

AFFILIATED INSTITUTIONS
ANNA UNIVERSITY : : CHENNAI 600 025
REGULATIONS - 2015
I TO X SEMESTERS CURRICULA & SYLLABI
MBA (INTEGRATED) - 5 YEARS

SEMESTER I

SL. NO.	COURSE CODE	COURSE TITLE	L	T	P	C
THEORY						
1	MI7101	Foundation of Management	3	0	0	3
2	MI7102	Indian Economy	3	0	0	3
3	MI7103	Business Mathematics	3	0	0	3
4	MI7104	English	3	0	0	3
5	MI7105	Principles of Accounting	3	0	0	3
6	MI7106	Basic Psychology	3	0	0	3
PRACTICALS						
7	MI7111	English Language Lab	0	0	4	2
TOTAL			18	0	4	20

SEMESTER II

SL. NO.	COURSE CODE	COURSE TITLE	L	T	P	C
THEORY						
1	MI7201	Management Accounting	3	0	0	3
2	MI7202	Business Organisation	3	0	0	3
3	MI7203	Business Statistics-I	3	0	0	3
4	MI7204	Fundamentals of Sociology	3	0	0	3
5	MI7205	Business Communication	3	0	0	3
6	MI7206	Fundamentals of Computers	3	0	0	3
PRACTICALS						
7	MI7211	Computer Skills- I	0	0	4	2
TOTAL			18	0	4	20

SEMESTER III

SL. NO.	COURSE CODE	COURSE TITLE	L	T	P	C
THEORY						
1	MI7301	Managerial Economics - I	3	0	0	3
2	MI7302	Management Information System	3	0	0	3
3	MI7303	Cost Accounting	3	0	0	3
4	MI7304	Marketing Management - I	3	0	0	3
5	MI7305	Business Law - I	3	0	0	3
6	MI7306	Business Statistics-II	3	0	0	3
PRACTICALS						
7	MI7311	Computer Skills-II	0	0	4	2
TOTAL			18	0	4	20

SEMESTER IV

SL. NO.	COURSE CODE	COURSE TITLE	L	T	P	C
THEORY						
1	MI7401	Managerial Economics - II	3	0	0	3
2	MI7402	Data Management	3	0	0	3
3	MI7403	Corporate Accounting	3	0	0	3
4	MI7404	Quality Management	3	0	0	3
5	MI7405	Business Law - II	3	0	0	3
6	MI7406	Applied Operations Research - I	3	0	0	3
PRACTICALS						
7	MI7411	Accounting Software	0	0	4	2
8	MI7412	Seminar I	0	0	2	1
TOTAL			18	0	6	21

SEMESTER V

SL. NO.	COURSE CODE	COURSE TITLE	L	T	P	C
THEORY						
1	MI7501	Organizational Behavior	3	0	0	3
2	MI7502	Applied Operations Research - II	3	0	0	3
3	MI7503	Principles of Insurance	3	0	0	3
4	MI7504	Banking Theory and Practices	3	0	0	3
5	MI7505	Environmental Science and Engineering	3	0	0	3
6	MI7506	Business Policy	3	0	0	3
PRACTICALS						
7	MI7511	Data Analysis Laboratory - I	0	0	4	2
8	MI7512	Seminar II	0	0	2	1
TOTAL			18	0	6	21

SEMESTER VI

SL. NO.	COURSE CODE	COURSE TITLE	L	T	P	C
THEORY						
1	MI7601	Financial Management - I	3	0	0	3
2	MI7602	Human Resource Management	3	0	0	3
3	MI7603	Marketing Management - II	3	0	0	3
4	MI7604	Operations Management - I	3	0	0	3
5	MI7605	Information Management	3	0	0	3
6	MI7606	Enterprise Resource Planning	3	0	0	3
PRACTICALS						
7	MI7611	Industrial Visit *	0	0	4	2
8	MI7612	Seminar III	0	0	2	1
TOTAL			18	0	6	21

* Students have to visit 4 organizations and submit individual reports.

OBJECTIVES :

- To expose the students to the basic concepts of management.
- To enable the students to understand the management functions of organization.

UNIT I INTRODUCTION 9

Nature and process of management, basic managerial roles and skills, nature of managerial work; Management vs. Administration, Management as a Science or an art, Management as a Profession, Professional Management in India; Development of Management thought: Henri Fayol, F W Taylor, Elton Mayo and Maslow; System and contingency approach.

UNIT II PLANNING AND DECISION MAKING 10

Planning and decision making – concept, purpose and process of planning, kinds of plans, strategies, policies and planning, premises, goal setting, MBO. Decision making – nature and process, types of managerial decisions, decision making conditions, forms of group decision making in organization.

UNIT III ORGANIZING 9

Organizing–Concept, Steps and elements of organizing function, basis of departmentation, distribution of authority, Types of organization structure, Delegation and Decentralization.

UNIT IV DIRECTION 8

Leadership – nature and significance, leading and managing, leadership styles, leadership theories.

UNIT V CONTROL 9

Management Control; nature, purpose and process of controlling, kinds of control system, prerequisites of effective control system, resistance to control.

TOTAL: 45 PERIODS**OUTCOMES :****At the close of the semester, a student should:**

- Understand basic terminology and concepts for Management theory.
- Be proficient in case study analysis and writing for Management applications.
- Demonstrate the ability to apply selected Management frameworks to real world business situations for problem-solving purposes.
- Demonstrate business caliber online communications and netiquette skills via proficient participation in group discussion forums.

REFERENCES :

1. Koontz & Ramachandra, Essentials of Management, Tata McGrawHill
2. Stoner, Freeman and Gilbert, Jr. Management, Pearson Education, New Delhi
3. Wehrich, Heinz and Harold Koontz, Management: A Global Perspective, Tata McGrawHill
4. Dinhar Pagan, Chopra, Principles of Management.

OBJECTIVES :

To understand the various aspects of Indian Economy and to develop a perspective on the different problems and approaches to economic planning and development in India.

UNIT I MEANING AND CHARACTERISTICS 9

Economy – definition - Classification of economy – developing and developed economy. Indian economy – structure of the economy – agricultural, industrial and service sectors. Sectoral contribution to the national income of Indian economy. Characteristics of Indian economy in terms of demographic, economic and social indicators. Major development issues in India.

UNIT II INDIAN DEMOGRAPHY 9

Population – size and growth of population. Features of Indian population –sex ratio, rural and urban distribution, age distribution, density of population, occupational distribution. Causes for population growth – natural growth rate of population. Problems of higher population – poverty: definitions of poverty – measures to eradicate poverty.

UNIT III ECONOMIC PLANNING AND AGRICULTURAL SECTOR 9

Planning in India – five year planning. Evolution of Indian planning. Major achievements and failures of Indian planning since first five year planning. Objectives of 12th five year plan. Allocation of resources for agricultural, industrial and service sectors of the economy. Agricultural growth during the post reform period- achievements and failures.

UNIT IV INDUSTRIAL SECTOR 9

Industrial policy, 1991 - Liberalization, privatization and globalization of Industrial sector - Industrial growth since economic reform. Growth and problems of SMEs.

UNIT V FOREIGN TRADE 9

India's balance of trade and payment since 2007. Exports and Imports – pattern of trade. Trade policy of India, 1991. BOT and exchange rate. Government of India's measures to manage exchange rate fluctuations.

TOTAL : 45 PERIODS

OUTCOMES:

- The course expects students to understand the economic issues in range of economic activities in the Indian Economy. The Students are made to understand role of Indian Economy in global context and how different factors affect them.

REFERENCES :

1. Datt Ruddar and KPM Sundaram, Indian Economy, 67th Edition S. Chand & Company Ltd., New Delhi, 2013.
2. Gaurav Datta Ashwani Mahajan, Indian Economy. 68th Edition S. Chand & Company Ltd., New Delhi, 2013.
3. Misra S.K. & V. K. Puri, Indian Economy, 32nd Edition, Himalaya Publication house, Mumbai.2014
4. Gopal Ji, Suman Bhakri & Anisha Bhakri, Indian Economy -Performance and Policies, 2nd Edition, Vikas Publishing, New Delhi, 2015.
5. Shankar Acharya and Rakesh Mohan, Indian Economy - Performance and Challenges, 1st Edition, Oxford University Press, USA , 2010

OBJECTIVE :

The objective of this course is to teach the mathematical concepts and principles of calculus, vector, etc. so that students will be able to apply their mathematical skills to various business problems.

UNIT I SEQUENCE AND SERIES**9**

Progressions: Arithmetic, Geometric and Harmonic progressions - Means of two positive real numbers - Relation between A.M., G.M., and H.M. - Sequences in general - Specifying a sequence by a rule and by a recursive relation - Binomial expansion - Compound interest - Normal rate and effective rate.

UNIT-II VECTORS, MATRICES AND DETERMINANTS**9**

Vectors: Operations on vectors - Matrices : Types of matrices - Matrice operations: Addition, Subtraction and Product of matrices, Multiplication of a matrix by a scalar - Determinants: Evaluation of determinants of order two and three - Properties of determinants - Singular and non-singular matrices - Product of two determinants - Rank of the matrix.

UNIT-III SETS AND FUNCTIONS**9**

Sets: Set and sub-sets, Venn diagram and its applications - Operations on sets: Cartesian product of sets, Application - Functions: Algebraic functions (polynomial - linear, quadratic and rational), transcendental functions (exponential, log and trigonometric functions with identities) and inverse functions - The laws of logarithms and their uses.

UNIT-IV DIFFERENTIAL CALCULUS**9**

Limit of functions - Continuity of functions and properties - Graphical interpretation - Differentiation: Geometrical interpretation - Differentiation using first principles - Rules of differential - Chain rule - Logarithmic differentiation of implicit function - Parametric functions - Second order derivatives - Application of derivatives: Maxima and Minima.

UNIT-V INTEGRAL CALCULUS**9**

Standard Integration - Method of integrations: Integration of rational functions - Integration using algebraic substitution - Trigonometric integrals -Trigonometric substitution - Integration by parts - Definite integral - Properties of definite integrals.

TOTAL : 45 PERIODS**OUTCOMES:**

1. Students will be able to formulate and analyze mathematical problems, precisely define the key terms and draw clear conclusion.
2. Students will be able to present their mathematical work both in oral and written formats.

REFERENCES:

1. John Bird "Higher Engineering Mathematics" Newnes (An Imprint of Elsevier), 4th Edition, 2006, Indian Edition, Noida.
2. James Stewart "Calculus with Early Transcendental Functions", CENGAGE Learning 2008, Indian Edition, New Delhi.
3. H. Anton, I. Bivens and S. Davis 'Calculus', John Widely India Pvt. Ltd. 7th Edition, 2014, New Delhi.
4. B.M. Aggarwal, 'Business Mathematics and Statistics" Ane Book Pvt. Ltd., 2015, Chennai.
5. M. Raghavachari, 'A First Course in Mathematics for Management'. McGraw-Hill Education (India) Pvt. Ltd., 2015, New Delhi.

OBJECTIVES :

- To familiarize tertiary level grammatical usage in language
- To acquire LSRW skills in a professional context
- To orient the learner towards applied language skills

UNIT I**9**

LISTENING barriers, strategies for improving listening skills, listening to a story, short talk– SPEAKING: the characteristics of effective speech, voice quality, rate of speaking, clear articulation, Introducing oneself, Speaking about past events, experiences, discussing music. - READING – Comprehension, developing reading skills, Reading articles WRITING the characteristics of effective writing, clear organization and structuring of ideas, summarizing, clarity of language, stylistic variation Grammar – Tenses, Adjectives, Adverbs Vocabulary – Synonyms, Antonyms, Guessing meaning from Context

UNIT II**9**

LISTENING – listening to short speeches, conversations, TED Talks, listening for information – SPEAKING- Participating in informal discussions, expressing different points of view - READING – strategies, skimming and scanning; predicting, guessing, inferring; reading critically, Reading Articles, Taking notes. – WRITING – Short Article, blogging, Email Etiquette, Emails Grammar – Clauses, Comparison of Adjectives Vocabulary – Prefixes, Suffixes, Foreign words and phrases

UNIT III**9**

LISTENING – Telephonic Conversations, leaving a message– SPEAKING Exchanging information, Discussing Future Plans, Conversational Skills, - READING – Brochures, Emails, Informative texts - WRITING – Business Letters – Quotation, Complaints, Grammar – Determiners, Relative Clauses, Conditionals, Vocabulary – Phrasal Verbs, Single word Substitution

UNIT IV**9**

LISTENING – Dialogues, Interviews. SPEAKING- Brief Presentations, Using Discourse Markers - READING – Newspaper Reports, Product Review WRITING – Essays –analytical and argumentative, Letters seeking permission, making enquiries. Grammar – Expressing causes and results, Modals, Vocabulary – Word Formation

UNIT V**9**

LISTENING –Narratives, Conversations SPEAKING- Neutral and Gender-sensitive language, Interview role plays- READING – Jumbled Sentences WRITING-Recommendations, Short Reports, Writing notices, Grammar – Reported Speech, Vocabulary –Sequencing Words, Linkers

TOTAL : 45 PERIODS**OUTCOME :**

This is a foundational course designed to facilitate the transition from secondary to tertiary level of language usage. The course sensitizes the learner regarding various aspects of the language in order to make effective use of it in his/her personal, academic or professional contexts.

TEXT BOOKS :

English in Mind, Second Edition-Student's Book, Herbert Puchta and Jeff Stranks, Cambridge University Press, 2010.

