

MBA 021 DECISION MODELS & MANAGEMENT SCIENCE

Objectives

- To identify and define problems pertaining to business situations
- To quantify the problem parameters and translate them into suitable mathematical models,
- To use computer packages to solve the models, and
- To interpret, analyse and study the implications of changes in problem parameters on the solution (What-If analysis).

S.No	Topic	No. of Hours
1	Decision Model <ul style="list-style-type: none"> • Definition of Decision Models & Decision variables • Types of Decision Models • Steps involved in Decision Modeling • Use of Spreadsheets in Decision models • Possible Problems in Developing Decision models • Spreadsheet model for Tax Computation and Break Even Analysis 	6
2	Linear Programming <ul style="list-style-type: none"> • Graphical method • Simplex method • Big M method • Application of LP in Management 	6
3	Transportation and Assignment models <ul style="list-style-type: none"> • Initial solutions using North-West Corner Method, Matrix Minima and Vogel's Approximation Method • Optimal Solutions by Modified Distribution Method • Assignment Problems – Models & Solutions • Salesmanship Problem 	6
4	Sequencing <ul style="list-style-type: none"> • Sequencing of 'n' jobs and '2' machines • 'n' jobs and '3' Machines • 'n' jobs and 'm' machines 	4

5	Network models <ul style="list-style-type: none"> • PERT & analyzing the PERT network • CPM – critical path method 	4
6	Waiting Line Models <ul style="list-style-type: none"> • Structure of waiting line system • Queuing models • Single channel waiting model with poisson arrivals and exponential service times – Single server model – infinite population & finite population – Multi server model – infinite population 	5
7	Replacement theory <ul style="list-style-type: none"> • Replacement Policy for Equipment which Deteriorates gradually • Replacement of items that fail suddenly 	4
	Total	35

References

S.No	Authors Name	Book Name	Publisher	Year of publishing
1	ND Vohra	Quantitative Techniques in Management	TMH	2007
2	David R. Anderson Dennis J. Sweeney Thomas A. Williams	Introduction to Management Science	Thomson Learning	2005
3	R.Panneerselvam	Operations Research	PHI	2007
4	Sharma J.K,	Operations Research : Theory & Applications	Macmillan India Ltd, New Delhi	2007
5	Hamdy A.Taha	Operative Research – An Introduction	PHI	2007

6	Render	Quantitative Analysis for Management	PHI	2002
7	Anderson, Sweeney & Williams	Quantitative Methods for Business	Thomson Learning	2001
8	Richard Bronson Govindasami Naadimuthu	Operations Research	TMH	2007
9	Aditham B. Rao	Operations Research	Jaico Publishing	2005
10	Gillett	Introduction to Operations Research	TMH	2007
11	Hiller S. Frederick and Lieberman J.Gerald	Introduction to operations Research : Concepts and Cases	Tata McGraw hill	2007
12				
13	Stevenson J. William and Ozgur Ceyhun	Introduction to management Science with spreadsheet	Tata McGraw hill	2007
14	S Jaisankar	Quantitative Techniques for Management	Excel Books	2007
15	Nagaraj Balakrishnan & Ralph M. Stair	Managerial Decision Modelling with Spreadsheets	Pearson Education	2007
16	Harvey M. Wagner	Principles Of Operations Research	PHI	2007

MBA022 MARKETING MANAGEMENT

Objectives

- To understand and appreciate the concept of marketing in theory and practice
- To evaluate the environment of marketing and develop a feasible marketing plan (process)
- To understand and apply the STP of marketing (segmentation, targeting, positioning)
- To have an elementary knowledge of consumer behaviour and marketing research
- Planning, designing and implementing marketing strategy to achieve the long term objectives have been critical for any firm in a competitive market situation.

S. no	Topic	No. of Hours
1	Introduction to Marketing <ul style="list-style-type: none"> • Definition of Marketing • Nature and Scope of Marketing • Marketing Process • Philosophies of marketing management (production concept, product concept, selling concept and societal marketing concept) 	4
2	Marketing environment <ul style="list-style-type: none"> • Demographic environment • Economic environment • Ecological environment • Technological environment • political environment • cultural environment 	4
3	STP <ul style="list-style-type: none"> • Market segmentation • Targeting and Positioning • Marketing Mix 	3
4	Buying behaviour <ul style="list-style-type: none"> • Buying population • Buying decision • Buying participants • Buying process 	3
5	Product Planning <ul style="list-style-type: none"> • Product Life Cycle • Product Line & Product Mix • Product-line • Branding • New Product Development • Packaging 	4
6	Pricing Strategy	4

