

**SRM UNIVERSITY
SCHOOL OF MANAGEMENT**

**LESSON PLAN FOR II YEAR MBA SUBJECTS
Core Subjects**

S.No.	Semester	Code	Subject
1	3	MBN601	Ethical Practices In Business
2	3	MBN603	Quality Management
3	3	MBN605	Software solution for Business
4	3	MBN609	International Business Management
5	3	MBN611	Strategic Management
6	3	MBN613	Business Research Methods
7	3	MBN615	Entrepreneurial development
S.No	Semester	Code	Functional Specialization
			FINANCE
1	3	MBNF659	Security Analysis and Portfolio Management
2	3	MBNF661	Corporate Finance
3	3	MBNF658	Banking Management
4	3	MBNF664	International Finance
			MARKETING
1	3	MBNM651	Product Management
2	3	MBNM653	Consumer Behaviour
3	3	MBNM652	Customer Relationship Management
4	3	MBNM654	Retail Management
			HUMAN RESOURCE
1	3	MBNH667	Industrial Relations
2	3	MBNH669	Training & Development
3	3	MBNH656	Creativity & Innovation Management
4	3	MBNH664	Human Psychology
			OPERATIONS
1	3	MBNO683	Project Management
2	3	MBNO685	Production Planning and Control
3	3	MBNO687	Materials Management
4	3	MBNO689	Logistics & Supply Chain Management for Operations
			SYSTEMS
1	3	MBNS675	Software Engineering and Project Management
2	3	MBNS681	DataBase Management
3	3	MBNS658	Security and Computer Networks
4	3	MBNS660	Web Designing
			Vertical Specializations

			HOSPITALITY MANAGEMENT
1	3	MBNH651	Kitchen Management
2	3	MBNH653	Guest Management
3	4	MBNH652	Service Management
4	3	MBNH654	Advance Accommodation Operations
			HOSPITAL & HEALTH CARE MANAGEMENT
1	3	MBNC651	Epidermiology & Bio-Statistics
2	3	MBNC652	Health Policy & Health Care Delivery System
3	3	MBNC653	Health Programme Management
4	3	MBNC654	Marketing Management of Hospitals & Health Services
			PHARMA
1	3	MBNP651	Strategic Pharma Marketing
2	3	MBNP653	Legal Aspects For Pharma Industry
3	3	MBNP654	Pharmaceutical Brand Management
4	3	MBNP658	Industrial and Service Marketing
			ERP
1	3	MBNE661	Materials Management Process
2	3	MBNE662	Human Resource Management Processes
3	3	MBNE665	Sales and Distribution Processes
4	3	MBNE667	Finance Planning Processes
			RETAIL
1	3	MBNR 653	Consumer Behaviour
2	3	MBNR 654	Retail Environment
3	3	MBNR 658	Service Sector Management
4	3	MBNR 666	Brand Management

CORE SUBJECTS

MBN601	Ethical Practices in Business	L	T	P	C

Objective: To expose students to the practical issues of Business Ethics.

Purpose : To prepare students to face the ethical issues in Business.

Pedagogy: Lectures, Debates, Assignments, Guest lectures, Case - discussions,
Written tests, Presentations and seminars.

Evaluation: Attendance: 4marks
Written test: 10 marks
Model test: 10 marks
Assignments: 6 marks.

UNIT S	HOURS	TOPICS	PEDAGOGY	READING S
I	1 2 3 4 & 5 6	Introduction -What is Business Ethics. Code of Conduct and Ethics - need and significant of ethics. Changing Business Environment and Ethical Challenges. CASE STUDY: “Infosys Technologies – The best among Indian Corporations”. Concepts of Business Ethics: Positive, Negative and Normative Ethics (Values), Personal Ethics and Business Ethics, Morality and Law, Moral Standards, Religion and Morality, Ethics and Management. CASE STUDY: “Biocon- India’s Own Home – Grown Biotech Company”.	Discussion Discussion	T1 (2-21) T2 (24-31)
II	7&8 9&10 11&12	Theories of Ethics: Normative Theories: Egoism, Utilitarianism: Jeremy Bentham, Consequentialism, Deontology, Kantian Theory. - Stockholder, Stakeholder and Social Contract Theories Indian Theories: Principles of Gandhi, Gita, Islam and Amarthya Sen. – Economic profit and Business profit.	Lecture Lecture Discussion	T1 (72-90) T2 (75-97) T1 (42-49)
III	13&14 15 16&17	Ethical Dilemma: Business balance, Organizational goals (vs.) social values and resolve ethical dilemmas. CASE STUDY: “Hill’s Folly: Mercury Spill in Kodaikanal”. Ethical Decision Making: Theories and models of Rights, Justice, Utilitarianism, Virtue, The Common Good, Kohlberg’s and	Lecture & Discussion Lecture & Discussion	T1 (55-66) T1 (72-90)

	18	Gilligan's models. Corporate governance. CASE STUDY: "Global Trust Bank: The Bank that went Bust".		
IV	19 20 21 22 23 & 24	Ethics in Functional Areas: Marketing Ethics: CASE STUDY: "The Cola Conundrum". Human Resource Management: CASE STUDY: " HMSI- Better Wages can not Suppress Worker's Demand for their Rights". IT Industry: CASE STUDY: "Cyber Crimes- The Glitches Amidst the Glow". Financial Management: CASE STUDY: "Foulplay by Soundcraft Industries' Promoter Corporate Social Responsibility". The ethics of consumer protection. Globalization and Business Ethics. CASE STUDY: "Sterlite: Using Money Clout to Maximum Advantage".	Lecture & Seminars	T1(388-404) T1(411-433) T1(436-448) T1(458-477)
V	25 -28 29 30	Environmental Ethics: Environmental philosophy, Environmental preservation: Role of Stakeholders, Future outlook on environment, Partnerships, International issues, Sustainable development, Costs and benefits of environmental regulation, Trade and the environment, Industrial pollution, Role of corporations in environmental management, Waste management and pollution control, Environmental Audit, Product differentiation, Environmental risk management, Environmental management in India. CASE STUDY-1: "E-Waste: The Latest Contributor to Environmental Degradation". CASE STUDY-2: "Tirupur – A study on its Environmental Degradation".	Lecture, Discussion, Seminar & Debate	T1(286-315)

Text Books:

1. Fernando A.C., 2009, “*Business Ethics-An Indian Perspective*”, Pearson Publication, India. (T1)
2. John R. Boatright, 2009, “*Ethics and the Conduct of Business*”, Pearson Publication, India. (T2)

Reference:

1. Laura P. Hartman, 2003, “*Perspectives in Business Ethics*”, 2 nd Edition, Tata- McGraw Hill, Publication. (R1)
2. Dr. Jayashree Suresh and B.S. Ragavan, 2005, “*Professional Ethics,*” S.Chand & Co, New Delhi. (R2)
3. Manuel G .Velasquez, 2008, “*Business Ethics-Concepts & Cases*”, Prentice – Hall Publication, India. (R3).

Web Sites:

1. www.WTO.com
2. www.WHO.com
3. www.EPA.com
4. www.KYOTO.com

Course Coordinator**HOD – Operations****Dean - MBA**

MBN603	QUALITY MANAGEMENT	L	T	P	C
		2	1	0	2

OBJECTIVES:

Enable the students to understand the conceptual principles, tools and techniques of quality management in order to practice and implement the same in corporate world.

PEDAGOGY:

Classroom discussions, Student presentations, Case analysis, Role play, Mini projects, Industry visits, Quiz and games

Sl. No	Topics	No. of Hours	Reference Page Nos.
1	Quality Concepts – Definition, Terms - TQM, Quality control, Quality assurance, Statistical quality control; Importance, Types, Levels, Dimensions – Product and service; PDCA cycle and Cost of Quality	2	R1: 1 - 23
2	Quality Gurus – Walter Shewart, Edwards Deming, Joseph Juran, Feigenbaum, Philip Crosby, Taguchi and Shingo Shigo	3	R1: 29 – 39 & 49 - 54
3	Japan’s Deming Prize, MBNQA, IMC RBNQA, and European Quality Award	2	R1: 124 – 138
4	Six Sigma – Concepts, Quality level, 6σ Vs 3σ , DPMO, Implementation process and strategies, DMAIC, DMADV and Training programs	2	R1: 195 - 214
5	Quality Improvement tools – 7 Old Quality Control Tools, Ishikawa contribution and 7 New Quality Management Tools, Case study*	4	R1: 227 - 266
6	Kaizen (Continuous Improvement) – Concepts, practice, CWQC, 5S, and 3MUs	2	R1: 272 – 275; 281 – 290

7	Quality Function Deployment (QFD) – House of Quality, Quality Control Circles (QCC) and Poka yoke, Case study*	2	R1: 290 - 305
8	Benchmarking – Meaning, Advantages, Types and Process; Business Process Re-Engineering (BPR) – Concepts, requirements and 3R	2	R1: 345 – 355; 365 – 371
9	Total Productive Maintenance (TPM) – Reliability, FMEA and Eight Pillars, Case study*	3	R1: 421 - 444
10	TQM in services – Service industry and Quality, Defining Service Quality, SERVQUAL Model and case study*	2	R1: 491 - 506
11	Statistical Process Control (SPC) – C & U chart, NP & P Chart; \bar{X} & R Chart	2	R1: 586 - 627
12	Quality Management System (QMS) – Model, ISO 9001:2008 requirements, Implementation and Certification process; Quality Audit – Objectives, Types and Process, Case study*	4	R1: 516 – 539; 547 - 555
Total Hours		30	

* Case study – Kindly refer to R3 and R6 books

Out bound student activities:

- Mini Projects
- Industrial visits
- Implementation of quality practices in the class room
- Student development program in association with manufacturing industries

Cycle test portion:

Lesson plan from 1 to 6

Internal Valuation Pattern:

Component	Marks
Cycle test	10
Surprise Test	5
Model Exam	10
Mini Project	10
Viva Voce	10
Attendance	5
Total	50

REFERENCE BOOKS

- R1. Poornima M.Charantimath, Total Quality Managent, Pearson Education, 2nd Edition, 2013
- R2. Dale H. Besterfield, Total Quality Management, Pearson Education, 3rd Edition, 2011
- R3. Evans and Lindsay, Quality Control and Management, Cengage learning India, 2009
- R4. Bureau of IS Guidelines for ISO 9000 implementation.
- R5. Kanishka Bedi, Quality Management, Oxford University Press, 2006
- R6. James R.Evans & William M.Lindsay “The Management and Control of Quality” 6th Edition, Thomson Press, 2006

Mr. R. Arivazhagan
Course Coordinator

Dr. K. Sadasivan
HOD – Operations

Dr. Jayshree Suresh
Dean - MBA

MBN605	SOFTWARE SOLUTIONS FOR BUSINESS	L	T	P	C
		-	-	2	1

Exercise. No	Topic	Duration	Reference book and Page No.
1	SPSS - Introduction	2 periods	R1-1 to 26
2	Getting started with SPSS Menus and Commands	2 periods	R1-28 to 42
3	Questionnaire Design	2 Periods	R1-28 to 42
4	Database Design	2 periods	
5	Entering data for Questionnaire	2 periods	
6	Descriptive Analysis	2 periods	R1-96 to 105
7	Chi-Square Analysis	2 periods	R1-106 to 114
8	Anova Analysis	2 periods	R1-144 to 152
9	Correlation Analysis	2 periods	R1-124 to 132
10	T-Test	2 periods	R1-134 to 142
11	Company Creation	2 periods	Lab Manual
12	Ledger Creation	2 periods	Lab Manual
13	Profit & Loss A/c, Balance Sheet	2 periods	Lab Manual
14	Creation of Stock group, Stock Category, Godown , Unit of Measure	2 periods	Lab Manual
15	Creation of Stock item	2 periods	Lab Manual

REFERENCE BOOKS

1. **R1.** Darren George, Paul Mallery, SPSS for Windows, STEP BY STEP, Pearson Press, 2012, New Delhi
2. **R2.** Carver, Doing Data Analysis with SPSS 10.0, Thomson Learning, 2001
3. **R3.** Namrata Agrawal, Financial Accounting using Tally 6.3, Dreamtech Press, New Delhi, 2002
4. **R4.** David Whigham, Business Data Analysis Using Excel, Oxford University Press, first Indian Edition 2007.

Internal Marks

Each exercise marks: 5

Total no. of exercise: 15

Internal marks total: 15*5=75marks

Course Coordinator

Ms.J.Giftleen

Mr.E.Pradeep

Mr.G.Kumar

HOD –Systems

Dr.T.Vijaykumar

Dean/MBA

Dr.Jayshree Suresh

MBN 609	International Business Management	L	T	P	C

Expected Learning Outcome: The course is structured to help the students understand the increasingly global nature of the world business and economy and also to effectively apply business skills in international business situations.

The entire course is divided into five sub-topics namely

1. Nature and scope of International Business
2. Business Environment and Challenges
3. International Economic Organizations and trading environment
4. Foreign Direct Investments and growth of Multinationals
5. India in global setting and ethical issues

Sl.No	TITLE	TOPICS	CASE TO BE DEALT	HOURS
1	Nature and Scope of International Business	International business: Meaning, Drivers, Decisions, Types , International Orientations,	1. Wipro Ltd (T1 pg41)	1
		Globalization, Evolution and impact, globality of companies, difference between globalisation and internationalisation		2
		Stages of Internationalization, International Trade theories – Mercantilism, Absolute Advantage, Comparative Advantage		3
		Factor Endowment Theory, Product Life Cycle Theory, Porter’s Diamond.		4
2	International Business Environment	Environment of International Business and its significance, Economic environment, Socio/cultural environment	2.Doing business in Saudi Arabia (T1 pg 114) 3.Mcdonalds and hindu culture (T1 pg 132)	5
		Demographic, Political and Regulatory Environment,	4.The Poorest continent	6
		Technological Environment, Transfer of Technology	T1-151	7
		Importance of Multilateral Agencies, Brief Summary of World Trade Organization, International Monetary Fund, World Bank	5.Subsidy dog fight(T1pg 292-293)	8
		Integration between countries,		9

3	International Trading Environment and Economic Organizations	Levels of Integration ,		
		Major Regional Trading Groups, The European Union, EFTA, NAFTA, Mercosur, SAARC, ASEAN, APEC,		10
		World Trade Organization, Origin, Objectives and Functions, Principles,		11
		TRIPS and TRIMS, Administrative structure, Challenges and issues, Patent laws		12
4	Foreign Direct Investment and Growth of MNCs	FDI – meaning, types, Theories	6.Star bucks FDI (T1-323-324)	13
		Types, Factors influencing FDI, Differences between FDI and FII (Foreign Institutional Investors)		14
		Modes of entering international Operations,	7..FDI in venezula’s petroleum industry T1-352-353	15
		Exporting, Licensing , Franchising, Contract Manufacturing		16
		Management contracting, Turnkey Contracts, Fully Owned Manufacturing ,		17
		Joint Ventures, Mergers and Acquisitions, Strategic Alliances, Counter Trade	8.Rupee –Dollar Rout T1 415-416	18
		Multinational Corporations - Meaning, Organizational Models		19
		MNCs and International Trade, Merits and Demerits of MNCs		20
		International Financial Management – Foreign Market – Basics		21
5	India in the global setting and Ethical issues in International Busines	International Financial Management , Scope, Importance for Indian exporting companies		22
		International Human Resources Management, Factors affecting International HRM		23
		Comparison between domestic HRM and International HRM		24
		International Marketing, meaning, Benefits		25
		Major activities in International Marketing		26

	Special Economic Zones, Meaning, types, benefits	Student Project and Seminars	27,28
	Ethical Issues in International Business Environmental issues and Labour issues		29
	Future of International Business		30

Text Book :

T1.International business- Competing in the global market place.6th edition Charles W L Hill& Arun K.Jain Tata McGraw-Hill.

Reference Books:

R1.K Ashwathappa, International Business, 4th edition, Tata McGraw-Hill,

R2.Francis Cherunilam, International Business Text and Cases , Fourth edition (Revised), Phi Learning

R3. Justin Paul, International Business, Prentice Hall

R4. Dr. P. Subba Rao, International Business (Text and Cases) , 2nd Revised Enlarged edition, Himalaya Publications

Internal Assessment

1. Cycle Test – 10
2. Surprise test– 5
3. Attendance - 5
4. Project – 10
5. Viva Voce/Seminar - 10
6. Model Exam -10

Extra Activities

1. News paper reading/discussion& related with current IB.
2. Role play
3. Open discussion/Group discussion/Debate

(M.Vinoth)
Course Coordinator

(Dr. Sarprasad Joe)
HEAD – General Management

(Dr. Jayasree suresh)
DEAN

MBN 611	STRATEGIC MANAGEMENT	L	T	P	C
		2	0	0	2

OBJECTIVE:

To enable students to understand various components of business environment .To facilitate students to device strategies to face global competition.

Pedagogy: The topics shall be handled as case study/Open discussions or seminars.

S. No.	Topics	Sessi ons	Pedagogy (Seminar/Case Discussion)	Reference s
1	Basic forms of business -types of market	1,2	Discussion	Class Notes
2	Basic concepts of Strategic Management: Strategy, Need of strategic management, strategic Leadership, Strategy formulation (Mission, objectives, strategies, policies), strategy implementation (programs, budgets, procedures), Strategic Decision Making process, phases of strategic management,, Mintzberg modes	3, 4,5	Discussion/case studies Opening Case: Avon Calling Closing Case: Enron India	R1:1-28 R2:29-32
3	Corporate Governance and Social Responsibility: corporate governance, responsibilities of board, role, social responsibilities- Carroll's four responsibilities of business	5,6,7	Open Discussion- CSR-Different Industries-Green-Eco concepts	R2:23-37
4	Vision/Mission/Stakeholder expectations ,Planning Horizon, External Environmental Scanning and Industry Analysis:ExternalAnalysis- External Environmental scanning- identifying external environmental variables-scanning the task environment- identifying external strategic factors-Porter's approach to Industry analysis -Industry synthesis of external factors-EFAS	8,9,10	Case studies Opening Case: Martha Stewart Closing Case:Amazon.com	R1:31-87 R2:49-98
5	Internal Scanning: Organizational Analysis – Importance, Resource based-approach, using resources to gain competitive advantage, determining the sustainability of an advantage, Value chain analysis, industry value chain analysis, RBV	11,12,13,14	Case studies Opening Case: Eastman Kodak company Closing Case: The Bhopal Strategy	R1:89-126 R2:99-123

	,IFE matrix ,SWOT,TOWS matrix corporate value chain analysis, Scanning functional resources: basic organizational structures, corporate culture, IFAS			
6	Strategy Formulation: Corporate Strategy -Corporate strategy, directional strategy, growth strategies, concentration, diversification strategies, International entry options, stability strategies, retrenchment strategies portfolio analysis, BCG growth-share matrix, GE business screen, corporate parenting, parenting fit matrix,	15,16 ,17,1 8	Case studies Opening Case: Nokia Closing Case: The Black sheep of Ford Motor company	R1:129-163 R2:125-149
7	Strategy Formulation: Functional strategy and strategic choice-Functional strategy-core competencies-sourcing decision-marketing strategy-financial strategy-R&D strategy-operations strategy-purchasing strategy-logistics strategy-HRM strategy-Information systems strategy	19,20 ,21,2 3	Case studies Opening Case: McDonald Closing Case: Osborne computers	R1:193-223 R2:150-174
8	Strategy Implementation: Organizing for Action-Strategy implementation, Developing programs, budgets and procedures, Achieving synergy, structure follows strategy, stages of corporate development, organizational life cycle, advanced types of organizational structures, international issues in strategy implementation, stages of international development, centralization versus decentralization	24,25 ,26,2 7	Case studies Opening Case: Best Read –custom publishing Closing Case: cool zone	R1:225-251,259-302
9	Strategic Evaluation and Control-Evaluation and control in strategic management -measuring performance-types of controls, ABC, ROI, EPS, ROE, shareholder value, EVA, MVA, Balanced scorecard approach, Evaluating top	28,29 ,30,3 1	Case studies Opening Case: Tam’s Shoe Closing Case: Jay-S Corporate Communications	R1:351-378 R2:221-250

	management, primary measures of divisional and functional performance, Responsibility centers, Strategic incentive management, Using the strategic audit to evaluate corporate performance		Consultant	
10	Strategic Issues in Entrepreneurial Ventures and Small Businesses: Entrepreneur as strategist-use of strategic planning and strategic management-Factors affecting a new venture's success-Issues in strategy implementation-issues in evaluation and control	32,33 ,34	Case studies	R2:276-294
11	Strategic Issues in Not-For-Profit Organizations- Why Not-For-Profit?-Sources of Not-for-profit revenue, patterns of influence on strategic decision making-Impact of constraints on strategic management-Popular Not-for profit strategies-strategic piggybacking-mergers-strategic alliances.	35,36 ,37,38	Case studies	R2:297-311

Reference books:

R1: Nitish Sengupta, JS Chandan-Strategic Management –Vikas Publications-2013

R2: Thomas L. Wheelen, J. Davind Hunger – Concepts in Strategic Management and Business Policy-12th edition - Pearson Education.