REFERENCES:

Study Skills in English Wallace, Michael J. Cambridge University Press, Cambridge, 1980
A Course in Communication Skills, P. Kiranmai Dutt, Geetha Rajeevan, and C.L.N. Prakash, Foundation Books, New Delhi, India, 2008.

WEBSITES :

www.onestopenglish.com
www.bbc.co.uk/worldservice/learningenglish
www.eslcafe.com/
www.learnenglish.britishcouncil.org/en/

MI7105**PRINCIPLES OF ACCOUNTING****L T P C**
3 0 0 3**OBJECTIVE :**

Acquire fundamental knowledge in Accounting.

UNIT I INTRODUCTION**9**

Introduction to Financial, Cost and Management Accounting - Objectives of Financial Accounting – Accounting Principles, Concepts and Conventions – Book keeping and Accounting – Accounting System – Preparation of Journal, Ledger, Cash Book and Trial Balance – Errors disclosed and not disclosed by Trial Balance.

UNIT II FINAL ACCOUNTS**9**

Preparation of Final Accounts of Sole Trading Firms – with adjustments (Simple adjustments only).

UNIT III RECTIFICATION OF ERRORS & DEPRECIATION**9**

Rectification of Errors including preparation of Suspense Account – Depreciation – Meaning and Types – Methods of Charging and Providing depreciation – Straight Line and Written Down Value methods (Change in method excluded).

UNIT IV BANK RECONCILIATION STATEMENT**9**

Bank Reconciliation Statement (simple problems only) – Insurance Claim – Average Clause (Loss of profit excluded).

UNIT V ACCOUNTING FOR NON-PROFIT ORGANISATION**9**

Accounting for Non-profit Organisation – Receipts and Payments Account, Income and Expenditure Account and Balance Sheet (simple problems only).

TOTAL : 45 PERIODS**OUTCOME:**

Good grasp of basic Accounting nuances.

TEXT BOOKS :

1. Reddy and Murthy, Financial Accounting by Margham Publications, 2015, Chennai.
2. R.L.Gupta and Radhaswamy, Advanced Accounting, Vol. I, Sultan Chand & Sons, 2014, New Delhi.
3. P.C.Tulsian, Financial Accounting, Pearson Education India, 2014.

REFERENCES :

1. Jan Williams, Financial and Managerial Accounting – The basics for business decisions, 17th edition, Tata McGraw Hill Publishers, 2015.
2. Stice & Stice, Financial Accounting Reporting and Analysis, 8th edition, Cengage Learning, 2015.
3. Advanced Accounting, R.L.Gupta and P.K.Gupta, Advanced Accounting, Sultan Chand, New Delhi.

OBJECTIVES:

- Develop a strong research background and understanding of the scientific foundation of psychology
- Develop a knowledge base of human behaviour across the broad areas of psychology.
- Become aware of the applications of psychology in the professions associated with psychology.

UNIT I INTRODUCTION**9**

Nature, scope and methods, Major perspectives of modern psychology, Subfields of psychology, Psychology and diversity, Evolutionary psychology - exportation of psychology; Biological Bases of Behaviour: Neurons, nervous system – basic structure and function, The brain

UNIT II SENSATION AND PERCEPTION**9**

Sensation: Sensory Thresholds – Role of Psychophysical Procedures, Sensory Adaptation, Vision: The Eye, Light, Basic Functions of the Visual System, Color Vision, Vision and the Brain, Hearing: The Ear, Sound, Pitch Perception, Sound and Localization, Touch and other Skin Senses, Smell and Taste: How They Operate, Some Interesting Facts, Kinesthesia and Vestibular Sense, Perception: Organizing Principles, Constancies and Illusions: When Perception Succeeds and Fails, The Plasticity of Perception: Innate VS Learned, Extrasensory perception: Perception without Sensation

UNIT III MEMORY**9**

Human memory: The Atkinson and Shiffrin Model, Neural networks models, Forgetting – Memory Distortion and memory construction – Memory in everyday life – Memory and the brain: Evidence from memory impairments

UNIT IV COGNITION AND INTELLIGENCE**9**

Cognition: Thinking, Making decisions, Problem solving, Language; Intelligence: Unitary or Multifaceted, Measuring intelligence, Human intelligence: The Role of Heredity and the Role of Environment, Grouping differences in intelligence test scores, Emotional intelligence, Creativity

UNIT V HUMAN DEVELOPMENT**9**

Human Development: The Childhood years – Physical growth and development, Perceptual development, Cognitive development, Moral development, Social and emotional development, Gender identity and sex-category constancy; Adolescence, Adulthood and Aging: Death and bereavement

TOTAL: 45 PERIODS**OUTCOMES:**

By the time they graduate, students will:

- Demonstrate knowledge of the major theoretical approaches and findings in psychology
- Know the research methods used in psychology, apply their knowledge in research design, and data analysis
- Critically assess information related to the study of behaviour and mental processes, and use the critical assessment in forming conclusions and arguments
- Develop tolerance for ambiguity and opinions that differ from their own

TEXT BOOKS

1. Robert A. Baron - Psychology (5th edition), Pearson Education
2. S.K. Mangal: An Introduction to Psychology

REFERENCES

1. Daniel L. Schacter, Daniel T. Gilbert & Daniel M. Wegner – Psychology (2nd edition)
2. James W. Kalat - Introduction to Psychology (10th edition)
3. Lahey, B. B. (1998). Psychology: An Introduction, Tata Mc Graw Hill
4. M.R. Murthy: Foundation of Psychology
5. Morgan & King - Introduction to Psychology.

MI7111

ENGLISH LANGUAGE LABORATORY

L T P C
0 0 4 2

OBJECTIVES :

- To enable learners develop their communicative competence.
- To facilitate the process of acquiring and developing soft skills among the learners in a professional background.
- To enhance the employability skills of students to improve their prospects of placements.

MODULES

1. Listening to academic and professional lectures and presentations.
2. Participating in group discussions – understanding group dynamics – brainstorming - expressing opinions, initiating and turn taking. Using appropriate body language in professional contexts – gestures, facial.
3. Making presentations – introducing oneself – introducing a topic – answering questions – individual presentation practice-
4. Creating effective PPTs – presenting the visuals effectively - designing slides.
5. Reading reports in newspaper, making a summary and presenting it.
6. Understanding graphical data – summarizing and interpreting it.
7. Writing job applications - writing covering letter and résumé - Applying for jobs online - email etiquette.
8. Writing for publications –conference papers, research reports
9. Drafting memos in business context – writing for blogs.
10. Interview skills– dress code – body language – mock interview.

TOTAL: 60 PERIODS

OUTCOMES :

- Speak confidently and professionally in business contexts
- Comprehend models of business communication in real time contexts
- Participate in discussions and interviews in a self-assured manner.

TEXT BOOKS:

1. Effective Communication. John Adair, Pan Publishing
2. Effective English Communication. Krishna Mohan and Meenakshi Raman. 3rd Edition, Tata McGraw Hill, New Delhi, 2003.
3. Professional Communication Skills. Alok Jain, Pravin S., R.Bhatia, A.M. Sheikh, 3rd Edition, S Chand and Company, New Delhi, 2005.

OBJECTIVE:

Acquire fundamental knowledge in Management Accounting

UNIT I	INTRODUCTION	9
Management Accounting – Meaning, Scope, Importance and Limitations – Management Accounting Vs. Financial Accounting – Analysis of Financial Statements – Meaning, Tools and Methods – Comparative, Common Size Statements, Trend Analysis.		
UNIT II	RATIO ANALYSIS	9
Ratio Analysis – Meaning, Merits and Demerits – Classification of Ratios –Liquidity, Profitability, Turnover, Capital structure and Leverage ratios (simple problems only).		
UNIT II	FUND FLOW AND CASH FLOW STATEMENTS	9
Preparation of Fund Flow and Cash Flow (as per AS3) Statements (simple problems only).		
UNIT IV	BUDGETARY CONTROL	9
Budgetary Control – Meaning, steps involved – Merits and Demerits – Types of Budgets – Production, Sales, Cash – Fixed and Flexible Budgets.		
UNIT V	MARGINAL COSTING	9
Marginal Costing (excluding decision making) – BEP, Break Even Charts, Limiting Factors.		

TOTAL: 45 PERIODS

OUTCOMES:

- Posses a reasonable knowledge of the basic tools in Management Accounting.

TEXT BOOKS :

1. Reddy and Hari Prasad Reddy, Management Accounting by Margham Publications, 2015, Chennai.
2. S.N.Maheswari, Management Accounting, Sultan Chand & Sons, 2014, New Delhi
3. Sharma and Shashi Gupta, Management Accounting, Kalyani Publishers, 2014, New Delhi.

REFERENCES :

1. Horngren, Surdem, Stratton, Burgstahler, Schatzberg, Introduction to Management Accounting, PHI Learning, 2015
2. Charles T. Horngren and Gary N. Sundem, Introduction to Management Accounting, Prentice Hall.
3. Chadwick, Essence of Management Accounting, 2014, Prentice Hall of India, Pvt. Ltd.

OBJECTIVES:

- The purpose of this paper is to impart to the students an understanding of the basic concepts in commerce, trade and industry and various forms of business organisation.
- Prepare them to face emerging challenge of managing business.

UNIT I INTRODUCTION**9**

Meaning and definition of business, essentials & scope of business, business as a system. business and profession. Classification of Business Activities, distinction between business, commerce and trade. Meaning, Definition, Characteristics and objectives of Business Organisation, Evolution of Business Organisation. Business and its Environment - Social Responsibility of a business firm.

UNIT II LOCATION OF INDUSTRY**9**

Location of industry- Factors influencing location- Size and scale of operation- Optimum firms – Advantages &- Disadvantages of large scale operations - small scale operations- Industrial Estates and District Industries Centre.

UNIT III FORMS OF BUSINESS ORGANISATION**9**

Forms of Business Organization • Sole proprietorship - meaning, characteristics, advantages and limitations, suitability of sole proprietorship form of business organization. • Partnership - meaning, characteristics, advantages and limitations, types of partners, suitability of partnership form of business organization. • Joint Hindu family firm • Cooperative Society - meaning, characteristics, advantages and limitations, types of cooperative societies, suitability of cooperative form of business organization.

UNIT IV JOINT STOCK COMPANY**9**

Joint Stock Company - meaning, characteristics, advantages and limitations, suitability of company form of business organization. Types of Joint Stock Company - Public Limited Companies, Private Limited Companies, Government Companies, Multinational Companies -Public Utilities and Public Enterprises.

UNIT V BUSINESS COMBINATIONS**9**

Business Combination- Meaning ,Causes, Objectives, Types and Forms. Advantages and disadvantages. Mergers, Takeovers and Acquisitions- Trade associations and chamber of commerce.

Total: 45 PERIODS**OUTCOME :**

The student will understand the modern business practices, forms, procedures and functioning of various business organizations

BOOKS RECOMMENDED:

- 1.Fundamentals of Business Organisation and Management by Y.K. Bhushan, Sultan Chand & Sons,2013.
2. Tulsian, P.C.; Business Organisation & Management, Pearson Education, New Delhi 2002.
- 3.R.C Bhatia, Business Organisation & Management, ANE Books 2000.
4. C.D.Balaji and G.Prasad - Business Organization, 2012, Margham Publications.
5. R.C.Bhatia,Business Organisation & Management,2012,Tax Mann Publications Pvt Ltd

OBJECTIVES:

The objective is to provide with a working knowledge of how to apply statistics to business situation.

UNIT I FUNDAMENTALS OF STATISTICS AND GRAPHICAL DISPLAYS 9

Fundamentals of statistics: What is statistics - Need for statistics in business - Data and information - Population and sample - Sampling - Sampling methods - data types - Frequency - relative frequency - frequency tables - Cross tabulation - Graphical representation of frequency distribution: histogram, frequency polygon, ogive pie-chart.

UNIT II DESCRIPTIVE AND INFERENCE STATISTICS 9

Descriptive statistics: descriptive and inferential statistics - grouped and ungrouped data - measures of central tendency, variability, dispersion: arithmetic mean, median, mode, quartiles, percentiles, deciles, interquartile, range, skewness kurtosis, standard deviation, variance - Application in business scenario.

UNIT III PROBABILITY 9

Probability : Basic concepts - axiomatic approach - classical definition - basic theorems - complements, union and intersection - venn diagrams - conditional probability, multiplicative law, independence event - total probability - Baye's theorem.

UNIT IV PROBABILITY DISTRIBUTION FOR DISCRETE RANDOM VARIABLES 9

Discrete random variable - Probability distribution for discrete random variable - Cumulative distribution function - Moments and variation - special distributions: Binomial, Poisson and Hypergeometric distributions.

UNIT V PROBABILITY DISTRIBUTION FOR CONTINUOUS RANDOM VARIABLES 9

Continuous random variable - Probability density function for continuous random variable - Cumulative distribution function - moments and variation - Special distribution: Exponential, uniform and normal distribution - Markov inequality - Chehychev's inequality - Central limit theorem.

TOTAL: 45 PERIODS**OUTCOMES:**

- Develop and refine decision-making skills by basing decision upon the outcome of statistical tests.
- Analyze real world scenarios and determine the appropriate type of analytical problem solving technique to utilize.

