

Program: MBA WP

Semester: Second

Course: MANAGEMENT INFORMATION SYSTEM

Course Code: 11.602

| L | T | P | C |
|---|---|---|---|
| 3 | 0 | 0 | 3 |

Course Objectives:

- Describe the role of information technology and information systems in business
- Record the current issues of information technology and relate those issues to the firm
- Reproduce a working knowledge of concepts and terminology related to information technology
- Appraise the knowledge previously acquired of Microsoft Office
- Analyze how information technology impacts a firm
- Interpret how to use information technology to solve business problems
- Illustrate the impact of information systems in society

Unit I

Introduction: Definition, characteristics & significance of MIS. Introduction to business systems: payroll, inventory control, financial accounting, sales order processing, manufacturing plants etc.

Unit II

Information Concepts: Data Vs Information, types of information, quality of information. Decision Making: Simon's model of decision making, structured & unstructured decisions.

Unit III

Database Management: Objectives, role, advantages & disadvantages of DBMS, SQL, use of databases for integration across functional areas, Introduction to Decision Support System.

Unit IV

Design Methodology & Techniques: System development life cycle, software development models. System Analysis – SRS, DFD, DD & Decision tables. System Design – design methods, detailed system design, design documentation. System Implementation & testing. Implementation & Evaluation: Planning, organizing, testing & changeover, Evaluation approaches.

Suggested Reading:

1. *Management Information Systems: D.P. Goyal. MacMillan.*
2. *Management Information Systems Davis & Olson, McGraw-Hill.*
3. *Information Systems for Management Murdick, Ross, & Clagett. PHI, 3rd ed.*

Program: MBA WP

Semester: Second

Course: HUMAN RESOURCE MANAGEMENT

Course Code: 11.552

| L | T | P | C |
|---|---|---|---|
| 3 | 0 | 0 | 3 |

Course Objectives:

- Synthesize information regarding the effectiveness of recruiting methods and the validity of selection procedures, and make appropriate staffing decisions.
- Design a training program using a useful framework for evaluating training needs, designing a training program, and evaluating training results.
- Properly interpret salary survey data and design a pay structure with appropriate pay grades and pay ranges.
- Evaluate a company's implementation of a performance-based pay system.
- Demonstrate knowledge of employee benefit concepts, plan design, administrative considerations and regulations governing employee benefit practices.
- Align HR systems with the strategic business objectives of a firm

Unit I

Human Resources Management (HRM): Meaning, Nature and Scope, Difference between HRM and Personnel Management, HRM functions and objectives, Evolution of HRM environment – external and internal, Human Resources Development in India, evolution and principles of HRD, HRD vs. Personnel functions, Role of HR managers.

Unit II

Human Resources Planning: Definition, purposes, processes and limiting factors; Job Analysis: Job Description, Job Specification, Recruitment: The systematic approach to recruitment, recruitment policy, recruitment procedures, recruitment methods and evaluation, Selection: procedure, designing and methods and process evaluation, Understand leadership challenges and strategies, Negotiation & Assertiveness skills, Mapping personal leadership and learning journey, Expanding professional and personal networks.

Unit III

Placement, Induction and Internal mobility of human resource. Training of employees—need for training-objectives- approaches --methods-training environment- areas of training- Training evaluation. Performance Appraisal: Definition, Purpose of appraisal, Procedures and Techniques including 360 degree Performance Appraisal, Job Evaluation, Methods of Job Evaluation.

Unit IV

Compensation: Nature and Objectives of compensation, components of pay structure in India, Fringe Benefits, Discipline and Grievance Procedures: Definition, Disciplinary Procedure, and Grievance Handling Procedure, Industrial Relations: Nature, importance and approaches of Industrial Relations, Promotion, Transfer and Separation: Promotion – purpose, principles and types; Transfer – reason, principles and types; Separation Resignation, Voluntary Retirement Scheme.

