed data storage, Distributed transactions, Commit protocols, Availability, Concurrency control & recovery in distributed databases, Directory systems

Unit IV

Knowledge base Systems Integration of expert in database application & object database overview, Introduction to Data warehousing, Architecture, Dimensional data modelling- star, snowflake schemas, fact constellation, OLAP and data cubes, Operations on cubes Data pre-processing , Introduction to data mining

REFERENCE BOOKS

1. Database system concepts', 5th Edition ó Abraham Silberschatz, Henry Korth, S, Sudarshan (McGraw Hill International)
2. Data Mining: Concepts and systems - Jiawei nan, Micheline Kamber, (Morgan Kaufmann publishers)
3. Database systems : "Design implementation and management"- Rob Coronel, 4 th Edition, (Thomson Learning Press)
4. Database Management Systems - Raghu Ramkrishnan, Johannes Gehrke Second Edition, (McGraw Hill International)
5. Database Management System - Alexis Leao, Mathews Leon, (leon press) 6. Fundamentals of Database Systems - Remez Elmasri , Shamkant Navathe

C APPLIED MARKETING

MBA (MS) C 041: MARKETING OF SERVICES

Course Objective: To provide in- depth understanding of nature, peculiarities and demands on service provider for effective design of marketing strategies for a service business.

Unit – I

Marketing of Services: Nature, scope, conceptual framework and special characteristics of services. Classification of Services. Technological development in services marketing, Consumer Involvement in Services Processes.

Unit – II

Role of Marketing in Services organizations, Research Application for Services Marketing. Internal marketing concept in the area of services marketing. Targeting consumers, Creating Value in competitive markets, Positioning a service in market place Managing relationships and building loyalties.

Unit – III

The services marketing mix, Creating the service product and pricing strategies. Consumer education and Service Promotion. Role of physical evidence. Managing people in services organizations. Developing Service quality and quality standards, Complaint handling and service recovery

Unit – IV

Marketing of financial Services, Marketing of educational and Consultancy Services, Marketing of Hospitality and Tourism Services, Marketing of Health and Insurance Services.

Recommended book(s):

- Helen Woodruffe, Services Marketing.
Zieithaml Valarie, Parasuraman A. and Leonard L. Berry, Delivering Quality Services.
Shetty Y.K. and J.E. Ross, Quality and its Management in Services.
Lovelock Christopher H., Service Marketing.
Rathmell John, Marketing in the Service Sector.

MBA (MS) C 042: INTEGRATED MARKETING COMMUNICATION

Course Objective: The aim of the course is to acquaint and develop the requisite knowledge about the various marketing communications methods used in business environment to help achieve

Unit I

Concept and Process of Integrated Marketing Communications, The Role of IMC in the Marketing Process (IMC) : Elements of IMC- a) Advertising ó Classification of advertising, types, functions, advertising appropriation, ,Sales Promotion-Different types of Sales Promotion, reasons and importance, relationship between Sales promotion and advertising (2) c) Publicity ó Types of Publicity, relationship between advertising and publicity (1) d) Personal Selling (1) e) Direct marketing and direct response methods (1) f) Event Management (1) h) Corporate Communication (1) i) Public Relations ó Types of PR (1) j) Media relations (1) k) Community relations (1) l) Industrial relations (1) m) Government relations (1) n) Employee relations (House Journals/Newsletter) (1) o) Crisis Management (1) p) Trade Fairs and Exhibitions

Unit II.

IMC Message Design : Source, Message, and Channel Factors , Response hierarchy models(AIDA), Creative strategy: planning and development (2) 3. Media planning and Management Suppliers in IMC : Hoarding Contractors/Printers etc. Ad. Agency- Departments of Ad. Agency, Client Servicing-client Agency relationship, account Planning

Unit III

Suppliers in IMC : Hoarding Contractors/Printers etc. Ad. Agency- roles and functions, Departments of Ad. Agency, Client Servicing-client Agency relationship, account Planning Evaluation of Broadcast Media Chapter Twelve: Evaluation of Print Media

Unit IV

Ethics and social responsibility in IMC campaigns. , Evaluating Marketing Communication Programmes

Books recommended

1. Integrated Marketing Communications ó Kenneth Blown & Donald Bach PHI,2002
2. Advertising and Promotions-Belch & Celch, Tata McGraw Hill 2001
3. Advertising Management ó Rajeev Batra, John G. Myers & David A Aaker PHI

4. Otto Kleppner's Advertising Procedure-PH
5. International Edition-Contemporary Advertising Irwin/McGraw-Hill
6. Integrated Marketing Communications ó Duncon ó TMH

MBA (MS) C 043: LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Course Objective: To familiarize students with the procedures and methods used in managing supply chain and the techniques used in logistics management.

