

SECOND YEAR

MBA-301
SUMMER TRAINING PROJECT

Course/Paper :MBA- 301
MBA Semester-III

Max.Marks : 100
VIVA

At the end of second semester all students will have to undergo summer training of 8-10 weeks with an industrial, Business or Service Organization by taking up a project study. The conditions of successfully completing the programme shall not be deemed to have been satisfied unless student undergoes summer training under the supervision of the department in organizations as approved by the department/ faculty from time to time. Each student will be required to submit a project report to the Department / Faculty for the work undertaken during this period within three weeks of the commencement of the third semester for the purpose of evaluation in the third semester. The Viva voce will be conducted in Semester III.

MBA-401
Comprehensive Viva Voce

Course Objective:

The Comprehensive viva voce is scheduled at the end of semester in order to judge the understanding as well as application of the knowledge gained by the student during the course. This is also to see the articulation of what is being learnt by them. The idea is to see that students are able to Internalize what is being taught in two full year and see their relevance not only in the practical field but also their inter relationship. The viva voce is of 100 marks.

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FINANCE SPECIALIZATIONS

F-302

Security Analysis & Portfolio Management

Course/Paper : F-302
MBA Semester-III

Max.Marks : 70
Time : 3 Hrs.

Objective:

The focus of Security Analysis is on how others analyze your company's securities on their own. Whereas, that of Portfolio Management is on how investors analyze your company's securities in comparison with other's on the security market.

Unit I

Investment Scenario & Security Markets: concept, objectives and constraints

security and non security forms of investment.

Unit II

Securities markets: New Issue Market, functions, methods of raising capital, development of stock market in India-Llisting, membership, trading and settlement procedure, stock market indices, regulation of securities market (SEBI).

Unit III

Risk and Return: total risk and its factors-concept and components of total risk- security returns: measuring historical and ex ante (expected) returns-systematic and unsystematic risk-quantifying portfolio risk and return-benefits of diversification-capital market line and capital assets pricing model.

Unit IV

Introduction to portfolio management: The investment process-definition of investments-investment categories. Capital market theory: CAPM, CML-application of the security market line, APT. Portfolio analysis: diversification, portfolio risk and return-Markowitz risk return optimization-single index model-the Sharpe index model-portfolio beta, optimum portfolio selection, measurement of portfolio performance

Unit V

Economic analysis, Industry analysis, Company analysis, Technical analysis.

Case and Problems

BOOKS

- Chandra, P. 2002, Investment Analysis, Tata McGraw Hill
- Bhalla, V.K. 2001. Investment Management: Security Analysis & Portfolio Management, S. Chand and Company, 8th Ed.
- Fischer, D.E. and Jordan, R.J. 1995, Security Analysis & Portfolio Management, Prentice Hall of India
- Fuller, R. J. and Farrel, J.L. 1987, Modern Investment & Security Analysis, McGraw Hill International.
- Sharpe & Alexander, Investments, Prentice Hall of India

F-303
Management of Financial Services

Course/Paper : F- 303
MBA Semester-III

Max.Marks : 70
Time : 3 Hrs.

Objective

To focus on research, strategy and application specific to decision making in the highly competitive and rapidly growing services sector.

Unit I

Introduction to financial services marketing: Concept of financial services, financial services and GDP, reforms in financial sector, recent issues and challenges in financial services in India.

Unit II

Indian financial system: an overview of Indian financial institutions, types of financial services - fund and fee based. An overview of the different activities performed by a bank. Risk in financial services and changing perception of intermediaries regarding financial services.

Unit III

Capital markets: government securities market, monetary money market.

Merchant banking: nature and scope, regulation, overview of current Indian merchant banking scene-structure of merchant banking industry, primary market in India and abroad,

Unit IV

SEBI guidelines, Introductory, conceptual, evaluation, marketing and legal aspects of the following financial services: Lease, Hire purchase,

Unit V

consumer finance, factoring, bill financing, credit cards, securitization/mortgages.

Case and Problems

BOOKS

- Agrawal, O.P., Management of Financial services, Himalaya Publishing House.
- Tripathy, Naline Prava, Financial Services, PHI Learning.
- Beatriz and Jonathan, The Economics of Microfinance, Prentice Hall of India.
- Clifford Gomez, Banking and Finance, Theory and Practice, 1/e, PHI, 2011.
- Bank Financial Management-Indian Institute of Banking and Finance, 1/e, Macmillan, 2010.
- Padmalatha & Justin Paul, Management of Banking and financial services, 2/e, Pearson, 2010.

F-402
Financial Derivatives

Course/Paper : 402
MBA Semester-IV

Max.Marks : 70
Time : 3 Hrs.

Objective

The course aims to develop an understanding of the importance of financial derivatives and the institutional structure of the markets on which they are traded as well as developing the analytical tools necessary to price such instruments

Unit I

Definition of Derivative Securities- Structure of derivative markets in India, forwards, futures, options, swaps etc.

