

## MBA-Project Management

The objective of this course is to introduce models and concepts that provide insights on a wide range of managerial problems. Qualitative and quantitative methods will be used to address various aspects of managing a business concern. Major topics include ethics and corporate social responsibility, organizational design, planning and strategy formulation, motivation, reward and discipline. It focuses on project management tools and techniques for defining and managing the project's goal, scope, schedule, and budget.

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	<b>MBA-13</b>	Research Methodology	5
<b>MBA-02</b>	Corporate Communication and Managerial Economics	5	<b>MBA-14</b>	Total Quality Management	5
<b>MBA-03</b>	Legislative Framework of Business	5	<b>MBA-15</b>	International Business Management	5
<b>MBA-04</b>	Accounting and Taxation for Managers	5	<b>PM-01</b>	Project Planning And Execution	5
<b>MBA-05</b>	Quantitative Techniques for Managerial Decisions	5	<b>PM-02</b>	Project Control System	5
<b>MBA-06</b>	Business Development and Entrepreneurship	5	<b>PM-03</b>	Project Support System	5
<b>SEMESTER II</b>			<b>SEMESTER IV</b>		
<b>MBA-07</b>	Human Asset Management	5	<b>PM-04</b>	Project Exports	5
<b>MBA-08</b>	Corporate Finance and Services	5	<b>PM-05</b>	Project Financial Management	5
<b>MBA-09</b>	Marketing Planning and Management	5	<b>PM-06</b>	Project Risk & Team Management	5
<b>MBA-10</b>	Production Technology and Industrial Engineering	5	<b>PM-07</b>	E-Commerce Application In Project Management	5
<b>MBA-11</b>	Information Science for Managers	5	<b>PM-08</b>	Small Business Management	5
<b>MBA-12</b>	Strategic Management and Corporate Governance	5	<b>MBA-16</b>	Project Work	6
				Viva voice	3
				<b>Grand Credits</b>	<b>124</b>

**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  
Provision 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 know how 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 Desia, 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. Montegomery, 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. Gopaldasamy, 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 – Hcinemann 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: PM-01**

**SUBJECT: PROJECT PLANNING AND EXECUTION**

This course provides an overview of how projects can be planned and executed successfully. The students shall be exposed to projects feasibility studies which will enhance the idea generating skills, project design, various appraising methods to know the best available projects and implementation methods

**OBJECTIVES**

1. To understand and utilize the concepts of project feasibility
2. To design suitable project criteria
3. to analyze the cost benefit
4. To understand the implementation procedures.

**STRUCTURE OF THE COURSE CONTENT**

**BLOCK I PROJECT PLANNING**

- Unit 1: Project Concept and Project Cycle
- Unit 2: Project Planning Cycle
- Unit 3: Sources of Project Ideas

**BLOCK II PROJECT FEASIBILITY ANALYSES**

- Unit 1: Economic Feasibility
- Unit 2: Financial Feasibility
- Unit 3: Technical Feasibility
- Unit 4: Managerial Feasibility
- Unit 5: Environmental Feasibility

**BLOCK III PROJECT PLANNING AND DESIGN, PROCESS LOGICAL FRAMEWORK ANALYSIS (LFA)**

- Unit 1: LFA Concept
- Unit 2: Stakeholder Analysis and Problem Tree Analysis
- Unit 3: Strategy Evaluation
- Unit 4: Risk Monitoring and Evaluation

**BLOCK IV PROJECT APPRAISALS**

- Unit 1: Appraisal Techniques
- Unit 2: Cost Benefit Analysis
- Unit 3: Risk Analysis

**BLOCK V PROJECT IMPLEMENTATION**

- Unit 1: Pre-Requisites
- Unit 2: Project Implementation Process
- Unit 3: PERT & CPM
- Unit 4: Project Review Techniques

**REFERENCE BOOKS:**

1. Britha mikkelsen, methods for development work and research, sage publications ltd., new delhi, 2005.
2. Jyotsna bapat, development projects and critical theory of environment, sage publication, new delhi, 2005
3. John m. Nicholas, project management for business and technology: principles and practice, pearson prentice hall, new delhi, 2005.
4. David i. Cleland, project management: strategic design and implementation, mcgraw hill inc.1995.
5. Prasanna chandra, projects: preparation, appraisal, budgeting and implementation tate mcgraw hill publishing company ltd., new delhi, 1987.
6. gopalakrishnan. P. And v.e.ramamurthy, text book of project management, macmillan india ltd., 1993.

