

Integral University, Lucknow
Masters of Business
(MBA)

Programme Outcomes (PO's) :

- Ability to articulate, analyze, synthesize and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business issues.
- Graduates of the MBA program will possess splendid communication skills, excel in multidisciplinary, multi-cultural teams, and have an understanding for domestic and global contexts so as to manage change, risk, and complexity situations.
- Graduates of the MBA program will be ready to engage in diversified career pursuits covering a broad spectrum of areas in corporate, non-profit organizations, public policy, entrepreneurial ventures and engage in lifelong learning.
- Graduates of the MBA program will be appreciative of the significance of Indian ethos and values in managerial decision making and exhibit value centered leadership.
- Graduates of MBA will be provided with the opportunity to develop and broaden their managerial and leadership skills.

Programme Specific Outcome (PSO's) :

- To understand conceptual foundations of management and learn to solve real life problems with appropriate decision making .
- To adapt to changes in an business environment with an understanding of societal and ecological issues relevant to professional managerial practice through life-long learning.
- To inculcate ability to perform in multi-disciplinary work environment with good interpersonal skills .
- To improve their personality and develop an understanding of etiquette, manners and professionalism while dealing with people at work and in personal lives.

Program Educational Objectives (PEO's):

- To train the students of the Management program for logical and practical approach to problem solving and function effectively as skilled managers who can respond to changing environment in a domestic and global context.
- To groom the students to work in multicultural and multidisciplinary teams for effective problem solving and understand the principles of group dynamics, Team work and growth of Management profession.
- To encourage and train the students as a way that they can pursue higher studies, start independent ventures, thereby contributing to the fields of Education and Business world.

Integral University, Lucknow

Department of Commerce & Business Management STUDY & EVALUATION SCHEME Choice Based Credit System

MBA

w.e.f. Session 2020-21

YEAR-I

SEMESTER-II

S. N	Subject Code	Subject	Period (Per Week)			Credit C	Evaluation Scheme				
			L	T	P		Sessional (CA)			Exam	Subject Total
							UE	TA	Total	ESE	
01	BM406	Business Research Methods	3	1	0	4	40	20	60	40	100
02	BM407	Financial Management	3	1	0	4	40	20	60	40	100
03	BM408	Organization Behaviour	3	0	0	3	40	20	60	40	100
04	BM409	Production and Operations Management	3	1	0	4	40	20	60	40	100
Dual Specialization: Choose Four Electives of Two Different Specializations From Marketing, Finance, HR & IT											
05	BM410 To BM421 & CS405 To CS 408	First Specialization Elective- I	3	1	0	4	40	20	60	40	100
06		First specialization Elective- II	3	1	0	4	40	20	60	40	100
07		Second specialization Elective- I	3	1	0	4	40	20	60	40	100
08		Second specialization Elective- II	3	1	0	4	40	20	60	40	100
TOTAL			24	07	0	31	320	160	480	320	800

L	Lecture	<p>Sessional Total (CA) = UE + TA</p> <p>Subject Total = Sessional Total (CA) + End Semester Examination (ESE)</p>
P	Practical	
T	Tutorials	
C	Credit	
UE	Unit Exams	
TA	Teacher Assessment	
ESE	End Semester Examination	

The schedule of papers during the second semester of the programme shall be as follows

CORE COURSES

S. No	Sub. Code	Subject	S. No	Sub. Code	Subject
1	BM406	Business Research Methods	3	BM408	Organization Behaviour
2	BM407	Financial Management	4	BM409	Production and Operations Management
Specialization Papers					
Marketing			Finance		
S. No	Sub. Code	Subject	S. No	Sub. Code	Subject
1	BM410	Consumer Behaviour	1	BM414	Capital & Money Market
2	BM411	Marketing of Services	2	BM415	International Finance
3	BM412	Sales Management	3	BM416	Merchant Banking and Financial Services
4	BM413	Retail Management	4	BM417	Security Analysis and Portfolio Management
Human Resource			Information Technology		
S. No	Sub. Code	Subject	S. No	Sub. Code	Subject
1	BM418	Corporate Compensation Strategy	1	CS405	Database Management System
2	BM419	Industrial Relation	2	CS406	Computer Application in Business
3	BM420	Training Methodology	3	CS407	E - Business
4	BM421	Organization Development	4	CS408	Advanced Decision Support System

MBA 1 Year / Semester II

Course Code : BM406

Title of The Course: Business Research Methods

L	T	P	C
3	1	0	4

Approved On:

Pre-Requisite: NONE

Co-Requisite: NONE

Objective : . The objective of the course is to impart the basic concepts of research methods and application of statistical tools to arrive at rationale decisions

Course Outcomes	
CO 1:	To describe the meaning and role of Business Research.
CO 2:	To formulate the research problem and understanding the major research designs.
CO 3:	To determine data sources and learn the art of designing a questionnaire.
CO 4:	To understand various sampling techniques and develop understanding of data collection and fieldwork.
CO 5:	To enable students to analyze data using various techniques and to learn how to communicate the results and follow up.

Unit No.	Title of The Unit	Content of The Unit	Contact Hrs.
1	Business Research: An Introduction	Introduction to Basic Concepts, Stages in the Research Process, Problem Definition, Research Objectives, Types of Research, Significance of Business Research in Managerial Decision Making, Business Research in Practice.	5
2	Sampling and Scaling Techniques	Some basic terms, Population & Census, advantages and limitation of sampling, sampling process, types of sampling, types of sample designs, estimation of sample size. Concept of Measurement, Scales of Measurement-Types & Properties, Measurement of Attitudes & Scaling Procedures	10
3	Research Designs & Data Collection Techniques	Classification of Research Designs, Exploratory, Descriptive and Conclusive Research Designs; Causal Research, Secondary Data- Nature, Sources and Advantages; Primary Data- Nature, Types, Means & Issues in Obtaining Primary Data	10
4	Data Analysis	Measures of Central Tendency , Dispersion , Skewness ,Correlation & simple regression Testing of Hypothesis -Meaning of Hypothesis , Characteristics of Hypothesis, Procedure for Hypothesis testing , Type I & Type II errors, Testing of Hypothesis-Chi-Square test, F test, t test & Z test	10
5	Interpretation, Report Writing & Recent Trends	Meaning of interpretation, Techniques of interpretation, Steps in report writing, Layout of research report, Mechanics of report writing, Precautions for report writing, Types of reports, Importance of computer in report writing-MS word, Excel, Power Point & SPSS. Research in Marketing Management, Research in Human Resource Management, Research in Financial Management, Research in other allied fields .	10

References Books:

Malhotra, Naresh ; Marketing Research: An Applied Orientation, Pearson/PrenticeHall.

Boyd, Westfall and Stasch, Marketing Research: Test and Cases, Richard D. Irwin, Homewood, Illinois

Churchill, G.A., Marketing Research: Methodological Foundations, Dryden Press, New York. 4. Majumdar, R., Marketing Research: Text, Applications and Case Studies, Wiley Eastern Ltd., NewDelhi.

Tull, D.S., Hawkins, D.I., Marketing Research: Measurement and Methods, Macmillan, New York.