Unit II

Market Characteristics- Futures and Options contract specifications, underlying asset, contract size, and delivery specifications. Marking to market using margin accounts. Familiarizing with market quotes. Trading Strategies involving Options and Futures. Interest rate derivatives,

Unit III

Derivatives Pricing Theory- Option Pricing: Black-Scholes formula for option pricing: derivation and properties. Volatility: estimated vs. implied, options on dividend-paying assets, warrants and convertibles. Binomial models for option prices: Determination of Fair value

Unit IV

Risk Analysis and Management- Risk Measurement and Management Framework, Option's delta, gamma, Vega, theta, rho. Hedging with futures. Derivatives Disclosure: Accounting Issues in Derivatives.

Unit V

Options and Futures Applications in India- Structure of Indian stock markets and the operational efficiency of options and futures, Evaluation of currency and Interest rates

Case and Problems

BOOKS

- Varma, Derivatives & Risk Management, Tata McGraw hill Latest Edition
- Gupta, S. L., Financial Derivatives – Theory , concepts and practice, Prentice Hall of India
- John, C. Hull, Options, Futures and other Derivative Securities, PHI Learning
- Keith, Reqhead, Financial Derivates an Introduction to Futures, forwards, options and SWAPs, PHI Learning
- John C. Hull, Futures and Option Markets, Pearson Education, Latest Edition

F-403
Banking Services Operations

Course/Paper : F-403
MBA Semester-IV

Max.Marks : 70
Time : 3 Hrs.

Objective

The objective of the course is to develop the skills required for understanding India's most challenging and important financial services sector. Banking services operation will enable the management student to have an insight to the banking sector and how it works.

Unit I

Indian financial system: the financial system - nature - evolution and structure - the functions of financial intermediaries - financial instruments - the role of financial system in economic development - the Indian financial system.

Unit II

Deposit products: types of bank deposits, computation of interest on deposits, deposit schemes, composition of bank deposits. Credit policy: Need for credit policy, credit policy components of credit policy, credit policy pursued by the government, credit culture.

Unit III

Retail banking: basics, forms and emerging issues. Corporate banking: Nature, Developments in corporate banking, consortium finance, multiple banking arrangements, and loan syndication.

Unit IV

Rural banking and Micro finance: sources of rural finance, credit delivery mechanism in rural finance to co-operative agricultural and rural development banks (CARDB) - regional rural banks (RRBS), service area approach (SAA) - National Bank for Agriculture and Rural Development (NABARD)

Unit V

Introduction to banking operations: the changing nature of banking operations, importance of customer relationship management in banks - - role of technology in banking operations - the need for Asset-Liability Management. Introduction to electronic banking: an introduction, e-commerce, e-banking in India, internet banking strategies, risks in e-banking, Payment and settlement systems ; RTGS and NEFT

BOOKS

- Shekar & Shekar, Banking Theory and Practice, Vikas, 20/e, 2011.
- Vij & Dhavan, Merchant Banking & Financial services, 1/e, McGraw Hill, 2011.
- Machiraju, Indian Financial System, 4/e, Vikas, 2010.
- Agrawal, O.P., Management of Financial services, Himalaya Publishing House.
- Tripathy, Nalini Prava, Financial Services, PHI Learning.
- Beatriz and Jonathan, The Economics of Microfinance, Prentice Hall of India.
- Clifford Gomez, Banking and Finance, Theory and Practice, 1/e, PHI, 2011.
- Bank Financial Management-Indian Institute of Banking and Finance, 1/e, Macmillan, 2010.

MARKETING ELECTIVES

M-302

Advertising Management

Course/Paper : M-302
MBA Semester-III

Max.Marks : 70
Time : 3 Hrs.

Objective

The objective of this course is to develop the understanding about the marketing communication tools and implement them in designing Advertisement strategies.

Unit I

Foundations for Communication; Marketing Communication Process, Marketing Communication Mix: Advertising, Personal Selling, Publicity & Public Relations, Sales Promotion

Unit II

Advertising: Definition & Characteristics; Types; Mass Media Promotions- Newspapers: Advantages & Disadvantages; Magazines: Advantages and disadvantages; Radio: Advantages and Disadvantages; T.V – Advantages and Disadvantages; Outdoor Advertising

Unit III

Models of Advertising :AIDA, DAGMAR

Consumer behavior. Consumer Buying Behavior process, Purchase Decision ; Post Purchase Evaluation

Unit IV

Advertising Plan, Advertising Production Process , Creative strategy, Types of Advertising appeals , The Creation Stage

Unit V

Testing and Measuring Performance - Copy Testing : Pre-Testing and Post Testing; Media Planning, Measuring Promotional Performance - Advantages and disadvantage, Ethics in Advertising, Legal Aspects of Advertising.

