

### MBA- Information Systems

Techno MBA graduates can do a good job of managing people and projects. While some technical people do rise to management roles, many actually prefer to excel in Technical fields. This is where techno-MBAs come in. With the growth of IT and ITES businesses, the need for techno-MBAs is increasing by leaps and bounds. Companies, both IT service providers as well as user industries looking for MBA graduates for traditional business roles seem to prefer MBAs who have some knowledge of technology. There is also the opportunity to work as a consultant or start your own business as Information systems professionals play a critical role in the managerial, operational and decision-making activities of numerous organizations and across various industries which all require efficient and effective analysis, design and management of information to thrive in today's competitive business environment well.

Subject Code	Subject	Credits	Subject Code	Subject	Credits
<b>SEMESTER I</b>			<b>SEMESTER III</b>		
<b>MBA-01</b>	Managerial Tasks and Behavioural Dynamics	5	MBA-13	Research Methodology	5
<b>MBA-02</b>	Corporate Communication and Managerial Economics	5	MBA-14	Total Quality Management	5
<b>MBA-03</b>	Legislative Framework of Business	5	MBA-15	International Business Management	5
<b>MBA-04</b>	Accounting and Taxation for Managers	5	IS-01	System Analysis and Design	5
<b>MBA-05</b>	Quantitative Techniques for Managerial Decisions	5	IS-02	Business Process Reengineering	5
<b>MBA-06</b>	Business Development and Entrepreneurship	5	IS-03	E-Commerce Technology and Management	5
<b>SEMESTER II</b>			<b>SEMESTER IV</b>		
<b>MBA-07</b>	Human Asset Management	5	IS-04	Knowledge Management and Information System	5
<b>MBA-08</b>	Corporate Finance and Services	5	IS-05	Software Project Management	5
<b>MBA-09</b>	Marketing Planning and Management	5	IS-06	Data warehousing Data Mining	5
<b>MBA-10</b>	Production Technology and Industrial Engineering	5	IS-07	Enterprise Resource Planning	5
<b>MBA-11</b>	Information Science for Managers	5	IS-08	Database Management System	5
<b>MBA-12</b>	Strategic Management and Corporate Governance	5	MBA-16	Project Work Viva-Voice	6 3
				<b>Grand Credits</b>	124

**SUBJECT CODE: MBA-01**

**SUBJECT: MANAGERIAL TASKS AND BEHAVIOURAL DYNAMICS**

This course helps to prepare the students to understand the basic application of managerial functions in day to day operations and activities of corporate and business enterprises.

**OBJECTIVES:**

1. To understand the role and responsibilities of manager
2. To learn the process of management in corporate enterprises.
3. To comprehend the behavior of others and adapt to managerial success.
4. To make the students to equip the necessary changes and developments in an organization.

**STRUCTURE OF THE COURSE CONTENT**

**BLOCK 1 MANAGERIAL FUNCTION AND RESPONSIBILITIES**

Unit 1: Manager Role, Responsibilities and Tasks

Unit 2: Managerial Functions and Their Characteristics

Unit 3: Evolution of Management and Schools of Thought

Unit 4: Social Responsibilities and Business Ethics & Corporate Governance

**BLOCK 2 PLANNING AND ORGANIZING FUNCTION**

Unit 1: Planning Nature, Types and Process

Unit 2: Decision Making and MBO

Unit 3: Organizing Principles and Structural Design

Unit 4: Delegation, Span of Control, Decentralization, Line and Staff Authority

**BLOCK 3 DIRECTING, CONTROLLING AND CO ORDINATION**

Unit 1: Directing, Motivating, And Leadership

Unit 2: Controlling Nature and Techniques

Unit 3: Co Ordination the Essence of Management

Unit 4: Contemporary Trends in Management

**BLOCK 4 INTRODUCTIONS TO BEHAVIOURAL DYNAMICS**

Unit 1: Evolution, Challenges and Opportunities of Organization Behaviour

Unit 2: Personality and Behavioural Assessment

Unit 3: Emotions and Learning

Unit 4: Perceptions and Stress Management

**BLOCK 5 ORGANIZATIONAL BEHAVIOURAL DYNAMICS**

Unit 1: Change Management

Unit 2: Organizational Climate

Unit 3: Management of Conflicts

Unit 4: Organizational Development Interventions

**REFERENCE BOOKS:**

1. Peter F Druker, Management Tasks and Responsibilities, Truman Talley Books, New York.
2. Stephen P Robbins, Fundamental of Management, Pearson 2003
3. Koontz & Weirich, Essentials of Management, Tata McGraw Hill, New Delhi
4. Stephen P Robbins, Organization Behaviour, Prentice Hall Of India, 6<sup>th</sup> Edition
5. C B Gupta, Management Principles And Practice, Sultan Chand & Sons, New Delhi
6. L M Prasad, Organization Behaviour, Sultan Chand & Sons, New Delhi
7. Consumer Behaviour- Leon Schiffman, Lesslie Lazar Kanuk-Pearson/PHI,8/E
8. Consumer Behaviour- Hawkins, Best, Coney-TMH,9/e,2004
9. Consumer Behaviour in Indian Perspective – Suja Nair – Himalaya Publishers, 2004
10. Consumer Behaviour- Satish k Batra & S H H Kazmi, Excell Books
11. Customer Relationship Management- Peeru Ahamed & Sagadevan Vikas Publishing

**SUBJECT CODE: MBA-02**

**SUBJECT: CORPORATE COMMUNICATION AND MANAGERIAL ECONOMICS**

This course enables the students to develop their communication and analytical abilities in terms of effective presentation and economic uncertainties by applying modern and contemporary tools and techniques for competitive advantage.

**OBJECTIVES**

1. To adopt the modern application of communication and presentation of ideas
2. To understand the basic principles of effective correspondence and idea generation.
3. To make the decision and evaluation through application of economic tools and techniques.
4. To equip and adapt the changing and challenging environmental threats and opportunities.

**STRUCTURE OF THE COURSE CONTENT**

**BLOCK 1 CONCEPT OF CORPORATE COMMUNICATION**

Unit 1: Meaning Importance Principles and Objectives Of  
Communication

Unit 2: Verbal and Non Verbal Communication

Unit 3: Speech & Technical and Non Technical Presentation

Unit 4: Group Discussion, Conference and Interview  
Techniques

**BLOCK 2 APPLICATION OF COMMUNICATION IN BUSINESS**

Unit 1: Business Letters: Concept And Introduction

Unit 2: Inquiries, Circulars, Quotation, Order, and  
Acknowledgement

Unit 3: Complaints, Collection, Memos, Minutes and Resume  
Preparation

Unit 4: Banking, Insurance, and Sales Correspondences

**BLOCK 3 INTRODUCTIONS TO MANAGERIAL ECONOMICS**

Unit 1: Managerial Economics Role and Responsibilities

Unit 2: Law of Demand and Elasticity Of Demand

Unit 3: Utility Analysis and Indifference Curve

Unit 4: Demand Forecasting and Demand Distinctions

**BLOCK 4 PRODUCTIONS, COST AND MARKET STRUCTURE**

Unit 1: Production Functions and Laws of Returns

Unit 2: Cost Functions and Marginal Cost Theory

Unit 3: Market Structure and Price Determination

Unit 4: Pricing Strategies and Techniques

## **BLOCK 5 ENVIRONMENTAL ASSESSMENTS AND DIAGNOSIS**

Unit 1: Corporate Environment and Assessment

Unit 2: Indian Economic Environment

Unit 3: International Trade and Trends

Unit 4: Money, Banking, Inflation and Business Cycles

## **REFERENCE BOOKS**

1. Rajendrapal, Korlahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi,
2. Peterson Lewis, Managerial Economics, Prentice Hall of India, New Delhi, 2002
3. Varshney & K L Maheshwari, Managerial Economics, Sultan Chand & Sons, New Delhi
4. N S Raghunathan & B Santhanam, Business Communication, Margham Publication, Chennai.
5. Business Communication - Asha Kaul (2000), New Delhi, Prentice Hall of India
6. Effective Business Communication - Murphy and Hildebrandt (1991), New York: McGraw Hill
7. Communication in India : Some Observations and Theoretical implications - J.S. Yadava, IIMC
8. Communication Theory: Eastern and Western perspective- Lawrence D.