Kothari, CR ; ResearchMethodology

MBA 1 Year / Semester II

Course Code : BM407
Approved On:
Pre-Requisite: NONE

Title of The Course: Financial Management
Co-Requisite: NONE

L	T	P	C
3	1	0	4

Objective : . This is the foundation course in the area of Finance in order to acquaint a student to use various decision-making tools of finance in a business organization for the efficient utilization of financial resources.

Course Outcomes	
CO 1:	Explain the nature and scope of financial management as well as time value of money and risk return trade off
CO 2:	Analyze capital budgeting process and capital budgeting techniques
CO 3:	Describe various capital structure theories and estimating cost of capital and leverage analysis.
CO 4:	Evaluating working capital requirement and management
CO 5:	Understanding the determinants of divided decision in relation to various models of dividend policy

Unit No.	Title of The Unit	Content of The Unit	Contact Hrs.
1	Introduction	Introduction, Meaning, scope and development of financial management; Finance Function; Objectives of the Firm, Indian financial system, Risk and Return, Time value of Money and its relevance, computation of EMI, Annuity, Annuity due.	9
2	Capital Investment Decisions	Capital Budgeting: Meaning, Process and Significance, Methods of project evaluation and selection: ARR, Payback and discounted payback, NPV, IRR, Benefit cost ratio and Terminalvalue Method, risk analysis in investment, Sensitivity Analysis.	10
3	Financing Decisions	Cost of Capital: Cost of Equity, Debt, Retained Earnings and Overall Cost of Capital, Operating and Financial Leverages: Concept and significance, EBIT-EPS analysis, Capital structuring Theories: Net Income approach, Net Operating Income approach and MM approach.	9
4	WorkingCapital Decisions	Working Capital: Meaning and significance, working capital cycle, Working capital Management, overall considerations in WCM; determinants and determination of working capital requirements; management of cash; management of receivables management of Inventories.	10
5	Dividend Decisions	Ploughing back of profits, forms of dividends, factors affecting dividend policy, Retained Earning Vs. Dividend Decision; Walter Model; Gordon Model; MM hypothesis. Contemporary issues in financial management.	7

References Books:

Chandra P., Financial Management: Theory and Practice, 7th Edition, Tata McGraw Hill, New Delhi.

Van Horn James C, Financial Management and Policy, Prentice Hall ofthIndia, New Delhi.

Khan YM and Jain PK, Financial Management - Text and Problems, ,5 Edition, Tata McGraw Hill Publishing Company Ltd, New Delhi.

Reddy G.S., Financial Management: Theory and Practice,2nd Edition, Himalayan Publications, NewDelhi

Michael C. Ehrhardt and Eugene F. Brigham. (2008). Corporate Finance. (1sted.). South-Western Pub

MBA 1 Year / Semester II

Course Code : BM408
Approved On:
Pre-Requisite: NONE

Title of The Course: Organization Behaviour
Co-Requisite: NONE

L	T	P	C
3	1	0	4

Objective : . The objective of the paper is to familiarize the students with basic management concepts and behavioral processes in the organization.

Course Outcomes	
CO 1:	To know about the basic concepts of the organization. It will help them to know the challenges and opportunities of the subject.
CO 2:	To understand the fundamentals of the individuals. It will help them to know the role of the behavior in terms of personality, value and perception.
CO 3:	To describe the behavioral concepts like learning and motivation over the individuals working in the organization. It will lead to understand the theories related with learning and motivation.
CO 4:	To learn about the concept of the group & interpersonal dimensions and also to know about its importance for the company.
CO 5:	To know about the leadership styles and provide insights into it and to understand the organizational culture, organizational change and organizational development for the betterment of the organization in this competitive era.

Unit No.	Title of The Unit	Content of The Unit	Contact Hrs.
1	Foundations of Organizational Behavior	The Nature and Functions of an Organization; Meaning and systematic study of O.B; Contribution of Behavioral Sciences to O.B; Developing Contingency Model to OB; Challenges and Opportunities in O.B.	7
2	Individual Dimensions in Organizational Behavior	Basic Individual Differences (ability & biographical characteristics); Personality: Meaning, Theories and Determinants; Values; Attitudes and job Satisfaction; Perception Process.	8
3	Foundation of Learning and Motivation	Learning process; Theories of Learning: Classical Conditioning, Operant Conditioning and Social Learning; Motivation: Meaning, Theories of motivation-Maslow, Hertzberg, McClelland, McGregor; Process Theories (Vroom's Model); Contemporary Theories: Equity Theory, Attribution Theory).	7
4	Group and Interpersonal Dimensions	Formation, Classification, Stages and Group Dynamics; Group Decision Making; Teams and Team Work; Transactional Analysis; Stress and Conflict: Meaning and Causes of Stress, Types of Conflict (Intra Individual & Interactive), Coping Strategies for Stress and Conflict.	7
5	Organizational Dimensions	Leadership: Meaning, Style and Theories of Leadership-Trait, Behavioral and Situational Theories. Organizational Culture: Concept, Characteristics, Elements of Culture, Implications of Organization Culture, Organizational Change , Organizational Development.	6

References Books:

Davis, Keith: Organizational Behaviour, Tata McGraw Hill. Edition-5th.

Robins, S.P and Sanghi, S.: Organizational Behaviour, Pearson Edition, New Delhi, Edition-13th..

Prasad, L.M.: Organizational Theory and Behaviour, HPH, New Delhi. Edition-3rd

Michael C. Ehrhardt and Eugene F. Brigham. (2008). Corporate Finance. (1sted.). South-Western Pub

Richard A. Brealey, Stewart Myers and Franklin Allen. (2013). Principles of corporate finance. (11thed.). McGraw Hill

MBA 1 Year / Semester II

L	T	P	C
3	1	0	4

Course Code : BM409
 Approved On:
 Pre-Requisite: NONE

Title of The Course: Production and Operations Management
 Co-Requisite: NONE

Objective : . The objective is to develop familiarity with the concepts of production systems, their constraints and linkages with the overall strategic perspectives. The Course will help learners evolve an integrated perspective and developing Interface of operations management with other managerial areas.

Course Outcomes	
CO 1:	Understand the role of operations in both manufacturing and service organizations and the significance of operations strategy in the overall business.
CO 2:	Understand the importance of facilities location decision in the whole supply chain in globalized operations and learn the tools relating to facilities location, also study the problems related to the various facility layout.
CO 3:	Identify the goals and objectives of inventory management and Understand the various selective inventory control techniques and its applications.
CO 4:	Learn different quality tools and the tools of statistical process control for analyzing a process in terms of quality and also develop an understanding of six sigma quality.
CO 5:	Emphasis on effectiveness and efficiency of operations by job and work design, process design, layout design and control of systems.