Books

- Advertising Theory and Practice : Chunawlla, Kumar, Sethia, Subramanian, Suchak, Himalaya Publishing House
- Advertising Management & Sales Promotion – SHH Kazmi & Satish K Batra, Himalaya Publishing House.
- Belch, George E and Belch, Michael A. Introduction to Advertising and Promotion. 3rd ed. Chicago; Irwin, 2002.
- Arens and Bovee, Contemporary Advertising, Irwin, 1995.
- Sandage and Fryberger, Advertising, AITBS, Delhi, 2000.

M-303

Sales & Distribution Management

Course/Paper : 303
MBA Semester-III

Max.Marks : 70
Time : 3 Hrs.

Objective

To provide an understanding of the concepts, attitudes, techniques and approaches required for effective decision making in the areas of Sales and Distribution

Unit I

The Sales Management - Introduction to Sales management, Sales organization : Structure, Sales function & policies, Sales Manager: Functions

Unit II

Planning the Sales Effort - Sales planning and Budgeting, Estimating Market Potential and Sales forecasting, Setting the sales territory & quotas, Sales and cost Analysis.

Unit III

Organizing and Directing the sales Force - Recurring and training sales personnel, Designing & compensating sales Personnel, Motivating and Leading the sales force, Evaluating sales force performance.

Unit IV

Distribution Management - Managing marketing logistics & channels, Channel Integration - VMS, HMS, Channel Management, and Marketing channel Policies & legal issue.

Unit V

Channel Institutions & control, Wholesaling &- Retailing, Channel Information systems, Managing & Evaluating Channel Performance Case & future trends in sales & distribution management Case and Problems

BOOKS

- Anderson, R. & Hair, Professional Sales Management, Tata McGraw Hill; New Delhi. 2000.
- Manning & Reece, Selling Today, Pearson Education Asia, 81h Edition.
- Dalrymple, D J. ,Sales Management: Concepts and Cases. New York, John Wiley, 1989.
- Still, R & Govoni ,Sales Management, Prentice Hall Inc., 1988.
- Lancaster & Jobber, Selling and Sales Management, Macmillan India, 3rd edition.
- Calvin; Sales Management; Tata McGraw Hill, New Delhi.
- Futrell, Charles, Sales Management, Thomson Learning, Mumbai.
- Bowersox and Others: Physical Distribution Management, Tata McGraw Hill, New Delhi.
- Stern, Louis W. Adel, I.E.L. -Ansary, Anne T. Coughlan: Marketing Channels, Prentice Hall, New Delhi.

M-402
Consumer Behavior & Market Research

Course/Paper : 402
MBA Semester-IV

Max.Marks : 70
Time : 3 Hrs.

Objective

At the end of the course it is expected that the students will be :proficient and knowledgeable about the various disciplines contribution in understanding buyer behaviour in a holistic manner

Unit I

Consumer Behavior: Definition , Consumer Decision Process, Decision Rules Factors affecting Consumer Behavior

Unit II

Consumer Research: Introduction. Consumer Research Process, Qualitative and Quantitative data, Attitudinal Scales , Sampling methods , Research Proposal.

Unit III

STP (Segmentation, Targeting & Positioning) in Consumer Behavior, Types, Targeting : Concept, Types

Unit IV

Motivation : Introduction, Process, Motives. Motivational Theories, Motivational Direction Techniques of Motivational Research

Unit V

Personality, Defense mechanisms, Evaluating Psychoanalytical perspective, Traits perspective – The Big 5 Factors, Self Concept or Self Image, Assessing & evaluating Self.

Case and Problems

BOOKS

- Assael, H. Consumer Behavior and Marketing Action, Asian Books Pvt. Ltd., New Delhi, 2001.
- 2. Engle, J F. etc. Consumer Behavior. Chicago, Dryden Press, 1993.
- Hawkins, D I. etc. Consumer Behavior: Implications for Marketing Strategy. TMH, 2002.
- Schiffman. L G and Kanuk, L L. Consumer Behavior. New Delhi, Prentice Hall of India, 1994.
- Loudon & Loudon; Consumer Behavior; TMH; New Delhi
- Soloman, Michael E.; Consumer Behavior; Buying; Having, Being; PHI Pearson Edu., New Delhi.

M-403

Marketing of Services

Course/Paper : M-403
MBA Semester-IV

Max.Marks : 70
Time : 3 Hrs.

Objective

The intent of the course is to discuss measure and analyze several facets in the area of services marketing essential for the success of a service sector firm.

Unit I

Introduction to Service Marketing – Concept , Nature, Classification
Service Consumer Behavior - Understanding Consumer Behaviors, Customer expectations & perceptions, managing & exceeding customer service exportations

Unit II

Strategic Issues in Services Marketing - Market Segmentation & Targeting; Individualized Service and Mass Customization, Differentiation and Positioning of Services; Steps.

Unit III

The marketing mix elements, Product, price place, promotion & communication services, and extended marketing mix - people, process physical evidence in services.