Internal Evaluation:

1. Cycle Test-10 Marks
2. Surprise Test -5 Marks
3. Model Test -10Marks
4. Mini Project-10Marks
5. Project Viva Voce-10Marks
6. Attendance-5 Marks

Activities:

1. Role Play-Corporate Governance ,Parenting, CSR (play related to the concept)
2. Interviews with CEOs
3. Article Reviews-HBR ,white papers
4. Guest Lectures
5. Quiz
6. Glossary preparation

Ms.P.S.Rajeswari
Subject in charge

Dr. Sarprasad Joe
Head - General Management

Dr. Jayshree Suresh
Dean/MBA

MBN613	BUSINESS RESEARCH METHODS	L	T	P	C
		2	0	0	2

S.No	Unit	Topics for Discussion	Page Number	Number of Hours
1	I	Basics of research – Meaning, Scope, Objectives, Types of Research, Problem definition.	3-18	2
2	I	Formulation of hypothesis, Research process, Relevance of research for decision making in various functional areas of management	29-40	3
3	II	Research design and data collection – Types of research design – Exploratory, Descriptive, conclusive and experimental, Case studies method	46-78	4
4	II	Data collection – Methods of primary sources and secondary data sources.	85-135	2
5	III	Sample, Reasons for sampling, Sampling process, and Sample size determination - Types of samples – Probability and non-probability sampling.	219-236	2
6	III	Questionnaire design – pre-testing	175-204	2
7	III	Interviews and observation, Different types, Differences, Merits and demerits of interview and questionnaire.	R1-186-197 211-219	2
8	III	Data processing – coding of data, Coding and data entry, Editing data, data transformation.	242-258	2
9	III	Scaling techniques – Rating scales, Types of scales – Nominal, ordinal, Interval, Ratio.	144-165	2
10	III	Parametric and non-parametric tests, Testing a hypotheses, Regression analysis, ANOVA – Statistical inferences.	271-596	3
11	IV	The written Report- purpose, types, audience, Characteristics of a good report. Contents of the research report- Title, Table of contents, authorization letter, Executive summary, Chapters, summary, acknowledgements, references, appendix.	607-627	2
12	IV	Oral Presentation- Content, visual aids- types, presentation, handling questions.	R1-402-405	1
13	V	Business applications – Research Report	-	3

		Total Hours		30
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Books Recommended:

Text Book:

T1-Research Methodology- Concepts and Cases, Dr. Deepak Chawla & Dr. Neena Sondhi, Vikas Publications Pvt. Ltd. 2011.

Reference Book:

R1. Research Methods for Business (A Skill Building Approach) by Uma Sekaran and Roger Bougie, 5th Edition, Wiley India Edition – 2011

Internal Evaluation:

1. Cycle Test-10 Marks
2. Surprise Test -5 Marks
3. Model Test -10Marks
4. Mini Project-10Marks
5. Project Viva Voce-10Marks
6. Attendance-5 Marks

Dr. N.Santhosh Kumar
Course Coordinator

Dr. S.Premlatha
HOD-Marketing

Dr. Jayshree suresh
Dean

MBN615	ENTREPRENEURIAL DEVELOPMENT	L	T	P	C
	Lesson plan	1	0	2	2

Sl. No	Topics for discussion	Hours	Page No
	<u>Stage – 1: Pre Entrepreneurial stage</u>		
1	What is Entrepreneurial Development? Need, Significance, Characteristics/Qualities (Traits), Reasons for growth and failure of Entrepreneurship and Intrapreneurship	1	T: 1.1 – 1.3; 2.1 – 2.16
2	Frame work / Model of Entrepreneurship Dimensions / Types for Entrepreneurship and the Environment for Entrepreneurship Serendipity & Design Thinking Case study – How post it never stuck.	3	PM T 3.1 – 3.9 T 5.1 – 5.11 PM
3	MSMEs - Definition, role, Government policies and prospects and Problems in small Business	2	T: 22.1 – 22.5; 7.1 – 7.6
4	Family Business and Women Entrepreneurship, Ethics on Entrepreneurship,	1	T 7.6 – 7.32
5	Eco System and Entrepreneurship - Debate	1	
	<u>Stage – 2: Entrepreneurial stage</u>		
6	Identification of Business opportunity, sources, techniques and evaluation of business ideas and Formalities for setting up of Business	2	T1: 26 – 48
7	Business plan: Elements of Business plan, Critiquing the Business plan, Format and Presentation	2	PM
8	Financial Management: Sources – Debt, Venture capital and financial support institutions	1	T: 6.38 – 6.60
9	Marketing Management, Human resource Management and Production Management	1	T1: 247 – 326
10	Business Model and how to evaluate a Business Model Preparation of Business plan	5	PM
11	Quiz	1	
	<u>Stage – 3: Post Entrepreneurial stage</u>		
	Start up to Scale up		
12	Case Discussion Case-3: Foodiebay.com Case-4: Bachi Shoes (I) Pvt. Ltd. (BSIPL) Case-5: PVR Films Case-6: Asahi Songwon Colors Ltd. Case-7: Compact Hometel Failed Enterprise and reason for its failures • Profit Maximization through Mandi Activity	10	Pg no – 25.5 – 25.15
Total Hours		30	

Note: T – Text Book; PM – Printed Material

Printed Material:

1. Business Model

Internal Valuation

Cycle Test	- 10 Marks
Model Exam	- 10 Marks
Surprise test	- 5 Marks
Attendance	- 5 Marks
Mini Project	- 10 Marks
Viva voce	- 10 Marks
Total	- 50 Marks

Note:

- Portion for cycle test: Full syllabus
- Team size for Business Model preparation: 3 Students

R.Poonguzhali
Course Coordinator

Dr. Sarprasad Joe
HOD – General Management

Dr. Jayshree Suresh
Dean, MBA

ELECTIVE SUBJECTS

FINANCE

MBN F 659	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	L	T	P	C
		2	0	0	2

EVALUATION: 60% Theory and 40% Problems.

S.No.	TOPICS	LECTURE HOURS	REFERENCE
1.	UNIT-1 Introduction to investment and securities.	1	T1,R1
2.	Various investment avenues and alternatives. -Negotiable and non negotiable securities – fixed income securities.	2	T1,R3
3.	Capital market- primary and secondary market.	1	T1,R3
4.	UNIT-2 Stock exchanges in India- structure- functions- BSE, NSE, ISE,OTCEI & NSDL.	1	T1,R3
5.	SEBI - Objectives and Functions.	1	T1,R3
6.	Listing of securities – new issue market.	1	T1,R3
7.	Stock market indices – construction – price index – wealth index.	1	T1,R3
8.	Case Study - Honeywell	2	T1
9.	UNIT-3 Risk and Return – systematic risk and unsystematic risk.	1	T1,R1
10.	Valuation of Bonds – present value – yield to maturity – Bond value theorems – various risk – interest rate risk – default risk - marketability risk.	1	T1,R2
11.	Case Study – Dabur India Ltd Analysis	2	T1
12.	Stock valuation – single period holding – multi period holding – constant growth model – two stage growth model – multi stage growth model – P/E ratio.	1	T1,R2

13.	Case Study - TISCO	2	T1
14.	UNIT-4 Fundamental Analysis – Economic analysis – Industry analysis – company analysis.	1	T1,R1
15.	Technical Analysis - moving averages – MACD – oscillators – RSI – charts – trend reversals – Head and shoulders – Tops and bottoms – Dow theory.	2	T1,R3
16.	Case Study – Analysis of Finolex Industries	2	T1
17.	UNIT-5 Efficient market theory	1	T1,R1
18.	Portfolio construction – Markowitz model – Markowitz efficient frontier – sharpe index model.	1	T1,R1
19.	CAPM and APT.	1	T1,R1
20.	Portfolio Evaluation and revision – sharpe’s performance index – Treynor’s performance index – Jensen’s performance index.	2	T1,R1,R2
21.	Case Study – Portfolio evaluation of MF Co.,	2	Website
22.	Derivatives – Introduction to options and futures.	1	T1

TEXT BOOK:

- 1) Security Analysis and Portfolio management – V.A.Avadhani. Himalaya Publishing House.

REFERENCES:

- 1) Security analysis and portfolio management – Donaldi. Fisher. Ronald J. Jones – Pearson
- 2) Security analysis and portfolio management – S.Kevin – Prentice Hall of India.
- 3) Security analysis and portfolio management – Punithavathy Pandian – Vikas publications.
- 4) Security analysis and portfolio management – Dhanesh Khatri – Macmillan.
- 5) Investment Analysis – Ranganatham M., Madhumathi R. – Pearson.
- 6) Investments – Bodie , Kane, Marcus, Mohanty – Mc. Graw Hill.

INTERNAL ASSESSMENT:

(i)	Cycle test	10 marks
(ii)	Surprise test	05 marks
(iii)	Model exam	10 marks
(iv)	Mini project	10 marks
(v)	Viva	10 marks
(vi)	Attendance	05marks
	TOTAL	50 marks

COURSE COORDINATOR
(A.R.Shanmuga Priya)

HEAD/FINANACE
(Vasumathy Hariharan)

DEAN / MBA

MBN F661	CORPORATE FINANCE	L	T	P	C
		2	0	0	2

Objective:

The Course will sharpen their analytical skills through integrating their knowledge of the Financial Management theory with decision making techniques especially in the area of Corporate Finance among the topics covered in the course are Capital Structure and Dividend Theories

Teaching Methodology: Lectures, class room discussions, mini projects/assignments, case analysis and student presentations.

Unit No	Topics	Hour	Lecture/Presentation/ Discussion	References
1	Introduction to Corporate Finance-Basic Corporate Finance Functions-Core Principles of Corporate Finance-Role of Finance Manager	1	Lecture	R2 PP 19-31
1	Objectives of Corporate Finance-Shareholders Wealth Maximization as Objective in decision making (Agency Problem and Agency Costs)	2	Lecture	R4 PP 1.5-1.10
2	Investment Decision Risk Analysis in capital Budgeting-DCF Techniques –Risk Adjusted Discount Rate Method	2	Lecture/Numerical	R1 PP 241-249 /
2	Certainty Equivalent Method-Probability Method	2	Lecture/Numerical	R1 PP 244-249 / R4 13.11-14
2	Simulation and Investment Decision-Decision Tree Approach Case 1: Pellon Company Case 2:Weston Plastics Company Ltd	3	Lecture/ Numerical /Case Discussion	R1 PP 250-262/ R4 PP 13.18-20 Case 1:R4 PP 12.39 Case 2:R1 PP263
3	Financial Decision – :Theories of Capital Structure-Net Income Approach;Net Operating	2	Lecture/Numerical	R1 PP313-322/ R4 PP15.3-15.9

	Income Approach			
3	Traditional Approach MM Approach Indifference Point	2	Lecture/Numerical	R1PP 318&297-298/ R4PP15.9-15.20
3	Capital Structure Case III Reliance Petroleum's Triple Option Convertible Debentures	2	Case Discussion	ICFAI Cases Volume 1
4	Option Pricing Model- Leasing as an Investment Decision (Leasing Vs Buying)	2	Lecture/Numerical	R1 PP 130 R1PP 458-464
4	Dividend Decisions : Dividend Models- Walter's Model- Gordon's Model	2	Lecture/Numerical	R1 PP 381-383 R4PP 24.10-24.16
4	MM Hypothesis of Irrelevance Dividend Policy-Practical Consideration in dividend decision Case IV: The Great Eastern Shipping Company Ltd/ Case V ACC Company Ltd	3	Lecture/Numerical/ Case Discussion :	R1 PP 386-390 R1 PP 397-400 Case IV R1 PP 394-395 Case V R1PP 413-414
5	Interdependence of Investment ,financing and Dividend Decisions: Role of All India Financial Institutions –Services - Markets	2	Lecture	R1 PP 400-412 R6 PP 376-400
5	Mutual Fund Types- Advantages and Limitations Credit rating Process – Methodology involved in Credit rating	2	Lecture	R1 PP 427-430 R5 PP 380-394
5	Stock Markets –Role of SEBI, Listing Regulations	2	Lecture/PPT	R5 PP 104-109 R5 PP 144-150

5	Foreign Collaborations- Business Ventures ,MNC and their Role, Ventures Abroad	2	Lecture/PPT	R7
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*Faculty instructors are advised to supply handouts to the students for Numericals and Cases.

Numericals / Case study areas: Risk Analysis in Capital budgeting, Capital Structure, Leasing and Dividend Decision

Note: 60% of weightage to Numericals and 40% to Numericals /Cases

Lecture/ Numerical	24 hours
Case Discussion	6 hours

	30 hours

References:

- R1-Financial Management-IM Pandey,9th Edition
- R2-Principles of Corporate Finance –Megginson,Smart &Gitman ,5th Edition
- R3-Financial Management –James V Horne
- R4- Financial Management-Khan and Jain ,4th Edition
- R5-Merchant Banking and Financial Services-Dr Guruswamy
- R6-Financial Institutions and Markets –Dr S Guruswamy
- R7-<http://businessmapsofindia.com>,www.wisegeeki.com/www.icai.org

Method of Internal Evaluation:

Cycle Test:	10 marks
Mini project/Assignment:	10 marks
Model Examination	10 marks
Surprise Test	5 marks
Attendance	5 marks
Comprehensive Viva	10 marks

	50 marks

COURSE COORDINATOR

HEAD/FINANCE

DEAN/MBA

MBNF658	BANKING MANAGEMENT	L	T	P	C
		2	0	0	2

OBJECTIVES:

- To enable students to understand the banking concepts, rules & regulations.
- At the end of the semester, students must have familiarity on the various functions/operational aspects associated with banks.
- The course will help the students to update their knowledge in various banking activities and procedures

TEACHING METHODOLOGY :

- ✓ Lecturing and Discussions
- ✓ Case Study

EVALUATION :

- Mini Project presentation and Viva : (10+10) 20 marks
- Cycle test : 10 marks
- Model test :10 marks
- Announced/Surprise test : 5 marks
- Attendance : 5 marks

S.NO	TOPICS	HOURS	READINGS
1	Introduction to Banking – types of Bank - Role of Banks - Banking structure – Branch Banking, Unit Banking, Group Banking, Chain Banking - Rules and Regulations of banking	1,2	R1(7-10) 23-26 R2(6-9)
2.	RBI Act – Functions, policy frame work, legal Requirements (CRR, SLR, PLR) Banking Regulation Act 1949 – Provisions and Objectives	3,4 5	R1(571-600) (189-190) R2(122-130)
3	Modern Banking in India - E-Banking - Core Banking	6	R2(55-67)
4	Reforms in Banking Systems: - Autonomy for commercial banks - Autonomy for lending rates - Autonomy for borrowing rates	7	R2(131-135)
5	Best Practiced Code – Code of commitment of banks to customers	8	R1(244-245)
6	Corporate Governance in Banks	9	R1(363-367)
7.	Introduction to Unviversal Banking,Narrow banking Investment Banking, Private Banking	10	R1(26-30)
8.	Private sector bank guidelines, KYC	11	R1(228-230)
9.	Anti money Laundering (PERA Act)	12	R1(367-368)

10.	Role of Banks ; Financial Intermediary, Constituent of payment system	13	R4
11.	Banks as Financial Service provider: Banking of Business Mathematics	14	R3
12.	Money market Operations - Introduction, Objectives and functions, Reserve Requirements	15,16	R1(607-615)
13.	Profitability of Banks – an analysis	17	R1(101-111)
14.	Negotiable Instrument Act - Collection of cheques - Dishonour of cheques - Remittance – Demand Draft	18,19	R1(782-828)
15.	Bank Customer relationship and Bankers obligation	20	R1(753-761)
16.	Right of Appropriation – Different types of customers	21	R1(770-778)
17.	Chore Committee reports	22	R1(297-301)
18.	Credit risk management and Corporate debt restructuring	23	R1(362-363)
19.	Book principles of Lending Various types of Capital – Fixed Capital, Working Capital	24	R1(834-837)
20.	Non-fund based facilities – Letter of Credit- Guarantee UCPDC – Pledge Mortgage – Hypothecation – Types if charges	25	R1(838-859)
21.	Prudential Norms – Asset Classification, Income Recognition, Provisioning	27	R1(342-356)
22.	Asset-Liability management – Capital adequacy in banks (Basel I & II)	27	R1(403-411, 368-370)
23.	Basic of Derivatives – Camels rating of banks Introduction to credit risk, market risk and operational risk	28	R1(414-434)
24.	Banking Ombudsman Scheme – Customer Protection Act – SARFAESI Act 2002	29,30	R1(234-243)

REFERENCE BOOKS:

1. Banking Theory and Practice – K>C> Shekhar & Lakshmi Shekhar, Vikas Publishing House Private Limited 2010
2. Elements of Banking and Insurance – Jyotsna Sethi & Nishwan Batia, PHI Learning Pvt., Ltd., 2011
3. www.iibf.org.in
4. www.tax4india.com

COURSE COORDINATOR

HEAD/FINANCE

DEAN/MBA

MBNF664	INTERNATIONAL FINANCIAL MANAGEMENT	L	T	P	C

LEARNING OBJECTIVES:

The main objective of this course is to provide a background of risk management in international business. It also offers the structure and scope of financial management in multinational context. The students will be able to assess a firm's foreign exchange exposure and evaluate various hedging techniques that could be used to manage the exposure. In addition to this the students will be exposed to various aspects of decision – making relating to financial investments in a global perspective.

Sl no	TOPIC	Hrs	Reference Material
1	<u>Introduction</u> Nature, Scope and Significance of International Finance, Foreign Exchange Markets, Participants, Monetary systems,	1	T1
2	Gold standard, Bretton Woods Agreement, Exchange rate regimes, Trading Blocks	1	R1
3	International Monetary System, Balance of Payment and Markets (An Overview in brief), basics of foreign exchange like Appreciation, depreciation, over valuation, devaluation, inflation, interest rates etc	1	R1
4	International Financial Markets- Importance International Bond Markets, Structure, Participants and Instruments, Types of Bonds	2	T1
5	International Equity Markets , Structure and Participants, IDRs, ADRs, GDRs, Methods, Examples	1	R1
6	Financing Choices - FDI and FII, Cost-Benefit Analysis Case study 3 – The case of GE	2	R1
7	Exchange Rate Determination Factors affecting Exchange rate, Theories – PPP Theory, deviations and reasons	1	R2
8	Fisher Effect, International Fisher effect, Deviations and Reasons,	1	R2
9	Interest Rate Parity (Carry Trade), Covered Interest Rate Arbitrage (Problems and examples)	1	R2
10	Exchange Rate Forecasting (EMH approach, Fundamental and Technical approach)	1	R1,T1
11	Exchange Rate Quotations , Spot and Forward Rates,(Problems in Calculation of Forward rate using premium and discount), calculation of bill rates	2	T1,R3
12	Cross Rate, Bid, Ask and Bid-Ask Spread (Problems),	1	T1,R1,R3
13	Relationship between interest rate, inflation rate and forward rate – Case study 2, USA And Japan	2	Internet sources
14	Exposure Management , Meaning, Risk, meaning, Differences between Exposure and Risk	1	R1,T1
15	Types of Exposure, Transaction Exposure	1	T1
16	Forms- Internal – Leading and Lagging, Netting, Matching, Choice of	1	T1

	Currency invoicing,		
17	External Techniques – Derivatives - Futures – Currency, Commodity, Interest Rate futures, Options- European and American, Types of Options – Call and Put, and Swaps – Currency swaps, Interest Rate swaps, Swaptions	2	T1
18	Case study on Derivatives Scam :Explaining the recent Recession of 2008-09 involving CDS in US	2	T1
19	Derivatives, Difference between hedging, Speculation and Arbitrage , Futures- Market Participants, Position, Basis risk,	1	T1,R1
20	Currency Options ,- Valuation and Pricing	1	T1,R1,R2
21	Currency Swaps – Structures, Application, and Valuation Case comparing the risk hedged through them, VaR- Basics	2	T1,R1
22	International Capital Budgeting , Difference between Domestic Project Appraisal, Difficulties and Issues	1	T1,R1
	NPV and APV, Choice of discount rates	1	T1,R1

Text Books

1. International Financial Management by V Sharan

Reference books

1. International Financial Management, Jeff Madura
2. International Finance, By Kevin S
3. Foreign Exchange Management by Jeevanandam
4. Multinational Finance By Maurice and Levi
5. International Financial Management by P.G. Apte

Internal Evaluation

1. Cycle Test = 10 marks
2. Model Exam = 10 marks
3. Surprise Test = 5 marks
4. Attendance = 5 marks
5. Project = 10 marks
6. Viva = 10 marks

COURSE COORDINATOR
R.Shenbagavalli

HEAD/FINANCE
Dr. Vasumathy

DEAN
Dr Jayshree Suresh

MARKETING

MBNM651	PRODUCT MANAGEMENT	L	T	P	C
		2	0	0	2

INSTRUCTIONAL OBJECTIVES

- To enable understand the process and strategic role of Product Management.
- To Apply marketing concepts to make product management decisions.
- To train students in handling different issues of a product or products at all stages of the product lifecycle

PURPOSE

This course aims to enable students understand the concept of Product Management and its applications in Organizational lifecycle.