**SUBJECT CODE: MBA-03**

**SUBJECT: LEGISLATIVE FRAMEWORK OF BUSINESS**

This course presents the rules and conduct of business in terms of legislative framework. This study helps the manager to lead the business in a smooth and orderly manner as per the legal prescription by the Indian Government.

**OBJECTIVES**

1. To understand the nature of laws governing the Indian business.
2. To understand the economic and labour laws pertaining to corporate perspectives.
3. To govern the business as per the legislative requirements.
4. To examine the recent requirements of the government from the business.

**STRUCTURE OF THE COURSE CONTENT**

**BLOCK 1 ELEMENTS OF BUSINESS LEGISLATION**

Unit 1: The Contract Act 1872, And Their Special Contracts

Unit 2: Indian Partnership Act 1932

Unit 3: Sale of Goods Act 1930

Unit 4: Negotiable Instruments Act 1881

**BLOCK 2 ELEMENTS OF ECONOMICS LEGISLATION**

Unit 1: Information Technology Act 2000

Unit 2: The Consumer Protection Act 1986

Unit 3: The Environment Protection Act 1986

Unit 4: Competition Law 2002

Unit 5: Intellectual Property Tax Laws

**BLOCK 3 BANKING AND INSURANCE LAWS**

Unit 1: The Banking Regulation Act 1949

Unit 2: The Reserve Bank of India Act 1934

Unit 3: The Insurance Act and IRDA Regulations

**BLOCK 4 LABOUR LEGISLATION**

Unit 1: Factories Act 1948 & Workmen Compensation Act 1923

Unit 2: Employee State Insurance Act 1948 & EPF and Miscellaneous Provisio`n Act 1952

Unit 3: Industrial Disputes Act 1947 & Trade Union Act 1926

Unit 4: The Minimum Wages Act 1948 & the Payment of Wages Act 1936

Unit 5: The Payment Of Bonus Act 1965 & The Payment Of Gratuity Act 1972.

## **BLOCK 5 CORPORATE LEGISLATION**

Unit 1: The Indian Companies Act 1956

Unit 2: The Securities Contracts and Regulation Act 1956

Unit 3: sebi rules

## **REFERENCE BOOKS**

1. N D Kapoor, elements of mercantile law, sultan chand & sons, New Delhi.
2. Essential bare acts
3. Majumdar, G k Kapoor, corporate laws and secretarial practice, taxmann publication, new delhi
4. M tannan, banking law and practice,
5. Business Law – S.S. Gulshan
6. Saravanavel & Sumathi- Business Law for Management – HPH
7. M C Kuchhal -Business Law -Vikas, 4/e, 2005
8. BARE ACTS -
  - Indian Contract Act 1872
  - Negotiable Instruments Act 1881
  - Indian Partnership Act 1932
  - Foreign Exchange Management Act 1999
  - Sale Of Goods Act 1930
  - Consumer Protection Act 1986
  - Information Technology Act 2000
  - Companies Act 1956
  - Environmental Protection Act 1986
  - Right To Information Act

**SUBJECT CODE: MBA-04**

**SUBJECT: ACCOUNTING AND TAXATION FOR MANAGERS**

This course enables the students to acquaint the knowledge of application of accounting and financial process of organization framework. It also enables to assess and evaluate the financial results for future organization.

**OBJECTIVES**

1. To understand the basic ideology of recording, classifying and summarizing financial records.
2. To assess and diagnose the financial condition and position of business results.
3. To apply the costing and managerial tools and techniques for decision making.
4. To ensure the tax laws governing the business conditioning and regulation.

**STRUCTURE OF THE COURSE CONTENT**

**BLOCK 1 BASIC ACCOUNTING CONCEPTS AND PRINCIPLES**

Unit 1: Accounting Principles and Theory

Unit 2: Indian Accounting Standards

Unit 3: Users of Accounting Information and Accounting Equation

Unit 4: Double Entry Principles – Journal, Subsidiary Books,  
Ledger and Trial Balance

**BLOCK 2 FINANCIAL STATEMENTS ANALYSIS**

Unit 1: Financial Statements – Corporate and Non Corporate Bodies

Unit 2: Financial Statement Analysis and Ratio Analysis

Unit 3: Funds Flow and Cash Flow Analysis

**BLOCK 3 COST ACCOUNTING**

Unit 1: Elements of Cost and Cost Statement

Unit 2: Marginal Costing and Break Even Analysis

Unit 3: Budgeting and Budgetary Techniques

Unit 4: Standard Costing and Variance Analysis

**BLOCK 4 MANAGEMENT ACCOUNTING**

Unit 1: Long Term Investment Appraisal

Unit 2: Costing For Decision Making

Unit 3: Process and Service Costing

Unit 4: Responsibility Accounting and Transfer Pricing



## **BLOCK 5 TAXATION FOR MANAGEMENT**

Unit 1: Taxation Principles and System

Unit 2: Direct Taxation: The Income Tax Act 1961 and Wealth Tax Act

Unit 3: Indirect Taxation: Central Excise, Central Customs and Sales Tax Act

Unit 4: service tax

### **RECOMMENDEND TEXT BOOKS**

1. M C Shukla, T S Grewal, S C Gupta, Advanced Accounts, Sultan Chand & Company, New Delhi
2. Saxena & Vashist, Cost and Management Accounting, Sultan Chand & Sons, New Delhi
3. S P Jain and K L Narang Advanced Accountancy, Kalyani Publishers, New Delhi.
4. Vinod K Singhania, Kapil Singhania, Direct Tax Laws, Tax Mann Publications,
5. V S Datey, Indirect Taxation, Taxmann Publications. New Delhi.
6. Cost Accounting - Khan & Jain
7. Management Accounting 3rd Ed. - Khan & Jain
8. Theory & Problems in Management & Cost Accounting - Khan & Jain
9. Cost Accounting - Jawaharlal

**SUBJECT CODE: MBA-05**

**SUBJECT: QUANTITATIVE TECHNIQUES FOR MANAGERIAL DECISIONS**

This course presents the various statistical and optimization models for managerial application

**OBJECTIVES**

1. To understand the fundamentals of the quantitative techniques and tools
2. To learn the optimal allocation of resources by mathematical modeling,
3. To estimate the likelihood of chances and probability application in business.
4. To evaluate the resources availability and utility by resource optimization and allocation techniques.

**STRUCTURE OF THE COURSE CONTENT**

**BLOCK 1 BASIC STATISTICAL ANALYSIS**

Unit 1: Meaning Of Statistics, Data Types and Collection

Unit 2: Tables, Graphs and Frequency Distribution

Unit 3: Measures of Central Tendency, Variation and Skewness

Unit 4: correlation and regression

**BLOCK 2 THEORIES OF PROBABILITY AND DECISION MAKING**

Unit 1: Theory of Probability and Probability Distribution

Unit 2: test of hypothesis – t test, f test and chi square test.

Unit 3: Statistical Decision Making

Unit 4: Time Series and Index Numbers

**BLOCK 3 RESOURCE OPTIMIZATION TECHNIQUES - I**

Unit 1: Operation Research and Linear Programming – Meaning and Uses

Unit 2: Graphical Method

Unit 3: Simplex Method

Unit 4: dual programming

**BLOCK 4 RESOURCE OPTIMIZATION TECHNIQUES - II**

Unit 1: Assignment

Unit 2: Transportation

Unit 3: Inventory Models

Unit 4: Replacement and Sequence Analysis

## **BLOCK 5      RESOURCE OPTIMIZATION TECHNIQUES - III**

Unit 1: game theory

Unit 2: queuing theory

Unit 3: pert and cpm

Unit 4: simulation

### **REFERENCE BOOKS**

1. Richard L Levin & David S Rubin, Statistics for Management,
2. S P Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi
3. U K Srivatsava, G V Shenoy, S C Sharma, Quantitative Techniques for Managerial Decision, Prentice Hall Of India, 2<sup>nd</sup> Edition,
4. V K Kapoor, Operation Research, Sultan Chand & Sons, New Delhi.
5. Statistics and Quantitative Techniques - M.G.Dhaygude
6. Operations Research - V.K.Kapoor
7. Operations Research - J.K.Sharma
8. Quantitative Techniques - N.D.Vohra
9. Introduction to Operations Research – Hiller
10. Introduction to Operations Research - Gillett

**SEMESTER 1: SUBJECT CODE: MBA-06**

**SUBJECT: BUSINESS DEVELOPMENT AND ENTREPRENEURSHIP**

The purpose of this course is to provide a strong theoretical framework for business innovation, development and growth issues for initiation of new business ideas. It also helps to develop the skills to start a new venture and becomes entrepreneur in future career.