Unit No.	Title of The Unit	Content of The Unit	Contact Hrs.
1	Introduction	Operations Management - An overview, Definition of production and operations management, Production Cycle, Classification of operations, Responsibilities of Operations Manager, Capacity Planning & Management, Systems for Product& Services.	9
2	Production Planning & Control	Facility Location & Facility Layout, Scheduling Techniques, Forecasting types and methods. Introduction to Network Analysis, PERT & CPM Costcrashing: Production& operations Control.	9
3	Inventory Management	Inventory Management - Objectives, Factors, Process. Inventory control techniques- ABC, VED, FSN analysis, Economic Order Quantity, Materials Requirement Planning (MRP), P-system & Q-system, Just-In-Time(JIT).	9
4	Quality Control	Quality Control & Quality Assurance, Statistical Quality Control, Theory of Control Charts. Basic concepts of quality, dimensions of quality, Juran's quality trilogy, Deming's 14 principles, PDCA cycle, Quality circles, Quality improvement and cost reduction- 7QC tools and 7 new QC tools, ISO 9000-2000 clauses, coverage QS 9000 clauses, coverage. Six Sigma, Total Productive Maintenance(TPM).	9
5	Work Study & Emerging Issues	Method study- Principle & Applications, Time study- Principle & Applications, Job Analysis & work sampling, Issue of Pollutioncontrol in Production Management, Maintenance Management.	9

References Books:

Adam Everett E & Ebert Ronald J; Production & Operations Management: Concepts, Models & Behavior, PHI, Fifth Edition, New Delhi.
 Buffa Elwood S & Sarin Rakesh K; Modern Production and Operations Management, John Wiley & Sons, Singapore.1987.
 Operations Management (McGraw-Hill Series in Operations and Decision Sciences)
 Operations Management: Processes and Supply Chains (11th Edition)
 Jack: Straight from the Gut by Welch, Jack, Byrne, John A. (October 1, 2003) Paperback

MBA 1 Year / Semester II

Course Code : BM410
Approved On:
Pre-Requisite: NONE

Title of The Course: Consumer Behaviour
Co-Requisite: NONE

L	T	P	C
3	1	0	4

Objective : . The objective of this paper is to develop the understanding about the consumer behaviour for making marketing decisions. This paper will help to understand the process of the consumer decision making. This paper will help to know the impact of environment over the consumers

Course Outcomes	
CO 1:	To know about the concept of consumer behavior and the process of consumer decision making. It will help them to know the characteristics and the value of the Indian consumers.
CO 2:	To understand the fundamentals of the consumer behaviour in the Indian environment. It will help them to know the influence of the different internal and external factors.
CO 3:	To describe the individual consumer knowledge. It will help them to understand the concepts of consumer learning, consumer perception, consumer attitude and personality of the consumers.
CO 4:	To learn about the concept of the consumer behaviour in terms of different models given by the academics people associated with the behavioral study.
CO 5:	To provide insights into consumer research and consumer ethics. It will help them to know the importance of consumer research and consumer ethics in the present business world.

Unit No.	Title of The Unit	Content of The Unit	Contact Hrs.
1	Introduction To Consumer Behaviour	Meaning of Consumer Behaviour, Importance of Consumer Behaviour, Indian consumer characteristics, Achieving consumer satisfaction & delight, Developing consumer value, Consumer decision making process, Diffusion of Innovation	10
2	Consumer Behaviour In Indian Environment	Meaning of environmental influences, environmental influences on consumer behaviour- Individual determinants & influences of external environmental factors on consumer behaviour (in context with economic, cultural and social influences on consumer behaviour). Group influences and Family life-cycle influences on consumer behaviour.	9
3	Individual Consumer Knowledge	Consumer learning: Meaning of consumer learning, Learning theories- Classical conditioning theory, Operant conditioning theory & Cognitive theory Consumer perception: Meaning of consumer perception, process of consumer perception Consumer attitude: Meaning of consumer attitude, formation of consumer attitude Consumer personality: Meaning of consumer personality, consumer traits	9
4	Consumer Behaviour Models	Economic Model, Psychological Model, Pavlovian Model, Input-Process-Output Model, Howarth Sheth Model, Engel-Blackwell-Kollat Model & Nicosia Model	9
5	Consumer Research & Consumer Ethics	Consumer Research: Meaning of consumer research, importance of consumer research & process of consumer research. Consumer Ethics: Meaning of consumer ethics, illegal actions & consumerism	8

References Books:

Schiffman, Kanuk, Kumar & Wisenblit, Consumer Behaviour, Tenth edition, Pearson Prentice Hall
Loudon & Bitta, Consumer Behaviour, Fourth edition, Tata McGraw Hill
Hawkins, Best & Coney, Consumer Behaviour, Ninth edition, Tata McGrawHill
Solomon, Consumer Behaviour, Eighth edition, Pearson Prentice Hall
Gupta S.L. & Pal S., Consumer Behaviour, First edition, Sultan Chand & Sons

MBA 1 Year / Semester II

Course Code : BM411
 Approved On:
 Pre-Requisite: NONE

Title of The Course: Marketing of Services
 Co-Requisite: NONE

L	T	P	C
3	1	0	4

Objective : . The aim of this course is to acquaint the students with the concept of services marketing and other related issues viz services marketing mix, tools and techniques in services marketing research and other special aspects of services marketing

Course Outcomes	
CO 1:	Understand the fundamental concepts of service marketing and its functions
CO 2:	Understand different models of service quality and identify the role and significance of various elements of service marketing mix
CO 3:	Analyze customer requirement, measure service quality and design and deliver better services.
CO 4:	Understand the consumer behaviour in Service Sector
CO 5:	To understand the application in different service organization

Unit No.	Title of The Unit	Content of The Unit	Contact Hrs.
1	Basics of Service Marketing	Definition of Services, unique characteristics of Services; Classification of service. Types of Services, Difference between Services and Products. Service Continuum, Service Marketing, importance and features.	10
2	Services Quality & Marketing Mix	Service Quality, GAP Model of Service Services Quality, Service Marketing Triangle, Marketing Mix, the seven P's of Marketing Mix, Promotion and communications in Services Marketing, Packaging the service Product. Services Distribution Planning, Process and Physical Evidence, and People in services marketing.	10
3	Tools and Techniques in Analyzing Services Market	Applying Marketing Research Techniques, Measuring Effectiveness of Services Marketing, How to design a Service, Evaluating effectiveness of Programmes, Service life Cycle, Key Operational components of services planning, Internet as a service enabler.	8
4	Focus on Customer	Consumer behavior in services, Customer expectations of service, Customer perceptions of service, Relationship marketing: The service based business plan, the future of service marketing; Technological changes and the services.	10
5	Special Aspect of Service Marketing	Marketing of Services in area of financial services, Banking, Insurance, Tourism, Transportation, Hotel, Hospital, Consultancy services.	7

References Books:

A. Zeithmal Valarie, Services Marketing, Tata McGraw Hill Education
 Lovelock Christopher (Pearson Education), Services Marketing: Technology and Strategies
 Sinha P.K. & Sahoo S.C. (Himalya Publishing House) Services Marketing
 Marketing of Financial Services (BIZTANTRA) – 2013 by Dhananjay Bapat (Author)
 Marketing Research 7/e – 1 Sep 2015by Malhotra/Dash (Author)

MBA 1 Year / Semester II

Course Code : BM412

Title of The Course: SalesManagement

Approved On:

L	T	P	C
3	1	0	4

Pre-Requisite: NONE

Co-Requisite: NONE

Objective : . The purpose of this paper is to acquaint the student with concepts which are helpful in developing a sound sales and distribution policy and in organizing and managing sales force and marketing channels.