**SUBJECT CODE: PM-02**  
**SUBJECT: PROJECT CONTROL SYSTEM**

This course gives insights into various states of decision making during the course of the project execution. The students shall be made aware of risks and limitation involved during execution of projects

**OBJECTIVES**

1. To study various approaches to decision making
2. To understand the limitations and act within the ambience
3. To study and evaluate the project
4. To understand the maintenance and control of the project

**STRUCTURE OF THE COURSE CONTENT**

**BLOCK I PROJECT DECISION MAKING**

- Unit 1: Decision Making Concept
- Unit 2: Types of Decision Making
- Unit 3: Approaches to Decision Making
- Unit 4: Decision Systems

**BLOCK II PROJECTS CONSTRAINTS**

- Unit 1: Ranking Methods
- Unit 2: Mathematical Approaches.
- Unit 3: Various Programming Models

**BLOCK III RISK ANALYSES**

- Unit 1: Measurements of Risks
- Unit 2: Sensitivity Analysis
- Unit 3: Simulations
- Unit 4: Portfolio Theory Approach

**BLOCK IV PROJECT EVALUATIONS**

- Unit 1: Network Analysis
- Unit 2: PERT & CPM
- Unit 3: Project Scheduling

**BLOCK V PROJECT CONTROL**

- Unit 1: Project Monitoring and Management Information System
- Unit 2: Role of Computer in Monitoring And Control
- Unit 3: Project Management Softwares

**REFERENCE BOOKS:**

1. Rusion s. Davar: executive decision making: modern concepts and techniques.
2. J.k.. Srivastava, g.v.shenoy and sc. Shanna: quantitative techniques for managerial and decision making.
3. Pilcher.roy: appraisal and control of project cost

4. Roger S.Pressman, Software engineering- A practitioner's Approach, McGraw-Hill International Edition, 5th edition, 2001.
5. Ian Sommerville, Software engineering, Pearson education Asia, 6th edition, 2000.
6. Pankaj Jalote- An Integrated Approach to Software Engineering, Springer Verlag, 1997.
7. Ali Behforooz and Frederick J Hudson, "Software Engineering Fundamentals", Oxford University Press, New Delhi, 1996.

## **SUBJECT CODE: PM-03**

### **PROJECT SUPPORT SYSTEM**

This course provides insights into various supporting systems that aids in developing and managing projects.

#### **Objectives:**

To provide students with the knowledge, understanding and skills required to operate effectively in projects.

- ❖ To understand the marketing avenues for projects.
- ❖ To analyze the technical supporting system that governs projects.
- ❖ To identify sources of financial support for the projects
- ❖ To understand the training requirement for projects

### **STRUCTURE OF THE COURSE CONTENT**

#### **BLOCK I PROJECT SUPPORT FACILITIES**

Unit 1: Nature and Types

Unit 2: Role of Government in Supporting Projects

Unit 3: Indian Investment Center

#### **BLOCK II PROJECT MARKETING**

Unit 1: Market Planning and Positioning

Unit 2: Institutional Supports

Unit 3: Role of Small Industries Corporation

Unit 4: Export Trade Promotion Councils

#### **BLOCK III PROJECT TECHNICAL SUPPORTS**

Unit 1: Project Design and Development

Unit 2: Quality Standards

Unit 3: Choosing Appropriate Technology

Unit 4: Licensing and Registration

Unit 5: Pollution and Effluent Treatment

#### **BLOCK IV FINANCIAL SUPPORTS**

Unit 1: Financial Plan

Unit 2: Financial Sources (Institutional)

