



SINCE 1881

THE AMERICAN COLLEGE

(An Autonomous Institution affiliated to Madurai Kamaraj University, India)

Re-accredited (2nd cycle) by NAAC with Grade A CGPA – 3.46 on a 4-point scale

Madurai – 625 002

DEPARTMENT OF MANAGEMENT STUDIES

Board of Studies

held on 27th May, 2019

OBE Syllabus

M.Phil (Management)

Semester Pattern

Programme Outcomes (POs) for Research Programmes

1. *Primary Focus* : To entrain oneself as a scholar with continuing reading habit and analytical skills to objectively look at things and propose innovative and original research according to the emerging demand.
2. *Research Recognition*: To locate information relevant to the field of enquiry and critically evaluate data and primary & secondary sources and position research undertaken as a scholarly pursuit
3. *Theoretical Sophistication*: To critically evaluate methods and theory and practice blending the two elements for framing and testing hypothesis that the conceptual clarity is always kept alive.
4. *Higher Order Thinking Skills*: To think outside the box to create the thought process that offers for paradigm shift in the approaches to augment knowledge acquisition for common good.
5. *Research Reading Skills*: To read as quickly, easily, and effectively as possible a lot of scientific papers, analyse, structure, record, and remember their contents and suitable recall information that can be intelligently connected to foster a new understanding.
6. *ICT Skills*: To be able to use sophisticated IT tools to gain a complete grasp of the situation and analyze questions to make path breaking contributions and stay connected in peer interactions via technological connectivity
7. *Multidisciplinary Approach*: To connect research across disciplines that holistic appraisal and evaluation of the research problem is put in place.
8. *Presentation Skills*: To present fluently and flawlessly research findings both in standard written and spoken English and in scientific terms and references that will benefit stature as a scholar cum scientist.
9. *Research as Ongoing Process*: To integrate new research ideas both within and away from previously documented framework as deemed fit to sustain the unceasing spirit of enquiry.

10. *Research as Product*: To design, apply, contribute and disseminate research as devise with scope for constant updation and revisit in the continuum of knowledge generation for societal well being and technology development.

THE AMERICAN COLLEGE- MADURAI (AUTONOMOUS)
DEPARTMENT OF MANAGEMENT STUDIES

M.Phil. (Management) One- year full time programme
(OBE syllabus for candidates admitted from the academic year 2019-20 onwards)
Course Structure

SEMESTER	COURSE NO.	TITLE OF THE PAPER	HOURS WEEK	MARKS
Semester I	MMB6501	Functional Management Decision	5	100
	MMB6503	Research Methods in Management	5	100
		Advanced Elective Paper (The Scholar should choose any ONE PAPER from the following streams of the elective)		
	MMB6505	Marketing Management	5	100
	MMB6507	Human Resource Management	5	100
	MMB6509	Financial Management	5	100
	MMB6511	Banking and Insurance Management	5	100
	MMB6513	Trade and Logistics Management	5	100
	MMB6515	Operations Management	5	100
	MMB6517	Entrepreneurship Development	5	100
	MMB6519	Information Technology	5	100

SEMESTER	COURSE NO.	TITLE OF THE PAPER	HOURS WEEK	MARKS
Semester II	MMB6600	M. Phil Dissertation and Viva-Voce	-	200

PROGRAMME SPECIFIC OUTCOMES

- PSO 1:** Prepare and publish research articles in the area of Research interest.
- PSO 2:** Analyse the research opportunities and unresolved issues in the field of business administration.
- PSO3:** Acquire in-depth knowledge of the core functions of management.
- PSO4:** Apply innovative methodologies to assess and resolve the issues in management.
- PSO5:** Develop professional skills and contribute to the development of scientific knowledge of the management.
- PSO6:** Apply the principles related to human resources management.
- PSO7:** Critically evaluate the fundamental concepts of accounting and finance.
- PSO8:** Design and conduct survey, experiments and apply the findings in managerial decision making.
- PSO9:** Analyse the contemporary issues in all the functional areas of business.
- PSO10:** Demonstrate the teaching and leadership skills.

**Mapping of Courses with
Programme Specific Outcomes (PSOs)**

COURSES	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
MMB6501		X	X	X		X	X		X	
MMB6503	X	X	X	X	X			X		
MMB6505		X	X	X		X			X	X
MMB6507	X		X	X	X	X		X	X	X
MMB6509	X		X	X			X	X	X	X
MMB6511		X	X	X	X		X		X	X
MMB6513	X	X	X	X	X			X	X	X
MMB6515		X	X	X	X				X	X
MMB6517	X	X	X	X				X	X	X
MMB6519	X	X	X		X				X	X
MMB6600	X	X	X		X			X	X	

Mapping of Programme Specific Outcomes (PSOs) with Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
PSO 1				X						
PSO 2	X					X			X	
PSO 3										
PSO 4		X	X		X				X	
PSO 5								X		
PSO 6										X
PSO 7			X							
PSO 8						X				
PSO 9				X				X		
PSO10				X			X			

I SEMESTER

MMB6501 FUNCTIONAL MANAGEMENT DECISION

5Hrs& 5 credits

Objectives:

To enable the research scholars gain exposure in core areas of functional management. To facilitate the research scholars in carrying out research pertaining to Human resources management-marketing- finance and in operational management.