Course Outcomes	
CO 1:	To understand the process involved in personnel selling, its management and its implications for relationship development.
CO 2:	To explain the decisions involved in planning and organizing the sales efforts.
CO 3:	To explain the decisions involved in sales-force management and the related issues.
CO 4:	To explain the concepts of Sales Force
CO 5:	To understand the process and factors involved in Distribution Channel and managing it.

Unit No.	Title of The Unit	Content of The Unit	Contact Hrs.
1	Introduction to Sales Management	Meaning, Scope and Importance of Sales Management. Personal Selling Process and Approaches; Theories of selling; Sales Strategies; Qualities of a Good Sales Person.	10
2	Sales Force Management	Organizing the Sales Force, Designing the Structure and Size of Sales Force; Recruitment and Selection of Sales Force, Leading and Motivating the Sales Force, Training and Compensation the SalesForce.	10
3	Selling Process	Prospecting, Pre-Approach, Approach, Presentation, Sales Objection and Close	7
4	Sales Force Control System	Sales Quota Setting, Sales Territory, Sales Budget, Sales Analysis and Audit, Evaluating Sales Person Performance.	8
5	Distribution Management	Overview of marketing channels, their structure, functions and relationships; Channel Intermediaries-Wholesaling and Retailing; Logistics of Distribution; Managing Marketing Channels.	10

References Books:

Cundiff,still and Govoni : Sales Management, PHI, New Delhi.Edition-3rd.

Spiro,Stanton and Rich : management of sales force, Tata McGraw Hill, New Delhi.

Sahu, P K and Raut, K C : Salesmanship and Sales Management, Vikas Publishing House Pvt. Ltd. Edition -3rd.

Marketing of Services (BIZTANTRA) – 2013 by Dhananjay Bapat (Author)

Marketing Research 7/e – 1 Sep 2015by Malhotra/Dash (Author)

MBA 1 Year / Semester II

Course Code : BM413

Title of The Course: RetailManagement

L	T	P	C
3	1	0	4

Approved On:

Pre-Requisite: NONE

Co-Requisite: NONE

Objective : . The objective of this course is to develop in-depth knowledge about the various retail and merchandising systems and markets.

Course Outcomes	
CO 1:	To discuss the basic concepts of retailing, various theories of organization behavior like attitude, perception which influence a buyer.
CO 2:	To discuss about various retail environments customer buying behavior.
CO 3:	To develop an understanding about trading area analysis and store location internally and externally.
CO 4:	To discuss the details about managing retail business ,services and financial dimension etc.
CO 5:	To discuss the concepts of retail information system, retail pricing and retail at world level.

Unit No.	Title of The Unit	Content of The Unit	Contact Hrs.
1	World Of Retailing	Overview of Retailing Environment and Management: Retailing, Definition and Concept, Functions of Retailing Driving Forces for Retailing, Building and Sustaining Relationships, Strategic Planning, Structural Change, Type of Retail Outlets, Market Structure, Retail Planning, Development and Control. The Customer and Retail Business: Knowing your Customers, Focusing on the Consumer, Mapping Out Society, Learning, Attitude. Motivation and Perception.	10
2	Retail Environment And Customer Buying Behavior	Situational Analysis: Retail Institutions by Ownership. Retail Institutions by Store-based Strategy-Mix, Web, Nonstore-based and other Forms of Non Traditional Retailing. Targeting Customers and Gathering Information. Communicating with Customers. Promotional Strategies used in retailing	9
3	Retail Strategy & Store Location	Choosing a Store Location: Trading Area Analysis, Site Selection,, Store Design and Layout, The Store and its Image, The External Store, Internal Store, Display, Visual Merchandising and Atmospheric.	8
4	Merchandising Management	Managing Retail Business: Retail Organization and HRM, Retail Organization and Operations Management, Financial Dimensions, Managing Retail Services. Service Characteristics, Branding, Perceptions of Service Quality.	8
5	Pricing And Retailpromotion Mix	Delivering the Product: Retail Information Systems, Merchandise Management Retail Pricing, Development and Implementing Plans, People in Retailing. International Retailing: Internationalization and Globalization, Shopping at World Stores, Going International, The Internalization Process, Culture, Business and International Management. Swapna Pradhan, Retailing management, TMH	10

References Books:

Berman B & Evans J R, Retail Management, PHI

Michael Lervy M & Weitz B W, Retailing Management, TMH

Swapna Pradhan, Retailing management, TMH

Best for Understanding Motivation: 'Drive' by Daniel H. Pink

Best Customer Service: The Nordstrom Way to Customer Experience Excellence

MBA 1 Year / Semester II

Course Code : BM414
Approved On:
Pre-Requisite: NONE

Title of The Course: Capital & Money Market
Co-Requisite: NONE

L	T	P	C
3	1	0	4

Objective : . This is the foundation course in the area of money and capital market in order to acquaint a student to have a thorough understanding of these markets to enable them to make investment.

Course Outcomes	
CO1	To comprehend different components of Indian financial system and the role and functions of SEBI.
CO2	To explain the conceptual framework of primary market in relation with IPOs.
CO3	To describe the role of intermediaries in the financial market.
CO4	To understand the concept of secondary market and stock exchange mechanism in India.
CO5	To comprehend conceptual and regulatory framework of Mutual funds in Indian.

Unit No.	Title of The Unit	Content of The Unit	Contact Hrs.
1	Indian Financial System	Components of Indian Financial System, Institutions, Instruments, Market and Services, Nature and role of financial system and Economic Development, Financial Sector Reforms, SEBI: meaning, scope, objective, powers and function of SEBI.	7
2	Primary Market	Capital Market-Constituents, Functions, Capital Market Instruments, New Issue Market, Private Placements, New Issue Market-Meaning, Evolution of Primary Market in India, mode of issuing Securities, IPO Grading, Green shoe option, On-line IPO's, steps to improve Primary Market Infrastructure.	8
3	Depositories and Custodians	Introduction to Depository System, NSDL, CDSL, Custodians, SHCIL, Working of Depository, Critical Appraisal for the need of Depository, Benefits of Depository system, Dematerialisation: meaning of DEMAT, purpose and process of demat.	8
4	Secondary Market	Introduction, organization, Management and Memberships of stock exchanges, Margin Systems, and Drawbacks of Indian Stock Markets, Indian Stock Exchanges-Meaning of Stock exchange, Organization of Stock exchanges in India, Functions of Stock exchange, BSE, NSEI, OTCEI, National and Regional Exchanges, Reasons for failure of OTCEI, Barometer of Stock markets, Market indices, NEAT system: concept, hierarchy, logging in and logging off, order management, internet broking, WAP	15
5	Mutual Fund & Money Market	Money market: meaning, features, role of money market and Instruments, Mutual funds, Objectives, Features and importance, SEBI Regulations, Classification of schemes	7

References Books:

Bhalla VK , Indian financial system ,Anmol publications pvt. ltd Machiraju HR, Indian financial system, Vikas publishing house

Uma Kapila & Raj Kapila, Economic reform series

Goel AK & Khan MS, Capital & Money Market, Himalaya Publication Pvt Ltd.