Unit 3: Commercial Banks and Leasing Companies Support

Unit 4: International Supporting Agencies

#### **BLOCK V MANAGEMENT, CONSULTANCY, AND TRAINING SUPPORT**

Unit 1: Advisory Services

Unit 2: Training

Unit 3: Institutional Supports on Training Consultancy

Unit 4: Management Consultancy Organization

#### **REFERENCE BOOKS:**

1. Machiraju H R, Project Finance.

2. Pahwa H P S, Project Financing: Policies, Procedures and Practice.
3. Vasant Desai, Dynamics of Entrepreneurial Development and Management
4. Couger, C- Creativity and Innovation (IPP, 1999)
5. Couger, C- Creativity and Innovation (IPP, 1999)
6. Jonne & Ceserani - Innovation & Creativity (Crest) 2001
7. Dollinger M J - Entrepreneurship (Prentice-Hall, 1999)
8. Bridge S et al- Understanding Enterprise: Entrepreneurship and Small Business (Palgrave, 2003)

**SUBJECT CODE: PM-04**  
**SUBJECT: PROJECT EXPORTS**

To Apprise export industry. This course will give insights into project export. The guidelines by regulatory agencies shall be eye opener for students.

**Objectives**

1. To study export business concepts.
2. To analyze various forms of export projects.
3. To understand the role of regulatory bodies in project exports
4. To study the sources of export finance.

**BLOCK I PROJECT EXPORT BASICS**

- Unit 1: Nature and Scope
- Unit 2: Environmental Scanning
- Unit 3: Marketing Offshore Projects
- Unit 4: Offshore Projects

**BLOCK II PROJECT EXPORT ANALYSES**

- Unit 1: Activity Wise Analysis
- Unit 2: Region Wise Analysis
- Unit 3: Destination Wise Analysis
- Unit 4: Exporter Wise Analysis

**BLOCK III REGULATORY BODIES**

- Unit 1: Role of Exim Bank
- Unit 2: ECGC
- Unit 3: Recent Developments

**BLOCK IV INDIAN EXPORTS**

- Unit 1: Consultancy Projects
- Unit 2: Turnkey Projects
- Unit 3: Procedures for Contracting
- Unit 4: Imitations

**BLOCK V PROJECT EXPORT FINANCE**

- Unit 1: Institutional Finance
- Unit 2: Appraisal Norms
- Unit 3: Problems in Export Projects
- Unit 4: Promotional Measures

**REFERENCE BOOKS:**

1. Srivastava, International Marketing Management, Sultan Chand.
2. ITC Publications, International Trade Centre.
3. Francis Cherunilam, International Trade and Export management
4. New Import Export Policy - Nabhi Publications
5. EXIM Policy & Handbook of EXIM Procedure – VOL I & II
6. A Guide on Export Policy Procedure & Documentation– Mahajan
7. How to Export – Nabhi Publications
8. Export Management – D.C. Kapoor

**SUBJECT CODE: PM 05**  
**SUBJECT: PROJECT FINANCIAL MANAGEMENT**

**BLOCK I: PROJECT FINANCIAL MANAGEMENT – AN OVERVIEW**

- Unit 1: Project, Concept, Classification of Projects and Developments
- Unit 2: External and Internal Causes of Delay
- Unit 3: Project Assets, Issues and Problems
- Unit 4: Strategic Variables: Contractual/Legal, Engineering/Technology, Financial And Economical, Post-commissioning operations, social and human aspects, Material problems - Project Formulation checklist.

**BLOCK II: MANAGING RESOURCES**

- Unit 1: Managing Resources Phases from Project Planning to Project Completion
- Unit 2: Pre-investment, Investment and Operational phase
- Unit 3: Capital Cost-Time & Value System
- Unit T 4: Project Feasibility Studies, Prefeasibility Studies & Components of Project Feasibility Study.

**BLOCK III: FINANCIAL EVALUATION OF PROJECTS:**

- Unit 1: Financial Evaluation of projects under certainty
- Unit 2: Pay Back Method, Average Rate of Return Method
- Unit 3: Net Present Value method
- Unit 4: Project Evaluation under Uncertainty and risk.

