

Program: MBA WP

Semester: Third

Course: Project Management & Entrepreneurship Development

Course Code: 11.604

L	T	P	C
4	0	0	4

Course Objectives:

- To develop understanding of Project Management
- To develop ability to check project feasibility
- To develop ability to do financial appraisal of the project
- To give understanding of Entrepreneurship & its various aspects

Unit 1: Introduction to Project Management

Concept, characteristics of projects, types of projects, project identification, and Project's life cycle, Forms of Project Organization, Human Aspects of Project Management, Pre-requisites for Successful Project Implementation

Unit 2: Project feasibility

Market feasibility, technical feasibility, financial feasibility, and economic feasibility, social cost- benefit analysis, project risk analysis, Network Analysis, Requirements for Network Analysis, Critical Path Method (CPM), Programme Evaluation and Review Technique (PERT).

Unit 3: Financial appraisal/evaluation techniques

Estimation of Cash Flows, discounted/non-discounted cash flows; Net present values, profitability index, Internal rate of returns; Cost benefits ratio; Accounting rate of return, Payback period, Project implementation; Cost overrun, Project control and information system

Unit 4: Entrepreneurship Development

Significance of entrepreneurship in economic development qualities of entrepreneur, entrepreneurship development programs and role of various institutions in developing entrepreneurship, life cycles of new business, environmental factors affecting success of a new business, reasons for the failure and visible problems for business, Developing effective business plans, Procedural steps in setting up of an industry

Suggested Readings:

1. Chandra P. 2005. *Project Management*. Tata McGraw Hill.13
2. Gopal Krishan P & Nagarajan K. 2005. *Project Management*. New Age.
3. Hisrich RD & Peters MP. 2002. *Entrepreneurship*. Tata McGraw Hill.
4. Kaplan JM. 2003. *Patterns of Entrepreneurship*. John Wiley & Sons.
5. Nandan H. 2007. *Fundamentals of Entrepreneurship Management*. Prentice Hall.
6. Ramamoorthy VE. 2005. *Textbook of Project Management*. MacMillan

Program: MBA WP
Semester: Third
Course: SEMINAR IN EXECUTIVE COMMUNICATION
Course Code: 40M.401

L	T	P	C
0	0	2	0

Course Objectives:

- An average student acquires basic skills required for a cherished job.
- Their appreciative personality development becomes a value added attribute in their professional sphere.
- The course enhances communication, leadership and teamwork skills; and personal development skills using practical approach and exposure of students to the realities of the world
- To put greater emphasis on development of non-technical skills, such as flexibility, leadership and good communication.

(Activity Based)

WORKSHOP

- Debate
- Extempore
- Group Discussion
- Panel Discussion
- Presentation-Paper & Oral
- Reports: Survey Report, Project Report, Case Study

Suggested Books & Readings:

1. *Monippally, Matthukutty. M. 2001. Business Communication Strategies. 11th Reprint. Tata McGraw-Hill. New Delhi*
2. *Swets, Paul. W. 1983. The Art of Talking So That People Will Listen: Getting Through to Family, Friends and Business Associates. Prentice Hall Press. New York*
3. *Lewis, Norman. 1991. Word Power Made Easy. Pocket Books*
4. *Sen, Leena. Communication Skills ; Eastern Economy Edition*
5. *Ghanekar, Dr. Anjali. Essentials of Business Communication Skills ; Everest Publishing House*
6. *David Green. Contemporary English Grammar, Structure & Composition ; MacMillan*
7. *Dictionary; Oxford*
8. *Dictionary ;Longman*

Program : MBA WP
SEMESTER: Third
Course : TAXATION
Course code- 11.621.5

L	T	P	C
3	0	0	3

Course Objectives:

- Exhibit sophisticated knowledge related to tax accounting rules and regulations and analyze and resolve tax problems.
- Identify, define, and resolve tax issues through their understanding, knowledge, and application of research methods and databases.
- Recognize and apply relevant ethical standards as required in tax practice.
- Write and deliver skillful tax communications.
Demonstrate an understanding of tax issues from an international perspective.