Unit IV

Challenges of service marketing - Developing & managing the customer service function, Marketing planning for service marketing

Unit V

Service marketing - specific Industries, Tourism, Travel, Transportation service marketing, financial services; Education & Professional service, Telecom & Courier, Media Service
Case and Problems

BOOKS

- J. Zeithaml, V A and Bitner, M J. Services Marketing; 3rd edition; McGraw Hill, New Delhi; 2002.
- Lovelock, Christopher H. Service Marketing: People, Technology Strategy; 4th edition; Pearson Education; New Delhi.
- Hoffman & Bateson; Essentials of Service Marketing; Thomson Learning; Mumbai.
- Shankar, Ravi, Service Marketing, Excel, 2002.
- Rampal M.K. & Gupta S.C.; Service Marketing; Galgotia Publishing Company; New Delhi.
- McDonald, Malcom and Payne, A. Marketing Planning for Services. Butterworth, Heinemann, 1996.
- S.M. Jha, Service Marketing, Himalaya Publishing House, New Delhi.

H-302
Training and Development

Course/Paper : H-302

MBA Semester-III

Max.Marks : 70

Time : 3 Hrs.

Objective

The Purpose of this paper is to provide an in-depth understanding of the role of training in the HRD and to enable the course participants to manage the Training system and processes.

Unit I

Introduction to Training & Development - Training and Training needs Assessment, Training Design and Administration

Unit II

Training Process: An Overview; Role Responsibility and Challenges to Training Managers; Organization and Management of Training Function; Training Needs Assessment and Action Research; Instruction Objectives and Lesson Planning; Learning Process;

Unit III

Training Climate and Pedagogy; Developing Training Modules, Training methods, Training Strategy.

Trainer & Training Institutions - Trainers Profile, Types of Training Institutions, Trainer as a change Agent, MDP and EDPs.

Unit IV

Evaluation of Training - Training evaluation , Measurement Tools & Technique, Feedback Mechanism

Unit V

Organizing the training Department, controlling training, Training Communication; Training Evaluation; Training and Development in India. Case Study.

BOOKS

- Blanchard, P. Nick, Effective Training: Systems, Strategies and Practices, New Delhi, Pearson.
- Buckley, R. and Caple, Jim, The Theory & Practice of Training, London, Kogan Page.
- Janakiram, B., Training & Development, New Delhi, Biztantra.
- Pareek, Udai, Training for Development, New Delhi, Vistaar.
- Pepper, Allan D., Managing the Training and Development Function, Alderson, Gower

- Reid, M.A., Training Interventions: Managing Employee Development, London: IPM.

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H-303

Strategic Human Resource Management

Course/Paper :H- 303
MBA Semester-IV

Max.Marks : 70
Time : 3 Hrs.

Objective

The purpose of this course is to Understand Strategic HRM, Aligning HR systems with business strategy, Strategy formulation, Strategies for performance and development with knowledge of global economy factors.

Unit I

Understanding Strategic HRM: Traditional vs. strategic HR, Typology of HR activities, "best fit" approach vs. "best practice" approach, HR strategy and the role of national context, sectoral context, and organizational context on HR strategy and practices, investment perspective of human resources.

Unit II

Aligning HR systems with business strategy: Sustained competitive advantage - how HR adds value to the firm - HR as scarce resource - non-substitutable resource, linking HRM practices to organizational outcomes - assessing and reducing costs - behavioral impact of HR practices - marginal utility models - auditing HR practices and department, linking strategy to HRM practices.

Unit III

HR Strategy in work force utilization: Efficient utilization of human resource - cross training and flexible work assignment - work teams - non unionization, strategies for employee shortages, strategies for employee surpluses.

Unit IV

Evaluating HR Function : Overview of evaluation - scope - strategic impact - level of analysis - criteria - level of constituents - ethical dimensions, approaches to evaluation - audit approach - analytical approach - quantitative and qualitative measures - out come and process criteria, balanced score card perspective, bench marking,

Unit V

HR Score card: HR as a strategic partner and measurement challenge, seven step model for implementing HR strategic role, creating an HR score card, measuring

Case and Problems

BOOKS

- Mello Jeffrey A., 2001, Strategic Human Resource Management, Thompson Press Publishing.
- Tanuja Agarawala (2007) Strategic Human Resource Management, Thompson Press Publishing.
- Michael Armstrong, Strategic Human Resource Management: Strategy and Action, Kogan
- Mahey C and Salman G., 1996, Strategic Human Resource Management, Oxford Blackwell.
- Srinivas R. Kandula, 2002, Strategic Human Resource Development, Prentice Hall of India.

- Beardwell and Holden, 1996, Human Resource Management, London Pitman.

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H-402
Leadership Skills & Change Management

Course/Paper : H-402
MBA Semester-III

Max.Marks : 70
Time : 3 Hrs.

Objective

The course will let the student understand the impact and importance of becoming a leader, effective leadership behaviour and styles. Understanding the change, its role and implementation.