Outcome: At the end of the course, scholars would be able to

- i. Compile the Overview of the concept of Management
- ii. Summarize the human resource planning
- iii. Outline the concepts of marketing management.
- iv. Analyse the operations management skills.
- v. Recognize the importance of financial management.

SYLLABUS

UNIT I - GENERAL MANAGEMENT

Planning -Organising-Staffing and Controlling - Mergers and Acquisitions -Professional ethics - Business environment-Benchmarking- Management by Objectives & Exception- Management By Walking Around -Corporate social Responsibility - Business Adoption -Work-life balance- Personality -Perception -Attitude and Values -Motivation - Job satisfaction -Leadership -Group dynamics-Organisational Climate and Culture-Organisational development.

UNIT – II HUMAN RESOURCES MANAGEMENT

Selection and recruitment -Training and Development -Industrial relations –Industrial Disputes- Labor welfare -Man power planning - Job evaluation and merit rating -Performance appraisal-

Employee compensation and rewards-Knowledge management-Employee engagement - Retention strategies and outplacement.

UNIT –III MARKETING MANAGEMENT

Concepts of Marketing and market- Marketing Mix- Product- Price- Promotion- Place- Product: Product concept- Product classification- New Product Development- Product life cycle- Product mix decision- Branding- Packaging- Labelling decisions-- Pricing policies- Pricing methods. Recent innovations in online marketing.

UNIT IV – OPERATIONS MANAGEMENT

Plant Location-Plant layout -Product design & process selection -Production planning and control - Inventory Management -Materials management –Maintenance management and Emerging trend in Supply chain management.

UNIT V-FINANCIAL MANAGEMENT

Introduction to finance- Fundamental principles objectives of financial- Functions of Financial Management. Time value of Money- Investment decisions- Capital Budgeting- Investment evaluation techniques- Estimation of cash flow for new project- replacement projects- Risks in capital budgeting- Factors affecting cost of capital-- Dividend policy- Working Capital.

TEXT BOOKS

- 1.Peter F. Drucker- Principles and Practice of Management Practice Hall Ltd.-New Delhi.
2. L. M. Prasad(2008)- Management Principles and Practice- Himalayas Publishing House- New Delhi.

REFERENCES

- 1.PhilipKortler: Marketing management (Millenium edition)- prentice hall of India Pvt (ltd)- New Delhi 2001.
- 2.IMPandy- “ Financial Management”-Vikas Publishing House Pvt. Ltd- 8thedition- 1999.
- 3.James C Varnhorn-“ Financial Management and Policy-” Pearson Education Asia(Low Priced Edition) 12th edition- 2002
- 4.Prasanna Chandra-“ Financial Management - Theory and practice-” Tata McGraw Hill Publishing Company Ltd.
- 5.Decenzo and Robbins- Human Resource Management-Wilsey- 6th edition- 2001
- 6.S. N. Charry- Production and Operation Management.
7. Kazami Azhar- Strategic Management and Business Policy.

Mapping Course Outcomes (COs) with Programme Specific Outcomes (PSOs)

Course Outcomes	Program Specific outcome									
	PSOs									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1			X							
CO2		X				X				
CO3									X	
CO4				X						
CO5							X			

Revised Blooms Taxonomy

Course Outcome (Cos)	Skill Levels					
	K 1	K 2	K 3	K4	K 5	K 6
CO1		2				
CO2			3			
CO3				4		
CO4					5	
CO5						6

Mean: 4.0

MMB6503 RESEARCH METHODS IN MANAGEMENT

5Hrs& 5 credits

Objective:

To enable the research scholars understand the advanced concepts of research methods. To expose the research scholars have a thorough knowledge on Research.

Outcome: At the end of the course, scholars would be able to

- i. Demonstrate and apply the Research Process
- ii. Formulate the Research design and sample design
- iii. Compare different data collection methods and devise the steps in data preparation
- iv. Demonstrate proficiency in hypothesis testing using different statistical methods
- v. Design and organize a research report using appropriate manuscript writing procedures

UNIT I: RESEARCH IN MANAGEMENT

Research: Meaning – Purpose – Types of research- Significance of research – Research in Management – Steps in research – Identification- selection and formulation of research problem – Research Design – Hypothesis; concepts- sources and types – Formulation of hypothesis – Review of literature: Nature and Purpose.

UNIT II: SAMPLING METHODS AND DATA COLLECTION

Meaning of sample – Sampling theory – Sampling techniques – Probability sampling – Non probability sampling – Advantages and disadvantages of sampling – Sampling and Non-Sampling errors – Estimation of sample size -Sources of Research data: Primary and secondary sources. Primary data collection methods: Questionnaire and testing of questionnaire. Attitude measurement: Scales of measurement (Nominal- Ordinal- Interval- Ratio). Rating scales: Attitudes scales (Likert scale- semantic differential scale). Observation- Interview- Schedule.