Unit I

Basic concept: Assessment Year, Previous Year, Assesse – types, Residential status, Non-resident Indians; Tax Rates: Individual, corporate, cooperative society and others

Unit II

Tax on Individual Income & deductions: – Computation of tax under the heads of Salaries, Income from House Property, Profits & Gains of Business or profession and capital gains, Tax deductions, advance tax and interest.

Unit III

Corporate Income Tax: Tax concessions and incentives for corporate decisions, Tax planning for depreciation; merger and amalgamation, Tax planning regarding Employees Remuneration, Tax appeals,

Unit IV

Tax Planning: Nature and Scope of Tax Planning: Nature, Objectives of Tax Management, Tax Planning, Tax Avoidance & Tax Evasion.

Tax Considerations in respect of Specific Financial and Managerial Decisions like Capital Structure Decisions, Deemed Dividend, Make or Buy, Own or Lease, Repair or Renewal, Revisions, Advance Tax, TDS, Avoidance of Double Taxation Agreements.

Suggested Books & Readings:

1. *Public Finance, Bhatia H L - (Vikas, 1999, 20thEd.)*
2. *How to Save Wealth Tax, Lakhotia R N - (Vision Book 2001, 9 Ed.)*
3. *Income Tax Law & Practice, Prasad Bhagwati - (Vishwa Prakashan)*
4. *Tax Planning by Reports, Santaram R - (Taxmann, 1978).*
5. *Direct Taxes, Law & Practice, Singhanian V K - (Taxmann, 40thEd.)*
6. *Indirect Taxes – Law & Practice, Datey V.S. - (Taxmann, 20thEd.)*
7. *Direct Taxes: Income Tax, Wealth Tax and Tax Planning, Nitin Vashisht and B.B.Lal (2008). 29th Edition, Pearson Education.*

Program : MBA WP

SEMESTER: Third

Course : Investment Analysis & Portfolio Management

Course code- 11.621.6

L	T	P	C
3	0	0	3

Course Objectives:

- To introduce you to the world of Security Valuation and Portfolio Management.
- To enrich your understanding of the fundamental principles of security valuation, portfolio construction and performance evaluation of fund managers.
- To equip you with the knowledge and skills necessary to manage equity portfolios.
- To help you improve analytical and computational skills necessary to face the challenges in the world of Security Valuation and Portfolio Management.

Unit-I

Investment management: objective, investment opportunities, and philosophy of individual & institutional investors.

Organization and functioning of securities market: Capital market- Primary market and Secondary market, Exchange markets, over the counter market and Electronic market, Security market index, Security credit rating, Capital market reforms

Unit-II

Fundamental analysis: concept & significance of economic analysis, industry analysis: introduction, need for industry analysis, alternative classification of industry, industry life cycle analysis

Company analysis: key role of financial analysis, ratio analysis, Approaches to equity valuation, Measures of Relative values.

Technical analysis: different techniques of analysis, Dow Theory, Charting and Price patterns, Technical tools. Efficient market theory random walk: weak form, semi-strong, strong form of market.

Unit III

Portfolio Analysis and Management: portfolio theory, portfolio investment process, capital market theory and CAPM Pricing model, Arbitrage pricing theory, Bond portfolio management strategies.

Unit IV

Performance evaluation of portfolio, portfolio revision and portfolio management. Asset management companies: mutual funds. Performance evaluation of mutual funds.

Suggested Reading:

1. *Investment Management*, V.K Bhalla, S.chand publisher Edition 2013
2. *Security Analysis and Portfolio Management*, D.E. Fischer and R.J. Jordan - (Prentice-Hall, 1996, 6th edition)
3. *Security Analysis and Portfolio Management*, Pandian P - (Vikas, 1st Ed.)
4. *Investment and Indian Perspective* Bodie, Kane, Marcus & Mohanti - (TMH, 6th Ed.).
5. *Investments (Analysis)*. Author: Rebeiz, Karim S. *International Journal of Business Research*

Program : MBA WP

SEMESTER: Third

Course : Managing Bank and Financial institution

Course code- 11.621.7

L	T	P	C
3	0	0	3

Course Objectives:

- Explain the structure and regulation of the financial services industry.
- Demonstrate knowledge of a broad spectrum of financial products and competence in measuring risk exposures of financial institutions.
- Demonstrate critical thinking, analytical and problem solving skills in the context of methods of measuring and managing risks faced by financial intermediaries.
- Identify the off-balance-sheet activities of financial institutions.
- Function as a finance team member to address operational risk.

