

**Faculty of Management  
SRM University**

**Subject allotment for Even Semester 2017  
I MBA**

Sl.No	Subject Code	Subject	Section										Course Coordinator
			A	B	C	D	E	F	G	H	I		
1	MB16201	Human Resource Management (3)	PX	PJ	PCS	ACM	NSK	RD	PCS	PX	KSL	Ms.P.Jotheswari	
2	MB16202	Data, Models, and Decisions (4)	CHN	KK	SPR	CHN	SPR	KK	SKM	JP	SPR	Ms.S.Priya	
3	MB16203	Finance Theory-II (4)	TV	ARS	TVK	TG	TNR	ARS	TV	TNR	TG	Ms.A.R.Shanmuga Priya	
4	MB16204	Operations Management (4)	CAK	SKM	KSM	KS	SSR	GV	KK	AV	VS	Ms.K.Kavitha	
5	MB16205	Supply Chain Management (3)	SJP	CAK	AV	CAK	PS	KDB	PS	SJP	KDB	Dr.R.Arivhazagan	
6	MB16206	Business Research Methods (4)	SSK	MV	PX	PJ	ARP	MC	NSK	KSL	TRI	Dr.S.Senthil Kumar	
7	MB16207	Management Information Systems (3)	STL	VMS	PSV	YM	STL	YM	PSV	TSE	TSE	Dr.S.Thanalakshmi	
8	MB16208	Consumer Behavior (4)	MV	SPL	PK	IDJ	EP	PJ	PK	IDJ	SSK	Dr.S.Prem'latha	
9	MB16209	Macro Economics and Econometrics (4)	DRM	PSR	RKR	RV	PSR	RV	RKR	PSR	RV	Dr.R.Krishmaraj	



## MB16201-Human Resource Management

Course Coordinator: Ms.P.Jotheswari

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MB16201	HUMAN RESOURCE MANAGEMENT	L	T	P	C
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### OBJECTIVE

- To understand the different systems and subsystems of human resource management
- To develop the ability to apply the principles and techniques of human resource management to real-time management situations
- To develop an attitude of empathy towards human problems and human issues in an organizational environment
- To gain an understanding of the various governmental and non-governmental agencies in the successful implementation of human resource management function
- To equip the students with the knowledge skills and competencies to play an integral role in carrying out HR policies and practices in their practical life

### UNIT I - INTRODUCTION TO HUMAN RESOURCE MANAGEMENT

Evolution of HRM – Functions and importance of HRM – Globalization and challenges to HR manager – Diversity management – Strategic Human resource management – HR audit accounting - HR analytics

### UNIT II - HUMAN RESOURCE PLANNING AND STAFFING

Human resource planning and forecasting – Job Analysis – Recruitment – Employee testing and selection – Interviewing for selection – Employee Socialisation – Employee termination and Exit interviews

### UNIT III - TRAINING AND PERFORMANCE MANAGEMENT

Designing Training Programs – Methods and Techniques of Training and Development – training evaluation – Management development programs - Talent Management – techniques of performance appraisal – challenges to performance appraisal – career and development planning- mentoring – coaching – succession planning

### UNIT IV - COMPENSATION AND REWARD MANAGEMENT

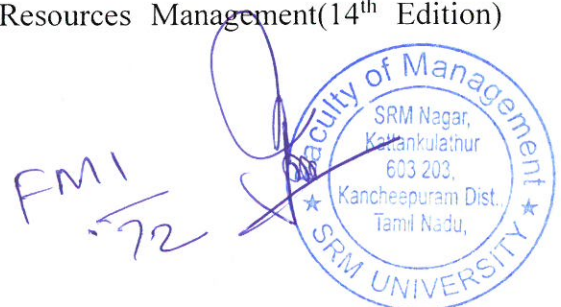
Factors influencing pay rates – Components of compensation – Types of incentives and rewards – Employee benefits and services - Executive compensation – Employee social security – Employee engagement

### UNIT V - EMPLOYEE RELATIONS

Managing employee relations – Grievance Management - organizational discipline– dispute settlement – Collective bargaining – Employee Health and Safety – IHRM and Managing Expatriates

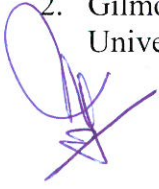
### TEXTBOOKS

1. Dessler, G. and Varkkey, B. (2016). Human Resources Management(14<sup>th</sup> Edition) Pearson, India



## REFERENCES

2. Gilmore, S. and Williams, S. (2015). Human Resource Management (2nd edition) Oxford University Press, India



FM2/22



<b>COURSE TITLE/CODE</b>	MB 16201 HUMAN RESOURCE MANAGEMENT	<b>SEMESTER</b>	II
<b>INSTRUCTOR</b>	MRS.P.JOTHESWARI	<b>OPEN OFFICE HOUR</b>	**
<b>CLASS ROOM</b>	**	<b>CLASS TIMING AND DAY ORDER</b>	**

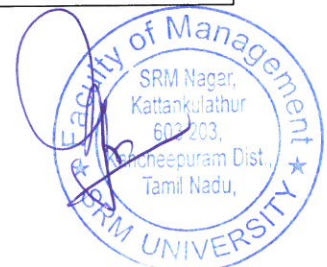
### INTRODUCTION

Abstract in the last ten years, the vocabulary for managing the employment relationship has undergone a change. 'Personnel management' has increasingly given way to 'Human resource management'(HRM) or, better still to 'Strategic human resource management'. HRM has a whole lot to do with the regardless of the size of the business or the products or services. Research study says that progressive HRM practices can have a significant effect on corporate performance. It is a real challenge to provide an ultimate definition of contemporary human resource management. The reason is because there is no unique HR principles and practices that is followed universally, there are only competing models to understand and analyse the HR models. HR functions differs from each organizations in a country and also globally. This course introduces to the students the most important and supreme functional area of management HRM and its ancillary functions.

### COURSE OBJECTIVES

UNITS	OBJECTIVES
<b>I – Introduction to HRM</b>	To introduce the origin of HRM, problems faced by the International human resource management.
<b>II – Human Resource Planning and Staffing</b>	To make the students aware of the basic HR processes right from HRP till EXIT interviews.
<b>III – Training and Performance management</b>	To understand most important system of HRM, Training and Development and educate them about various other sub system and the methods, techniques involved for successful implementation.
<b>IV – Compensation and Reward management</b>	To educate the students with the knowledge about compensation management, its components, types and factors influencing rates, so that the students have clear understanding about this core system of HRM.
<b>V – Employee Relations</b>	To teach students the concept of Employee relations and make them aware of the changes and challenges the HR managers are facing with the advent of the LPG era.

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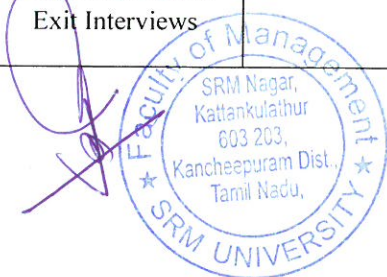


This course will enhance the students to understand the HRM principles and practices in an organization and to apply them effectively in real time management situations. It will also guide the students to build an attitude to understand the problems faced by an employee and to solve it efficiently in a critical situation.

### CONTENT STRUCTURE

Unit	Coverage	Pg. No	Hours allocated	Total Hours	Assessment of Understanding and Clarity
<b>I-Introduction to HRM</b>	<ol style="list-style-type: none"> <li>1. Evolution of HRM</li> <li>2. Functions and Importance of HRM</li> <li>3. Challenges faced by HR managers in the International Arena.</li> <li>4. Diversity management</li> <li>5. Strategic human resource management and other emerging concepts</li> <li>6. HR audit, accounting and analytics</li> </ol>	<p>(TB: 3-19)</p> <p>(TB: 64-75)</p>	<ol style="list-style-type: none"> <li>1. 1</li> <li>2. 2,3</li> <li>3. 4,5</li> <li>4. 6</li> <li>5. 7</li> <li>6. 8,9</li> </ol>	9 Hours	Assignment to trace the history of HRM and the recent trends in HRM.
<b>II – Human Resource Planning and Staffing</b>	<ol style="list-style-type: none"> <li>1. Human Resource cycle, Planning and Forecasting</li> <li>2. Job Analysis</li> <li>3. Recruitment, Testing, Interviewing, Selection etc.,</li> <li>4. Employee Termination and Exit Interviews</li> </ol>	<p>(TB: 112-118)</p> <p>(TB:85-102)</p> <p>(TB:119-135), (TB:144-160) (TB:174-186)</p>	<ol style="list-style-type: none"> <li>1. 10,11</li> <li>2. 12</li> <li>3. 13,14,15,16</li> <li>4. 17,18</li> </ol>	9 Hours	Case I – Analysis and Interpretation

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<b>III – Training and Performance management</b>	<ol style="list-style-type: none"> <li>1. Conceptual foundation of Training,</li> <li>2. Methods of Training, Training Evaluation, MDP</li> <li>3. Talent Management,</li> <li>4. Performance appraisal – importance, methods, drawbacks, challenges and recent trends.</li> <li>5. Career planning and Development</li> <li>6. Mentoring, Coaching and Succession planning.</li> </ol>	<p>(TB:202-216)</p> <p>(TB:246-255)</p> <p>(TB:278-285)</p>	<ol style="list-style-type: none"> <li>1. 19</li> <li>2. 20,21</li> <li>3. 22</li> <li>4. 23,24</li> <li>5. 25,26</li> <li>6. 27</li> </ol>	<p>9 Hours</p>	<p>A topic shall be given for assignment</p>
<b>IV – Compensation and Reward management</b>	<ol style="list-style-type: none"> <li>1. Meaning, Importance trends in Compensation management.</li> <li>2. Components compensation.</li> <li>3. Types of Incentives and Rewards.</li> <li>4. Executive Compensation</li> <li>5. Basis for Employee Engagement.</li> </ol>	<p>(TB : 306-332)</p> <p>(TB:342-358)</p> <p>(TB:368-389)</p> <p>(TB:276-278)</p>	<ol style="list-style-type: none"> <li>1. 28,29</li> <li>2. 30,31</li> <li>3. 32,33</li> <li>4. 34,35</li> <li>5. 36</li> </ol>	<p>9 Hours</p>	<p>Take an example of a company, analyze their Compensation management system</p>
<b>V – Employee Relations</b>	<ol style="list-style-type: none"> <li>1. Meaning and Importance of Employee Relations.</li> <li>2. Grievance management</li> <li>3. Organizational Discipline.</li> </ol>	<p>(TB:412-414)</p>	<ol style="list-style-type: none"> <li>1. 37</li> <li>2. 38</li> <li>3. 39,40</li> </ol>		<p>Newspaper /Magazine/Journal articles discussion shall be conducted</p>