**OBJECTIVES:**

1. To prepare a groundwork for business creation, development and initiation.
2. To build the necessary caliber and competencies for running and conducting new business.
3. To help the students to prepare desirable and feasible project report for business project.
4. To create new ideas for successful entrepreneurship and launching technical knowhow in a pragmatic business application.

**STRUCTURE OF THE COURSE CONTENT**

**BLOCK I BUSINESS INNOVATION AND CREATIVITY**

Unit 1: Skills and Styles of Innovation and Creativity

Unit 2: Creative Organization

Unit 3: Functional Innovation

Unit 4: Personal Innovation and Self Awareness Plan

**BLOCK II ENTREPRENEURSHIP**

Unit 1: Role and Functions of Entrepreneurs

Unit 2: Entrepreneurial Competencies and Culture

Unit 3: Entrepreneurial Motivation and Performance

Unit 4: Women and Social Entrepreneurship

**BLOCK III BUSINESS IDEAS**

Unit 1: Sources of Business Ideas

Unit 2: Business Planning and Measurement of Success

Unit 3: Commencement of Internet Business

Unit 4: Presentation of Feasibility Report

## **BLOCK IV ENTREPRENEURIAL TRANSITIONS**

Unit 1: Entrepreneurial Growth and Management Structure

Unit 2: Legal and Intellectual Property Issues

Unit 3: Venture Capital and Entrepreneurial Finance

Unit 4: Crisis and Symptoms of Business Failures

## **BLOCK V INSTITUTIONAL FRAMEWORK OF ENTREPRENEUR**

Unit 1: Role of Government for Promotion of Entrepreneur

Unit 2: Agencies for Entrepreneurship Development

Unit 3: Turnaround Strategies and Rehabilitation Measures

Unit 4: Global Entrepreneurship

## **REFERENCE BOOKS:**

1. Bellon Whittington, "Competing Through Innovation", Prentice.
2. Peter F Drucker, "Innovation and Entrepreneurship"
3. Vasant Desai, Management of Small Scale Enterprise, Himalaya Publishing House, New Delhi.
4. J C Verma and Gurpal Singh, Small Business and Industry – A Handbook for Entrepreneurs, Sage Publications, New Delhi.
5. Brandt, Steven C., The 10 Commandments for Building a Growth Company, Third Edition, Macmillan Business Books, Delhi, 1977
6. Bhide, Amar V., The Origin and Evolution of New Businesses, Oxford University Press, New York, 2000.
7. Desai, Vasant, Small Scale Enterprises Vols. 1-12, Mumbai, Himalaya Publishing House. (Latest edition).
8. Dollinger, Mare J., Entrepreneurship: Strategies and Resources, Illinois, Irwin, 1955.
9. Holt, David H., Entrepreneurship: New Venture Creation, Prentice-Hall of India, New Delhi, latest Edition.

**SUBJECT CODE: MBA-07**

**SUBJECT: HUMAN ASSET MANAGEMENT**

This course will help the students to explore, recognize and analyse the multiple paradoxes related to the study and application of human resource as an asset in an organization. This course will help the students to understand the basic nature, functions, activities, operations and complexities of human resource management in the corporate realm.

**OBJECTIVES:**

1. To introduce conceptual and theoretical foundations of human resource management.
2. To aware the importance of human and recognize as an asset in an organization.
3. To acquire the skills of interaction and execution of managerial duties with the help of human resources.
4. To understand the values and utilities of human resources in an competitive environment.

**STRUCTURE OF THE COURSE CONTENT**

**BLOCK 1: HUMAN RESOURCE – INTRODUCTORY PERCEPTION**

Unit 1: Human resource management – concept, scope, objectives, philosophy and trends

Unit 2: Functions organization and environment of human resource management

Unit 3: HRM models, theories, approaches and fish bone diagram approach

**BLOCK 2: PROCUREMENT AND ACQUISITION OF HUMAN RESOURCES**

Unit 1: Human Resource Planning, Inventory and Forecasting Techniques

Unit 2: Job Analysis and Employment Security

Unit 3: Recruitment, Selection, Placement, Induction and Socialization

**BLOCK 3: DEVELOPMENTS OF HUMAN RESOURCES**

Unit 1: Employee Training

Unit 2: Executive Development and Managerial Growth

Unit 3: Career Planning and Management

Unit 4: Promotion, Transfer and Separation

Unit 5: Performance Appraisal and Merit Rating

## **BLOCK 4: WAGES AND SALARIES ADMINISTRATION**

Unit 1: Theory of wages and job evaluation

Unit 2: Pay plans and executive compensation

Unit 3: Performance and financial incentives

Unit 4: Benefits and services and employee commitment

## **BLOCK 5 : MAINTENANCE OF HUMAN RESOURCES**

Unit 1: Discipline Administration, Grievances and Industrial Relations

Unit 2: Collective Bargaining and Trade Unionism

Unit 3: Employee Health, Safety and Security Welfare Measures

Unit 4: Human Resource Audit, Accounting, Report and Information System

Unit 5: Human Resource Empowerment

## **REFERENCE BOOKS**

1. David A Decenzo & Stephen P Robbins, Personnel/Human Resource Management, Prentice Hall of India Ltd. Pearson.
2. N G Nair & Latha Nair, Personnel Management and Industrial Relations, Sultan Chand And Company New Delhi.
3. C B Mamaria and Mamaria, Personnel Management,
4. P C Tripathy, Human Resource Development, Sultan Chand & Sons, New Delhi
5. C B Gupta, Human Resource Management, Sultan Chand & Sons, New Delhi.
6. Chopra, S, and P. Meindl, 2004, *Supply Chain Management ? Strategy, Planning and Operation*, 2nd edition, Pearson Education (ISBN 81-297-0172-3).
7. Sople, V. V. (2004). *Logistics Management: Supply Chain Imperatives*, New Delhi: Pearson Education.
8. Verma M.M., *Materials Management*, New Delhi, S. Chand & Sons
9. Raghuram, G. and N. Rangaraj, 2000, *Logistics and Supply Chain Management: Cases and Concepts*, Macmillan, New Delhi

**SUBJECT CODE: MBA-08**

**SUBJECT: CORPORATE FINANCE AND SERVICES**

This course ensures to acquaint the students with the broad and contemporary framework of financial decision making in a corporate strategic business unit. This course also imbibes the modern tools and techniques of analytical information of finance.

**OBJECTIVES:**

1. To familiarize the changing environment of acquisition, allocation and distribution of financial resources.
2. To learn the importance of new tools and techniques of financial evaluation and decision variables.
3. To develop the skills of application of financial theories in the corporate market.
4. To aware the services and infrastructural facilities of financial system and markets.