REFERENCES:

1. S.C. Gupta and V.K. Kapoor, 'Elements of Mathematical Statistics', 3rd Edition, Sultan Chand & Sons, 2014, Chennai.
2. W. Mendenhall, R. Beaver and B.M. Beaver, 'Introduction to Probability and Statistics', CENGAGE Learning India Pvt. Ltd., 2016, New Delhi.
3. B.M. Aggarwal, 'Essential of Business Statistics', Ane Book Pvt. Ltd., 2016, Chennai.
4. Prem S. Mann, 'Introductory Statistics' Wiley Publications, 8th Edition, 2013, Singapore.
5. David M . Levine, 'Business Statistics - A first course' Person Publication, 7th Edition, 2015, Greater Noida.
6. Navai Bajpai, 'Business Statistics' Pearson Education, 2009, Greater Noida.
7. Sanjiv Jaggia and Alison Kelly, 'Business Statistics' - Communicating with numbers, Tata McGraw Hill, 2nd Edition, 2016, New Delhi.
8. L.J. Kazmier, Business Statistics, Schaum's Outlines, 4th edition, Tata McGraw Hill Publishing Company Limited, 2004, New Delhi.

OBJECTIVES:

- To understand the basic concepts and the major concerns of sociology.
- To understand the relationship between culture, personality and society.
- To identify the nature and characteristics of social processes.

UNIT-I INTRODUCTION 9

Origin, Nature, Scope and importance of Sociology; Methods of Sociology; Relationship with other social sciences

UNIT-II BASIC CONCEPTS 9

Society, community, Institution, Social structure, Social System, Social Groups, Social organization, Relationship between Individual and Society, Societal culture

UNIT-III SOCIALIZATION 9

Meaning of Socialization, Socialization as a Process of Learning, Stages and Agencies of Socialization; Social Norms: Conformity, Deviance, Needs of Social Control

UNIT-IV SOCIAL PROCESS 9

Social Process in Social Institution: Meaning, Causes and Remedies; Social Stratification in Marriage, Family, Peer group- Religion and Kinship

UNIT-V APPLIED SOCIOLOGY 9

Indian social problems- race, class, gender inequalities- Ecology and Environment: Pollution, Global warming and Green house effect. Impact of Industrialization and Urbanization on Environment- Issues in sustainability

TOTAL: 45 PERIODS**OUTCOMES:**

- Students will demonstrate the ability to discuss sociological theories and concepts
- Students will exhibit knowledge of the primary institutions of family, education, religion, and economic and political structures.
- Students will demonstrate an understanding of race, class, and gender inequality.

TEXT BOOKS:

1. Sankar Rao, C.N.: Sociology, Sultan Chand and Sons, 2007
2. H.K.Rawat: Sociology a basic concepts, Rawat publications, New Delhi, 2001
3. M.L. Andersson & H.F. Taylor: Sociology: Understanding a diverse society, Wadsworth, USA, 2008, 4th edition

REFERENCES:

1. Bhusan, Vidya: Sociology, Kitab Mahal, New Delhi, 2005
2. J.Stockard: Sociology: Discovering society, Wadsworth, USA, 1996, 1st edition
3. Johnson, Harry M: Sociology, Allied Publications Pvt., Ltd. New Delhi, 2003
4. James M. Henslin: Essential of Sociology, 4th edition
5. Joan Ferrante: Sociology, United states in a global community.

OBJECTIVES:

- To familiarize tertiary level grammatical usage in language
- To apply LSRW skills in a professional context
- To acquaint students with evolving trends in professional communication.

UNIT I FUNDAMENTALS OF BUSINESS COMMUNICATION 9

Formal and Informal Communication Listening to Conversations, Interviews, Introducing a Product or Service. Small Talk. SWOT Analysis - Telling a story effectively, Reading Reports, Comprehending passages in Business and Economy-related Newspapers – Basics of Business Correspondence - Formal Letters, Letters calling Quotations, Follow Up and Complaints Letters.

UNIT II PRESENTATION AND GROUP DISCUSSION SKILLS 9

LISTENING –SPEAKING: Seminars, Conferences, Preparing Powerpoints - READING – Profiles of Companies, Interpreting Data, Case Studies WRITING –Reports – Survey, Feasibility

UNIT III DOCUMENTING SKILLS 9

Press Meets SPEAKING: Group Discussion, Dynamics of a Group Culture, - READING –Critical Thinking, Problem Definition and Solving WRITING – Company Profiles, Minutes of Meetings, Case Studies Job Application, Email, Cover letter Formats

UNIT IV NON-VERBAL COMMUNICATION 9

Grooming, Body Language, Tone and Pitch, Intercultural and Cross-Cultural Communication SPEAKING: Presentations - READING – Meeting and their procedures WRITING – Project Proposals, Mini Projects, Seeking Funding , Drafting Tenders, Circulars

UNIT V TELEPHONE AND EMAIL ETIQUETTE 9

Listening to and executing formal telephone conversations, conversational tactics, seeking information LISTENING – Sales Meeting, Panel Discussion, Accents SPEAKING: Negotiation Skills, Life Skills, Elevator Pitch, Leadership Behavior - READING –WRITING – Requisition Letters – for Reference and Recommendation, Statements of Purposes, Persuasive language Emails, Portfolios.

TOTAL: 45 PERIODS**OUTCOME :**

This is an intermediate level course facilitating the application of the language skills acquired during the first semester. The learner focuses on using the LSRW skills in a business context for effective participation and communication.

TEXT BOOK :

1. Business Advantage, Almut Koester, Angela Pitt, Michael Hanford and Martin Lisboa, Student's Book, Intermediate, Cambridge University Press, 2012.

REFERENCES:

1. Business Communication. Harvard Business Essentials Series, HBS
2. Excellence in Business communications, John V. Thill and Courtland L. Bovee, Pearson, 2015.
3. Business Communication, Menakshi Raman, Prakash Singh, Oxford University Press

WEBSITES :

www.businesscommunicationskills.com

www.mindtools.com

www.businesstrainingworks.com; www.businesscommunication.org

OBJECTIVES:

The course is aimed at imparting a basic level of computer knowledge and the application of computer skills for analysing the data, creating the presentations and preparing the reports.

UNIT I INTRODUCTION TO COMPUTERS 9

COMPUTER AND ITS APPLICATIONS: Computers in our world, Computers for individual users, Computers for organizations, Computers in society, Why are computers so important. Components of a computer system – Hardware and Software - CPU, Memory, Input and output devices, Storage devices, System software, Application software.

INPUT AND OUTPUT DEVICES: Input Devices - The keyboard and Mouse. Inputting data in other ways: Devices for hand, Optical input devices, Audio-visual input devices. Output Devices - Monitors, Data projectors, Sound Systems, Printers, and Plotters.

UNIT II DATA PROCESSING AND DATA STORAGE 9

TRANSFORMING DATA INTO INFORMATION: The difference between data and information, How computers represent data, How computers process data - CPU , Machine cycles, Memory, Factors effecting processing speed, The computer's internal clock, The Bus, Cache memory.

TYPES OF STORAGE DEVICES: Primary and Secondary Storage devices, How data is stored on a disk, How data is organized on disks, How the operating system finds data on a disk, Removable storages, Smart cards.

UNIT III OPERATING SYSTEM 9

OPERATING SYSTEMS BASICS: OVERVIEW: The purpose of operating systems, Types of operating systems, Providing a user interface, Running programs, Managing hardware, Enhancing an OS utility software, Proprietary and Open source operating systems.

BASICS OF POPULAR GUI BASED OPERATION SYSTEM: User interface, Task Bar, Icons, Menus, Running an Application. Operating System Simple Setting – changing system Date and Time, Changing Display Properties, Changing Mouse Properties, Adding and removing printers. File and Directory Management – Creating and renaming of files and directories. Common Utilities

UNIT IV THE INTERNET AND ITS SERVICES 9

INTRODUCTION TO INTERNET AND WORLD WIDE WEB (WWW): Basics of Computer Networks, common types of networks – Local Area Network (LAN), Wide Area Network (WAN) and Internet. The Internet's history, the Internet's major services, Understanding the world wide web, Using your browser and the world wide web, navigating the web, closing your browser, getting help with your browser, searching the web, search results and web sites.

E-MAIL AND OTHER INTERNET SERVICES: Overview: communicating through the Internet, Using Email, Using an E-mail program, Stomping out spam, using web-based e-mail services, more Features of the Internet.

UNIT V 9

INTRODUCTION TO WORD PROCESSORS: Managing document – Creating a new document, Opening pre-existing document, create/edit/insert/copy/paste text in the document, Formatting Text and Documents, Headers and Footers, Tables and Graphics - Creating a table using the table menu, Entering and editing text in a table, adding/inserting/deleting rows and columns, changing row heights and column width. Inserting picture in the document and formatting the picture in the document.

INTRODUCTION TO SPREADSHEETS: Working with spreadsheets – Creating the new spreadsheet, modifying the pre-existing spreadsheet. Entering data in cell and creating data series. Formatting Cell & Rearranging worksheets- Moving cells, copying cells, sorting cell data, inserting rows, inserting columns, inserting cells. Functions & Formulas – application of popular functions like sum, average and count. Saving and Printing Spreadsheet.

INTRODUCTION TO PRESENTATIONS: Creating Presentations - Using auto content wizard, Using blank presentation option, Using design template option, Adding slides, Deleting a slide, Importing Images from the outside world, drawing in presentation, Transition and build effects, deleting a slide, numbering a slide, saving presentation, closing presentation, printing presentation

TOTAL: 45 PERIODS

OUTCOME:

Upon completion of this course, students will

- Be able to identify computer hardware and peripheral devices
- Be familiar with software applications
- Understand file management
- Accomplish creating basic documents, worksheets and presentations
- Explore the Web and how to conduct research
- Experience working with email and recognize email netiquette

TEXT BOOKS:

1. Peter Norton, Introduction to computers, 6th edition : Tata McGraw Hill , 2007.
2. Ran Mansfield, working in Microsoft Office : Tata McGraw Hill , 2008.

REFERENCES:

1. Reema Thareja , Fundamentals of Computers, First Edition: Oxford University Press, 2014.
2. Rajaraman V and Adabala N, Fundamentals of Computers, 6th Edition : PHI, 2014.
3. Faithe Wempen, Computing Fundamentals: Introduction to Computers : Wiley, 2014.

MI7211

COMPUTER SKILLS-I

L T P C
0 0 4 2

OBJECTIVES:

The course is designed to aim at imparting a basic computer skills for Word Processing, Presentations and Spreadsheets

EXPERIMENTS:

PRACTICALS ON SPREADSHEET

Exercise 1: Getting Started

- creating new worksheet
- selecting cells, navigating with mouse and keyboard
- entering, editing text and checking spelling
- saving the worksheet
- open the existing worksheet
- moving cells, copying cells, sorting cell data, referencing cells
- inserting columns, inserting rows and inserting cells
- filtering cell data
- deleting parts of a worksheet

Exercise 2: Spreadsheet Formatting

- page setup
- changing column widths and row
- auto format, manual formatting
- conditional formatting
- usage of format painter
- changing font sizes and attributes
- adjusting alignments, centering text across columns
- changing colors and shading
- inserting and removing page breaks
- hiding rows and columns
- protecting and un protecting documents and cells

Exercise 3: Functions

- parts of a function
- basic functions – sum, average, percentage
- Rank & Percentile
- Group & Ungroup
- Subtotal
- Random Number Generation
- entering and editing functions
- order of evaluation in functions
- error messages from functions

Exercise 4: Charts & Graphics

- creating charts using chart wizard
- creating charts on separate worksheets
- resizing and moving charts, editing chart
- controlling which series on which axis
- creating trend lines
- creating and placing graphic objects
- resizing graphics

Exercise 5: Pivot Table & Pivot Charts

- creating pivot table
- editing the different parts of pivot table
- creating pivot chart
- creating and placing pivot chart

Exercise 6: Creating Daily and Monthly Sales Reports

Exercise 7: Creating Cash Flow Statement

Exercise 8: Creating Balance Sheet

Practicals on Word Processors

Exercise 1: Getting Started

- creating new document
- typing text, selecting text, deleting text and checking spelling
- inserting text, replacing text, formatting text
- open the existing document
- cut, copy, paste
- saving and printing document

Exercise 2: Formatting Text and Documents

- Auto format

- line and paragraph spacing
- Margins, Borders and Shading
- definition of headers and footers
- creating basic headers and footers
- creating different headers and footers for odd and even pages
- Creating hyperlinks

Exercise 3: Tables & Graphics

- creating a simple table
- creating a table using the table menu
- entering and editing text in a table
- selecting in table
- adding rows, changing row heights and deleting rows
- inserting columns, changing column width and deleting columns
- importing graphics and
- inserting picture

Exercise 4: Creating Resume

Exercise 5: Creating Blog

Exercise 6: Creating Business Letters

Exercise 7: Creating Product Brochure

Exercise 8: Creating Project Report

Practicals on Presentations:

Exercise 1: Getting Started

- Creating Presentations : Using blank presentation option
- Creating Presentations :Using template option
- Adding Slides, Deleting a slide, Numbering a Slide
- Saving and Printing Presentation

Exercise 2: Graphics & Visual Effects

- Importing the images into presentation
- Building Transition Effects

Exercise 3: Creating Company Profile Presentation

Exercise 4: Creating Product Presentation

Exercise 5: Creating Project Presentation

Practicals on Internet and Services

Exercise 1: WWW and Web Browser

- Connecting to World Wide Web (WWW)
- Popular Web Browsers – Google Chrome, Internet Explorer, Mozilla Firefox
- Popular Search Engines (google/bing)/ Search for content
- Accessing Web Browser
- Using Favorites Folder
- Downloading Web Pages

- Printing Web Pages
- Understanding URL
- Surfing the web

Exercise 2: Email

- Basics of E-mail
- What is an Electronic Mail
- Email Addressing
- Using E-mails
- Opening Email account
- Mailbox: Inbox and Outbox
- Creating and Sending a new E-mail
- Replying to an E-mail message
- Forwarding an E-mail message
- Sorting and Searching emails

TOTAL: 60 PERIODS

OUTCOMES:

Upon completion of this course, students will

- Gain familiarity to word processor, presentation and spreadsheet
- Experience working with email and recognize email netiquette

TEXT BOOKS:

1. Taxali R.K., PC Software for Windows made simple
2. Microsoft Excel 2016 Step by Step, Frye Curtis, PHI, 2016
3. MS Office 2013, Vishnu P. Singh, Computech Publications, 2012

http://www.openoffice.org/documentation/conceptualguide/conceptual_guide_OOo_3_ebook.pdf

MI7301

MANAGERIAL ECONOMICS I

**L T P C
3 0 0 3**

OBJECTIVES :

- To expose the basic principles of microeconomic theory.
- To illustrate how microeconomic concepts can be applied to analyze real-life situations.