	<ul style="list-style-type: none"> • Methods of Pricing • Selecting the final price • Adopting price • Responding to Competitor's price changes 	
7	Marketing channels <ul style="list-style-type: none"> • Channel design • Channel flows • Distribution Management • Retailing 	4
8	Sales Management <ul style="list-style-type: none"> • Sales force • Advertising • Publicity • Personal Selling • E- Marketing 	4
9	Marketing in special fields <ul style="list-style-type: none"> • Customer Relationship Management • Service Marketing • Marketing of non- business organization • International Marketing • Strategic Marketing 	5

References

S.No	Authors Name	Book Name	Publisher	Year of publishing
1	Philip Kotler & Gary Armstrong	Principles of Marketing	Prentice Hall of India	2007
2	Ranjan Saxena	Marketing Management	TMH	2006
3	Crainfield	Marketing Management	Palgrave Macmillan	2007
4	Kurtz and Boone	Principles of Marketing	Thomson Learning	2006
5	Philip Kotler & Kevin lane keller Abraham Kashy	Marketing Management: A South Asian perspective	Pearson Education	2007

6	Dhruv Grewal & Michael levy	Marketing	TMH	2008
7	Baker	Marketing Strategy and Management	Palgrave Macmillan	2007
8	Rajiv Lal & V. Kasturi Rangan	Marketing Management: Text and Cases	TMH	2005
9	David Jobber & John Fahy	Foundations of Marketing	TMH	2006
10	Tapan K Panda	Marketing Management – Text and Cases	Excel Books	2007
11	Mc Daniel, Lamb & Hair	Introduction to Marketing	Thomson Learning	2006
12	Adrian Palmer	Introduction to Marketing: Theory	Oxford University Press	2004
13	Zikmund and D' Amico	Marketing	Thomson Learning	2006
14	Gary Armstrong & Philip kotler	Marketing: An Introduction	Pearson Education	2005
15	Michael J. Etzel Bruce J. Walker	Marketing concepts and cases	TMH	2005
16	SHH Kazmi	Marketing Management – Text and Cases	Excel Books	2007
17	B.K. Chatterjee	Marketing Management	Jaico Publishing	2006
18	Czinkota & Kotable	Marketing Management	Thomson Learning	2006
19	Rajagopal	Marketing Management : Text and Cases	Vikas publishing	2000

MBA 023 HUMAN RESOURCE MANAGEMENT

Objectives:

- To familiarize the students with various functions of Human Resources Management and emphasize on the integration Human Values with the organisation with particular reference to India.
- The objective of the course is to provide basic knowledge of functional area of Human Resource Management.
- This course is designed to provide the essentials of human resource management for all future managers whether or not their career orientation lies in human resources. Accordingly, the emphasis in this course is away from the nitty-gritty of HRM techniques and on the general issues that confront all managers in an organization.

S.No	Topic	No. of Hours
1	Introduction to HRM <ul style="list-style-type: none"> • Meaning, Scope, Definition and Objectives of HRM • Functions of HRM and Models of HRM • Activities of HRM • Challenges of HRM • Role of HR Manager 	4
2	Human Resource Planning <ul style="list-style-type: none"> • HR Planning process • Job analysis, Job description & Job specification • Job Rotation, Job enlargement & Job enrichment 	5
3	Recruitment & Selection <ul style="list-style-type: none"> • Recruitment Process & Methods of Recruiting • Selection process - type of tests & types of interviews • Designing and conducting the effective interview • Reference, background verification and medical evaluation • HR interview, Job offer, Induction and Placement. 	5

4	Wage and Salary administration <ul style="list-style-type: none"> • Principles and techniques of wage fixation, job evaluation, incentive schemes 	3
5	Appraising and Managing Performance <ul style="list-style-type: none"> • Appraisal process, methods, and potential problems in performance evaluations • The appraisal interview and feedback interview. • Methods to improve performance • Career Planning and Development 	4
6	Training and Development <ul style="list-style-type: none"> • Nature of Training • Methods of Training • Training Need Assessment • Training Design • Training Evaluation 	4
7	Recent Trends in HR <ul style="list-style-type: none"> • HR outsourcing • Management of Turnover and retention • workforce rationalization • International HRM • Quality of work life • Industrial Relations • Industrial Disputes and causes • Remedial measures • Collective Bargaining • Grievance Management 	10
	Total	35