**STRUCTURE OF THE COURSE CONTENTS**

**BLOCK 1 CORPORATE FINANCE AND VALUATION CONCEPTS**

Unit 1: Corporate finance functions, scope, goals, organization and activities

Unit 2: Concepts of valuation and return

Unit 3: Portfolio theory, CAPM and Risk Diversification

Unit 4: Corporate financial policy & strategy and shareholder value creation

**BLOCK 2 ACQUISITIONS OF CORPORATE FINANCIAL RESOURCES**

Unit 1: Avenues of Short Term Fund Procurement

Unit 2: Avenues of Long Term Fund Procurement

Unit 3: Avenues of International Fund Procurement

Unit 4: Indian and International Financial Environment

**BLOCK 3 ALLOCATIONS OF CORPORATE FINANCIAL RESOURCES**

Unit 1: Investment Analysis and Capital Budgeting Process

Unit 2: Cost of Capital and Leverage Analysis

Unit 3: Capital Structure Theories and Debit Analysis

Unit 4: Dividend Policy and Theories



## **BLOCK 4      CORPORATE FINANCIAL SYSTEMS**

Unit 1: Banking System in India

Unit 2: Development banks

Unit 3: Money market and capital market operations and their recent trends

## **BLOCK 5      CORPORATE FINANCIAL SERVICES**

Unit 1: Mutual funds and derivatives

Unit 2: Merchant banking and corporate counseling

Unit 3: Housing, leasing, consumer and export finance

Unit 4: Factoring, venture capital, credit rating and depositories

## **REFERENCE BOOKS:**

1. Van Horne, Financial Management and Policy, Prentice Hall of India Ltd.
2. I M Pandey, Financial Management, Vikas Publishing House, New Delhi
3. S N Maheshwari, Management Accounting and Financial Control, Sultant Chand & Sons, New Delhi
4. S Gurusamy, Financial Services, Vikas Publishing House, New Delhi
5. B Santhanam, Financial Services, Margham Publications, Chennai.
6. Saunders, Anthony, *Financial Markets and Institutions: A Modern Perspective*
7. Assigned Articles (provided in class and on blackboard)
8. The Wall Street Journal
9. Financial Calculator (TI BA II Plus Recommended)

**SUBJECT CODE: MBA-09**

**SUBJECT: MARKETING PLANNING AND MANAGEMENT**

This course presents the ideas of understanding market, marketing, marketing planning, organizing and controlling aspects in the current scenario. This study helps the modern marketers to arrange the resources strategically according to changing marketing needs and requirements.

**OBJECTIVES:**

1. To understand the fundamental concepts and approaches of marketing
2. To learn the buyer behavior and marketing segmentation
3. To familiarize the 4p's in marketing system
4. To learn about the market and marketing analysis.

**STRUCTURE OF THE COURSE CONTENTS**

**BLOCK 1 MARKETING CONCEPTS AND TASKS**

Unit 1: Customer value satisfaction and marketing tasks

Unit 2: Digitalization, customization and e marketing

Unit 3: Market and marketing research and information system

Unit 4: Concept, approaches and functions of marketing

**BLOCK 2 MARKETING STRATEGIC PLANNING**

Unit 1: Marketing Action Plans

Unit 2: Strategic Marketing Process

Unit 3: Marketing Audit and Evaluation System

Unit 4: Marketing Models and Competitor Analysis

**BLOCK 3 MARKETING PROGRAMMES**

Unit 1: Consumer Behavior

Unit 2: Marketing Segmentation

Unit 3: Services Marketing

Unit 4: Marketing Ethics and Legislation

## **BLOCK 4      PRODUCT MANAGEMENT**

Unit 1: Meaning policy and development of product

Unit 2: Product line strategy

Unit 3: Product identification branding and packaging

Unit 4: Pricing of products

## **BLOCK 5      MARKETING COMMUNICATION MANAGEMENT**

Unit 1: Sales Promotion Tools and Techniques

Unit 2: Advertising

Unit 3: Management of physical distribution

Unit 4: Sales force management

## **REFERENCE BOOKS**

1. Philip Kotler, Marketing Management Analysis, Planning and Control, Prentice Hall.
2. Guiltman J P & Gordon W P , Marketing Management Strategies & Programmes, Mc Graw Hill, New York.
3. Ramasamy & Namakumari, Marketing Management Planning, Control And Implementation, Macmillan India
4. SA Sherleker, Marketing Management, Vikas Publications.
5. S Jayachandran, Marketing Management, Tata Mc Graw Hill, 2003.
6. Border, N.H. and: Advertising Management-Text and Cases, Marshal, W.V Richard D. Irwin Inc. 1967.
7. Howard. J.M. : Consumer Behaviour in Marketing Strategies, Prentice Hall, 1989.
8. Montgomery, D.B.: Management Science in Marketing, & Urban. G.L. Prentice Hall, 197

**SUBJECT CODE: MBA-10**

**SUBJECT: PRODUCTION TECHNOLOGY AND INDUSTRIAL ENGINEERING**

This course focuses on basic managerial issues arising in the production and operations of both manufacturing and service industries. The objectives are to familiarize students with the problems and issues confronting production technology managers and to introduce language, conceptual models, and analytical techniques that are broadly applicable in confronting such problems.

**OBJECTIVES:**

1. To address rapid changes in technology application to production and industrial engineering management
2. To focus on some fundamental concepts and techniques of production system
3. To provide some significant background of pragmatic implementation of technology in managerial decision making.
4. To emphasize the theory of work design, product development, order delivery and customer service through by business process.

**STRUCTURE OF THE COURSE CONTENT**

**BLOCK 1: TECHNOLOGY OF PRODUCTION TECHNIQUES**

Unit 1: Meaning and implication of technology

Unit 2: Technology forecasting

Unit 3: Machine tools process technology

Unit 4: FMS, JIT, MRP –I, MRP-II and advanced techniques

**BLOCK 2: PRODUCTION PLANNING**

Unit 1: Integrated Production Planning System

Unit 2: Procurement Planning and Inventory Policy

Unit 3: Scheduling and Optimization

Unit 4: Production Monitoring System

**BLOCK 3: PRODUCTION DESIGN AND ECONOMICS**

Unit 1: Facilities Location and Layout

Unit 2: Capacity and Work System Design

Unit 3: Management Information System for Production Technology

Unit 4: Maintenance and Waste Management

#### **BLOCK 4: PRODUCTIVITY**

Unit 1: Measurement of productivity

Unit 2: Work study and sampling

Unit 3: Cost reduction and value analysis

Unit 4: Cost and financial impact of operational activities

#### **BLOCK 5: INDUSTRIAL ENGINEERING**

Unit 1: Quality assurance

Unit 2: Methods of engineering and ergonomics

Unit 3: Manufacturing Automation

Unit 4: Materials Handling

Unit 5: Stores and Purchase Management

#### **REFERENCE BOOKS**

1. Adam & Ebert, Production and Operation Management, Prentice Hall
2. Op Khanna, Industrial Engineering And Management, Dhanbat Rai & Sons, New Delhi
3. T Hill, Production/Operation Management, Prentice Hall, London
4. Berk J and Berk S, Total Quality Management, Implementing Continuous Improvement, Excel Books, New Delhi.
5. Chary S N, Production and Operation Management, Tata Mcgraw Hill, New Delhi.
6. Willie Harruner, Occupational Safety Management and Engineering, latest edition. Prentice-Hall. ISBN 0-13-629437-5.
7. M.S. Sanders, Human Factors in Engineering and Design, 7th Edition. McGraw-Hill, 1993.
8. R.S. Bridger, Introduction to Ergonomic. McGraw-Hill, ISBN 0-07-007741-X.
9. Laudon & Laudon, Management Information Systems: A Contemporary Perspective, latest edition. MacMillan, 1991.

**SUBJECT CODE: MBA-11**

**SUBJECT: INFORMATION SCIENCE FOR MANAGERS**

The purpose of this course is to present the fundamentals of the computer, data processing techniques, and concepts of e mail, e commerce and tele working. It helps the modern manager to process business applications in payroll generation, bill generation, e commerce and e communication or complicated decision making in computerized environment.

**OBJECTIVES:**

1. To know the development of computer & communication technology and its application in managerial decision making.
2. To learn the concept and need of system development in managerial work
3. To understand the impact of information technology in corporate environment.
4. To assess the changes and requirements of business appraisal in terms of information technology.