Ramesh Babu, Financial Markets and Institutions. 1st edition, Concept publishing company, 2006.

M. Y. Khan and P. K. Jain, Financial Management: Text, Problems and Cases, 6th Edition, Tata McGraw-Hill Education, 2011

MBA 1 Year / Semester II

Course Code : BM415
Approved On:
Pre-Requisite: NONE

Title of The Course: International Finance
Co-Requisite: NONE

L	T	P	C
3	1	0	4

Objective : . This is the foundation course in the area of International Finance in order to acquaint a student to various instruments and environment in international business.

Course Outcomes	
CO 1:	To demonstrate the understanding of international finance and its significance, international financial system, international financial flows and international sources of finance.
CO 2:	To demonstrate the understanding of exchange rates, its determinants, mechanics of currency trading and international parity conditions.
CO 3:	To demonstrate the understanding of currency derivatives and trading strategies.
CO 4:	To demonstrate the understanding of foreign exchange risk and exposure and its management.
CO 5:	To demonstrate the understanding of portfolio management, international project appraisal and international working capital management.

Unit No.	Title of The Unit	Content of The Unit	Contact Hrs.
1	Financial Management In Global Context	IFM -concept and significance, Development in IFM, Foreign Exchange Markets and International Financial Markets, The Finance Function, International financial flows and balance of payments, International financial system & institutions, International Sources of Finance for the Firm, Bond Financing (Fixed and Floating Rate Notes), Loan Financing (Syndicates Loans), Securitised Financing (Euro note), Equity Financing (GDR and ADR), Features of Loan Agreements: Loan Negotiations.	10
2	Exchange Rate	Exchange Rate - Concepts, Trading, Mechanics of Currency Trading, Exchange Rate Quotations, Arbitrage and Two point Arbitrage Calculations, Exchange rate determination, Fundamental Factors Affecting Exchange Rates, Structural Models of Exchange Rate determination, Law of one price, Purchasing power parity, The international Fisher effect, Inflation risk and its impact on financial markets.	10
3	International Finance Instrument	Forward Contracts, Future Contract, Currency Swaps, Currency Options; Concept, types and strategies.	7
4	Foreign Exchange Risk Exposure	Definition of Foreign Exchange risk, Accounting Exposure, Economic Exposure, Currency Risk - Sharing Methods.	8
5	Global Financial Management	International portfolio investment, Financing of international trade, International working capital management, International project appraisal.	10

References Books:

Hull, J. C., (2010). "Options, Futures and other Derivatives", 7th Edition, Pearson Education.

Gupta, S.L. (2009). Financial Derivatives: Theory, Concepts and Problems, 3rd Indian Reprint., Prentice- Hall of India.

Siddaiah, Thummuluri. (2011) International Financial Management, 2nd Edition, Pearson Education.

Ramesh Babu, Financial Markets and Institutions. 1st edition, Concept publishing company, 2006.

M. Y. Khan and P. K. Jain, Financial Management: Text, Problems and Cases, 6th Edition, Tata McGraw-Hill Education, 2011

MBA 1 Year / Semester II

L	T	P	C
3	1	0	4

Course Code : BM416

Title of The Course: Merchant Banking and Financial Services

Approved On:

Pre-Requisite: NONE

Co-Requisite: NONE

Objective : . This course caters to introduce the students to various areas of financial services prevalent in the economy and the role and services offered by merchant bankers.

Course Outcomes	
CO 1:	To understand the working of Merchant Banking institutions and its major activities.
CO 2:	To understand the process of Public Issue.
CO 3:	To identify the role and regulatory environment of financial services in Indian
CO 4:	To give an insight on operations and management of mutual fund and venture capital in India
CO 5:	To describe the role of various instrument of credit financing.

Unit No.	Title of The Unit	Content of The Unit	Contact Hrs.
1	Introduction To Merchant Banking Activities	Merchant Banking: It's meaning importance and need of merchant banking in India, Activities and role of merchant banker Merchant Banker - category, types, and role, Merchant banking organizations, Merchant banking activities - Underwriting and brokerage, Securitization, and loan syndication, Merchant banker and Indian financial institutions	10
2	Managing Capital Issues	Management of capital issues- pre and post issue management, Free pricing and marketing of capital issues, Modifications affecting issue management, Private placement of securities and bought out deals	10
3	Financial Services, Leasing And Securitization	Evolution and Role of Financial Services Companies in India, Regulatory Environment of Financial Service, Trends & Developments in the area of financial services, Virtual Delivery of Financial Services, Legal & Tax aspects leasing, Lease evaluation, International leasing, Hire Purchase and Installments sale. Securitization.	10
4	Mutual Funds & Venture Capital	Introductions to mutual fund - types & classification of mutual fund schemes, operations and management of mutual fund in India, venture capital, issues in venture capital financing	8
5	Credit Financing	Factoring, Bill Discounting, Forfeiting, Credit Rating, Consumer Finance, Credit Cards, Bank assurance	7

References Books:

Bhole, L.M. (2009) Financial Institutes and Markets' 5th Edition, Tata McGrawHillM Y Khan, (2009) . Financial Services, 6th Edition, Tata McGraw Hill.Varshney and Mittal. (2009) Indian Financial System, 10th Edition, Sultan Chand & Sons.

Marketing of Services (BIZTANTRA) – 2013 by Dhananjay Bapat (Author)

Marketing Research 7/e – 1 Sep 2015by Malhotra/Dash (Author)

L	T	P	C
3	1	0	4

Course Code : BM417

Title of The Course: Security Analysis and Portfolio Management

Approved On:

Pre-Requisite: NONE

Co-Requisite: NONE

Objective : . This is the foundation course in the area of security analysis and portfolio management in order to acquaint a student to use various tools of security analysis and investment management for the efficient utilization of financial resources.

Course Outcomes	
CO 1:	To be able to get the knowledge of Investment, its options and the current issues regarding investment protection in India
CO 2:	To get the concept of Risk and Return understood from the point of view of investment decisions.
CO 3:	Environmental and technical analysis to get the best outcome of the investment decisions.
CO 4:	Portfolio analysis is important for investment. To be able to know the theories regarding it.
CO 5:	To be able to know the concept of portfolio management and its evaluation methods and theories.

