



Institute of Management Studies
Devi Ahilya Vishwavidyalaya, Indore



SYLLABUS
MBA (EXECUTIVE)
(FULL -TIME) 2 YEAR
PROGRAM CODE- MS5H
(Semester – I To IV)
Batch
(2019 - 2021)

Address

Institute of Management Studies, Devi Ahilya Vishwavidyalaya
Indore (MP) India 452001

COURSE OUTLINE
MBA (EXECUTIVE) MS5H 2 YEARS
PROGRAM [2019-21] FIRST YEAR

S. No	CODE	COURSE NAME	CREDIT
SEMESTER I			
1.	MS5H-501	Fundamentals of Management	3
2.	MS5H-503	Quantitative Methods	3
3.	MS5H-505	Business Accounting	3
4.	MS5H-507	Business Communication	3
5.	MS5H-509	Organizational Behaviour	3
6.	MS5H-5011	Managerial Economics	3
7.	MS5H-551	Comprehensive Viva Voce	3
SEMESTER II			
8.	MS5H-502	Financial Management	3
9.	MS5H-504	Marketing for Managers	3
10.	MS5H-506	Information Management and Computers	3
11.	MS5H-508	Operation Management	3
12.	MS5H-510	Human Resource Management	3
13.	MS5H-512	Business Environment	3
14.	MS5H-552	Comprehensive Viva Voce	3
SEMESTER III			
15.	MS5H-601	Operations Research	3
16.	MS5H-603	Business Ethics	3
17.	MS5H-605	Business Research Methods	3
18.	MS5H-607	Corporate Governance	3
19.	MS5H-609	Knowledge Management	3
20.	MS5H-6011	Service Management	3
21.	MS5E-651	Comprehensive Viva Voce	3
SEMESTER IV			
22.	MS5H-602	Strategic Management	3
23.	MS5H-604	Entrepreneurship	3
24.	MS5E-652	Comprehensive Viva Voce	3
SPECILAIZATION- FINANCE- ELECTIVES			
25.	MS5H-622	PROJECT MANAGEMENT	3
26.	MS5H-624	FINANCIAL PRODUCTS AND SERVICES	3
27.	MS5H-626	SECURITY ANALYSIS	3
28.	MS5H-628	DERIVATIVES & RISK MANAGEMENT	3
SPECILAIZATION- SYSTEMS- ELECTIVES-			
29.	MS5H-630	Software Engineering	3
30.	MS5H-632	Data Base Management System	3
31.	MS5H-634	Introduction to Networking	3
32.	MS5H-636	Operating System	3
SPECILAIZATION- OPERATION- ELECTIVES-			
33.	MS5H-638	Business Process Reengineering	3
34.	MS5H-640	Statistical Quality Control & TQM	3
35.	MS5H-642	Logistics & Supply Chain Management	3
36.	MS5H-644	Strategic Information Tools	3
SPECILAIZATION-HUMAN RESOURCE- ELECTIVES-			

37.	MS5H-646	Human Resource Development	3
38.	MS5H-648	Industrial Relations and Labour Laws	3
39.	MS5H-650	Social Psychology	3
40.	MS5H-654	Organization Development	3
SPECILAIZATION-MARKETING- ELECTIVES-			
41.	MS5H-656	INTEGRATED MARKETING COMMUNICATION.	3
42.	MS5H-658	INTERNATIONAL MARKETING	3
43.	MS5H-660	RETAIL MARKETING	3
44.	MS5H-662	CONSUMER BEHAVIOUR	3
SPECILAIZATION-HOSPITAL ADMINISTRATION- ELECTIVES-			
45.	MS5H-664	HOSPITAL ADMINISTRATION	3
46.	MS5H-666	HOSPITAL PLANNING	3
47.	MS5H-668	HEALTH ADMINISTRATION	3
48.	MS5H-670	MGT INFORMATION SYSTEM FOR Hospital	3
SPECILAIZATION- DISASTER MANAGEMENT - ELECTIVES-			
49.	MS5H-672	Principles of Disaster Management & Disasters preparedness	3
50.	MS5H-674	Disaster Management Laws Policies and regulations	3
51.	MS5H-676	Cyber Disaster , Industrial safety & health Management	3
52.	MS5H-678	Environmental Sustainability and climate Change	3

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (EXECUTIVE)			
Semester I			
Subject Name	FUNDAMENTALS OF MANAGEMENT	Subject Code	MS5H-501
		Total Credits	03
Subject Nature:			
Course Objective:			
<ul style="list-style-type: none"> • To expose the students to the different functions performed by managers, the roles they have to perform for those functions , and the knowledge and skills they have to develop for the roles through real life examples and cases; • To provide the necessary foundation for all other courses based on management practices across the world 			
Learning Outcome:			
At the end of the course students should be able to;			
<ol style="list-style-type: none"> 1. Define Management and explain how management differs according to level and whether a manager is a line manager or an enabling role. 2. Briefly describe and contrast four models of management; rational, goal, scientific, human relations, open systems 3. Describe and attain some elementary level of skills in the main management processes; planning, organizing, decision making and control. 			
Examination scheme:			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
Course Contents			Class Room Contact Sessions
UNIT –I Management Concept and Theories	_Concept and Nature of Management Role and responsibility and functions of Manager Managerial Skill and organization hierarchy Evolution of Management thoughts – (Classical School, Taylor, Fayol & Weber’s Contribution) Neoclassical Theory (Elton Mayo Contribution) Modern Theory (Contingency & System Approach)		
Unit-2 Planning	Nature and purpose of planning. Types of Planning, Planning Process Nature and Objectives, MBO; Process, benefits and limitations.		

Unit-3 Strategies, Policies and Planning	Nature and process of planning Strategies planning process TOWS Matrix, Porter's Porter's Generic Competency Model Planning & Forecasting.	
Unit- 4 Organizing	Nature and Purpose of Organizing, Organizational Design & Types Organizational Structure; Departmentalization. Line/Staff Authority & De centralization, Delegation.	
Unit -5 Controlling	Concept and Process of Control, Control Techniques Human aspects of Controlling, USE of IT in Controlling	
Unit-6 Decision Making	Decision Making; Nature, Types,& Scope of Managerial decision Making process Models of decision making Certainty in decision making	
	TOTAL CLASSROOM CONTACT SESSIONS (1.5 Hrs Per Lecture)	24 No.
Learning Resources: Horold Koontz, O'Donnell and Heinz Weihrich, -Essentials of Management' New Delhi, Tata McGraw Hill, Latest Edition. R.D. Agrawal, -Organization and Management\ New Delhi, Tata McGraw Hill Latest Edition. Horold Koontz, Heinz Weihrich, -Management: A Global Perspective\ New Delhi Tata McGraw hill, Latest Edition. Robert Krietner, -Management\ Houghton Mifflin CO. Latest Edition. Stephen Robbins "Management" 8th Ed. New Delhi Pearson Latest Edition.		

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (EXECUTIVE)			
Semester I			
Subject Name	QUANTITATIVE	Subject Code	MS5H-503
	METHODS	Total Credits	03
Subject Nature: ABILITY ENHANCEMENT			
Course Objective:			
<ul style="list-style-type: none"> • To expose the students to the different statistical tools used by managers for effective decision making. through real life examples and cases; • To provide the necessary foundation for all other courses. 			
Learning Outcome:			
At the end of the course students should be able to;			
4. Interpret the data to get solutions to the problems in the corporate world.			
5. Classify, present the data as per the requirements of the practicing managers.			
6. Describe and attain some elementary level of mathematical and statistical skills for the management processes; planning, organizing, decision making and control.			
Examination scheme:			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
Course Contents			Class Room Contact Sessions
UNIT –I Sets, Functions, and Progressions	1.1. Sets, Functions, and Progressions Functions, Progressions (with specific applications to compounding and discounting techniques)		4
Unit-2 Determinants and Matrices	Determinants and Matrices Types of matrices, Operations on matrices, Ad joint matrix and Inverse matrix, Solution of simultaneous linear equations using matrices, Input/Output analysis.		4

Unit-3 Introduction to Statistics	a. Introduction to Statistics: b. Introduction to Measurement of Central Tendency c. Introduction to Measurement of Variations	4
Unit- 4 Probability Theory and Probability Distributions	Probability: Concepts Additive and Multiplicative Theorem Conditional Probability, Baye's Theorem, Binomial, Poisson and Normal distributions- their characteristics and applications.	3
Unit -5 Correlation & Regression	Correlation (Karl Pearson's and Spearman's Coefficient), Methods of computing simple regression.	2
Unit-6 Time Series	Time Series and its Components, Models of Time Series Methods of Studying Components of Time Series: Measurement of trend, Measurement of seasonal variations Measurement of cyclic variations	4
Unit – 7 Statistical Decision Theory	Decision making process Decisions under Uncertainty and Decisions under Risk	3
	TOTAL CLASSROOM CONTACT SESSIONS (1.5 Hrs Per Lecture)	24 No.

Text Reading: Latest Editions

1. J.K. Sharma, -**Mathematics for Management and Computer Applications**", New Delhi, Galgotia Publication,
2. S. Saha, "**Business Mathematics and Quantitative Techniques**", Calcutta, Central Book Agency.
3. Richard I. Levin and D.S. Rubin, -**Statistics for Management**", New Delhi: Prentice Hall of India.
4. S. P. Gupta, -**Statistical Methods**", New Delhi, Sultan Chand and Sons.
5. D. C. Sancheti and V. K. Kapoor, -**Statistics: Theory, Methods and Applications**", New Delhi: Sultan Chand and Sons.
6. D.N. Elhance, Veena Elhance and B. M. Aggrawal, -**Fundamentals of Statistics**", Allahabad: Kitab Mahal.