TEACHING METHODOLOGY

Concepts, Case Studies, Out of Class Activities, Seminars, Role plays, Debates, Mini Projects, etc

UNIT	TOPICS	NO. OF HOURS	BOOK & PAGE NOS.
I	<p><i>Introduction:</i> Recap from Philip Kotler</p> <p><i>Marketing Planning</i> Marketing Planning Process Marketing Plan components</p> <p><i>Defining Competition</i> Levels of competition Methods of measuring competition</p> <p>Case: Energy bars and Personal Digital Assistants</p>	6	<p>Philip Kotler</p> <p>T(26-37)</p> <p>T(40-45)</p> <p>T(52-70)</p> <p>Case I*</p>
II	<p><i>Category Attractiveness Analysis</i> Factors influencing</p> <p><i>Competitive Analysis</i> Marketing strategy Differential Advantage Analysis</p> <p><i>Customer Analysis</i></p>	6	<p>T(75-88)</p> <p>T (97-127)</p> <p>T(140-161)</p>
III	<p><i>Market potential and Sales Forecasting</i> Market Potential Methods for estimating market Sales Forecasting</p> <p><i>Product Strategy</i></p>	6	<p>T(187-195)</p> <p>T(196-215)</p> <p>T(226-252)</p>

IV	<i>Product modification</i> New Products Pricing Decisions Advertising Decisions Promotion Channel Management Case: Apex Tyres- Product Mix Case: House hold Product C – New Product Case: House hold Product D – Test Marketing	6	T(258-279) T(293-321) T(328-354) T(363-382) T(390-409) Case II* Case III* Case IV*
V	<i>Customer Relationship Management</i> CRM Financial Analysis Marketing Metrics	6	T(414-438) T(441-458) T(464-470))
	Project guidance and Concluding sessions		Discussion

*Case studies (I to IV) are attached as annexure to the lesson plan.

Text Book (T):

1. Donald R. Lehmann and Russell S. Winer, "Product Management", Tata McGraw- Hill, 4th Edition, 2005

Reference Books(R):

1. Marketing Management, Philip Kotler, Kevin Lane Keller, 13th edition, PHI, 2009
2. Marketing Management Cases and Concepts, Nikilesh dholakia, Rakesh Khurana, Labdhi bhandari, Abhinandan k Jain, Macmillan, 2007

Internal Marks Split-up:

Attendance	-	5 Marks
Surprise Test	-	5 Marks
Cycle Test	-	10 Marks
Model Exam	-	10 Marks
Mini Project	-	10 Marks
Viva voce	-	10 Marks
TOTAL	-	50 Marks

COURSE COORDINATOR
Mrs.S.Priya

HEAD-MARKETING
DR. S PremLatha

DEAN-MBA
DR. Jayshree Suresh

MBNM 653	CONSUMER BEHAVIOUR	L	T	P	C
		2	0	0	2

PURPOSE

To study how consumers influence the field of marketing and also how marketers influence the consumers.

TEACHING METHODOLOGY:

Concepts, Case Study, Application, Out of Class Activities, Seminar, etc

SESSION NO.	TOPIC	BOOK / PAGE NO
HOOR	UNIT -1	
1	Consumer behavior and Marketing Strategy, Nature and Scope of Consumer Behavior	T1, 1 Page 7 -10
2	Market Segmentation	T1, 1 Page 11 - 13
3	Learning – nature, characteristics and types	T1 : 3 Page : 90
4	Learning theories-information processing and Involvement	T1 : 3 Page 91- 108
5	Brand Loyalty, Brand Equity & Leverage	T1 : 9 Page 351 - 355
6	Perception-process, interpretation and marketing strategy, Elements, Perceptual Organization and defense, consumer imagery, perceived risk & how to handle the risk	T1 : 2 Page 50 - 80
	CASE:1 The Magic of IPOD	Page - 250
	UNIT - 2	
7	Nature, Strategies, theories and their relevance, Motivational Research	T1, 4 Page 128 - 155
8	Personality-Psycho-Analytical, Neo-Freudian and Social Approaches to Personality	T1, 6 Page 216 - 225
9	Understanding Consumer Diversity, Brand Personality, Role and Brand Personification	T1 : 6 Page : 226 - 252
10	Self Image, Vanity and Consumer Behavior	T1 : 5 Page 168 - 181
11	Attitude Formation & Formation Change-Sources of learning & Influence on attitude formation	T1 : 7 Page 254 - 284
12	Strategies on Attitude Change, Relationship between behavior & attitude	T1 :8 Page 286 - 317
	CASE: 2 Domino’s Dilemma	Page 339 -340

UNIT - 3		
13	Life Style Profiles Influences Self Concept	T1 : Pages-229 – 248 & 170 - 171
14	Social Class – Identification and CB application on Various Social classes	T1 : Pages- 448 - 510
15	Family – Decision making- Consumption – related roles	T1 : Pages- 451 - 472
16	Groups-types, celebrities, family, socialization of family members Functions of Family, Family Life Cycle	T1 : Pages-404 – 436 T1 : Pages-451 - 472
17	Influence of Reference groups – Friendship and workgroup	T1 : Pages-404 - 436
18	Culture-Nature, Characteristics, Measurement, Sub-Cultures, Cross culture	T1 : Pages-578 – 600 T1 : Pages-516 – 539 T1 : Pages-608 - 647
	CASE:3 Michael Phelps: Endorsement deals go up in smoke!	Page 294 - 295
UNIT - 4		
19	Opinion leadership – Process, Dynamics, Motivation	T1 – 429 – 430
20 & 21	Profile of opinion leadership, opinion leadership need, Measurement and Corporate strategy of opinion leadership, Models and role relationship	T1 – 431 – 433
22 & 23	Opinion leadership and firms marketing strategy, Innovation, Characteristics and Types	T1 – 431 - 432
24	Profile of consumer innovator, Diffusion of innovation, Adoption process	T1 – 622 – 627
	CASE:4 Mobile Phones invade the world	Page - 568
UNIT - 5		
25	Personal Influence	T1 -170 - 208
26	Consumer decision making process: reutilized Response, limited and extensive problem solving behavior, different buying situations	T1 – 324 – 355 & R1
27	Models of Consumer decision making	Notes
28	Relationship Marketing	Notes
29	Online buyer behavior	Notes
30	Consumer protection movements, consumerism, laws on consumer rights	Notes
	Case:5 Slumdog: Fad or Fashion?	Page- 612

Text Book :

T1 : Michael R. Solomon, ' Consumer Behavior – Buying ,Having and Being', 9th edition
PHI Learning Private Limited,New Delhi.

Reference Books:

R1 : Schiffman. L.G. & Kanak. L.L., Consumer Behavior, Pearson

Internal Marks Split-up:

Attendance	-	5 Marks
Surprise Test	-	5 Marks
Cycle Test	-	10 Marks
Model Exam	-	10 Marks
Mini Project	-	10 Marks
Viva-Voice	-	10 Marks
TOTAL	-	50 Marks.

SHYAMALA DEVI.B
SUBJECT COORDINATOR

DR. S PREMLATHA
HEAD-MARKETING

DR. JAYSHREE SURESH
DEAN-MBA

MBNM652	CUSTOMER RELATIONSHIP MANAGEMENT	L	T	P	C
		2	0	0	2

INSTRUCTIONAL OBJECTIVES

To make the students understand the organizational need, benefits and process of creating long term value for individual customers, create awareness about formulation and implementation of CRM and to e-CRM .

PURPOSE

To enable students to understand the concept of Customer Relationship Management, CRM applications in Consumer and Business Markets and applications of Technological tools for e-CRM solutions.

TEACHING METHODOLOGY

Concepts, Case Study, Application, Out of Class Activities, Seminar, etc

UNIT	TOPICS	NO. OF HOURS	BOOK & PAGE NOS.
1	<p><i>The concept of customer relationship management: The Strategic Imperatives</i> Introduction Explosion of CRM both in marketing and IT Enablers for the Growth of CRM The Criticality of Customer Relationships Why Businesses should Adopt CRM Implementing CRM</p> <p><i>Conceptual foundations of CRM</i> Evolution of CRM Benefits of CRM Schools of thought on CRM Defining CRM</p>	6	<p>3-14(T)</p> <p>16-28(T)</p>
2	<p><i>Building Customer Relationship</i> Relationship Building as a Process Bonding for Customer Relationship Zero Customer Defections CRM Framework</p> <p><i>Economics of Customer Relationship Management</i> Market Share vs. Share of Customer Lifetime Value of Customers Activity-based costing for CRM</p>	12	<p>30-44(T)</p> <p>46-58(T)</p>

	<p>CRM in B2C Markets CRM in Services Service Recovery CRM in Services(Hospitality, Telecom, Banking)</p> <p>CRM in B2B Markets Characteristics of Business Markets Importance of CRM in B2B Markets Key Account Management Customer Value Management in Business Markets</p> <p>Components of eCRM Solutions Introduction Data Warehousing Data Mining and CRM Campaign Management Sales Force Automation Customer Service and Support Role of Interactive Technologies</p> <p>Product Offerings in the CRM Market Space Evaluating Technological Solutions for CRM Comparison of Siebel, Oracle, MySAP.com and PeopleSoft Enterprise Solutions Comparison of Talisma, SalesLogix, Microsoft, Onyx and SalesNotes for SME's</p>		<p>61-77(T)</p> <p>88-98(T)</p> <p>103-127(T)</p> <p>129-142(T)</p>
<p>3</p>	<p>Contact Centres for CRM Role of a Contact Centre in Building Relationships Components of a Contact Centre Economics of a Contact Centre</p> <p>The CRM Road Map Defining a CRM Strategy CRM Implementation Road Map Developing a Relationship Orientation Customer-Centric Marketing and Processes Building Organizational Capabilities through Internal Marketing Issues in Implementing a Technology Solution for CRM</p>	<p>3</p>	<p>144-153(T)</p> <p>157-166(T)</p>

4	<i>Operational Issues in Implementing CRM</i> Process View of CRM Budgeting for Attraction vs. Retention Learning from Customer Defections Customer Retention Plans Evaluating Retention Programmes	3	168-182(T)
5	<i>Various CRM Packages(Top 5 CRM Softwares)</i> ORACLE/SIEBEL SAP Sales Force Microsoft Dynamic CRM RightNow <i>Applications of CRM in Product and Service Industry</i> Customer Interaction Management(CIM) Customer Relationship Portal Interactive Relationship Management	6	55-67(R2) 68-70(R2)

Attached

*10 Case Studies for Classroom Exercise & Homework.

**10 Project Assignment Questions for Mini Project.

Text Book(T):

1. G.Shainesh and Jagdish N.Seth, CRM, McMillan, 2006

Reference Book(R):

1. Francis Buttle, Customer Relationship Management -Butterworth &Heinemann, Oxford, 2009

2. Alok Kumar Rai, Customer Relationship Management – Eastern Economy Edition, PHI, 2008

Internal Evaluation:

Attendance	-	5 Marks
Surprise Test	-	5 Marks
Cycle Test	-	10 Marks
Model Exam	-	10 Marks
Mini Project	-	10 Marks
Viva-Voice	-	10 Marks
TOTAL	-	50 Marks

MR. EDWIN TS
SUBJECT COORDINATOR

DR. S PREMLATHA
HEAD-MARKETING

DR. JAYSHREE SURESH
DEAN-MBA

MBN M654	RETAIL MANAGEMENT	L	T	P	C
		2	0	0	2

S.No.	Topics	Hours	Pedagogy (Seminar / Case Discussion)	Reference books
Unit I				
1	Understand the issues and operations in retailing	1	Discussion	R1:1 – 10
2	Introduction – retailing, retail industry and economy, characteristics of retailing	2	Discussion	B1:1 – 13, R3:1 – 13
3	Functions and activities of retailing, Categorizing retailers retail strategy, changing the face of retailing, drivers of success in the retail sector. Case study 1: Restructuring Pantaloon Retail: The 'Future Group' Initiative	2	Discussion, visiting retail outlets Case study	B1:14 – 39 Refer printed material
Unit II				
4	Changing structure of retailing and theories of structural change in retailing	2	Discussion	B1: 45 – 49
5	Classification of retail units, variety of merchandise mix, method of customer interaction	2	Discussion	B1: 50 – 89
6	Emergence of organized Retailing - Modern Retail Formats In India – Retailing In Rural India - Retail Strategy with respect to Specific Product Categories – Challenges in Retail Business in India. Case study 2: Marketing strategy for growth - A Wilkinson case study	2	Discussion / Seminar Case study	B1:96 – 161, R5: 20 -48 Refer printed material
Unit III				
7	Importance Of Location Decision – Levels Of Location Decision And Its Determining Factors-Types Of Retail	2	Discussion	B1: 275 – 311, R5: 145 – 162

	Location-Trading Area – Site Selection Analysis-Retail Location Theories			
8	Merchandising Introduction-Merchandising Management-Merchandising acquisition-Merchandise control	2	Discussion	B1: 411 – 447, R3:370 – 392
9	Merchandise handling-Merchandise management at the category- Merchandise management in various retail-Merchandise management	2	Discussion, Role play	B1:417 – 454, R4: 135 – 156, R5: 168 – 178
10	Introduction -Atmospherics	1	Discussion	B1: 588 – 620
11	Store space management. Case study 3: Rainforest Café: A wild place to shop and eat	2	Discussion, Case study	B1: 620-633 Refer printed material
Unit IV				
12	Introduction-External influences on retail pricing strategy	2	Discussion / Seminar	B1: 461 – 476
13	Retail pricing objectives	1	Discussion	B1: 476 – 478, R4: 157 – 173
14	Pricing Strategies-Setting Retail prices Case study 4: Decathlon: The price of success	2	Discussion Case study	B1: 478 – 502, R3:463 – 488 Refer printed material
15	Selection of promotion mix, Advertising, media selection, sales promotion, personal selling, Publicity.	2	Discussion	B1: 510 – 557, R3: 493 – 518, R4: 175 – 209
Unit V				
16	Relationship marketing in retailing, Evolution of relationship & marketing	1	Discussion	B1: 636 - 640
17	Relationship marketing strategies in retailing	1	Discussion	B1: 641 – 649
18	Loyalty Programmes Case study 5: Loyalty Programs in India	1	Discussion, Case study	B1: 649 – 674 Refer printed material
	Total	30 hours		

Text Book:

B1: Chetan Bajaj, Rajnish Tuli, Nidhi V Srivastava, 'Retail Management', Oxford University Press, 2005

Reference Books:

R1: Arif Sheikh, Kaneez Fatima 'Retail Management', 4th edition, Himalaya Publishing House

R2: Barry Berman, Joel R.Evans 'Retail management, a strategic approach' 8th edition, Pearson Education Asia

R3: Michael Levy, Barton A Weitz, Ajay Pandit – 'Retailing Management' 6th edition (Special Indian edition)-Tata Mc Grawhill Publishing Co. Ltd.

R4: David Gilbert 'Retail Marketing Management' 2nd edition, Pearson Education

R5: Swapna Pradhan – 'Retailing Management' 2nd edition, Tata Mc Grawhill Publishing Co. Ltd.

Internal Marks Split-up:

Attendance	-	5 Marks
Surprise Test	-	5 Marks
Cycle Test	-	10 Marks
Model Exam	-	10 Marks
Mini Project	-	10 Marks
Viva-Voice	-	10 Marks
TOTAL	-	50 Marks

PRADEEP E
Course Coordinator

Dr. S. PREMLATHA
Head - Marketing

Dr. JAYSHREE SURESH
Dean - MBA

HUMAN RESOURCE

MBN H667	INDUSTRIAL RELATIONS	L	T	P	C
	LESSON PLAN	2	0	0	2

Learning objectives:

To help the students to get exposed to different concepts of Industrial Relations

To make the students understand the relationship between the employee, employer, union and government.

S. No	Unit	Topic for Discussion	Session- No.	Page no.
1.	I	Industrial Revolution – IR Concept, Importance & Scope	1,2	1 to 8
2.	I	Factors affecting IR– Approaches to IR	3,4	11 to 17
3.	I	IR Policy Pre Independence & Post Independence – ILO - Changing Scenario of Industrial unrest	5,6	22 to 34
4.	II	Trade Union Movement in India	7	80
5.	II	Trade Union Movement in India - Aim, objectives, structure and governing of trade unions	8	82 to 84
6.	II	Theories of trade unionism	9	85 to 95
7.	III	Disputes – Impact – Causes	10,11	277
8.	III	Strikes – lockouts -layout – Prevention - Industrial harmony - Government Machinery	12,13,14	279
9.	III	Conciliation –Arbitration – Adjudication - Grievance procedure	15,16	280 to 290
10.	IV	Labour Welfare works – concepts, need, importance, scope & Features	17,18,19	160
11.	IV	Approaches to Labour Welfare – Worker’s Education – Concept, Objectives	20,21	161 to 183
12.	IV	Workers Education in India – Levels of Workers Education – Workers Training	22,23	Printed Material
13.	V	Collective Bargaining – Concept, Features, Importance	24	311 and 350
14.	V	Principles of Collective Bargaining – Forms of Collective Bargaining – Process of Negotiation during Bargaining	25,26,27	352 to 355
15	V	Worker’s Participation in Management – Concept, Objective – Forms of participation – Levels of participation – Functions of Joint Council – Condition necessary for effective working	28,29,30	Printed Material

Text Book:

Employee Relations Management - P.N.Singh and Neeraj Kumar – Pearson Publication

Reference Book:

Dynamics of Industrial Relations – Mamoria, Mamoria, Gankar – Himalaya Publishing House

Note: Case discussion will definitely be there for all the above mentioned topics

INTERNAL ASSESSMENT:

1) Cycle test	10 Marks
2) Surprise test	10 Marks
3) Attendance	05 Marks
4) Mini Project	10 Marks
5) Viva	10 Marks
Total	50 Marks

COURSE COORDINATOR

HEAD – HR

DEAN - MBA

MBN H669	Training and Development	L	T	P	C
		2	0	0	2

Objectives of the Course:

1. To educate the students to become aware of the importance of training in industries.
2. To help the students to acquire the training skill and knowledge.