Unit No.	Title of The Unit	Content of The Unit	Contact Hrs.
1	Introduction	Concept of investment, objective of Investment, investment and speculation, investment and gambling, investment process, alternatives of investment, Securities and security markets, new issues markets- function, financial intermediaries, SEBI and its guidelines; Investor protection.	8
2	Risk-Return And Valuation	Risk & Return: Concept of Risk, Measures of risk and return, calculation, systematic and unsystematic risk components. Valuation of Equity: Nature of equity instruments, Equity Valuation Models. Valuation of Debentures/Bonds: nature of bonds, valuation,	8
3	Environmental Analysis & Technical Analysis:	Efficient market theory, Fundamental Analysis: Economy analysis, Industry analysis, Company analysis, financial analysis, Technical Analysis: Dow theory, Elliot's wave theory, Relative strength Analysis, Moving average analysis,	12
4	Portfolio Analysis & Selection	Portfolio Analysis and Selection: Portfolio concept, Portfolio risk and return, Beta as a measure of risk, calculation of beta, Selection of Portfolio: Markowitz's Theory, Single Index Model, Capital market theorem, CAPM (Capital Asset Pricing Model) and Arbitrage Pricing Theory.	10
5	Performance Evaluation	Performance measurement of portfolios- Sharpe ratio; Treynor ratio; Jensen's Alpha, Finding alternatives and revision of portfolio; Portfolio Management and Mutual Fund Industry	7

References Books:

Chandra P., Security Analysis & Investment Management, Tata McGraw Hill, New Delhi.

Fischer & Jordan, Security Analysis & Portfolio Management, Pearson Education.

Frank K.R. & Keith E. Brown, Investment Analysis & Portfolio Management, Cengage Learning Pvt. Ltd., New Delhi.

Gitman & Joehuk, Fundamentals of Investing, Pearson Addison Wesley. 5. Sharpe & Alexander, Investments, PHI Publication, New Delhi.

M. Rangnatham and R. Madhumathi , "Investment Analysis and Portfolio Management"

L	T	P	C
3	1	0	4

Course Code : BM418

Title of The Course: Corporate Compensation Strategy

Approved On:

Pre-Requisite: NONE

Co-Requisite: NONE

Objective : . The basic objective of this course is to expose the learner to the legal provisions & their manifestation in the current business scenario & to formulate & administer an effective strategic compensation strategy

Course Outcomes	
CO 1:	The student will learn about Objectives, Nature and concept of compensation, Types of wages & its Definitions- Minimum, Need, Based, Fair, Living, Money, Real, Wages, Multi-Dimensional Approach to Wages, Wage Policy Objective & Its Need, National Wage Policy & Income Policy.
CO 2:	The student will learn about Need of Legislative Control, Workers Compensation Act, 1923, Payment of Wages Act 1936, Minimum Wages Act 1948, ESI Act 1948, Payment of Bonus Act 1965, Equal Remuneration Act 1976.
CO 3:	The student will understand the Systems of Wage Payments- Time, Piece, Payment by Results, Balance or Debt, Job Evaluation Incentive rate, Compensation Payment system in Different Countries.
CO 4:	The student will learn about Job Analysis, Factors affecting compensation, Basic, DA, HRA, Overtime, Annual Bonus, Fringe Benefit & Incentives, PF, Gratuity, compensation Structure Design with Linkage to Personnel Functions.
CO 5:	The student will learn about Institutions Involved in Wage and Salary Fixation, Fair Wage Committee, Tripartite or Bi- partite Negotiation, Collective bargaining, Wage Board, Pay Commission, Tribunals.

Unit No.	Title of The Unit	Content of The Unit	Contact Hrs.
1	Compensation	Objectives, Nature and concept of compensation, ,Types of wages & its Definitions- Minimum, Need, Based, Fair, Living, Money, Real, Wages, Multi Dimensional Approach to Wages, Wage Policy Objective & Its Need, National Wage Policy & Income Policy	10
2	Compensation Legislation	Need of Legislative Control, Workers Compensation Act, 1923, Payment of Wages Act 1936, Minimum Wages Act 1948,ESI Act 1948, Payment of Bonus Act 1965, Equal Remuneration Act 1976	10
3	Compensation Payment Systems	Systems of Wage Payments- Time, Piece, Payment by Results, Balance or Debt, Job Evaluation, Incentive rate, Compensation Payment system in Different Countries	10
4	Compensation Structure	Job Analysis, Factors affecting compensation, Basic, DA, HRA, Overtime, Annual Bonus, Fringe Benefit & Incentives, PF, Gratuity, Compensation Structure Design with Linkage to Personnel Functions,	8
5	Wage & Salary Fixation Machinery	Institutions Involved in Wage and Salary Fixation, Fair Wage Committee, Tripartite or Bi- partite Negotiation ,Collective bargaining, Wage Board, Pay Commission, Tribunals	7

References Books:

Sarma A.M. Understanding Wage system,9th Edition, Himalaya PublicationsR.S. Dwivedi - Personnel Management in Indian Enterprises, 4th Edition (Vrinda Publications)

A Handbook of Employee Reward Management and Practice by Michael Armstrong

Compensating New Sales Roles: How to Design Rewards That Work in Today's Selling Environment by Jerome A. Colletti and Mary S. Fiss

The Carrot Principle: How the Best Managers Use Recognition to Engage Their People, Retain Talent, and Accelerate Performance by Adrian Gostick and Chester Elton

MBA 1 Year / Semester II

Course Code : BM419
Approved On:
Pre-Requisite: NONE

Title of The Course: Industrial Relation
Co-Requisite: NONE

L	T	P	C
3	1	0	4

Objective : . The objective of this syllabus is to bring a clear conceptual understanding in the students regarding Industrial relations system, its modus operandi and the role of parties involved therein.

Course Outcomes	
CO 1:	To understand the concept of HRD and different approaches in India.
CO 2:	To understand the industrial conflicts and disputes reason of strikes and lockouts
CO 3:	To understand different bodies working in HRD.
CO 4:	To understand the function of trade union.
CO 5:	To understand the wage system and Grievance handling system in India.

Unit No.	Title of The Unit	Content of The Unit	Contact Hrs.
1	Industrial Relation	Concept approach & organization :HRD in Perspective, Importance, concept, scope and concept of IR, Objective of Industrial Relations, Functional approaches of IR -Systems Approach, Oxford Approach, Marxist approach, Human Relation Approach & Gandhian Approach, Scope of Industrial Relations, IR in India	10
2	Industrial Conflicts & Discipline	Definition and essentials of a dispute ,Classification of Industrial Dispute & its Impact ,Cause of Industrial conflict, Dispute over unfair labour practices, Form or Techniques of Strikes ,Prevention of Strikes, Lock out, Discipline: Concept, Code of Discipline in Industry, Disciplinary procedures	10
3	Tripartite And Bipartite bodies, Ilo	Tripartite Bodies: Concept & Importance & Evolution ,Indian Labour Conference, Standing Labour Committee & Industrial Committees & other Tripartite Bodies Bipartite dies: Concept & Importance & Evolution of Bi-Partite Bodies Works Committee & Joint Management Councils ,ILO & India	10
4	Trade Unions	Concept ,Features ,Functions, structure of Trade Union ,History of Trade Union, Origin & Reasons for slow growth, Types & structure of Trade Union Problems of Trade Union, Worker participation in Management, Trade Union Act, 1926.	7
5	Collective Bargaining, Grievance Handling & Wage Negotiations	Collective Bargaining: Meaning, types & Principles of CB Process of Collective Bargaining, Collective Bargaining in India, Levels at which CB have been conducted - Plant Level, Industry Level & National Level Pre-requisites of a Successful Collective Bargaining Grievance Procedure: Concept & principles of Grievance Handling, Essential conditions of successful handling of Grievances, Causes of Grievances, Procedure for Grievance Settlement, Model Grievance Handling Procedure	8

References Books:

Industrial Relations & Collective Bargaining -S.K.Bhatia,Nirmal Singh, Edition 1 st , Publisher, Deep & Deep Publishing House
Industrial Relations-Amit Agarwal-Pacific Publications-Edition-Ist , 2009
Industrial Relations P Venkataraman-Edition, Ist, Aph Publications
Industrial Relations and Labour Laws” by S C Srivastava.
Industrial Relations, Trade Unions and Labour Legislation” by P R N Sinha and Sinha Indu Bala.