Unit I

The nature and importance of leadership: The meaning of leadership leadership vs. management, the Impact of leadership on organizational performance, leadership roles - the satisfactions and frustrations of being a leader. Traits, Motives

Unit II

Characteristics of leaders: Personality traits of effective leaders, leadership motives-, Effective leadership behaviour and attitudes, 360-degree feedback for fine-tuning leadership approach.

Unit III

Leadership styles, Gender differences in leadership style - selecting the best leadership style.

Unit IV

Developing teamwork: team leadership vs. solo leadership - advantages and disadvantages of group work and team work - the leaders role in the team-based organization-leader behaviour and attitude the foster teamwork.

Unit V

Case Study

BOOKS

- Nilakant V. and Ramnarayan S., Change management, Response books 2006.
- Palmer, Dunford and Akin, Managing organizational change, 2011.
- Kavitha Singh, Organizational Change and Development, Excel Books, 2010.

H-403
Human Resource Planning

Course/Paper : H-403
MBA Semester-III

Max.Marks : 70
Time : 3 Hrs.

Objective

To create practical awareness about the current trends in human resource planning in global companies.

Unit I

Introduction: definition and concept of HRP, benefits, process. HRP components., HR planning as a strategic process-employees as resources-goal attainment.

Unit II

Linking HR process to strategy, involvement in strategic planning process, strategic HR Planning model, staffing system.

Job analysis: meaning and definition, job analysis process, techniques of job analysis, methods and practice of job analysis, competency based approach.

Unit III

HR Forecasting: Forecasting Manpower Needs, the Forecasting Process, Inventorying available talent, Projecting Future Talent Supply, forecasting Staffing Requirements. Index analysis-expert forecasts-delphi technique-nominal group technique-HR budget and staffing table, scenario forecasting, regression analysis.

Unit IV

Career planning: definitions, concepts, stages of career development process and organizational HR Policies, carrier Anchors - Stages of growth and career, career processes.

Unit V

Succession management process and Management development programmes, objectives of MDP's, Job rotation, Auditing MDP's management development methods, challenges of succession management, Replacement analysis.

Case and Problems

BOOKS

- Flippo, Edwin B. Personnel Management, McGraw Hill, New Delhi.
- Arun Monappa and Mirza S. Saiyadain, Personnel Management, Tata McGraw- Hill Bombay.
- Pigors P. and Charles A. Myres - Personnel Administration- A Viewpoint and a Method, McGraw Hill, London, 1981.
- Dale Yoder and Staudahar Paul D; Personnel Management and Industrial Relations, Prentice-Hall, Englewood Cliffs.
- B.P. Singh, T.N. Chhabra and P.L. Taneja, Personnel Management and Industrial Relations, Dhanpat Rai, Delhi, 2000.

PRODUCTION ELECTIVES

P-302

Total Quality Management

Course/Paper : P-302
MBA Semester-III

Max.Marks : 70
Time : 3 Hrs.

Objective

To introduce the students to the basic concepts of total quality management and how the focus of TQM has become so important for all companies in recent times.

Unit I

Introduction: Concept of quality, Definition, Dimensions of quality, Evolution of TQM, Components of TQM, Developing quality Culture.

Customer Focus and Satisfaction: Meeting Customer needs and Expectations, Translating customer needs into requirements (Kano Model) using customer complaints.

Unit II

Philosophy of TQM: Philosophies of Deming, Crosby, Juran and Taguchi, PDCA Cycle, Costs of Quality, Measuring quality costs, Criteria for Malcom Balridge Quality Award.

Unit III

Pre-requisite for TQM: Quality Orientation, Leadership, Employee Involvement, Role of ISO9000 QMS , Organizing for quality.

Unit IV

Quality by Design: Production and product development tools, Taguchi methods, Design of Experiments, Orthogonal Arrays.

Bench Marking: Evolution, Process of benchmarking, Understanding current performance, Types of Benchmarking, issues in Benchmarking.

Unit V

Tools of TQM: Management Tools, Design review, Pokayoke, Force field analysis, FMEA, FTA, DRM and 5S Principles.

Case and Problems

BOOKS

- Dale H.Besterfield et al, Total Quality Management, Third edition, Pearson Education (First Indian Reprints 2004).
- 2. Shridhara Bhat K, Total Quality Management – Text and Cases, Himalaya Publishing House, First Edition 2014.

P-304
Production Planning and Control

Course/Paper : P-303
MBA Semester-III

Max.Marks : 70
Time : 3 Hrs.

Objective

To get acquainted with the basic aspects of Production Management. The course attempts to discuss various important planning, organizing and controlling aspects of Operations Management.

Unit I

History and Overview of Production Management. Capacity Planning, Location Planning, Types of Production Processes. Layout Planning, Productivity Management, Deterministic and Probabilistic Inventory Management models, Purchasing and Warehousing. Methods Study, Motion Study and Work Measurement. Job Evaluation. Wage Incentive Schemes. Value Analysis

Unit II

Production systems, type of production, Functions of production, planning and control, production procedure.