M.B.A. (EXECUTIVE) BATCH 2019-21			
SEMESTER I			
SUBJECT NAME	BUSINESS ACCOUNTING	SUBJECT CODE	MS5H-507
		TOTAL CREDITS	03
SUBJECT NATURE: GENERIC			
COURSE OBJECTIVE: To acquaint participant with the basic concept of Financial Accounting and Cost Accounting.			
LEARNING OUTCOME: At the end of the course students should be able to; <ol style="list-style-type: none"> 1. Understand basics of double entry system and other accounting system, basic of accounting, maintaining of accounting books as per accounting cycle and preparation of trial balance. 2. Finalize Accounting Statements of Individuals. 3. Understand basic of Cost Accounting and related decision criteria. 			
EXAMINATION SCHEME: The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks consisting of two sections A and B respectively. Section A will be of 12 marks and have two theory questions out of which a student will be required to do any one . Section B will be of 48 marks and have five numerical/cases out of which a student will be required to do any four .			
COURSE CONTENTS			No. of Sessions
UNIT –I Introduction to Accounting	Accounting Evolution, Significance, Accounting Principles, Concepts & Conventions, GAAP, Overview of International Accounting Standards, Accounting Equation, Concept of Capital and Revenue, Types of Accounts, Rules of Debit and Credit.		5

Unit-2 Accounting Cycle	Recording of Transactions – Preparation of Journal, Ledger, Trial Balance and Closing Entries including Numericals. Preparation of Financial Statements: Trading and P & L Account and Balance Sheet - Concepts, Format of P&L A/C and Balance Sheet with Adjustments (Vertical & Horizontal Formats), including Numericals.	5
Unit-3 Treatment of Depreciation	Concept, Meaning, Nature, Causes of Depreciation and Other Related Terms. Methods of Depreciation: SLM and WDV Methods including Numericals.	3
Unit- 4 Introduction to Cost Accounting	Understanding and Classifying Cost, Elements of Cost, Component of Total Cost, Classification of Costs and Format, Preparation of Cost Sheet and Tender including Practical and Numericals.	4
Unit -5 Standard Costing, Variance Analysis and Budgetary Control	Meaning of Standard Cost & Variance, Cost Variance – Determination of Direct Material Variance, Direct Labor Variance, Sales Variance and Control of Variance, including Numericals. Types of Budgets. Relationship of Standard Costing and Variance Analysis with Budgetary System including Numericals.	4
Unit-6 Contemporary Issues in Accounting	Concept of Inflation Accounting, Executives Accounting.	4
	TOTAL CLASSROOM CONTACT SESSIONS (1.5 Hrs Per Lecture)	24 No.

Learning Resources:

R. L. Gupta, and V. K. Gupta, **–Principles of Accountancy**”, Sultan Chand & Sons.
 S. N. Maheshwari, **–Introduction to Accounting**”, Vikas Publishing House, New Delhi.
 S. N. Maheshwari, **–Cost Accounting, Theory and Problems**”, Vikas Publications, New Delhi.
 S. P. Iyengar, **–Cost Accounting**”, Sultan Chand & Sons.

Robert N. Anthony and James S. Recee, **–Accounting Principles**”, A.I.T.B.S. Pub. and Distributions, New Delhi.

R. P. Rastogi, **–Graded Problems and Solutions in Financial Management**”, Galgotia Publication, New Delhi.

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (EXECUTIVE)			
Semester I			
Subject Name	BUSINESS COMMUNICATION	Subject Code	MS5H-507
		Total Credits	03
Subject Nature: ABILITY ENHANCEMENT			
Course Objective:			
<ul style="list-style-type: none"> To help the student acquire the theoretical and practical knowledge of oral, written and interpersonal skills of communication in business, so as to improve his managerial abilities. 			
Learning Outcome:			
<p>At the end of the course students should be able to;</p> <p>To identify objectives, analyze audiences, and choose the most effective structure and style for delivering strategically sound written and spoken messages in a dynamic and diverse business environment.</p>			
Examination scheme:			
<p>The internal assessment will be of 40 marks based on three assessments of 20 marks each, out of which best two will be considered. The end semester examination will be worth 60 marks consisting of two sections A and B respectively. Section A will be of 40 marks and have theory questions. Section B will be of 20 marks and consist of case(s).</p>			
Course Contents			Class Room Contact Sessions
UNIT –I Nature of Business Communication	Need, importance and purposes of communication in organizations Elements and environment of communication 1.3 Models of communication Forms and networks of organizational communication Types of communication barriers and how to overcome them Listening, types of listening and effective listening Elements of effective communication		4
Unit-2 Non-verbal Communication	Importance of appearance and how to use it as a tool in communication Body language and oculesics Paralanguage Proxemics Chronemics Haptics Using non-verbal tools (oral and written) to communicate effectively		4

<p>Unit-3 Presentations, Interviews, Group Discussions and Business Meetings</p>	<p>Preparation of content for presentation Understanding the audience Importance of rehearsals Using visual aids in presentations Handling questions Writing a resume' Types of interviews Preparation for an interview Do's and don'ts during an interview Understanding the group in a group discussion Do's and don'ts in a group discussion Meetings in business and its types Notice and agenda Minutes of a meeting Mannerisms, etiquettes and assertiveness in oral communication</p>	<p>4</p>
<p>Unit- 4 Business Writing</p>	<p>Types of business letters Structure and format of letters Memorandums and circulars e-mails Text messaging Report writing Importance of written communication Appropriate tone in business writing</p>	<p>4</p>
<p>Unit -5 Negotiation Skills</p>	<p>Need for negotiation Process of negotiation Barriers to negotiation and how to overcome them</p>	<p>4</p>
<p>Unit-6 Issues in Communication</p>	<p>Handling diversity (gender, culture, ethnicity, etc.) Tolerance and acceptance of diversity Emotional intelligence and its impact on communication Social intelligence and its impact on communication Ethics in communication</p>	<p>4</p>
	<p>TOTAL CLASSROOM CONTACT SESSIONS (1.5 Hrs Per Lecture)</p>	<p>24 No.</p>

Text Reading: Latest Editions

M.Raman and P.Singh, **Business Communication**, latest edition, Oxford University Press, India.
William V. Ruch, **Business Communication**, Maxwell Macmillan, New York.
Lani Arredono, **The McGraw-Hill 36-Hour Course: Business Presentation**, McGraw-Hill, New York.
Bill Scott, **The Skills of Communication**, Jaico, Bombay.
Ronald E. Dulek and John S. Fielden, **Principles of Business Communication**, McMillan, New York.
Dalmer Fisher, **Communication in Organizations**, Jaico Publishing House, India.
M. E. Guffy, **Essentials of Business Communication**, Thomson Publication.
Shirley Taylor, **Communication for Business**, Pearson Education.

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (EXECUTIVE) Semester I			
Subject Name	ORGANISATION BEHAVIOUR	Subject Code	MS5H-509
		Total Credits	03
Subject Nature: CORE			
Course Objective: <ul style="list-style-type: none"> To help the students to acquaint them with the field of human behavior. To impart knowledge about various theories associated with individual behaviour with help of real world cases. 			
Learning Outcome: <p>At the end of the course students should be able to;</p> <ol style="list-style-type: none"> Understanding different aspects and components of individual behaviour. Help describe factors that are responsible to make an individual an effective manager. 			
Examination scheme: <p>The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.</p>			
Course Contents			Class Room Contact Sessions
UNIT –I Foundations of Individual Behaviour	Haythorne experiments, Entering OB, Contributing Disciplines to the field of OB Developing OB model		4
Unit-2	2.1 Learning and Learning Theories (Classical Conditioning,		4

Learning and Personality	Operant conditioning, Social Cognitive) Personality — Determinants, Concept and theories (Trait, Psycho analytic, Psycho Social, Behavioral, Social), Personality Attributes influencing OB	
Unit-3 Perception and Individual Decision Making	Perception – Meaning, Process, Factors affecting Perception and Cognitive Dissonance theory. Individual Decision Making	3
Unit- 4 Values Attitudes and Job Satisfaction	Values Attitudes Job Satisfaction	4
Unit -5 Motivation	Concepts and Applications Theories - Maslow’s Hierarchy of Needs, Herzberg's Two Factor theory, ERG theory, McGregor Theory X and Y, Theory Z, Vroom's Expectancy theory Behaviour Modification.	5
Unit-6 Emotions and Moods	Understanding emotions at workplace Managing emotions	4
	TOTAL CLASSROOM CONTACT SESSIONS (1.5 Hrs Per Lecture)	24 No.

Text Reading: Latest Editions

1. Stephen P. Robbins, **-Organizational Behaviour: Concepts, Controversies, and Applications**”, New Delhi, Prentice Hall.
2. Fred Luthans, **“Organizational Behaviour”**, New York, McGraw Hill.
3. Kavita Singh, **“Organizational Behaviour”**.
4. John W. Newstrom and Keith Davis, **-Organizational Behaviour: Human Behaviour at Work**” New Delhi, Tata McGraw Hill.

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (EXECUTIVE)			
Semester I			
Subject Name	MANAGERIAL ECONOMICS	Subject Code	MS5H-511
		Total Credits	03
Subject Nature: ABILITY ENHANCEMENT			
<p>Course Objective: The course will commence with making the students understand the basic economic theories and subsequently learn about strategies and practices which an organization may follow to achieve its goal and analytical tools that can be help in decision making problems.</p>			
<p>Learning Outcome: Possess fundamental economic analytical skills required in managerial decision making and apply them in solving business problems .Correctly identify and evaluate different cost categories as drivers for managerial decision-making . Accurately predict firm behaviours and market outcomes for different market environments such as those characterized by bargaining between agents, oligopoly structures, and commodity markets</p>			
<p>Examination scheme: The internal assessment will be of 40 marks based on three assessments of 20 marks each, out of which best two will be considered. The end semester examination will be worth 60 marks consisting of two sections A and B respectively. Section A will be of 46 marks and have theory questions. Section B will be of 14 marks and consist of case(s). OR only 6-7 questions you will solve only FIVE questions</p>			
Course Contents			Class Room Contact Sessions
UNIT –I Introduction to Economics	Definition, Nature and Scope of Economics. Micro and Macro Economics.		4
Unit-2 Demand and Supply Analysis	Low of demand, Demand Schedule, Demand Curve, Elasticity of demand- price elasticity of demand. Income elasticity of demand, Cross Elasticity of demand, Low of Supply, Supply Schedule, Supply Curve, Price elasticity of supply, Equilibrium of demand and supply.		6

Unit-3 Production and Cost Analysis	Production function, Law of Diminishing returns, Returns to scale, Short and Long run returns to scale, Cost concepts, Elements of Cost, Relationship between Production and Cost.	5
Unit- 4 Market Structures	Perfect Competition, Imperfect Competition, monopolistic Market, Oligopoly Market, Duopoly Market.	3
Unit -5 Measuring National Output and National Income	Concept of National Product, GDP, GNP, Problems of measuring national income.	3
Unit-6 Money and Banking	Money supply and interest rates, Real v/s Nominal interest rates, Interest rates and inflation, Open Economy.	3
	TOTAL CLASSROOM CONTACT SESSIONS (1.5 Hrs Per Lecture)	24 No.
<p>Text Reading: Latest Editions</p> <ol style="list-style-type: none"> 1. Atamanand, Managerial Economics, Excel Books, New Delhi 2. D.N.Dwivedi, Managerial Economic , Vikas Publication 		

SEMESTER –II

Semester –II

Financial Management

MS5H-502

Course Objective

The objectives of this course are to help students to learn and to acquaint themselves with all the facets of Financial Management.