SL.No	Unit No	Lesson Details	Hours	Material	Page No
1	I	Meaning – Concepts of training, education and development	1hour		
		Purpose of training – uses of training Learning principles and objectives Learning assignments and exercise/ Experiential Learning – 1/Case Study-I	1hour	R 1	1 – 9 16 - 21
			1hour	R 2	3 - 11
2	II	Structure of training and development department	1hour		
		Training policy – process – steps involved Need of Training – Training Need Analysis (TNA) Pictorial presentation /organization chart/ Experiential Learning – 2/ Case Study-II	2hour	R 1	100 – 138
			2hour	R 2	147 - 165
3	III	Selection of trainees, trainers and their qualities – selection of training place, time, Preparation of training budget and manual. Conduct of training programme	1hour	R 1	04 - 16 215 – 239
			1hour	R4	248 – 258
		ON THE Job Training various methods	2hour		35 – 56

		merits and limitation	2hour		
		OFF The Job training various methods – merits and limitation	2hour		
		Case study III / Mock interview.			
4	IV	Management Development programme (MDP) –	2hour	R 1	440 - 449
		Concepts – need importance – process Requirements for the success of MDP Various methods of MDP – merits and limitations. –Transfer of learning- Action planning Project proposal- Feedback session Management Game 1 / Case study IV	2hour	R 2	28 – 30
5	V	Evaluation of training programme –	2hours		355 – 378
		stages of training evaluation –methods of evaluation	1hour	R 1	455 – 456
		Measuring effectiveness of training programme.			
		Training and development practice in	1hour		460 – 466
		India – Role of ISTD. Industrial visits/case study V/Management Game 2/Project Report Presentation	2hours	R 2	181 - 207
		Total hrs	30		
			hours		

Pedagogy:

Class room lectures Case
discussion Industrial
visits
Guest lectures
Management Games

Method of Evaluation:

Class Test – 10 Marks Surprise
Test – 05 Marks
Attendance – 05 Marks

Mini Project -	10 Marks	Comp
Viva -	10 Marks	Model
Exam –	10 Marks	

Total	50 Marks	

T-Text Book: Employee Training And Development By Mr. Raymond A Noe, TMS Publication.
Reference Books:

- R-1. Effective Training – System, strategies and practice, II edition, P.Nick Balanchard, James W. Thacker, PHI – New Delhi, India –2006.
- R-2. Training in organization, Irwin Goldstein, Thomson Learning,2007
- R-3. The art of Training and Development in Management – set of six volumes, Leslie Rae. Crest publishing House – New Delhi.
- R-4. Training and Development – Concepts and Applications – Tapo moy Deb, Ane Books Pvt Ltd., Chennai.

T - Text Book
R1,R2,R3,R4 _Reference Book

CO-ORDIANTOR
Dr.A.Chandra Mohan

HEAD/HR
Dr.Vasanthi Kumari

DEAN/MBA
Dr.Jayshree Suresh

MBN H656	CREATIVITY & INNOVATION MANAGEMENT	L	T	P	C
		2	0	0	2

S.NO	TOPICS COVERED	HOURS	Pedagogy (Lecture/Seminar/Case discussion/ppt/Activity)	REFERENCES
1	Realm Of Creativity	1	LECTURE /PPT	TB (1-20)
2	Road Blocks &Block Busters	2	LECTURE/PPT	TB(23-35)
3	Puzzles Of Creativity	3	LECTURE/PPT	TB (37-50)
4	Tha Body & The Mind As Root Of Human Creativity,Spirtual & Social Roots Of Creativity	4,5&6	LECTURE/PPT	TB (53-107)
5	Entrepreneurial & Empowerment Activities & Quality Of Creativity	7,8&9	LECTURE/PPT	TB (111-156)
6	Quiz &Mental Gym	9	CREATIVE ACTIVITY	TB (1-156)
7	Case Study	10&11	TWO TRANSFORMATIONAL LEADERS	TB (133-135)
8	Individual & Group Creativity	12&13	LECTURE/PPT	TB (161-173)
9	Thinking Hat Methods & Brainstorming	14&15	LECTURE/PPT	TB (175-204)
10	Morphological Method & Lateral Thinking Methods Techniques	16&17	LECTURE/PPT	TB (209-245)
12	Case Study	18&19	CREATIVITY EXERCISES& ASSESS YOUR ENVIRONMENT	TB (161-239)
13	Creative Problem Solving & Models Of Techniques Of Creative Problem Solving	20&21	SEMINAR/ LECTURE/PPT	TB (249-263)
14	Mental Gym & Quiz	22&23	SEMINAR/ LECTURE/PPT	TB (264-283)
15	Energy For Your Creativity	23&24	SEMINAR/ LECTURE/PPT	TB (287-307)
16	Pumping Your Creative Muscle	25&26	SEMINAR/ LECTURE/PPT	TB (309-347)
17	Creative Life	27&28	SEMINAR/ LECTURE/PPT	TB (353-390)
18	Case Study	29&30	CREATIVITY TRAINING	TB (393-399)

TEXT BOOK

Lifelong Creativity – Pradip N Khandwalla, **Tata Mc Graw Hill.**

REFERENCES

1. Managing creativity For Corporate Excellence – P.N. Rastogi , **Mac Millan,**
2. Training Creative Thinking - Davis Gary and Scott ,**New York Pub,**
3. Lateral Thinking – Edward de Bono **Penguin Pub,**
4. Innovation and Entrepreneurship- Peter. Drucker.

COURSE COORDINATOR

HEAD – HR

DEAN - MBA

MBN H664	HUMAN PSYCHOLOGY	L	T	P	C
		2	0	0	2

TEACHING METHODOLOGY:

This course is usually taught through lectures, discussions, games, simulations, case analysis and critical incidents.

ASSESSMENT OF LEARNING:

Students' understanding of the subject is usually assessed through tests, question and answer sessions, assignments and assessment of presentation if any. Internal Marks are awarded as per the following bifurcation:

Cycle Test	= 10 Marks
Model Exam	= 10 Marks
Surprise Test/ Assignments	= 5 Marks
Mini Project Submission	= 10 Marks
Mini Project Presentation	= 10 Marks
Attendance	= 5 Marks

SESSION	TOPIC FOR DISCUSSION	PAGE NO.
1 , 2 & 3	Introduction To Psychology, Nature And Scope. Branches Of Psychology.	R1 1- 26
4 & 5	Observation, Survey Method, Clinical And Case Study Method, Experimental Method	R1 48 - 63
6 & 7	Application Of The Method, Reliability And Validity	R1 44-46
8 , 9 & 10	Structure Of Neuron , Endocrine System	R1 69-109
11, 12 & 13	Sensitive	R1 113 – 134
14 & 15	Preceptual Process	R1 164 - 211
16 & 17	Learning	R1 231 – 264
18, 19, 20 & 21	Physiological Basis Of Memory. Memory And Forgetting.	R1 305 – 347
22, 23 & 24	Nature And Development Of Thinking	R1 351 – 402
25 ,26, 27 & 28	Intelligence. Measurement Of Intelligence And Aptitude	R1 475 – 512
29 & 30	Theories Of Motivation	R1 404 - 444

31 & 32	Personality	R1 513 - 570
33, 34 & 35	Coping With Stress	R1 331 – 350
36	Development Of Attitudes	R1 457 – 484
37 & 38	Application Of Person Perception To Impression Management.Health And Mental Health	R1 192 - 196
39 & 40	Education, Industry	R1 196 - 197
41 & 42	Environment , Information Technology	R1 197 - 198
43, 44 & 45	Mini Project Presentation	

REFERENCE 1: B. K. Mishra, Psychology, The Study of Human Behaviour, PHI, New Delhi

COURSE COORDINATOR

HEAD – HR

DEAN - MBA

OPERATIONS

MBN O683	PROJECT MANAGEMENT	L	T	P	C
		2	0	0	2

LESSON PLAN

OBJECTIVES

Enable the students to understand the conceptual principles, tools and techniques of project management in order to practice and implement the same in corporate world.

PEDAGOGY:

Classroom discussions, Student presentations, Case analysis, Role play, Mini projects, Industry visits, Quiz and games

Sl. No	TOPIC	Hrs	Book, & Page No
	UNIT -1		
1	History of Project Management, Understanding Projects	1	Text Book : 1 - 21
2	Project Selection and Prioritisation : Planning Process, Portfolio alignment, Securing Projects	1	Text Book : 24-45
3	Organisational Capability : Types of Organisational Structures, Organisational Culture, Project Life Cycles, Roles of Project Executives, & Project Team	2	Text Book : 45 -71
4	Chartering Projects: Typical Elements in a Project Charter, Constructing and Ratifying a Project Charter	1	Text Book : 72 - 100
5	Case Study : UC Berkley's Success Story,	1	Ref Book 1, Page 73
	UNIT -2		
6	Stakeholder Analysis and Communication Planning : Understanding stakeholders, and building relationships, Planning Communications, Project meetings, Communication needs of Global & Virtual Teams	2	Text Book : 101-124
7	Scope Planning: Introduction, collecting requirement, defining scope, Work Breakdown Structure, Establishing Change Control.	1	Text Book : 125- 153
8	Scheduling Projects : Introduction to Project Time Management, Purpose of Project Schedule, How project schedules are created, Defining Activities,	1	Text Book : 154-160
9	Sequencing Activities, Estimating Time Duration,	1	Text Book : 161-166
10	Developing Project Networks and Schedules and Solving Problems	1	Text Book : 167-171
11	Uncertainties in Project schedules, and showing project schedule on a Gantt Chart	1	Text Book : 172-183
12	Case Study : Norfolk County UK, Launches a Massive Project	1	Ref Book 1, Page 80

UNIT -3			
13	Resourcing Projects: Estimating Resource Needs, Creating a staff management plan, team composition issues.	1	Text Book : 190-196
14	Assigning resources to each activity, dealing with resource overloads,	1	Text Book : 197-202
15	Compressing a project schedule, CCPM and Solving Problems	2	Text Book : 203-210
UNIT -4			
16	Budgeting Projects: Estimating Costs, Determining Budget, Establishing cost control.	1	Text Book : 221-236
17	Project Risk Planning : Identify risks, Analyse Riska, Plan Risk Responses	1	Text Book : 245-261
18	Project Quality Planning : Quality concepts, Project Quality Management Plan, Conflict resolution	2	Text Book : 268-288
19	Kickoff project, Baseline and communication of Project Management Plan	1	Text Book : 289-293
20	Case Study : Feds Miscalculate Costs	1	Ref Book 1, Page 188
UNIT -5			
21	Project Supply Chain Management and Leading and Managing Project Teams	2	Text Book : 303-321 & 328-352
22	Monitoring Project Progress and Results: Periodic review and updation of Project schedules	1	Text Book : 358-366
23	Case Study : Multi Projects	1	Ref Book 1, Page 319
24	Monitoring Project Progress and Results : customer issues, financial issues	1	Text Book : 367-387
25	Finishing the Project and Realising the benefits , post project activities	1	Text Book : 394-405
Total Hours		30	

Text Book :

1. Contemporary Project Management - Timothy J Kloppenborg, published by Cengage Learning, TMH

Reference Books :

1. James P.Clemats and Jack GIGO, Effective Project Management, Thomas South- Western.
2. Larry Richman-Project Management step by step, PHI New Delhi,2008.
3. Santakki.V.C., Project Management, Himalaya Publishing House,2006.
4. Bhanesh M.Patel, Project Management , Vikash Publishing House Pvt Ltd, 2008.
5. Prasanna Chandra – Projects , TMH, 2012
6. K Nagarajan – ProjectManagement, New Age International Publishers 2012
7. Clifford Gray, Erik Larson, Goutam Deasai – Project Management , TMH 2013

8. Project Management Institute – A Guide to the Project Management Body of Knowledge (PMBOK Guide) 4th edition 2008
9. Panneerselvan, Senthilkumar – Project Management , EEE, PHI, 2010

Co-Curricular Activity :

Visit to a project in progress and get first hand idea of planning, execution and monitoring a project (Group Project)

AND

Invite a Project Management expert to the campus and request him to speak on his experiences in managing projects.

Internal Marks:

Cycle test - 10 marks
Surprise Test - 05 marks
Attendance - 05 marks
Model Exam - 10 marks
Project - 20 marks
Total - 50 marks

Question Paper will contain small problems in 2 marks questions, and one problem to solve in Case study section.

Mr. B.V.S. Prasad
Course Coordinator

Dr. K. Sadasivan
HOD – Operations

Dr. Jayshree Suresh
Dean - MBA

MBNO685	PRODUCTION PLANNING AND CONTROL	L	T	P	C
		2	0	0	2

LESSON PLAN

OBJECTIVES

To enable students understand the principles, practices and areas of application in PRODUCTION PLANNING AND CONTROL

METHODOLOGY: Lectures, Classroom discussions, Student presentations, Case analysis, Mini projects and Local industry visits

Sl. No:	Topics	Reading material	No. Of hours
1	Introduction to PPC-Definition of PPC-Factors determining production planning-Production control system-Factors determining production control procedure Material flow pattern	R1 (Pg:257-264)	3
2	Role of production planning and control in operations management-Phases in PPC functions-Functions of production planning-Function of production control-Production planning in different production system	R1 (Pg:264-279)	3
3	Capacity planning-Types of capacity-Capacity planning decision-Capacity Requirement Planning	R2(pg:242-251)	4
4	Routing -Route sheet Scheduling -Elements of scheduling-Scheduling technique for job shop production -Stages in scheduling Gantt chart	R1(Pg:281-283) R2(Pg:307-310)	4
5	M JOB 2 M/C AND M JOB 3 M/C-Numerical problems and solutions	Printed Material	4
6	Resource Requirement Planning-Material Requirement Planning(MRP I) - Manufacturing Resource Planning (MRP II)-Computational procedure	R2(Pg:260-274)	3
7	Forecasting –steps in forecasting –methods in forecasting-methods of least square-exponential smoothing	R3(Pg:73-83)	3
8	Line balancing-Terminology used in line balancing-line balancing procedure-line balancing methods(only theory)	R2 (Pg:330-334)	2
9	Production planning module of SAP R/3-Components in SAP R/3-Capacity planning in SAP R/3	T1(pg:343-350)	2
10	Repetitive manufacturing-planning for repetitive manufacturing-production planning for process industries	T1(pg:351-358)	2
Total			30

Text Books

T1: Production Planning and Control, Text and cases by S.K.Mukhopadhyay, 2nd Edition PHI Publication

Reference Books:

1. R1: Production and Materials Management-K.Sridhara Bhatt
2. R2: Production and operations management by K Aswathappa, Mr.K.Shridhara Bhat Himalaya publications second edition
3. R3: Production and operations management by R.Panneerselvam
4. R4: operations research by J.K.sharma

Problems to be solved in the class:

- M job 2 machine
- M job 3 machine
- Exponential smoothing, method of least squares
- Gantt chart
- MRP I
- Capacity Planning

Theory Problem Ratio:

Theory – 60%

Problem – 40%

Cycle Test Question paper Pattern:

Part	Theory Questions	Problem Questions	Total Questions	Marks per Questions	Total Marks
A	4	1	5	5*2	10
B	2	1	3	3*8	24
C	-	1	1	1*16	16
Total					50

Model Exam Question paper Pattern:

Part	Theory Questions	Problem Questions	Total Questions	Marks per Questions	Total Marks
A	9	1	10	10*2	20
B	4	1	5	5*10	50
C	-	2	2	2*15	30
Total					100

Mrs. S. Kavitha
Course Coordinator

Dr. K. Sadasivan
HOD – Operations

Dr. Jayshree Suresh
Dean - MBA

MBNO687	MATERIALS MANAGEMENT	L	T	P	C
		2	0	0	2

OBJECTIVES

To enable students understand the principles, practices and areas of application in **MATERIALS MANAGEMENT**

METHODOLOGY: Lectures, Classroom discussions, Student presentations, Case analysis, Mini projects and Local industry visits

Sl. No:	Topics	Reading material	No. Of hours
1	Definition- objectives-activities of Materials Management-importance-cost involved in management of materials	T1: Pg. 1 – 19	2
2	Areas Of material management-Material Manager-interdepartmental relationship-advantages of Material Management	T1: pg. 20 – 25	1
3	General classification of material-codification of material-codification of system-standardization-level of standards-foreign standards used in India-procedure for Indian standards-Technique of variety reduction	T1: pg. 28 – 43 & 59 - 68	2
4	Material Planning-Definition-Flow Chart for Material Planning-Techniques of Material Planning-Budgeting and Material Planning	T1: pg. 76 – 80 & 88 – 95	2
5	Stores and Store keepers-objective-functions-location and layout of stores-types of stores-stock taking	T1: pg. 96 – 109	2
6	Storage equipment-types-selection of equipment-principles of Material Handling-Material Handling Equipments	T1: pg. 111 – 132	2
7	Inventory control-cost concept-inventory models-Selective Inventory Control Techniques	T1: pg. 133 – 158 & 167 – 172 & 195 - 210	5
8	Purchasing process-terms and conditions-objectives-duties and responsibilities-principles of purchasing-special methods of purchasing	T1: pg. 211 – 232	2
9	Business and framework-phases in purchase decision-process-business centers-Vendor Rating-value analysis	T1: pg. 234 – 246	2
10	Make or Buy Decision-Buyer Seller Relationship-negotiation	T1: pg. 328 – 338 & 346 - 351	2
11	Disposal of surplus –obsolete and items	T1: pg. 353 – 356	2
12	Legal Aspects Of Purchasing	T1: pg. 369 – 376	2
13	International Purchasing	T1: pg. 391 – 400	2
14	Ware Housing Management	T1: pg. 410 – 414	2
Total			30

Numerical problems to be solved in the class

1. Materials Budget
2. Economic Order Quantity – Without shortages and with shortages
3. Economic Batch Quantity – Without shortages and with shortages
4. Inventory Model with price breaks
5. Vendor rating
6. ABC Analysis

Question paper pattern

Theory - 60%
Numerical - 40% (Section B – 1 Problem; Section C – 2 Problems)

Outbound activities

Students are required to submit a group project on the study of materials management department in a manufacturing organization of their choice (maximum of 4 students per group)

Internal Valuation Pattern:

Component	Marks
Cycle test	10
Surprise Test	5
Model Exam	10
Mini Project	10
Viva Voce	10
Attendance	5
Total	50

TEXT BOOKS

T1. A.K. Chitale and R.C. Gupta, Materials management – Text and Cases, 2nd Edition, PHI publication, 2011

Reference books:

- R1. Arnold, J.R Tony and S.N. Chapman, Introduction to Materials Management, Pearson Education Asia, 2001
R2. Chada, H.L. Industrial Purchasing and Materials management, Jaico publishing house

COURSE COORDINATOR**HEAD – OPERATIONS****DEAN - MBA**

MBNO 689	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	L	T	P	C
		2	1	0	2

LESSON PLAN

Learning Objectives: To get the exposure of logistics and supply chain management and to understand the relationship between the logistics, procurement, warehousing and supply chain management.

Pedagogy: The topics shall be handled as Lectures/Seminar/Case Discussion/Games.