UNIT I INTRODUCTION

9

Meaning, Nature ,Scope and Limitations of Business Economics – Micro& Macro. – Productive efficiency Vs economic efficiency – economic growth & stability.

UNIT II DEMAND AND SUPPLY

9

Concept of Demand- Elasticity of Demand -their types and determinants-Concepts of Supply – Elasticity of Supply their types and determinants.

UNIT III PRODUCTION

9

Introduction to production process, short run production function: law of variable Proportions, long run production.

UNIT IV COST AND REVENUE

9

Cost Analysis : Fixed, Variable and Total Cost ,Curves, Average and Marginal Costs, Long Run Cost Analysis : Economies and Diseconomies of Scale and Long Run Average and Marginal Cost Curves. Revenue Concepts – Total Revenue, Marginal Revenue, Average Revenue and their relationship.

UNIT V MARKET STRUCTURE**9**

Price and output decisions under different market structures: Price and output decisions under perfect competition, monopoly and monopolistic competition - pricing under oligopoly -kinked demand curve, Factor Market.

TOTAL: 45 PERIODS**OUTCOME :**

- Students are expected to become familiar with principles of micro economics.

TEXT BOOKS :

1. Principles of Economics - H.L. Ahuja, Sultan Chand, Nov. 2007.
2. Yogesh Maheswari, Managerial Economics, 3rd Edition, Phi Learning, New Delhi, 2012, Gupta G.S.

REFERENCES :

1. Richard Lipsey and Alec Charystal, Economics, 12th edition, Oxford, University Press, New Delhi, 2011.
2. Karl E. Case and Ray C. fair, Principles of Economics, 8th edition, Pearson, Education Asia, New Delhi, 2002.
3. Diwedi. D.N. Managerial Economics, 7th Edition, Vikas Publishing House Pvt. Ltd., 2009

MI7302**MANAGEMENT INFORMATION SYSTEM****L T P C
3 0 0 3****OBJECTIVES:**

- To understand the fundamental concepts of system, information.
- To study the importance of decision making
- To impart the knowledge of development of MIS
- To know the security issues of MIS

UNIT I CONCEPTUAL FOUNDATIONS:**9**

Introduction to Systems and Basic Systems Concepts, Elements of System, Characteristics of System, Types of Systems, System Approach to Problem Solving.
Information Systems: Definition & Characteristics, Types of Information, Role of Information in Decision Making.

UNIT II MANAGEMENT DECISION MAKING:**9**

Simon's Model of Decision Making. Concepts of Management Organization and Hierarchy of Management Activity, Structured Vs Unstructured Decisions, Formal Vs. Informal Systems, Levels of Management.
Introduction to different kinds of Information Systems and Concept, Characteristics and Components: ESS, EIS, DSS, MIS, KWS, TPS, OAS and EDP- GDSS

UNIT III AN OVERVIEW OF MANAGEMENT INFORMATION SYSTEM:**9**

Definition & Characteristics, History of MIS Components of MIS, Frame Work for Understanding MIS, Types of Computers Used by Organizations in Setting up MIS, Hardware support for MIS ,The Structure of Management Information System.

UNIT IV DEVELOPING INFORMATION SYSTEMS:**9**

Analysis & Design of Information Systems: Implementation & Evaluation. Pitfalls in MIS Development. Functional MIS: A Study of Marketing, Personnel, Financial and Production MIS.

UNIT V SECURITY AND ETHICAL ISSUES: 9
Introduction, Control Issues in Management Information Systems, Security Hazards, Ethical Issues, Technical solutions for Privacy Protection

TOTAL: 45 PERIODS

OUTCOME :

- Students are expected to gain knowledge of fundamentals of system and information.

TEXT BOOKS :

1. Management Information system, Bidgoli, Chattopadhyay, Cengage learning original edition 2012 reprint 2016.
2. "Management Information Systems", Davis, Gordon B. & Olson, M.H, Second Edition, 2008

REFERENCES :

1. Management Information Systems: Managing the Digital Firm (14th Edition) by Kenneth C. Laudon and Jane P. Laudon 2015
2. Management Information Systems, Goyal, D.P., Fourth Edition, Macmillan. 2014
3. "Management Information Systems", Kanter, J., Third Edition, PHI.
4. "Information Systems for Modern Management", Murdick, Robert G., & Ross, Joel E., & Claggett, James R., Third Edition, PHI. 1985
5. "Analysis, Design & Implementation of Information System", Lucas, Fourth Edition, 1992.

MI7303

COST ACCOUNTING

L T P C
3 0 0 3

OBJECTIVE :

- To provide the students, knowledge of the nuances involved in costing techniques followed in the corporate world.

UNIT I: INTRODUCTION 9

Nature, Scope and Importance of Cost Accounting – Relationship between Cost, Financial and Management Accounting – Installation of Cost Accounting System – Cost and Profit Centers – Classification of Costs - Cost Sheets, Tenders and Quotations.

UNIT II: MATERIAL COST 9

Material Cost - Material Control – Purchase Control – Inventory Control, meaning and Techniques – Different methods of Pricing Material Issues.

UNIT III: LABOUR COST 9

Labour Cost – Computation and treatment of Labour cost - Methods of Remuneration – Time and Piece Rate System – Labour Turnover and its measurement.

UNIT IV : OVER HEADS 9

Overheads – Classification, Allocation, Apportionment – Primary and Secondary – Methods of Absorption of Overhead – Under and Over Absorption – Machine Hour Rate.

UNIT V: PROCESS COSTING 9

Process Costing – Normal and Abnormal Loss (Equivalent Production and Inter Process Profit excluded) – Job Costing – Contract Costing.

TOTAL: 45 PERIODS

OUTCOME :

Students are expected to possess good knowledge of the basic nuances involved in Cost Accounting.

TEXT BOOKS :

1. Cost Accounting, S.P.Jain and K.L.Narang, Kalyani Publications, 2014.
2. Cost Accounting, M.Y.Khan, P.K.Jain, JBA Publishers, 2015.
3. Cost and Management Accounting, Drury C., Cengage Learning India, 2013.

REFERENCES :

1. Cost Accounting, David Russel, G.J.Wilkinson-Riddle, Ashok Patel, Pearson India, 2013.
2. Cost Accounting, T.S.Reddy. Y.Hari Prasad Reddy, Margham Publications, 2015.
3. Cost Accounting, M.C.Shukla, T.S.Grewal, M.P.Gupta, S.Chand, 2014.

MI7304**MARKETING MANAGEMENT - I****L T P C
3 0 0 3****OBJECTIVE:**

- The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing.
- To provide an exposure to the students pertaining to the nature and Scope of marketing, which they are expected to possess when they enter the industry as practitioners.
- To give them an understanding of the basic philosophies and tools of marketing management.

UNIT - I INTRODUCTION TO MARKETING MANAGEMENT: 9

Introduction - Market and Marketing - the Exchange Process- Core Concepts of Marketing - Functions of Marketing - Importance of Marketing - Marketing Orientations -Marketing Mix-The Traditional 4Ps - The Modern Components of the Mix - The Additional 3Ps - Developing an Effective Marketing Mix.

UNIT - II MARKETING ENVIRONMENT: 9

Introduction - Environmental Scanning - Analysing the Organization's Micro Environment - Company's Macro Environment, Differences between Micro and Macro Environment - Techniques of Environment Scanning - Marketing organization - Marketing Research and the Marketing Information System, Types and Components.

UNIT - III CONSUMER AND BUSINESS BUYER BEHAVIOUR: 9

Introduction - Characteristics - Types of Buying Decision Behaviour - Consumer Buying Decision Process - - Buying Motives - Buyer Behaviour Models - Characteristics of Business Markets - Differences between Consumer and Business Buyer Behaviour - Buying Situations in Industrial/Business Market - Buying Roles in Industrial Marketing - Factors that Influence Business Buyers - Steps in Business Buying Process

UNIT - IV SEGMENTATION, TARGETING AND POSITIONING: 9

Introduction - Concept of Market Segmentation - Benefits of Market Segmentation - Requisites of Effective Market Segmentation - The Process of Market Segmentation - Bases for Segmenting Consumer Markets - Targeting (T) - Market Positioning (P)

UNIT - V INTERNATIONAL MARKETING MANAGEMENT: 9

Introduction - Nature of International Marketing - International Marketing Concept - International Market Entry Strategies - Approaches to International Marketing - International Product Policy

TOTAL: 45 PERIODS**OUTCOMES :**

- Knowledge of basic understanding in solving marketing related problems.
- Awareness of marketing management process, and the marketing mix elements.

TEXT BOOKS :

1. Marketing Management , Sherlekar S.A, Himalaya Publishing House,2016.
2. Marketing Management , Philip Kortler and Kevin Lane Keller, PHI 15th Edition, 2015

REFERENCES:

1. Marketing Management Global Perspective, Indian Context, V.S.Ramaswamy & S.Namakumari, Macmillan Publishers India,5th edition, 2015
2. Marketing Management, S.H.H. Kazmi, 2013, Excel Books India.
3. Marketing Management- text and Cases, Dr. C.B.Gupta & Dr. N.Rajan Nair, 17th edition, 2016.

MI7305

BUSINESS LAW – I

L T P C
3 0 0 3

OBJECTIVE:

To understand the basic legal terms and concepts used in law pertaining to business

UNIT I: THE INDIAN CONTRACT ACT 1872 9

Definition of contract, essential elements, types and characteristics of a contract, Formation of a contract, performance of contracts, breach of contract and its remedies, Quasi contracts - Contract Of Agency: Nature of agency, Creation and types of agents, Authority and liability of Agent and principal: Rights and duties of principal and agents, termination of agency.

UNIT II : SALE OF GOODS ACT, 1930 9

Definition of Sales, essentials for contract of sale, Documents of title, risk of loss, Guarantees and Warranties, performance of sale of contracts, conditional sales and rights of an unpaid seller

UNIT III: NEGOTIABLE INSTRUMENTS ACT, 1881 9

Negotiable Instruments Act 1881: Definitions, Nature and requisites of negotiable instruments. Types of negotiable instruments, liability of parties, holder in due course, special rules for Cheque and drafts, discharge of negotiable instruments.

UNIT IV: COMPANY LAW 9

Definitions - Nature of a company, characteristics of a company, Types of companies, Formation of Company – Memorandum and articles of association, Prospectus, Power, duties and liabilities of Directors, winding up of companies, Corporate Governance

UNIT V: THE COMPETITION ACT, 2002 9

Objectives of Competition Act, the features of Competition Act, components of Competition Act, Competition Commission of India, Appellate Tribunal, offences and penalties under the Act.

TOTAL: 45 PERIODS

OUTCOME:

- Students are expected to become familiar with legal concepts pertaining to Business.

TEXT BOOKS:

1. Maheshwari, S.N. and S.K. Maheshwari; *A Manual of Business Law*, 6th Edition, Himalaya Publishing House, 2015.
2. Kuchhal M.C., *Modern Indian Company Law*, 20th edition 2015, Shree Mahavir Book Depot.
3. Kapoor, N. D.; *Elements of Mercantile Law*, 30th edition, Sultan Chand & Sons, New Delhi, 2015

REFERENCES :

1. Gulshan S.S. and Kapoor G.K., "Business Law including Company Law",2013, New Age International Private Limited Publishers.
2. Dr. & Agnihotri, Dr. Dagar, "Business Law, 2nd edition, 2014",Galgotia Publishing Company.
3. Chawla, Garg, and Sareen : Mercantile Law 7th Ed. Kalyani
4. Dr. Singh, Avtar; Company Law, Eastern Book Co. Lucknow, Bharat Law House, Delhi, 2016

MI7306**BUSINESS STATISTICS-II****L T P C
3 0 0 3****OBJECTIVES :**

This course introduces some of the ideas of statistics, emphasising the applications of these methods in the business scenario. It provides a basic knowledge of how to do estimation of population, test hypothesis and summarise results. It provides knowledge about the various parametric and non parametric tests.

UNIT I SAMPLING DISTRIBUTION AND ESTIMATION 9

Sampling- sampling methods - sampling distribution - sampling and non sampling errors - mean and standard deviation of sampling distribution-Estimation- Introduction- Estimators and properties - Point and Interval estimate - introduction to t-distribution- interval estimation of population mean: large and small samples- Interval estimation of population mean - finite and infinite population- Interval estimation for population proportion- large and small samples.

UNIT II HYPOTHESIS TESTS I 9

Introduction to hypotheses and testing hypotheses - significance level- one tail and two tail tests - region of rejection - hypothesis test about mean: large and small samples - hypothesis test about mean: known and unknown population standard deviation - probability value method (p value)- power of test- Hypothesis test about mean : finite and infinite population - Hypothesis test about proportions; large and small samples.