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	4. Dispute Settlement and Collective Bargaining.	(TB:436-437)	4. 41,42	9 Hours	to know the recent trends and inferences shall be submitted as an assignment
	5. Employee Health and Safety	(TB:467-473)	5. 43,44		
	6. ER in Domestic HRM vs International HRM.	(TB:488-503)	6. 45		
			TOTAL	45 Hours	

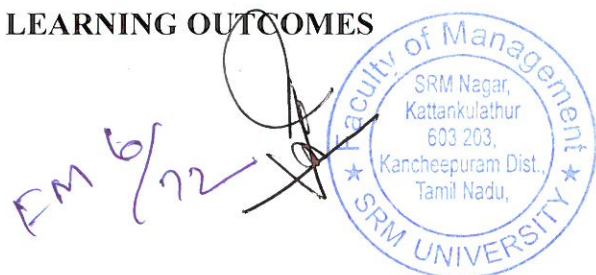
### Pre requisites for the class

1. Students will be instructed to prepare themselves for the topic of discussion.
2. Students should learn at least 10 terms/definitions related to the topic.
3. Caselets shall be given to them well in advance, so as to enable them to read them thoroughly before the class room discussion.

### PEDAGOGY

- Interactive lectures  
To make the students respond well to the real problems faced by the industries and the corporate world using content knowledge and analyze on the basis of curriculum knowledge.
- Class room discussion  
To make the students understand the topics being taught, remember the principles and theories, apply and analyze in case studies, evaluate and create new ideas.
- Case analysis  
To make students find a solution to the problems through analytical and critical thinking.
- Debates  
To conduct healthy debates on the topics related to current trends and guide the students to bring the best out of them.
- Assignment with topics related to current trend  
Activity based learning gives the student best understanding. At the same time they will get updated with the current trend and scenario.
- Group projects  
The students shall be assigned group mini projects which will give them exposure to the real time problems and research experience.

### LEARNING OUTCOMES



- The students will be well versed with the subject definition, function and processes.
- The students would be able to understand various systems under HRM, challenges faced and strategies to overcome the same.
- They will be able to understand what are the basic functions of HR department in an organization and modus operandi of the same,
- Completing mini projects in a group will enable them to have discussion among themselves about topics related to the current trend and thus increasing the learning opportunities.
- The students will be enable to demonstrate knowledge on employee benefits, health and safety, conflict resolution, grievance management and managing expatriates.
- The students will get exposure to the emerging trends in the global scenario and get to know about evolving development in International Human Resources Management and Strategic Human Resources Management.

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MB16202	DATA, MODELS AND DECISIONS	L	T	P	C
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UNIT I

**INTRODUCTION TO LINEAR PROGRAMMING**

Introduction to applications of operations research in functional areas of Management  
 Linear Programming formulation  
 Solution by graphical  
 Simplex methods (Primal Penalty, Two Phase)  
 Special cases  
 Dual simplex method  
 Principles of Duality  
 Sensitivity Analysis

UNIT II

**LINEAR PROGRAMMING EXTENSIONS**

Transportation Models (Minimizing and Maximizing Problems)  
 Balanced and unbalanced Problems  
 Initial Basic feasible solution by N-W Corner Rule, Least cost and Vogel's approximation methods  
 Check for optimality. Solution by MODI / Stepping Stone method  
 Case of Degeneracy  
 Transshipment Models  
 Assignment Models (Minimizing and Maximizing Problems)  
 Balanced and Unbalanced Problems  
 Solution by Hungarian and Branch and Bound Algorithms  
 Travelling Salesman problem  
 Crew Assignment Models

UNIT III

**INTEGER PROGRAMMING AND GAME THEORY**

Solution to pure and mixed integer programming problem by Branch and Bound and cutting plane algorithms  
 Game Theory  
 Two person Zero sum games  
 Saddle point  
 Dominance Rule  
 Convex Linear Combination, methods of matrices  
 Graphical and LP solutions

UNIT IV

**INVENTORY MODELS, SIMULATION AND DECISION THEORY**

Inventory Models  
 EOQ and EBQ Models (With and without shortages)  
 Quantity Discount Models

8,9  
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Decision making under risk  
Decision trees  
Decision making under uncertainty  
Simulation

#### UNIT V

#### **QUEUING THEORY AND REPLACEMENT MODELS**

Queuing Theory  
Single and Multi channel models  
Infinite number of customers and infinite calling source  
Replacement Models  
Individuals replacement Models (With and without time value of money)  
Group Replacement Models

#### **TEXTBOOKS**

Vohra N. D, Quantitative techniques in management, 4e, Tata McGraw Hill

#### **REFERENCES**

1. Fredericks, Hillier, Gerald J.LiebermanBodhibrata Nag prectam Basu, Operations research , 9e, Tata Mcgraw hill education, 9<sup>th</sup> edition , 2012
2. Pradeep PrabakarPai, Operations Research Principles and Practice, Oxford Higher Education.
3. Paneerselvam R., Operations Research, Prentice Hall of India, Fourth Print, 2008.
4. Hamdy A Taha, Introduction to Operations Research, Prentice Hall India, Seventh Edition, Third Indian Reprint 2004
5. Gupta P.K, Hira D.S, Problem in Operations Research, S. Chand and Co, 2007



<b>COURSE:</b>	MBA	<b>SEMESTER:</b>	II
<b>TITLE/CODE:</b>	MB16202 Data, Models and Decisions	<b>OPEN OFFICE HR:</b>	
<b>INSTRUCTOR:</b>	S.PRIYA	<b>CLASS TIMING:</b>	
<b>CLASS ROOM:</b>		<b>DAY ORDER</b>	

## INTRODUCTION

Data, Models and Decisions is the area of applying analytical methods to help make better decisions. It helps us to arrive at optimal or near-optimal solutions to complex decision-making problems. Because of its emphasis on human-technology interaction and because of its focus on practical applications, this has overlap with other disciplines. It is often concerned with determining the maximum (of profit, performance, or yield) or minimum (of loss, risk, or cost) of some real-world objective. This course is highly needed for the Master of Business Administration students.

## CONTENT STRUCTURE

UNIT	TOPICS	NO.OF.HRS	PAGE NOS IN TEXT BOOK	
I	Introduction	1		Sequence of course 1
	Linear Programming formulation	1	21-24	2-3
	Solution by graphical	2	25-32	3-4
	Simplex methods (Primal Penalty, Two Phase)	4	76-128	5-8
	Special cases Dual simplex method, Principles of Duality Sensitivity Analysis	1	159-186	9
	Case Study :			
II	Transportation Models Initial Basic feasible solution by N-W Corner Rule, Least cost and Vogel's approximation methods	3	204-219	10-12
	Check for optimality. Solution by MODI / Stepping Stone method	2	220	13-14
	Assignment Models Solution by Hungarian and Branch and Bound Algorithms	2	288-322	15-16

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	Travelling Salesman problem	2	324	17-18
	Case Study :			
III	Integer programming Solution to pure and mixed integer programming problem by Branch and Bound and cutting plane algorithms	5	336-362	19-23
	Game Theory Two person Zero sum games Saddle point, Dominance Rule Graphical and LP solutions	4	798-828	24-27
	Case study			
IV	Inventory Models EOQ and EBQ Models Quantity Discount Models	3	444-483	28-30
	Decision making under risk Decision trees Decision making under uncertainty	3	881-904	31-33
	Simulation	3	885-905	34-36
	Case study			
V	Queuing Theory Single and Multi channel models Infinite number of customers and infinite calling source	5	522-542	40-42 38-42
	Replacement Models Individuals replacement Models (With and without time value of money) Group Replacement Models	4	570-593	4
	Case study			
Total		45 Hours		

## PEDAGOGY

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1. CO-OPERATIVE ACTIVE LEARNING (Lasdon and Liebman, 1998)  
Create learning groups  
Conduct joint quizzes
2. TURN – TO – YOUR – NEIGHBOUR  
Group discussion on pre-assigned problems and cases
3. PROVIDING REAL LIFE EXAMPLES (Cochran, 2004)
4. MINI-PROJECTS  
Transportation problems in the campus  
Assignment of activities in the department  
Business consulting using the learned techniques of any business as group
5. CASE STUDIES (From the text book)
6. INVITING GUEST SPEAKERS ( For learning real time applications)

#### LEARNING OUTCOMES

1. Develop a general understanding of the Quantitative approach to Decision- making.
2. Students will be able to clearly identify and express a problem.
3. Identify and clearly express the problem given a description of the situation
4. Translate a formal description of a system to a mathematical model;
5. Understand the basic ideas behind each analytical tool, which is important for the reality check and sensitivity analysis of the obtained solution.
6. Identify best techniques to solve a specific problem.
7. Make their own conclusions as to how to modify the learned techniques or where and how to find help when faced with more complex problems
8. Make the knowledge transfer in the opposite direction as well, that is to know how to
9. Students will be able to assess solutions and use them to make recommendations.
10. Identify and evaluate alternate solutions to a problem;
11. Recommend a solution and explain the reasoning for this recommendation.