Sl. No	TOPICS	Hours	Reference Page Nos.
1	INTRODUCTION INTO SUPPLY CHAIN- Concept, Scope, Drivers of rate of change, Major issues, Supply Chain Technology-Transforming Supply Chain to “Business Technology” Supply Chain-SCM: an integrated view.	2	Text book: 18 to 37
2	Role of logistics in Supply Chain-Activities-A Macro perspective-the micro dimension-Logistics interface with other Areas-Factors Affecting the cost and importance of logistics-Techniques of logistics system Analysis-Approaches to Analyzing logistics systems-Supply Chain Technology-It’s Next Big thing Logistics and System Analysis	2	Text book 38 to 70
3	Global Dimensions of Supply Chains-Supply Chains in a Global Economy-The Scope and Magnitude of Global Business-Global Market and Strategy-Supply Chsin Security-Global Transportation Options-Strategic Channel Intermediaries-Storage Facilities and Packaging-Case Analysis	2	Text book 74 to 90
4	SUPPLY CHAIN RELATIONSHIP-Logistics relationship-Third party logistics-Industry Overvies-Third party logistics Research study – Industry Details-3PLs Need to Fill an Expanded Role in Today’s Supply Chains & Case study Analysis.	2	Text book 93 to 116
5	CASE STUDY ANALYSIS	2	Text book:38,39,74,
6	SUPPLY CHAIN TECHNOLOGY-MANAGING INFORMATION FLOWS-The Role of information in the supply chain-A Framework for managing supply chain information-SCM software-Technology Implementation-Technology Innovations & Case Study Analysis.	2	Text book 153 to 179

7	DEMAND MANAGEMENT AND CUSTOMER SERVICE-Demand management-Traditional Forecasting-Collaborative Planning, Forecasting, and Replenishment-Order Fulfillment and Order Management-Customer Service-Expected Cost of Stock outs-Channels of Distribution.	2	Text book 182 to 210
8	THE TRANSPORTATION SYSTEM-The role of Transportation – The Transport Selection Decision-The Basic Modes of Transportation-Legal Classification of Carriers-intermodal Transportation-The Virtual Freight Market Place Indirect and Special Carriers-Mastering the Art of Advance Planning-Management Strategy-Federal Regulation-Documentation-Domestic-Documentation-International-Bases for Rates-Transportation Services	2	Text book 213 to 260
9	CASE STUDY IN Transshipment Numerical Problem	2	Study Material
10	WAREHOUSING DECISIONS-The Nature and Importance-Role-Basic Warehousing Decisions & Operations-Warehouse Layout and Design-Material Handling-Packaging	2	Text book 321 to 350
11	NETWORK DESIGN AND FACILITY LOCATION-The Need for Long-range Planning-The Strategic Importance of LND-Logistics Network Design-Major Location Determinants-Modeling Approaches	2	Text book 364 to 381
12	PROCUREMENT AND SUPPLY MANAGEMENT-Inbound Logistics-Material Management-Electronic Procurement-Types of E-Commerce Models &Case Analysis	2	Text book 392-413
13	CASE STUDY ANALYSIS	2	Text book:321,322, 346,365
14	MANAGING REVERSE FLOWS IN THE SUPPLY CHAIN-Importance of Magnitude of Reverse Flows-Reverse Logistics System versus Closed Loops-Achieving a Value Stream for reverse Flows-Managing Reverse Flows in a Supply Chain.	2	Text book 439 to 449
15	STRATEGIC CHALLENGES AND CHANGE FOR SUPPLY CHAINS-Principles & Focus of SCM, Supply Chain Strategies-Differentiation Strategies-Financial strategies-Technology Based Strategies-Relationship Based Strategies-Global Strategies-Supply Chain Transformation &Case Study Analysis .	2	Text book 452-473
	Total	30	

OUT OF CLASS ACTIVITIES:

Supply Chain of Different Industries, Integrating Logistics with System, 3PL & 7PL Companies, Reserve Logistics in Online Marketing, Forward & Backward Integration for each Company.

TEXT BOOK:

- A Logistics Approach to supply chain management-Coyle, Langley, Gibson, Novack, Bardi, Cengage Learning India Private Ltd

References:

- Supply chain management by sunil Chopra and Peter Meindi- Pearson Education
- David Taylor and David Brunt-Manufacturing Operations and Supply chain Management- Vikas Thomson Learning

Details of Internal Marks: Cycle Test – 10 marks, Surprise Test – 5 marks, Attendance-5 Marks, Model Exam – 10marks, Viva- voce – 10 marks, Mini Project – 10 marks = **Total - 50 marks**

Mr. V. Suresh
Course Coordinator

Dr. K. Sadasivan
HOD – Operations

Dr. Jayshree Suresh
Dean - MBA

SYSTEMS

MBN S675	SOFTWARE ENGINEERING AND PROJECT MANAGEMENT	L	T	P	C
		2	0	0	2

S.NO	Topic to be covered	No of Hours	Page Number
1.	Software Engineering – Definitions, Phases, Layers	1	B1 1-24
2.	Software Process, Project and Product, Process Assessment	1	B1 25 - 64
3.	Software Life Cycle Models, Organization Process.	1	B1 25 - 64
4.	Software Requirements - Feasibility study, Requirement Elicitation, Analysis, and Analysis Pattern.	1	B1 65 - 122
5.	Requirements Management and Requirements Engineering	1	B1 65 - 122
6.	Case Study 1	1	B1 111 - 117
7.	Case Study 2	1	B3 536 - 541
8.	Capability maturity model	1	B1 425 - 458
9.	Software Design	1	B1 123 - 184
10.	Design Concepts , Architecture, Patterns	1	B1 123 - 184
11.	Design model & Developing use cases	1	B1 123 - 184 & 65 - 122
12.	Case Study 3	1	B1 171 - 179
13.	Case Study 4	1	B3 541 - 549
14.	Software Coding , coding Guidelines	1	B1 185 - 208
15.	Coding Methodology , coding tools	1	B1 185 - 208
16.	Testing strategies, Test case design, Testing techniques	1	B1 209 - 280
17.	Object oriented Testing, Testing tools	1	B1 209 - 280
18.	The art of debugging , Software test report	1	B1 209 - 280
19.	Case Study 5	1	B1179 - 180
20.	Case Study 6	1	B3 550 - 558
21.	Web engineering applications, Web engineering layers	1	B2 500-513
22.	Design for web applications, Hypermedia design patterns	1	B2 559-593
23.	Design metrics for web applications	1	B2 559-593
24.	Case Study 7	1	B1 273

25.	Case Study 8	1	B1 505 - 508
26.	Project management , W5hh principle	1	B2 628-647
27.	Component based development	1	B2 847-867
28.	Business process reengineering, The economics of reengineering	1	B1 481 - 512
29.	Case Study 9	1	B4 80 - 109
30.	Case Study 10	1	B4 C.1- D.4

Text Books:

1. B1 – Rohit Khurana , Software Engineering : Principles & Practices
2. B2. - Roger S. Pressman, Software Engineering: A Practitioner’s Approach, Sixth Edition, McGraw – Hill

Reference Books:

1. B3 – Fundamentals of Software Engineering , by carlo Ghezzi, Mehdi Jazayeri, Dino Mandrioli , Second Edition, PHI Learning Pvt ltd.
2. B4 - Information Technology Project Management , By Kathy Schwalbe, Fourth edition, Cenegage Leraing India Pvt ltd.
3. B5- Sommerville, Software Engineering, Seventh Edition, Pearson Education
4. B6. - Ali Behforooz and Frederick J. Hudson, Software Engineering Fundamentals, Oxford University Press
5. B7. - Richard H. Thayer and Edward Yourdon, Software Engineering Project Management, Wiley Student Edition, 2nd Edition
6. B8 - Software Engineering Best Practices, by Capers Jones, McGraw-Hill co. First edition.
7. B9 - The Mythical Man-Month: Essays on Software Engineering, by Frederick Brooks, Addison-Wesley publisher.

Internal Valuation

Cycle Test	- 10 Marks
Model Test	- 10 Marks
Attendance	- 5 Marks
Surprise Test	- 5 Marks
Mini Project	- 10 Marks
Viva	- 10 Marks
Total	- 50 Marks

S.Chandran
Course Coordinator

Dr. T.Vijayakumar
HOD – Systems

Dr. Jayshree Suresh
Dean, MBA

MBNS681	DATABASE MANAGEMENT SYSTEMS	L	T	P	C
		2	0	0	2

Objective: The Course is prepared to make the students to understand the concepts of data modeling and Database design using the Normalization rules. And also to teach the students about Structured query language (SQL).

Periods	Topics	Reference Material-Page N0
1,2	Introduction Data, Information, Data Management, File based Data management, Database System, Comparison between Database System and File Processing System.	P1-1-10
1,2	Database Management System – Benefits, Functions, Components, Data Dictionary – Types, Benefits.	P1-11-17
1	Database Users, Administrator, Designer, End-user, System Administrator, Security Officer, Network Administrator.	P1-18-22
1	Database Architecture – Meaning of Data Abstraction, Levels of Architecture.	P1-28-35
1	Case Study 1 – Mountain view community hospital	R1-49-51
1, 2	Data Models – ER Model, Hierarchical Model, Relational Model, Object Oriented Model –Advantages and Disadvantages of each Model.	P1-43-58
1	Relational Database Model	P1-98-110
1	Case Study 2 –Developing ER diagram for Tiny College.	R3-124-129
1, 2	ER Model Diagram – Introduction, Components, Entity, Attribute Types, Entity Identifier, Attribute Domain, Relationship, Degree, Connectivity, Cardinality, Dependency, Composite Entities, ER Diagram Symbol	P1-61-78
1, 2	Normalization – 1 NF, 2 NF, 3 NF, BC – NF, 5 NF	P1-125-151
1	Case Study 3– Data Normalization for a construction company	R3146-160
1,2	Relational Operators – Select, Project, Union, Intersection, Different, Join, Update Operation	P1-156-167
1	Structured Query Language – Types of SQL Command – DDL, DML, DCL, DQL, SQL Operators	P1-179-195
1	Case Study 4 – SQL Commands-The Internet Store	R2226-227
1,2	Queries and Sub Queries	P1-236-254
1, 2	Transaction Management and Concurrency Control	P1-429-453
1, 2	Data Ware Housing – Data Mart	P1-569-574
1, 2	Data Mining and OLAP, Object Oriented Database	P1-522-536
1,2	Case Study-5-Maximizing the value of cost interaction	R4-441-443

Prescribed Book

P1-Fundamentals of Database Management systems by Alexis Leon, Mathew leon, Mcgrawhill Learning, Second print,2010.

Reference books

- R1-Jeffrey A Hoffer- Modern Database Management Systems-Tenth Edition.
R2-Raghu Ramakrishnan-Database Management Systems-Mcgrawhill-Third Edition
R3-Peter Rob-Database System Concepts-Cengage Publication-2008.
R4- Mahadeo Jaiswal-MIS-Oxford Publications-2005

J.Dinesh
Course Co-ordinator

Dr. T.Vijay Kumar
Head-Systems

Dr. Jayshree Suresh
Dean

MBN S658	SECURITY AND COMPUTER NETWORKS	L	T	P	C
		2	0	0	2

OBJECTIVE

- To understand the basic concepts of Computer Networks
- To study and understand the various issues related to the security aspects of computer networks

S.No	TOPIC	PERIODS	UNIT	PAGE	BOOK
	UNIT -I				
1.	Introduction to Data Communication, Fundamentals of Data Communication, Basic Terminology	1	I	1-28	TB1
2.	Digital Vs Analog Communication, Types of communication modes	1	I	1-28	TB1
3.	Transmission media, Bounded and Unbounded , Satellite communication	2	I	29-54	TB1
4.	Real Time Case 1: UTI Bank	2	I	-	Faculty
5.	UNIT - II				
6.	Networking Fundamentals, LAN , WAN ,MAN	1	II	106-205	TB1
7.	Types of Switching Techniques, Network Topology, Baseband Vs Broadband	2	II	106-205	TB1
8.	Repeaters, Bridges, Routers, Switches, Virtual LAN	1	II	106-205	TB1
9.	Real Time Case 2: Year 2038 Issues	2	II	-	Faculty
10.	UNIT-III				
11.	OSI Model & TCP/IP Suite	1	III	206-270	TB1
12.	Seven Layer Protocol Suite,UDP Vs TCP	1	III	206-270	TB1
13.	Data Transmission Networks,ISDN, ATM	2	III	206-270	TB1
14.	Real Time Case 3 : Kevin Mitnick Case	2	III	-	Faculty
15.	UNIT-IV				
16.	Wireless Mobile Communication, Basic concept of GSM Networks	2	IV	271-311	TB1
17.	Fiber optics Communications, Types of Optical Transmission modes	2	IV	271-311	TB1
18.	Real Time Case 4 : Anna University counseling	2	IV	-	TB1
19.	UNIT-V				
20.	Security,Firewalls,IDS,VPN	1	IV	312-371	TB1
21.	Disasters,Prevention,Recovery	2	IV	312-371	
22.	Internet Architecture, ARPAnet,	1	IV	312-371	TB1

	Ethernet, TELNET, SMTP, FTP				
23	Real Time Case 5: NIT counseling security issues on 23-JULY-2013	2	IV	-	Faculty
24	PPT SLIDES - 18 CHAPTERS				Faculty

TEXT BOOK:

TTB1. Rajneesh Agrawal & Bharat Bhushan Tiwari "Data Communication & Computer Networks", Vikas Publishing House Pvt Ltd, 2007 Edition

REFERENCE BOOKS:

B1. Kuldee[singh Kohar “ Network Security”, Vayu Educational of India, First Edition (2009)

B2. Dieter Gollmann, " Computer Security", Willey India, Second Edition (2008)

B3. Michael E. Whitman and Herbert J. Mattoro, "Principles of Information Security", Thomson Course technology, second edition (2007)

B4. TCP / IP guide by charles kozierok

B5. Andrew Tanenbaum “Computer Networks” , Prentice Hall Professional, 2003

B6. Kurose “Computer Networking: A Top-Down Approach Featuring the Internet, 3/e”, Pearson education India, 2005

B7. Williams Stallings “Data and computer communications” - Pearson Education India, 2007

B8. Kenneth c. Mansfield, james L. Antonakos “Computer networking from LANs to WANs: hardware, software and security” - Cengage Learning, 2009

B9. Diane Barrett, Todd King “Computer Networking illuminated” - Jones & Bartlett Learning, 2005

TB10. Robert C Newman “Computer Security: Protecting Digital Resources” -

Faculty co-ordinator
(Dr. V. M. Shenbagaraman)

Head-Systems
(Dr. T. Vijayakumar)

Dean - MBA
(Dr. Jayshree Suresh)

MBN S660	WEB DESIGNING	L	T	P	C
		2	0	0	2

Objectives:

- To understand the importance of the web as a medium of communication.
- To understand the principles of creating an effective web page.
- To learn the basics of designing and developing a web site.
- To learn the basic web language-HTML

S.NO	Topic to be covered	No of Hours	Page Number
31.	Introduction to web page advantages	2	T1 / 1-5 & Study material
32.	Current design trends – Visual appeal –Utilitarian design – Interactivity –Multimedia elements	2	T1/ 3 – 9
33.	Analyzing content, graphics and audience understand web design application programs. Editors – convertor – Generators	2	T1/ 10-22
34.	Web design application programs	2	T1/ 25-33
35.	Designing interactive nonlinear structure	2	T1/ 34-36
36.	Designing for effective content and efficient delivery –Converting between data rate and bandwidth –Bandwidth Dilemma	2	T1/ 37-44
37.	Web browser –dealing with design constraints	2	T1/ 53-61
38.	HTML Tags - The basics of a document	2	T1/ 63-74

	<ul style="list-style-type: none"> - Importance Block elements - Formatting web page 		
39.	<ul style="list-style-type: none"> -Physical and logical text styles -Working with images – Working with Anchors 	2	T1/ 75-82
40.	<ul style="list-style-type: none"> Design with tables -Table Attributes, Align, Valign, Boarder span, width, Rules. 	2	T1/ 85-112
41.	<ul style="list-style-type: none"> Using text in tables -HTML text –level Tags – Formatting text with HTML text –Linking Table text. 	2	T1/ 115-135
42.	<ul style="list-style-type: none"> Using graphics in tables –Create a graphical table -Combing graphics and text. 	2	T1/ 137-144
43.	<ul style="list-style-type: none"> Advanced Graphics Techniques -Characteristics of vector graphics -Utilizing Bitmap graphics -Color differences –Formats and conversion issues – Layered web page and other effects 	2	T1/ 215-279
44.	<ul style="list-style-type: none"> Multimedia Techniques -Sampling digital audio -Animating your web -Integrating multimedia in your pages. 	2	T1/ 281

Text Book:

1. James L.Mohler, Jon M.Duff, “Designing interactive web site”. DELMAR CENGAGE Learning, 2000.

Reference Books:

1. Paul awing sanda.S.katila, “Introduction to web design and programming”, Thomson, 2009
2. D.P.Nagpal, “Web Design Technology”,S.Chand, 2009.
3. Thomas A.Powell, “Web design: The Complte reference”, McGraw-hill, August 2002.
4. Deital and Deital, Goldberg “Internet & World Wide Web”, Third edition, pearson education,2004.

Internal Mark:

Cycle Test	- 10 Marks
Model Test	- 10 Marks
Attendance	- 5 Marks
Surprise Test	- 5 Marks
Mini Project	- 10 Marks
Viva	- 10 Marks
Total	- 50 Marks

Dr.T.Vijayakumar
Course coordinator

Dr.T.Vijayakumar
Head-Systems

Dr.Jayshreesuresh
Dean-MBA

Vertical Specializations

HOSPITALITY MANAGEMENT

MBNH651	KITCHEN MANAGEMENT	L	T	P	C
		2	0	0	2

S. No	Topics	Hour	Pedagogy (Seminar/Case Discussion)	References
1	Kitchen management	1-2	Discussion	Theory of catering -Ceserani and Kinton's
2	Kitchen organization	3	Discussion	Theory of cookery- Krishna Aurora
3	Layout and set-up of different types of Kitchen	4-6	Discussion	Theory of catering
4	Co-ordination between different department of kitchen	7	Discussion	Professional chef by Aravind Saraswat/Art of garde manger /Larder
5	Kitchen supervision	8	Discussion	The Theory of catering - Ceserani and Kinton's
6	Food and Beverages control	9-11	Seminar	
7	Sales analysis	12	Discussion	
8	Yield Management	13-14	Discussion	Professional chef by Aravind Saraswat
9	Food costing	15-17	Discussion	The Theory of catering - Ceserani and
10	Volume forecasting	18	Case study	
11	Stores - Indenting, requisitioning and Issuing	19-21	SRM Hotel visit	The Theory of catering - Ceserani and Kinton's
12	Menu Planning -Type of Menu	22-24	Seminar	The Theory of catering - Ceserani and Kinton's
13	Kitchen Audit	25	Case study	
14	Food and Beverage Management –Menu engineering	26-27	Discussion /Field Activity	The Theory of catering - Ceserani and Kinton's
15	HACCP Kitchen Steward HRD Training Security	28-30	Discussion/ Case study	

Course coordinator

Head

Dean-MBA

MBNH653	GUEST MANAGEMENT	L	T	P	C
		2	0	0	2

S. No.	Topics	Hour	Pedagogy (Seminar/Case /Discussion)	References
1	The lodging industry	1-2	Discussion	Introduction to Hospitality Industry – John R Walker
2	Hotel organization	3	Discussion/ Hotel Visit	Front office operations and management – Jatashankar r Tewari
3	Front office operations -Functions & Responsibilities -Tariff structure -Reservation -Registration -Guest Services	4-7	Discussion – ITC Grand Chola/ Role Play/	Front office operations &management –Jatashankar R Tewari
4	Front office communication	8-10	Class Seminar	
5	Check out settlement	11-12	Role Play	Front office operations & management - Jatashankar R Tewari
6	Front Office & The Guests -Planning & Delivering Quality Service	13-14	Discussion	Professional Front office management-Robert H Woods
7	Front office accounting	15	Discussion	Front Office Operations and Management – Jatashankar R Tewari
8	Night Audit & Reports Management	16-18	Discussion	Professional Front office management -Robert H Woods
9	Planning & evaluating Front office operation	19-21	Lecture	Front office Management-Michael L Kasvana
10	Yield Management - Concept and Importance - Application in the Hotel Industry - Elements & Strategies - Pricing Strategies - Total Revenue Management	22-24	Discussion/ Starwood Pricing Model	Front office Management-Michael L Kasvana
11	Managing Human Resources -HRChallenges in Hospitality	25	Seminar	

	Industry			
12	Hotel & Guest -Safety & security	26-28	Case Study	26/11 Terror attack
13	Computer application in Hotel Industry - Property Management System - Core Modules - Interfaces	28-30	Hotel Management Software	Champagne – Property Management System

Course coordinator

Head

Dean-MBA

MBNH652	SERVICE MANAGEMENT	L	T	P	C
		2	0	0	2

	Topics	Hour	Discussion	References
1	Introduction to Hotel Industry	1-3	Presentation	
2	Food Service Operation in Hotels -Licensing & Catering Trades -Fast Food Management	4-6	Lecture	AH&LA
3	Service Concepts	7	Practical/Roleplay	The Restaurant – John R Walker
4	Planning & Designing – Food Service Outlets	8-10	Discussion/case study	The Restaurant- John R Walker
5	Marketing the Outlets	11-12	Discussion/case study	Complete Restaurant Management Guide -Robert T Gordon, Mark H Brezinski
6	Interior Designing	13	Class Seminar	
7	Furniture & Equipment Planning	14	Presentation/Hotel Visit	The Restaurant- John R Walker
8	Staffing & Training -Hiring Employee -Company & Personnel Policy -Manuals - Training -Performance Measure -Appraisal	15-19	Discussion/Case study	Food Service Operations – Peter jones
9	Internal Controls -Maintaining Records	20-21	Lecture	
10	Cost Management -Food & Beverage -Break even analysis	22-24	Discussion	Food Service Operations – Peter jones
11	Labor Cost Management	25	Discussion	Food Service Operations – Peter jones
12	Budgeting -Advertisement & Promotion Management -Advertising Agency -Sales Promotion	26-30	Case study	