Unit I

Introduction – Scheduled and non-scheduled banks – Origin & Development - Evolution and growth of banking system in India – Present Structure - Recommendations of Narasimham Committee –Challenges before Indian commercial banks – Opportunities for Indian commercial banks – Strengths and weaknesses of Indian commercial banks – Banking sector reforms.

Unit II

Financial & Banking Institutions: Role, Meaning and Importance of Financial Institutions and Banks, Banking Concept and Norms - E-Banking, Universal Banking, Non-Performing Assets, Asset Classifications, Income Recognition Provisioning and Capital Adequacy Norms, Disinvestments, Interest Rate Analysis ,NBFC and Financial Services: Activities and Role of NBFC; Regulatory Framework of NBFC

Unit III

Financial Services: Primary market - Public Issue, Right Issue and Private Placement, Underwriters, Book Building Process, Indian Money Markets and Recent Reforms, Call Money Market, Treasury Bills Market, Commercial Bills Market, Markets for Commercial Paper & Certificate of Deposits, Secondary Market - Capital Markets in India (Recent development like E-Trading).

Unit IV

Mutual Funds & Regulators in IFS: Investment Trust Companies v/s Unit trust, Mutual Funds, A Detailed Critical Appraisal of UTI in the Indian Financial System, Reserve Bank of India, Securities and Exchange Board of India, Objectives and functions of RBI and SEBI.

Credit Rating, Leasing and Hire purchase, Factoring, Housing Finance, Venture Capital, Merchant Banking.

Suggested Reading:

1. *Financial Institutes & Markets*, Bhole, L.M. (2009). 5th Edition, Tata McGraw Hill.
2. *Indian Financial System- Markets, Institutions and Services*, PathakBharti V. (2007). 2ND edition, Pearson Education.
3. *Financial Services*, M Y Khan,(2009). 6th Edition, Tata McGraw Hill.
4. *Management and Financial Institutions*”, Hull. John C. (2009). 2nd Edition, PrenticeHall.
5. *Srivastava, Divya Nigam, Management of Indian Financial Institutions*, Himalaya Publishing House.

Program: MBA WP

Semester: Third

Course: COMPENSATION AND BENEFIT MANAGEMENT

Course Code: 11.622.5

L	T	P	C
3	0	0	3

Course Objectives:

- To understand the various dimensions of Compensation Management.
- To familiarize the role of various bodies involved in Compensation Management.
- To make the students well versed with the principles and practices of Compensating the Human Resource of an organization

Unit I: Introduction to Compensation Management

Nature of compensation management- Compensation process, purpose and factors affecting compensation, reward system, Job analysis, Compensation policies & design, process of compensation design

Unit II: Job Evaluation

Concept of Job Evaluation, Importance, Advantage & Drawbacks, Methods of Job Evaluation: the ranking method, classification method, factor comparison method, point rating methods, its description, advantages and limitations

Unit III: Theories of Wage Determination: Theories of wage determination, Components of compensation: Components and wage surveys, competency based Pay, Surveying market pay and compensation practices, Designing a base pay structure, executive compensation. pay structure policies

Unit IV: Measurement and Payment for Performance: Measuring and paying for performance, Incentives, Concept; different kinds of wage incentives plans and their application, retirement benefits Bonus: Profit Bonus, Method of Determining Bonus, Fringe Benefits: Underlying Principles, Different Kinds of Fringe Benefits, Dearness Allowance :

Suggested Reading:

1. *Compensation- Milkovich, George T and Newman J.M., Tata McGraw Hill*
2. *Compensation Management- Henderson, R.O, Pearson Education*
3. *Compensation Management – TN Chhabra, Savita Rastogi, Sun India's Publication*
4. *Compensation Management(Tapomoy Deb) ,2009*
5. *Elements of merchantile Law – N.D Kapoor (Sultan Chand & Sons),2009.*

Program: MBA WP

Semester: Third

Course: Manpower planning and Recruitment

Course Code: 11.622.6

	T	P	C
3	0	0	3

Course Objective:

- To appraise the students about the importance of manpower planning specially in today's dynamic environment with emphasis on effective recruitment and selection.