UNIT III HYPOTHESIS TESTS II 9

hypothesis tests about difference between two sample means : large and small case- hypothesis tests about difference between two sample means for paired samples - hypothesis tests about difference between two sample proportions -large and small case- F-test for two sample standard deviations. ANOVA one and two way.

UNIT IV PARAMETRIC TESTS 9

Chi-square test for single sample standard deviation. Chi-square tests for independence of attributes and goodness of fit. Sign test for paired data- Rank sum test- Kolmogorov-Smirnov : test for goodness of fit, comparing two populations- Mann – Whitney U test and Kruskal Wallis test- One sample run test.

UNIT V CORRELATION AND REGRESSION 9

Correlation – Coefficient of Determination – Rank Correlation – Regression – Estimation of Regression line – Method of Least Squares – Standard Error of estimate.

TOTAL: 45 PERIODS**OUTCOMES :**

After successfully completing this course students understand

- How to do estimation
- The type of formulate a hypotheses, test them and draw conclusions.
- When and how to use parametric and non parametric tests

TEXT BOOKS :

1. Statistics for Management, Richard I. Levin, David S. Rubin, Sanjay Rastogi Masood Husain Siddiqui, Pearson Education, 7th Edition, 2016.
2. Introductory Statistics Prem.S.Mann, , 7th Edition, Wiley India, 2016.

REFERENCES :

1. Complete Business Statistics, Aczel A.D. and Sounderpandian J 6th edition, Tata McGraw Hill Publishing Company Ltd., New Delhi, 2012.
2. Business Statistics using Excel - Glyn Davis and Branko Pecar, Oxford University Press.

MI7311**COMPUTER SKILLS-II****L T P C
0 0 4 2****OBJECTIVES:**

The course is designed to aim at imparting computer skills for data analysis, word processing and presentations.

EXPERIMENTS:**Practicals on Spreadsheet**

Exercise 1: Look up and Reference

- VLOOKUP
- HLOOKUP
- INDEX
- MATCH
- OFFSET
- TRANSPOSE

Exercise 2: Conditional statements

- If-else statement
- AND
- OR
- NOT
- TRUE
- Nested If-else

Exercise 3: Conditional formatting

- Conditional formatting with multiple cell rules
- Color scales and icon sets in conditional formatting
- New rules and managing existing rules

Practicals on Word Processors

Exercise 1: Tools for editing a document

- Auto-text
- Autocorrect
- Spelling & Grammar tool
- Document Dictionary
- Page formatting
- Bookmark

- Exercise 2: Mail Merge
- Exercise 3: Macros
- Exercise 4: Styles
- Exercise 5: Linking and embedding objects
- Exercise 6: Templates

Practicals on Presentations

- Exercise 1: Create a presentation with animation effects
- Exercise 2: Create a looping introduction
- Exercise 3: Loop a motion path animation
- Exercise 4: Master slide
- Exercise 5: Sound effects
- Exercise 6: Videos
- Exercise 7: Macros

OUTCOMES :

Upon completion of this course, students will

- Gain familiarity with advanced features in word processor, presentation and spreadsheet.
- Experience working with macros.
- Experience working with animations.

REFERENCES:

1. Taxali R.K., PC Software for Windows made simple, 2nd edition, McGraw Hill Education, 2001
2. Microsoft Excel 2016 Step by Step, Frye Curtis, PHI, 2016.
3. MS Office 2013, Vishnu P. Singh, Computech Publications, 2012.

MI7401

MANAGERIAL ECONOMICS - II

L T P C
3 0 0 3

OBJECTIVE :

- To introduce the students to the basic concepts of macroeconomics.

UNIT I NATIONAL INCOME

9

Introduction to National Income –Circular flow of income, concept of National Income, Measurement and determination of National Income.

UNIT II INFLATION

9

Inflation: meaning, types of inflation, Demand and cost push, Stagflation, Effects of inflation in economy and Philip's Curve. Unemployment, Okun's Law, Business cycle.

UNIT III THEORY OF INVESTMENT

9

Meaning of investment, Types of investment, Determinants of investment. Multiplier: investment multiplier; static and dynamic, tax multiplier, foreign trade multiplier, balanced budget multiplier, leakages from multiplier, importance and limitations.

UNIT IV MONEY

9

Definition of money, Functions of money, Concepts of money supply and money Demand. Money market equilibrium, monetary policy.

UNIT V INTERNATIONAL TRADE

9

International Trade -Importance, Advantages and Disadvantages – Trade Balance. Fiscal Policy.

TOTAL: 45 PERIODS

OUTCOME :

Students are expected to become familiar with principles of macro economics.

TEXT BOOKS :

1. Yogesh Maheswari, Managerial Economics, 3rd Edition, Phi Learning, New Delhi, 2012, Gupta G.S.
2. Paul A. Samuelson William D. Nordhau, Sudip Chaudhuri and Anindya Sen. Economics, 19th edition, Tata McGraw Hill, New Delhi, 2010.

REFERENCES :

1. Richard Lipsey and Alec Charystal, Economics, 12th edition, Oxford, University Press, New Delhi, 2011.
2. Karl E. Case and Ray C. fair, Principles of Economics, 8th edition, Pearson, Education Asia, New Delhi, 2002.
3. Diwedi. D.N. Managerial Economics, 7th Edition, Vikas Publishing House Pvt. Ltd., 2009.
4. L. Peterson and Jain, Managerial Economics, 4th edition, Pearson Education.

MI7402**DATA MANAGEMENT****L T P C
3 0 0 3****OBJECTIVES:**

- To understand the fundamentals of database systems
- To learn widely used Relational Database Management Systems (RDBMS) and its related concepts
- To understand emerging database technologies like NoSQL

UNIT I DATABASE MANAGEMENT SYSTEMS: 9

Data, Database, Database Management Systems, Types of Database Management Systems – Relational, Hierarchical, Network, and Object oriented database management systems, Entity Relationship Model (E-R Model)

UNIT II RELATIONAL DATABASE MANAGEMENT SYSTEMS (RDBMS): 9

Relational Model -Relations, Tuples, domains and type of keys, Boyce–Codd Normal Form, normalization of databases– The first and second normal form of databases.

UNIT III INTRODUCTION TO SQL: 9

Data Definition Language (DDL), Data Manipulation Language (DML), Data Control Language, Cartesian Product and Joins, Use of Union, Intersection, Minus, SQL operators and functions, SQL select statement and type of queries, In, Exists, Group by Having and Like clause in SQL

UNIT IV XML: 9

Structure of XML Data, XML Document Schema, Querying and Transformation, Storage of XML Data, XML Data and World Wide Web

UNIT V EMERGING DATABASE TECHNOLOGIES - NOSQL: 9

Why NoSQL? Overview of NoSQL, Brief Introduction to various NoSQL Data Models– Key-Value, Document, Column-Family Stores and Graph and Limitations of NoSQL

TOTAL: 45 PERIODS**OUTCOMES:**

At the end of this course, student should be able to:

- Develop entity-relationship diagrams and relational schemas for a database using a given set of business rules
- Write SQL statements for a variety of data definition and data manipulation scenarios
- Define and manipulate XML Data
- Handle unstructured data using NoSQL.

TEXT BOOKS :

1. Abraham Silberschatz, Henry F. Korth and S. Sudarshan, Database System Concepts, Sixth Edition, Tata McGraw-Hill, 2013
2. Ramez Elmasri and Shamkant B. Navathe; Fundamentals of Database Systems, Pearson, Seventh Edition, Global Edition, 2010

REFERENCES:

1. C.J. Date, "An Introduction to Database Systems", Eighth Edition, Pearson Education, 2004.
2. Pramod J. Sadalage and Martin Fowler, NoSQL Distilled: A Brief Guide to the Emerging World of Polyglot Persistence 1st Edition, Addison-Wesley Professional, 2012.
3. Guy Harrison, Next Generation Databases: NoSQL, NewSQL, and Big Data, Apress, 2015.

MI7403**CORPORATE ACCOUNTING****L T P C
3 0 0 3****OBJECTIVE:**

- Understand the nuances involved in accounting procedures and standards followed in Corporate Houses.

UNIT I: SHARES**9**

Shares – Definition – Types of shares – Accounting treatment for various modes of issue of Shares – Full consideration, installment, Bonus shares, Rights issue, Employee Stock Option, Sweat Equity, Private Placement, Buy Back of Shares – Forfeiture and Re-issue of Shares.

UNIT II: DEBENTURES**9**

Definition – Classification - Accounting treatment for issue of Debentures – for cash and non-cash consideration - Accounting treatment for Redemption of Debentures – in lump sum, in instalments, by conversion, Insurance Policy and Sinking Fund methods.

UNIT III: PREFERENCE SHARES**9**

Redemption of Preference Shares – Meaning and relevant provisions of Companies Act – Accounting treatment for redemption of Preference Shares – out of profit, fresh issue of shares, by conversion – Minimum fresh issue of shares – Profit Prior to Incorporation – Meaning – Method and procedure for ascertaining and accounting treatment of Profit or Loss Prior to Incorporation.

UNIT IV: UNDERWRITING**9**

Underwriting of Shares and Debentures – Meaning, need and importance – Types of underwriting – Factors affecting valuation of Goodwill and Shares – Methods of valuing Goodwill – Average Profit, Super Profit, Capitalisation methods – Methods of valuation of shares – Net Asset, Yield and Fair Value methods.

UNIT V: FINAL ACCOUNTS**9**

Form of Statement of Profit and Loss and Account and Balance Sheet - Preparation of Company Final Accounts with adjustments - Basics (theory only) of Human Resource Accounting, Inflation Accounting, Accounting Standards, Social Responsibility Accounting.

TOTAL: 45 PERIODS**OUTCOME:**

Good grasp of accounting procedures followed in corporate world.

TEXT BOOKS:

1. Corporate Accounting, S.N.Maheswari and S.K.Maheswari, Vikas Publishing, 2015.
2. Corporate Accounting, V.K.Goyal, Printice Hall India Learning Pvt. Ltd. 2012.
3. Corporate Accounting, T.S.Reddy, A.Murthy, Margham Publications, 2013.
4. Advanced Accounting : Theory & Practice, R.Jayaprakash Reddy, APH Publishing Ltd.

REFERENCES:

1. Corporate Accounting ,V.Rajasekaran, R.Lalitha, Pearson India, 2013.
2. Corporate Accounting,Naseem Ahmed, Atlantic Publishers, 2014.
3. Corporate Accounting, S.P.Jain, K.L.Narang, Kalyani Publishers, 2015.

MI7404**QUALITY MANAGEMENT****L T P C**
3 0 0 3**OBJECTIVE:**

- To learn the various principles and practices of Quality Management

UNIT I INTRODUCTION**9**

Introduction - Need for quality - Evolution of quality - Definition of quality. Concept of Quality – different perspectives. Introduction to total Quality – Concept of total Quality – Design, inputs, process and output - Attitude and involvement of top management. Customer Focus – customer perception - customer retention. Dimensions of product and service quality. Cost of quality.

UNIT II QUALITY GURUS**9**

Contributions of Crosby, Deming, Masaaki Imai, Feigenbaum, Ishikawa,, Juran, Oakland, Shigeo Shingo, and Taguchi.

UNIT III QUALITY PRINCIPLES**9**

Leadership – Strategic quality planning, - Employee involvement – Motivation, Empowerment, Team and Teamwork, Recognition and Reward, Performance appraisal - Continuous process improvement – PDCA cycle, 5s, Kaizen - Supplier partnership – Partnering, Supplier selection, Supplier Rating.

UNIT IV QUALITY TOOLS**9**

Overview of Quality Tools - The seven traditional tools of quality – New management tools – Six-sigma– Bench marking – FMEA –Quality circles – Quality Function Deployment (QFD) – Taguchi quality loss function – TPM

UNIT V QUALITY MANAGEMENT SYSTEMS**9**

Introduction Quality management systems – IS/ISO 9004:2000 – Quality System – Elements, Documentation guidelines for performance improvements. Quality Audits - QS 9000 – ISO 14000 – Concepts. TQM culture, TQM framework, benefits, awareness and obstacles.

TOTAL: 45 PERIODS**OUTCOME:**

- Understanding of quality philosophies and practices and how to apply them in an organization

TEXT BOOKS :

1. Shridhara Bhat K, Total Quality Management – Text and Cases, Himalaya Publishing House, First Edition 2010
2. Poornima M.Charantimath, Total Quality Management, Pearson Education, Second Edition, 2011.

REFERENCES :

1. Suganthi,L and Anand Samuel, “Total Quality Management”, Prentice Hall (India) Pvt. Ltd. (2006)
2. Indian standard – quality management systems – Guidelines for performance improvement (Fifth Revision), Bureau of Indian standards, New Delhi.

MI7405

BUSINESS LAW - II

L T P C

OBJECTIVE:

3 0 0 3

- To create the knowledge of Legal perspective and its practices to improve the business

UNIT I: TAXATION

9

Constitutional frame work of taxation, direct and indirect tax. Elementary knowledge of central sales tax. Value Added Tax – Concepts, Scope, Methods of VAT Calculation, Practical Implications of VAT.

UNIT II: THE CONSUMER PROTECTION ACT, 1986

9

Definition – consumer – complainant – goods – service – complaint – unfair trade practices – restrictive trade practices – rights and remedies for consumers - consumer protection council – consumer disputes redressal agencies.

UNIT III: THE INFORMATION TECHNOLOGY ACT, 2000

9

Definitions, Cyber Laws in India, Rationale and need of information technology act- Objectives of Information Technology ACT- Changes in Information Technology Act. Electronic records and governance. Cyber crimes – offences and penalties under IT Act, 2000.