MBA 1 Year / Semester II

Course Code : BM420
 Approved On:
 Pre-Requisite: NONE

Title of The Course: Training Methodology
 Co-Requisite: NONE

L	T	P	C
3	1	0	4

Objective : . The objective of the course is to provide the learner an insight about how training needs of any organization are determined and fulfilled to develop the employees for better performance. The course focuses on updating management skills.

Course Outcomes	
CO 1:	To link the training and development to company's strategy effectively and assess the training needs of the people working in the organization.
CO 2:	To apply various methods of training and development in real life situations.
CO 3:	To design, develop, and conduct training and development programmes.
CO 4:	To evaluate the effectiveness of training and development programmes as well as learning outcomes.
CO 5:	To leverage the emerging trends in the field of Training and development.

Unit No.	Title of The Unit	Content of The Unit	Contact Hrs.
1	The Training Context	History of training, Philosophy of training, Definition of training, Concepts of training: Nature, Scope, Challenges, Forces influencing Training.	8
2	Strategic Training And Its Dynamics	Strategic Training: Models of training-Faculty, Customer, Matrix, Corporate University and Business Embedded Model. Role of training in HRD, Learning process & principles, Training process & dynamics, Training and development strategies	7
3	Training Needs Analysis	Training need analysis: The process and Approaches of TNA, Organizational Analysis, Requirement Analysis, Task, Knowledge, Skill and Ability Analysis, Person Analysis, Team Work for conducting TNA, Output of TNA. Methods of training, Designing of training programs, Development of training systems, Evaluation of training and development	10
4	Trainer And Training	Training techniques and trainers role, Training styles-Selecting Trainer, selecting and preparing the Training Site, Pre Training Communication, Facilitation of Training with focus on Trainee. Transfer of Training Conditions Of Transfer, Facilitation of Transfer with focus on Organizational Intervention (Supervisor Support, Peer Support, Trainer Support, Reward System, Climate, etc.) Learning styles, Role of a trainer, Action research in training	10
5	Employee Development Career Management And FutureOf TrainingAnd Development	Approaches to Employee Development, Development Planning Process. Types of development programmes-seminar, conferences, symposia. Career Management-Models of Career development Emerging trends in training methodologies	10

References Books:

Training & Development: Lynton & Pareek

Mapping the training program: Michalak

Training and Development by Steven A. Beebe, Timothy P. Mottet and K. David Roach, 2012

Employee Development on a Shoestring, by Halelly Azulay, 2012

Telling Ain't Training- 2nd Edition, by Harold D. Stolovitch and Erica J. Keeps, 2011

MBA 1 Year / Semester II

Course Code : BM421

Title of The Course: Organization Development

Approved On:

L	T	P	C
3	1	0	4

Pre-Requisite: NONE

Co-Requisite: NONE

Objective : . The objective of the course is to help students understand the process and intervention for organizational development learn OD as a viable Strategy for changing and improving Organizational effectiveness and understand OD in Global Perspective.

	Course Outcomes
CO 1:	To know overview of Organization Development
CO 2:	To understand the Organization Development process.
CO 3:	To understand the relationship between OD & Culture.
CO 4:	To understand various organization development interventions.
CO 5:	To understand various organization development strategic interventions.

Unit No.	Title of The Unit	Content of The Unit	Contact Hrs.
1	Introduction To OD	Definition Nature & Characteristics of organization development. History & Process of O.D. Theories & methods, Goals / Objectives of O.D, O.D. Models, Management development Vs. Organization development	10
2	Condition For OD& Process	Conditions for O.D. Success. Action research: Process, History and Examples. OD Process	10
3	Facilitators & Culture	Development of O.D. facilitators ,OD & Culture, Feedback: Characteristics of effective feedback, survey Feedback, Stress Management	10
4	Organization Development Interventions	Overview of organization development interventions: Characteristics of effective interventions, Designing Intervention, Intervention Process. Team interventions, Inter-group, third party & Comprehensive interventions, Structural interventions & Managing organizational change	8
5	Strategic Interventions	Organizational learning and transformation, Future of organization development, Business ethics and OD, Work Organization and Quality of Work Life (QWL), Restructuring Organization, Job Enrichment, Ethical Issues In OD	7

References Books:

Organization Development: French & Bell

Organization Development: French, Bell & Zawaki

Organization Development For Excellence: Kesho Prasad

Organization Design, Change & Development: MG Rao, VSP Rao

Organization Development: French, Zawaki

L	T	P	C
3	1	0	4

Course Code : CS405

Title of The Course: DATABASE MANAGEMENT SYSTEM

Approved On:

Pre-Requisite: NONE

Co-Requisite: NONE

Objective : . To introduce students with the applications of system designed to manage organisational data resources and to enable better understanding of database in corporate environment

Course Outcomes	
CO 1:	To understand the Components of Database Management Systems and Record Storage & Primary File Organizations.
CO 2:	To explain the Decomposition of Relation Schemes Relational Database Design: Integrity Constraints; Functional Dependencies Normalization.
CO 3:	To introduce the Structured Query Language, Oracle- Creating Table.
CO 4:	To enable the Database Utilities; Security, Object/Basic Database Administration/ Remote Data Access Advanced Data Models & Emerging Trends
CO 5:	To understand the cloud computing (concept and application), contemporary issues.

Unit No.	Title of The Unit	Content of The Unit	Contact Hrs.
1	Introduction:	Introduction to Database; Organisation of Database; Components of Database Management Systems; Types of Data Models: Entity-Relationship Model, Network Data Model, Hierarchy Data Model; Relational Data Model, Semantic Data Model; Advantages of DBMS, Record Storage & Primary File Organizations , Index Structures for Files.	10
2	Database Design:	Relational Database Design: Integrity Constraints; Functional Dependencies Normalization; Physical Database Design; Decomposition of Relation Schemes; the Relational Model.	10
3	SQL & ORACLE	Structured Query Language, Oracle- Creating Table: applying column constraints; Inserting Rows; Views, Indexes & Sequences, Cursor, Triggers, Procedures, Functions & Package.	10
4	Database Utilities:	Database Utilities; Security, Object/Basic Database Administration/ Remote Data Access Advanced Data Models & Emerging Trends: Advanced Data Modeling Concepts, Object Oriented Databases, Distributed Databases & Client Server Architecture	8
5	Related recent development	SQL, The client/server Database environment, cloud computing (concept and application), contemporary issues.	7

References Books:

Elmasri, Navathe : Fundamentals of Database System, Pearson Education

Silberschatz, Korth, Sudarshan : Database System Concepts, McGraw Hill International.