Unit I: Introduction to Human Resource Planning:

Human Resource Planning; Macro level scenario of manpower planning, setting up of objectives, organizing planning concept, process of manpower planning. Demand and Supply Forecasting; analyzing Jobs and Work; Types of Employment.

Unit II: Job Evaluation:

Analysis, Design and Evaluation of Job: Nature of Job Analysis, Process, Methods of Collecting Job Data, Potential Problems with Job Analysis-Job Design-Contemporary Issues-Job Evaluation-Process-Methods.

Unit III: Recruitment & selection:

The Recruitment Process; Advertising for Recruitment; Issues in Recruitment; Modern Tools for Recruitment, Screening Applications, Conducting Interviews, Types of Interviews, Group Discussions; Decision Making for Selection; Managerial Selection; Internal Selection; Designing Systems, Administering and Evaluating the system;

Measuring and Interpreting Individual Differences; Creating Psychometric Tests, Validation of Measurement; Using Psychometric Tests. Use of Technology in Recruitment and Selection, Recent Trends in Recruitment and Selection

Unit IV: Contemporary issues in HR Planning, Recruitment & Selection;Competency Mapping- Concept, Procedure & Steps, Employer Branding, HR Audit & HR Accounting;Induction and Socialization; Ethical Issues in HR Planning, Recruitment & selection.

Suggested Reading:

- Dessler Gary & V. Biju, Human Resource Management, Pearson Education,*
- Roberts. Gareth, "Recruitment & Selection- A competency approach", Chartered Institute of Personnel & Development, London*
- Billsberry Jon, Experiencing Recruitment & selection, Wiley Publications*
- Cooper Dominic, Robertson T Ivan & Tinline Gordon,*
- Recruitment & Selection –A A framework for success, Thomson Publications, London*

Program: MBA WP

Semester: Third

Course: Team dynamic at work

Course Code: 11.622.7

L	T	P	C
3	0	0	3

Course Objectives:

- Improve the analytic abilities in understanding the behavior of individuals and groups in organizations,
- Increase the awareness of how successful business executives lead and what separates them from their unsuccessful counterparts,
- Gain experience in leadership situations, including learning to deal with conflict, time pressure, and different accountability systems.

Unit I

Leadership – Meaning, Concepts and Myths about Leadership, Components of Leadership- Leader, followers and situation: Assessing Leadership & Measuring Its effects.

Unit II

Focus on the Leader – Power and Influence; Leadership and Values. Leadership Traits: Leadership Behaviour. Contingency Theories of Leadership

Unit III

Leadership Skills – Basic Leadership Skills, Building Technical Competency, Advanced Leadership Skills, Leadership and Change

Unit IV

Groups, teams and their Leadership, Nature, Group Size, Stages of Group Development, Group Roles, Group Norms, Group Cohesion. Teams – Effective Team, Characteristics and Team Building, Ginnets Team Effectiveness Leadership Model, Team Building for Work Teams, Building High Performance Teams.

Suggested Reading:

1. *Leadership & Team Building*, Uday Kumar Halder (Oxford University Press,2015).
2. *Leadership in Organisations-* Yukl G, (Pearson, 6th Ed.)
3. *Effective Team Work-* West Michael, (Excel Books, 1st Ed.)
4. *Leadership-* Sadler Philip, (Crest Publishing House)

Program: MBA WP

Semester: Third

Course: Product and Brand Management

Course Code: 11.623.5

L	T	P	C
3	0	0	3

Course Objectives:

- Develop a consumer-centric approach to building, measuring and evaluating strategies that build brand equity for new and existing brands.
- Identify important issues related to planning and implementing brand strategies for a diverse group of marketing offerings (e.g., products, services, industrial goods, non-profits, etc.).
- Learn how to identify brand meaning and to measure brand strength for any particular market offering.
- Apply branding principles and marketing communication concepts and frameworks to achieve brand management goals and improve marketing performance.