References

S.No	Authors Name	Book Name	Publisher	Year of publishing
1	K Aswathappa	Human Resource & Personnel Management	TMH	2005
2	Bratton	Human Resource Management	Palgrave Macmillan	2007
3	Scott Snell & George Bohlander	Human Resource Management	Thomson Learning	2007
4	VSP Rao	Human Resource Management – Text and Cases	Excel Books	2007
5	Raymond A. Noe John R. Hollenbeck Patrick M Wright	Human Resource Management – Gaining a competitive advantage	TMH	2006
6	Jon M. Werner & Randy L. Desimone	Human Resource Development	Thomson Learning	2006
7	Korczynski	Human Resource Management in the Service Sector	Palgrave Macmillan	2007
8	Gary Dessler	A framework for HRM	Pearson Education	2004
9	Gary Dessler	Human Resource Management	Pearson Education	2004
10	Robert L. Mathis & John H. Jackson	Human Resource Management	Thomson Learning	2003
11	Gary Dessler	Human Resource Management	PHI	2004
12	Luis R. Gomez – Mejia, David B. Balkin & Robert L.	Managing Human Resources	Pearson Education	2004

	Cardy			
13	T V Rao	Human Resources Development	Response Books (Sage Publications Ltd)	1996
14	P. Jyothi & D.N. Venkatesh	Human Resource Management	Oxford University Press	2006
15	Biswanath Ghosh	Human Resources Development and Management	Vikas Publishing	2000
16	Raymond A. Noe John R. Hollenbeck Patrick M Wright	Fundamentals of HRM	TMH	2007
17	Wayne F. Cascio	Managing Human Resources	TMH	2006
18	H John Bernardin	Human Resource Management – An experimental Approach	TMH	2007
19	Biswajeet Pattanayak	Human Resource Management	Prentice Hall India	2005
20	David A. Decenzo & Stephen P. Robbins	Fundamentals of Human Resource Management	Wiley Publications	2005
21	John M. Ivancevich	Human Resource Management	TMH	2007

MBA 024 MANAGEMENT INFORMATION SYSTEM

Objectives

- To create awareness in upcoming managers, of different types of information systems in an organization so as to enable the use of computer resources efficiently, for effective decision making.
- To understand various MIS operating in functional areas of an organization and explain its relationship with the various activities of the organization.
- To understand how MIS is developed and implemented for various levels in an organization.
- To explore the use of some common IS development tools.

S. no	Topic	No. of Hours
1	Introduction to Information Systems <ul style="list-style-type: none"> • Information Concepts • System Concepts • Information system: Definition & Components • Computer Based Information Systems • Business Information Systems 	6
2	Systems and Application Software <ul style="list-style-type: none"> • Overview of Software • Systems Software <ul style="list-style-type: none"> Operating systems – Current, Workgroup and Enterprise Operating System • Application Software <ul style="list-style-type: none"> Overview of Application Software Personal Application Software Group Application Software Enterprise Application software • Programming Languages 	6
3	Database Management System <ul style="list-style-type: none"> • Hierarchy of Data • Data Entities, Attributes and Keys • Database Approach • Relational Database Model • Types of Database • Data Definition Language • Data Manipulation language • Data Control Languages • Popular Database Management Systems • Data Warehousing & Mining 	7

4	Functional Aspects of MIS <ul style="list-style-type: none"> • Overview of MIS • Financial Management information systems • Manufacturing Management information systems • Marketing Management information systems • Human Resource Management information systems • Accounting & Geographic Information Systems • Overview of Decision Support system 	7
5	Enterprise Resource Planning <ul style="list-style-type: none"> • Overview of ERP • Modules of ERP Packages • Popular ERP Packages • ERP Implementation 	5
6	System Development <ul style="list-style-type: none"> • Overview of systems development • Systems development life cycles • Factors affecting systems development success 	4
Total		35

Reference Books

S.No	Authors Name	Book Name	Publisher	Year of Publishing
1	Ralph Stair & George Reynolds	Principles of Information Systems	Thomson Learning	8 th Edition, 2008
2	Jawadekar	Management Information System	TMH	2007
3	David Whiteley	Introduction to Information Systems	Palgrave Macmillan	2006
4	James O'Brien	Management Information System	TMH	2007
5	Kenneth C. Laudon & Jane P. Laudon	Management Information System	PHI	2006
6	Kenneth C. Laudon & Jane P. Laudon	Management Information System	Pearson Education	2006
7	Gordon B. Davis & Margrethe H. Olson	Management Information System	TMH	2000
8	Ray Hackney & Dennis Dunn	Business Information Technology Management	Palgrave Macmillan	2006
9	Schultheis	Management Information systems: The Manager's View	TMH	2007
10	Ashok Arora & Akshaya Bhatia	Management Information system	Excel Books	2006
11	G V Satya Sekhar	Management Information System	Excel Books	2007
12	Frenzel	Management of Information Technology	Thomson Learning	2007