UNIT III: STATISTICAL ANALYSIS I

Univariate analysis with the help of descriptive statistics. Investigation of association (Bivariate data). Pearson's correlation coefficient (Interval and ratio scales). Spearman's rank correlation coefficient (ordinal data). Contingency coefficient (Nominal data). Simple regression analysis – Testing of hypothesis: Framing null and alternate hypothesis. Critical region- test statistic- standard error and its role Parametric Test: Tests based on normal- t- f- Chi-square distributions.

UNIT IV: STATISTICAL ANALYSIS II

Non-parametric test; Kolomogrov – Smirnov one and two sample test- run test-MannWhitney U test- Will Coxson signed rank test – Kruskal – Wallish test – Fried mann test and Kendall's W test. Overview of some advanced statistical tools: Principle component analysis– Measures of association of minimal data: Lamda- Phi coefficient.

Unit V: REPORT WRITING

Chapter Format – Pagination – Indentation – Using Quotations – Presenting Footnotes – Abbreviations- Presentation of tables and figures – Referencing – Documentation – Use and format of Appendices – Indexing – Technique- style and linguistic aspects of Report Writing.

TEXT BOOKS

1. Kurtz- R. Norman- 1983. Introduction to Social Statistics- New Delhi- McGraw-Hill International.
2. Donald R.Cooper and Pamela S.Schindler- 2000- 6th Ed.-Business Research Methods-Tata McGraw Hill Publishing Company Limited.

REFERENCES

1. Sullivan-Monette and Dejong- 2001.Applied Social Research (Tools For The Human Services)- Harcourt Brace College Publishers.
2. Baker- T.L.- 1999. Doing Social Research- III edition- New York- McGraw Hill.

3. Gilbert- A. and Churchil Jr.- 1983. Marketing Research: Methodological Foundations-India-Prentice Hall

4. Tull- D.S. and Hawkins- D.I.- 2000. Marketing Research: Measurement and Methods-Prentice hall India.

Mapping Course Outcomes (COs) with Programme Specific Outcomes (PSOs)

Course Outcomes	Program Specific outcome									
	PSOs									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1		X		X						
CO2								X		
CO3	X				X			X		
CO4			X							
CO5	X									

Revised Blooms Taxonomy

Course Outcome (Cos)	Skill Levels					
	K 1	K 2	K 3	K4	K 5	K 6
CO1		2				
CO2			3			
CO3						6
CO4					5	
CO5						6

Mean: 4.4

MMB6505 MARKETING MANAGEMENT

5Hrs& 5 credits

Objectives:

This course enable to understand the factors affecting consumer behavior and make the scholars carry out research on marketing management.

Outcome: At the end of the course, scholars would be able to

- i. Identify and explain the importance of advertising process.
- ii. Outline the service marketing approaches.
- iii. Analyze the consumer behavior.
- iv. Analyse the markets and marketing research.
- v. Evaluate the trends in marketing.

UNIT I :ADVERTISING

Purpose and Functions of Advertising Process - Advertising in the marketing mix-Setting Advertising Objectives - The Budget Decision - Visualization of Ad Layout - Elements of Ad Copy and Creation-Media-The Internet as an Advertising Medium-Measuring Advertising Effectiveness-Sales Promotion as a Promotion Tool - Types of Sales Promotion Techniques - Evaluation of Sales Promotion Schemes.

UNIT II :SERVICE MARKETING

Nature and Scope of Services – Unique characteristics of services - Challenges and issues-opportunities-Classification of services – Expanded marketing mix –Service Life Cycle – New service development –GAP model of service quality – Measuring service quality – SERVQUAL – Service Quality function development. Designing service delivery System–Service Marketing Strategies for health – Tourism – Financial – Logistics -Educational – Entertainment & public utility Services.

UNIT III :CONSUMER BEHAVIOUR

Introduction to the study of Consumer Behaviour- Social and Societal Marketing Concepts- Role of Research in understanding consumer behaviour: The consumer research process Model of Consumer Behaviour-Internal and external Influences- Basics of Motivation- Motivation Theories-Personality: Basics of Personality- Theories of Personality and Marketing Strategy- Applications of Personality concepts in Marketing- Personality and understanding consumer diversity Brand Personality and Perception-Consumer Learning.

UNIT IV :ANALYSING MARKETS AND MARKETING RESEARCH

Analysis of marketing opportunities -Marketing Intelligence -Analysis of micro and macro environment-Understanding individual and industrial buyer behavior-Buying decision process Strategies for market segmentation-targeting and positioning- brand management- application of marketing research-product launching- advertising- brand preferences- customer satisfaction-retail stores image- customer perception- distribution- competitor analysis.

UNIT V:OTHER AREA IN MARKETING

International marketing – Rural Marketing - Online marketing – Web based marketing programmes - Marketing to non-profit organizations - Marketing to organizations -Marketing of services – Event marketing – Emotional marketing – Holistic marketing -Emerging new trends and challenges to marketers - Building customer satisfaction -Database marketing - Customer Relationship Management.