Sales forecasting: Nature and uses of forecast sources of data Forecasting techniques:

Unit III

Production order: Process charts, Production master programme breakdown production order and preparation of various cards like job card, materials requisition from inspection card etc.

Unit IV

Production -Planning: for continuous, batch and job order production:. Capacity planning, planning models-static and dynamic.

Unit V

Scheduling: Forms of Schedules, Loading and Scheduling, Basic scheduling problems: Flow production scheduling; job shop scheduling. Random order scheduling; product sequencing. Production control of processes and production activities. Cost control; Dispatching and expediting; Recording progress and feedback information in order to improve future planning.

Case and Problems

BOOKS

- Seetharama, Peter J., Dennis W, Production planning & inventory control by. – Pub. PHI
- Production and operation management- S N Chary- Tata Mc Graw hill
- Groover, M. P., Automation, Computer Integrated Manufacturing System,
- R. B Khanna, Production and operation management by–Pub. PHI
- Aswathappa & Bhat, Production and operation management- Pub. - HimaLaya pub. House

P-402

Logistics Management

Course/Paper : 402
MBA Semester-IV

Max.Marks : 70
Time : 3 Hrs.

Objective

To give students an understanding that the problems and issues within the respective fields of logistics are invariably complex, and require clear reasoning and analysis, in order to derive an appropriate course of action.

Unit I

Logistics Management- Introduction, Nature and Concepts, Evolution; Supply Chain Management, Logistical Mission and Objectives; Components and Functions of Logistics Management

Unit II

Integrated Logistics Management; Key Distribution-Related issues and Challenges and Strategic Logistics Management; Total Cost Analysis and Trade-off.

Unit III

Customer Service- Introduction, Nature, Concept and Components. Customer Service Cost, Strategic Customer Service Management and Measurement. Impediments to an effective Customer Service Strategy.

Unit IV

Inventory Management- Introduction, Concept, types, Functions; Elements of Inventory Costs; Inventory Management under certainty, Managing Finished Products Inventory under Uncertainty, Strategic Inventory Management Tools and Techniques; Distribution Requirement Planning.

Unit V

Transportation- Introduction, Functions; Elements of Transportation Cost, Modes of Transport, Multi-Model Transport, Containerization, Selection of Transportation Mode,

Case and Problems

BOOKS

- Khanna, K.K. Physical Distribution Management, Himalaya Publishing House, New Delhi.
- Lambert, D. et. al.: Strategic Logistics Management, Tata McGraw Hill, New Delhi.
- Ballu, Ronald H.; Business Logistics Management, Englewood Cliffs, New York, Prentice Hall Inc., 1999.
- Martin, Christopher and Gordon Wills: Marketing Logistics and Distribution Management.

P-403
Supply Chain Management

Course/Paper : P-403
MBA Semester-IV

Max.Marks : 70
Time : 3 Hrs.

Objective

This course is designed to acquaint the students with due basic management decisions encountered in the organization of function and the effective utilization of materials and its supply.

Unit I

Introduction: What is supply chain management - Global optimization - managing uncertainty - Why supply chain management - key issues in supply chain management - supply chain performance - achieving strategic fit.

Unit II

Logistics Network Configuration: Introduction - data collection - data aggregation - Transportation rates - mileage estimation - warehouse costs - warehouse capacities - potential warehouse locations - service level requirements - future demand - model and data validation -

Unit III

Inventory management and Risk pooling: Introduction - single warehouse inventory - the economic lot size model - the effect of demand uncertainty - supply contracts - multiple order opportunities - continuous review policy - variable lead times - periodic review policy - risk pooling

Unit IV

Customer value and supply chain management: Introduction - the dimensions of customer value - conformance to requirements - product selection - price and brand - value added services - relationships and experiences - strategic pricing - revenue management - customer value measures - information technology and customer value.

Unit V

Decision-support systems for supply chain management: Introduction - the challenges of modeling - structure of decision support systems - input data - analytical tools - presentation tools - supply chain decision - support systems. Case and Problems

Books

- Donald J Bowersoy & David J Closs , Logistical Management- - Tata Mc GrawHill
- R P Mohanty & S G Deshmukh, Supply Chain Management- Theories & Practice — Pub: Biztantra House
- Sunil Chopra, Supply Chain Management—Pub: Peter Meindi

INFORMATION TECHNOLOGY ELECTIVES

IT- 302

Strategic Management of Information Technology

Course/Paper : IT-302

Max.Marks : 70

MBA Semester-III

Time : 3 Hrs.

Objective

This course is aimed at developing an understanding of use of Information Technology as a Strategic Tool for Business Management. The course focuses on development of Information Technology Leadership.

Unit I

Key Issues in Information system & Management, the Role of CEO. Analytical Framework for Strategic IT Initiatives.

Unit II

Sustaining Competitive Advantage of use of IT & Management. I.T. & Intensive Strategic Growth.

Unit III

Creative Learning, Organizational Learning and Role of Information technology in Business Transformation.