Examination Scheme:

Internal Marks will be awarded out of a maximum of 40 marks. End semester examination will be of 60 marks and contained 7- 8 Theory Question / Numerical / Case.

Course Contents

Introduction : Concept, Nature, Scope and Objective of Financial Management, Finance Functions. Introduction to Short Term and Long Term Sources of Finance (Theory Unit).

Capital Budgeting: Time Value of Money, DCF and Non DCF Methods for Evaluating Projects, Evaluating Mutually Exclusive and Independent Proposals. (Theory and Practical Unit)

Cost of Capital: Cost of Debt, Cost of Preference, Cost of Equity, Cost of Term Loan, Cost of Retained Earnings, Weighted Average Cost of Capital (Theory and Practical Unit).

Working Capital: Concept, Need and Importance, Source of Working Capital Finance, Operating Cycle and Determining Working Capital Need. (Theory and Practical Unit).

Statement of Changes in Financial Position: Funds Flow Statement using Total Resource Method, Working Capital Method and Cash Method. (Theory and Practical Unit).

Text Reading:

1. M.Y. Khan & P.K. Jain, "Financial Management", Delhi, Tata McGraw Hill, 5th Edition 2011.
2. I.M. Pandey, "Financial Management", New Delhi, Vikas Publications House, 9 Edition.

Course Objective

The objectives of this course are to help students to learn and to acquaint themselves with all the facets of Marketing Management.

Examination Scheme:

Internal Marks will be awarded out of a maximum of 40 marks. End semester examination will be of 60 marks and contained 7- 8 Theory Questions / Case.

Course Contents

1. **Marketing Concepts:** Customer Value and Satisfaction, Customers Delight, Conceptualizing Tasks and Philosophies of Marketing Management, Value chain, scanning the Marketing Environment.
2. **Market Segmentation, Targeting, Positioning:** Market segmentations, levels of market segmentations, patterns, procedures, requirement for effective segmentation, evaluating the market segments, selecting the market segments, tool for competitive differentiation, developing a positioning strategy.
3. **Product Decision:** Objectives, Product classification, Product-Mix, Product life cycle strategies, equity, challenges, repositioning branding, introduction and factors contributing the growth of packaging, introduction of labeling.
4. **Pricing Decision:** Factors affecting price, pricing methods and strategies.
5. **Distribution Decisions:** Importance and Functions of Distribution Channel, Considerations in Distribution Channel Decisions, Distribution Channel Members.
6. **Promotion Decisions:** A view of Communication Process, developing effective communication, Promotion-Mix elements.
7. **Emerging Trends in Marketing:** An introduction to Internet Marketing, Multi level Marketing, and Introduction of CRM & EVENT marketing.

Text Readings

1. Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileswar Jha, “**Marketing Management**”: **A South Asian Perspective**, 13th edition New Delhi: Pearson Education
2. V.S.Ramasamy & Namakumari.S, **Marketing Management**, 2011, Macmillan,
3. Debraj Dutta Mahua Dutta, **Marketing Management**,2010,Vrinda Publication
4. Tapan K Panda, Marketing Management, Excel Books. 2010

Course Objective

The objectives of this course are to help students to learn and to acquaint themselves with all the facets of Information Systems and Management.

Examination Scheme:

Internal Marks will be awarded out of a maximum of 40 marks. End semester examination will be of 60 marks and contained 7- 8 Theory Question / Case.

Course Content**Introduction to Computer :**

Hardware: Input / output devices, storage devices and memory.

Software: System and Application Software, Compilers, Interpreters and Assemblers.

Computer Languages: Levels of languages, generation and their features. Program designing steps algorithm, Flowchart Number System: Introduction to number system, binary, decimal, hexadecimal number system.

Overview of Operating System : Different of OS , Commands and Function (MSDOS, Windows ,UNIX/Linux)

Internet: Concepts & Services, Hardware and software requirements, type of Internet connections and application

Computer Network Overview : Computer Network and its application , LAN , MAN , WAN different types of Network topology, Different types of Media used for networking

Introduction to Information Systems: Overview Information Systems , A Business Information System, Information Processing Concepts, Architecture, Importance, Business and External Environment. Benefits of IT, Types of Information Processing Systems: Overview of Major Types of Systems: Transaction Processing Systems(TPS),Office Automation Systems, ERP, DSS, CRM, SCM, Management Information Systems, Decision Support Systems,

Overview of E-Commerce : Different type of Model and application , E-payment system

System Analysis and Design: The Systems Development Life Cycle: The SDLC –, SDLC Environment , Recognition of Need, Feasibility Study, Analysis, Design, Implementation, Different types of man power used for SDLC design (Manager, System Analyst, Developer etc) System Planning and Initial Investigation, Information Gathering, The Tools of Structured Analysis - DFDs, Data dictionary, Decision Trees, and Decision Tables, Feasibility Study. System Design: The Process Stage of Systems Design, Input / Output and Form Design, File Organization and Data Base Design, Program Design.

Text Reading: Latest Edition

1. Sumitabha Das, “**Unix Concepts and Applications**”, Tata McGraw Hill Pub. Co. Ltd., New Delhi.
2. Muneesh Kumar, “**Business Information Systems**”, Vikas Publishing House Pvt. Ltd., New Delhi.
3. James A. O’Brien, “**Management Information Systems**”, Galgotia Publications Pvt. Ltd., New Delhi.
4. Elias M. Awad, “**System Analysis and Design**”, Galgotia Publishing Pvt. Ltd., New Delhi.

Suggested Readings: Latest Edition

1. Dr. Niranjan Shrivastava , “ **Computer Application in Management** “,Wiley India Pvt. Limited, Dreamtechpress publication , New Delhi
2. S. Jaiswal, “**Information Technology Today**”, Galgotia Publications Pvt. Ltd., New Delhi.
3. Alexis Leon & Mathews Leon, “**Fundamentals of Information Technology**”, Vikas Publishing House Pvt. Ltd., New Delhi.

Semester –II

Operations Management

MS5H-508

Objective:

The objectives of this course are to help students to learn and to acquaint themselves with all the facets of Production and operation management.

Examination Scheme:

Internal Marks will be awarded out of a maximum of 40 marks. End semester examination will be of 60 marks and contained 7- 8 Theory Question / Numerical / Case.

Course Content

Operations Management- Introduction to function, historical evaluation of production and operation management, manufacturing v/s service, operational decision making, productivity, quality v/s cost; services growth, global competition, operation management as a competitive weapon.

Capacity location and layout – capacity planning, measures, facilities location, managerial challenges, Facility layout. Production systems

Forecasting: Need, demand forecasting, forecasting variables, opinion and judgmental methods, Delphi, moving average, exponential smoothening, regression etc. applications

Aggregate planning and Master Scheduling for production system, planning process and strategies for developing aggregate planning.

Materials Management – Purchasing system and procedures. Inventory management, stores, standardization codification variety reduction.

Quality- Introduction, development, Quality control, quality assurances, statistical quality control, Variables, attributes, Control charts, total quality management.

Supply Chain Management: overview of ERP, supply chain management, JIT, KANBAN, Suppliers selection, service quality and customer satisfaction.

Text Reading:

1. Upendra Kachru **Production and Operation Management**, Excel Books. 2010
2. Mahadevan, **Operations Management**, Pearson Education
3. Charry ,**Production & Operations Management**, Tata MG. Hills

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Semester –II

Human Resource Management

MS5H-510

Course Objective

The objectives of this course are to help students to learn and to acquaint themselves with all the facets of Human Resource and its management.

Examination Scheme:

Internal Marks will be awarded out of a maximum of 40 marks. End semester examination will be of 60 marks and contained 7- 8 Theory Question / Case.

Course Content

The Field of HRM- An Overview, Concept and Functions, Organization of HR Department, Personnel Policies and Principles.

Acquisition of Human Resources- Human Resource Planning, Job Analysis and Design, Recruitment, Selection, Orientation and Placement.

Development of Human Resources- Training and Development, Performance Appraisal.

Maintenance of Human Resources- Job Evaluation, Designing and Administering the Wage and Salary Structure, Designing Incentives and Benefits

Separation Processes- Promotions, Transfers and Separations

Ethics-Ethical issues in Human Resource Management

Text T ext Reading:

1 VSP Rao, **Human Resource Management**, Excel Books. 2010

2. Aswathappa:**Human Resource and Personnel Management**, Tata Mac Graw

Semester –II

Business Environment

MS5H-512

Course Objective

The objectives of this course are to help students to learn and to acquaint themselves with all the facets of Business Environment.

Examination Scheme:

Internal Marks will be awarded out of a maximum of 40 marks. End semester examination will be of 60 marks and contained 7- 8 Theory Question / Numerical / Case.

Course Content

Business Environment- Introduction, importance, economic and political environment, Technological and Demographical environment, problems of growth.

Business and Society- Introduction, social responsibility of business, need for social responsibility, customer rights, corporate governance.

Economic Policies -Planning in India introduction objectives, planning commission, industrial policies and licensing introduction to monetary and fiscal policy, export and import policy.

Global Environment - Globalization, concepts, India & globalization assessment of globalization international environment, (GATT, WTO & liberalization, foreign investment).