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MB16203	FINANCE THEORY II	L	T	P	C
		4	0	0	4

### OBJECTIVE

- To learn the financial tools needed to make good business decisions
- To enable the basic insights of corporate finance theory
- To emphasize the application of theory to real business decisions

### UNIT I - INTRODUCTION TO FINANCIAL MANAGEMENT & RISK –RETURN

Financial Management-Meaning, Definition, Objectives, Scope-Relationship with other functions of management-Introduction to risk and return-Historical asset returns, Risk-Reward Trade- Off- Risk analytics-Measures of risk-Risk and investment horizon.

### UNIT II - SECURITIES VALUATION

Cost of capital-Valuation of common stock, preference shares and fixed income securities-Bond valuation theorems- WACC.

### UNIT III - CAPITAL STRUCTURE

Capital Structure-Theories-Decisions-Debt and Equity-Indifference Point—EBIT- EPS Analysis Leverage-Types.

### UNIT IV - WORKING CAPITAL MANAGEMENT

Working Capital Management-Cash conversion cycle-Cash management-Inventory Management-Receivables management-Estimation of working capital requirements.

### UNIT V - PORTFOLIO THEORY & MARKET EFFICIENCY

Portfolio optimization-Diversification, systematic and idiosyncratic risk- CAPM-Application of CAPM- Market efficiency- Origin of the Efficient Market Hypothesis-(EMH)- Recent Developments.

### TEXTBOOK

Stephan A.Ross, Randolph Westerfield, Jeffrey Jaffe, Rankumal Kakari, 10<sup>th</sup> Edition, Tata Mcgraw Hill education.

### REFERENCES

1. I M Pandey, Financial Management, 11<sup>th</sup> Edition, Vikas Publications
2. Khan & Jain, Financial Management, 6<sup>th</sup> Edition, Mc Graw Hill Higher Education
3. Robert Parrino, David Kidwell & Thomas Bates, Corporate Finance, 3<sup>rd</sup> Edition, Wiley India Pvt. Ltd.
4. Sawyers, Jackson, Jenkins & Arora, Managerial Accounting, 2<sup>nd</sup> Edition, Cengage Learning.
5. Brigham, Ehrhardt, Financial Management Theory & Practice, 14<sup>th</sup> Edition, Cengage Learning.

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FMIS  
72



<b>COURSE:</b>	MBA	<b>SEMESTER:</b>	II
<b>TITLE/CODE:</b>	MB16203 FINANCE THEORY II	<b>OPEN OFFICE HR:</b>	
<b>INSTRUCTOR:</b>	Dr. Ravi Thodla	<b>CLASS TIMING:</b>	
<b>CLASS ROOM:</b>		<b>DAY ORDER</b>	

## INTRODUCTION

The crucial decisions governing the three major aspects of financing, investing and Dividends form the crux of the modern financial management. The Chief Finance Officer is often found to be grappling with making decisions on these three major areas that are closely inter twined and hence the subject of Financial Management has evolved over the years to cover these three important aspects. Since these three sections are not in water tight compartments, a decision in any one of the areas will have to be carefully considered in conjunction with possible impact on the others.

Capital Structure decisions, careful consideration of the cost of capital, leveraging decisions and decisions regarding working capital have all become a matter of top priority for every organization today. Falling back on the fundamentals and making suitable adjustments to meet contemporary challenges Financial Management has now evolved as a dynamic subject resulting in innovation in Financial Instruments, practices and evolution of new models in all these spheres thus witnessing a paradigm shift.

In the back drop of these developments, this course on Finance Theory II is designed to cover all the essential aspects with an emphasis on contemporary issues including the modern concept of negative working capital, external commercial borrowings as a cheaper source of funds and dilemma of retaining vs distributing profits.

## COURSE OBJECTIVES

- To learn the financial tools needed to make good business decisions
- To enable the basic insights of Corporate Finance Theory
- To emphasize the application of theory to real business decisions

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## CONTENT STRUCTURE

UNIT	TOPICS	NO.OF.HRS	PAGE NOS	Sequence Hours
I	<b>Introduction to Financial Management &amp; Risk-Return</b> <ul style="list-style-type: none"> <li>Finance Management – Meaning, Definition, Objectives, Scope- Relationship with other functions of Management</li> <li>Introduction to risk and return</li> <li>Historical Asset Returns, Risk-Reward Trade-off</li> <li>Risk Analytics – Measures of Risk – Risk and Investment Horizon</li> </ul>	2	R1:1-14	1-2
		2	R2:70-78	3-4
		2		5-6
		2	R2:3.1-3.29	7-8
II	<b>Securities Valuation</b> <ul style="list-style-type: none"> <li>Cost of Capital –Valuation of common stock, Preference Shares and Fixed income securities</li> <li>Bond Valuation Theorems WACC</li> </ul>	2	R2:11.1-11.46 R2:4.1-4.23	9-10
		4		11-14
III	<b>Capital Structure</b> <ul style="list-style-type: none"> <li>Capital Structure – Theories-Decisions-Debt and Equity</li> <li>Indifference Point-EBIT-EPS analysis Leverage - Types</li> </ul>	4	R2:18.3-18.43	15-18
		4	R2:19.1-19.43	19-22
		4	R2:20.1-20.30	
IV	<b>Working Capital Management</b> <ul style="list-style-type: none"> <li>Working Capital Management – Cash Conversion Cycle</li> <li>Cash Management-Inventory Management- Receivables Management</li> <li>Estimation of Working Capital requirements</li> </ul>	2	R2:13.3-13.42 R2:14.1-14.46	23-24
		2	R2:15.1-15.29 R2:16.1-16.25	25-26
		2	R2:17.1-17.26	27-28
V	<b>Portfolio theory &amp; Market efficiency</b> <ul style="list-style-type: none"> <li>Portfolio Optimization –Diversification</li> <li>Systematic &amp; idiosyncratic risk –CAPM – Application of CAPM</li> <li>Market Efficiency – Origin of Efficient Market Hypothesis(EMH) – recent Developments</li> <li>Summary &amp; Revision</li> </ul>	4	R5:241-272	29-32
		4		33-36
		4		37-40
		4		41-44
Total		44 Hours		

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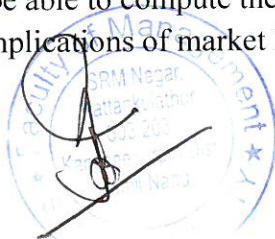
## PEDAGOGY

1. The course is to be delivered through highly interactive sessions using a combination of power point slides, debates and discussions class room seminars and case studies.
2. The case studies in question shall be given to the students 5 days in advance and they are expected to come to the class with a thorough reading of the case.
3. Case studies on Reliance industry's foreign currency convertible bonds, Unitech India Ltd's capital structure fiasco, Wipro's cash and carry model, Dell's zero working capital model, Godrej's negative working capital and the myth of Efficient Market hypothesis broken by the Rajats and Raja Rathnams of this world will be the highlights among others.
4. A Student is expected to come prepared for each class with a pre-study of the topic in question for each session. The first 15 mins of the class in every session shall be devoted to interactive question answer session between the students and the faculty.

## LEARNING OUTCOMES

1. On completion of this course, the student will be able to understand the implications of the relationship between financing, investing and dividend decisions as also the linkages between financial and other functions of management.
2. Appreciate the importance of Risk and Return trade-off including the various measures of risk analytics and its role in financial decision making.
3. In a position to understand and compute the cost of capital for every component of owned and borrowed capital as well as the weighted average.
4. He would also grasp the ramifications of security and bond valuation and compute the same with the given data.
5. He should understand the conceptual frame work and the various theories and approaches to capital structure and its significance in making financing decisions
6. Evaluate the relevance of EPS & EBIT approaches and their role in capital structure decisions
7. Appreciate the relevance of financing various components of working capital and its importance as a tool for cost reduction.
8. He should also be able to forecast the working capital requirement using the operating cycle method by estimating the funds locked up in all forms of inventory, receivables, payables, and delayed expenses.
9. Have hands on learning experience with portfolio including the concept of diversification and construction.
10. Appreciate the contemporary utility of portfolio theories, CAPM and applications in the back drop of a good understanding of Systematic and unsystematic risks.
11. He should also be able to compute the price of the security using CAPM
12. Know the full implications of market hypothesis and the mythical efficient market

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## COMPONENTS OF CONTINUOUS ASSESSMENT

S.No	Component	Details	Marks
1.	Mini Project	<ul style="list-style-type: none"> <li>To be given to the students on completion of Unit 2 and the submission deadline of the same would be 21 days.</li> <li>It carries. It will be a group assignment with different topic for each group.</li> </ul>	15 marks
2.	Class Test	<ul style="list-style-type: none"> <li>To be conducted any time after completion of Unit 3.</li> </ul>	5 marks
3.	Mid Semester Examination	<ul style="list-style-type: none"> <li>To be conducted as per semester calendar</li> </ul>	10 marks
4.	Model examination	<ul style="list-style-type: none"> <li>Would be conducted at the end of the semester. It would be a comprehensive paper covering the full syllabus.</li> <li>To enable the student to plan for managing his time for the final examination as well as exhaustive preparation of the course content</li> </ul>	15 marks
5.	Class Participation	<ul style="list-style-type: none"> <li>Evaluation to be strictly based on the basis of regularity of the class attendance and active and passive participation in the class through interaction challenging the lecturer and making systematic notes during class</li> </ul>	5 marks

## TOPICS FOR MINI PROJECT

S.No	Title	Group Details
1.	Infosys ADR issue to raise equity in US	Group1
2.	Videocon External Commercial Borrowing in debacle	Group2
3.	The Risk return trade-off of Unitech Ltd's telecom diversification	Group3
4.	Tata Motors Fund Raising fiasco for JLR acquisition	Group4
5.	The weighted average cost of capital of Manufacturing, Capital Goods, Steel, and Real estate	Group5-8
6.	Balance Sheet reception in aviation industry – Jet Airways, Indigo, Air India & King Fisher	Group9-12

**Note:**

- Each group will consist of 5 students and the composition of the group to be decided with the faculty in consultation with the students.
- Evaluation of each student shall be based on his contribution to the project, peer review and presentation.