**STRUCTURE OF THE COURSE CONTENT**

**BLOCK 1: COMPUTER SYSTEM**

Unit 1: Computer and data processing

Unit 2: Computer peripherals and hardware

Unit 3: Operating system an introduction

Unit 4: Selection and analysis of computer system

**BLOCK 2 : MANAGEMENT INFORMATION SYSTEM**

Unit 1: Structure and Development of MIS

Unit 2: Prerequisites and Installation of MIS

Unit 3: MIS Reports

Unit 4: Computer Based MIS

**BLOCK 3: COMPUTER APPLICATIONS IN BUSINESS**

Unit 1: electronic data processing system and flow charts

Unit 2: computer application in accounting

Unit 3: computer application in inventory control

Unit 4: computer application in payroll

#### **BLOCK 4: SYSTEM ANALYSES AND DESIGN**

Unit 1: System development phases

Unit 2: Master development plan

Unit 3: System documentation

Unit 4: System implementation

#### **BLOCK 5: DATA PROCESSING**

Unit 1: Data Representation

Unit 2: Data processing resources

Unit 3: Data processing standards and documentation

Unit 4: Data processing and EDP environment

#### **REFERENCE BOOKS**

1. Davis Gordon B & Olson Margrethe H, Management Information System Tata Mc Graw Hill International Edition
2. Mundick Robert G, Ross, Joel E and Claggett, James R, Information Systems for Modern Management, Prentice Hall of India. New Delhi.
3. V K Kapoor, Information Technology and Computer Application, Sultan Chand & Sons, New Delhi.
4. Analysis and Design of Information Systems, Rajaraman, Prentice Hall
5. Decision Support Systems and Intelligent Systems, Turban and Aronson, Pearson Education Asia
6. Management Information Systems, Schulthesis, Tata McGraw Hill
7. Management Information Systems - Sadagopan, Prentice Hall
8. Management Information Systems - Jayant Oke

**SUBJECT CODE: MBA-12**

**SUBJECT: STRATEGIC MANAGEMENT AND CORPORATE GOVERNANCE**

This course helps the students to craft a strategy and choose a superior competitive position by analyzing and exploring conceptual frameworks and models to gain practical knowledge and application in management and execution arena.

**OBJECTIVES:**

1. To identify and choose the best strategy for competitive advantage
2. To explore models and paradigms for strategic insights.
3. To assess the critical conditions and challenging puzzles in business.
4. To incorporate the best governance practice in the world of corporate business.

**STRUCTURE OF THE COURSE CONTENT**

**BLOCK I INTRODUCTION TO STRATEGY**

Unit 1: What Is Strategy And Strategic Management?

Unit 2: Strategic Management Process and Models

Unit 3: Role of Top Management and Board Of Directors

Unit 4: Strategic Intent

**BLOCK II RESOURCES DYNAMICS**

Unit 1: Scanning and Diagnosis of Environment

Unit 2: Strategic Advantage Profile

Unit 3: Corporate and Industry Analysis

Unit 4: Business Level Strategies

**BLOCK III STRATEGIC IMPLEMENTATION AND CONTROL**

Unit 1: Strategic Choice and Analysis

Unit 2: Strategic Implementation

Unit 3: Strategic Control and Audit

Unit 4: International Strategic Issues



## **BLOCK IV BUSINESS ETHICS**

Unit 1: Concept of Business Ethics

Unit 2: Value Based Organizations

Unit 3: Discriminatory and Prejudicial Employee Practice

Unit 4: Ecological Consciousness

## **BLOCK V CORPORATE GOVERNANCE**

Unit 1: Overview of Corporate Governance

Unit 2: Directorial Competence and Board Effectiveness

Unit 3: Disclosure and Investor Protection

Unit 4: Corporate Reputation, Legitimacy and Crime

## **REFERENCE BOOKS:**

1. Arthur A Thompson A J Strickland John E Gamble Arun K Jain Crafting And
2. Executing Strategy Concepts And Cases Tata Mcgraw- Hill Publishing 2006
3. Azhar Kazmi Business Policy And Strategic Management Tata Mcgraw- Hill Publishing 2002
4. Francis Cherunilam Strategic Management Himalaya Publishing House 1998
5. John A Pearce Richard B Robinson Strategic Management Tata Mcgraw- Hill Publishing 2005
6. M.Jeyarathnam Business Policy And Strategic Management Himalaya Publishing House 2007
7. Bhatia S K, Business Ethics And Managerial Values, Deep And Deep Publication, 2001.
8. Manual G Valasquez, Business Ethics – Concepts and Cases, Pearson Education, 2002.
9. N. Gopalasamy, Corporate Governance, Wheeler Publishing, 1998.

**SUBJECT CODE: MBA-13**

**SUBJECT: RESEARCH METHODOLOGY**

This course enables the students to apply the theoretical knowledge in the pragmatic corporate environment to identify the solution to various managerial difficulties and complexities. This course presents the basic concepts and theories of research to choose the optimal decision in managerial problems.

**OBJECTIVES:**

1. To understand the basics of research methods in managerial and corporate areas.
2. To learn the techniques of assessment and evaluation of research design for managerial paradigm.
3. To aware the various methods of data analysis and application in its decision making.
4. To learn the format and presentation of research report

**STRUCTURE OF THE COURSE CONTENT**

**BLOCK I RESEARCH AN INTRODUCTION**

Unit 1: Meaning and Types Of Research

Unit 2: Research Process

Unit 3: Problem Identification

Unit 4: Research Design

**BLOCK II SAMPLING DESIGN**

Unit 1: Meaning and Steps in Sampling

Unit 2: Types of Sampling

Unit 3: Data Collection

Unit 4: Data Processing

**BLOCK III TESTING OF HYPOTHESIS**

Unit 1: Meaning, Sources and Types of Hypothesis

Unit 2: Parametric Test of Hypothesis

Unit 3: Non Parametric Test of Hypothesis

Unit 4: Techniques of Measurement and Scaling

## **BLOCK IV DATA INTERPRETATION AND REPORT PRESENTATION**

Unit 1: Meaning of Interpretation

Unit 2: Report Meaning and Types

Unit 3: Presentation of Report

Unit 4: Mechanics of Writing of Research Report

## **BLOCK V SOFTWARE APPLICATION OF RESEARCH**

Unit 1: SPSS Application for Research Methodology

Unit 2: MS- Excel Application for Research Methodology

## **REFERENCE BOOKS**

1. C R Kothari, Research Methodology,
2. Donald R Cooper, And Pamela S Schindler, Business Research Methods, Tata Mcgraw Hill, New Delhi.
3. Rao K V, Research Methods for Management and Commerce, Sterling Publications.
4. P C Tripathy, Research Methods for Social Sciences, Sultan Chand & Sons, New Delhi.
5. Uma Sekeran, Research Methods for Business, Wiley Publications.
6. Cooper and Schindler - Business Research Methods (Tata Mc Graw Hill, 9th Edition)
7. Saunders - Research Methods for Business students (Pearson Education, 2nd Edition, 2007)
8. Panneer Selvam - Research Methodology (Prentice Hall of India, Edition 2008)
9. Gravetter - Research Method for Behaviourial Sciences (Cengage Learning)

**SUBJECT CODE: MBA-14**

**SUBJECT: TOTAL QUALITY MANAGEMENT**

This course provides in depth understanding of problems and issues in total quality management. It also incorporates the managerial reasoning and analyzing in order to derive an appropriate course of action by focusing quality in products and services.

**OBJECTIVES:**

1. To understand the quality implication in business set up.
2. To ensure the principles and tools used in total quality management.
3. To create an awareness about the quality certification process.

**STRUCTURE OF THE COURSE CONTENT**

**BLOCK I CONCEPT OF QUALITY MANAGEMENT**

Unit 1: Concept, Principles and Role of TQM Implementation.