UNIT I:

Product offering Decisions: Marketing Mix and product strategy- integrated approach levels of product, product characteristics and classification, product and service differentiation, product life cycle marketing strategies.

UNIT II

Setting product strategy: Product Mix decision, product line strategies, product mix pricing, packaging and labelling decisions, product manager role in organization, new product development, consumer adoption process

UNIT III

Concept of a brand, types of brands, strategic brand management process, brand building blocks Brand positioning, choosing point of difference and point of parity, positioning strategies, repositioning strategies Brand personality, elements of brand personality, brand awareness, brand loyalty, brand identity- concept and sources, designing brand identity- kapers brand identity prism, brand image

UNIT IV

Brand equity, models, measure brand equity cost based method, price based method, customer based method, branding strategy, brand extension, global branding programs, global brand strategy, advantage and disadvantage of global marketing program.

Suggested Reading:

1. U. C. Mathur, *Product and Brand Management*, Excel Books.
2. Tapan . K. panda, *Product and brand Management*, oxford university press

Program: MBAWP

Semester: Third

Course: 11.623.3

Course Code: SALES AND DISTRIBUTION MANAGEMENT

L	T	P	C
3	0	0	3

Course Objectives:

- To understand evolution, nature and importance of sales management
- To know role and skills of modern sales managers
- To understand types of sales managers
- To learn objectives, strategies and tactics of sales management
- To know emerging trends in sales management
- To understand linkage between sales and distribution management

Unit I

Introduction to Sales Management: Scope and Importance; The Evolving Face of Personal Selling; Personal Selling Process and Approaches; Prospecting for customers; Modes of sales presentation, Designing and delivering of sales presentation, Sales Organization Structure; Sales Strategies, Sales Forecasting; Budgeting ,Sales Territory Design.

Unit II

Sales Force Management: Sales Force Job Description; Recruitment and Selection; Training Sales Personnel; Sales Force Motivation; Compensation; Leading and controlling the sales force .Sales Quotas: Concept, Importance, Types and Evaluating Sales Performance. Information Technology in Sales Management. International sales management.

Unit III

Distribution Planning and Control: Complex Distribution Arrangement: (Structural Separation and Postponement) Distribution Management: Introduction, Definition of Distribution Management, Marketing Channel, Functions of Intermediaries; Types and Role of Channel Intermediaries in India for Consumer and Industrial Products: Wholesale and Retail Structure.

Unit IV

Channel Strategy and Design: Designing Channel Systems: Introduction, Channel Design and Planning process, Selection, Training, Motivation and Evaluation of Intermediaries. Channel management : Use of Channel Power, Managing Conflict. Channel information system; Market logistics and supply chain management; International sales management .Distribution System and Logistics: Physical Distribution System –Objectives and Decision Areas; Customer Service Goals; Logistics Planning; An overview of Transportation, Warehousing and Inventory Decisions, Integration of Sales and Distribution Strategy.

Suggested Reading:

1. *Sales Management. Still, R. R. & Cundiff, E. W., Govoni, N. A. P. (2007). 5th Edition Pearson Education, New Delhi*
2. *Marketing Channels: A Management View, Rosenbloom, Bert (2004) 7th Edition, Cengage Learning, New Delhi.*
3. *Selling and Sales Management, Jobber , David and Lancaster, Geoffery (2006), 7th Edition, Pearson Education, New Delhi*
4. *Sales Management Tanner Jr., J.F., Honeycutt Jr., E.D. and Erffmeyer, R.C. (2009) Pearson Education, New Delhi*
5. *Sales and Distribution Management, Panda, T.K. and Sahadev, S (2005) Oxford University Press, New Delhi.*
6. *Sales and Distribution Management, Havaladar, K K. and Cavale, VM. ((2007), Sales and Distribution Management:Text and Cases, Tata McGraw Hill, New Delhi*

Program: MBA WP

Semester: Third

Course: CONSUMER BEHAVIOUR

Course Code: 11.623.2

L	T	P	C
3	0	0	3

Course Objectives:

- To define the conception of consumer behavior and reveal its
- Importance in the context of marketing.
- To identify factors that influence consumer behavior.
- To examine the consumer decision making process.
- To describe the target market and determine the positioning
- strategy according to consumer characteristics and behavior

Unit 1: The Study of Consumer Behavior

Introduction, importance & Scope. Marketing and Consumer Orientation, Diversity in Market Place, Factors Influencing Buyer Behavior, Consumer decision Making Process, Buying Role, Consumer Involvement & Decision Making .Organizational Buying Vs. Consumer Buying. Market & Its Types, Market Segmentation, Consumer Research Process, Conducting Research Study.

Unit 2: Consumer as an Individual

Consumer needs, Hulls Drives reduction Theory, Maslow's Hierarchy of Needs, Mc Cleland's Three Needs Theory, Consumer Motivation Concept, Means- End Chain Model.

Consumer Perception: Concept and Elements of Perception, Dynamics of perception, Absolute & Differential Threshold, Perceptual organisation & Distortion, Perceived Risk. Consumer learning: Introduction, Elements of learning, Importance of Repetition, Behavioral and Cognitive Learning Theories. Attitudes: Introduction, Models of Attitude, Attitude Formation and Change. Personality: Introduction, Theories of personality, Personality and Understanding Consumer Diversity, Components of Communication, Designing Persuasive Communications.

Unit 3: Consumer Behaviour in Social Settings

Group Dynamics and Consumer Reference Groups: Group (definition & Concept), Reference Groups, Types of Reference group, Application of reference groups. The family: Concept, Functions of the family, Family Decision Making; Family Life Cycle. Social Class and Consumer Behaviour, lifestyle profiles of the social classes.

Characteristics of Culture, Measurement of Culture, Subcultures and Consumer Behavior, Definition of Sub-Culture, Types of Sub- Cultures (religious, national, geographic, racial, age) , Sub- Culture Interactions, Cross-Cultural Consumer Analysis

Unit 4: Opinion Leadership Process

Introduction to Opinion Leadership, Opinion leader & Opinion seeker, Measurement of Opinion Leadership, Profile of Opinion leader, the interpersonal flow of communication, opinion leadership and the firm's promotional strategy . Diffusion Of Innovations: Concept of Innovation, Introduction to Diffusion , Diffusion Process, Introduction to adoption, Adoption Process, and the profile of the consumer innovator. Consumer Models- Economic model, Learning Model, Psychoanalytic model, Sociological model.

Suggested Reading:

1. *Cases in Marketing Management*, Brennan. R, Pitman; 1995
2. *Marketing Management: The Millennium Edition*, Kotler.P, Prentice – Hall
3. *Consumer Behavior*, Schiffman G.L and Kanuk L.L, Prentice- Hall
4. *Consumer Behavior*, Atul Kr Sharma, Global Vision Publishing House
5. *Consumer Behavior*, Raju M.S , Vikas Publishing House Pvt. Ltd, 200

Program : MBA WP

SEMESTER: Third

Course : Data Mining for business decisions

Course code- 11.624.5

L	T	P	C
3	0	0	3

Course Objectives:

- It advances in data gathering, distribution and analysis have also created a need for an application of intelligent data analysis techniques to solve business modeling problems.
- Intelligent data analysis provides powerful and effective tools for problem solving in a variety of business modeling tasks

Unit I

Introduction to Data Mining: Motivation for data mining, Data mining definitions and functionalities, classification of data mining Systems, data mining task primitives. Integration of data mining systems with a database or a data ware house, Major issues in data mining, Data preprocessing: why?, Descriptive data summarization, data cleaning: missing values, noisy data.

Unit II

Data integration and transformation, Data reduction: Data cube aggregation, dimensionality, reduction, numerosity reduction. Mining frequent patterns, Associations and correlations: Market basket Analysis, frequent items and association rules, frequent pattern mining, efficient and scalable frequent item set mining methods

Unit III

The Apriori Algorithm for finding frequent Itemsets using candidate Generation, Generating Association Rules for frequent itemsets, frequent itemsets without Candidate generation using FP tree

Unit IV

Data Mining for Business Intelligence Application: Data Mining for applications like data mining for financial data analysis, retail industry, telecommunication industry, biological data analysis etc.