TEXT BOOKS

- 1.PhilipKortler: Marketing management (Millennium edition)- prentice hall of India Pvt (ltd)- New Delhi 2001.
- 2.Zikmandd' Amico, Marketing South western, Thomson Learning, 2000.
- 3.SherlekarS.A.,Marketing Management, Himalaya publishing ,New Delhi

REFERENCES

1. Wells- Burnett &Moriarty: ADVERTISING PRINCIPLES AND PRACTICES- Prentice-Hall
2. Suja Nair - Consumer Behaviour in Indian Himalaya Publishers- 2004.

Mapping Course Outcomes (COs) with Programme Specific Outcomes (PSOs)

Course Outcomes	Program Specific outcome									
	PSOs									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1			X							
CO2									X	
CO3				X						
CO4		X				X				X
CO5						X				X

Revised Blooms Taxonomy

Course Outcome (Cos)	Skill Levels					
	K 1	K 2	K 3	K4	K 5	K 6
CO1		2				
CO2			3			
CO3				4		
CO4					5	
CO5						6

Mean: 4.0

MMB6507 HUMAN RESOURCE MANAGEMENT

5Hrs& 5 credits

Objective:

This course enables the research scholars to gain a complete insight into different domains of human resources management. Able to help them and have a thorough theoretical as well as research knowledge of human resource practices.

Outcome: At the end of the course, students would be able to

- i. Outline a framework of knowledge relating to the concepts and evolution of Human Resources Management
- ii. Apply the knowledge of man power planning
- iii. Identify the methods of training and development.
- iv. Analyze the different aspects of work life balance
- v. Outline the performance evaluation methods.

UNIT I: ORGANISATIONAL DEVELOPMENT

Definitions-Characteristics of Organization Development-Evolution of human resource management-Importance of the human factor –Objectives of human resource management - Scope of HRM - HRM Models -Role of human resource manager -Skills and qualities of HR manager-Human resource policies.

UNIT II: MAN POWER PLANNING & SELECTION

Importance of human resource planning – Forecasting human resource requirement –Man power planning techniques - Recruitment and Selection - Sources of recruitment -Selection process - Screening tests – Interviews - Placement - Induction – Orientation.

UNIT III :TRAINING AND DEVELOPMENT:

Objectives of training – Training needs - Training methods – Benefits – Executive development programmes – Common practices – Organisation development –Self-development – Knowledge management.

UNIT IV: SUSTAINING EMPLOYEE INTEREST:

Motivation – theories and application – Rewards – Job satisfaction - Job design -Empowerment of employees - Participative Management - Quality of work life-Work place counseling-emotional intelligence–Career management - Development cycle - Need assessment – relationships – Employee Compensation plans - Employee Benefits - Safety and Welfare.

UNIT V: PERFORMANCE EVALUATIONS AND CONTROL PROCESS

Job evaluation - Performance Appraisal: process- methods of performance evaluation –feedback – industry practices - Control process: Importance- Methods – Requirement of effective control systems – Career planning – Grievance: causes- handling procedure –Types of industrial disputes - Machinery for settlement of disputes – Computer applications in HRM

TEXT BOOK

1. Decenzo and Robbins- Human Resource Management- Wilsey- 6th edition- 2001
2. Biswajeet Pattanayak- Human Resource Management- Prentice Hall of India- 2005
3. Human Resource Management- Eugence Mckenna and Nic Beach- Pearson Education Limited- 2002
4. Mamoria C.B. and Mamoria S. Personnel Management- Himalaya Publishing Company- 1997

REFERENCES

1. Arun Monappa and Mirza S. Saiyadain- “Personnel Management”- New Delhi- Tata McGraw Hill- 1995.
2. Robert L. Mathis and John H. Jackson- “Human Resource Management”- 9th Edn.- South Western College Publishing- 1995.
3. Wendell L. French- Cecil H. Bell, Jr “Organization Development”- Prentice Hall of India New Delhi 2008.

Mapping Course Outcomes (COs) with Programme Specific Outcomes (PSOs)

Course Outcomes	Program Specific outcome									
	PSOs									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1						X				
CO2			X							
CO3									X	X
CO4				X	X					X
CO5	X							X		X

Revised Blooms Taxonomy

Course Outcome (Cos)	Skill Levels					
	K 1	K 2	K 3	K4	K 5	K 6
CO1		2				
CO2			3			
CO3					5	
CO4						6
CO5						6

Mean: 4.4

MMB6509 FINANCIAL MANAGEMENT

5Hrs& 5 credits

Objective:

This course make the scholars to learn the advance financial concepts and scope of Financial Management .To help the scholars to understand the application of tools and techniques of Financial Management in research in issuing securities, acquire financial evaluation technique of leasing and hire purchase.

Outcome: At the end of the course, scholars would be able to

- i. Prepare the corporate financial statements as per the accounting standards
- ii. Outline the dividend theories and policies.
- iii. Analyse the different financial services.
- iv. Formulate the valuation methods.
- v. Assess the investment management.

UNIT I: ADVANCED FINANCIAL ANALYSIS

Financial Statement Analysis – Ratio Analysis – Fund Flow and Cash Flow Analysis – Cost – Volume - Profit analysis. Advanced Financial Planning: Financial forecasting – Budgeting – Inter firm comparison-Objectives- scope and functions of Financial Management. Financial Planning – meaning and importance of Financial planning.