Text Reading:

1. Aswathappa k, **Essentials of Business environment**, Himalaya Publishing house.
2. Vivek Mital **Business Environment**, Excel Books. 2010

[Type text]

SEMESTER – III

SEMESTER – III

OPERATIONS RESEARCH

MS5H-601

Course Content:

- 1 **Introduction:** Development of operation research, definitions and scope of operations research, applications.
- 2 **Linear Programming:** Concept of Linear Programming- Graphical Method, Simplex Method, Big M Method formulation and solution of Linear Programming problem.
- 3 **Transportation Model:** Introduction, Definition of transportation model, formulation and solution of transportation models (N-W, row minima, column minima, least cost and Vogel's approximate method), Optimality considerations.
- 4 **Assignment Model:** Introduction, definition of assignment model, comparison with transportation model, Formulation and solution of balanced and unbalanced assignment problems
- 5 **Theory of Games:** Introduction, terminology, pure strategy, dominance principle, mixed strategies 2×2 games, $2 \times n$ games and $m \times 2$ games, Graphical approach of solution.
- 6 **Sequencing Models:** Introduction, Sequencing problems, processing n jobs through two machines, processing n jobs through 3 machines.
- 7 **Replacement:** Introduction to replacement, applications of replacement model individual and group replacement of items.

Books Recommended:

1. Operations Research Theory and Application by J.K. Sharma, MacMillan
2. Operations Research by N.D. Vohra, Tata McGraw Hills,

Course Objective

The objectives of this course are to help students to learn and to acquaint themselves with all the facets of Operation Research.

Examination Scheme:

Internal Marks will be awarded out of a maximum of 40 marks. End semester examination will be of 60 marks and contained 7- 8 Theory Question / Numerical / Case.

SEMESTER – III

Business Ethics

MS5H-603

Course objective: The objective of course is to acquaint the students Ethics and Indian Ethos along with its relevance to managerial decision making.

Examinations

The faculty member will award marks out of a maximum of 40 marks for the internal assignment . The semester examination will be worth 60 marks. The students will be required to attempt 5 questions out of 7 questions & case studies .

Course Content

1. Nature and purpose of ethics, Ethical Norms.
2. Business ethics, theories of Business Ethics, Corporate Social Responsibility, Utilitarian Views on Business Ethics.
3. Methods and means of checking corruption, Whistle blowing.
4. Indian Ethos and Ethics: Concept, Culture and Management. Is Management Culture Bound?(A discussion)
5. Source of Indian Ethos and Ethics in Management :Vedas,Shasta Smirities, Puranas, Upnishads, Ramayan, Mahabharat, arthashastra, Ramcharitmanas, Panchatantra, Hitopdesh, Guru Granth Sahib, Teaching of Budhha,and mahaveer, the Holy Bible, the Holy Quran, (Why should holy Bible and Quran be also include amongst source of Indian ethos in management ?discussion) example and models from the above texts.
6. Value for Indian Managers: Values vs skills, values system value and purity of mind, Indian values and wisdom relevant to modern management. Values are universal, why should we call them Indian values (Discussion).
7. Human Behavior and Ethics - Indian thoughts, Guna theory, Karma theory, and Sanskar theory,
8. Work ethics and Ethics in work: Life goals or Purusharthas, Professionalism and Karm Yoga.
9. Models of Ethical Motivation and Leadership in Indian thoughts, example from Scripture.
10. Indian Heritage and Corporate Social Responsibility: Five fold debts (Panch Rina) Vs Corporate Social Responsibility (Discussion)
11. .Management of the Self and Workplace Spirituality for creating Ethical Organizations.

Cases in Business Ethics and Management by Indian Values

Text Readings:

1. A.C Fernando, **Business Ethics: An Indian Perspective**, Pearson 2009
2. Weiss, **Business Ethics concept & cases**, 1st edition, 2009, Cengage Learning
3. Velasquez, **Business Ethics, Concepts & Cases**, 6th edition, 2009, PHI
4. Murthy, **Business Ethics**, 2009, Himalaya Publishing House
5. Al Gini, **Case Studies in Business Ethics**, 6th edition 2009, Pearson Education.

Suggested Readings

1. Shashtri J.L., **Ancient Indian Tradition and Mythology** , 1st edi, Motilal Banarsidas, New Delhi
2. F. Max Muller, **Sacred Books of East**, Motilal Banarsidas, New Delhi
3. S.K. Chakraborty, **Ethics in Management-Vedantic Approach**, New Delhi, Oxford India Ltd.
4. Swami Jitatmananda, **Indian Ethos for Management**, Rajkot, Ramakrishna Ashrama, 1996.
5. Swami Someswarananda, **Indian Wisdom for Management**, Ahmedabad, AMA. 2000.
6. Swami Rangnathananda, **Universal Message of the Bhagvad Gita**, Vol. 1 , 2 and 3, Caicuna Advaita

Ashrama, 2001.

INSTITUTE OF MANAGEMENT STUDIES
DAVV
M.B.A. (Executive) II- SEMESTER
BUSINESS RESEARCH METHODOLOGY

Objective: The purpose of this subject is to introduce and develop research acumen among business management students. Major emphasis is on advance data analysis tools which are foundation of Business Analytics. The final examination will consist 50 percent numerical and 50 percent theory questions.

Course Outline

- 1) Research: Meaning - significance – purpose – types – scientific research - Steps in Research. Problem: Identification, selection and formulation of research problems, research questions
- 2) Research Design: Types of Research Design: Exploratory; Descriptive and Causal. Various Research Techniques; Experimental Research Designs.
- 3) Sampling: Meaning – sampling theory - types of sampling – steps in sampling – sampling design – sample size – sampling techniques and methods - sampling and non-sampling errors – advantages and limitations of sampling.
- 4) Data Collection Tools: Collection of Primary Data - Drafting Questionnaire -Data Collection through Questionnaire - Data Collection through Schedules – Collection of Secondary Data –Development of survey instruments. Standardization of instruments.
- 5) Hypothesis and Hypothesis testing Parametric & non-parametric tests, introduction to sample tests for univariate and bivariate analysis using normal distribution, F-test, ANOVA, t-test, z-test, U test, Kruskal-Wallis test, chi square test.
- 6) Advance Data Analysis tools : Multiple Regression, Factor Analysis, Cluster Analysis, Perceptual Mapping, Multidimensional Scaling, Discriminant and Canonical Analysis, Conjoint Analysis.(Concepts and applications only)
- 7) Report Writing: Research report: types of report – structuring the report – contents – styles of reporting –steps in drafting reports – editing and evaluating the final draft report.

Text Readings:

1. William G. Zikmund, “Business Research Methods”, Orlando: Dryden Press.
2. C. William Emory and Cooper R. Donald, “Business Research Methods”, Boston, Irwin, 4th Ed., 1991
3. Naresh K. Malhotra, “Marketing Research An Applied Orientation”, Pearson Education
4. Levin and Rubin, “Statistics for Management”- Pearson Publications
5. Ken Black, “Business Statistics”- Wiley Publications.
6. Hair J F , Black W C , Babin B J and Anderson R E, “Multivariate Analysis” – Pearson Publications

MBA (EXE) SEMESTER – III

KNOWLEDGE MANAGEMENT

MS5H-609

Course Content:

- 1. The Basics of knowledge Management:** Concept of Knowledge Management, KM Myths And Life Cycle, Intelligence, Experience and common sense, Data Information and Knowledge, Types of Knowledge and Expert Knowledge, KM system Life Cycle
- 2. Knowledge Creation and Knowledge Architecture:** Knowledge Creation, Knowledge Architecture, Nonaka's Model of Knowledge Creation and Transformation, Knowledge Capture, Evaluating and developing a relationship with the expert, Interview as a tool, Guide to a successful interview, Capture Techniques- On-Site Observation, Brainstorming, Protocol Analysis, Delphi Method, Concept Mapping
- 3. Knowledge Codification and System Implementation:** Knowledge Codification, Why Codify? Codification Tools and Procedures, Knowledge Testing, User Acceptance Testing, Deployment Issues, Knowledge Transfer, Transfer Methods, Role of internet in Knowledge Transfer, Knowledge Transfer in E- world.
- 4. Knowledge management System Tools and Portals:** Learning Concept and Data Visualization, Neural Networks, Classification Trees, Data Mining, Data Mining and Business Intelligence, Data Management, Role of DM in CRM, Concept of portal, Knowledge Portals
- 5. Ethical Issues :** Knowledge Owners, Legal Issues, Ethics Factor, Improving the climate
- 6. Managing Knowledge Workers:** Knowledge Worker, Business Roles in the Learning Organization, Work Adjustment and the Knowledge Worker, Technology and the Knowledge Worker, Role of Ergonomics, Role of the CKO

Text Readings:

1. Elias M. Awad and Hassan M. Ghaziri, 2008, Knowledge Management, Pearson Education, New Delhi

Course Objective

The objectives of this course are to help students to learn and to acquaint themselves with all the facets of Knowledge Management.

Examination Scheme:

Internal Marks will be awarded out of a maximum of 40 marks. End semester examination will be of 60 marks and contained 7- 8 Theory Question / Numerical / Case.

Service Management
MS5H-611

Course Content

1. **Introduction** : Service overview, manufacturing v/s services, nature of services service classification, characteristics of service operations, competitive environment, strategic service vision, value chain.
2. **Service strategy** : service benchmarks, use of information technology, measuring service productivity, data envelopment analysis, strategic planning.
3. **Service Design**: New service development, service design overview, customer as co producer, process quality, service benchmarks, use of technology self service, e-business service concepts.
4. **Service quality**: Introduction, definition, need/importance of service quality, measurements, dimensions, Gap model, SERVQUAL, critiques, associated concepts, customer satisfaction, loyalty, retention, Quality by design, Taguchi method.
5. **Facility location and design**: Nature and objectives of service organization, process analysis, product layout and work allocations, center of gravity model, location considerations, locating a retail outlet.
6. **Managing service operations**: Resources constraints, project monitoring, forecasting demand for services, yield management, role of uncertainty in services, characteristics of inventory related costs.
7. **Globalization of services** : Introduction, domestic growth, strategies, franchising, international strategies, Multi country operations, importing, service off shoring.

Text Readings:

1. Service Management , Fitzamann and Fitzamann, Tata Mc Graw Hills, New Delhi

Course Objective

The objectives of this course are to help students to learn and to acquaint themselves with all the facets of Service Management .