UNIT IV: DIGITAL SIGNATURE

9

Definitions, Legal recognition of Digital signature, Regulation of certifying authorities, Appointment of certifying authorities to issue digital signature certificates, Procedure, Duties of subscribers, Cyber regulations appellate tribunal, Computer crimes

UNIT V: INTELLECTUAL PROPERTY RIGHTS

9

Meaning of IPR, objectives and types of IPR. Copy rights: Meaning and purpose of copyright, procedure for Registration of Copyrights, Right of owner of copyrights. Patent Act: Meaning and Advantages of patent, Procedure for Registration of patents

TOTAL: 45 PERIODS

OUTCOME:

- Students are expected to comprehend the applicability of legal principles to situations in Business world.

TEXT BOOKS :

1. Maheshwari, S.N. and S.K. Maheshwari; A Manual of Business Law, 6th Edition, Himalaya Publishing House, 2015.
2. Rama Gopal, C., Business Legislation, New Age International Publisher, New Delhi, 1st edition 2008
3. Kuchhal, M. C.; Business Law, Vikas Publishing House, New Delhi, 6th edition, 2013.
4. Kapoor, N. D.; Elements of Mercantile Law, 30th edition, Sultan Chand & Sons, New Delhi, 2015

REFERENCES :

1. Gulshan S.S. and Kapoor G.K., "Business Law including Company Law", 2013, New Age International Private Limited Publishers.
2. Dr. & Agnihotri, Dr. Dagar, "Business Law, 2nd edition, 2014", Galgotia Publishing Company.
3. Chawla, Garg, and Sareen : Mercantile Law 7th Ed. Kalyani
4. Dr. Singh, Avtar; Company Law, Eastern Book Co. Lucknow, Bharat Law House, Delhi, 2016.

OBJECTIVE :

- To learn the fundamentals of operations research to applied in business decision making.

UNIT I INTRODUCTION TO LINEAR PROGRAMMING (LP) 9

Introduction to applications of operations research in functional areas of management. Linear Programming-formulation, solution by graphical and simplex methods (Primal - Penalty, Two Phase),

UNIT II TRANSPORTATION MODELS 9

Transportation Models (Minimising and Maximising Problems) – Balanced and unbalanced Problems – Initial Basic feasible solution by N-W Corner Rule, Least cost and Vogel's approximation methods. Check for optimality. Solution by MODI / Stepping Stone method. Case of Degeneracy. Transshipment Models.

UNIT III ASSIGNMENT MODELS 9

Assignment Models (Minimising and Maximising Problems) – Balanced and Unbalanced Problems. Solution by Hungarian and Branch and Bound Algorithms. Travelling Salesman problem. Crew Assignment Models.

UNIT IV INVENTORY MODELS 9

Inventory Models – EOQ and EBQ Models (With and without shortages), Quantity Discount Models.

UNIT V GAME THEORY 9

Game Theory-Two person Zero sum games-Saddle point, Dominance Rule, Convex Linear Combination (Averages), methods of matrices, graphical and LP solutions.

TOTAL: 45 PERIODS**OUTCOME :**

- To facilitate modelling a business situation to arrive at quantitative solutions.

TEXTBOOKS :

1. Paneerselvam R., Operations Research, Prentice Hall of India, Fourth Print, 2008.
2. Gupta P.K, Hira D.S, Problem in Operations Research, S.Chand and Co, 2007.

REFERENCES :

1. Hamdy A Taha, Introduction to Operations Research, Prentice Hall India, Seventh Edition, Third Indian Reprint 2004.
2. G. Srinivasan, Operations Research – Principles and Applications, PHI, 2007.
3. Frederick & Mark Hillier, Introduction to Management Science – A Modeling and case studies approach with spreadsheets, Tata Mcgraw Hill, 2005.

OBJECTIVE:

Understand the techniques of using accounting software package for recording accounts.

OUTCOME:

Acquire reasonable hands on knowledge of accounting software.

S.No.	Exp. No.	Details of Experiments	Duration
		Name	
1	1	Company creation and management	4
2	2	Accounting Groups and Ledger creation and management	4
3	3	Cash and Bank transactions	4
4	4	Accounting Voucher creation – Sales, Purchase, Receipt and Payment vouchers	4
5	5	Contra, Journal vouchers, Debit Notes, Credit Notes	4
6	-	Extended experiment - 1	4
7	6	Trial Balance, Final Accounts without adjustments	4
8	7	Final Accounts with adjustments,	4
9	8	Report generation	4
10	-	Extended experiment - 2	4
11	9	Inventory management –Creating Stock Groups, Stock Categories, Godown/Location, Unit of Measure, Stock items, Inventory Masters	4
12	10	Inventory Voucher creation – Purchase Order, Sales Order, Rejections, Stock Journal, Delivery Notes, Receipt Voucher	4
13	11	Preparation of Bank Reconciliation Statement	4
14	12	Export and Import of Data, Data Security, Printing of Reports	4
15	-	Extended experiment - 3	4

TOTAL: 60 PERIODS

REFERENCES:

1. Mastering Tally ERP 9, Ashok K. Nadhani, BPB Publications, 2016.
2. Accounting with Tally 9, Dinesh Maidasani, Laxmi Publications, 2014.
3. Tally ERP 9, Kogent Learning Solutions Inc., Dreamtech Press, 2013.

OBJECTIVES :

- To expose the students to the basics of business etiquette

Note: Students Are Expected To Prepare And Present On Topics Suggested Below:

1. Business Communication Etiquette
2. Professional Image
3. Body language and Gestures
4. Impression management
5. Networking
6. Restaurant Etiquette
7. Business travel planning
8. Hosting and attending Events
9. Business meetings
10. Time Management

TOTAL: 30 PERIODS**OUTCOME:**

- The students will be equipped to conduct themselves professionally.

OBJECTIVE:

- To provide an overview of theories and practices in organizational behavior at individual, group and organizational level.

UNIT I INTRODUCTION 9

Definition, need and importance of organizational behaviour – Nature and scope – Frame work – Organizational behaviour models- Diversity in work place- Organization structure – Formation - Types.

UNIT II INDIVIDUAL PROCESSES I 9

Personality – types – Factors influencing personality– Theories. Emotions - Theories – Emotional Intelligence- Learning – Types of learners – The learning process – Learning theories.

UNIT III INDIVIDUAL PROCESSES II 9

Perceptions – Importance – Factors influencing perception. Attitudes – Characteristics – Components – Formation – Measurement. Motivation – Importance – Types – Theories - Effects on work behavior- Work Stress - Causes-Managing stress.

UNIT IV GROUP PROCESSES 9

Groups in organizations – types- Group dynamics –Team and team building – Developing high performance teams. Communication in teams and organizations – Control. Leader Vs Managers- Power and influence in work place- Organizational Politics.

UNIT V ORGANIZATIONAL PROCESSES 9

Organizational culture and climate – Factors affecting organizational climate – Organizational change – Importance – the change process – Resistance to change – Managing change- Conflict- Conflict resolution. Organizational development – Characteristics – objectives – Organizational effectiveness.

TOTAL : 45 PERIODS

OUTCOMES :

- Students will have a better understanding of human behavior in organization. They will know the framework for managing individual and group performance.

TEXT BOOKS :

1. Stephen P. Robins, Timothy A. Judge, and Neharika Vohra, Organisational Behavior, Pearson Education, 16th edition, 2016.
2. Fred Luthans, Brett C. Luthans and Kyle W.Luthans, Organisational Behavior, McGraw Hill, 13th Edition, 2015

REFERENCES :

1. Steven Mc Shane & Mary Ann Von Glinov, Organisational Behaviour, 7th Edition, Tata Mc Graw Hill, 2015.
2. Ivancevich, Konopaske & Maheson, Organisational Behaviour & Management, 14th edition, Tata McGraw Hill, 2015.
3. Robert Kreitner and Angelo Kinicki, Organisational Behaviour, 10th Edition, Tata McGraw Hill, 2016
4. Udai Pareek, Understanding Organisational Behaviour, 3rd Edition, Oxford Higher Education, 2011.
5. Jerald Greenberg, Behaviour in Organization, PHI Learning. 10th edition. 2015.

MI7502**APPLIED OPERATIONS RESEARCH - II****L T P C
3 0 0 3****OBJECTIVE :**

- To learn the fundamentals of operations research to applied in business decision making.

UNIT I	LINEAR PROGRAMMING (LP) II	9
Introduction to principles of Duality, Solution by Dual Simplex method and Revised Simplex method. Sensitivity Analysis.		
UNIT II	INTEGER PROGRAMMING	9
Integer Programming – Branch and Bound (Graphical method), Gomory' cutting plane methods - pure and mixed IPP		
UNIT III	DECISION MODELS	9
Decision Theory - Decision making under risk and uncertainty - Decision trees		
UNIT IV	QUEUING MODELS	9
Queuing Models - Single (M/M/1): (α /FIFO), (M/M/1): (N/FIFO) and multi Channel Models (M/M/C): (α /FIFO), (M/M/C): (N/FIFO)		
UNIT V	REPLACEMENT MODELS	9
Replacement Models - Replacement of capital items, Individual and group replacement of items.		

TOTAL : 45 PERIODS**OUTCOME :**

- To facilitate modeling a business situation to arrive at quantitative solutions.

TEXTBOOKS :

1. G. Srinivasan, Operations Research – Principles and Applications, PHI, 2007.
2. Gupta P.K, Hira D.S, Problem in Operations Research, S.Chand and Co, 2007.

REFERENCES :

1. Paneerselvam R., Operations Research, Prentice Hall of India, Fourth Print, 2008.
2. Hamdy A Taha, Introduction to Operations Research, Prentice Hall India, Seventh Edition, Third Indian Reprint 2004.
3. Frederick & Mark Hillier, Introduction to Management Science – A Modeling and case studies approach with spreadsheets, Tata Mcgraw Hill, 2005.

MI7503

PRINCIPLES OF INSURANCE

L T P C
3 0 0 3

OBJECTIVES :

- The main objective of this is to make the learners understand about the principles of insurance and the essentials of a valid insurance contract. The relationship between insurers and their customers and the importance of insurance contracts are discussed.

UNIT I THE CONCEPT OF INSURANCE AND ITS EVOLUTION AND SCOPE OF INSURANCE 9

The basics and nature of insurance – evolution and nature of insurance - Nature and Scope of Insurance, how insurance operates today –importance of insurance – Common terms used in insurance–Life and nonlife insurance - how insurance takes care of unexpected eventualities.

History of Insurance in India. Introduction to Insurance - What is insurance – how it works – importance of insurance industry – history of insurance.

UNIT II DIFFERENT TYPES OF INSURANCE 9

Health Insurance- Auto Insurance- Group Insurance – Unit linked insurance Accident or Sickness Insurance-Property Insurance-Liability Insurance- Other Types of Insurance.

Insurance Customers: Understanding insurance customers – different customer needs - importance of customers – customer mindsets - customer satisfaction - customer behavior at purchase point - customer behavior when claim occurs - importance of ethical behavior.

UNIT III THE BUSINESS OF INSURANCE 9

Management of risk by individuals – management of risk by insurers – fixing of premiums – reinsurance and its importance for insurers - role of insurance in economic development and social security - contribution of insurance to the society.

Premium Payment, Lapse and Renewal: Premium, Surrender Values, Non- Forfeiture Options, Revival; Assignment Nomination Loans – Surrenders – Foreclosure: Assignment, Nomination, Loan and Surrenders, Foreclosure.

Policy Claims: Maturity Claims Survival Benefits, Death Claims, Claim Concession Presumption of Death, Accident Benefit Options, Settlement Options, Valuation and Surplus, Reinsurance.

UNIT IV THE INSURANCE CONTRACT 9

Terms of an insurance contract - principles which form the foundation of insurance - significance of the principle of insurable interest – the principle of indemnity - the principle of subrogation - the principle of contribution – disclosure of all relevant information - principle of utmost good faith - the relevance of proximate cause - the insurance contract

Reinsurance: What is reinsurance - Need for reinsurance - Functions of reinsurance - Types of reinsurance – Reinsurance

UNIT V DISPUTE RESOLUTION MECHANISM 9

Settlement of Claims, Insurance Laws and Regulations - Insurance Act 1938, Life Insurance Corporation Act 1956, IRDA Act 1999, Ombudsman Scheme Tax Benefits under Life Insurance Policies

TOTAL : 45 PERIODS

OUTCOMES :

Upon completion of the subject, students will be able to:

- Identify what insurance is, why insurance works and how to determine insurance needs.
- Explain insurance operation, including functions of insurance, insurance customers, insurance regulations and the use of insurance as a tool to avoid losses and reduce risk.
- Familiarize themselves with major insurance products, such as life insurance, health insurance, property and liability insurance.

TEXT BOOKS :

1. Mishra M.N. - Insurance Principle & Practice, (Sultan Chand & Company Ltd., NewDelhi) Rev. Edn. 2007
2. [Tripathy N.P](#) - Insurance: Theory and Practice (Prentice Hall India Learning Private Limited (2005)
3. George E. Rejda & Michael McNamara - Principles of Risk Management and Insurance, 12th Edition (Pearson Series in Finance) 2013

REFERENCES :

1. P. Periasami- Principles And Practice Of Insurance (Himalaya Publications, 2012)
2. Jones H & Long D-Principles of insurance: life, health and annuities; LOMA, 1997.
3. S. Arunajatesan and T.R. Vishwanathan: Risk Management and Insurance: Macmillan publications 2009, New Delhi.

MI7504

BANKING THEORY AND PRACTICES

L T P C
3 0 0 3

OBJECTIVES :

The course aims at imparting knowledge about the Banking Operations among the students

- Students will get exposure for banking operations
- Students will be exposed to various dimensions of day to day operations.