**BLOCK IV: APPRAISAL PROCESS:**

- Unit 1: Concept and The Methodology for Project evaluation
- Unit 2: Commercial vs. National Profitability
- Unit 3: Social Cost Benefit Analysis & Commercial profitability
- Unit 4: International Project Appraisal

**BLOCK V: PROJECT NETWORK**

- Unit 1: Planning, Implementation and Control
- Unit 2: Network Analysis, Techniques, PERT, CPM
- Unit 3: Crashing of Project Network
- Unit 4: Resource Leveling and Resource Allocation

**REFERENCE BOOKS:**

1. Gopalakrishnan,P. And Rama Moorthy, V.E., PROJECT MANAGEMENT, Mac Millan India Ltd.', New Delhi.
2. Prasanna Chandra, PROJECTS: PLANNING, ANALYSIS, SELECTION, IMPLEMENTATION AND REVIEW, Tata Mcgraw Hill
3. Goelb.B., PROJECT MANAGEMENT-PRINCIPLES & TECHNIQUES, Deep And Deep Publciations, New Delhi. Trimtoo Series on Project Management.

4. R P Rustagi - Financial Management (Galgotia, 2000, 2nd revised ed.)
5. Khan and Jain - Financial Management (Tata McGraw Hill, 3rd Ed.)
6. Van Horne - Financial Management and Policy (Pearson Education, 2003, 12th Ed.)
7. Pandey I M - Financial Management (Vikas, 2004, 9th Ed.)
8. Ravi M. Kishor - Financial Management (Taxmann, 1st Ed.).

**SUBJECT CODE: PM 06**

**SUBJECT: PROJECT RISK & TEAM MANAGEMENT**

**BLOCK: I INTRODUCTION OF PROJECT MANAGEMENT**

Unit 1: Definitions, Classifications, Project Risk & Scope Project Management

Unit 2: Management Principles Applied To Project Management

Unit 3: Project Management Life Cycles and Uncertainty

Unit 4: Project Planning Projects and Strategic Planning

**BLOCK II: RISK AND ITS MANAGEMENT**

Unit 1: Types of Risk & Need for Risk Management

Unit 2: Risk Management Process and Methods

Unit 3: Understanding the Cost of Risk

Unit 4: The Evolution of Enterprise Risk Management

**BLOCK III: CREDIT RISK AND MARKET RISK MEASUREMENT**

Unit 1: Definition & Measurement of Risk

Unit 2: Limitations and Alternative Risk measures

Unit 3: Credit Risk Policies and Instruments

Unit 4: Evaluating the Frequency and Severity of losses

**BLOCK IV: PROJECT TEAM MANAGEMENT**

Unit 1: Recruitment, Organizing, Human Resources & Team Operation Rules

Unit 2: Forms of Project Organization

Unit 3: Project Organization Charting – Project Contracts – Principles

Unit 4: Compilation of Contracts, Practical Aspects, Legal Aspects, Global Tender, Negotiations & Insurance

**REFERENCE BOOKS:**

1. Project Management - David I Cleland - McGraw Hill International Edition, 1999
2. Project Management – Gopalakrishnan – Mcmillan India Ltd.
3. Project Management-Harry-Maylor-Pearson Publication
4. “Scott. E. Harrington”, Risk Management and Insurance, TMH, 2007.
5. “Mark.S.Dorfman”, Introduction to Risk Management and Insurance, PHI, 2007.
6. “Harold.D.Skipper”, Risk Management and Insurance, Wiley, 2008.

**SUBJECT CODE: PM-07****SUBJECT: E-COMMERCE APPLICATION IN PROJECT MANAGEMENT**

This course gives insights into electronic commerce helps in management of projects. The students shall be exposed to various electronic payment systems, how data are interchanged between applications. The students can get hands on experience in marketing and analyzing information sources

**Objectives:**

1. To understand the e-commerce concepts
2. To understand various methods of electronic clearing systems
3. To understand marketing thro e-commerce
4. To study various sources of information