Examination Scheme:

Internal Marks will be awarded out of a maximum of 40 marks. End semester examination will be of 60 marks and contained 7- 8 Theory Question / Numerical / Case

M.B.A. (Executive)
SEMESTER – III
CORPORATE GOVERNANCE
MS5H-607

Course Content:

1. Corporate Governance an overview.
2. The Theory and Practice of Corporate Governance
3. Land marks in the Emergence of Corporate Governance.
4. Corporate Governance and other Stakeholders.
5. Corporate Social Responsibility.
6. Environmental Concerns and Corporations.
7. The Role of the Media in Ensuring Corporate Governance.
8. Monopoly, Competition and Corporate Governance.
9. The Role of the Public Policies in Governing Business.
10. The Role of The Government in Ensuring Corporate Governance.
11. Corporate Governance The Indian Scenario.
12. The Corporation in a Global Society.

Text Readings:-

Corporate governance Principles, Mechanisms & Practices by Swami(Dr)Parthasarathy, Bizatantra, dreamtech press 2009

Course Objective

The objectives of this course are to help students to learn and to acquaint themselves with all the facets of Corporate Governance .

Examination Scheme:

Internal Marks will be awarded out of a maximum of 40 marks. End semester examination will be of 60 marks and contained 7- 8 Theory Question / Numerical / Case.

M.B.A. (Executive)

SEMESTER – IV

Sep 2017

Course Objective

MS5H-602

STRATEGIC MANAGEMENT

The objective of teaching this course is to enable students to integrate knowledge of various functional areas and other aspects of management, required for perceiving opportunities and threats for an organisation in the long-run and second generation planning and implementation of suitable contingency strategies for seizing / facing these opportunities & threats.

Examination Scheme:

Internal Marks will be awarded out of a maximum of 40 marks. End semester examination will be of 60 marks and contained 7- 8 Theory Question / Numerical / Case.

Course Contents

1. Meaning, Need and Process of Strategic Management; Business Policy, Corporate Planning and Strategic Management; Single and Multiple SBU organisations; Strategic Decision-Making Processes – Rational-Analytical, Intuitive-Emotional, Political – Behavioural;
2. Mission, Business Definition and Objectives; Need, Formulation and changes in these three; Hierarchy of objectives, Specificity of Mission and Objectives.
3. SWOT Analysis General, Industry and International Environmental Factors; Analysis of Environment, Environmental Threat and Opportunity Profile (ETOP) Strategic Advantage Profile (SAP).
4. Strategy Alternatives: Grand Strategies and their sub strategies; Stability, Expansion, Retrenchment and Combination; Internal and External Alternatives; Related and Unrelated Alternatives, Horizontal and Vertical Alternatives; Active and Passive Alternatives; International Strategy Variations.
5. Strategy Choice Making: Managerial Choice Factors, Choice Processes – Strategic Gap Analysis, ETOP-SAP Matching, BCG Product – Portfolio Matrix, G.E. Nine Cell Planning Grid; Prescriptions for choice of Business Strategy;
6. Strategy Implementation, Evaluations and Control: Implementation Process; Resource Allocation; Organizational Implementation; Plan and Policy Implementation; Control and Evaluation Process; Criteria for Evaluation; Measuring Feedback; and Corrective Action.

Text Readings:

1. Azhar Kazmi, Business Policy and Strategic Management, TMH, 2010
2. Fred David, Strategic Management Concepts and Cases, PHI, 12Ed
3. Wheelen, Concepts in Strategic Management and Business Policy, Pearson, 2010
4. Dess, Strategic Management: text and Cases, TMH, 2009

M.B.A. (Executive)

Core Paper for All specialization students

**SEMESTER – IV
MS5H-604
ENTREPRENEURSHIP**

Course Objective

The objectives of this course are to help students to learn and to acquaint themselves with all the facets of Entrepreneurship.

Examination Scheme:

Internal Marks will be awarded out of a maximum of 40 marks. End semester examination will be of 60 marks and contained 7- 8 Theory Question / Numerical / Case.

Course Contents

Entrepreneur: Concept, Nature, Definition Characteristics, Functions, Kinds, Role, difference between entrepreneur and Manager.

Entrepreneurship: Concept, Nature, Definition Characteristics, Importance, Role of entrepreneurship in development of economy, ethical dimensions.

Theories of Entrepreneurship : Innovative theory, Theory of social change, Theory of model personality, Theory of Social behavior.

Entrepreneurial environment: Political, Economical, Technical, Social, Cultural, International.

Project Identification and Formulation: Criteria for selecting a particular project, scanning of business environment and identifying projects, steps in project formulation and project evaluation.

Preparation of Business Plan/Project Report: Significance contents, formulation planning commission guidelines for formulating the project report and common errors in project formulation.

Text Reading:

1. Barringer, Entrepreneurship: Successfully Launching New Ventures, Pearson, 2010
2. David H. Holt, Entrepreneurship: New Venture Creation, PHI, 2008
3. Rajeev Roy, Entrepreneurship, Oxford, 2008 Ed.

M.B.A. (Executive)
Specialization **Finance**
SEMESTER – IV
MS5H-622
PROJECT MANAGEMENT

Course Objectives

The Course aims at developing understating about the various functions, operations and activities of Project Management.

Examination Scheme:

Internal Marks will be awarded out of a maximum of 40 marks. End semester examination will be of 60 marks and contained 7- 8 Theory Question / Numerical / Case.

Course in detail:

1. **Project Planning and Phases:** Need and importance, phases of capital budgeting, project analyss facts, resource allocation framework, (investment strategies, portfolio planning tools, and interface between strategic planning and capital budgeting), Generation and screening of project ideas.
2. **Project analysis:** Market and demand analysis, (including demand forecasting) technical analysis and financial analysis (Cost of project, working capital requirement & its financing).
3. **Project Selection:** Project cash flow, cost of capital, appraisal criteria and analysis of risk.
4. **Project Management and Control:** Project organizations, planning and control of project and human aspects of project management.
5. **Network Techniques for project management:** Basic concepts of networks, line estimation and determination of critical path (for both PERT and CPM models). Network cost systesm and activity crashing.
6. **Project review:** Need of review, initial review, performance evaluation, abandonment analysis.

Text Readings:

1. Prasanna Chandra. “ Project Planning, analysis, selection implementation and review”, New Delhi, Tata McGraw Hill publication 2010
2. Pinto, Project Management Achieving Competitive Advantage, Pearson, 2010
3. Panneerselvam, Project Management, PHI, 2010

[Type text]

SEMESTER – IV

MS5H-624

FINANCIAL PRODUCTS AND SERVICES

Course Objective

To enable the students to gain acumen, insight and through knowledge relating to the various aspects of corporate finance, emerging financial services and their regulatory frameworks.

Examination Scheme:

Internal Marks will be awarded out of a maximum of 40 marks. End semester examination will be of 60 marks and contained 7- 8 Theory Question / Numerical / Case.

Course Contents

Introduction to Indian and Global Financial System: Structure and Characteristics.

Regulatory Institutions: SEBI (Security Exchange Board of India) and RBI (Reserve Bank of India). Capital Markets: Primary and Secondary Market, Structure, Nature, Significance and Players, Dematerialization, Major stock exchanges in India.

Introduction to Money Market: Structure, Operations, Players, Treasury Bills, Commercial Papers, Certificate of Deposit, Gilt Edged Securities and REPO's.

Financial Services : Nature and Scope of Financial Services, Fund based and fee based services.

Mutual funds: Concepts, types of mutual funds- income, growth and balance funds, advantages, and disadvantages, exit and entry load.

Leasing: Meaning, concept and comparison, types of lease, financial evaluation of lease.

Hire Purchase: Concepts, Taxation aspects of hire purchase, Consumer credit, financial evaluation of hire purchase.

Factoring and Forfeiting: Concepts, types, mechanism, advantages, disadvantages.

Banking Services: Concept, Types, Structure and their Significance.

Credit Cards: Concepts, operational procedure, advantages, disadvantages.

Venture Capital Finance: Concepts, Procedure, and Importance.

Text Readings

1. Tripathi, Financial Services, PHI, 2009
2. Siddaiah, Financial Services, Pearson, 2010
3. Shanmugham, Financial Services, Wiley, 2008
4. Guruswamy, Financial Services and Systems. TMH, 2009

Specialization **Finance**
SEMESTER – IV

MS5H-626

SECURITY ANALYSIS

Course Objectives

The Course aims at developing understating about the various functions, operations and activities of Security Analysis.

Examination Scheme:

Internal Marks will be awarded out of a maximum of 40 marks. End semester examination will be of 60 marks and contained 7- 8 Theory Question / Numerical / Case.

Course in detail:

1. Concept of Investment, Investment V/S Speculation, Financial And Economic Aspect Of Investment, Types, Characteristics And Objectives Of Investment.
2. Concept Of Risk And Return, Systematic And Unsystematic Risk, Valuation of securities, Concept of Beta, Capital Assets Pricing Model, SML And CML Valuations.
3. Valuation of Bonds: PV Model, Bonds Yield, Measures Duration, Modified Duration, Immunization Conversity, Bond Value Theorem.
4. Valuation Of Equity : Constant Growth Model, Multi-Stage Growth Model, P/E Ratio .
5. Security Analysis: Fundamental Analysis And Technical Analysis, Dow Theory, Elliott Wave Theory, Efficient Market Theories.

Text Readings

1. Barua, Portfolio Management, TMH, 2009
2. Ranganatham, Investment Analysis and Portfolio Management Analysis, Pearson,2009
3. Kebin, Portfolio Management, PHI, 2008
4. Pandian, Security Analysis and Portfolio Management, Vikas, 2010

SEMESTER – IV

MS5H-628

DERIVATIVES & RISK MANAGEMENT

Course Objectives

The Course aims at developing understating about the various functions, operations and activities of Risk and Derivatives.

Examination Scheme:

Internal Marks will be awarded out of a maximum of 40 marks. End semester examination will be of 60 marks and contained 7- 8 Theory Question / Numerical / Case.

Course in detail:

1. Introduction: Concepts, Types, Forwards, Future, Options and Swaps, Participants-hedgers, speculators and arbitragers,
2. Fundamentals of Futures: Difference between forward future, Trading of Futures, Basics of Stock Index Future, Interest Rate Futures, Foreign Exchange and Currency Future.
3. Mechanism of Future: Contracts, Operations of Margin, Convergence Clearing Process, Clearing house and Clearing Margins, Convergence of Forward and Futures Pricing Hedging using Futures, Basic Risk, Pricing of Future.
4. Fundamentals of Options: Types of Options, Payoffs from Options, Trading Strategies Bull-Bear, Butter Fly, Calendar and Diagonal Spread,
5. Option Pricing: Black Schole's Model, Concept of Delta, Theta, Gamma, Vega, Exchange Traded Option.