Unit IV

Information Partnerships. Managing in the Market space- National Information Infrastructure and IT Policy at the National Level.

Unit V

Planning for strategic IT Resource. Managing the IT Function. Outsourcing IT Function.

Cases and Problems.

BOOKS

- Strategic Management in Information Technology, David B. Yoffie
- Executive Strategy: Strategic Management and Information Technology, Frederick Betz
- Management Strategies for Information Technology (Business Information Technology), Earl (Author)
- Etourism: Information Technology for Strategic Tourism Management, Dr Dimitrios Buhalis
- Strategic Information Technology and Portfolio Management, Albert Wee Kwan Tan

IT-303
Data Base Management

Course/Paper : IT-303
MBA Semester-III

Max.Marks : 70
Time : 3 Hrs.

Objective

This course has been designed to introduce the participants with applications of systems designed to manage the data resources of organizations. It provides the participants an opportunity to study the hands-on implementation of a data base in corporate environment.

Unit I

File System and Databases: Introducing the database - files and file systems - database systems - introduction to database models - data base models and internet.

Unit II

The Relational Database Model: A Logical view of data - keys - integrity rules - relational database operators - relationships within the relational database - data redundancy indexes.

Unit III

Structured query language: SELECT Statement - distinct clause - handling of null values - ORDER BY clause, WHERE clause - relational operators - logical operators (AND, OR, NOT), SQL Operators - (BETWEEN, AND, IN, LIKE) - numeric functions - string functions - date functions - conversion functions - GROUP BY clause - group functions - HAVING clause - joining tables - SET Operators (UNION, INTERSECTION, MINUS) - Sub queries.

Unit IV

Object oriented databases: Object oriented concepts - features of an object oriented DBMS - How object orientation affects database design - Advantages and disadvantages of OODBMS.

Web based databases

Unit V

Database security and administration: Database security - access control - GRANT, REVOKE - GRANT, REVOKE on views and integrity constraint - data as a corporate asset - the evolution of database administration function - The DBA's managerial role.

Cases and Problems.

BOOKS

- “Database System Concepts” by Abraham Silberschatz, Henry Korth, and S. Sudarshan
- “Database Management Systems” by Raghu Ramakrishnan
- “An Introduction to Database Systems” by Bipin Desai
- “Principles of Database Systems” by J. D. Ullman
- “Fundamentals of Database Systems” by R. Elmasri and S. Navathe
- “Foundations of Databases” by Serge Abiteboul, Richard Hull and Victor Vianu

IT-402

Management Support System

Course/Paper : IT-402
MBA Semester-IV

Max.Marks : 70
Time : 3 Hrs.

Objective

This course introduces students to the use of computer-based systems in support of managerial decision making in organizations.

Unit I

Overview of management support systems. Decision making and decision makers.

Unit II

Introduction to decision support systems. Decision modeling

Overview of DSS software. Spreadsheet modeling. Modeling with Visual DSS. Development of DSS.

Unit III

Introduction to Data warehousing and development process: concept, why, framework- options-developing. The business driven approach-requirements management control- development life cycle-development methodologies.

Unit IV

Data warehousing applications: CRM, SCM, Banking sector, insurance sector.

Group decision support systems.

Unit V

Enterprise/Executive information systems, Implementation, integration & impacts of MSS ,

Case and Problems

BOOKS

- V.V Sople- Logistics Management-Pub.- Pearson edition-2013
- Desai K D – Six Sigma, Pub. Himalaya Publishing house
- Ray & Ruben- Stores Management, Pub. Himalaya Publishing House

IT-403
E-Business

Course/Paper : IT-403
MBA Semester-IV

Max.Marks : 70
Time : 3 Hrs.

Objective

This course will provide the students with an analytical and technical framework to understand the emerging world of e-Business. E-Business poses both a challenge and an opportunity for managers.

Unit I

Introduction, background and current status: digital economy, principles of e-business, e-business models.

Unit II

E-business frameworks: E-selling process, e-buying planning, e-procurement, convergence strategies, e-business design and e-markets: overview, steps in e-business design, reversing the value chain, knowledge building. E-market models, direct B2B markets, coalitions.

Unit III

Integrating supply chain management process: definitions, components of e-supply chain, managing relations in e-supply chain.

Unit IV

Integrating enterprise resource planning process: enterprise architecture planning, lead time reduction, improved supplier performance.

Selling chain management process: definition, business and technology drivers, infrastructure, sales and distribution configuration.

Unit v

E-CRM processes and their integration, e-banking, e-governance.

E-Business strategy into action, Challenges, e-Transition and Summary. e-Security.

Case and Problems

BOOKS

- J Deitel, Deitel & Nieto Internet and World Web. How to Program
- Deitel, Deitel & Nieto e-Business and e-Commerce. How to Program
- E-Business and E-Commerce, 2/E , Dave Chaffey, Prentice Hall.