Unit 2: Quality Control Techniques

Unit 3: Cost of Quality

Unit 4: Kaizen and Continuous Improvement

**BLOCK II PRINCIPLES OF TQM**

Unit 1: Customer Specification and Perception

Unit 2: Employee Involvement and Retention

Unit 3: Supplier Relationship Movement

Unit 4: Service Quality

**BLOCK III QUALITY ANALYSES**

Unit 1: Introduction to Statistics

Unit 2: Statistical Control Charts

Unit 3: Probability Estimation

Unit 4: Measurement of Reliability and Sampling

Unit 5: Experimental Designs

## **BLOCK IV    QUALITY SYSTEMS**

Unit 1: ISO 9000

Unit 2: Six Sigma

Unit 3: Certification Requirements

Unit 4: Standards for Quality

## **BLOCK V    BENCHMARKING AND QUALITY CIRCLE**

Unit 4: Introduction to Benchmarking

Unit 2: Quality function Deployment

Unit 3: Quality Circle

Unit 4: Quality Awards

## **REFERENCE BOOKS:**

1. James Evans and William M Lidsay, The Management and Control of Quality, Thomson Learning, 2002
2. Narayana V and N S Sreenivasan, Quality Management-Concepts and Tasks, New Age International, 1996.
3. Shailendra Nigam, Total Quality Management, Excel Books, New Delhi.
4. James R.Evans & William M.Lidsay, The Management and Control of Quality, (5th Edition), South-Western (Thomson Learning), 2002 (ISBN 0-324-06680-5).
5. Feigenbaum.A.V. "Total Quality Management, McGraw-Hill, 1991.
6. Oakland.J.S. "Total Quality Management Butterworth – Heinemann Ltd., Oxford. 1989.
7. Zeiri. "Total Quality Management for Engineers Wood Head Publishers, 1991.
8. Feigenbaum.A.V. "Total Quality Management, McGraw-Hill, 1991.

**SUBJECT CODE: MBA15**

**SUBJECT: INTERNATIONAL BUSINESS MANAGEMENT**

This course is to impart special knowledge of global aspects of business and operations so as to equip the students suitable for entry level managerial positions in the field of international business management.

**OBJECTIVES**

1. To gain in depth understanding and analytical skills to conduct the business globally.
2. To effectively carrying the international business operations in complex structure.
3. To acquaint with international business environment and its impact on business operation.

**STRUCTURE OF THE COURSE CONTENT**

**BLOCK I INTERNATIONAL BUSINESS ENVIRONMENT**

Unit 1: Nature and Scope of International Business Environment

Unit 2: Environmental Analysis

Unit 3: Theories of International Business

Unit 4: India's International Trade: Trends, Directions and Compositions

**BLOCK II INTERNATIONAL INSTITUTIONS**

Unit 1: WTO and GATT

Unit 2: World Bank and IMF

Unit 3: Regional Economic Integration

**BLOCK III MNC AND FOREIGN INVESTMENT**

Unit 1: FDI Theories

Unit 2: Nature and Management of MNC

Unit 3: Strategic Analysis of International Merger

Unit 4: Business Process Outsourcing

## **BLOCK IV    INTERNATIONAL TRADE OPERATIONS**

Unit 1: Export Documentation and Procedures

Unit 2: Export Financing Methods

Unit 3: Formalities of Claiming Export Incentives

Unit 4: Legal Framework of International Trade

## **BLOCK V    INTERNATIONAL BUSINESS MANAGEMENT**

Unit 1: International Marketing

Unit 2: International Logistics

Unit 3: International Business Negotiations

Unit 4: International Business Culture

## **REFERENCE BOOKS:**

1. V K Bhalla, International Business, Anmol Publications, New Delhi.
2. Export Import Policy, Government of India,
3. S C Jain, International Marketing Prentice Hall, New Delhi.
4. Denies John D and Radebaugh Lee H, International Busines Environment and Operations.
5. Francis Cherunilam, International Business Environment, Prentice Hall of India.
6. Alan C Shapiro : Multinational Financial Management, Prentice Hall, New Delhi
7. Ian H Giddy: Global Financial Markets, AITBS Publishers and Distributors, New Delhi
8. C Jeevanandam, Foreign Exchange: Practice, Concepts, Sultan Chand & Sons, New Delhi
9. Vijayabhaskar P and Mahapatra B., Derivatives Simplified, Respose Books, Sage Publications, New Delhi

**SUBJECT CODE: IS-01**  
**SUBJECT: SYSTEM ANALYSIS AND DESIGN**

**BLOCK-I**

- Unit 1 : System Concept: Definition, Characteristics, Elements of system, Physical and abstract system.
- Unit 2 : Open and closed system, man-made information systems.
- Unit 3 : System Development Life Cycle: Various phases of system development, Considerations for system planning and control for system success.
- Unit 4 : System Planning: Base for planning a system, Dimensions of Planning.

**BLOCK -II**

- Unit 1: Initial Investigation: Determining users requirements and analysis, fact finding process and techniques.
- Unit 2: Feasibility study: Determination of feasibility study, Technical, Operational & Economic Feasibilities, System performance constraints.
- Unit 3: Identification of system objectives, feasibility report.
- Unit 4: Cost/Benefit Analysis: Data analysis, cost and benefit analysis of a new system. Categories determination and system proposal.

**BLOCK -III**

- Unit 1: Tools of structured Analysis: Logical and Physical models, context, diagram, data dictionary, data diagram, form driven methodology,
- Unit 2: IPO and HIPO charts, Gantt charts, system model, pseudo codes, Flow charts- system flow chart, run flow charts etc.,
- Unit 3: Decision tree, decision tables, data validation,
- Unit 4: input/ Output and Form Design: Input and output form design methodologies, menu, screen design, layout consideration.

**BLOCK -IV**

- Unit 1: Management standards – Systems analysis standards, Programming standards, Operating standards.
- Unit 2: Documentation standards – User Manual, system development manual, programming manual, programming specifications, operator manual.
- Unit 3: System testing & quality: System testing and quality assurance, steps in system implementation and software maintenance.
  
- Unit 4 : System security: Data Security, Disaster/ recovery and ethics in system development, threat and risk analysis. System audit.

**BLOCK -V**

- Unit 1: Organisation of EDP: Introduction. Job Responsibilities & duties of EDP Personals- EDP manager, System Analyst, Programmers, Operators etc.
- Unit 2: Essential features in EDP Organization.
  
- Unit 3: Selection of Data Processing Resources: purchase, lease, rent-advantages and disadvantages.
- Unit 4: Hardware and software procurement – In-house purchase v/s hiring and lease.

**REFERENCE BOOKS:**

1. System Analysis & Design by V K Jain, Dreamtech Press
2. Modern System Analysis & Design by A Hoffer, F George, S Valaciah Low Priced Edn. Pearson Education.



3. Information Technology & Computer Applications, by V.K.Kapoor, Sultan Chand & Sons, New Delhi.
4. Craig Larman : Applying UML and Patterns, Pearson Education, 2002
5. Grady Booch: Object-oriented analysis and design, Addison – Wesley, 1994.
6. E.M.Awad Systems Analysis and Design, Galgotia Publications, New Delhi.
7. Whitten, JefferayL, System Analysis and Design Methods, Tata McGraw Hill, New Delhi
8. Le, System Analysis and Design, Galgotia Publications, New Delhi.
9. Thomas Tharakakan, System Analysis and Design, Vikas Publishing House, New Delhi.
  
10. Myrvin Chester, Basic Information System Analysis and Design, Tata McGraw Hill, New Delhi.
11. . Hawryszkiewicz: Introduction to Systems Analysis&Design, 4th Edition, PHI.

**SUBJECT CODE: IS-02**

**SUBJECT: BUSINESS PROCESS REENGINEERING**

**BLOCK- I**

- Unit 1: Introduction to Process Concept,
- Unit 2: Primary Value Chain Concept,
- Unit 3: Process Activities,
- Unit 4: Product Complexities

**BLOCK – II**

- Unit 1: Reengineering Current Situation
- Unit 2: Necessary to Re-Invent Organization.
- Unit 3: Continuing the mass production concept
- Unit 4: Variation on the Greenfield approach.

**BLOCK – III**

- Unit 1: The Impact of Accounting System on Decision seeking outside help
- Unit 2: BPR Success Determination
- Unit 3: Industry Consolidation.
- Unit 4: The Value of BPR; BPR experiences.

