

**Program:** MBA  
**Semester:** Third  
**Course:** Corporate Strategy  
**Course Code:** 11.604

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**Course Objective:**

- Identify the forces impacting on corporate and business strategies
- Be critically aware of factors involved in strategy making
- Assess the resources and constraints for strategy making in a business context
- Explain the importance of social, economic and political forces; and technological
- Investigate the impact of internationalization on strategy making

**Unit 1: Strategic Planning**

Strategic Context and Terminology; Definition of Strategy; Difference between policy, Strategy and Tactic; Difference between Long Range Planning and Strategic Planning; Characteristics of Strategic Decisions. Introduction of strategic management.

**Unit 2: Strategy Formulation**

Company Mission & Vision – Mission Statements, Company goals, philosophy, features of strategic goals. Social Responsibility and ethical decision making; analyzing the business environment: External environment; Porter's Industry Analysis; Five forces Model. Internal Analysis of the firm, , value chain analysis .Strategic Analysis: BCG-Growth Share Matrix- SWOT Analysis, Profit Impact of Market Strategies (PIMS), Product Market Matrix of Ansoff). Formulating Long-Term Strategies: Concentration, Market Development, Product Development, Horizontal Integration, Vertical Integration, Diversification, Liquidation, Sell-off.

Generic Competitive Advantages – Cost Leadership, Differentiation & Focus; Competitive strategies in different types of industries- Fragmented, Emerging, Maturing & Declining industries.

**Unit 3: Strategy Implementation&: Corporate Restructuring**

Strategy and structure; managing strategic change; establishing strategic controls; Management tools in strategy: Benchmarking; Benchmarking practices worldwide; Reengineering-: Systematic approach, Clean sheet approach, Reverse Engineering, Balanced Score card.

Forms of corporate restructuring; Rational for existence of firms; Organizational forms; Turnaround management; Joint Ventures & Strategic Alliances: Generic motives for a strategic alliances, types of strategic alliances; managing the alliances; Mergers & Acquisitions: Rational for mergers & acquisitions; Mergers types; Divestitures & Spin-offs: Liquidations and spin-offs.

**Unit 4: Strategic Evaluation and Control**

Strategic Evaluation and Control: Concept, Role, and Barriers; Control Process; Techniques of Strategic Evaluation and Control.

**Suggested Readings:**

1. *Business Policy and Strategic Management- Lawrence R.Jauch., Glueck William F. (Frank Brothers)*
2. *Strategic Management- Pearce II John A. and Robinson J.R. and Richard B., (AITBS)*
3. *Concepts in Strategic Management and Business Policy- Wheelen Thomas L., Hunger J. David and RangarajanKrish, (Pearson Education, 1stEd.)*
4. *Cases in Strategic Management- Budhiraja S.B. and Athreya M.B, (Tata McGraw Hill, 1st Ed.)*
5. *Business Policy and Strategic Management- KazmiAzar, (Tata McGraw Hill, 2nd Ed.)*
6. *Strategic Management: Concepts and Cases- Thomson.A, (Tata McGraw Hill)*

**Program:** MBA  
**Semester:** Third

**Course:** SEMINAR IN EXECUTIVE COMMUNICATION  
**Course Code:** 40M.401

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**Course Objective:**

- 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:**

- Monippally, Matthukutty. M. 2001. *Business Communication Strategies*. 11<sup>th</sup> Reprint. Tata McGraw-Hill. New Delhi
- 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
- Lewis, Norman. 1991. *Word Power Made Easy*. Pocket Books
- Sen, Leena. *Communication Skills; Eastern Economy Edition*
- Ghanekar, Dr. Anjali. *Essentials of Business Communication Skills; Everest Publishing House*
- David Green. *Contemporary English Grammar, Structure & Composition; MacMillan*
- Dictionary; Oxford
- Dictionary; Longman

**Program:** MBA  
**Semester:** Third

**Course:** COMPENSATION AND BENEFIT MANAGEMENT  
**Course Code:** 11.622.5

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**Course Objective:**

- 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**

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

**Unit II**

Methods of Job Evaluation

1. the ranking method : description, advantage and limitations
2. the classification method : description, advantages and limitations
3. factor comparison method : description, advantages and limitations
4. point rating methods : description, advantages and limitations

**Unit III**

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**

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.*

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**Program: MBA**

**Semester: Third**

**Course: Manpower planning and Recruitment**

**Course Code: 11.622.6**

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**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**

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**

The Recruitment Process; Advertising for Recruitment; Issues in Recruitment; Screening Applications; Measuring and Interpreting Individual Differences; Creating Psychometric Tests, Validation of Measurement; Using Psychometric Tests.