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MB16204	OPERATIONS MANAGEMENT	L	T	P	C
		4	0	0	4

### UNIT I

Operations management – Meaning, Production management Vs. Operations management, Operations as a system, Productivity, Types of production systems, Operations strategy; Product design – Designing and developing products and services; Process planning and design – Factors affecting process design decisions, Types of process designs, Process design in services, Deciding among processing alternatives, Make or buy decisions – Numerical

### UNIT II

Capacity – Definition, types, measurement, ways of capacity changing, planning decisions – Numerical; Facility location – Factors affecting location decisions, Types of facilities and their factors, quantitative and qualitative analysis; Facility layout – Types of layout techniques, Materials handling techniques and equipment

### UNIT III

Production planning and Control – Planning decisions, planning phase, action phase and control phase, flow shop scheduling, m job n machine scheduling; Service operation planning and scheduling – Operations strategies for services, types of service operations and their scheduling; Materials requirement planning (MRP I) – Objectives, elements and process; Manufacturing resource planning (MRP II) – Master production schedule.

### UNIT IV

Purchase management – Principles, systems, special purchase systems, aspects; Inventory – Meaning, Inventory models – EOQ, EBQ, P and Q systems – Selective inventory controlling techniques – Numerical; Stores management – Functions, systems, store accounting, obsolete, surplus and scrap management; Maintenance management – Types of maintenance, types of failures, cost balance, numerical.

### UNIT V

Quality management – Meaning, TQM, dimensions – Product and services, cost of quality and old and new quality improvement tools; Statistical quality control – Concepts, Techniques, Control charts for variables (X bar and R charts) and attributes (c and p charts) – Numerical, Employee productivity – Variables affecting labour productivity, Work study measurement – Method study and time study analysis – Numerical.

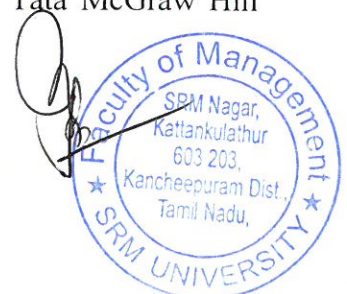
### TEXTBOOKS

1. Norman Gaither and Greg Frazier, Operations Management, 9th Edition, Cengage publications, 2002 (Reprint 2013).
2. Richard B. Chase, Nicholas J. Aquilano, F. Robert Jacobs, Production and Operations Management: Manufacturing and Services, McGraw Hill publications, 1998

### REFERENCES

1. S.N.Chary, Production and Operation Management, 5e, 5<sup>th</sup> Edition, Tata McGraw Hill education private limited.

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AM 21  
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<b>COURSE:</b>	MBA	<b>SEMESTER:</b>	II
<b>TITLE/CODE:</b>	MB 16204 OPERATIONS MANAGEMENT	<b>OPEN OFFICE HR:</b>	
<b>INSTRUCTOR:</b>	K.KAVITHA	<b>CLASS TIMING:</b>	
<b>CLASS ROOM:</b>		<b>DAY ORDER</b>	

## INTRODUCTION

**UNIT-I:** This unit is about the fundamentals of operations management, an exciting area that has a profound effect on the productivity of both manufacturing and service.

**UNIT-II:** This unit provides students with the knowledge about capacity planning which is very important for achieving the organizational objectives of efficiency, customer service and overall effectiveness .It also explains about facility location and facility layout

**UNIT-III:** This unit will introduce you to the concept of Production planning and control. Production planning and control (PPC) is most essential for any organization. Planning process within an organization is dynamic and continuous. In this unit we are going to discuss how production process is planned and scheduled and ultimately implemented in a production unit.

**UNIT-IV:** This chapter explain the nature of inventories and the inner working of inventory systems, build an understanding of the fundamental issues in inventory planning and develop several techniques for analyzing inventory techniques, by reading this chapter the students will understand why we want to hold and why we don't want to hold inventories

**UNIT-IV:** This unit provides students with the knowledge and Concepts of quality; Core values and paradigms for QM, including corporate citizenship and protection of the environment; Models for performance excellence also it explains about the importance of work study, method study and time study which involved in actual design and decision about jobs.

## COURSE OBJECTIVE

- Gain an understanding operations management in detail.
- Describe the pros and cons of a career in operations management.
- What extent operations research techniques used in today's business organizations.
- Understand how operations strategy related to business strategy and its impact.
- Understand the activities involved in any long range capacity planning decision
- Find how managers may simultaneously consider both quantitative and qualitative factors in facility location analysis
- Understand the types of material handling functions and different types of layouts for manufacturing operations



- Gain an understanding and appreciation of the principles and applications relevant to the planning, design, and operations of manufacturing/service firms.
- Understand how MRP I and MRPII systems are used in managing operations
- Define Production planning and control
- Apply scheduling and material control techniques to various specified situations. and how to calculate the idle time of machine
- Demonstrate and explain the use of MRP1 &MRP II techniques in terms of operation

## CONTENT STRUCTURE

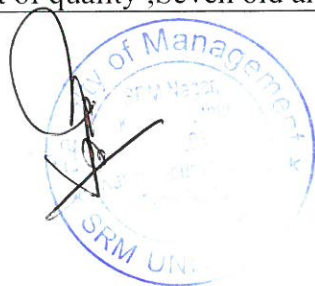
Unit No	Content	Hours	Student preparation
1	Operations Management -Introduction, meaning, factors affecting operations Management today production management Vs Operations Management	2 1-2	T1 page no (1-16)
1	Operations as a system- Production system model Productivity	2 3-4	T1 page no (17-21)
1	Types of Production Systems- Intermittent, Job shop, batch, Continuous, Flow and Mass production systems	2 5-6	R1 page no (1.10-1.11)
1	Operations strategy-developing operations strategy, elements of operations strategy, operation strategy in services, forming operations strategy	2 7-8	T1 page no(43-55)
1	Product design-designing and developing products and services, sources of product innovation, developing new products	2 9-10	T1 page no (114-116)
1	Process planning and design system, Major factors affecting process design decisions ,types of process designs Process design in Services-quasi manufacturing, customer as participant, customer as product	3 11-13	T1page no(121-131) T1page no(132-134)
1	Deciding among processing alternatives-Batch size and product variety, capital requirement for process designs, Economic analysis(cost functions of processing alternatives, break even analysis-theory and numerical) Make or Buy Decision- (theory and numerical)	4 14-17	T1 page no (134-139) T1 page no (433-434)
2	Capacity-definition of capacity, measurements of capacity, forecasting capacity demand, ways of changing capacity Capacity Planning Decisions- break even analysis, present value analysis, computer simulation and waiting line analysis, linear programming( theory and numerical)	3 18-20	T1 page no (165-173)

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2	Facility location- definition, factors affecting location decisions, types of facilities and their location factors Quantitative analysis on Facility Location: ➤ Return on Investment method ➤ Single Facility Location ➤ Gravity Location ➤ Mini max Location	5 <i>21-25</i>	T1 page no (176-184)  Printed material
2	Facility layout- manufacturing facility layout(material handling, Process, Product, cellular manufacturing, fixed position and hybrid layout), machine handling equipment	3 <i>26-28</i>	T1 page no (186-193)
3	Production Planning & Control –Definition, Importance, Functions of production planning & production control- Forecasting, Preplanning, Scheduling, Routing, Loading, Dispatching and Expediting	3 <i>29-31</i>	R1 Chapter 32
3	Numerical on Production planning and control: M Job 2 machines and M Job3 Machines (Johnson's Algorithm)– Sequencing, Make span and Gantt chart	2 <i>32-33</i>	T1 page no (636-638)
3	Service operation planning and scheduling- operations strategies for services, types of service operations, scheduling challenges in services	2 <i>34-35</i>	T1 page no (336-340)
3	MRP I- Material requirements planning system, objectives, Elements and process MRP II-Manufacturing resource planning	2 <i>36-37</i>	T1 page no (584-591) page no (602-603)
3	Master production schedule-objectives, procedures for developing master production schedule,	2 <i>38-39</i>	T1 page no (511-515)
4	Purchase management- Principles, systems, special purchase systems aspects	2 <i>40-41</i>	printed material
4	Inventory Management – Meaning, Definition, Functions, Types of inventory, Inventory models –Purchase Model (EBQ) and Manufacturing Model (EOQ), P & Systems (Theory and Numerical)	4 <i>42-45</i>	T1 page no (542-549)
4	Selective inventory control techniques (ABC, VED, XYZ, FSN, HML, SDE, SOS, and GOLF),	2 <i>46-47</i>	T1 page no (565-567)
4	Stores Management-functions, systems, store accounting, obsolete, surplus and scrap management	2 <i>49</i> <i>48-50</i>	printed material
4	Maintenance Management – Definition, Need, Functions, Types of maintenance management, maintenance cost balance (theory and problems)	4 <i>50-53</i>	R1 Chapter 13
5	Quality Management - Definition, Need, Importance, Associated definitions (Quality control, Quality assurance, Total quality management), Dimensions of Product and Service quality, cost of quality ,Seven old and new QC tools	3 <i>54-56</i>	R1 Chapter 9 (9.4 to 9.7)

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5	Statistical Quality Control Charts -Definition, Importance, control chart for variables (Mean and Range charts), control chart for attribute (P & C Charts), - Theory and Numerical	4 58-60	R1 Chapter 9 (9.8 to 9.16)
5	Employee productivity –productivity and human behaviour, Labour productivity- variables affecting labour productivity	2 61-62	T1 page no (698-702)
5	Work study – Definition, steps; Method study – Definition, steps, symbols, diagrams and charts; Time study – Definition, steps, measurement, types of rating, types of allowances; Work sampling	2 63-64	T1 page no (708-713)
5	Numerical: <ul style="list-style-type: none"> <li>• Time study</li> <li>• Work sampling</li> </ul>	3 65-67	T1 page no (713-720)
	TOTAL	65 Hours	

## PEDAGOGY

1. Presenting the new information in operations by linking it to previous learning
2. video presentations of factories or service operations, Problem solving / case studies
3. Frequent and relevant use of learning materials beyond the textbook, open and closed questioning, encouraging the student questioning to improve knowledge in operations management.
4. The teaching method include PowerPoint, class lectures about the topics, online assignments, video presentations about different types of layout, visits to factories or service operations for useful learning experience, Problem solving / case studies
5. A mixture of lectures, group discussions (tutorials), and quantitative based studies are used to achieve the objectives of this subject. Students have to learn these topics by themselves in the process of writing problem-based assignments. Directed study is also used to develop the self-learning ability of students.