**BLOCK – IV**

- Unit 1: Analyze Process.
- Unit 2: Establish Process Matrix.
- Unit 3: Process Matrix Vary By Process Type.
- Unit 4: Applying Analysis Tool And Methods.

**BLOCK – V**

- Unit 1: Accounting of Process, Determining The Cost Of Quality.
- Unit 2: Process Analysis Sample, First, Further And By Example.
- Unit 3: Activity Analysis, Span Of Control, Process Representation.
- Unit 4: Semantic Network Process Representation And Modeling Culture Change.

**REFERENCE TEXT BOOKS:**

1. Ravi Anupindi, Suni Chopra, “Managing Business Process Flows”, Pearson
2. Education
3. Garg, V. K. and Venket Krishna N. K., “ERP Concepts and Practice”, PHI Publication.
4. D.S. Linthicum, “Enterprise Application Integration”, Pearson Education
5. Altekar, Enterprise Resource Planning, PHI
6. ERP – Alexis Leon, Leon Publishers
7. Supply Chain Management based on SAP Systems, G. Knolmayer, P. Mertens and Zeir, Springer International Edition.
8. Introduction to SAP, an Overview of SD, MM, PP,FI/CO Modules of SAP
9. ERP, Vinod Kumar Garg and N.K. Venkitakrishnan, PHI

**SUBJECT CODE: IS-03**

**SUBJECT : E – COMMERCE TECHNOLOGY AND MANAGEMENT**

**BLOCK 1: FUNDAMENTAL OF E-COMMERCE**

- Unit 1: Introduction to E-Commerce,
- Unit 2: Types of E-Commerce: B2B, B2C, C2C, G2G, G2E, G2C,
- Unit 3: E-Business Models & Markets, Techniques and Tools.
- Unit 4: E-Commerce Providers and Vendors.

**BLOCK 2: BUSINESS APPLICATIONS IN E-COMMERCE**

- Unit 1: Retailing in E-commerce – Market Research On Internet Customers – e-commerce for service sector – Advertising in e-commerce – B2B ecommerce.
- Unit 2: Supply Chain Management: E – logistics, Supply Chain Portal, Supply Chain Planning Tools (SCP Tools), Supply Chain Execution (SCE), SCE – Framework.
- Unit 3: Internet's effect on Supply Chain Power.
- Unit 4: E – Marketing.

**BLOCK 3: E-COMMERCE INFRASTRUCTURE**

- Unit 1: Intranet.
- Unit 2: Internet & Extranet – Structure.
- Unit 3: Architecture & Applications
- Unit 4: Business Models.

**BLOCK 4: E-COMMERCE PAYMENTS AND SECURITY**

- Unit 1: E-Payments and Protocols-Security Schemes Against Internet Fraud.
- Unit 2: Principles of e-fund transfer.
- Unit 3: credit and debit card usage, E – Cheque, E – Cash.
- Unit 4: E – Payment Threats & Protections.

**BLOCK 5: LEGAL AND PRIVACY ISSUES IN E-COMMERCE**

- Unit 1: E-Commerce Issues & Opportunities in Implementation.
- Unit 2: Role of Government - Commercial Issues, Infrastructure Issues, Social and cultural issues, Role of Govt.
- Unit 3: Policy Recommendations.
- Unit 4: Emerging trends in E- Commerce.

**REFERENCE BOOKS:**

1. Efraim Turban et al., 'Electronic Commerce – A managerial perspective', Pearson Education Asia, 2002.
2. Kalakota et al, 'Frontiers of Electronic Commerce', Addison Wesley, 2001.
3. Greenstein Firsman, 'Electronic Commerce', Tata McGraw Hill, 1999.
4. C.S.V. Murthy – E.Commerce-HPH
5. Daniel Minoli, Emma Minoli; 'Web Commerce Technology Handbook', (TMG)
6. Elias M.Awad; 'Electronic Commerce' (PHI).
7. E-Commerce fundamentals and applications Hendry Chan, Raymond Lee, Tharam Dillon, Elizabeth Chang, John Wiley.

8. E-Commerce, S.Jaiswal – Galgotia.
9. . E-Commerce, Efrain Turbon, Jae Lee, David King, H.Michael Chang.
10. . Electronic Commerce – Gary P.Schneider – Thomson.
11. . E-Commerce – Business, Technology, Society, Kenneth C.Taudon, Carol Guyerico Traver.

**SUBJECT CODE: IS-04**

**SUBJECT: KNOWLEDGE MANAGEMENT AND INFORMATION SYSTEM**

**BLOCK I**

- Unit 1: Introduction to Knowledge Management,
- Unit 2: The Knowledge Edge,
- Unit 3: The Origins of Knowledge
- Unit 4: Information System

**BLOCK II**

- Unit 1: Implementing Knowledge Management
- Unit 2: The 10-Step Knowledge Management
- Unit 3: Road Map
- Unit 4: Road Map in Information System

**BLOCK III**

- Unit 1: The First Phase: Infrastructure Evaluation
- Unit 2: The Leveraged Infrastructure,
- Unit 3: Aligning Knowledge Management
- Unit 4: Business Strategy

**BLOCK IV**

- Unit 1: KM System Analysis, Design and Development
- Unit 2: The Knowledge Management Platform,
- Unit 3: Knowledge Audit and Analysis,
- Unit 4: Designing the KM Team, Creating the KM System Blueprint, Developing the KM System

**BLOCK V**

- Unit 1: KMS Development, Prototyping and Development,
- Unit 2: Leadership and Reward Structures
- Unit 3: The Final Phase and Beyond: Measuring Real-Option Analysis for Performance
- Unit 4: Real-Options Analysis for Knowledge Valuation

**Text Books:**

1. The Knowledge Management Toolkit by AMRIT TIWANA Pearson Education, Second Edition
2. Knowledge Management, Elias M.Awad, Hassan M. Ghaziri Pearson Education.
3. Gerald V Post, David L. Anderson (2003), Management Information Systems:
4. Tata Mcgraw Hill

5. Chris Edwards, John Ward, and Andy Bytheway, The Essence of Information
6. Systems – 1995, Prentice Hall (India).
7. Steven Alter, Information Systems: A Management Perspective - 1999, 3rd ed.,

**SUBJECT CODE: IS-05**  
**SUBJECT: SOFTWARE PROJECT MANGEMENT**

**BLOCK 1: SYSTEM ANALYSIS & DESIGN**

- Unit 1: Introduction to Different Methodologies & Structured System Analysis.
- Unit 2: Details of SDLC Approach – mini Cases – E-R diagrams.
- Unit 3: DFD concepts – Data dictionary concepts.
- Unit 4: Structure charts – modular programming – I/O & file Design Consideration – Entity Life histories (ELH).

**BLOCK 2: SYSTEM IMPLEMENTATION:**

- Unit 1: Implementation Strategies – SW/HW selection & procurement.
- Unit 2: Control & Security – Issues Of Designing & Implementing On-Line Systems.
- Unit 3: Data Communication Requirements –
- Unit 4: System Conservation Approaches & Selection Issues.

**BLOCK 3. PROJECT DEVELOPMENT & DATABASE DESIGN**

- Unit 1: Introduction to Database technologies & CASE tools with specific Packages.
- Unit 2: Overview of relational model – Database creation – SQL command – Normalization – designing forms & reports.
- Unit 3: Using CASE tools For System Analysis & Design-Case Studies – Cost / Benefit Analysis – Project & Resource Planning.
- Unit 4: Design & Development Testing & Documentation.

**BLOCK 4. SOFTWARE PROJECT MANAGEMENT**

- Unit 1: Software Project Management: Challenges & Opportunities – Changing Technologies & Approaches.
- Unit 2: Choice development of methodologies & technical platforms.
- Unit 3: Project management techniques.
- Unit 4: Monitoring & measurement of progress.

**BLOCK 5. SOFTWARE PROJECT MANAGEMENT**

- Unit 1: Elements, Cost Estimation, Manpower Planning
- Unit 2: Software & Product Metrics – Quality assurance & control-standards & documentation – Testing.
- Unit 3: Implementation – training – technology management – quality standards – certificate –handling multiple projects.
- Unit 4: Issues of share development.