UNIT II: DIVIDEND POLICY

Types of Dividend – Dividend Theories – Dividend policy and Share Valuation – Factors influencing Dividend policies – Dividend policies in practice.

UNIT III: FINANCIAL SERVICES

Classification- Scope- Some special fund and non-fund based financial services: Leasing- Hire purchase- Factoring- Retail finance- Mutual funds- Credit rating- Merchant banking and venture capital.

UNIT IV: CORPORATE VALUATION

Approaches to Valuation- Stock and Debt Approach – Direct Comparison Approach – Discounted Cash Flow Approach.

UNIT V: INVESTMENT & SECURITY ANALYSIS

Introduction- Characteristics and objectives of Investment Management- Investment vs gambling and speculation- New Issue market and Stock Exchanges- Trading mechanisms in stock exchanges- Risk & Return- Stock Return and Valuation- Bond valuation- Fundamental Analysis and Economic / Industry / Company Analysis- Technical Analysis- Efficient Market Hypothesis- Corporate Governance in Developed Countries and in India.

TEXT BOOKS:

1. Prasanna Chandra- 2001 Financial Management: Theory and Practice-5th Ed.- McGraw Hill.
2. Ross-Westerfield- Jaffe- 1999 Corporate Finance-5th Ed.- McGraw Hill.
3. Brigham-Gapenski- and Ehrhardt- 1999 Financial Management: Theory and Practice-9th Ed.- Dryden Press.

REFERENCES:

1. Pandey- I.M.- 2006-Financial Management-Vikas Publishing House.
2. Vishwanath- S.R.- 2000 Corporate Finance: Theory and Practice-Response Books.
3. Fred J. Weston-Kwang S. Chung- and Susan E. Hoag- 1997-Mergers- Restructuring and Corporate Control-Prentice Hall of India.
4. M.Y.Khan- Financial Services- Tata McGraw-Hill- 12th Edition- 2012
5. Nalini PravaTripathy- Financial Services- PHI Learning- 2011.
6. Stulz- Risk Management and Derivaties- Cengage Learning- 2nd Edition- 2011.

Mapping Course Outcomes (COs) with Programme Specific Outcomes (PSOs)

Course Outcomes	Program Specific outcome PSOs									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1			X							
CO2				X				X		
CO3							X			X
CO4	X								X	
CO5								X		

Revised Blooms Taxonomy

Course Outcome (Cos)	Skill Levels					
	K 1	K 2	K 3	K4	K 5	K 6
CO1		2				
CO2				4		
CO3					5	
CO4						6
CO5						6

Mean: 4.6

MMB6511 BANKING AND INSURANCE

5Hrs& 5 credits

Objective:

This course intends to familiarize the banking theories and practices, grasp how banks raise their sources and how they deploy it and manage the associated risks.

Outcome: At the end of the course, students would be able to

- i. Gain knowledge on the Indian Banking system.
- ii. Identify different sources of finance and funds and the steps involved in availing loan.
- iii. Assess the risk management systems.
- iv. Analyse the mergers and acquisitions in banking sector.
- v. Outline the different technology based epayment and digital payment systems.

UNIT I: OVERVIEW OF INDIAN BANKING SYSTEM

Overview of Indian Banking System- Functions of banks- key Acts governing the functioning of Indian banking system- Negotiable Instruments- Banking Regulations Act 1948.Types of Banks- Structure and function of commercial banks- functions of monetary policy- note issue-bankers bank- custodian of foreign exchange- credit control- interest rate and clearing function.

UNIT II :SOURCES AND APPLICATION OF BANK FUNDS

Capital adequacy- Deposits and non-deposit sources- Designing of deposit schemes and pricing of deposit services- application of bank funds – Investments and Lending functions- Types of lending – Fund based- non-fund based- asset based – Different types of loans and their features- Major components of a typical loan policy document- Steps involved in Credit analysis- Credit delivery and administration- Pricing of loans- Customer profitability analysis.

UNIT II CREDIT MONITORING AND RISK MANAGEMENT

Need for credit monitoring- Signals of borrowers' financial sickness- Financial distress prediction models – Rehabilitation process- Risk management – Interest rate- liquidity-forex- credit- market-Deposit account- types of accounts and demand draft.

UNIT IV MERGERS- DIVERSIFICATION AND PERFORMANCE EVALUATION

Mergers and acquisition in banks: Concept- forms of merger-acquisition -Motives for mergers and acquisition- rationale of mergers in banking sector.

UNIT V HIGH TECH E-BANKING

Payment system in India – Paper based- e-payments – Electronic banking – advantages – Plastic money- E-money – Forecasting of cash demand at ATMs – Security threats in e-banking and RBI's initiatives.