## LEARNING OUTCOMES

1. Discuss and explain a range of operations management concepts and techniques which can be used to support management decision-making,
2. Identify Whether profit or non-profit, the role of an operations manager is to sustain, protect, and project the company's operations side
3. Solve real operational problems by application of theoretical and analytical models. .
4. Describe the determinants of effective capacity
5. Compute cycle times for operations and estimate capacity of the system
6. Describe what factors an organization must consider in selecting a facility location
7. Identify the benefits of four basic layout designs

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8. Define Production planning and control
9. Apply scheduling and material control techniques to various specified situations. and how to calculate the idle time of machine
10. Demonstrate and explain the use of MRP1 &MRP II techniques in terms of operation
11. Describe the basics of inventory management
12. Describe different types of inventory models
13. Calculate inventory levels using inventory models
14. Use inventory models such as the Economic Order Quantity model.
15. Develop a maintenance plan for a technical system
16. Apply problem-solving models to maintenance and calculate net present value for asset replacement
17. Measure the cost of poor quality and process effectiveness and efficiency to track performance quality and to identify areas for improvement
18. Understand the relationship of time and motion study to work study
19. Identify the most appropriate measures of work Measurement.

**MINI PROJECT:**

The project is to write a paper and make a presentation on an operations strategy "comparison study." Identify a pair of organizations in the same (or similar) industry and compare their operations strategies. Assess the strengths and weaknesses of each company and give your opinions on the appropriateness of the operations strategy of each. Give your opinions on the relative competitive strengths of each company going forward in time and the role that operations play in each company's competitive strengths and weaknesses. You may use public or private companies, large or small, foreign or domestic.

**INTERNET ASSIGNMENTS**

- on the internet visit the website of Fortune Magazine and locate the fortune 500 web pages, find three companies that are not listed in the table, In which industry category is each company and what is the current fortune ranking for each company.
- Identify the facility location and facility layout of any organization, analyze the type of layout used for the process and also identify the factors that influence the layout.

**QUESTION PAPER PATTERN:**

PART	THEORY	NUMERICAL	TOTAL	MARKS PER QUESTIONS	TOTAL MARKS
A	8	2	10	2	20
B	1 (Mandatory)	1 (Mandatory)	5	10	50
	3 (Either / Or – Theory or Problem)				
C	0	4	4	2*15	30



**Internal Valuation Pattern:**

<b>Component</b>	<b>Marks</b>
Cycle test	10
Surprise Test	5
Model Exam	15
Mini Project and Viva	15
Class Participation	5
<b>Total</b>	<b>50</b>

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MB16205	SUPPLY CHAIN MANAGEMENT	L	T	P	C
		2	0	0	2

### OBJECTIVE

- To analyze the global business environment
- To use critical thinking skills in business situations
- To apply an ethical understanding and perspective to business solution.

### UNIT - I

Introduction - Key concepts in SCM- Enablers of supply chain performance- customer service and cost trade-offs- Supply chain performance measures- Linking supply chain and business performance, enhancing SC performance- Sourcing strategy

### UNIT - II

Value information and order management, distribution requirement planning, just-in-time system, warehousing and materials handling management, operational mechanism of warehousing, automated warehousing system

### UNIT - III

Transportation, containerization, fleet management, procurement management, procurement process trends and improve productivity, strategic sourcing and vendor management, Outsourcing strategy for logistics services

### UNIT - IV

Supply Chain Integration - Chain Restructuring – Agile supply Chains – pricing and Revenue Management

### UNIT - V

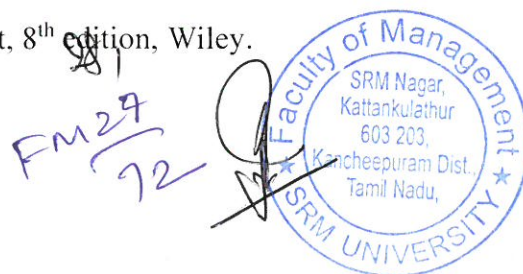
Information technology in SCM, Web based supply chain, supply chain performance measurement, contemporary issues in supply chain management,

### TEXTBOOKS

1. Janat Shah, Supply chain management – Text and cases, Pearson publication, 2<sup>nd</sup> edition 2016
2. Supply Chain Management: Strategy, Planning, and Operation, Sixth Edition, by Sunil Chopra and Peter Meindl

### REFERENCES

1. Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies, Third Edition, by David Simchi-Levi, Philip Kaminsky and Edith Simchi-Levi
2. D.K. Agarwal, Supply chain management – Strategy, cases and best practices, McMillan publication, 2010
3. Essentials of Supply Chain Management, Third Edition, by Michael H. Hugos
4. Manufacturing Planning and Control for Supply Chain Management, First Edition, by F. Robert Jacobs, William Berry, D. Clay Whybark, Thomas Vollmann
5. Russell, Taylor, Operation and Supply Chain Management, 8<sup>th</sup> edition, Wiley.



<b>COURSE:</b>	MBA	<b>SEMESTER:</b>	II
<b>TITLE/CODE:</b>	MB16205 SUPPLY CHAIN MANAGEMENT	<b>OPEN OFFICE HR:</b>	
<b>INSTRUCTOR:</b>	Dr. ARIVAZHAGAN. R	<b>CLASS TIMING:</b>	
<b>CLASS ROOM:</b>		<b>DAY ORDER</b>	

## INTRODUCTION

Supply chain management is common task in all types of business. It talks about relationship between supplier and organization as well as organization and customers through various distribution channels. No business could survive without these activities. The purpose of learning this course is to focus on understanding the supply chains from a global and domestic perspective, incorporating planning, procurement, production and final distribution to customers through an efficient supply chains. This course will build strong foundation to become a supply chain management professional in all kinds of organizations.

## LEARNING OBJECTIVES

At the end of this course students will be able:

1. To analyze the Global business environment
2. To critically think in a business situation.
3. To apply an ethical understanding and perspective to business solution.

## CONTENT STRUCTURE


Session No	Unit No.	Topic	No. of Hrs.	Input	Process	Output	
				Student preparation	Delivery process	Learning Objective	Measurement
1	I	Introduction to SCM and Key concepts in SCM	1	T1 – pp: 1 – 13	Lecture	LO – 1	Q & A Sessions
2	I	Enablers of supply chain, Customer service and cost trade-offs	1	T1 – pp: 13 – 15; 26 – 35	PPT Presentation	LO – 1 & 2	Quiz

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3	I	Supply chain performance measures, Linking supply chain and business performance	1 3	T1 – pp: 35 – 39	Lecture	LO – 1 & 2	Q & A Sessions
4	I	Enhancing SC performance Sourcing strategy	1 4	T1 – pp: 39 – 42; 59 – 65	PPT Presentation	LO – 1 & 2	Quiz
5	I	Current scenario in SCM Industry in India	2 5-6	T1 – pp:15 – 22	Case study	LO – 1 & 2	Participation in case study
6	II	Value information and order management – Nature, concepts, components, elements of costs and significance	1 7	R2 – pp: 73 – 93	Lecture	LO – 1 & 2	Q & A sessions
7	II	Distribution requirement planning, Just-in-Time system.	1 8	R2 – pp: 133 – 147	PPT Presentation	LO – 1 & 2	Quiz
8	II	Warehousing and materials handling management – Concepts, types, functions, strategies, elements of costs, design, materials	2 9-10	R2 – pp: 152 – 167; 174 – 179	Lecture	LO – 1 & 2	Q & A Sessions

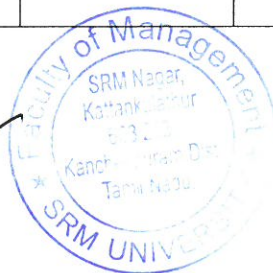
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Faculty of Management  
SRM Nagar,  
Kattankulathur  
603 203,  
Kancheepuram Dist.,  
Tamil Nadu,  
SRM UNIVERSITY

		handling equipments					
9	II	Operational mechanism of warehousing, Automated warehousing system	2 11-12	R2 – pp: 167 - 174	Case study and Mini Project Presentations by students	LO – 1 & 2	Participation in cases study discussion; Student presentation on Mini project
10	III	Transportation – Elements, modes, multi-model, selection, decision, management system, containerization, fleet management	2 13-14	R2 – pp: 181 - 196	Case study	LO – 2	Participation in case study and decisional performance
11	III	Procurement management – Nature, concepts, importance, value chain, models, process trends and improve productivity	2 15-16	R2 – pp: 204 - 217	PPT presentation, Numerical problems and assignment	LO – 2	Performance in Assignments
12	III	Strategic sourcing and vendor management – Nature, scope, strategic issues, risk portfolio, vendor selection, rating and	2 17-18	R2 – pp: 219 - 238	PPT presentation, Numerical problems and assignment	LO – 2 & 3	Performance in Assignments