Pratt, concept of data base management, Vikas

Date : An Introduction to Database System, Pearson Education.

Leon & Leon, Data Base Management System, Vikas

L	T	P	C
3	1	0	4

Course Code : CS406

Title of The Course: COMPUTER APPLICATION IN BUSINESS

Approved On:

Pre-Requisite: NONE

Co-Requisite: NONE

Objective : . To enable learners understand the use of IT in business and driving change by providing them thorough understanding of fundamental principles and trends in the developing field

Course Outcomes	
CO 1:	To enable the comparison and use (comparison of several dimensions' of various MSS viz. TPS / MIS/ DSS/ ES / EIS/ KMS).
CO 2:	To understand the Inventory Systems ; their sub systems, description and organizational levels.
CO 3:	To explain the Enterprise Resource Planning (ERP) - Features, capabilities and Overview of Commercial Software.
CO 4:	To understand the Concept & Application, Remote Transaction Processing.
CO 5:	To explain the Bluetooth, smart cards and other eminent technologies.

Unit No.	Title of The Unit	Content of The Unit	Contact Hrs.
1	Introduction	Framework for decision support in a business, Management support systems (MSS) - their attributes, comparison and use (comparison of several dimensions' of various MSS viz. TPS / MIS/ DSS/ ES / EIS/ KMS).	10
2	Functional Systems	Marketing & Sales Systems, Finance & Accounting Systems, Manufacturing & Production Systems, Human Resource Systems, Inventory Systems ; their sub systems, description and organizational levels.	10
3	Enterprise Applications	Enterprise Systems Overview, Supply Chain Management, Customer Relationship Management & Knowledge Management. Enterprise Resource Planning (ERP) - Features, capabilities and Overview of Commercial Software.	10
4	Computer networks & Business Process Outsourcing	Computer networks-Overview, types of computer network(LAN,WAN,MAN), network topologies Concept & Application, Remote Transaction Processing, Documentation and Other Applications - Resource Requirement	8
5	Intellectual Property Right & emerging trends	IPR Overview and its implications, Batch Processing System, EDI, Electronic Fund Transfer, GPS, mobile communication, Bluetooth, smart cards and other eminent technologies	7

References Books:

Turban, Aronson : Decision Support System & Intelligent System , Pearson

Sadagopan :ERP : A Managerial Perspective, Tata McGraw

Simchi - Levi : Designing & Managing the SupplyChain, TMH.

Blanc : Computer Application for the New Millenium, VikasPublishing.

David Leuin : Designing & Managing the SupplyChain, TMH

MBA 1 Year / Semester II

Course Code : CS407

Title of The Course: E – BUSINESS

L	T	P	C
3	1	0	4

Approved On:

Pre-Requisite: NONE

Co-Requisite: NONE

Objective : . To equip the students with understanding of concepts and applications of e-business thereby helping them to increase awareness and managerial skills related to technology

Course Outcomes	
CO 1:	To understand the concept of Electronic Business in managerial perspective
CO 2:	To understand Relationship Between E - Commerce & Networking
CO 3:	To gain knowledge of Model Based On Transaction Type, Model Based On Transaction Party
CO 4:	Overview, Strategic Methods for developing E - Commerce.
CO 5:	To Explain WAP Definition, Hand Held Devices, Mobility & Commerce

Unit No.	Title of The Unit	Content of The Unit	Contact Hrs.
1	Introduction to E-Business	Electronic Business: Overview, Definitions, Advantages & disadvantages. Electronic Commerce: Overview, Definitions, Advantages & Disadvantages of E - Commerce, Threats of E -Commerce, Managerial Prospective, Rules & Regulations For Controlling E- Commerce.	10
2	Technologies	Relationship Between E - Commerce & Networking, Different Types of Networking For E - Commerce, Internet, Intranet & Extranet, Protocols - ISO - OSI, TCP / IP, IP Addressing, Client - Server, Web - Server, EDI Systems, Intelligent Systems.	10
3	Business Models & security issues of E-Commerce:	Model Based On Transaction Type, Model Based On Transaction Party - B2B, B2C, C2B, C2C, Security issues: Overview, E - Commerce security threats ,Security Standards, Firewall, Cryptography, Key Management, Password Systems.	10
4	E-Strategy & e-governance	Overview, Strategic Methods for developing E - Commerce. Four C's: Convergence, Collaborative Computing, Content Management & Call Centre, Customer Premises Equipment (CPE),e-governance	8
5	Applications of e-business	WAP Definition, Hand Held Devices, Mobility & Commerce, Mobile Computing, Wireless Web, Web Security. E - logistics, E - Marketing, e-SCM, e-CRM,ERP -a business backbone, Cyber laws	7

References Books:

Kalakotia, Whinston : Frontiers of Electronic Commerce , Pearson Education.

Bhaskar Bharat : Electronic Commerce - Technologies & Applications.TMH

Loshin Pete, Murphy P.A. : Electronic Commerce , Jaico Publishing Housing.

Murthy : E - Commerce , Himalaya Publishing

E - Commerce : Strategy Technologies & Applications, Tata McGraw Hill

MBA 1 Year / Semester II

L	T	P	C
3	1	0	4

Course Code : CS408
 Approved On:
 Pre-Requisite: NONE

Title of The Course: ADVANCED DECISION SUPPORT SYSTEM
 Co-Requisite: NONE

Objective : . To provide thorough understanding of DSS and to develop potential of the learners in creating applications

Course Outcomes	
CO 1:	To understand the Concept, Process, Simon's model,
CO 2:	To explain Characteristics and Objectives: Comparison with EDP/MIS.
CO 3:	To understand Components of Decision support Systems
CO 4:	To understand Concepts, database
CO 5:	To enable Data Mining: Automated Analysis, constructing a data warehouse system.

Unit No.	Title of The Unit	Content of The Unit	Contact Hrs.
1	Decision-making	Concept, Process, Simon's model, Programmed versus non-programmed decisions, quantitative tools. Decision models: Decision making under assumed certainty, Managerial risk taking and organisational decision making, Modelling uncertainty	10
2	Introduction to DSS	Characteristics and Objectives: Comparison with EDP/MIS. Levels of Decision Support System: Specific, Generator and tools - Forecasting packages, Statistical packages; Relationship.	10
3	Role and application of DSS	Components of Decision support Systems: Data Subsystem, Model Subsystem, and User-interface, Quantitative models and modelling in DSS.	10
4	Data Warehousing	Concepts, database structure, getting data into the data warehouse	5
5	Data Mining	Data Mining: Automated Analysis, constructing a data warehouse system. Group Decision support Systems, Expert system and its integration with DSS. Executive Support System, Applications for decision making	10

References Books:

Turban, Aronson: Decision Support System & Intelligent System , Pearson.

Dr.Sushila Madan: Management information and Control System, Taxman

Loshin Pete, Murphy P.A. : Electronic Commerce , Jaico Publishing Housing.

Murthy : Decision Support System , Himalaya Publishing

DSS : Strategy Technologies & Applications, Tata McGraw Hill