Contemporary Issues in HR – Human Resource Information Systems, Human Resource Audit, and Human Resource Accounting, Strategic Human Resource Management: Nature of Strategies and Strategic Management

Suggested Reading:

1. *Human Resource and Personnel Management- Aswathappa K, (Tata McGraw Hill, 5th Ed.).*
2. *Human Resource Management, Text and Cases- Rao VSP, (Excel Books, 2nd Ed.)*
3. *Human Resource Management- John Ivancevich, (Tata McGraw Hill, 10th Ed.)*
4. *Human Resource Management- Gary Dessler, (Prentice Hall, 10th Ed.)*

Program: MBA WP

Semester: Second

Course: **MARKETING MANAGEMENT**

Course Code: 11.553

| L | T | P | C |
|---|---|---|---|
| 3 | 0 | 0 | 3 |

Course Objectives:

- State the role and functions of marketing within a range of organizations.
- Describe key marketing concepts, theories and techniques for analyzing a variety of Marketing situations.
- Identify and demonstrate the dynamic nature of the environment in which marketing decisions are taken and appreciate the implications for marketing strategy determination and implementation.
- Apply the introduced conceptual frameworks, theory and techniques to various marketing contexts.
- Analyze the relevance of marketing concepts and theories in evaluating the impacts of

Unit I

Introduction: Definition, Importance and Scope of Marketing, Philosophies of Marketing Management, Elements of Marketing -Markets and Marketers; Marketing Vs. Selling, Consumer Markets and Industrial Markets. Concept of Marketing Management, Marketing – Mix, Functions of Marketing Management.

Unit II

Marketing Information System: Concept and Components. Understanding Consumer Behaviour, Factors Influencing Consumer Buying Behaviour, Understanding Business Buyer Behaviour

Marketing Environment: Marketing Research, Market Segmentation, Segmenting the Market, Benefits / Purpose and Limitations of Market Segmentations, Market Segmentation Procedure, Basis for Consumer/Industrial Market Segmentation, Market Targeting – Introduction, Procedure, Product Positioning - Introduction, Objectives, Usefulness, Differentiating the Product, Product Positioning Strategy, Consumer Behavior - Introduction, Importance &Process.

Unit III

Marketing - Mix Decisions: Product Decisions, New Product Development-Concept and Necessity for Development, Failure of New Products, New Product Planning and Development Process, Product-Mix, Branding and Packaging Decisions, Product Life cycle - Stages and Strategies for Different Stages of PLC. Pricing Decisions: Pricing Objectives, Policies, Methods of Setting Price, Pricing Strategies, Channels of Distribution for Consumer/ Industrial Products, Factors affecting Channel Distribution, Management of Channels: Current Trends in Wholesaling and Retailing, Retail Distribution System in India, Promotion: Promotion-mix, Advertising, Sales Promotion, Personal Selling, Publicity and Public Relations.

Unit IV

Marketing of Services: A Brief Account of Marketing of Services, Rural Marketing, CRM, Electronic Marketing; B2C, B2B and C2C, Direct Marketing through Internet, International Marketing. Emerging Trends in Marketing: Green Marketing, Event Marketing, Network Marketing, Direct Marketing, Social Marketing, Buzz Marketing/ Viral Marketing, Consumerism, E-Commerce: Marketing In the Digital Age .Note: Relevant Case Studies should be discussed in class.

Suggested Reading:

1. *Marketing Management, Analysis, Planning, Implementations and Control-* Kotler Philip, (Pearson Education 12th Edition).
2. *Fundamentals of Marketing - Stanton William J,(McGraw Hill)*
3. *Principles of Marketing-* Kotler, Philip and Armstrong Graw, (Pearson Education, 11th Edition).
4. *Marketing Management: Planning, Implementation and Control-* Ramaswamy V.S. and Namakumari S (Macmillian, 3rd Edition).

Program: MBA WP

Semester: Second

Course: Corporate Finance

Course Code: 11.557

| L | T | P | C |
|---|---|---|---|
| 3 | 0 | 0 | 3 |

Course Objectives:

- Apply the concept of time value of money
- Apply principles of capital budgeting
- Explain the determinants of a firm's capital structure
- Explain various risk measures and models of the relation between risk and return
- Explain the concept of market efficiency and its implications for securities' returns
- Apply the principles of portfolio theory

Unit I

Introduction: Concept of Finance, scope and objectives of finance, Profit maximization vs. Wealth maximization, Functions of Finance Manager in Modern Age, Financial decision areas: Time Value of Money, Risk and Return Analysis, Organizational structure of Finance.

Unit II

Investment Decision: Concept, Process & Techniques of Capital Budgeting and its applications: PayBack, ARR, NPV, IRR, PI ; Risk and Uncertainty in Capital Budgeting.

Unit III

Financing Decision: Long-term sources of finance, potentiality of equity shares, preference shares, debentures and bonds as sources of long-term finance.

Cost of Capital: Cost of equity, preference shares, Debentures and retained earnings, weighted average cost of capital and implications.

Concept and Approaches of capital structure decision: NI, NOI, Traditional and Modigliani Miller Approach; Leverage Analysis – financial, operating and combined leverage along with its implications; EBIT-EPS Analysis & Indifference Points.