**Unit III**

Conducting Interviews, Types of Interviews, Group Discussions; Decision Making for Selection; Managerial Selection; New Tools for Recruitment.

**Unit IV**

Recruitment and Selection: Linking with other HRM Systems; Selecting Expatriates; Use of Technology in Recruitment and Selection; Communicating the Decision; Induction and Socialization; Internal Selection; Designing Systems, Administering and Evaluating the system; Ethical Issues; Present Trends in Recruitment and Selection.

**Suggested Reading:**

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

**Program:** MBA  
**Semester:** Third  
**Course:** Team dynamic at work  
**Course Code:** 11.622.7

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**Course Objective:**

- 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, Ginnetts 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  
**Semester:** Third  
**Course:** Product and Brand Management

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**Course Code:** 11.623.5

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**Course Objective:**

1. Develop a consumer-centric approach to building, measuring and evaluating strategies that build brand equity for new and existing brands.
2. 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.).
3. Learn how to identify brand meaning and to measure brand strength for any particular market offering.
4. 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**

**Brand Management**

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- kapfers 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:** MBA  
**Semester:** Third  
**Course:** CONSUMER BEHAVIOUR

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**Course Code:** 11.623.2

**Course Objective:**

- 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, Buyer Behavior, Organizational Buying Vs. Consumer Buying. Market & Its Types, Market Segmentation, Consumer Research Process, Eight Step 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, Perceived Risk, Consumer learning: Elements of learning, 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: Reference Groups, Application of reference groups , The family: Concept, Functions of the family, Family Decision Making, The 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, Measurement of Opinion Leadership, Profile of Opinion leader, the interpersonal flow of communication, opinion leadership and the firm's promotional strategy Diffusion Of Innovations: Diffusion Process, Adoption Process, and the profile of the consumer innovator

**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, 2004

**Program:** MBA  
**Semester:** Third  
**Course:** 11.623.3

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**Course Code: SALES AND DISTRIBUTION MANAGEMENT**

**Course Objective:**

- 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; Sales Territory Design.

**Unit II**

Sales Force Management: Sales Force Job Description; Recruitment and Selection; Training Sales Personnel; Sales Force Motivation; Compensation; Sales Quotas: Evaluating Sales Performance; Information Technology in Sales Management;

**Unit III**

Distribution Planning and Control: Complex Distribution Arrangement: (Structural Separation and Postponement) 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; Selection, Motivation and Evaluation of Intermediaries; Channel management; 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  
**SEMESTER:** Third  
**Course :** TAXATION  
**Course code-** 11.621.5

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### Course Objective:

- 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, Assessee – 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.

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  
**SEMESTER:** Third  
**Course :** Managing Bank and Financial institution  
**Course code-** 11.621.7

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### Course Objective:

- 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  
**SEMESTER:** Third  
**Course :** Investment Analysis & Portfolio Management  
**Course code-** 11.621.6

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**Course Objective:**

- 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

**SEMESTER:** Third

**Course :** Data Mining for business decisions

**Course code-** 11.624.5

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Course Objective:

- 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 itemset 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  
**SEMESTER:** Third  
**Course :** Strategic Management of IT  
**Course code-** - 11.624.6

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### **Objective:**

- 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

**SEMESTER:** Third

**Course :** Managing digital innovation and Transfer

**Course code-** 11.624.7

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Course Objective:

- 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:**

- *Information Technology Law and Practice* by Vakul Sharma – Universal Law Publishing Co. Pvt. Ltd.
- *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.
- *The Information Technology Act,2000 – Bare Act* –Professional Book Publishers – New Delhi