TEXT BOOKS:

1. Padmalatha Suresh and Justin Paul- “Management of Banking and Financial Services- Pearson- Delhi- 2012.

REFERENCES:

1. Meera Sharma- “Management of Financial Institutions – with emphasis on Bank and Risk Management”- PHI Learning Pvt. Ltd.- New Delhi 2010.
2. Benson-Commercial banks in India-New Century publication New Delhi 2008

Mapping Course Outcomes (COs) with Programme Specific Outcomes (PSOs)

Course Outcomes	Program Specific outcome PSOs									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1		X	X							
CO2				X			X			
CO3					X					
CO4				X					X	
CO5										X

Revised Blooms Taxonomy

Course Outcome (Cos)	Skill Levels					
	K 1	K 2	K 3	K4	K 5	K 6
CO1		2				
CO2				4		
CO3					5	
CO4						6
CO5						6

Mean: 4.6

MMB6513 TRADE AND LOGISTICS MANAGEMENT

5Hrs& 5 credits

Objective:

This course intends to familiarize the students with an overview of logistics management in organisations based on the concept of supply chain management, logistical implications in the functions of the organization.

Outcome: At the end of the course, scholars would be able to

- i. Identify the different industrial sectors.
- ii. Assess the international trade system.
- iii. Identify the traffic systems in logistics.
- iv. Explain the supply chain management.
- v. Discuss the types distribution logistics.

UNIT 1: INDUSTRIAL POLICY OF INDIA

Review of Industrial policy and its role in Industrial development; Micro Small and Medium Enterprise Act-2006; Service sector policy; New Economic policy (1991) and its effect; Competition Act; Public Business Vs. Private Business.

UNIT II: INTERNATIONAL TRADE

Modes of International Trade- Significance-Export Import (EXIM) Policy and Procedure – Documentation of International Trade; Balance of Trade and Balance of Payment; Changing Direction of International Trade; FEMA; Regional Co-Operation with emphasis on SAARC- NEFTA and EEC – Export Promotion Council – WTO and its Role.

UNIT III: TRANSPORT

Concept- Significance- Means of Transport- Pricing issue in Transport- Transport Competition and Co-ordination- Recent Development in Transport Sector in India.

UNIT IV: SUPPLY CHAIN AND LOGISTICS MANAGEMENT

Role in Distribution Management Functions of players in logistics Management-Vendor Development – Present Position.

UNIT V DISTRIBUTION LOGISTICS

Elements of Distribution Logistics – Elements of cost in physical distribution system – Distribution Importance Developing Customer Service Strategic & Customer service Logistics- The Economics of Logistics- Cost associated With Logistics- Logistics in International Trade Materials handling packaging and transportation systems

TEXT BOOKS:

1. Exim Policy – Govt. of India
2. International Business – Francis Cherunilam – Himalaya Publication- Mumbai.

REFERENCES:

1. Keith Flether, Marketing Management and Information Technology Prentice Hall, 1998
2. M.L.Seth - Money, Banking, International Trade and Public Finance, Lakshmi Narain Agrawal, Agra.
3. Report on Small Enterprises in India – Ministry of MSE Govt. of India
4. RBI Reports.

Mapping Course Outcomes (COs) with Programme Specific Outcomes (PSOs)

Course Outcomes	Program Specific outcome									
	PSOs									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1			X							
CO2				X	X					
CO3	X								X	
CO4		X								X
CO5								X	X	

Revised Blooms Taxonomy

Course Outcome (Cos)	Skill Levels					
	K 1	K 2	K 3	K4	K 5	K 6
CO1			3			
CO2				4		
CO3					5	
CO4						6
CO5						6

Mean: 4.8

MMB6515 OPERATIONS MANAGEMENT

5Hrs& 5 credits

Objective :

This course intends to familiarize with the theories and practices of operation management so as to develop critical managerial way of thinking.

Outcome: At the end of the course, scholars would be able to

- i. Identify the concept of product development.
- ii. Design different material management systems.
- iii. Formulate the industrial design system.
- iv. Identify and apply the concept of TQM and different tools for TQM.
- v. Design the project management system.

UNIT I :PRODUCT MANAGEMENT

Types of products. Product development – characteristics- duration and cost-challenges. Development Process- Product Planning Process and Steps. Product Life Cycle-Technology Life Cycle - Understanding Customer Needs- Disruptive Technologies- Product Specification - Concept Generation – Activity- Steps-Techniques. Concept Selection – Importance-Methodology- concept Screening- Concept Scoring. Concept Testing. Product Architecture-Definition- Modularity- implication- Establishment-Delayed Differentiation- Platform Planning

UNIT II :MATERIAL MANAGEMENT

Operating environment-aggregate planning-master scheduling-manufacturing planning and control system-manufacturing resource planning enterprise resource planning-making the production plan. Materials requirements planning-bill of materials- resource requirement planning-manufacturing resource planning-capacity management- scheduling orders-production activity control-codification. Policy Decisions–objectives-control-Retail Discounting Model- Newsvendor Model; EOQ and EBQ models for uniform and variable demand -Quantity discount models and purchase Management.

UNIT III:INDUSTRIAL DESIGN AND DESIGN TOOLS

Industrial Design- Design for Manufacturing-Value Engineering-Ergonomics-Prototyping- Robust Design- Design for X-failure rate curve-product use testing-Collaborative Product development-Product development economics-scoring model- financial analysis.