Course coordinator

Head

Dean-MBA

MBNH654	ADVANCE ACCOMMODATION OPERATIONS	L	T	P	C
		2	0	0	2

	Topics	Hour	Pedagogy (Seminar/Case Discussion)	References
1	Introduction to Hotel Housekeeping -classification of hotels & Hotel Room classification	1-2	Lecture/PPT	Managing Housekeeping Operations-Margaret M Kappa
2	Sections of House Keeping ,Duties & Staff Hierarchy	3-4	Discussion/Case study	Housekeeping Operations& Management-Raghubalan
3	Eco Hotels	5	Case Study/Assignments	Internet
4	Management in House keeping Department -Budgeting and forecast planning for House Keeping Department	6-11	Discussion	Managing Housekeeping Operations-Margaret M Kappa
5	Safety & security in House Keeping	12-15	Seminar/Firedrill/case study	
6	Controls of House Keeping-Budget-Expenses Systems	16-21	Discussion/case study	Managing Housekeeping Operations-Margaret M Kappa
7	Contract-Purchasing -Procedure & systems	22-25	Discussion	Housekeeping operations and management-Raghubalan
8	Management of on premises Laundry	26-30	Project work/case study	Managing Housekeeping Operations-Margaret M Kappa

Course coordinator

Head

Dean-MBA

HOSPITAL & HEALTHCARE MANAGEMENT

MBNC651	EPIDEMIOLOGY AND BIostatISTICS	L	T	P	C
	Lesson Plan	2	0	0	2

Objective:

To make the students to understand epidemiology concepts and study designs and enable to conduct epidemiology based research in hospital and healthcare corporates

Pedagogy:

Lectures, Classroom discussions, Student presentations, Case study analysis, Mini projects, Pilot study, Quiz and other Game activities

Unit	Topics to be cover	Hours	Material
1. Demography	Demography – Meaning, Need, Resources and Demographic cycle	1	PM
	World population trend – Growth rate, Population growth, Natural Increase and Demographic Transition	1	PM, R5
	Demographic trends in India: Growth rate, Age pyramid, Sex ratio, Population density, Family size, Urbanization, Literacy and Life expectancy	2	PM, R3
	Population policy and national demographic goals	1	PM
2. Epidemiology of disease and Biostatistics	Concept of disease – causal structure of disease concepts, Community health and the disease	1	PM, R1
	Epidemiological triad, Concepts of control and prevention	1	PM, R1
	Principles of epidemiology: Components, Measurements, Prevalence and Incidence	1	PM, R1
	Absolute Measures and measures of occurrence (Both incidence and prevalence measures)	2	PM, R1
	Measures of Association and other measures like Virulence and infectivity, morality rate and morbidity, case fatality, sensitivity and specificity tests	2	PM, R1
	Uses of epidemiology	1	PM, R1
	Case Analysis	2	PM
3. Epidemiology	Epidemiology Study Designs – Need and Applications; Types of Epidemiologic Study	1	PM

study designs	Designs - Observational Studies		
	Epidemiology methods: Descriptive method - Case series & Case reports Study (Clinical), Cross Sectional Study (Epidemiological), Longitudinal study	2	PM, R1
	Epidemiology methods: Analytical method - Cohort Study, Case Control Study and Ecological Study	2	PM, R1
	Epidemiology methods: Experimental studies - Randomized controlled Trials (RCT); Outbreak Investigation; Sources of Error in Epidemiologic Studies	2	PM, R1
	Case Analysis	2	PM
4. Community Health	Community Diagnosis and Treatment – Koch’s Postulates and its limitations, International classification of functioning (ICF)	1	PM
	Communicable and non communicable disease – International classification of disease (ICD), Verbal autopsy, Epidemiologic transition, Methods and Chain of transmission and Web of causation	2	PM
5. National and International Health	National health programmes in India	1	PM, R3
	International health: WHO and other united nations agencies	2	PM, R7
Total		30	

Note: PM – Printed Material, R – Reference Material

Printed Material:

Collected from several resources and distributed to the students

Reference Books

1. B.K. Mahajan and M.C. Gupta, Text book of prevention and social medicine, Jaypee Medical Publishers pvt ltd, New Delhi
2. Kenneth J. Rothman, Epidemiology an introduction
3. VHAI, State of India’s Health – 1992 (VHAI, New Delhi)
4. Kumar, 2001 Census as social document
5. World Population trend: <http://www.un.org/popin/wtrends.htm>
6. Richard Wigley, James R. Cook, Community health – concepts and issues
7. WHO, World Health Statistics 2009 and WHO Bulletin – Volume 19, Issues 1-6

Internal Valuation:

Cycle Test	- 10 Marks
Surprise Test / Seminar Presentation	- 5 Marks
Model Exam	- 10 Marks
Mini Project	- 10 Marks
Mini Project Presentation	- 10 Marks
Attendance	- 5 Marks
<i>Total</i>	<i>- 50 Marks</i>

Course coordinator

Head

Dean-MBA

MBNC652	Health Policy & Health Care Delivery System	L	T	P	C
	Lesson Plan	2	0	0	2

OBJECTIVE: To enable the student to understand theory, techniques and practices of health policy and Healthcare delivery system.

S.NO	TOPICS	HOURS
1	Management concepts, functions and theories-Management and Organizations-	2
	Management Role- Levels of Managers and Management Skills-	2
	Services, Classification of Service Organizations, Characteristics, Challenges	2
2	History of Medicine, Healthcare Revolution,	2
	Health, Dimensions of Health,	2
	Indicators of Health Types of Healthcare Organizations,	2
3	Composition of Health Sector, Types of Care, Pyramidal Structure of Health Services,	2
	Hospitals, Types of Hospitals and Role of Hospital in Healthcare,	2
	Complexity of Hospital Organization	2
4	Hospital management: levels and roles-Governing Board, Executive Board and Advisory	1
	Board, CEO, Medical Administration, Nursing Administration and Hospital	2
	Administration- Middle Level Managers in Hospital and their Responsibilities- Structuring	2
	Hospital Organization	1

5	Current issues in healthcare- Accreditation	1
	Tele-health-	1
	Health Tourism-	1
	Health Insurance and Managed Care-	1
	Disaster Management-	1
	Hospital Wastes Management	1

Total = 30hrs

References:

1. Stephen P. Robbins and Mary Coulter, Management (Prentice Hall of India Pvt. Ltd., New Delhi)
2. J.E. Park and K. Park, Textbook of Preventive and Social Medicine (M/S Banarsidas Bhanot Publishers, Jabalpur)
3. Elaine La Monica, Management in Health Care (Macmillan Press Ltd, London)
4. B.M. Sakharkar, Principles of Hospital Administration and Planning (Jaypee Brothers Medical Publishers Pvt. Ltd., New Delhi)
5. C.M. Francis and et al., Hospital Administration (Jaypee Brothers Medical Publishers Pvt. Ltd., New Delhi)
6. S. Srinivasan (ed.), Management Process in Health Care (Voluntary Health Association of India, New Delhi)

Pedagogy: Seminars, Case construction and Discussion, Mini projects and Field visits (4hrs to 8 hrs observations per visit) to various types of health care organizations.

Scheme of Evaluation for Internal Marks (Total Marks: 50)

1. Cycle Test -10 Marks
2. Surprise Test -5 Marks
3. Attendance -5 Marks
4. Mini Project -10 Marks
5. Comprehensive Viva-10 Marks
6. Model Eamination-10marks

COORDINATOR

HEAD (General)

DEAN (MBA)

MBNC653	HEALTH PROGRAMME MANAGEMENT	L	T	P	C
	Lesson Plan	2	0	0	2

Objectives:

To enable students to understand fundamental concepts of Health programme management

Pedagogy: The topics shall be handled as case study discussion or seminars. Hence the students must read the relevant topics before they come to the class.

S NO	Topics	hours	Pedogogy	References
1	Fundamentals-Health programme, Project, Tasks, Subtasks, Sub-subtasks	1-3	Discussion	R4:pp.292-298
2	Linking vision, mission and strategic plans to project	4-6	Discussion	R4: pp.338-342
3	Pre-project phases; Needs Analysis-characteristics of project-advantage of project framework for health care programmes	7-10	Discussion/ case study	R4: pp.201-210
4	Key stages, elements, phases and project life cycle	11-12	Discussion	R4: pp.620-623
5	Project planning-problem analysis: Cause and effect-	13-15	Discussion	R4: pp.514-518
6	Process of developing objectives-planning cycle	16-18	Discussion/ case study	R4: pp.480-484
7	Role of Project manager and skills inventory, managing time	19-21	Seminar / Discussion	R4: pp. 512-526
8	Managing risk, factors that lead to successful projects, project tracking	22-24	Seminar / Discussion/ case study	R4: pp.169-180
9	Job Description, staffing pattern and training plan, main activities: regular monitoring, regular reviewing progress, Re-plan, Recordkeeping and Reporting	25-27	Discussion	R4: pp.591-602
10	Online project management-Review and evaluation, feedback, audit trail, publicize the success	28-30	Discussion	R4: pp.606-609

References:

1. Doona Deeproose, Prject Management, Wiley, 2002
2. H.Kerzner, Project Management: A system approach to planning, scheduling and controlling, New York:Wiley Eastern
3. Kanti Swarup & et al, Operations Research, New Delhi: Sultan Chand & Sons

4. Charles Guest, Walter Ricciardi, Ichiro Kawachi and Iain Lang, Public Health Practice, Oxford University Press, 2013

Internal Evaluation:

Cycle Test	10 Marks
Surprise Test	5 Marks
Model Test	10 Marks
Mini project	10 Marks
Project Viva Voce	10 Marks
Attendance	5 Marks
Total	50 Marks

COORDINATOR

HEAD (General)

DEAN (MBA)

MBNC654	Marketing Management Of Hospitals & Health Services	L	T	P	C
	Lesson Plan	2	0	0	2

INSTRUCTIONAL OBJECTIVES

To make the students understand the organizational need, benefits and process of creating long term value for individual customers in health care organizations through marketing mix Decisions, Social Marketing and Public Relations and community surveys.

PURPOSE

To enable students to understand the concepts, Importance and challenges in Marketing of hospital and health care services.

TEACHING METHODOLOGY

Concepts, Case Study, Application, Out of Class Activities, Seminar, etc

UNIT	TOPICS	NO. OF HOURS	BOOK & PAGE NOS.
1	<p>APPLICATION OF MARKETING IN HEALTH CARE Concept of Marketing Importance of Marketing to Healthcare Organizations- Challenges in Practicing Marketing in Healthcare Industry- Marketing Intelligence, Information and Research System Marketing Organization .</p> <p>Case-1</p>	6	3-14(T) ,147-155 / Refer handouts and material provided
2	<p>MARKETING MIX DECISIONS Product (Service) Decisions- Nature and Characteristics of Services Marketing Approaches to New Services Development Service Mix Decision- Service Item Decision Service Life Cycle Decision- Demand Generation</p> <p>Pricing Decisions- Pricing Objectives in Healthcare Pricing Strategy</p> <p>Place Decisions- Major Distribution Decisions Strengthening Referral Systems.</p> <p>Promotion Decisions- Sales Force in Healthcare Organizations Advertising in Healthcare Industry</p>	9	499-550(T) / Refer handouts and material provided 420-421(T)

	<p>Sales Promotion Practices in Healthcare Organizations</p> <p>Publicity Practices- Marketing Strategies</p> <p>Service Portfolio Strategy- Market Expansion Strategy</p> <p>Target Market Strategy- Price, Quality Strategy- Competitive Positioning Strategy- Marketing Mix Strategy</p> <p>Case-2 Technology facilitates customer participation in health care</p>		
3	<p>SOCIAL MARKETING</p> <p>Steps in Social Marketing</p> <p>Cognitive, Action, Behaviour and Value Changes.</p> <p>Case -3</p>	5	339-359(T)/Refer Material provided
4	<p>PUBLIC RELATIONS</p> <p>Introduction to Public Relations,</p> <p>Meaning of Public Relations,</p> <p>Classification of Public from Healthcare Marketing Perspective</p> <p>Evolution of Public Relations, Identifying the Relevant Publics</p> <p>Measuring Images and Attitude of the Relevant Public</p> <p>Establishing Image and Attitude Goals for the Key Publics</p> <p>Developing Cost Effective Public Relations Strategies</p> <p>Implementing Actions and Evaluating Results</p> <p>Case-4</p>	5	Refer handouts and material provided
5	<p>COMMUNITY OPINION SURVEYS TO ASSESS THE IMAGE OF AN ORGANIZATION</p> <p>A Model Questionnaire used in Healthcare Services- Methodology of the Study- Public Relations Tools- Materials: Written and Audiovisual- Media: News, Events, Speeches and Telephone Information Services.</p>	5	156-177(T)/Refer handouts and material provided

Text Book(T):

1. Valarie. A.Zeithaml, Ajay Pandit, 'Services Marketing' ,Tata McGraw Hill publications

Reference Books(R):

1. Philip Kotler and Roberta N. Clarke, Marketing for Healthcare Organizations (Prentice Hall Publication)
2. Roger Silver, Health Service Public Relations (Radcliffe Medical Press Ltd., Oxford, 1995) ISBN 1-85775-028-4
3. John F. O'Malley, Healthcare Marketing Sales and Services: An Executive Companion (Health Administration Press) ISBN 1-56793-150-2
4. G.D. Kunder, 'How to Market Your Hospital Without Selling Your Philosophy' (Prism Books Pvt. Ltd., Bangalore, 2000)

Internal Marks Split-up:

Attendance	-	5 Marks
Surprise Test	-	5 Marks
Cycle Test	-	10 Marks
Model Exam	-	10 Marks
Mini Project-	-	10 Marks
TOTAL		50 Marks

Dr.S.Premlatha
COURSE COORDINATOR

Prof.Dr.Sarprasada Joe
HEAD- MANAGEMENT

Prof.Dr.Jayshree Suresh
DEAN

PHARMA

MBN P651	STRATEGIC PHARMA MARKETING	L	T	P	C
		2	0	0	2

Objectives: To enable students to understand strategies adopted in pharmaceutical marketing

Pedagogy: The topics shall be handled as case study discussion or seminars. Hence the students must read the relevant topics before they come to the class.

Lesson Plan

Sl. No	Topics	Session (hours)	Pedagogy (Seminar/case/Discussion)	Reference
1.	Dynamics of pharmaceutical marketing-Reflective scanning	1-2	Discussion	R1: 35-37/ websites
2.	Dunkel proposals and their implications, shifts and patterns in pharmaceutical marketing.	3-5	Discussion	Websites
3.	The changing concept of Pharma marketing. Options in the Indian environment	6-7	Seminar	R1: 131
4.	Elements of business-marketing strategy, corporate strategic options, strategic marketing options, integrated strategies	8-9	Discussion	R1: 15, 391 / websites
5.	Concepts and models for brands and markets, products strategic options.	10-11	Discussion	R1: 190/ Websites
6.	Market Segmentation, positioning and targeting in pharmaceutical marketing.	12-13	Discussion	R1: 295
7.	Strategic advantages in pharmaceutical marketing	14	Case Study/Discussion	R1: 62/ Websites

8.	The process of competitive analysis strategic competitive Advantage	15-16	Case Study/Discussion	Websites
9.	Product decision – Product classification, product life cycle strategies, branding, packing and Laboring	17-19	Discussion	R1: 70/ Websites
10.	Pricing decision – Pricing methods and strategies.	20-23	Case Study/Discussion	R1: 109/ Websites
11.	Distribution decisions – Importance and functions of distribution channel, distribution channel members	24-26	Case Study/Discussion	R1: 240/ Websites
12.	Promotion decisions - Promotion-mix elements, communication in pharmaceutical industry	27-30	Case Study/Discussion	R1: 38; 328/ websites

Reference Books:

1. Mickey C.Smith (2001). Pharmaceutical Marketing (Strategy and cases). The Haworth Press Inc. New York.
2. Chaganti Subba Rao (2000). Strategic Pharma Marketing. Pharma Book Syndicate
3. Smarta (2002). Strategic Pharma Marketing. Wheeler Publishing Ltd.

Website Reference

www.indiaoppi.com; www.idma-assn.org; www.pharmaexcil.com
www.pharmaceuticals.gov.in; www.nppaindia.nic.in; www.chemicals.gov.in;
www.cdsc.nic.in; www.nic.gov.in; www.ipindia.nic.in; www.patentoffice.nic.in,
www.patinfo.nic.in; www.who.in; www.wto.org; www.uspto.gov;
<http://pctgazette.wipo.int>

Internal Evaluation:

Cycle Test : 10 marks

Surprise Test : 5 marks

Model Test : 10 marks

Mini Project : 10 marks

Project Viva-voce: 10 marks

Attendance : 5 marks

Prepared by

Verified by

Approved by

P.Suganthi

Dr.Joe

Dr.Jayshree Suresh

Subject Coordinator

Head/General Management

Dean/MBA

MBN P653	LEGAL ASPECTS FOR PHARMA INDUSTRY	L	T	P	C
		2	0	0	2

Course Objective:

To understand the fundamental legal concepts of Indian pharmaceutical industry.

Pedagogy:

The topics shall be handled as case study discussion or seminars. Hence the students must read the relevant topics before they come to the class.

Lesson Plan

S. No.	Topics	Hour	Pedagogy (Seminar/Case Discussion)	References
1	Intellectual property – Concepts and fundamentals, Concepts regarding intellectual property (IP) Intellectual property protection (IPP) and intellectual property rights (IPR);	1-2	IPR issues in pharmaceutical industry/Case study	WTO website
2	Economic importance, mechanisms for protection of intellectual property- patents, copyrights, trade mark-factors effecting choice of IP protection- penalties for violation-Role of IP in pharmaceutical industry, Global ramifications and financial implications	3	Role of IP in pharmaceutical industry	OPPI
3	Trade related aspects of intellectual property rights – Intellectual property and international trade; Concept behind WTO (World Trade Organisation), WIPO (World Intellectual Property Organisation) GATT (General Agreement on Tariff and Trade), TRIPs (Trade Related Intellectual Property Rights), States of Demand	4	Discussion/Case study	pharmaceutical industry in India
4	TRIMS (Trade Related Investment Measures) and GATS (General Agreement on Trade in Services);	5	Seminar on gats implications	WTO website
5	Pharmaceutical legislation in India-code of pharmaceutical ethics	6	Discussion	Forensic pharmacy
6	Drugs and Cosmetics Act- Administration-Schedules-Manufacture-Import –sale –Labeling of drugs and cosmetics-Medicinal and Toilet preparation Act	7	Seminar- Schedules- Drugs and cosmetics	Pharmacy Act and Drug Rules

7	Nuts and bolts of patterning, copyright and trademark protection criteria for patentability, types of patents – Indian Patent Act, 1970,	8-10	Seminar on Indian patent act 1970	IPA website
8	WTO and modifications under TRIPS: Filing of a patent application; Precautions before patenting –disclosures / non-disclosures, publication-article / thesis; Prior and search published patents, internet search patent sites, specialized services-search requests, costs; Patent application-forms and guidelines, fee structure, time frames, jurisdiction aspects;	11-12	WTO website IPO/Case study	WTO website
9	Types of patent applications-provisional, non provisional, PCT and convention patent applications; International patenting-requirement procedures and costs;	13-15	Pharmaceutical patents/Case study	website
10	Financial assistance for patenting-Introduction to schemes by NRDC and TIFAC; Publication of patents-gazette of India, status in Europe and US; Patent annuity; Patent attorneys technical aspects, criteria for selection, addresses, fee, rights and responsibilities of a patentee;	16	Role of TIFAC	NRDC and TIFAC website
11	Practical aspects regarding maintaining of a PATENT FILE; Patent infringement meaning, scope litigation, case studies and examples; Patenting by research students, lectures and scientists-University / organizational rules in India and abroad; Thesis research paper publication, credit sharing by workers, financial incentives;	17-18	Patent file /Case study	website
12	Useful information sources for patents related information-internet sites, brochures, periodicals, CD ROMs;	19-21	Discussion	website
13	Consumer Protection Act-New Drug Policy-Shop and Establishment Act-Essential Commodities Act-Quality Assurance of drug-GMP	22-23	Discussion	Forensic Pharmacy
14	Technology development / transfer commercialization related aspects –	24-26	Technology development	WTO website

	Technology development-meaning			
15	Narcotics and psychotropic substances Act-Poisons Act-Drug Price control order Act and rules-Sales Promotion Employees Act	27-29	Pharmacy Act and Drug Rules	website
16	Funding source for commercialization and technology-Preparation of project report,	30	Preparation of project report, financial appraisals, business	OPPI website

Reference books:

1. Intellectual Property Rights by Christopher May, Susan K. Sell
[Lynne Rienner Publishers](#)
2. Intellectual Property Protection for Multimedia Technology by Hideyasu Sasaki
Publisher- Information Science Publishing
3. Forensic pharmacy and pharmaceutical business management by K. Ramkumar
4. Pharmaceutical issues for Industrial management by S. Arora

Internal Evaluation:

Cycle test	- 10 Marks
Surprise test	- 5 Marks
Model exam	- 10 Marks
Mini project	- 10 Marks
Project viva voce	- 10 Marks
Attendance	- 5 Marks
Total	- 50 Marks

Dr. K. Vasanthi Kumari
Subject Coordinator

Dr.Sarprasatha Joe
Head - GM

Dr. Jayshree Suresh
Dean/MBA

MBN P654	PHARMACEUTICAL BRAND MANAGEMENT	L	T	P	C
		2	0	0	2

Objectives:

To enable students to understand fundamental concepts of Pharmaceutical Brand Management

Pedagogy: The topics shall be handled as case study discussion or seminars. Hence the students must read the relevant topics before they come to the class.