Suggested Readings:

1. Jiwaei Han, M. K. (2008). *Data Mining Concepts & Techniques*. Elsevier.
2. Dunham, M. H. (2008). *Introduction to Data Mining*. New Delhi: PHI.

Program : MBA WP

SEMESTER: Third

Course : Strategic Management of IT

Course code- - 11.624.6

L	T	P	C
3	0	0	3

Objectives:

- At the end of the course, it is expected that students are able to understand the usage of Information Systems in management.
- The students also would understand the activities that are undertaken in acquiring an Information System in an organization

Unit I

Information Systems for Strategic Management: Strategic Role of Information Systems. Integrating Information Systems with Business Strategy, Value Chain Analysis, and Strategic Information Systems Framework

Unit II

Planning for Information Systems: Identification of Applications, Business Application Planning, Systems and Critical Success Factors, Method of Identifying Applications,

Unit III

System Development Process, Approaches to System Development, System Implementation, System maintenance, Introduction to MIS Risks, System Evaluation, IT Procurement Options – Make or Buy decisions, Outsourcing as an Option for IS Procurement.

Unit IV

Emerging Concepts and Issues in Information Systems: Enterprise Resource Planning, Supply Chain Management, Customer Relationship Management, Key issues in implementation;

Note : **Relevant Case Studies should be discussed in class.**

Suggested Reading:

1. Kenneth, Laudon and Jane Laudon (2006). *MIS: Managing the Digital Firm*. Pearson Education.
2. James, A. O'Brien (2006). *Introduction to Information Systems*. Tata McGraw Hill.
3. Goyal, D.P. (2007). *Management Information Systems*, Macmillan India Ltd.
4. Turban, E., McLean, E. and Wetherbe, J. (2001). *Information Technology for Management: Making Connections for Strategic Advantage*. John Wiley and Sons.
5. Jawadekar, W. S. (2004). *Management Information Systems*. Tata McGraw Hill.

Program: MBA WP

SEMESTER: Third

Course: Managing Digital innovation and Transfer

Course code- 11.624.7

L	T	P	C
3	0	0	3

Course Objectives:

- To understand legal provisions of Information Technology Act.
- To know Case Law and practical ramifications of the Act

Unit I

Digital Signature: Technology behind Digital Signature - Creating a Digital Signature - Verifying a Digital Signature - Digital Signature and PKI – Digital Signature and the Law. E-Governance and IT Act 2000: Legal recognition of electronic records- Legal recognition of digital signature - Use of electronic records and digital signatures in Government and its agencies.

Unit II

Certifying Authorities: Need for Certifying Authority and Powers - Appointment, function of Controller - Who can be a Certifying Authority? - Digital Signature Certifications - Generation, Suspension and Revocation of Digital Signature Certificate. Cyber Regulations Appellate Tribunal: Establishment & Composition of Appellate Tribunal - Powers of Adjudicating officer to Award Compensation - Powers of adjudicating officer to Impose Penalty.

Unit III

Domain Name Disputes and Trademark Law : Concept of Domain Names - New Concepts in Trademark Jurisprudence - Cybersquatting, Reverse Hijacking, Meta tags, Framing, Spamming - Jurisdiction in Trademark Dispute.

Unit IV

Cyber Crimes: Tampering with Computer Source Documents - Hacking with Computer System - Publishing of Information which is obscene, in Electronic Form - Offences related to Breach of Confidentiality& Privacy – Offences related to Digital Signature Certificate.

Suggested Reading:

1. *Information Technology Law and Practice by Vakul Sharma – Universal Law Publishing Co. Pvt. Ltd.*
2. *The Indian Cyber Law by Suresh T Vishwanathan –Bharat Law house New Delhi. Guide to Cyber Laws by Rodney D. Ryder –Wadhwa and Company Nagpur.*
3. *The Information Technology Act,2000 – Bare Act –Professional Book Publishers – New Delhi*