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		development					
13	III	Outsourcing strategy for logistics services – Nature, concepts, dimensions, 3PL and 4PL	1 19	R2 – pp: 240 - 258	Lecture	LO – 3	Q & A Sessions
14	IV	Supply Chain Integration – Internal and external integration, building partnership, industry level initiatives	1 20	T1 – pp: 224 - 246	Interaction and Demonstration	LO – 3	Participation in the discussion
15	IV	Chain Restructuring – Mapping, process restructuring, point of differentiation, value addition curve, moving from MTS to CTO, restructuring architecture	2 21-22	T1 – pp: 250 - 268	Case study discussion	LO – 3	Participation in Case discussion
16	IV	Agile supply Chains – SC for high demand uncertainty environment, responsive SC approach, disruptions and its impact and handling	2 23-24	T1 – pp: 292 - 309	Case study discussion	LO – 3	Participation in Case discussion

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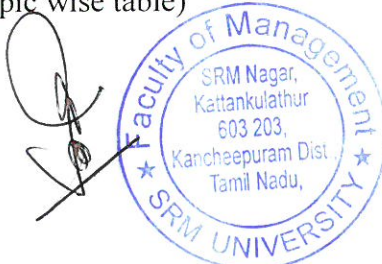
		methods					
17	IV	Pricing and Revenue Management	1 25	T1 – pp: 316 – 332	PPT Presentation	LO – 3	Quiz
18	V	Information technology in SCM	1 26	R2 – pp: 265 – 278	Student presentation	LO – 2	Presentation quality
19	V	Web based supply chain	1 27	R2 – pp: 278 – 287	Student presentation	LO – 3	Presentation quality
20	V	Supply chain performance measurement - Dimensions, tools and SCOR Model	2 28-29	T1 – pp: 314 - 331	Interaction and SCOR planning practices exercise	LO – 3	Performance in SCOR model exercise
21	V	Contemporary issues in supply chain management – Demand chain management, green SCM, reverse logistics	2 30-31	T1 – pp: 333 - 359	Group discussion	LO – 3	Content quality and presentation skills
		TOTAL	31 hrs.				

**Note:** R1, R2, R3.... – Reference Book; T1, T2, T3..... Text book; LO – Learning objectives (outcome)

## PEDAGOGY

Various pedagogy such as lectures, PPT presentations, exercises, case study discussions, video presentations, quiz, Q & A sessions, surprise test, mini project etc. have been adopted for delivering the course content. Topic wise pedagogy method is given in above table (content structure – unit wise / topic wise table)

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## LEARNING OUTCOMES

After studying this course the learner will be able to

1. Acquire fundamental knowledge on Supply chain management in different organizations.
2. Obtain clarity in real time process and its implementation in manufacturing and service based organizations
3. Evaluate the potential contribution of suppliers and effective purchasing and supply management to corporate or organizational strategy and objectives.
4. Identify and analyze major decisions and problems facing managers in supply management and to apply the appropriate concepts, tools and techniques in their resolution.
5. Recognize strengths and weaknesses of existing suppliers, purchasing and supply management organizations, policies and practices.

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MB16206	BUSINESS RESEARCH METHODS	L	T	P	C
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### OBJECTIVE

- To understand the Research Process
- To deal with the practicality of the Design and Measurement and Data Collection Techniques
- To equip students to perform efficient research and report writing.

### UNIT I - INTRODUCTION

Business Research – Definition and Significance – the research process – Types of Research – Business intelligence- Goals of theory- research concepts, constructs, propositions, variables, hypotheses- Exploratory research- Descriptive research and Causal Research – Stages in the research process-Ethical issues in business research.

### UNIT II - BEGINNING STAGES OF THE RESEARCH PROCESS AND DATA COLLECTION

Research problem-definition process-research proposal-qualitative research versus quantitative research-case studies-common techniques used in qualitative research-secondary data research designs-Survey research-errors in survey research-classification of survey research-Interviews-questionnaires-Encl-mail surveys-Internet surveys-pretesting-Observation methods.

### UNIT III - RESEARCH CONCEPTS AND SAMPLING

Experimental research-validity -measurement and scaling concepts-reliability-Reliability Vs Validity-questionnaire design – Sample-sampling units- Random sampling and non sampling errors-probability Vs Non-probability sampling-Determination of sample size- the normal distribution-estimation of parameters

### UNIT IV - DATA ANALYSIS AND PRESENTATION

Stages of data analysis-Descriptive analysis-Data transformation-calculating rank order-computer programs for analysis-Univariate statistical analysis-Hypothesis testing-choosing the appropriate statistical technique-t Distribution-chi-square test for goodness of fit-Bivariate statistical analysis-cross tabulation-t test for comparing two means-Z test-ANOVA-simple correlation-regression analysis

### UNIT V - MULTIVARIATE STATISTICAL ANALYSIS

Multiple regression analysis-ANOVA (n-way) and MANOVA-Discriminant analysis-Conjoint analysis-Analysis of Interdependence – Factor analysis-Cluster analysis-Multidimensional scaling

### UNIT VI - COMMUNICATING RESEARCH RESULTS

Report format-Effective use of graphic aids-Oral presentation-Comprehensive cases with computerized databases.

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72



## TEXTBOOKS

T1. Uma Sekaran, Roger Bougie, Business Research Methods, Fifth Edition, Wiley India (P) Ltd, 2010.

T2. Prahlad Mishra, Business Research Methods, Oxford University Press, 2015.

## REFERENCES

1. Donald R. Cooper and Pamela S. Schindler, Business Research methods, 12th Edition, Tata Mc Graw Hill, 2010.

2. Alan Bryman and Emma Bell, Business Research methods, Oxford University Press, New Delhi, 3 rd edition, 2011.

3. Uma Sekaran, Research methods for Business, Wiley India, New Delhi, 2010.

4. K. N. Krishnaswamy, Appa Iyer Sivakumar and M. Mathirajan, Management Research Methodology, Pearson Education, New Delhi, 2009.



<b>COURSE:</b>	MBA	<b>SEMESTER:</b>	II
<b>TITLE/CODE:</b>	MB16206 BUSINESS RESEARCH METHODS	<b>OPEN OFFICE HR:</b>	
<b>INSTRUCTOR:</b>		<b>CLASS TIMING:</b>	
<b>CLASS ROOM:</b>		<b>DAY ORDER</b>	

### INTRODUCTION

Business research methods is taught to management students as a core course in their first year of study. This subject is a four credit course taught for a duration of 60 hours in the second semester of the MBA programme.

### COURSE OBJECTIVES

- To understand the Research Process
- To deal with the practicality of the Design and Measurement and Data Collection Techniques
- To equip students to perform efficient research and report writing.

### CONTENT STRUCTURE

UNIT	TOPICS	NO OF HRS	PAGE NOS IN TEXT BOOK
I	<b>Introduction</b>		
	Business Research – Definition and Significance	1 Hour	T1-1-12
	Research process	1 Hour	T1-101
	Types of Research	1 Hour	T1-5-7
	Business intelligence	1 Hour	T1-9-10
	Goals of theory- research concepts, constructs, propositions, variables, hypotheses	1 Hour	T1-67-95
	Exploratory research- Descriptive research and Causal Research	1 Hour	T1-103
	Stages in the research process.	3 Hours	T1-35-50
	Ethical issues in business research	1 Hour	T1-15
II	<b>Beginning Stages of the Research Process and Data Collection</b>		
	Research problem-definition	1 Hour	T1-35
	process-research proposal-qualitative research versus quantitative research	1 Hour	T1-47
	case studies	2 Hours	T1-109
	common techniques used in qualitative research	1 Hour	T1-104-105
	secondary data research designs	1 Hour	T1-184
	Survey research-errors in survey research-classification of survey research	1 Hour	T1-179-219
	Interviews-questionnaires	1 Hour	T1-186
	Encl-mail surveys-Internet surveys-pretesting	1 Hour	T1-210

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	Observation methods	1 Hour	T1-211
<b>III</b>	<b>Research Concepts and Sampling</b>		
	Experimental research-validity	2 Hours	T-220-233
	measurement and scaling	2 Hours	T1-139-157
	concepts-reliability-Reliability Vs Validity	2 Hours	T1-157-162
	questionnaire design	2 Hours	T1-197-211
	Sample-sampling units- Random sampling and non sampling errors-probability Vs Non-probability sampling-Determination of sample size- the normal distribution-estimation of parameters	2 Hours	T1-261-298
<b>IV</b>	<b>Data Analysis and Presentation</b>		
	Stages of data analysis-Descriptive analysis	1 Hour	T1-303-327
	Data transformation	1 Hour	T1-310
	calculating rank order	1 Hour	T1-335-354
	computer programs for analysis-Univariate statistical analysis-	1 Hour	T1-363-365
	Hypothesis testing	1 Hour	T1-339-346
	choosing the appropriate statistical technique-t Distribution-chi-square test for goodness of fit	2 Hours	T2-264-303
	Bivariate statistical analysis-cross tabulation-t test for comparing two means-Z test-ANOVA-simple correlation-regression analysis	3 Hours	T2-313-341
<b>V</b>	<b>Multivariate Statistical Analysis</b>		
	Multiple regression analysis-ANOVA (n-way) and MANOVA	3 Hours	T2-362-477
	Discriminant analysis-Conjoint analysis	3 Hours	T2-519-533,735-757
	Analysis of Interdependence – Factor analysis-Cluster analysis-Multidimensional scaling	4 Hours	T2-554-730
<b>VI</b>	<b>Communicating Research Results</b>		
	Report format-Effective use of graphic aids	3 Hours	T1-403
	Oral presentation	2 Hours	T1-402
	Comprehensive cases with computerized databases.	5 Hours	Select case study
	TOTAL	60 Hours	

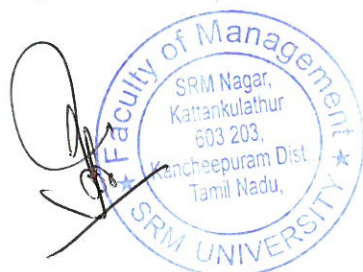
### PEDAGOGY

This subject is taught through lectures, case study discussion, practical hands-on training in design and development of research proposals covering wider functional areas of management, questionnaire construction and survey research, application of statistical packages for quantitative analysis, report writing and oral presentation.