Unit – I

Understanding the supply chain and logistics management, Decision phases in supply chain, Process view of a supply chain, supply chain drivers and obstacles

Unit – II

Designing in supply chain network: Role of distribution in supply chain, factors influencing distribution in network design, design options for a distribution network, role of network design in supply chain, selection of vendors, relationship with vendor, factors affecting network design decisions, role of supply inventory in supply chain, measuring product availability supply chain, measuring cycle availability, evaluating cycle service level and fill rate and safety inventory.

Unit – III

Planning and transporting: Role of transportation in supply chain, factors affecting transportation decisions, modes of transportation.

Unit – IV

Technology in supply chain: Role of information technology in the supply chain, supply chain information technology network, future of information technology in supply chain, role of e-business in supply chain, E-business framework, E-business in practice.

Recommended Book(S)

1. Chopra & Meindl Supply Chain Management ó Strategy, Planning and Operation, Pearson/PHI
2. Coyle, Bardi, Longley The management of Business Logistics ó A supply Chain Perspective, Thomson
3. Janat Shah, Supply Chain Management, Pearson Publication

MBA (MS) C 044: DIGITAL-MARKETING

Course Objective: It will acquaint the students with the basics of e-marketing, enhancing e-marketing performance, enhancing customer experience, evaluating and measuring e-marketing campaigns.

Unit I

Framework for e-marketing - Evolution, Commercial beginnings of the Web, Characteristics, Drivers of Internet Economy; Internet Business models and Strategies; e-marketing Plan, Internet as a marketing platform: opportunities, challenges, barriers and benefits of e-marketing Applications and tools of Web 2.0-in Marketing, Blogs, Applications of web 2.0 in India, Internet communities and marketing: the creation and transfer of value within communities, Overview of Global E marketing, Future of e-Marketing

Unit II

Marketing Environment - Ethical, legal, Social and regulatory issues in e-Marketing, Internet as a direct Response Medium, Understanding the e-Consumer, e-Consumer Behavior, Internet User Segments, Internet, Building eBrands, Interactive Brand Building, Recent Trends in e-branding

Unit -III

Differentiation and Positioning - Strategies in e-marketing, Distribution in e-marketing, e-marketing Communication - Online Advertising, Search Email, and other marketing tools, Customer Relationship in eMarketing, Customer Service and Support in web space, Recent Trends in e-customer service.

Unit IV

Developing and maintaining website for e-marketing - Measuring and Evaluating Web Marketing Programs, Variables used to measure website traffic, audiences and marketing campaigns, Measuring internet advertising effectiveness. Role of Social media in advertising.

REFERENCE

1. Mohammed, Fisher, Jaworski and Cahill : Internet Marketing ó Building Advantage in a networked economy Tata McGraw-Hill
2. Strauss and Frost : E-Marketing, Prentice-Hall
3. Mary Roberts : Internet Marketing, Cengage Learning
4. Vassos : Strategic Internet Marketing ó Practical e-commerce and branding Tactics, Que Books
5. Chaffey, Meyer, Johnston and Ellis ó Chadwick : Internet Marketing, Prentice- Hall/Financial Times

MBA (MS) C 045: RURAL MARKETING

Course Objective: To familiarise the students with the concepts, tools & techniques useful to a manager in the field of rural marketing.

Unit – I

Conceptualization, Nature and Scope of rural marketing, growth of rural markets and opportunities, rural market environment, Classification of rural markets, characteristics of rural consumers, problems, difficulties and challenges in rural marketing, marketing research, MIS, Marketing Communication ómedia accessibility, exposures, buying and planning.

Unit – II

Marketing of agricultural inputs ó seeds, fertilizers, pesticides, tractors, diesel pump sets and other agricultural implements/ machinery, marketing of agricultural produces, regulated markets, dairying, marketing of rural industrial products, handicrafts, crafts/ artisans products, cooperative marketing.

Unit – III

Marketing of FMCGs, Marketing of Consumer durables, managing marketing mix, rural marketing strategies ó segmentation, product strategies, pricing strategies, distribution and logistics strategies, promotion strategies.

Unit – IV

Organization and Development of services marketing of rural services ó health, education, tourism, banking, insurance, charities, finance, social etc., green marketing, microófinance andmicroóenterprises, role of finance in marketing of FMCGs and durables, services marketing mix.

Recommended book(s):

Gopaldaswamy, T.P. ó Rural Marketing, Wheeler.
Sukhpal Singh, Rural Marketing Management, Vikas.
Samiuddin et.al. (Ed.), Rural Marketing, National.
Sanal Kumar, Rural Marketing, Response Books.
Raja Gopal, Rural Marketing, Rawat.
Raja Gopal, Organizing Rural Business, Sage.