UNIT IV:TOTAL QUALITY MANAGEMENT

Meaning and scope of TQM-TQM and the management of change-TQM and its implication for Performance Management- Quality control and quality assurance- HRM and quality improvement measures-Introduction to IS/ISO 9004:2000 – quality management systems – guidelines for performance improvements.

UNIT V:SCHEDULING AND PROJECT MANAGEMENT

Project Management – Scheduling Techniques, PERT, CPM; Scheduling - work centers – nature, importance; Priority rules and techniques, shopfloor control; Flow shop scheduling – Johnson’s Algorithm – Gantt charts; personnel scheduling in services.

TEXT BOOKS:

1. J.R.Tony Arnold- Stephen N. Chapman- Lloyd M. Clive- Materials Management- Pearson- 2012.
2. P. Gopalakrishnan- Purchasing and Materials Management- Tata McGraw Hill- 2012
3. A.K.Chitale and R.C.Gupta- Materials Management- Text and Cases- PHI Learning- 2nd Edition-2006
4. Shridhara Bhat K, Total Quality Management – Text and Cases, Himalaya Publishing House, First Edition 2002.

REFERENCES :

1. A.K.Datla- Materials Management- Procedure- Text and Cases- PHI Learning- 2nd Edition- 2006
2. Karl T. Ulrich- Steven D. Eppinger- Anita Goyal Product Design and Development-Tata McGraw – Hill- Fourth Edition- reprint 2009.
3. Kenneth B.Kahn- New Product Planning- Sage- 2010.
4. A.K. Chitale and R.C. Gupta- Product Design and Manufacturing- PHI- 2008.

Mapping Course Outcomes (COs) with Programme Specific Outcomes (PSOs)

Course Outcomes	Program Specific outcome									
	PSOs									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1		X								
CO2			X							
CO3				X	X					
CO4										X
CO5				X					X	

Revised Blooms Taxonomy

Course Outcome (Cos)	Skill Levels					
	K 1	K 2	K 3	K4	K 5	K 6
CO1		2				
CO2			3			
CO3				4		
CO4					5	
CO5						6

Mean: 4.0

MMB6517 ENTREPRENEURSHIP DEVELOPMENT

5Hrs& 5 credits

Objective:

This course intends to familiarize with the theories and practices of entrepreneurship so as to develop a successful entrepreneur.

Outcome: At the end of the course, scholars would be able to

- i. Outline the Importance of Entrepreneurship & its Evolution in India
- ii. Identify the entrepreneurial environment
- iii. Explain the steps in setting up a small enterprise.
- iv. Narrate the process of creating business plan.
- v. Specify the stages of in developing a new venture.

UNIT I: INTRODUCTION TO ENTREPRENEURSHIP

Entrepreneurship concept – Entrepreneurship as a Career – Entrepreneurial Personality - Characteristics of Successful, Entrepreneur – Knowledge and Skills of Entrepreneur.

UNIT II :ENTREPRENEURAL ENVIRONMENT

Business Environment - Role of Family and Society - Entrepreneurship Development Training and Other Support Organisational Services - Central and State Government Industrial Policies and Regulations - International Business- Entrepreneurial success and failures.

UNIT III: SETTING UP OF A SMALL BUSINESS ENTERPRISE.

Identifying the Business opportunity - Business opportunities in various sectors formalities for setting up of a small business enterprise. – Environmental pollution Related clearances. Sickness in Small Business Enterprises- Causes of sickness –Government policies on revival of sickness and remedial measures.

UNIT IV:PREPARING A BUSINESS PLAN

Sources of Product for Business - Prefeasibility Study - Criteria for Selection of Product - Ownership - Capital - Budgeting Project Profile Preparation - Matching Entrepreneur with the Project - Feasibility Report Preparation and Evaluation Criteria.

UNIT V:LAUNCHING THE NEW VENTURE

Finance and Human Resource Mobilization Operations Planning - Market and Channel Selection - Growth Strategies - Product Launching – Incubation, Venture capital, IT startups-Monitoring and Evaluation of Business - Preventing Sickness and Rehabilitation of Business Units- Effective Management of small Business.

TEXT BOOKS:

1. Charantimath, Entrepreneurship Development Small Business Enterprises-- Pearson
2. Vasant Desai,Small Scale Industries and Entrepreneurship- HPH.
3. Kuratko & Hodgetts, Entrepreneurship in the new Millennium-Cengage

REFERENCES :

1. Sahay & Sharma ,Entrepreneurship& New Venture Creation- EB
2. Dr.S.S. Kharka Entrepreneurial Development, Sulthan Chand.
3. Roy, Entrepreneurship, Oxford
4. Hisrich, Entrepreneurship, Tata McGraw Hill, New Delhi, 2001.
5. S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi, 2001.
6. Mathew Manimala, Entrepreneurship Theory at the Crossroads, Paradigms & Praxis, Biztrantra ,2nd Edition ,2005
7. Prasanna Chandra, Projects – Planning, Analysis, Selection, Implementation and Reviews, Tata McGraw-Hill, 1996.