Text Reading

1. Hull, Option, Futures and other Derivatives, Peason, 7th Edition,2010
2. Verma, Derivative and Risk Management, TMH, 2009
3. Robert A. Strong, "Derivatives, An Introduction", Cengage Publication,2009

SEMESTER – IV

MS5H-630 SOFTWARE ENGINEERING

Course Objectives

The Course aims at developing understating about the various functions, operations and activities of software development and engineering.

Examination Scheme:

Internal Marks will be awarded out of a maximum of 40 marks. End semester examination will be of 60 marks and contained 7- 8 Theory Question / Case.

Course in detail:

1. The Product and The Process: The Evolving Role of Software, Software Characteristics A layered Technology, Process, Methods, and Tools, The Software Process, Software Process Models, Linear Sequential Model, Prototyping Model, RAD Model, The Incremental Model, The Spiral Model, The WINWIN Spiral Model, The Concurrent Development Model, The Component-Based Development, The Formal Methods Model, Fourth Generation Techniques, Process Technology, Product and Process, Critical Practices.
2. Projects Management Concepts, Software Process and Project Metrics: The Management Spectrum- The People, The Product, The Process, and The Project, The W⁵HH Principle, Measures, Metrics, and Indicators, Project Scheduling and Tracing: Basic Concepts, The Relationship Between People and Effort, Defining a Task Set for the Software Project, Selecting Software Engineering Tasks, Refinement of Major Tasks, Defining a Task Network, Scheduling, Earned Value Analysis, Error Tracking, The Project Plan.
3. Software Quality Assurance: Quality concepts, the quality movement, software quality assurance, software reviews, formal technical reviews, formal approaches to SQA, statistical software quality assurance, software reliability, mistake-proofing for software, The ISO 9000 quality standards, SQA Plan, Software Configuration Management, The SCM Process, Identification of objects in the software configuration, version control, change control, configuration audit, status reporting SCM standards.
4. Analysis & Design Concepts and Principles: Mechanics of structured analysis, Data flow design and Entity Relationship design, Overview of Object Oriented Design Concepts, Design Concepts and principles, Effective modular design, Data modeling.
5. Software Testing Techniques & Strategies: Objectives white box testing methods, Black box testing, Testing for specialized environments, architectures, and Applications, A strategic approach to software testing, strategic issues, Unit Testing, Integration Testing, Validation Testing, System Testing and the Art of Debugging.

Text Readings

1. Rajib Mall, Fundamentals of Software Engineering, PHI,2010
2. Sommerville, Software Engineering, Pearson, 2010
3. Khurana, Software Engineering, VikasPublishing, 2009

SEMESTER – IV

MS5H-632 DATA BASE MANAGEMENT SYSTEMS

Course Objectives

The Course aims at developing understating about the various functions, operations and activities of data management system.

Examination Scheme:

Internal Marks will be awarded out of a maximum of 40 marks. End semester examination will be of 60 marks and contained 7- 8 Theory Question / Case.

Course in detail:

1. Data Environments: Definition of data & Information. Database concepts, Database Management System, Need of database management, Areas of database management, Advantages of DBMS.
2. Logical Data Models: Types of DBMS – Hierarchical, Relational and Network Modes & Which one is popular, why.
3. Database Design : Preliminary design phase detailed design phase, Normalization Theory.
4. Entity Relationship Model (ER Model): Basic concepts, Design Issues, Mapping constraints, keys E-R Diagram, weak entity set extended E-R features, Design of and E-R database schema reduction of an E-R schema to Tables.

TEXT READING:

1. Panneerselvam, Database Management System, PHI,2011
2. Hoffer, Modern Database Management Systems, Pearson, 2010

SEMESTER – IV

MS5H-634

Introduction to Networking

Course Objectives

The Course aims at developing understating about the various functions, operations and activities of data communication and networks.

Examination Scheme:

Internal Marks will be awarded out of a maximum of 40 marks. End semester examination will be of 60 marks and contained 7- 8 Theory Question.

COURSE CONTENT:

1. Networking concepts, goals distributed systems & clients/server model, Layer, structure, Point to point and Broad Cast Transmission Technology. Services, Protocol. Connectivity standard problem.
2. Design issues of layers OSI model, Open System Inter-charge Model. Brief description of TCP/IP SNA, Novell Netware.
3. Signals encoding, Transmission media, Type and performance, Error detection techniques, Telephone System FDM, TDM, WDM. Circuit Switching Packet switching, Message Switching, Addressing Physical and Logical.
4. Introduction to LAN, MAN, WAN, LAN, Components, Hardware Software Media Topology Access Technology (CSMA/CD, TokenRing)
5. Reporter Bridge, Switch, Router Gateway, Subnet Internet, Advanced Networking concepts.

Readings:

1. Black, Computer Networks, Protocols, Standards and Interfaces, PHI, 2010
2. Comer and Narayanan, Computer Networks and Internet, Pearson, 2010

SEMESTER – IV
MS5H-636
OPERATING SYSTEM

Course Objectives

The Course aims at developing understating about the various functions, operations and activities of operating system.

Examination Scheme:

Internal Marks will be awarded out of a maximum of 40 marks. End semester examination will be of 60 marks and contained 7- 8 Theory Question / Numerical / Case.

Course in detail:

Concept of time sharing, multiprogramming, Batch processing, real time operating system and distributed processing.

Processor Scheduling: Process, scheduling, various processor scheduling algorithms, measurements of performance of processor schedule algorithms.

Inter processor communication: Mutual exclusion & Synchronization, Concept of SEMAPHORS, Classical IPC problems.

Deadlocks: Deadlock Prevention, Detection, Recovery & Avoidance, Bankers' Algorithms.

Memory Management: Functions, Algorithms, Single user memory Management, Static & Dynamic Partition, Compaction & Relocation.

File Systems: File structure, Directory Structures, Disk block Allocation, Unix File System, File System consistency, Protection and sharing.

I/O Systems: Various I/O devices. Structure of I/O software , Clock.

TEXT READINGS:

1. D.M. Dhamdhare, Operating systems, Tata McGraw Hill.2009
2. Pal Chaudhury, Operating Systems Principles and Design, PHI, 2010
3. Halдар, Operating Systems, Pearson, 2010

SEMESTER – IV

MS5H-638

BUSINESS PROCESS RE-ENGINEERING

Course Objectives

The Course aims at developing understating about the various functions, operations and activities of business process reengineering.

Examination Scheme:

Internal Marks will be awarded out of a maximum of 40 marks. End semester examination will be of 60 marks and contained 7- 8 Theory Question / Case.

Course in detail:

Evolution of Business and BPR: Introduction, evolution of Organization and Management Concepts, The realities of the New Economy, Evolution of Organizational Structure, Business World in transition, The Twenty-first Century Organization, Re-engineering Defined.

Characteristics and Implications of Re-engineered business processes: Characteristics of Re-engineered processes, Change accompanying business process Re-engineering.

The role of information technology, creativity and human resources in Re-engineering: Inductive thinking Vs Deductive thinking, Information management principles in BPR, Role of IT as an enabler in Re-engineering, Role of Creativity in BPR, Human Resources Enablers.

Planning and Designing for BPR: Organizing for Re-engineering, Business Processes, Choosing the Processes to Re-engineer, Measuring the Current Process, Developing a Vision of new Process, Mapping the Process, Process Improvement Techniques.

BPR implementation: Re-engineering Implementation Framework, Succeeding at Re-engineering, Barriers to re-engineering due to existing culture and attitude, Initiating and implementing Re-engineering bottom-up, Assigning an incompetent Re-engineering leader, Granting inadequate resources to Re-engineering, Bury Re-engineering in the middle of the corporate agenda, Embarking on many Re-engineering projects at once, Attempting to Re-engineer without an assured commitment, Failure to Distinguish Re-engineering from improvement programs.

BOOKS:

1. R Radhakrishnan and S Balasubramanan, Business Process Reengineering- Text and Cases, PHI,2008
2. Sethi, Organizational Transformation through Business Process RE Engineering, Pearson, 2010

SEMESTER – IV

MS5H-640

STATISTICAL QUALITY CONTROL AND TQM

Course Objectives

The Course aims at developing understating about the various functions, operations and activities of quality control.

Examination Scheme:

Internal Marks will be awarded out of a maximum of 40 marks. End semester examination will be of 60 marks and contained 7- 8 Theory Question / Numerical / Case.

Course in detail:

1. Quality Control:Definitions, place of quality control in industries, quality control organization, difference between inspection and quality control, application of quality control in industries, economic of quality systems, quality assurance. Theory of Control Charts Sample size and frequency of sampling, out control, control for variables and attributes and their application design of X and R charts, Process capability studies.
2. Acceptance Sampling: Single sampling planes, double sampling& sequential sampling planes, rectifying inspection for lots, sampling planes for continues production, selection of sampling planes for different situation, economics of acceptance sampling.
3. TQM: Evolution of total quality management , historical perspective, elements of TQM - Deming's wheel ,Deming's 14 points – pros and cons in industrial engineering context , Philip Crosby philosophy , Juran philosophy , Quality function deployment.
4. Concepts & Application of 6 – Sigma Quality: Comparison between 3-sigma & 6-sigma quality , DMAIC approach to 6-sigma implementation application to service industry, link between 6- sigma & DOE. ISO 9000 Series and SPC, QualityCircles

BOOKS RECOMMENDED:

1. Gupta, Quality Management, TMH, 2009
2. Kanishka Bedi Quality Management, Oxford Press
3. harantimath, Total Quality Management, Pearson Education,2011
4. Janakiraman & Gopal, Total Quality Management : Text and cases by, PHI,2009

SEMESTER – IV

MS5H-642

LOGISTIC AND SUPPLY CHAIN MANAGEMENT

Course Objectives

The Course aims at developing understating about the various functions, operations and activities supply chain.

Examination Scheme:

Internal Marks will be awarded out of a maximum of 40 marks. End semester examination will be of 60 marks and contained 7- 8 Theory Question / Numerical / Case.