MBA 025 TOTAL QUALITY MANAGEMENT

Objectives

- To introduce the students to the basic concepts of total quality management and how the focus of TQM has become so important for all companies in recent times.
- To Familiarize the students to the Philosophy and Role of TQM in Revitalizing the Organisation.
- To Enable them to Acquire Requisite Diagnostic Skills and understand the Use of the Tools of TQM

S.No	Topic	No. of Hours
1	Introduction to Quality <ul style="list-style-type: none"> ❖ Defining Quality ❖ Quality as a Management framework ❖ Quality & Competitive advantage ❖ Three levels of Quality ❖ Quality Philosophies <ul style="list-style-type: none"> ➤ Deming Philosophy ➤ Juran Philosophy ➤ Crosby Philosophy ➤ Comparison of Quality Philosophies ❖ Other Quality Philosophers <ul style="list-style-type: none"> ➤ A.V. Feigenbaum ➤ Kaoru Ishikawa ➤ Genichi Taguchi 	8
2	Quality Systems <ul style="list-style-type: none"> ❖ Quality Management Systems <ul style="list-style-type: none"> ○ ISO 9000:2000 ○ Six Sigma ○ CMMI 	5
3	Total Quality Management <ul style="list-style-type: none"> ❖ Evolution of TQM ❖ Definition of TQM ❖ TQM Framework ❖ Stages in TQM Implementation ❖ TQM Roadmap 	5
4	Quality Tools <ul style="list-style-type: none"> ❖ Deming Wheel ❖ Zero Defect Concept ❖ Benchmarking ❖ Seven QC Tools ❖ FMEA ❖ Poka Yoke ❖ Five S ❖ Quality Circle ❖ Quality Function Deployment ❖ Taguchi's Robust Design ❖ Total Productive Maintenance ❖ Force Field analysis ❖ Tree & Matrix Diagram 	12

5	Cost of Quality <ul style="list-style-type: none"> ❖ Classification of failure cost ❖ Juran's Model of optimum quality costs ❖ Analysis of External & Internal Failure costs 	5
	Total	35

References

S.No	Authors Name	Book Name	Publisher	Year of Publishing
1	James R.Evans William M.Lindsay	The Management and control of Quality	Thomson Learning	2005
2	Subbraj Ramasamy	Total Quality Management	Tata McGraw Hill	2005
3	P.N Mukherjee	Total Quality Management	Prentice Hall	2006
	Adrian Wilkinson , Tom Redman , Ed Snape and Mick Marchington	Managing with Total Quality Management: Theory and Practice	Palgrave Macmillan	2006
4	Kanishka Bedi	Quality Management	Oxford University Press	2006
5	Hubert K.Rampersad	Managing Total Quality	Tata McGraw Hill	2005
6	Sid Kemp,PMP	Quality Management Demystified	Tata McGraw Hill	2006
7	Dale H.Besterfield Carol Besterfield Glen H.Besterfield Mary Besterfield	Total Quality Management	Prentice Hall	2003
8	Suresh Lulla	World Class Quality	Tata McGraw Hill	2003
9	P.L Jain	Quality Control and Total Quality Management	Tata McGraw Hill	2001
10	B.Janakiraman R.K. Gopal	Total Quality Management Text and Cases	Prentice Hall	2006
11	Frank M.Gryna Richard C.H.Chua Joseph A.Defeo	Quality Planning and Analysis for Enterprise Quality	Tata McGraw Hill	2007
12	James R.Evans	Total Quality Management, Organization and Strategy	Thomson Learning	2005
13	L.Suganthi Anand A.Samuel	Total Quality Management	Prentice Hall	2004
14	James R.Evans	Total quality	Thomson Learning	2005
15	Donna C.S. Summer	Quality Management	Pearson Education	2005
16	Dale H.Besterfield Carol Besterfield Glen H.Besterfield Mary Besterfield	Total Quality Management	Pearson Education	2003

MBA 026 LEGAL ENVIRONMENT OF BUSINESS

Objectives

- The objective of the course is to enable students understand the legal framework of business
- The objective of this course is to provide the students with practical legal knowledge of general business law issues and topics to help become more informed, sensitive and effective business leaders. As the business managers are called upon to create value, marshal resources and manage risk, it is imperative that they should understand fundamental legal issues pertaining to business world to enhance their ability to lead and delegate. A sound knowledge of the law is a strategic asset which if timely and properly applied will provide, the prospective managers and their organizations, immediate and long-term benefits and the ability to avoid costly mistakes.