### LEARNING OUTCOMES

This subject will impart students with the skill of undertaking research in functional areas of management in order to take decisions for strategic advantage in their chosen area of interest. It aides them in undertaking summer and main internship in Business houses to get hands on training.

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MB16207	MANAGEMENT INFORMATION SYSTEMS	L	T	P	C
		2	0	0	2

### OBJECTIVES:

- To derive strategic applications in the field of information and technology
- To enable strategic applications in information technologies, and organizational structures to attain success.
- To address strategic, technological, and organizational connectivity issues to support effective and meaningful integration of information and systems.

### UNIT-I

MIS – Scope – need- globalization challenge and opportunity - Interdependence between organization and information system – Dimension of IS – value chain – business process and IS – technology IS – applications of MIS. Impact of IS on organizations – ethical and social issues in IS.

### UNIT-II

IT infrastructure – components – challenges – file organization and environment – DBMS – design – query. OLAP – data decisions – Information policy – network – importance – types – information securities – virus, worms, Trojan, horse 5 software – farewells types identity management, data Encryption.

### UNIT-III

Enterprise system –supply chain – internet driver - supply chain – supply chain CRM – enterprise application challenge Ecommerce –features – concepts – business models and Dair revenue model – B 2B –B2C – building ecommerce presence – knowledge management – decisions – value chain – types organizational intelligence.

### UNIT-IV

Decision making - Business value of decisions – types of decisions – decision making process – business intelligence – big data analytics – management strategy– DSS.

### UNIT-V

Systems development and organizational change – business process Redesign – tools. System analysis and design – system development process project management for MIS – Risk Management managing global systems.

### TEXTBOOK

1. Kenneth C.Laudon.JaneP.Laudon, Management information systems, Pearson, 14th edition.

### REFERENCE BOOKS

R1. Kenneth C. Laudon, Jane P Laudon, “Management Information Systems”,Pearson, 14<sup>th</sup> Edition.

R2. S,Sadagopan, “Management Information Systems”, PHI, 2<sup>nd</sup>Edition.

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<b>COURSE:</b>	MBA	<b>SEMESTER:</b>	II
<b>TITLE/CODE:</b>	MB16207 Management Information Systems	<b>OPEN OFFICE HR:</b>	
<b>INSTRUCTOR:</b>		<b>CLASS TIMING:</b>	
<b>CLASS ROOM:</b>		<b>DAY ORDER</b>	

## INTRODUCTION

Today's business firms use Information systems to achieve corporate objectives. Hence, IS have become one of the major tools to achieve operational excellence, developing new products and services, improving decision making and achieving competitive advantage. Business firms often look for potential employees to know how to use information systems and technologies for achieving business results. The way the businesses operate today by leveraging the information systems and technologies have made the knowledge of this subject a mandatory requirement for all those who seek to pursue a career in business development and management. Further, continuous changes in technology, management and business processes have made this field a very exciting area of study. Hence, this subject, "Management Information Systems" is expected to expose the students to these various aspects of information systems.

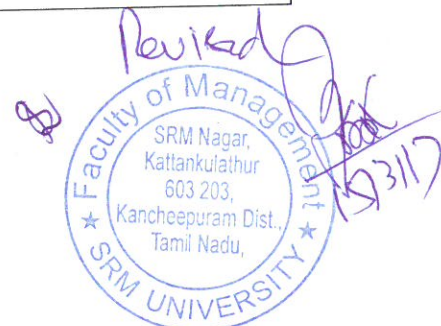
## COURSE OBJECTIVES for all the FIVE UNITS

- To familiarize the students with the scope of Information systems and how they are used to enhance business operations.
- To provide the technical foundation for understanding Information systems by examining hardware, software and database and networking technologies along with tools and techniques for security and control.
- To get students understand the core information system applications used today by organizations to improve their business processes and to improve their decision making.
- To know the different types of decisions and how do information systems support the managers in their decision making process.
- To know the different types of system building methodologies and how to manage them.

## CONTENT STRUCTURE

SESSION	Hrs	UNIT	TOPICS TO BE COVERED	STUDENT PREPARATION (BOOK,PAGE)
1	1	1	MIS – Scope – need- globalization challenge and opportunity	R1 : P1-P13 R2: P1-P27

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2	2	1	Interdependence between organization and information system- Dimension of IS – value chain	R1: P13-P18 R2:P66-P94R1:P19-P41
3	3	1	Business process and IS – technology IS – applications of MIS	R1:P42-P80 R2: P67-P90
4	4	1	Impact of IS on organizations	R1:P84-P129 R2:P86-P100
5	5	1	Ethical and social issues in IS.	R1:P130-P143
6	6	1	CASE study: The Domino's Pulse	R1: P.38
7	7	2	IT infrastructure – components – challenges	R1:P177-P230 R2:P110-P121
8	8	2	file organization and environment – DBMS- Design – query. OLAP – data decisions	R1:P226-P241 R2:P169-P200R1:P241-P254
9	9	2	Information policy- Network – importance – types	R1:P255-P257R1:P268-P315 R2:P140-P168
10	10,11	2	Information securities – virus, warms, Trojan, horse 5 software – farewells types identity management, data Encryption.	R1:P320-P360
11	12	2	CASE study: Pleasures and pitfalls of BYOD	R1: P222
12	13,14	3	Enterprise system –supply chain – internet driver - supply chain – supply chain CRM – enterprise application challenge	R1:P365-P401
13	15, 16	3	Ecommerce –features – concepts – business models and Dair revenue model – B 2B –B2C – building ecommerce presence – knowledge management – decisions – value chain – types organizational intelligence.	R1:P404-P450
14	17	3	CASE study: Mobile Commerce with Airtel Money	R1: 449
15	18	3	CASE study: Social CRM	R1:401
16	19	4	Decision making - Business value of decisions	R1:P494-P498 R1: P498
17	20	4	Types of decisions Decision making process	R1 :P499-P500R1: P500-P506

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18	21	4	Business intelligence Big data analytics	R1: P506-P508R1: P508-P517
19	22, 23	4	Management strategy DSS	R1:P517- P518R1:P518-P526 R2:P201-P249
20	24	4	CASE study: How much does data driven planting help farmers	R1: 527
21	25	5	Systems development and organizational change Business process Redesign – tools.	R1:P532-P538 R1:P538-P541
22	26	5	System analysis and design – system development process	R1:P544-P571 R2:P281-P307
23	27	5	Project management for MIS Risk Management	R1 P576-P605
24	28	5	Managing global systems.	R1 P612-P639
25	29	5	CASE study: Source Gas goes for better workforce scheduling	R1:P571
26	30	5	CASE study: Unilever's push towards Unified Global systems	R1:P641
TOTAL	30HRS			

## PEDAGOGY

UNIT	TOPICS TO BE COVERED	PEDAGOGY (PROCESS, METHODOLOGY, DELIVERY MODE)
1	MIS – Scope – need- globalization challenge and opportunity	Discussion
1	Interdependence between organization and information system- Dimension of IS – value chain	Lecture
1	Business process and IS – technology IS – applications of MIS	Seminar
1	Impact of IS on organizations	Debate
1	Ethical and social issues in IS.	Demonstration/Example
1	CASE study: The Domino's Pulse	Discussion

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Revised

SRM Nagar,  
Kattankulathur  
603 203,  
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Tamil Nadu,  
SRM UNIVERSITY

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2	IT infrastructure – components – challenges	Case Discussion among teams
2	file organization and environment – DBMS- Design – query. OLAP – data decisions	Lecture
2	Information policy- Network – importance – types	Demonstration
2	Information securities – virus, worms, Trojan, horse 5 software – farewells types identity management, data Encryption.	Discussion in groups
2	CASE study: Pleasures and pitfalls of BYOD	Analysis of real life stories
3	Enterprise system –supply chain – internet driver - supply chain – supply chain CRM – enterprise application challenge	Case Discussion among teams
3	Ecommerce –features – concepts – business models and Dair revenue model – B 2B –B2C – building ecommerce presence – knowledge management – decisions – value chain – types organizational intelligence.	Lecture
3	CASE study: Mobile Commerce with Airtel Money	Discussion
3	CASE study: Social CRM	Case Discussion among teams
4	Decision making - Business value of decisions	Case Discussion among teams
4	Types of decisions Decision making process	Lecture
4	Business intelligence Big data analytics	Lecture
4	Management strategy DSS	Lecture
4	CASE study: How much does data driven planting help farmers	Discussion
5	Systems development and organizational change Business process Redesign – tools.	Case Discussion among teams
5	System analysis and design – system development process	Lecture
5	Project management for MIS Risk Management	Lecture/ Discussion
5	Managing global systems.	Lecture
5	CASE study: Source Gas goes for better workforce scheduling	Discussion
5	CASE study: Unilever's push towards Unified Global systems	Case Discussion among teams