Course in detail:

1. Introduction to logistics and SCM; Logistics network configuration, data Collection and validation, key features of Network configuration.
2. Inventory Management and Risk pooling; Single warehouse models, Demand Uncertainty, Supply control, Periodic review policy, Centralized v/s decentralized systems, Forecasting
3. Value of Information: Bullwhip effect, Lead time reduction, Information and supply chain trade- offs.
4. Supply Chain integration; Push-Pull supply chain, Demand driven strategies, Distribution strategies, Central v/s Local facilities, Strategic Locations, Alliances, 3PL.
5. Procurement and Outsourcing Strategies; Outsourcing, Framework for Buy/Make decisions, Customer Value and supply chain management

Books:

1. Janak Shah “ Supply Chain Management ” by, Pearson Education. 2010
2. Rangaraj, Supply Chain Management for Competitive Advantage, TMH 2009
3. Ailawadi and Singh, Logistics Management, PHI, 2009

SEMESTER – IV

MS5H-644

STRATEGIC INFORMATION TOOLS

Course Objectives

The Course aims at developing understating about the various functions of Information Technology as a tool and development of Strategic application of IT.

Examination Scheme:

Internal Marks will be awarded out of a maximum of 40 marks. End semester examination will be of 60 marks and contained 7- 8 Theory Question / Case.

Course in detail:

1. **Strategic role of information system:** information systems in business, information as a strategic Resource, fundamentals of strategic advantage, Porter's competitive forces model, information Technology for strategic advantage, implications for managers and organizations.

2. Information Technology Infrastructure:

IT infrastructure and emerging technologies, Infrastructure components, Introduction to Telecom systems, Typical Telecommunication Network technologies, Management issues in infrastructure.

3. Telecommunication Systems and management:

Use of telecommunication media, Strategic integration of telecommunication platforms, International telecommunication management, Role of customer, Business value of customer, introduction to CRM.

4. **Knowledge Management System:** Managing knowledge, Knowledge management value chain, Types of Knowledge management systems, Knowledge work systems, various intelligent techniques – Neural networks, GA and Experts systems.

5. **E-Commerce:** Electronic commerce fundamentals, scope of e-commerce, essentials of e-commerce processes, electronic commerce payment systems, e-commerce applications and issues, Business-to- Consumer (B2C) e-commerce, Business-to-Business (B2B) e-commerce, M-commerce.

6. **Securing Information Systems:** Security challenges of IT, Computer crime and privacy issues, business value of security and control, framework for security and control, technologies and tools for security.

TEXT READINGS:

- Murdick, Information System for Modern Management- PHI, 2009
- Loudon, Management Information Systems, Pearson,2010

SEMESTER – IV.

MS5H-646

HUMAN RESOURCE DEVELOPMENT

Course Objectives

The Course aims at developing understating about the various functions, operations and activities of human resource and its development.

Examination Scheme:

Internal Marks will be awarded out of a maximum of 40 marks. End semester examination will be of 60 marks and contained 7- 8 Theory Question / Case.

Course in detail:

1. Human Resource Development: Concept and Historical Perspective, Elements of Good HRD, HRD and Organizational Effectiveness.
2. HRD Mechanisms I: Training- Training Policy, Assessing Training and Development Needs, Design of Training Systems, Implementation and Evaluations of Training System, Employee Counseling, Performance Appraisal-Different Methods and their impact on Employees Effectiveness.
3. HRD Mechanisms II: Career Planning and Development, Succession Planning, Potential Appraisal, Coaching – The Skills of Coaching, coaching and performance management, Mentoring- Selection of Mentor, MentoringMethods and their Benefits
4. HR Accounting and Information System.
5. HRD Audit

Text Readings

1. T.V. Rao, “**HRD Audit**”, New Delhi, Sage Publications, 1999.
2. Kandula, Strategic Human Resources Development, PHI, 2009

SEMESTER – IV
MS5H-648
INDUSTRIAL RELATIONS AND LABOUR LAWS

Course Objectives

The Course aims at developing understating about the various functions, operations and activities of industrial relation.

Examination Scheme:

Internal Marks will be awarded out of a maximum of 40 marks. End semester examination will be of 60 marks and contained 7- 8 Theory Question / Case.

Course in detail:

1. Industrial Relations in India, Overview and Appraisal, industrial Disputes Act, 1947.
2. Workers Participation in Management (WPM): Meaning, Objectives, Essential Conditions, forms, Reasons for Limited Success and Suggestions for Improvement, WPM in India.
3. Collective Bargaining: Meaning, Functions, Process and Prerequisites. _
4. Industrial Employment (Standing Orders) Act, 1946.
5. Trade Unions: Meaning, Functions, Problems, Trade Union Movement in India and Trade Union Act, 1926
6. Factories Act, 1948
7. E.S.I.C. Act, 1948
8. Payment of Gratuity Act, 1972
9. Contract Labour (Regulation and Abolition) Act, 1970

Text Readings:

1. Padhi, Labour and Industrial Laws, PHI,2009
2. Sinha, Industrial Relations, Trade Unions, Labour Legislations, Pearson, 2010
- 3.

SEMESTER – IV

MS5H-650 SOCIAL PSYCHOLOGY

Course Objectives

The Course aims at developing understating about the various functions activities of social psychology.

Examination Scheme:

Internal Marks will be awarded out of a maximum of 40 marks. End semester examination will be of 60 marks and contained 7- 8 Theory Question / Numerical / Case.

Course in detail:

1. Social and Industrial Psychology: Definition, Nature and Background. _
2. Social Perception: Non-Verbal Communication, theories of Attribution, Impression formation and impression management.
3. Social Identity: Self Concept, Self-esteem, Self-efficacy, Self-monitoring and self-focusing.
4. Social Influence: Conformity, Compliance and Obedience. _
5. Understanding Groups
6. Organizational Citizenship Behavior

Text Readings

1. Baron, Social Psychology, Pearson, 2010 12th Edition
2. Myers, Social Psychology, TMH, 2009

SEMESTER – IV

MS5H-654

ORGANISATION DEVELOPMENT

Course Objectives

The Course aims at developing understating about the various functions, operations and activities of organization development.

Examination Scheme:

Internal Marks will be awarded out of a maximum of 40 marks. End semester examination will be of 60 marks and contained 7- 8 Theory Question / Numerical / Case.

Course in detail:

1. Introduction: Definition, History, Assumptions, Values and Beliefs in O.D, Organization_Development & Transformation
2. Theory and Management of OD: Foundations of OD, OD Process, Action Research and OD.
3. OD interventions: Overview, Types, Team interventions, inter- Group interventions, Comprehensive and Structural interventions. Choosing the Depth of Organizational Intervention.
4. Issues and Considerations in OD: Consultant-Client Relationships, System Ramifications, and Power- Politics.
5. Emerging Trends in OD with special emphasis on future organizations.

Text Readings

1. Wendell L. French , Cecil N. Bell Jr. and Veena Vohra, “**Organization Development**” Pearson Education, 2009
2. French and Bell, organizational Development and Transformation, TMH,2009
3. Ramnarayan, T.V. Rao and Kuldeep Singh, Organizational Development, Response Books, Sage Publications,

SEMESTER – IV
MS5H-656
INTEGRATED MARKETING COMMUNICATION

Course Objectives

The Course aims at developing understating about the various functions, operations and activities of marketing communication.

Examination Scheme:

Internal Marks will be awarded out of a maximum of 40 marks. End semester examination will be of 60 marks and contained 7- 8 Theory Question / Numerical / Case.

Course in detail:

1. Understanding Integrated Marketing Communication: Understanding Marketing, Understanding Marketing Communication, Integrated marketing Communication, Marketing Strategy, Marketing Mix Strategy, Integrating IMC in the Marketing Mix, Communications, Communication Response Hierarchy, Consumer Involvement.
2. Advertising: Fundamental of an advertising campaign, spelling out the Strategy, Choice of Strategic Approaches, Concept of Big Idea, Creativity for Big Idea, Creative Execution of Big Idea, Creativity in Ad. Execution, preparing a creative brief, Creative Execution elements, celebrity support in execution.
3. Other Promotion Tools: Sales Promotion: Introduction to Sales Promotion, Types of sales promotions, Sales Promotions Objectives and budget allocation. Direct Marketing: Introduction, Elements, Media, Internet and Direct Marketing. Publicity: Objective and Tools.
4. Media Planning and Strategy: Print media, Broadcast Media, Out of Home Media, Developing the Media Plan.
5. Promotion Objectives and Budget Determination: Setting Communication objectives, The DAGMAR Approach, Budgeting for Marketing Communication, Arriving at Marketing Communication Budget, Allocating the Marketing communication Budget.
6. Measuring IMC Performance: Measuring Communication Effectiveness, Research to Measure Communication Effectiveness, Advertising Testing Process, Post-Testing Tools and Techniques.

Text Readings:

1. Belch and Belch, Advertising and Promotions: An IMS Perspective, TMH, 2009
2. Clow, Integrated Advertising, Promotion and Marketing Communication, Pearson, 2010
3. Shah, Advertising and Promotions an IMC Perspective, TMH, 2008

SEMESTER – IV
MS5H-658
INTERNATIONAL MARKETING

Course Objectives

The Course aims at developing understating about the various functions, operations and activities of international marketing.

Examination Scheme:

Internal Marks will be awarded out of a maximum of 40 marks. End semester examination will be of 60 marks and contained 7- 8 Theory Question / Numerical / Case.

Course in detail:

1. The decision whether to internationalize:
 - a. Global Marketing in the firm.
 - b. Initiation of Internationalization.
 - c. Internationalization Theories.
 - d. Development of the Firm's International Competitiveness.

2. Deciding which markets to enter
 - a. Global Marketing Research.
 - b. The political and economic environment.
 - c. The socio cultural Environment.
 - d. The International market selection process.

3. Marketing entry strategies
 - a. Some approaches to the choice of entry mode.
 - b. Expert modes.
 - c. Intermediate entry modes.
 - d. Hierarchical modes.
 - e. International sourcing decisions and the role of the sub supplier.
 - f. Global e- marketing.

4. Designing the global marketing programme
 - a. Product decisions.
 - b. Pricing decisions and terms of doing business.
 - c. Distribution Decision.
 - d. Communication Decisions (Promotion Strategies)

5. Implementing and coordinating the global marketing programme
 - a. Cross-cultural sales negotiations.
 - b. Organization and control of the global marketing programme.