Unit IV

Dividend Policy & working capital decision: Concept of retained earnings and plough back of profits, Relevance and Irrelevance Theories of dividend decision: Walter's Model, Gordon's Model and Modigliani Miller Model; Factors affecting dividend decision.

Working capital decision: Meaning of Working Capital, components, need & factors affecting working capital requirement, Introduction to Working Capital Financing, Management of cash, Inventory Management, Receivables Management.

Suggested Reading:

1. *Financial Management - Pandey I M*, (Vikas, 2004, 9th Ed.)
2. *Financial Management and Policy- Van Horne*, (Pearson Education, 2003, 12th Ed.)
3. *Financial Management - Knott G*, (Palgrave, 2004)
4. *Financial Management – Khan.M.Y and Jain P.K*, (Tata McGraw Hill, 3rd Ed.)
5. *Fundamentals of Financial Management - Prasanna Chandra*, (TMH, 2004)
6. *Financial Management - R P Rustagi*, (Galgotia, 2000, 2nd revised ed.)
7. *Principles of Managerial Finance - Lawrence J. Gitman*, (Pearson Education, 2004)
8. *Financial Management- Ravi M. Kishore* (Taxmann, 1st Ed.).

Program: MBA WP
Semester: Second
Course: Marketing Research
Course Code: 11.559

| L | T | P | C |
|---|---|---|---|
| 3 | 0 | 0 | 3 |

Course Objectives:

- Critically analyze research methodologies identified in existing literature
- Propose and distinguish appropriate research designs and methodologies to apply to a specific research project
- Develop a comprehensive research methodology for a research question
- Apply the understanding of feasibility and practicality of research methodology for a proposed project

Unit I

Introduction: Concept of Research and Its Application in Various Functions, Types of Research, Types of Business Problems: Encountered by the Researcher, Problems and Precautions to the Researchers, Process of Research. Market research, marketing research, application of marketing research.

Unit II

Research Design & Data collection: Definition, Functions, and Nature & Types. Concept of Sample: Sample Size and Sampling Procedure, Various Types of Sampling Techniques
 Data Collection – Primary and Secondary Sources; Primary Data Collection Instruments: Secondary and Primary, Various Methods of Collection and Data, Preparation of Questionnaire and Schedule, Types of scales, nominal scales.

Unit III

Data Interpretations: Hypothesis Testing (parametric and non-parametric), Statistical Tools in Data Analysis: Bivariate Data Analysis: Correlation and Regression, Tests Of Significance: Z- Test, T- Test, Chi-Square Test, F -Test, And ANOVA, Index Number, Multivariate Data Analysis & Factor Analysis: Purpose, concept, difference between component analysis and factor analysis .

Unit IV

Report Preparation: Types and Layout of Research Report, Precautions in Preparing the Research Report. Bibliography and Annexure in the Report: Their Significance, Drawing Conclusions, Suggestions and Recommendations.

Each Student has to prepare Mini Research Project on Topic / Area of their Choice and Make Presentation. The report should consist of application of tests and techniques mentioned in above units.

Suggested Reading:

1. *Business Research Methods- Donald.R.Cooper and Pamela.S.Schindler, (Tata Mc Graw Hill, 9th Edition)*
2. *Research Methodology- Bhattacharya Dipak, (Excel Books, 2nd Edition)*
3. *Research Methodology- Panneer Selvam, (Prentice Hall of India, Edition)*

Program: MBA WP
Semester: Second
Course: Production & Operations Management
Course Code: 11.551

| L | T | P | C |
|---|---|---|---|
| 3 | 0 | 0 | 3 |

Course Objectives:

- To give overview of Production & Operations Management
- To enhance knowledge by providing theoretical knowledge of production & operations Management
- To give understanding of applications of Production & Operations Management in various sectors

Unit I :

Introduction to Production Management: An overview, Definition, Nature and Scope of Production Management. Production and manufacturing organizations, Methods and procedures in Production departments. Factory/plan location and plant layout, Production scheduling techniques. Routing Decisions, Line of Balance, Scheduling types & principles, master production schedule. Layout: Importance, Function, Objectives, Flow patterns, Layout types – Product, Process, Group Technology/ Cellular Layout, Factors for Good Layout, Layout Design Procedure.