Mapping Course Outcomes (COs) with Programme Specific Outcomes (PSOs)

Course Outcomes	Program Specific outcome									
	PSOs									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1		X								
CO2	X									
CO3									X	X
CO4			X	X						
CO5		X						X		

Revised Blooms Taxonomy

Course Outcome (Cos)	Skill Levels					
	K 1	K 2	K 3	K4	K 5	K 6
CO1			3			
CO2				4		
CO3					5	
CO4						6
CO5						6

Mean: 4.8

MMB6519 INFORMATION TECHNOLOGY

5Hrs& 5 credits

Objective:

Able to develop a critical understanding of the information systems life-cycle, together with an appreciation of issues involved in the design, implementation and management of business information systems from the perspective of the business user.

Outcome: At the end of the course, scholars would be able to

- i. Identify the basics of Information System
- ii. Outline the concepts of web technology.
- iii. Analyze and design the database systems.
- iv. Explain the need for web security.
- v. Outline the e-governance systems.

UNIT –I Foundation of Information Systems

Data, information and knowledge from a systems perspective- Information systems strategy and competitive advantage. The impact of IS on organisational forms. Outsourcing and resource management-The value of information systems.IS failures and their implications. The systems life-cycle: feasibility study, system investigation, system analysis and design, systems development and testing, implementation and training, review and maintenance. Systems analysis tools and techniques: data flow diagrams, entity models, process diagrams. The role of the business/systems analyst.

UNIT- II Web Technology

Web services- Architecture-Key Technologies-UDDI-WSDL-ebXML SOAP And Web Services In E-Com-Overview Of. NET And Role Of XML-XML and The Web-XML Language Basics-SOAP-Web Services-Revolutions Of XML -Service Oriented Architecture (SOA).

UNIT -III DATABASE IMPLEMENTATION

Query Processing basics and optimization – Heuristic Optimization – Transactions Models – Concurrency Control – Recovery – Security and Authorization – Storage – Indexing and Hashing –ISAM – B-Trees – Kd Trees – X Trees – Dynamic Hashing.

UNIT-IV SECURITY, CONTROL AND REPORTING

Security, Testing, Error detection, Controls, IS Vulnerability, Disaster Management, Computer Crimes, Securing the Web, Intranets and Wireless Networks, Software Audit, Ethics in IT, User Interface and reporting.

UNIT-V NEW INITIATIVES

ERP, e-business, e-governance, Data Mining, Business Intelligence, Pervasive Computing, Cloud computing, CMM.

TEXT BOOKS

1. Peter Rob, Carlos Coronel, Database System and Design, Implementation and Management, 7th edition, Cengage Learning,
2. Ramez Elmasri and Shamkant B. Navathe, Fundamentals of Database Systems, 4th , Pearson Education, 2004.
3. Jeffrey A Hoffer et al, Modern Database Management, 10th Edition, Pearson Education, 2012,

REFERENCES :

1. Abraham Silberschatz, Henry Korth, S, Sudarshan, Database System concepts' *, 5 th Edition , (McGraw Hill International)
2. Jiawei nan, Micheline Kamber, Data Mining : Concepts and Systems'*, (Morgan Kaufmann Publishers)
3. Rob Coronel, Database Systems : "Design implementation and management", ,4th Edition, (Thomson Learning Press)
4. Alexis Leao, Mathews Leon, Database Management System, (leon press)

5. Sandeep Chatterjee, James Webber, "Developing Enterprise Web Services", Pearson Education, 2004

6.S. Tanenbaum, Distributed Operating System - Andrew . 1994, PHI

Mapping Course Outcomes (COs) with Programme Specific Outcomes (PSOs)

Course Outcomes	Program Specific outcome									
	PSOs									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1		X								
CO2		X								
CO3	X									X
CO4			X		X					
CO5			X						X	X

Revised Blooms Taxonomy

Course Outcome (Cos)	Skill Levels					
	K 1	K 2	K 3	K4	K 5	K 6
CO1			3			
CO2				4		
CO3					5	
CO4						6
CO5						6

Mean: 4.8

SEMESTER II

MMB 6600 DISSERTATION & VIVA VOCE

Objectives: The objective of the dissertation work is to carry out an independent scientific inquiry and emphasis on the area of specialization.

Outcome: At the end of the course, students would be able to

- i. Demonstrate the knowledge in the subject of Business Administration and
- ii. Apply the principles of Business Administration to the needs of the Employer / Institution /Enterprise/ Society.
- iii. Gain Analytical skills in the field/area of Management and Administration
- iv. Solve the complex management problems and evolve strategies for organization development
- v. Demonstrate professional ethics, community living and Nation Building initiatives

Mapping Course Outcomes (COs) with Programme Specific Outcomes (PSOs)

Course Outcomes	Program Specific outcome									
	PSOs									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	X							X		
CO2		X							X	
CO3		X	X							
CO4					X			X	X	
CO5					X					

Revised Blooms Taxonomy

Course Outcome (Cos)	Skill Levels					
	K 1	K 2	K 3	K4	K 5	K 6
CO1				4		
CO2					5	
CO3						6
CO4						6
CO5						6

Mean: 5.4