S.No	Topic	No. of Hours
1	Law of Contract <ul style="list-style-type: none"> • Meaning and Essentials of a valid contract • Offer, Acceptance and Agreement • Formation of Agreement • Consideration and Contracts • Performance of the contract • Void Contract • Contingent Contract • Breach, Damages and compensation 	5
2	Law of Partnership <ul style="list-style-type: none"> • Concept and formation of partnership • kinds of Partners • legal relations between partners • Rights of incoming and Outgoing partners • Retirement and Expulsion • Dissolution of firm 	5
3	Law of sale of goods <ul style="list-style-type: none"> • Definition and essentials of a contract of sale 	5

	<ul style="list-style-type: none"> • Goods and their classification • Sale and transfer of ownership • Transfer of title by non owners • Performance • Unpaid seller and his Rights – remedies for breach. 	
4	Negotiable Instruments act <ul style="list-style-type: none"> • Concept of Negotiable Instruments and its importance • Definition of promissory note • cheque and bill of exchange • Holder for value and holder in due course • Types of negotiation – consignment – rights and duties of collecting and paying bankers – forgery. 	5
5	Company act <ul style="list-style-type: none"> • Types of company • Registration of company • Memorandum of Association • Articles of Association • Prospectus and raising of capital • Borrowing powers of the Company • Board of Directors – Auditors – Meetings 	5
6	Taxation <ul style="list-style-type: none"> • Direct taxes – Corporate tax – Concepts • Indirect taxes – Sales Tax – Service Tax – VAT – Central and State – Customs and Excise duties – Concepts and applicability 	5
7	Consumer Protection Act 1986 <ul style="list-style-type: none"> • Object and Scope • Definitions • Rights of Consumers • Remedies available to consumers 	5
	Total	35

References

S.No	Authors Name	Book Name	Publisher	Year of publishing
1	Pathak	Legal Aspects of Business	Tata McGraw Hill	2005
2	P C Tulsian	Business and Corporate Law	TMH	2007
3	N.D. Kapoor	Elements of Mercantile Law	Sultan Chand & Sons	2003
4	C L Bansal	Business and Corporate Laws	Excel Books	2006
5	MC Kuchhal Deep Prakash	Business Legislation for Management	Vikas Publishing	2007
6	S.N.Maheshwari & Maheshwari,	<i>Business Regulatory Framework</i>	Himalaya Publishing House	2006
7	K.R. Bulchandani	Business Law for Management	Himalaya Publishing House	2006
8	P.K.Goel	Business Law for Managers	Biztantra - Dreamtech press	2006

MBA 027 BUSINESS APPLICATION SOFTWARE

Objectives

- Familiarizing the students with basic computer concepts and emerging computer technology, so as to enable them to use computer resources efficiently for making effective decision.
- Providing the necessary skills to understand and use various commonly used software in various functional areas in an organization.

S.No	Topic	No. of Hours
1	MS Office <ul style="list-style-type: none"> • MS Word • MS Power Point • MS Excel • MS Access 	6
2	Management software Packages <ul style="list-style-type: none"> • Accounting Packages – Tally, Ex, SAPM, Metastock etc • Marketing Research packages – SPSS, SAS and MINITAB • Production Management Packages – POM & TORA 	15
3	Database Management Packages <ul style="list-style-type: none"> • Oracle • SQL Server 	8
4	In-House Development of a package	6

References

S.No	Authors Name	Book Name	Publisher	Year of publishing
1	Norman Gaither	Operations Management with POM Software CD	Thomson Learning	2007
2	Carver	Doing Data analysis with SPSS	Thomson Learning	2006
3	Ajai S. Gaur Sanjaya S. Gaur	Statistical methods for Practice and research – A guide to data analysis using SPSS	Sage Publications Ltd (Response Books)	2006
4	Nargundkar	Marketing Research – Text and Cases	TMH	2007
5	AK Nadhani KK Nadhani	Implementing Tally 9: Comprehensive guide for Tally 9 & 8.1	BPB Publications	2007
6	Alexis Jeon	Introduction to computers with MS Office	Tata- McGraw-Hill	2007
7	Ramon A Mata - Toleda Pauline K. Cushman	Database Management system	TMH	2007
8	Rob & Coronel	Database systems	Thomson Learning	2006
9	Namrata Agrawal	Financial Accounting using Tally 6.3	Dreamtech Press	2006