S NO	Topics	hours	Pedogogy	References
1	Brand Management Introduction	1-2	Discussion	R1:pp.1-3
2	Branding Concepts & Brand Identity	3-4	Discussion	R1: pp.4-7
3	Elements Of Branding , Brand Management Framework Case study	5-8	Discussion/ case study	R1: pp.8-9
4	Branding Decisions and Portfolio	9-10	Discussion	R1: pp.10-11
5	Creating Brand & Brand Personality	11-12	Discussion	R1: pp.12-13
6	Brand Equity and Brand Image	13-14	Discussion/ case study	R1: pp.14-15
7	Managing Brand Equity through Brand Loyalty Case Study	15-16	Discussion/ case study	R1: p.16
8	Brand Awareness perceived Quality and brand association	17-18	Discussion/ case study	R1: pp.17-18
9	Strategic brand management process Case Study	19-20	Discussion	R1: pp.19-20
10	Brand Positioning	21-22	Discussion	R1: pp.21-22
11	Branding in Pharmaceutical Industry	23-24	Discussion/ case study	R1: p.23
12	Pharmaceutical Brand name Development	25-26	Discussion	R1: p.24
13	Brand Packaging Design	27-28	Discussion/ Case Study	R1: p.25
14	Future of Branding in the Pharmaceutical Industry	29-30	Discussion/ case study	R1: p. 26

References:

1. Giles D Moss, Pharmaceuticals where's the brand logic? New York: Pharmaceutical Products Press, 2007
2. Jean Noel Kapferer , Strategic Brand Management. London: Les edition d'organisation, 2003
3. Mahim Sagar, Brand Management. New Delhi: Ane Books Ltd, 2009

Internal Evaluation:

Cycle Test	10 Marks
Surprise Test	5 Marks
Model Test	10 Marks
Mini project	10 Marks
Project Viva Voce	10 Marks
Attendance	5 Marks
Total	50 Marks

Prepared by**Approved by**

Dr.R.Krishnaraj

Dr.Joe, HOD/General

Dean-MBA

MBN P658	INDUSTRIAL AND SERVICE MARKETING	L	T	P	C
		2	0	0	2

Objectives: To enable students to understand Industrial and service marketing concepts of Indian pharmaceutical industry.

Pedagogy: The topics shall be handled as case study discussion or seminars. Hence the students must read the relevant topics before they come to the class.

Lesson Plan

Sl. No.	Topics	Session (hours)	Pedagogy (Seminar/case/Discussion)	Reference details
1.	Industrial market- Nature of Industrial market	1-2	Discussion	R1: 1-9 / Website
2.	Consumer market Vs Industrial market	3	Discussion	R1: 21-30
3.	Industrial products; Types and characteristics; Segmentation- Industrial markets	4-5	Seminar	R1: 155-160; 173-183
4.	Industrial buyer-Buyers situations	6-7	Discussion-Case study	R1: 205-215
5.	Buyer characteristics- Factors influencing industrial buyer decisions	8-9	Discussion	R1: 103-105; 127
6.	Buying process and procurement	10-11	Discussion	R1: 153-154
7.	Industrial marketing and selling strategy	12-13	Discussion	R1: 216-221/ Website
8.	Services- Service sector and economic growth	14-15	Discussion	R1: 393-397/ Websites
9.	Service concept characteristics and classification of services	16-17	Discussion	R1: 397-409/ Websites
10.	Challenges in service marketing- Designing a service strategy	18-19	Case study/Discussion	R1: 410; 415 Websites
11.	Marketing mix in services marketing- Product, price, place, promotion, people, physical evidences and process decisions	20- 22	Case Study/Discussion	R1: 221; 253/ Websites
12.	Strategic issues in	23-24	Case Study/Discussion	R1: 173-175

	service marketing			
13.	Service differentiation and positioning	25- 26	Discussion	R1: 176
14.	Managing service quality, productivity in services	27-28	Discussion	R1:253/websites
15.	Application of service marketing, Marketing of health and financial services	29-30	Case Study/Discussion	R1:421/websites

Internal Evaluation:

Cycle Test	-	10 Marks
Surprise Test	-	5 Marks
Model Test	-	10 Marks
Mini Project	-	10 Marks
Project Viva Voce		10 Marks
Attendance	-	5 Marks

Reference Books:

1. Biren N. Shah, Bhavesh S. Nayak, Vineet C. Jain and Dhireen P. Shah (2010). Industrial and Service Marketing. Elsevier
2. Mickey C. Smith, E.M.Mick Kolassa, Greg Perkins and Bruce Siecker (2002). Pharmaceutical Marketing – Principles, Environment and Practice. Horoth Press, New York
3. John Lidstore and Janice MacLennan (2004). Marketing Planning for the Pharmaceutical Industry. Grower Publishing Limited, England
4. Leonard Lerner and Mike Piper (2003). Digital Strategies in the pharmaceutical Industry. Palgrave Macmillan, New York

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Mr.Jawahar Philimis

Head/General

Dean-MBA,

ERP

MBNE661	MATERIALS MANAGEMENT PROCESSES	L	T	P	C
		1	0	2	2

Course: MBA

Year : II

Semester: III

Name of the Faculty In-charge : Dr.V.M.Shenbagaraman, Professor

OBJECTIVES

- Name the basic organizational levels, master data, and functions of *SAP ERP* for the procurement processes in the supply chain
- Carry out a procurement process for stock material in *SAP ERP*
- Carry out a procurement process for consumable material in *SAP ERP*
- Carry out a procurement process for external services in *SAP ERP*
- Make use of selected automation options in the procurement process
- Explain the materials planning process in Materials Management
- List the various options for optimizing purchasing operations and their prerequisites
- Describe additional functions in Purchasing
- Carry out a goods receipt, reservation and goods issue
- Handling pipeline, consignment, and subcontracting materials
- Illustrate basic knowledge of Customizing settings for Materials Management

Mode of Internal Assessment :

Marks for Class Exercises and Test	60 Marks
Marks for Model Exam	10 Marks
Marks for Comprehensive viva	5 Marks

SESSION	TOPIC	READING MATERIAL
Basics of Procurement Process		
1	Business Scenario, Organizational Levels in the Procurement Process	Study Material
2	Client, Company Code, Plant, Storage Location, Organizational Levels in Inventory Management, Purchasing Organization / Group.	Study Material
3	Plant-Specific Purchasing Organization, Cross-Plant Purchasing Organization.	Study Material
4	Cross-Company-Code Purchasing Organization, Procurement Cycle,	Study Material
4	Purchase Order, Goods Receipt, Invoice Processing.	
5 -10	Exercises	
11 &12	Master Data in the Procurement Process Master Data: Business Scenario, Master Data in the Procurement Process	Study Material

13	Material Master Data, Material Master:	Study Material
14	Organizational Levels, Vendor Master Data, Vendor Master Record:	Study Material
14	Organizational Levels, Maintaining a Material Master	Study Material
15	Vendor Records,	Study Material
15	Material Type & Industry Sector	Study Material
16-19	Exercises	Study Material
20-21	Procurement of Stock Material Procurement of Stock Material: Business Scenario, RFQ / Quotation, Conditions, Purchasing Info Records,	Study Material
22	Valuated Goods Receipts, Documents for Goods Movements, Logistics Invoice Verification,	Study Material
23	Collective Number, Function Process:	Study Material
24	Creating RFQs, Quotation Processing, Calculation Schema, Structure of the Purchasing Info Record,	Study Material
25-28	Exercises	
29	Procurement of Consumable Material Procurement of Consum. Matl: Business Scenario, Purchase Requisitions.	Study Material
30	Converting Purchase Requisitions, Consumable Material, Account Assignment Objects.	Study Material
31	Procurement for Consumption, Stock Material <=> Consumable Material, Blanket Purchase Orders, Sources of Purchase Requisitions.	Study Material
32	Creating a Purchase Requisition, Multiple Account Assignment (e.g. Cost Centers).	Study Material
33	Processing Purchase Requisitions, Copying Purchase Requisition Data to the PO, Standard Procurement for Consumable Material, Blanket Purchase Orders.	Study Material
34 - 38	Procurement via Blanket Purchase Order, Characteristics of Blanket Purchase Orders, Advantages of Blanket Purchase Orders	Study Material
39	Procurement of External Services Procurement of Ext. Services: Business Scenario Procurement of External Services Cycle, Service Master Record	Study Material
40	Defining Price via Master Conditions, Stock Material , Services, Service Specifications in the Purchasing	Study Material

	Document,	
41	Service Entry and Acceptance, Invoice Verification for Entry Sheet	Study Material
42-47	Exercises	Study Material
48	Automated Procurement Automated Procurement: Business Scenario, Automated Procurement: Overview, Materials Planning Procedures,	Study Material
49	Overview of Materials Requirements Planning, Contracts, Source List, Automatic Generation of Purchase Orders,	Study Material
50	Order Acknowledgements, Evaluated Receipt Settlement, Automatic Payment Program, Reorder Point Planning, Net Reqsmts Calculation in Reorder Point Planning, Static Lot-Sizing Procedures.	Study Material
51	Types of Contract, Processing Source Lists, Creating Source Lists Automatically, Materials Requirements Planning.	Study Material
52	Format of the Stock/Requirements List, Purchase Req. with Assigned Source of Supply, Shipping Notification and Goods Receipt.	Study Material
53-57	Exercises	
58 & 59	Inventory Management: Goods Receipt without reference to purchase order or production order, Goods receipt Blocked stock and release,	Study Material
60	Goods receipt in Quality inspection without Quality Management, Reversals and Return Deliveries, Reservations and Goods issues.	Study Material
61	Stock transfer/Transfer posting, Special Inventory Management topics, Pipeline material handling, Consignment and subcontracting material purchasing.	Study Material
62-66	Exercises	Study Material
67	Reporting in MM: Business Scenario, Standard Reporting, Scope of List and Selection Parameters.	Study Material
68	SAP Logistics Information System (LIS), The Logistics Data Warehouse in the SAP System, Logistics Data Warehouse.	Study Material
69	From Document to Analysis, Reporting in the LIS, Reporting in Standard Analyses.	Study Material
70-75	Exercises	Study Material

Reference Books:

1. Study Material of SAP
2. Martin Murray, SAP MM: Functionality and Technical Configuration, 2nd Edition, SAP Press.
3. [Tony Arnold](#), [Steve Chapman](#), and [Lloyd Clive](#), Introduction to Materials Management (6th Edition), Prentice Hall; 2007, ISBN-10: 0132337614, ISBN-13: 978-0132337618.
4. [Michiel R. Leenders](#), [P. Fraser Johnson](#), [Anna Flynn](#), and [Harold E. Fearon](#), Purchasing Supply Management, McGraw-Hill Education Singapore; 13th ISE edition, 2005, ISBN-10: 0071249664, ISBN-13: 978-0071249669
5. [Arjan van Weele](#), Purchasing and Supply Chain Management, CENGAGE Lrng Business Press; 4 edition, 2004, ISBN-10: 1844800245, ISBN-13: 978-1844800247
6. [Michael Hugos](#), Essentials of Supply Chain Management, 2nd Edition, Wiley; 2 edition, 2006, ISBN-10: 0471776343, ISBN-13: 978-0471776345

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Dr. T. Vijayakumar

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MBNE662	HUMAN RESOURCE MANAGEMENT PROCESSES	L	T	P	C
		1	0	2	2

Unit	Session No.	Topic	Reference - Printed Material page no.
Structures in HR	1	Business Scenario, Employees and Org. structures	3 to7
	2	Employees and HR Structures, Employees in the Organizational Structure	2.1 to3.12
	3	OrganizationUnits and Objects, Object Types: Jobs, Positions, Tasks	4.1 to 4.7
	4	Object Types:Work Centers, Persons and Users	4.8 to 4.12
	5	Organizational Plan	4.13 to 4.14
	6	Enterprise Structure- Employees in the Enterprise Structure	4.14 to 4.16
	7	Client and Company Code, Personnel Areas, Personnel Subareas	4.17 to 4.19
	8	Employees in the Personnel Structure, Employee Group	4.19 to 4.20
	9	Employee Subgroup, Payroll Accounting Areas, Monitoring Personnel Data	4.21 to 4.22
	10	Organizational Structure, Enterprise and Personnel Structure, Integration	4.23 to 4.25
	11	Personnel Admin and Planning, Integration Between Personnel Administration and Organizational Management	4.26
	12	Organizational Management: Business Scenario	4.27 to 4.28
	13	Methodology - Object - Oriented Design, Methodology – Planning, Methodology: Plan Versions	4.29 to 4.31
	14	Simple Maintenance, Creating Organizational Units, Creating Jobs, Creating Positions, Assigning Persons, Reporting	4.32 to 4.38
Personnel	15	Recruitment Process- Business Scenario, From Vacancy	

Management		to Hiring an Applicant, Vacancies in the Recruitment Process, Publishing Vacant Positions	5.1 to 5.7
	16	Application process- Applicant Structure, Applicant Status, Typical Application Procedures, Applying Via The Internet, Searching for Applicants, Applicant Activities, Applicant Actions, Applicant Correspondence	5.1 to 5.7
	17	Hiring - Entering Work Center and Tax Data. Hiring an Employee: Business Scenario, Hiring An Employee, Employee Data, Infotypes, Hiring, Actions, Personal Data, Organizational Assignment, Planned Working Time, Basic Pay, Contract Elements and Monitoring of Dates	5.8 to 5.19
	18	Maintaining Employee Data: Business Scenario, Maintaining Employee Data, Selecting Infotypes Using Tab Pages, Dynamic Infotype List, Selecting Infotypes Using Infotype Number, Subtypes, Maintaining Infotypes: Overview, Storing Data For Specific Dates, Maintaining Infotypes, Generating Histories, Editing Infotypes	5.20 to 5.27
	19	Personnel Actions- Restarting a Personnel Action, Correcting Actions: Example (Entry), Correcting Actions: Example (Leaving), Additional Actions, Dynamic Actions, Fast Entry, Personnel File	5.27 to 5.60
Personnel Development	20	Qualifications and Requirements, Qualifications Catalog, Quality Scales and Alternative Qualifications, Creating Profiles for Persons/Applicants, Creating Profiles for Jobs/Positions, Profile Evaluations, Finding Persons, Profile Matchups, Profile Matchup: Example	6.2 to 6.15
	21	Profile Matchup: Graphic, Training Proposals for Qualification Deficits, Training and Events Management, Integration with Other Application Components	6.16 to 6.21
	22	Training and Events Management - Business Event Hierarchy, Menu Structure, Day-To-Day Activities: Dynamic Attendance Menu	6.22 to 6.15
	23	Booking Attendances, Cancel Attendance, Correspondence, Following Up Business Events, Information Menu, Business Event Brochure	6.16 to 6.20
	24	Career & Succession Planning- Careers, Planning for Organizational Unit	6.21 to 6.31
	25	Travel Management: Business Scenario, Travel Management, Travel Management – Environment, HR Master Record (Mini Master) – Infotypes, Travel Privileges, Processing Trip Data: Overview,	6.32 to 6.36

		Organizational Forms of Data Entry, Functions in Receipt Entry, Framework Trip Data, Entering Receipts for a Trip, Trip Status, Cost Distribution, Fast Entry of Trip Data, Weekly Report for Trip Data, Central Approval, Trip Costs Accounting, Accounting and Payment, Posting Travel Expense Data to FI	
Time Management	26	Time Management- Time Management Prerequisites: Concepts, Public Holiday Calendars, Work Schedule, Assignment To A Work Schedule Rule, Recording Time Data, Work Schedule Deviations, Processing Time Data, Absences, Absence Type: Leave, Employee Self-Service Applications: Example, Absence Type: Sickness, Collision Checks: Examples, Overtime, Substitutions	7.1 to 7.22
	27	Maintaining Time Data: Methods, Annual Calendars and Monthly Calendars, Monthly Calendars, Weekly Calendar, Shift Planning, Shift Planning: Use, Shifts, Shifts And Shift Groups, Requirements Definition, Calling Up A Shift Plan, Changing Shift Plan in Color Design, Requirements Matchup, Edit Target Plan: Day View, Determining Proposals, Temporarily Assigning An Employee To A Different Job, Time Evaluation, Completing Target Plan and Editing Actual Plan, Cross-Application Time Sheet, Time Recording using the Cross-Application Time Sheet	8.1 to 8.46
	28	CATS - Prerequisites and Process Steps, Time Sheet Recording Variants, Step 1: Enter Time Data, Step 2: Release Time Data, Step 3 : Approve Time Data, Step 4: Transfer Approved Time Data, Document Display - Find Documents, Time Evaluation, Overview, Data Flow Between the Time Recording System and the HR System, Overview of the Employee Master Data Infotypes, Planned Working Time (Infotype 0007), Time Recording Information (Infotype 0050), Time Events Infotype (2011), Time Evaluation Driver (RPTIME00), Error Processing, Calling Error Processing, Form Layout	8.47 to 8.59
Compensation Management & Cost Planning	29	Compensation Management: Functions, Compensation Management: Infotypes, Components of the Compensation Process, Job Evaluation Results (Infotype 1050), Salary Survey Results (Infotype 1051), Budgeting, The Budgeting Process, Compensation Administration, Compensation for Employees, Compensation Administration, Cost Planning, Personnel Cost Planning Functionality, Personnel Cost Planning Methods, Carrying	9.1 to 9.26

		Out Personnel Cost Planning, Displaying the Costs of an Organizational Unit or Cost Object, Simulation Capabilities, Business Graphics, Saving Your Plan Scenario. Transferring Costs to Controlling, Exercises	
	30	Payroll Accounting: Payroll Accounting: Business Scenario, Payroll Accounting, Overview of the Payroll Procedure, Calculation of Remuneration Elements, Statutory and Voluntary Deductions, The Payroll Run, Payroll Areas, Payroll Administration, Payroll Driver Selection Screen, Payroll Log, Remuneration Statement, Wage and Salary Transfer - Data Medium Exchange, Subsequent Activities in Payroll Accounting, Lists / Statistics Per Payroll Period , Exercises. Information System: Information System: Business Scenario, Reports, The Information System in HR, Human Resources Information System (HIS), Accessing HIS, Starting Reporting, Editing Defaults, Ad Hoc Query, Output and Viewing Methods	10.1 to 10.18

Reference Books:

- 1: Christian Kramer, Sven Ringling, Song Yang, Mastering HR Management with SAP, SAP Press, 2010
- 2: Christian Kramer, HR Planning and Development using SAP, SAP Press, 1st Edition, 2004
- 3: Wendell French, HR Management, Houghton Mifflin, 6th Ed. 2006
- 4: Robert Mathis, John H.Jackson, HR Management, South-Western College Publishers, 12th Ed. 2007