UNIT- I : BANKING AN OVERVIEW

9

Origin and development of banking in India- Functions of Banks-Credit creation-Techniques of Credit creation and its limitations –Commercial banks – role in the Indian money market -Reserve bank of India- Functions-Monetary policy-Instrument of Credit control operation–relation to cooperative banks and credit institutions.

UNIT- II : OPERATIONS OF BANK ACCOUNTS

9

Types of Bank Accounts – fixed deposits – Fixed deposit receipts and its implications, savings deposit accounts – current Accounts – recurring deposit Accounts – new deposit savings schemes introduced by banks – super savings package – cash certificate, annuity deposit – reinvestment plans – perennial premium plan – Non-resident (external) accounts scheme-Demat account.

UNIT- III : BANKER AND CUSTOMER RELATIONSHIP

9

Definition of Banker-Customer-General relationship-Bankers lien-Secrecy of customer Account, banker as borrowers-Opening, conducting and closing of accounts of special types of customer-Minor- Lunatic-Drunkard-Married Woman-Trustee-Partnership-Joint stock companies.

UNIT- IV : METHODS OF PAYMENT AND COLLECTION

9

Cheque-Requisites of cheque-crossing of cheque- types of crossing-Different kinds of crossing and their significance.-Duties and responsibilities of the paying banker-Endorsement-Kinds of endorsement-Statutory protection to the banker and paying banker-Payment in due course.

Collection of cheque- Duties and responsibilities of collecting banker- precautions, statutory protection to the collecting banker-Pass book- Effect of entries in the pass book. Loans and advances- Forms of advance, Cash credit-Over draft- Principles of lending-Modes of creating charge, Lien, Pledge, Hypothecation, Mortgage.

UNIT- V : ELECTRONIC BANKING AND ELECTRONIC FUND TRANSFER 9
E-banking-internet banking services-mobile banking-ATM-Creditcards and debit cards- MICR cheques- Features, benefits and challenges. Electronic fund transfer-RBI guidelines-Benefits of electronic clearing systems-Interbank transfer- Real time gross settlement (RTGS)-National Electronic fund transfer (NEFT)-Immediate payment service (IMPS).

TOTAL : 45 PERIODS

OUTCOME :

- Students would have acquired practical applications of banking aspects in real life situations and in Business Operations.

TEXT BOOKS :

1. Banking Theory, Law & Practice – Sundaram and Varshney, Sultan Chand Company, New Delhi.
2. Banking Law, Theory and Practice- S.N. Maheswari, Kalyani Publications, 2009.
3. Banking Law and Practice, (Fourth Revised Edition) K.P. Kandasami,R. Parameswaran,S. Natarajan, Sultan Chand Company, New Delhi, 2013.
4. Banking Theory and Practice, 21/e,K C Shekhar & Lekshmy Shekhar, Vikas Publishing

MI7505

ENVIRONMENTAL SCIENCE AND ENGINEERING

L T P C
3 0 0 3

OBJECTIVES :

- To study the nature and facts about environment.
- To study the interrelationship between living organism and environment.
- To appreciate the importance of environment by assessing its impact on the human world; envision the surrounding environment, its functions and its value.
- To study the integrated themes and biodiversity, natural resources, pollution control and waste management.

UNIT I ENVIRONMENT AND ECOSYSTEMS 9

Definition, scope and importance of environment – need for public awareness - concept of an ecosystem – structure and function of an ecosystem – producers, consumers and decomposers – energy flow in the ecosystem – ecological succession – food chains, food webs and ecological pyramids.

UNIT II BIODIVERSITY 9

Introduction to biodiversity definition: genetic, species and ecosystem diversity – biogeographical classification of India – value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values –threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts – endangered and endemic species of India – conservation of biodiversity.

UNIT III ENVIRONMENTAL POLLUTION 9

Definition – causes, effects and control measures of: (a) Air pollution (b) Water pollution (c) Soil pollution (d) Marine pollution (e) Noise pollution (f) Thermal pollution (g) Nuclear hazards – soil waste management: causes, effects and control measures of municipal solid wastes, climate change, acid rain, disaster management: floods, earthquake, cyclone and landslides.

UNIT IV NATURAL RESOURCES 9

Forest resources, Water resources, Mineral resources, Food resources, Energy resources, Land resources, equitable use of resources, resource conservation, Sustainable development.

UNIT V SOCIAL ISSUES AND THE ENVIRONMENT

9

Urban problems related to energy –water conservation, rain water harvesting, watershed management– resettlement and rehabilitation of people, Environment protection act – Air(Prevention and Control of Pollution) act – Water (Prevention and control of Pollution) act – Wildlife protection act – Forest conservation act – enforcement machinery involved in environmental legislation- central and state pollution control boards.

TOTAL : 45 PERIODS

OUTCOMES :

- Will become aware of the ecosystem, the biosystem, the natural resources and the environment.
- Will work towards protecting the environment as well as be aware of the Acts.
- Resource conservation will help individuals to appreciate the utility value of the resources.

TEXT BOOKS :

1. Gilbert M. Masters and Wendell P. Ela 'Introduction to Environmental Engineering and Science', 3rd edition, Pearson Education (2015).
2. Benny Joseph, 'Environmental Science and Engineering', Tata McGraw-Hill, New Delhi, (2008).

REFERENCES :

1. Trivedi.R.K., "Handbook of Environmental Laws, Rules, Guidelines, Compliances and Standards", Vol. I and II, Enviro Media, 3rd edition, BPB publications, 2010.
2. Cunningham, W.P. Cooper, T.H. Gorhani & Hepworth, M.T., 'Environmental Encyclopedia', 2nd edition, Jaico Publ. House, 2001.
3. Dharmendra S. Sengar, 'Environmental law', Prentice hall of India Pvt, New Delhi, 2009.
4. Rajagopalan, R, 'Environmental Studies-From Crisis to Cure', Oxford University Press, 3rd ed (2015)

MI7506

BUSINESS POLICY

L T P C

3 0 0 3

OBJECTIVE :

- The objective of this course is to help students develop the skills for formulating business policy. It provides an understanding of : i) A firm's operative environment and how to sustain competitive advantage. ii) Role of creativity and Innovation in building Business Culture.

UNIT - I :

9

Business- Definition- Business as a social System/Economic System: Objective of Business; Business Environment – Socio economic sector. Technology Sector, Government Sector. The industry Environment – Customer Sector/Supplier Sector/Competitor Sector. The International Environment – Opportunities for International activities / Threats from International activities.

UNIT - II :

9

Society and Business: Business ethics, Social responsibility of Business / Indian Businessmen,-For and against arguments – Business obligations-Corporate Governance-Social Audit- Business Policy in Various Economic Systems: Capitalist Economy: Economic System of Socialism and mixed Economic system.

UNIT - III :

9

Business Policy and Corporate Strategy: How to make policy corporate strategy: Policies: Strategies and Tactics: Policies and procedures. Policy Formulation and Implementation: Policy Formulation: Objectives, Direction: Consideration of change: Business Policy concepts. Business Policy – Characteristics- importance. Different Types of policies: Classification, Strategies, programmes, procedures and rules Major and Minor policies: Supporting composite and contingency policies: Parameter of policy: Development of Business Policy: SWOT Analysis: Elements of Business Policy: Implementation of Policy.

UNIT - IV :**9**

Major Business Policies: Man Power planning, Product Policies, Marketing Policies, Production and Purchase Policies, Financial Policies, Capital Procurement and distribution. Administration and Control of Policy: Communication System: Policy Implementation, Rules and procedures: Appended implied and imposed policy: Oral and written Policies: control and review

UNIT - V :**9**

Role of Creativity and Innovation in Business; Creativity, Innovation, Creating and building Creative and Innovative Business Culture, Business Practices adopted to promote Creativity and Innovation- Importance of creativity and Innovation- Challenges involved in Innovation and Creativity.

TOTAL: 45 PERIODS**OUTCOME :**

- Enable to formulate suitable policy in connection with conducting business, social responsibility, corporate governance, use innovative and creativity in the business activities.

REFERENCES :

1. Mamoria and Mamoria – Business planning and Policy, Himalaya Publishing house – Revised Edition 2012
2. Cheryl Van Deusen, Steven Wiamson, Harold C Babson, Business policy and strategy : the art of competition, & 7th edition, Auerbach Publications, 2007. Florida
3. Christensen CR, Business Policy: Text and cases, Illinois, Richdar Irwin 2007.
4. “Strategic Management and Business Policy: Text and Cases” by Appa C. Rao and Parvathiswara B. Rao
5. [William H. Tomlinson](#), [Robert G. Murdick](#) Business Policy and Strategy: An Action Guide, Sixth Edition

MI7511**DATA ANALYSIS LABORATORY - I****L T P C
0 0 4 2****OBJECTIVE :**

The objective is to provide a hands-on knowledge of how to apply statistics to business situation using spreadsheets.

Exercise 1 : Random number generation

Exercise 2 : Rank and percentile

Exercise 3 : Simple Random sampling and Systematic Random sampling

Exercise 4 : Descriptive Statistics

Exercise 5 : t-test

Exercise 6 : z-test

Exercise 7 : F-Test

Exercise 8: ANOVA

Exercise 9: Chi-square test

Exercise 10: Mann- Whitney U test

Exercise 11 : Kruskal-Wallis test

Exercise 12: Correlation and Regression

Exercise 13: One sample Run test

Exercise 14: Moving average and Exponential Smoothing

Exercise 15: Trend analysis

TOTAL: 60 PERIODS**OUTCOME :**

- Develop and refine decision-making skills, upon the outcome of statistical tests.
- Analyze real world scenarios and determine the appropriate type of analytical problem solving technique.

REFERENCES :

1. David R. Anderson, et al, "An Introduction to Management Sciences: Quantitative approaches to Decision Making", (13th edition) South-Western College Pub, 2011.
2. William J. Stevenson, Ceyhun Ozgur, "Introduction to Management Science with Spreadsheet", Tata McGraw Hill, 2009.
3. Hansa Lysander Manohar, "Data Analysis and Business Modelling using Microsoft Excel" PHI, 2017.
4. David M. Levine et al, "Statistics for Managers using MS Excel" (6th Edition) Pearson, 2010.

MI7512**SEMINAR II****L T P C
0 0 2 1****OBJECTIVE :**

- To introduce the students to the relevant economics topics

Note: Students are expected to prepare and present on topics suggested below:

1. Capitalism
2. Communism
3. Protectionism
4. Globalization
5. Developmental Economics
6. Poverty, inequality and economic growth
7. IMF
8. WTO
9. Behavioural Economics
10. The Nobel Memorial Prize in Economic Sciences

TOTAL : 30 PERIODS**OUTCOME:**

1. The students will be able to appreciate pluralism in economics.

MI7601**FINANCIAL MANAGEMENT – I****L T P C
3 0 0 3****OBJECTIVES:**

- Acquaint the students with the basic concepts of Financial Management and its pivotal role in the corporate world.
- Encourage students to think critically about issues in corporate financial management.
- Understand some of the approaches used by a Finance Manager with respect to financial analysis, profit planning, control and management of current resources.

UNIT I OVERVIEW OF FINANCIAL MANAGEMENT**9**

Financial Management – Meaning, Scope and Functions – Objectives of Financial Management – Profit maximization Vs wealth maximization-Agency problems-Managers Vs Shareholders. Role of finance manager-current issues of finance manager-financial ethics and corporate social Responsibility.

UNIT II SOURCES OF FINANCE 9
Long term finance- Shares, Debentures, Preference stock and term loans- Features, Rights, Advantages and Disadvantages- Short Term sources-Trade credit, Commercial paper, Certificate of deposit and Bank Finance.

UNIT III FINANCING DECISION 9
Leverages- Operating, Financial and Combined Leverages – Measurement of leverages. EBIT- EPS Analysis- Indifference point. Capital structure - Factors influencing Capital structure - Optimal capital structure.

UNIT IV DIVIDEND DECISION 9
Objectives of Dividend policies-Types- Determinants of dividend policy - forms of dividend- Bonus shares- Share split- Reverse split-Buy back of shares.

UNIT V WORKING CAPITAL MANAGEMENT 9
Meaning, Types and Sources of Working Capital – Factors affecting Working Capital – Computation of Working Capital - Management of Cash, Receivables and Inventory – Concept, Need and Techniques.

TOTAL : 45 PERIODS

OUTCOME :

- Possess the techniques of managing finance in an organization.

TEXT BOOKS :

1. M.Y.Khan and P.K.Jain, Financial Management: Text, Problems and Cases, 7th Edition, McGraw-Hill Education (INDIA) Pvt. Ltd., New Delhi. Year 2017.
2. I.M.Pandey, Financial Management, 11th Edition, Vikas Publishing House Pvt. Ltd., New Delhi. Year 2015.
3. Prasanna Chandra, Financial Management: theory and practice, 9th Edition, McGraw-Hill Education (INDIA) Pvt. Ltd. Company Ltd., New Delhi. Year 2015.

MI7602

HUMAN RESOURCE MANAGEMENT

L T P C
3 0 0 3

OBJECTIVE :

- To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration and compliance with human resource requirements.

UNIT I : PERSPECTIVES IN HUMAN RESOURCE MANAGEMENT 9
Evolution of human resource management – The importance of the human capital – Role of human resource manager –Challenges for human resource managers - trends in Human resource policies – Computer applications in human resource management – Human resource accounting and audit.

UNIT II HUMAN RESOURCE PLANNING AND RECRUITMENT 9
Importance of Human Resource Planning – Forecasting human resource requirement –matching supply and demand - Internal and External sources. Recruitment - Selection – induction and Socialization.