**REFERENCE BOOKS:**

1. Senn, J.A. “Analysis & Design of Information Systems”, “McGraw Hill Publications.
2. Beaver, ‘An Introduction to Managing Software Projects’.
3. Marco, T.D. “Structured Analysis & System Specification”, Prentice Hall Publications.

4. C.S.V.Murthy – System Analysis and Design – HPH
5. Software Project Management by Edwin Bennatan.
  
6. Software Engineering by Roger S Pressman.
7. Software Engineering by Martin L Shooman.
8. Management of Information Technology by Pravin Mulay.
  
9. Software Project Management in Practice by Pankaj Jalote.
10. Software Project Management A concise study by S A Kelkar.

**SUBJECT CODE: IS-06**

**SUBJECT: DATA WAREHOUSING AND DATA MINING**

**BLOCK I :**

- Unit 1: Introduction to Data Warehouse.
- Unit 2: Data Warehouse Architecture
- Unit 3: System Processes, Process Architecture.
- Unit 4: Hardware Architecture.

**BLOCK II :**

- Unit 1: Data Warehouse Schema, Partitioning strategy.
- Unit 2: Aggregations, Data Marting.
- Unit 3: Meta data, System & Process managers.
- Unit 4: Introduction to Data Mining and related topics.

**BLOCK III :**

- Unit 1: Data Mining Techniques.
- Unit 2: Statistics, Similarity Measures, Decision Trees, Neural Networks, Genetic Algorithms.
- Unit 3: Statistical-based & Distance-based.
- Unit 4: Decision Tree- based, NN – based and Rule based.

**BLOCK IV :**

- Unit 1: Hierarchical Algorithms.
- Unit 2: Partitional Algorithms.
- Unit 3: Clustering large Databases.
- Unit 4: Clustering with categorical Attributes.

**BLOCK V :**

- Unit 1: Basic Algorithms, Parallel and Distributed algorithms.
- Unit 2: Comparative study, Incremental Rules.
- Unit 3: Advanced Association Rule Technique, Metrics for Quality of a Rule.
- Unit 4: Web Content mining, Structure Mining, Usage Mining

**REFERENCE BOOKS:**

1. Data Warehousing in the real world by Sam Anahory & Murray,
2. Pearson Education publishers.
3. Data Mining – Introductory & Advanced topics by Margaret H. Dunham,
4. Pearson Education publishers.
5. Data Mining – Concepts and Techniques by Han and Kamber,2001, Morgan Kaufmann Publishers
6. Oracle 8i – Data Warehousing by Cohen, Abbey, Taub, Tata McGraw Hill
7. Business Intelligence and Data Warehousing, by IBM, PHI
8. Data Mining Introductory and advanced topics –MARGARET H DUNHAM, PEARSON EDUCATION
9. Data Mining Techniques – ARUN K PUJARI, University Press.
10. Data Warehousing in the Real World – SAM ANAHORY & DENNIS MURRAY. Pearson Edn Asia.
11. Data Warehousing Fundamentals – PAULRAJ PONNAIAH WILEY STUDENT EDITION.
12. The Data Warehouse Life cycle Tool kit – RALPH KIMBALL WILEY STUDENT EDITION.



**SUBJECT CODE: IS-07**  
**SUBJECT: ENTERPRISE RESOURCE PLANNING**

**BLOCK – I**

- Unit 1: ERP – Introduction
- Unit 2: Integrated management information
- Unit 3: Seamless integration
- Unit 4: Supply chain management.

**BLOCK – II**

- Unit 1: Overview of Resource management
- Unit 2: Scope, Benefits, evolution
- Unit 3: Modern enterprise
- Unit 4: Business engineering and ERP.

**BLOCK – III**

- Unit 1: Business modeling - Building, extended ERP.
- Unit 2: Business modeling in practice
- Unit 3: ERP implementation
- Unit 4: Role of consultants, vendors and users

**BLOCK – IV**

- Unit 1: Customization
- Unit 2: Precautions & Guidelines.
- Unit 3: Post implementation options.
- Unit 4: Methodology.

**BLOCK – V**

- Unit 1: ERP-Competitive advantage
- Unit 2: Strategy, marketing of ERP, ERP Domain, MFGIPRO;
- Unit 3: IFSI Avalon, Baan IV; SAP, SAP R/3,
- Unit 4: Application; ERP III.

**REFERENCE BOOKS:**

1. Ravi Anupindi, Suni Chopra, “Managing Business Process Flows”, Pearson Education
2. Garg, V. K. and Venket Krishna N. K., “ERP Concepts and Practice”, PHI Publication.
3. D.S. Linthicum, “Enterprise Application Integration”, Pearson Education
4. Altekar, Enterprise Resource Planning, PHI
5. ERP – Alexis Leon, Leon Publishers
6. Supply Chain Management based on SAP Systems, G. Knolmayer, P. Mertens and A.Zeir, Springer International Edition.
7. Introduction to SAP, an Overview of SD, MM, PP,FI/CO Modules of SAP
8. ERP, Vinod Kumar Garg and N.K. Venkitakrishnan, PHI
9. Enterprise Resource Planning - Alexis Leon
10. ERP Ware: ERP Implementation Framework – V.K. Garg & N.K. Venkitakrishnan
11. ERP: By Leon, ERP Concepts and Planning - Garg & Venkitakrishnan

**SUBJECT CODE: IS-08**  
**SUBJECT: DATABASE MANAGEMENT SYSTEM**

**BLOCK – I**

- Unit 1: Introduction, Relational model, SQL
- Unit 2: Overview of Physical storage Media, RAID, data striping & Redundancy levels, Disc Space Mgmt.
- Unit 3: Buffering of Blocks, File Organization & Record formats, Heap sorted & Hashed Files, other primary file of Indexing, Clustered uncluttered primary & secondary indexes.
- Unit 4: Multilevel Index, B+ Tree Indexes & Operations, Hashing & Index definition in SQL.

**BLOCK – II**

- Unit 1: Overview, Measure of Query Cost, Sorting Select.
- Unit 2: Join & other Operations.
- Unit 3: Evaluation of Expressions, Evaluation Plans.
- Unit 4: Transformation of Relational Expressions.

**BLOCK – III**

- Unit 1: Introduction to Physical DB design.
- Unit 2: Guidelines for Index selections & Examples.
- Unit 3: Overview of Tuning.
- Unit 4: choices in Tuning DBMS Benchmarking.

**BLOCK – IV**

- Unit 1: Introduction, Types of DDB, Client / Server, Collaborating Server & Middleware Systems Storing
- Unit 2: Data in DDB, Fragmentation & Replication,
- Unit 3: Dist Query Processing, Commit Protocols.
- Unit 4: Parallel Databases, I/O Parallelism, Inter & Intra, Query & Operation Parallelism.

**BLOCK – V**

- Unit 1: Need for Complex Data types, OO Model & its input concept of OODBMS & ORDBMS. ORDBMS, nested relations, Inheritance Querying with Complex types functions & Procedures.
- Unit 2: Architecture, WWW, HTML & CGI Concepts, XML, Document Schema, Querying, APL XML, Data Store & Applications.
- Unit 3: Introduction to Temporal Spatial, Multimedia, Personal & Mobile DB's, Geographical Info Systems.
- Unit 4: Real Time & Long duration Transactions.

**REFERENCE BOOKS:**

1. Database Mgmt. Systems By Raghu Ramakrishnan & Johannes Gehrke
2. Database System Concepts By Silberschatz, korth, Sudarshan (5h Ed)
3. Introduction to database systems by C.J.Date
4. Database system concept by Korth
5. Principles of Database Management by James Martin
6. Computer Database organization by James Martin
7. Database Management Systems by Bipin Desai
8. Database Management systems by Ramakrishnan & Gehrke
9. Fundamentals of Database Systems by Elmasri Navathe
10. For Microcomputers application by Jackson