Text Readings:

1. R.S. Joshi, International Marketing, Oxford, 2009

2. Cateora Philip, International Marketing, Tata McGraw Hill, New Delhi.
3. Hollenson, Global Marketing, Pearson, 2010

SEMESTER – IV
MS5H-660
RETAIL MARKETING

Course Objectives

The Course aims at developing understating about the various functions, operations and activities of retail sector.

Examination Scheme:

Internal Marks will be awarded out of a maximum of 40 marks. End semester examination will be of 60 marks and contained 7- 8 Theory Question / Numerical / Case.

Course in detail:

1. Introduction: Introduction to Retail Management, Retail Marketing, Global Retail market, Challenges, Market Factors, HR, Technology, Supply Chain and Logistics, Retail in India size of Market, Challenges.
2. Retail Models and theories of retail Development, Environment theory, Cyclical theory, Conflict theory, Retail life cycle, Service Retail, Business Models, Factors Influencing retail shopper, Consumer Decision Making process.
3. Retail Strategies: Introduction, Simulation, Analysis, Strategic Plan, Retail Value Chain, Acquisitions and mergers, Franchising/Licensing advantages and disadvantages, Retail Brand, Franchising in India. Retail Store Locations, Steps involved Retail location.
4. Merchandising, Introduction evolution, role and responsibilities, Merchandise Planning Process and its implications, Merchandise Procurement, overview of evaluation merchandise performance.
5. Organization structure and HR Management in retail, Training and Motivation, Retail Store Operations, Customer Service, Service Environment, Managing Inventories.
6. Communication and Service: Retail Marketing Mix, Sales Promotion, Retail Store Design, Role of lighting, Fixture etc. Information Management for Retail, SCM, Collaborative Logistics, Cross Docking, Retail Logistics, Need for Supply Chain Management and Integration.

Text Readings:

1. Burman and Evans, Retail Management, Pearson, 2011
2. Pradhan, Retail Management: Text and Cases, TMH, 2010

SEMESTER – IV

MS5H-662

CONSUMER BEHAVIOUR

Course Objectives

The Course aims at developing understating about the various functions, operations and activities of consumer behaviou.

Examination Scheme:

Internal Marks will be awarded out of a maximum of 40 marks. End semester examination will be of 60 marks and contained 7- 8 Theory Question / Numerical / Case.

Course in detail:

1. Introduction:
 - a. Introduction Diversity in the Marketplace.
 - b. Consumer Research
 - c. Market Segmentation
2. The Consumer as an Individual
 - a. Consumer Motivations.
 - b. Personality and Consumer Behaviour
 - c. Consumer Perception.
 - d. Consumer Learning
 - e. Consumer Attitude Formation and Change.
 - f. Communication and Consumer Behaviour
3. Consumer in their Social and Cultural Settings
 - a. Reference Group and Family influences.
 - b. Social Class and Consumer Behaviour
 - c. The influence of Culture on Consumer Behaviour
 - d. Subcultures

1. Majumdar, Consumer Behaviour Insights from Indian Market, PHI,2010
2. Schiffman, Consumer Behaviour, 10th Edition,2010
3. Kumar, Consumer, Behaviour: Concepts, Reading and Cases: The Indian Context, Pearson, 2010

SEMESTER – IV

MS5H-668 HOSPITAL ADMINISTRATION

Objective: The objective of the course is to enable students to have a good understanding of Hospital Administration

Examinations : The faculty member will award marks out of a maximum of 40 marks for the internal performance of the Student. The semester examination will be worth 60 marks. The Students are required to attempt 5 Question out of 7 Questions. All Questions carry equal Marks.

Course Contents: Hospital administration

- Principles

Introduction to the hospital field.

- Definitions -- hospital and medical care, types, control.

- Functions-- medical care, prevention, professional education and research.

- Role of hospital in health spectrum.

Hospital of India-to-day. Classification & Accreditation

- Number ; type ; size ; distribution; ownership; utilization; rations; trends ; problems Trends of Hospital Administration Abroad.

Hospital administration

- Principles

- Responsibilities, Roles & Functions of Hospital Administrator, Expected qualities of a good Hospital Administrator

Organization of Hospital.

The governing authority; the administrator; business aspects; clinical aspects; channels of authority and communication.

Importance of qualified v/s non qualified, Medical v/s non Medical Hospital Administrator
Problems of hospital administration and their expected solutions.

Management of different Clinical , Para clinical , and Support service departments in Hospitals

Hospital hazards

Administration of Government (Rural , District & Municipal Hospital) v/s Private Hospitals

Administration of a teaching hospital. Administration of a corporate hospital.

Administration of a voluntary & charitable hospital.

Hospital utilization and its evaluation, Public Relations in Hospitals

Quality Management in Hospitals-Certification & Accreditation TQM in Hospitals
Management of Medical Records Department (manual & computerized)
Management of Hospital Information System (Manual, Online & Offline)

SEMESTER – IV

MS5H-670

MANAGEMENT INFORMATION SYSTEMS FOR HOSPITAL

Objective: - The subject is to acquaint the HA student with the day today working and the working environment of hospitals. The student should be familiarized with the hospital supportive services which are one of the key issues in hospital administration. Case Study shall be discussed on the classrooms.

Examinations

The faculty member will award marks out of a maximum of 40 marks for the internal performance of the Student. The semester examination will be worth 60 marks. The Students are required to attempt 5 Question out of 7 Questions. All Questions carry equal Marks.

Course Content:

1. The meaning and use MIS systems View of Business, Process of MIS, Development of MIS within the organization, Management Process, Information Needs, Systems Approach in Planning Organizing and Controlling MIS.
2. Planning Implementation and controlling of Management information systems.
3. Fundamentals of data processing computer operations of manual information systems, components of computer systems, flow chart, conversions of manual to computer based systems, computer systems Application software, Telecommunication Modem.
4. Management Decision Making, Characteristics and components of Decision support systems.
5. Systems Design: Systems design consideration, input/output design, forms design file organization and database, data management, file design, control and security.

Text Reading:

1. Robert G. Murdick, Information Systems for Modern Management, New Delhi .
2. Godzdam B. Davis and Margrathe, Management information systems.

SEMESTER – IV

MS5H-666

HOSPITAL PLANNING

Objective: The aim of the course is to enable students to have a better understanding of various planning systems in the hospitals.

Examinations-The faculty member will award marks out of a maximum of 40 marks for the internal performance of the Student. The end semester examination will be worth 60 marks will have two sections A and B. Section A worth 40 marks will have 6 theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain cases/practical problems.

Hospital Industry- Definition of hospital, Effects of declaration of Industry status for hospitals, Types of care and hospitals, Type of ownership and hospital planning, provisions of subsidies and benefits for constructing hospitals in MP and other states.

Hospital Planning-

- Planning as a management function, Hospital Planning - Meaning & scope, steps of hospital planning from idea to inauguration of hospital,
- Concept of building a Hospital-- Availability of Finance & land, Feasibility Studies catchments area and demand analysis, Site Surveys--- Physical environment, possibility for expansion; utilities-water-electricity, sewer, lines, telephone, transportation etc.
- Guiding principles in planning Hospital facilities & services, Planning of type, size and facilities for Hospital, Facility Master Plan, Design (Internal & External Aspects), Design team—role and criteria for the choice of Architect, role of Engineers and hospital administrator in hospital planning and designing
- In the planning stages; preliminary sketches; final plans, working; drawing; specification; construction problems and contract modifications.
- Planning for Equipment** --preparing equipment list for the new hospital-Built in equipment, Non-expendable/ imported, Expendable equipment, Capital equipments.
- Role of Administration** in Building a Hospital Planning of Specified Hospitals--- 1000 bed hospital teaching or general/ 500 bed hospital/ 200 bed hospital/ Special hospitals-Primary Health Centre and community Health Centre.
- Alternation and addition in and existing hospital planning the maintenance department, Engineer's office, Workshop of various types.

- Concept and role of Hospital Consultancy
- Hospital Policies & other guidelines, Planning for Research & Education facilities, Future Expansion Plans, Accreditation Planning
- Recent trends in hospital planning, Pros and cons of Modular structures.

- WHO Standards and Recommendations, National & International Standards
Recommended Text : Text Books on Hospital Planning and Management by Mc
Caullay, Kunders,
Tabish and Shakti Singh

SEMESTER – IV

MS5H-668

HEALTH ADMINISTRATION

Objective: The objective of the course is to enable students to have a good understanding of Health Administration.

Examinations

The faculty member will award marks out of a maximum of 40 marks for the internal performance of the Student. The semester examination will be worth 60 marks. The Students are required to attempt 5 Question out of 7 Questions. All Questions carry equal Marks.

Course Contents:

Basic concepts:

- Meaning & Concept of Health, Disease , Care and Administration
- Various levels of prevention/care & cure, levels of management
- Health administration in India;
- Organization of health services at Centre, State & District level
- General introduction to organisation of health care delivery system in India.

Detailed Studies:

- An Overview of various committees and their recommendations on health care in India
- National Health Programs, their rationale and their impact
- Population demography & its medical significance
- Reasons for increasing need and demand for medical care and Need/Demand assessment
- Factors determining Availability and Cost of medical care steps/techniques to reduce the cost of medical care.
- Urban medical care system including that in metropolitan cities.
- Rural medical care including the role of State, NGO's, Private medical practitioners and community at large
- Organization and administration of better medical care
- National Health Policy and National Population Policy (Latest reviews)
- Information Education & Communication (IEC)
- Inter sectoral Co-ordination
- Healthcare resource planning and allocation
- Management of Cost Benefit Analysis of Healthcare Plans and Programs

- Success / Failure Analysis for various Health Plans, Programs, Schemes etc.and Research for their Causes.
- Significance of Materials Management in Healthcare.
- Alternative systems of health care :-General introduction and their role in overall healthcare system, Yoga & its Global relevance.
- Rehabilitation
- WHO and other International Health Agencies.
- Immunization, International recommendations for immigrant's vaccination
- Quarantine and Isolation.

Suggested text:

K Park Park's Text Book of Preventive and Social Medicine.

B.K. Mahajan Text Book of Preventive and Social Medicine

WHO publications