Course Coordinator

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MBNE665	SALES AND DISTRIBUTION PROCESSES	L	T	P	C
		1	0	2	2

SESSION	TOPIC	READING MATERIAL
Enterprise Structures in Sales and Distribution		
1	Enterprise Structures: Business Scenario, Organizational Units in Sales and Distribution,	Study Material
2 & 3	Company Code, Sales Organization, Distribution Channel,	Study Material
4	Division, Sales Area, Plant and Storage Location, Shipping Point	Study Material
5-10	Exercises	Study Material
11	Overview of Sales Processes :Sales Processes: Business Scenario, Pre-Sales Activities, Sales Order Processing, Inventory Sourcing, Shipping, Billing, Payment,	Study Material
12	Documents in Sales and Distribution, Creating an Order, Sales Document Structure, Creating an Outbound Delivery, Structure of	Study Material
13	Delivery Document, Picking, Posting Goods Issue, Creating a Billing Document, Billing Document Structure, Effects of Billing	Study Material
14	Document, Document Flow in the SAP System, Document Flow at Item Level	Study Material
15-20	Exercises	Study Material
21	Master Data in Sales and Distribution Unit Business Scenario, Data Origin in Sales Documents, Customer Master, Data on the General Data Tab Pages,	Study Material
22	Data on the Sales Area Data Tab Pages, Partner Functions in the Customer Master, Data on the Company Code Data Tab Pages,	Study Material
23	Effects of Changes in the Customer Master, Material Master, Data on the Sales Tab Pages, Cross-Division Sales, Division-Specific	Study Material
24	Sales, Customer - Material Information Record, Order Entry Using Customer-Material Info Record, Output, Incompletion Log,	Study Material
25	Condition Master, Condition Master Records in Pricing, Pricing in Sales Orders, Common Master Data - Distribution Channels, Common Master Data – Divisions,	Study Material

26-30	Exercises	Study Material
31	Sales From Stock - Available Processes with Stock: Business Scenario, Sales Document Type Sales Document Functions, Determining the Delivering Plant Automatically.	Study Material
32	Shipping Point, Route, Determining the Shipping Point Automatically, Determining the Route Automatically, Delivery	Study Material
33	Scheduling, Transportation Scheduling, Backward Scheduling, Forward Scheduling, Collective Processing in	
34	Shipping, Outbound Delivery Options, Picking in Shipping Processing, Collective Processing in Picking, Picking Options	Study Material
34	Collective Processing for Posting Goods Issue, Collective Processing in Billing, Billing Options, Worklists	Study Material
35-39	Exercises	Study Material
40	Sales from Stock - Shortage Unit Business Scenario, Availability Check in the Sales Order, Material Availability Date Check, Plant Check, Control of	
41	Availability Check, Transfer of Requirements, Complete and Partial Deliveries, Backorder Processing, Document Flow with	
42	Outgoing Shipment, Creating Shipment Documents, Loading and	
43	Packing Shipments, Billing Shipment Costs to the Customer, Connection to Financial Accounting	
44—48	Exercises	
49	Make-To-Order Unit Business Scenario, Sales Support Tasks, Pre-Sales Documents, Document Flow in the Pre-Sales Phase, Item	Study Material
50	Categories, Item Category Determination Normal Item, Item Category Determination in the Standard Order, Make-	Study Material
51	To-Order Flow, Make-To-Order Production without Assembly Processing, Make-To-Order Production with	Study Material
52	Assembly Processing, Cost Management by Item, Packing, Outbound Delivery from Sales Order Stock	Study Material
53-58	Exercises	
59	Returns and Credit Memo Processing Returns / Credit Memo: Business Scenario, Processes in Complaints Processing, Processing Credit	
60	and Debit Memos, Approval of a Credit Memo, Processing	Study

	Returns, Processing Invoice Corrections,	Material
61	Invoice Correction Procedure, Cancelling a Billing Document	Study Material
62-65	Exercises	
66	Reporting and Analysis on the Processes in Sales and Distribution Reporting and Analysis: Business Scenario, Sources of SD Information, Lists and Reports, List of Sales Orders.	
67	Documents with a Specific Status, Processing Worklists, Document Flow, Sources of Information in the SAP System,	Study Material
68	Logistics Information System, Data Warehouse Concepts, How Information Structures are Organized, Information Structures in	Study Material
69	Sales and Distribution, Standard Analyses, Flexible Analyses	Study Material
7-75	Exercises	Study Material

Reference Books:

1. Study Material
2. D. Rajen Iyer, Effective SAP SD, SAP Press
3. Glynn C. Williams, Implementing SAP R/3 Sales and Distribution, McGraw-Hill Osborne Media; 1 edition, 2008, ISBN-10: 0071497056, ISBN-13: 978-0071497053
4. Tapan K. Panda, and Sunil Sahadev, Sales and Distribution Management, Oxford University Press, USA, 2005, ISBN-10: 0195673905, ISBN-13: 978-0195673906
5. Gerhard Oberniedermaier, and Tamara Sell-Jander, Sales and Distribution with SAP: Making SAP SD Work for Your Business, GWV-Vieweg; 1 edition, 2003, ISBN-10: 352805770X, ISBN-13: 978-3528057701
6. S.L. Gupta, Sales and Distribution Management, Excel Books, 2002, ISBN-10: 8174461833, ISBN-13: 978-8174461834

Internal Assessment: 75 Marks

End-term Practical Assessment: 25 Marks

Mode of Internal Assessment :

Marks for Class Exercises and Test 60 Marks

Marks for Model Exam 10 Marks

Marks for Comprehensive viva 5 Marks

Faculty Coordinator

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Dr. T.Vijayakumar A.P(Sr.G)

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Dr. JayshreeSuresh

MBNE667	FINANCIAL PLANNING PROCESSES	L	T	P	C
		1	0	2	2

SESSION	TOPIC	READING MATERIAL
General Ledger Accounting		
1	General Ledger Accounting: Business Scenario, Company Code, Business Area, G/L Account Master Records:	Study Material
2	Charts of Accounts, Chart of Accounts Assignment, Company Code Specific Settings, Account Groups for G/L Accounts.	Study Material
3	Reconciliation Accounts, Transaction Figures, Financial statement versions, Parallel Accounting Methods.	Study Material
4	Accounting Transaction Within a Period in G/L Accounting, G/L Account Postings, Standard/Complex Postings,	Study Material
5	Important Standard Document Types, Posting Key, Standard Posting Keys, Account Information.	
6 -10	Exercises.	
11	Accounts Payable :Master Data in Accounts Payable, Vendor Account in SAP FI, Account Groups for Vendors, Daily Accounting Transactions in Accounts Payable.	Study Material
12	Invoice/Credit Memo Entry, CO Account Assignment Logic, Workplace and User Roles, The Recurring Entry Program	Study Material
13	Elements of the Payment Transaction, Parameters, Proposal Run, Edit Proposal, Payment Run, Print	
14	Payment Media, Integration with Materials Management, Purchasing Data in the Vendor Master Record, Closing	Study Material
15	Operations in Accounts Payable, Overview: Accounts Payable Closing Operations, Balance Confirmations,	Study Material
15	Foreign Currency Valuation, Reclassify Payables,	Study Material
16-20	Exercises.	Study Material
21	Accounts Receivable :Accounts Receivable: Business Scenario, Master Data in Accounts Receivable, Customer Account in SAP Account	Study Material
22	Groups for Customers, Daily Accounting Transactions in Accounts Receivable, Invoice/Credit Memo Entry, Incoming Payments,	Study Material
23	Dunning Functions, Dunning Procedure, Parameters, Dunning Run, Changing the Dunning Proposal, Printing Dunning Notices,	Study Material
24	Correspondence, Accounts Receivable Information System, Integration with Sales and Distribution, Divisions,	Study Material

25	Sales Areas, Sales Area Data in the Customer Master Record, Sales Process, Credit Management, Credit	
26	Control Area, Credit Management Master Record, Credit Cont Process, Closing Operations in Accounts Receivable,	Study Material
27	Overview: Accounts Receivable Closing Operations, Value Adjustments: Parameters, Valuation Run, Transfer,	Study Material
28-33	Exercises.	Study Material
34	Asset Accounting: Asset Accounting: Business Scenario, Asset Master Data, Assets in FI Organizational Units, Asset Class, Depreciation Areas,	Study Material
35	Control Data in Depreciation Areas, Account Determination, Group Assets and Sub-Numbers, Daily Accounting Transactions	Study Material
36	in Asset Accounting, Transaction Type, Asset Transactions, Unplanned Depreciation, Assets Under	Study Material
37	Construction, Asset Explorer, Closing Procedures in Asset Accounting, Overview: Asset Closing, Inventory, Depreciation Posting Run, Asset History Sheet,	Study Material
38-46	Exercises.	Study Material
47 – 48	Travel Management :Travel Management: Business Scenario, Master Data in Travel Management, Master Data in HR and in FI-TV,	Study Material
49-50	Vendor Master Record for an Employee, Accounting Transactions in Travel Management, Travel Manager, Travel Expenses ,	
51-55	Exercises.	
56	Bank Accounting: Bank Accounting: Business Scenario, Master Data in Bank Accounting, Bank Directory, Bank Accounts,	Study Material
57	Accounting Transactions in Bank Accounting, Cash Journals, Cash Journal Transaction, Types of Cash	Study Material
58	Journal Transactions, Processing Incoming Checks, Depositing Checks, Posting a Check Deposit, Lockbox,	Study Material
59	Bank Account Statement, Incoming and Outgoing Checks, Bank Transfers, Managing Outgoing Checks,	Study Material
60-65	Exercises.	Study Material
66	Preparing Financial Statements: Preparing Financial Statements: Business Scenario, Closing Procedures in the General Ledger, Schedule Manager, Overview:	
67	General Ledger Closing, Accruals/Deferrals for Revenues & Expenses, Accruals, GR/IR Analysis, Balance Audit	Study Material
69	Trail, Preparing Financial Statements for Period Accounting, Reporting, Cost of Sales Accounting,	Study Material
70	Period Accounting, Derivation of Functional Area, Cost of Sales	Study

	Accounting Ledger, Consolidation, EC-CS: Data	Material
70	Flow, EC-CS: Organizational Units, Status Monitor, Data Transfer to EC-CS, SAP Consolidation — Future Development, SAP Strategic Enterprise Management ,	
71-75	Exercises.	Study Material

Reference Books:

1. Study Materials
2. Manish Patel, Discover SAP ERP Financials, SAP Press
3. Jane L. Reimers, Financial Accounting: A Business Process Approach, 2nd Edition, ISBN-10: 0-13-147386-7, ISBN-13: 978-0-13-147386-7, Published by Prentice Hall, 2008
4. Barry Elliott, Jamie Elliott, Financial Accounting, Reporting & Analysis: International Edition, 2nd Edition, ISBN-10: 0-273-70253-X, ISBN-13: 978-0-273-70253-5, Published by Prentice Hall, 2006
5. Charles T. Horngren, Charles T. Horngren, Gary L. Sundem, John A. Elliott, Donna Philbrick, Introduction to Financial Accounting, 9th Edition, ISBN-10: 0-13-147972-5, ISBN-13: 978-0-13-147972-2, Published by Prentice Hall, 2006
6. Penne Ainsworth and Dan Deines, Introduction to Accounting: An Integrated Approach, 5th Edition, ISBN-13 9780073527000, Published by McGraw-Hill, 2009
7. John A. Elliott, Introduction to Financial Accounting, ISBN-10: 0131968750, ISBN-13: 978-0131968752, Published by Prentice Hall, 2005

Internal Assessment: 75 Marks

End-term Practical Assessment: 25 Marks

Mode of Internal Assessment :

Marks for Class Exercises and Test 60 Marks

Marks for Model Exam 10 Marks

Marks for Comprehensive viva 5 Marks

Faculty Coordinator

T.MuthuPandian

Head / Systems

Dr..Vijayakumar A.P(Sr.G)

Dean/MBA

Dr. JayshreeSuresh

RETAIL

MBNR 653	CONSUMER BEHAVIOUR	L	T	P	C
	LESSON PLAN	2	0	0	2

SESSION NO.	TOPIC	BOOK / PAGE NO
Hour	UNIT -1	
1	Consumer Behavior and Marketing Strategy, Nature and scope of Consumer Behavior	T1 , 1 Page 7 - 10
2	Market Segmentation	T1 , 1 Page 11 - 13
3	Learning – nature, characteristics and types	T1 : 3 Page : 90
4	Learning theories-information processing and Involvement	T1 : 3 Page 91-108
5	Brand loyalty, Brand equity & Leverage	T1 : 9 Page 351-355
6	Perception-process, interpretation and marketing strategy, Elements, Perceptual organization and defense, consumer imagery, perceived risk & how to handle the risk	T1 : 2 Page 50-80
	UNIT 2	
7	Nature, Strategies, theories and their relevance, Motivational Research	T1 , 4 Page 128 – 155
8	Personality-Psycho-Analytical, Neo-Freudian and Social Approaches to Personality	T1 , 6 Page 216 – 225
9	Understanding Consumer Diversity, Brand Personality, Role and Brand Personification	T1 : 6 Page : 226-252
10	Self Image, Vanity and Consumer Behavior	T1 : 5 Page 168-181
11	Attitude Formation & Formation Change-Sources of learning & Influence on attitude formation	T1 : 7 Page 254-284
12	Strategies on Attitude Change, Relationship between behavior & attitude	T1 : 8 Page 286-317
	UNIT 3	
13	Life Style Profiles Influences Self Concept	T1: Pages- 229- 248 & 170-171
14	Social Class- Identification and CB application on Various Social Classes	T1: Pages- 488- 510
15	Family-Decision making- consumption-related roles	T1: Pages- 451-472

16	Groups-types, celebrities, family, socialization of family members, Functions of Family, Family Life Cycle	T1:Pages- 404- 436 T1 :Pages- 451-472
17	Influence of Reference groups- Friendship and workgroup,	T1:Pages- 404-436
18	Culture- Nature, Characteristics, Measurement, Sub-cultures, cross culture	T1:Pages-578- 600 T1:Pages- 516-539 T1:Pages- 608- 647
UNIT 4		
19	Opinion leadership - Process, Dynamics , motivation	T1- 429-430
20 & 21	Profile of opinion leadership Opinion leadership need, Measurement and Corporate strategy of Opinion leadership, Models and role relationship	T1- 431-433
22 & 23	Opinion leadership and firms marketing strategy, Innovation, Characteristics and Types	T1- 431-432
24	Profile of consumer innovator, Diffusion of innovation, Adoption process	T1-622-627
UNIT 5		
25	Personal influence	T1-170-208
26	Consumer decision making process: reutilized response, limited and extensive problem solving behavior, different buying situations	T1-324-355& R1
27	Models of consumer decision making	Notes
28	Relationship marketing	Notes
29	Online buyer behaviour	Notes
30	Consumer protection movements, consumerism, laws on consumer rights	Notes

Reference Books:

T1: Consumer Behaviour- buying, having, and being, 8th Edition,

Michael R.Solomon, PHI Learning Private Limited. New Delhi.

R1: Schiffman.L.G. & Kanak.L.L., Consumer Behaviour, Pearson

Approved By

Handled by

Dr. Premalatha
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Dr.Jayshree Suresh
Dean/MBA

S.Senthilkumar
Asst.Prof.(S.G)

MBN R 654	RETAIL ENVIRONMENT	L	T	P	C
		2	0	0	2

Objectives: To understand the nature and scope of retail environment and to expose students to the emerging area of Retail Environment in India.

Pedagogy: Case discussion, Seminar, fieldwork (During week-ends & holidays), Team Visit to Retail units.

S.No	Topic	Hours	Pedagogy(Seminar/Case Discussion)
1	Introduction to Retailing	1-2	Lecture
2	Roles and Functions of Retailing	3-4	Lecture
3	Organised and unorganized retailing	5-6	Lecture
4	Retailing industry in India	6-7	Case: Changing Trends in Retailing and FMCG Industry in India
5	Classification of Retail Formats	8-12	Class Discussion
6	Retail market strategy	13-14	Lecture
7	Sustainable competitive advantage in retailing	15-16	Case: Starbucks coffee
8	Retail outlet Location	17-19	Case: Stephanie's boutique
9	Retail layout	20-22	Case: Westside
10	Environmental responsibilities of retailers	23-24	Lecture
11	External influences on retail scene	25-26	Lecture
12	Review	27-30	Class Discussion

Reference Books

DUNNE, P. and LUSCH, R., 2007, Retailing, 6th ed. Thomson, South-western
DOHERTY, N.F., ELLIS-CHADWICK, F., HART, C.A., 1999. Cyber retailing in the UK: the potential of the Internet as a retail channel. In: International Journal of Retail and Distribution Management 1999 volume: 27, number: 1 page: 22 - 36, Emerald.

LEVY, M., and WEITZ, B., 2001. Retailing Management 4th ed. Boston: Irwin McGraw Hill.

MCGOLDRICK, P., 2002. Retail Marketing. London: McGraw-Hill

Course Co-Ordinator

Head-Marketing

Dean/MBA

MBN R 658	SERVICE SECTOR MANAGEMENT	L	T	P	C
	LESSON PLAN	2	0	0	2

UNIT	TOPIC	SESSION	REFERENCE MATERIAL
I	The management process in Service sector	1,2,3	Printed Material will be given which covers all the topics
	The External Environment	4,5,6	
	The commercial, Political, economic environment factors affecting service industry	7,8,9	
II	Socio-Cultural, Technological and ecological factors influencing the service industry	10,11,12	
	III	Planning, Organizing in effective service organizations	
Directing and Controlling in Service Organizations		16,17,18	
IV	Management of Resources	19,20,21	
	Allocation of Resources	22,23,24	
V	Motivation, Communication	25,26,27	
	Performance	28,29,30	

Text Book: Service Sector Management – BALAJI – S.CHAND Publication

Note: Case discussion will definitely be there for all the above mentioned topics

INTERNAL ASSESSMENT:

1) Cycle test 10 Marks

2) Surprise test 10 Marks

3) Attendance 05 Marks

4) Mini Project 10 Marks

5) Viva 10 Marks

Total 50 Marks

Course Coordinator

Head – Marketing

Dean - MBA

MBN R 666	BRAND MANAGEMENT	L	T	P	C
		2	0	0	2

Expected Learning Outcome: The course is structured to help the students understand the increasingly global nature of the world business and economy and also to effectively apply business skills in international business situations.

The entire course is divided into five sub-topics namely

1. Nature and scope of International Business
2. Business Environment and Challenges
3. International Economic Organizations and trading environment
4. Foreign Direct Investments and growth of Multinationals
5. India in global setting and ethical issues

Sl.No	TITLE	TOPICS	HOURS
1	Strategic brand Management	What is a Brand- Can anything be Branded	6
		Strategic brand Management process-Brand elements (Criteria and option)	
		Building a strong brand and it's applications	
2	Brand positioning guidelines	Identifying and establishing brand positioning	6
		positioning guidelines –Brand values-	
		Internal branding-Co branding-Corporate Branding	
		Brand Audit- Brand equity concepts	
3	Integrated marketing communication	Integrated marketing communications and program to build brand equity	6
		Brand Leveraging-Brand equity management system	
		Qualitative and Quantitative techniques for Measuring brand equity	
4	Brand Product Matrix	The Brand product Matrix	6
		Brand Hierarchy-Designing a Brand Strategy	
		Brand extensions- Reinforcing Brands- Revitalizing Brands	
5	Rebranding	Rebranding	6
		Retiring Brands	
		Adjustments to Brand port folios	

Reference Books:

R1. Building measuring and managing Brand equity, Kevin lane Keller, Second Edition, Prentice hall of India

R2. Brand Management text and cases - W.Mathur, Macmillan Ind

Internal Assessment

7. Cycle Test – 10
8. Surprise test– 5
9. Attendance - 5
10. Project – 10
11. Viva Voce/Seminar - 10
12. Model Exam -10

Extra Activities

1. News paper reading/discussion& related with current scenario.
2. Role play
3. Open discussion/Group discussion/Debate

(J.A.B.Miranda)
Course Coordinator

(Dr. Premalatha)
HEAD – Marketing Management

(Dr. Jayasree suresh)
DEAN