Unit II:

Materials Management Concept and Principles, Inventory Control and Inventory models. Selective Inventory control, ABC, VED, FNS Analysis. Standardization, Simplification, Variety reduction and Codification. Inventory Management: Deterministic demand model–EOQ- Continuous and Periodic review Inventory models

Unit III

Operations as a source of competitive advantage; Trade-offs and combinations, Process Analysis, Difference between Manufacturing and Service Operations Product Process Matrix, capacity planning- Process Selection and Facility layout: Designing product and process layouts and line balancing, Forecasting and its types, Supply chain management; Lean vs Agile supply chains; Aggregate Production Planning; Master Production Schedule and MRP, Sustainable Operations Management.

Unit IV

Schedule Compressions-Cost estimation & Quality definition-Planning Resources & Risks-Stakeholder identification, analysis and communication planning-Understanding different fundamental contract types and some of the variants-Earned value management-Behavioural aspects in project management and project closure.

Suggested Books & Readings:

1. *Everett E. Adam and Ronald J Ebert, Production and Operation Management: Concepts, Models & Behaviour, PHI New Delhi*
2. *Chary SN, Production, and Operations Management- Concepts, Methods and Strategy, PHI New Delhi 2005*
3. *Buffa. ES, Modern Production Management; John Willey, New York 1993*
4. *Ajay Garg, Production and Operations Management, TMH, Delhi*
5. *Richard B Chase, Ravi Shankar, F.R. Jacobs, N.J. Aquilano, Operations and Supply Management TMH, Delhi*
6. *R Panneerselvam Book, Production and Operations Management, PHI New Delhi*
7. *Joseph Martinich, Production and Operations Management, TMH, Delhi*
8. *K Aswathappa, Production and Operations Management, TMH, Delhi*
9. *Pankaj Madan; Production and Operation Management, Global Vision Publishing, New Delhi (2010)*
10. *William J Stevenson, Operation Management, TMH, New Delhi 2009*

Program: MBA
Semester: Second
Course: Disaster Management
Course Code: 14M.201

| L | T | P | C |
|---|---|---|---|
| 3 | 0 | 0 | 0 |

Course Objectives:

- Develop an understanding of the key concepts, definitions a key perspectives of All Hazards Emergency Management
- Understand the Emergency/Disaster Management Cycle
- Have a basic understanding for the history of Emergency Management
- Develop a basic under understanding of Prevention, Mitigation, Preparedness, Response and Recovery
- Develop a basic understanding for the role of public a private partnerships.

UNIT I

Understanding Disasters: Understanding the concepts and definitions of disaster, hazard, vulnerability, risk, importance, dimensions & scope of Disaster Management, Disaster Management cycle and disaster profile of India.

UNIT II

Types, Trends, Causes, Consequences and Control of Disaster: Geological Disasters (earthquakes, landslides, tsunami, mining); Hydro-Meteorological Disasters (floods, cyclones, lightning, thunder- storms, hail storms, avalanches, droughts, cold and heat waves); Biological Disasters (epidemics, pest attacks, forest fire); Technological Disasters (chemical, industrial, radiological, nuclear, bomb threat, explosion) and Man-made Disasters (building collapse, rural and urban fire, road and rail accidents, nuclear, radiological, chemicals and biological disasters; terrorist attack, sudden shooting); Global Disaster Trends–Emerging Risks of Disasters–Climate Change and Urban Disasters; Financial emergency(risk of eviction, risk in arrears, sudden health emergency, family emergency, unexpected loss of income).

UNIT III

Prevention and Mitigation of Disaster: Disaster Mitigation: meaning and concept, Disaster Mitigation Strategies Emerging Trends in Disaster Mitigation, Mitigation management, Role of Team and Coordination. Disaster Preparedness: Concept & Nature, Disaster Preparedness Plan, Preventions. Roles & Responsibilities of Different Agencies and Government, Technologies for Disaster Management. Early Warning System; Preparedness, Capacity Development; Awareness during Disaster.

UNIT IV

Applications of Science and Technology for Disaster Management & Mitigation: Geo-informatics in Disaster Management (RS, GIS, GPS and RS) Disaster Communication System (Early Warning and Its Dissemination) Land Use Planning and Development, Regulations, Disaster Safe Designs and Constructions, Structural and Non Structural Mitigation of Disasters.

Suggested Reading:

1. *Disaster Management- J. P. Singhal, Laxmi Publications.*
2. *Disaster Management - Dr. Mrinalini Pandey, Wiley India Pvt. Ltd.*
3. *Disaster Science and Management- Tushar Bhattacharya, McGraw Hill Education (India) Pvt.Ltd.*
4. *Disaster Management: Future Challenges and Opportunities - Jagbir Singh, K W Publishers Pvt*