NATIONAL JOURNALS:

- ✓ *Vikalpa, IIM Ahmedabad, This is a peer reviewed journal publishing contemporary research papers and cases on marketing, finance, HR, systems and other areas of management. Price Rs 1000 Frequency quarterly.*
- ✓ *IIM Bangalore Management Review. This is a peer reviewed journal publishing contemporary research papers, roundtables and cases on marketing, finance, HR, systems and other areas of management., Price 1600 Frequency-Quarterly.*
- ✓ *Decision, IIM Calcutta, This is a peer reviewed journal publishing contemporary research papers, roundtables and cases on marketing, finance, HR, systems and other areas of management. Price Rs 2000.00 Frequency half yearly.*
- ✓ *The Journal of Entrepreneurship : Editor: Sasi Misra, Entrepreneurship Development Institute of India,Ahmedabad, This journal is designed to disseminate the fruits of research and results of innovative experiments, with particular focus on countries like India. The journal focuses on the changing contours of entrepreneurial research and training and acquaints the readers with the latest trends and directions of explorations in the theory and practice of entrepreneurship. Price: Rs. 1,450 Frequencies: Twice a Year.*
- ✓ *Udyog Pragati : The Journal for Practising Managers, NITIE, Mumbai, Rs.300/- Frequency-Quarterly.*
- ✓ *Forgien Trade Review: Editor: Indian Institute of Foreign Trade New Delhi, Price: Rs.2, 800/-, Frequency: Quarterly. SAGE.*
- ✓ *Journal of Human Values : Editor: SK Chakarborty , IIM Calcutta. The **Journal of Human Values** (JHV) addresses the topics of human values from a multidisciplinary perspective and provides a fresh approach to understanding the relevance of human values in the present context. Price: Rs.1780/-, Frequency: Twice a Year. SAGE*
- ✓ *Vision.The Journal of Business Perspective: Editor: Debi S Saini, Management Development Institute,Gurgaon. This journal carries papers in all functional areas of management, including economic and business environment. The papers are based on original research that help bridge the gap the known and the unknown, and often between perspectives of academics and those of the corporate world.The journal is premised on creating influence on the academic as well as corporate thinkers. Price: Rs.1,810/- Frequency: Quarterly.*
- ✓ *ASCI Journal of Management Rs 500.00 - Frequency: half yearly.*
- ✓ *Productivity Journal Rs 2300.00 Frequency: Quarterly.*

MARKETING

- ✓ *Indian Journal of Marketing – Rs 1200.00 Frequency: monthly.*
- ✓ *MICA Communications Review – A Marketing Communications Journal, Mudra Institute of Communications, Ahmedabad. This journal publishes research papers and cases related to market*
- ✓ *Research, consumer behaviour, marketing communication. Price Frequency. Bi Annual.*

FINANCE

- ✓ *Chartered Accountant Rs 1000.00 Frequency: Quarterly.*
- ✓ *Finance India Rs 1800.00 Frequency: Quarterly.*
- ✓ *Human Capital Rs 600.00 Frequency: Monthly.*
- ✓ *Management Accountant Rs 600.00 Frequency: Monthly.*
- ✓ *Journal of Accounting & Finance Rs 1200.00 Frequency: Half yearly.*

HR

- ✓ *Indian Journal of Industrial Relation* Rs 1000.00 Frequency: Quarterly.
- ✓ *NHRD Journal of Career Management, National HRD, Calcutta. This journal focuses on the issues related to career management in organizations.* Price Frequency. SAGE
- ✓ *Management and Labour Studies: Editor: Sanjay Patro XLRI, Jamshedpur, Management and Labour*
- ✓ *Studies (MLS) are the official publication of XLRI, Jamshedpur.*
- ✓ *Price: Rs.2200/- Frequency: Quarterly. SAGE.*
- ✓ *Personnel today* Rs 700.00 Frequency: Quarterly.
- ✓ *Leadership excellence (Indian Edition)* Rs 1200.00 Frequency: Monthly.
- ✓ *Indian Journal of Training & Development* Rs 750.00 Frequency: Quarterly.

INTERNATIONAL JOURNALS

1. *Harvard Business Review* Rs 13,500.00 Frequency: yearly 10.
2. *Supervision, US* \$ 356.96.
3. *Academy of Management Journal, US* \$ 570.
4. *Academy of Management Perspectives, US* \$ 465.
5. *Marketing Research* US \$ 540.
6. *Journal of Finance* US \$ 540.

MAGAZINES:

1. *Indian Management* Rs 600.00 Frequency: Monthly.
2. *Business India* Rs 290.00 Frequency: 26 yearly.
3. *Business World* Rs 720.00 Frequency: 52 yearly.
4. *Business Today* Rs 780.00 Frequency: 26 yearly.
5. *Fortune International* Rs 2834.00 Frequency: 26 yearly.
6. *University News* Rs 950.00 Frequency: 52 yearly.
7. *Capital market* Rs 1300.00 Frequency: 26 yearly