**STRUCTURE OF THE COURSE CONTENT****BLOCK I E-COM FRAMEWORK**

Unit 1: E-Com Concepts and Applications

Unit 2: Consumer Centered E-Com

Unit 3: Mercantile Process Model

**BLOCK II ELECTRONIC PAYMENT SYSTEMS**

Unit 1: Types of EPS

Unit 2: Risks Associated With Electronic Payment System

Unit 3: Design Procedure of Electronic Payment System

**BLOCK III INTERORGANIZATIONAL COMMERCE AND EDI**

Unit 1: EDI Concepts and Applications

Unit 2: Legal Framework and Security Issues

Unit 3: Value Added Networks and Implementation

**BLOCK IV E-COM MARKETING**

Unit 1: Basics of E-Marketing

Unit 2: Marketing Process

Unit 3: Market Research

**BLOCK V CONSUMER SEARCH AND RESOURCE DISCOVERY**

Unit 1: Information Sources

Unit 2: E-Com Catalogues or Directories

Unit 3: Recent Trends in Softwares

**REFERENCE BOOKS:**

1. Ravi kalakota, Andrew B Whinston, Frontiers of Electronic Commerce, Addison Wesley.
2. Harrison F L, Advanced Project Management: A Structural Approach, Aldershot, Gover, 1992.
3. Lock Dennis, Project management, 6<sup>th</sup> edn, brook-field Vt. Gower, 1996
4. The E-Business by Daniel Amor
5. E-Commerce by S.Jaiswal
6. The Complete Reference HTML by Thomas A. Powell
7. The Complete Reference Java 2 by Patrick Naughton,Herbert Schildt

**SUBJECT CODE: PM-08**

**SUBJECT: SMALL BUSINESS MANAGEMENT**

This course gives insights into management of small enterprises. The students shall be exposed to Indian small scale industries. The course will assist students in identifying business besides capital structure and how to manage in turbulent times

**OBJECTIVES**

1. To understand the concept of small business
2. To understand the effectiveness of SSI in India
3. To module a small business
4. To understand the difficulties faced by small business and how to overcome them

**STRUCTURE OF THE COURSE CONTENT**

**BLOCK I SMALL SCALE SECTORS**

Unit1: Basics of SSS

Unit 2: Impact of Small Scale Sectors in Indian Economy

Unit 3: Organization and Development of SSI in India

Unit 4: Pre and Post Independence Scenario of SSI Business In India

**BLOCK II SSI INDIA**

Unit 1: Role of SSI In Indian Industrialization

Unit 2: Provision of Public Sector for Small Businesses and Villages

Unit 3: Development Programmes for Small Business

**BLOCK III CAPITAL STRUCTURE**

Unit 1: Nature of Activity

Unit 2: Capital Structure of Selected Units

Unit 3: Demographic Features

Unit 4: Sources

Unit 5: Income and Capital Intensity

**BLOCK IV HUMAN RESOURCES IN SMALL BUSINESS**

Unit 1: Nature of Work

Unit 2: Work Environment

Unit 3: Welfare Measures

Unit 4: Employment Intensity

**BLOCK 5 MANAGING TURBULENT TIMES**

Unit 1: Problems Associated With Small Business

Unit 2: Managerial Expertise, Marketing and Promotional Problems

Unit 3: Role of Small Business Promoting Institution

Unit 4: Incentives and Facilities

**REFERENCE BOOKS:**

1. Subba rao pd, entrepreneurship and small business management, discovery publishing house
2. Laxmi narasiah m, duvana margaret b, small scale industry, discovery publishing house.
3. Vasant desai, small scale industries and entrepreneurship, himalaya publishing house.
4. Harold Kooritz & Heinz Weihrich "Essentials of Management", Tata McGraw-Hill, 1998
5. Joseph L Massie "Essentials of Management", Prentice Hall of India, (Pearson) Fourth Edition, 2003.
6. Tripathy PC And Reddy PN, "Principles of Management", Tata McGraw-Hill, 1999.
7. Decenzo David, Robbin Stephen A, "Personnel and Human Resources Management", Prentice Hall of India, 1996
8. JAF Stomer, Freeman R. E and Daniel R Gilbert, "Management", Pearson Education Sixth Edition, 2004.
9. Fraidoon Mazda, "Engineering Management", Addison Wesley, 2000