UNIT III TRAINING AND DEVELOPMENT 9
Types of training methods –purpose- benefits- resistance. Executive development programmes – Common practices - Benefits – Self development – Knowledge management.

UNIT IV EMPLOYEE ENGAGEMENT 9
Compensation plan – Reward – Motivation – Application of theories of motivation – Career management – Mentoring - Development of mentor – Protégé relationships.

UNIT V PERFORMANCE EVALUATION AND CONTROL 9
Method of performance evaluation – Feedback – Industry practices. Promotion, Demotion, Transfer and Separation – Implication of job change. The control process – Importance – Methods – Requirement of effective control systems grievances – Causes – Implications – Redressal methods.

TOTAL: 45 PERIODS

OUTCOME :

- Students will gain knowledge and skills needed for success as a human resources professional.

TEXT BOOKS :

1. Gary Dessler and Biju Varkkey, Human Resource Management, 14th Edition, Pearson Education Limited, 2015.
2. David A. Decenzo, Stephen.P.Robbins, and Susan L. Verhulst, Human Resource Management, Wiley, International Student Edition, 11th Edition, 2014.

REFERENCES :

1. Luis R.Gomez-Mejia, David B.Balkin, Robert L Cardy. Managing Human Resource. PHI Learning. 2012
2. Bernadin , Human Resource Management ,Tata Mcgraw Hill ,8th edition 2012.
3. Wayne Cascio, Managing Human Resource, McGraw Hill, 2007.
4. Ivancevich, Human Resource Management, McGraw Hill 2012.
5. Uday Kumar Haldar, Juthika Sarkar. Human Resource management. Oxford. 2012

MI7603

MARKETING MANAGEMENT - II

**L T P C
3 0 0 3**

OBJECTIVES :

- To understand the changing business environment.
- To identify the indicators of management thoughts and practices.
- To understand fundamental premise underlying market driven strategies.

UNIT I PRODUCT MANAGEMENT 9
Product- Meaning, Classification of Products, Levels of Products- Product Hierarchy- Product Development Strategies and Product Life Cycle (PLC) - Product Line Strategies - Product Mix Strategies - Packaging and Labelling - New Product Development -
BRAND: Introduction to Brand and Branding - Advantages and disadvantages of branding - Brand Equity - Brand Positioning -Brand Development - Models in Branding.

UNIT II PRICING 9
Introduction - Factors Affecting Price Decisions - Cost Based Pricing - Value Based and Competition Based Pricing - Product Mix Pricing Strategies - Adjusting the Price of the Product - Initiating and Responding to the Price Changes - Global and International Pricing.

UNIT III DISTRIBUTION MANAGEMENT 9
Introduction - Need for Marketing Channels - Decisions Involved in Setting up the Channel - Channel Management Strategies - Introduction to Logistics Management - Reverse Logistics - Backward and Forward Integration - Introduction to Retailing and Wholesaling.

UNIT IV PROMOTION MANAGEMENT 9
Non-personal and personal communication channels: Introduction - Integrated Marketing Communications (IMC) - Communication Development Process - Budget Allocation Decisions in

Marketing Communications - Introduction to Advertising, Fundamentals of Sales Promotion - Basics of Public Relations and Publicity- Personal Selling - Sales Management Basics - HR Practices in Sales Management - Evaluation of Training -Personal Selling Process - Direct Marketing.

UNIT V CUSTOMER RELATIONSHIP MANAGEMENT AND OTHER CONTEMPORARY ISSUES 9

Introduction -Relationship Marketing Vs. Relationship Management - Definitions of Customer Relationship Management (CRM) - Forms of Relationship Management - Managing Customer Loyalty and Development - Reasons Behind Losing Customers by Organisations - Significance of Customer Relationship Management -Social Actions Affecting Buyer-Seller Relationships. CRM practices in Rural Marketing - Services Marketing - E-Marketing or Online Marketing.

TOTAL : 45 PERIODS

OUTCOMES :

- Knowledge of analytical skills in solving marketing related problems.
- Awareness of marketing management process.

TEXT BOOKS:

1. Marketing Management- An Indian perspective, Vijay Prakash Anand, Biztantra, Second edition, 2016.
2. Marketing Management Global Perspective, Indian Context, V.S.Ramaswamy & S.Namakumari, Macmillan Publishers India,5th edition, 2015.

REFERENCES

1. Marketing Management, S.H.H. Kazmi, 2013, Excel Books India.
2. Marketing Management- text and Cases, Dr. C.B.Gupta & Dr. N.Rajan Nair, 17th edition, 2016.
3. Marketing Management , Sherlekar S.A, Himalaya Publishing House,2016.

MI7604

OPERATIONS MANAGEMENT - I

**L T P C
3 0 0 3**

OBJECTIVE :

- To provide an introduction to the field of operations management and explain the concepts, strategies, tools and techniques for managing the transformation process that can lead to competitive advantage.

UNIT I INTRODUCTION TO OPERATIONS MANAGEMENT 9

Operations Management – Nature, Importance, historical development, transformation processes, differences between services and goods, a system perspective, functions, challenges, current priorities, recent trends; Operations Strategy – Strategic fit and framework.

UNIT II FORECASTING, CAPACITY AND FACILITY DESIGN 9

Demand Forecasting – Need, Types, Objectives and Steps. Overview of Qualitative and Quantitative methods. Capacity Planning – Long range, Types, Developing capacity alternatives.

UNIT III DESIGN OF PRODUCT, PROCESS AND WORK SYSTEMS 9

Product Design – Influencing factors, Approaches, Legal, Ethical and Environmental issues. Process – Planning, Selection, Strategy, Major Decisions. Work and Method Study

UNIT IV MATERIALS MANAGEMENT 9

Materials Management – Objectives, Planning, Budgeting and Control. Purchasing – Objectives, Functions, Policies, Vendor rating and Value Analysis.

UNIT V SCHEDULING AND PROJECT MANAGEMENT 9
Project Management – Scheduling Techniques, PERT, CPM; Scheduling - work centers – nature, importance; Priority rules and techniques, Shopfloor control.

TOTAL : 45 PERIODS

OUTCOMES :

- Understanding of the strategic and operational decisions in managing manufacturing and service organizations and appreciation of the role of operations management function in an organization.

TEXT BOOKS :

1. Richard B. Chase, Ravi Shankar, F. Robert Jacobs, Nicholas J. Aquilano, Operations and Supply Management, Tata McGraw Hill, 12th Edition, 2010.
2. Norman Gaither and Gregory Frazier, Operations Management, South Western Cengage Learning, 2002.

REFERENCES :

1. William J Stevenson, Operations Management, Tata McGraw Hill, 9th Edition, 2009.
2. Russel and Taylor, Operations Management, Wiley, Fifth Edition, 2006.
3. Kanishka Bedi, Production and Operations Management, Oxford University Press, 2004.
4. Chary S. N, Production and Operations Management, Tata McGraw Hill, Third Edition, 2008.
5. Aswathappa K and Shridhara Bhat K, Production and Operations Management, Himalaya Publishing House, Revised Second Edition, 2008.
6. Mahadevan B, Operations Management Theory and practice, Pearson Education, 2007.
7. Pannerselvam R, Production and Operations Management, Prentice Hall India, Second Edition, 2008.

MI7605 INFORMATION MANAGEMENT L T P C
3 0 0 3

OBJECTIVES :

- To understand the importance of information in business.
- To know the technologies and methods used for effective decision making in an organization.

UNIT I INTRODUCTION 10
Data, Information, information as resource, Intelligence, decision making with MIS- tactical, operational and strategic decisions, ethical and social issues.

UNIT II ENTERPRISE INFORMATION SYSTEM 10
Business process integration, Motivation for Enterprise systems-ERP system-Finance and accounting module, HR management Module, Manufacturing and operations Module, Sales and Marketing module, CRM.

UNIT III MANAGING DATA RESOURCES 8
Need for data management, Challenge for data management-data independence, consistency, data access, data administration, concurrency, security, recovery, data base design, data warehouses - uses.

UNIT IV DATA MINING AND BUSINESS INTELLIGENCE 8
Data Mining-virtuous cycle of data mining, data mining application for effecting decision making, Business Intelligence-framework of business intelligence ,BI implementation and integration.

UNIT V RECENT TRENDS IN INFORMATION SYSTEMS**9**

Introduction to E-commerce/E-business-B2B, B2C, C2C, portal E-governance; Cloud computing, Internet of Things (IoT).

TOTAL: 45 PERIODS**OUTCOME :**

- Gains knowledge on effective applications of information systems in business.

REFERENCES :

1. Rahul de, Managing Information systems in business government and society, Wiley, 2016.
2. EfraimTurban,Ramesh Shardam,DursunDelen and David King ,Business Intelligence- A managerial Approach , second edition, Pearson 2012
3. Michael J.A.Berry and Gordon S.Linoff, Data mining Techniques, Second edition, Wiley 2004.
4. Robert Schultheis and Mary Summer, Management Information Systems – The Managers View, Tata McGraw Hill, 2008.
5. Kenneth C. Laudon and Jane Price Laudon, Management Information Systems – Managing the digital firm, PHI Learning / Pearson Education, PHI, Asia, 2012.
6. Gordon Davis, Management Information System : Conceptual Foundations, Structure and Development, Tata McGraw Hill, 21st Reprint 2008.
7. Haag, Cummings and Mc Cubbrey, Management Information Systems for the Information Age, McGraw Hill, 2005. 9th edition, 2013.
8. Raplh Stair and George Reynolds, Information Systems, Cengage Learning, 10th Edition, 2012.
9. Frederick Gallegor, Sandra Senft, Daniel P. Manson and Carol Gonzales, Information Technology Control and Audit, Auerbach Publications, 4th Edition, 2013.

MI7606**ENTERPRISE RESOURCE PLANNING****L T P C
3 0 0 3****OBJECTIVES:**

- To understand the various enterprise business process.
- To understand the emerging trends in ERP developments.
- To obtain knowledge on the various ERP software products available in Market.
- Role of ERP in business transformation.

UNIT I ERP - INTRODUCTION**9**

Enterprise – An Overview, Business Process, Introduction to ERP, Basic ERP Concepts, Justifying ERP Investments, Risks of ERP, Benefits of ERP

UNIT II ERP AND TECHNOLOGY**9**

ERP and Related Technologies, Business Intelligence (BI) and Business Analytics (BA), E-Commerce and E-Business, Business Process Reengineering (BPR), Data Warehousing and Data Mining, On-line Analytical Processing (OLAP), Product Life Cycle Management (PLM), Supply Chain Management (SCM), Customer Relationship Management (CRM), Geographic Information System (GIS), Advanced Technology and ERP Security

UNIT III ERP IMPLEMENTATION**9**

Implementation Challenges, ERP Implementation Strategies, ERP Implementation Life Cycle, Pre-Implementation Tasks, Implementation Methodologies, ERP Deployment Methods, ERP Project Teams, Vendors and Consultants, Employees and Employee Resistance, Contracts with Vendors, Consultants and Employees, Training and Education, Data Migration, Project Management and Monitoring, Post-Implementation Activities, Success and Failure Factors of an ERP Implementation

UNIT IV BUSINESS MODULES**9**

Business Modules of an ERP Package, Financials, Manufacturing, Human Resource Management, Plant Maintenance, Materials Management, Quality Management, Marketing, Sales, Distribution and Service

UNIT V ERP - PRESENT AND FUTURE**9**

Turbo Charge the ERP System, Enterprise Application Integration (EAI), ERP and E-Business, ERP and Total Quality Management, Future Directions and Trends in ERP.

TOTAL : 45 PERIODS**OUTCOMES:**

- Knowledge of ERP implementation cycle.
- Awareness of core and extended modules of ERP.
- Various ERP products available in Market.
- Challenges in implementing ERP for an organization

TEXT BOOKS :

1. Alexis Leon, ERP demystified, Third Edition Tata McGraw-Hill, 2014.
2. Enterprise Resource Planning Concepts And Practices By Vinod Kumar Garg & N Venkatakrishna, 2nd Edition, PHI, 2012.

REFERENCES :

1. Enterprise Resource Planning by Ashim Raj Singla, 2nd edition, Cengage Learning (I) P.Ltd.2016.
2. Ellen Monk, Bret Wagner, "Concepts in Enterprise Resource Planning", 4th Edition, Cengage Learning India Pvt.Ltd., New Delhi, 2012.
3. Enterprise Resource Planning – A Managerial Perspective by D P Goyal, Tata McGraw Hill Education, 2011.
4. Enterprise Resource Planning - Murthy CSV, Himalaya Publishing House Pvt. Ltd., 2012.

MI7611**INDUSTRIAL VISIT****L T P C
0 0 4 2****OBJECTIVE :**

- To introduce the students to industries and their working style.

Note: Students are expected to go on industrial visit to at least 4 firms and submit a diary of events - of things learned at the industries

TOTAL : 60 PERIODS**OUTCOME :**

- The students will be able to understand the functioning of the organizations.

MI7612

SEMINAR III

L T P C
0 0 2 1

OBJECTIVE :

- To introduce the students to the organization behaviour topics.

Note: Students Are Expected To Prepare And Present On Topics Suggested Below:

1. Pygmalion Effect
2. Transaction analysis
3. Strokes
4. Life Positions
5. Self-efficacy/ Confidence
6. Positive Psychology
7. Psychological Capital
8. Happiness/ Subjective well-being
9. Emotional Labour
10. Creating Rapport

TOTAL : 30 PERIODS

OUTCOME :

1. The students will be able to understand their own and others behaviour in organization.