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## LEARNING OUTCOMES

UNIT	TOPICS TO BE COVERED	LEARNING OUTCOME
1	MIS – Scope – need- globalization challenge and opportunity	Basic concepts
1	Interdependence between organization and information system- Dimension of IS – value chain	Value of IS to organizations Functioning of IS
1	Business process and IS – technology IS – applications of MIS	Different fields of application
1	Impact of IS on organizations	Technology revolution
1	Ethical and social issues in IS.	Impact of ethics on IS
1	CASE study: The Domino's Pulse	Integrated approach to solve managerial issues
2	IT infrastructure – components – challenges	Hardware, software, networking technologies
2	file organization and environment – DBMS- Design – query. OLAP – data decisions	Problems of traditional file environment Tools for accessing information
2	Information policy- Network – importance – types	Managing data resources Different types of networks
2	Information securities – virus, worms, Trojan, horse 5 software – farewells types identity management, data Encryption.	Vulnerability of Information and the need to protect them
2	CASE study: Pleasures and pitfalls of BYOD	Integrated approach to solve managerial issues
3	Enterprise system –supply chain – internet driver - supply chain – supply chain CRM – enterprise application challenge	How business needs are fulfilled by information systems
3	Ecommerce –features – concepts – business models and Dair revenue model – B 2B –B2C – building ecommerce presence – knowledge management – decisions – value chain – types organizational intelligence.	Different models of E-commerce
3	CASE study: Mobile Commerce with Airtel Money	Integrated approach to solve managerial issues
3	CASE study: Social CRM	Integrated approach to solve managerial issues
4	Decision making - Business value of decisions	Importance of well informed decision making
4	Types of decisions Decision making process	Types of decisions

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4	Business intelligence Big data analytics	Understanding the concept
4	Management strategy DSS	Understand how Business Analytics help decision making.
4	CASE study: How much does data driven planting help farmers	Integrated approach to solve managerial issues
5	Systems development and organizational change Business process Redesign – tools.	Need for new system and how to initiate and drive the change – Design tools
5	System analysis and design – system development process	Different tools and methodologies of SAD
5	Project management for MIS Risk Management	Pitfalls of project management and the risks involved
5	Managing global systems.	Various alternatives when developing International IS
5	CASE study: Source Gas goes for better workforce scheduling	Integrated approach to solve managerial issues
5	CASE study: Unilever's push towards Unified Global systems	Integrated approach to solve managerial issues

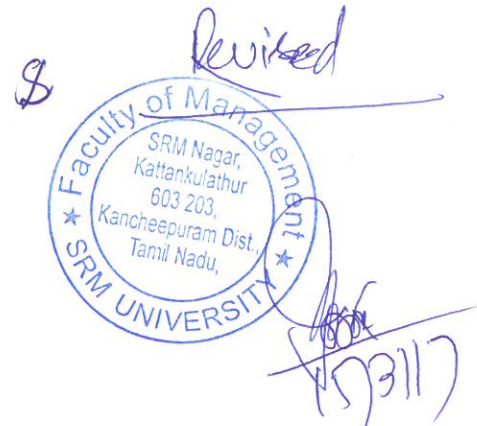
**COMPONENTS OF ASSESSMENT:**

INTERNAL (50 MARKS) + SRM UNIVERSITY EXAMINATIONS (100/2 = 50 MARKS)

**COMPONENTS OF INTERNAL ASSESSMENT**

Cycle test	-10 Marks	Surprise test	-05 Marks
Class Participation	-05 Marks	Model Examination	-15 Marks
Mini Project	-15 Marks		

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MB16208	CONSUMER BEHAVIOUR	L	T	P	C
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### OBJECTIVES

- To develop the skills to map the consumer's mind set
- To know how consumer behaviour models illustrate the buyer's behaviour
- To distinguish between internal and external factors influencing buyer behaviour
- To explain the influence of motivation, perception, personality, attitude, learning an self image and Life styles
- To understand how family, reference group, socio-cultural and opinion leadership influences buying behaviour
- To expose to emerging issues in buying behavior.

### UNIT - I

Concepts (Purchase, Usage and Disposal) – Significance – Evolution of Consumer oriented Market - Dimensions of Consumer Behavior – Application of knowledge of Consumer Behaviour in marketing decisions- Factors influencing the Consumer Behaviour- Case Studies

### UNIT - II

Industrial and individual consumer behavior rmodels- Traditional Models: Micro Economics and Macro Economics model - Contemporary Models: Howard- Sheth, Engel – Kollat, Webstar and wind Consumer Behavior Models–Implications of the modelson M arketng decisions-Case Studies

### UNIT - III

Individual Factors: Psychological Influences on consumer behavior–Psychographics - Consumer Motives - motivation – Perception – Personality- LearningandAttitude-SelfImageandLifestyles–Consumer expectationandsatisfaction- Case Studies

### UNIT - IV

External Factors: Change in Society; Value and Consumption Pattern, Demographics and Social Stratification - Culture, Sub Culture,CrossCulture-Familygroup; Family life cycle–Group; Types of group, Referencegroup - Case Studies

### UNIT- V

Communication-Influences on Consumer behavior, High and low involvement-Pre-purchase and post-purchase behavior-Online and offlinepurchasedecisionprocess–DiffusionofInnovation–ManagingDissonance-EmergingIssues– Case Studies.

Delivery mode: The course is discussed through a combination of Lectures - Case studies- Presentations, Field visits- Discussions and Debates - Assignments-Mini Projects-Experiential Learning through Internships

### TEXT BOOKS (T) : (RECOMMENDED BOOKS)

1. Rajneesh Krishna 'Consumer Behaviour', Oxford publications
2. Hawkins 'Consumer Behaviour- Building Marketing Strategy', 11<sup>th</sup> Edition, Tata McGraw Hill Pvt. Ltd. 2011.

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**REFERENCE BOOKS (R):**

1. Ramanuja Majumdar, Consumer Behaviour, PHI Learning Private Ltd, India, 2010
2. Philip Kotler, Kevin Lane Keller, A Frame Work for Marketing Management - 4th Edition - Pearson, 2011
3. Leon G.Schiffman and Leslie Lasar Kanuk, Consumer Behaviour, 10 Edition, Pearson Education, India, 2012.
4. David L. Loudon and Albert J Della Bitta, 'Consumer Behavior', McGraw Hill, New Delhi 2010.
5. Michael Solomon 'Consumer Behaviour', 9<sup>th</sup> Edition, PHI Learning Private Ltd



<b>COURSE:</b>	MBA	<b>SEMESTER:</b>	II
<b>TITLE/CODE:</b>	MB16208-CONSUMER BEHAVIOUR	<b>OPEN OFFICE HR:</b>	
<b>INSTRUCTOR:</b>	Dr. S. PremLatha	<b>CLASS TIMING:</b>	
<b>CLASS ROOM:</b>		<b>DAY ORDER</b>	

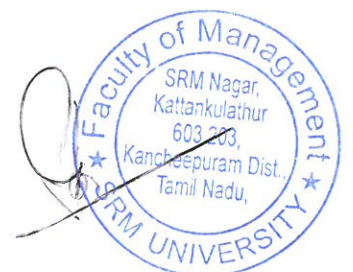
## INTRODUCTION

The dynamics that impact the buying behaviour of consumers has become eminently significant for any Business to survive. Researches across countries evinces consumer behaviour is difficult to predict; nevertheless understanding it has become one of the main objectives of any firm. Organizations are found to be consulting the consumer psychologists to get their product and promotion strategies right. Consumer behaviour is difficult to measure and therefore challenging. While assessing the purchasing behaviour of buyers, keeping track and Mapping factors such as Customer's Motives, Perception, Personality, Learning and Attitude, Lifestyles, Culture ,Demographics, Social stratification, Reference Groups and Family groups are important to get the actual picture to enable the product connect perfectly with the consumer. Impact of conscious as well as unconscious factors of consumption along with cultural variations and inherent ingenuity of a human being must be taken into account.. This Understanding is important for marketers to formulate effective strategies to persuade consumers. The course discusses concepts and theories on the psychology of consumption, sociology of consumption, addressing the consumers and elaborates upon practices and procedures marketers may follow to ascertain and fulfil consumer requirements. This enables students to develop a comprehensive perspective on consumer behaviour.

## COURSE OBJECTIVE

1. To Develop the skills to map the consumer's mindset
2. To Know, how consumer behaviour models illustrate the buyer's behaviour
3. To Distinguish between internal and external factors influencing buyer behaviour
4. To Explain the influence of motivation, perception, personality, attitude, learning and self-image and Life styles
5. To Understand how family, reference group, socio-cultural and opinion leadership influences buying behaviour
6. To Explain buying decision process
7. To Expose to emerging issues in buying behaviour.

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## CONTENT STRUCTURE

UNIT	TOPICS	NO OF HRS/UNIT	PAGE NO'S IN TEXT BOOK
I	<p>Concepts of Marketing (Revision) Nature and Scope of Consumer Behavior Why Study Consumer Behaviour?</p> <p><b>Concepts and Dimension:</b> Consumer Needs, Wants, Motivation Consumer Psychographics</p> <p>Perception Consumer Segmentation Learning and consumer involvement in purchase Consumer Attitude Socio - cultural and Economic dimension of Consumer Behavior</p> <p><b>Case Discussion:</b> Cadbury Dairy Milk Chocolates - Changes Consumer Perception</p>	<p>10 HRS</p> <p>1-10</p>	<p>R2 : Page 363 - 368 T1 : Page 3 -12</p> <p>T1 : Page 13 -29 T1: Page 265-284 <a href="https://en.wikipedia.org/wiki/Psychographic">https://en.wikipedia.org/wiki/Psychographic</a> T1: Page 381 -384 T1: Page 538-539 T1: Page 313-315 R1: Page 74 - 76 <a href="https://en.wikipedia.org/wiki/Consumer_behaviour">https://en.wikipedia.org/wiki/Consumer_behaviour</a> R1: Page 293 -297</p>
II	<p><b>Traditional Models of Consumer:</b> Microeconomic and Macroeconomic Models Behavioural Economics</p> <p><b>Contemporary Models:</b> The Nicosia Model, Howard Sheth Model, Engel-Kollat-Blackwell-Model,</p> <p>Webster and Wind Model of Organizational Buying Behaviour</p> <p><b>Case Discussion:</b> Nescafe Instant Coffee ( Consumption Culture - Personal Factors in Choice Decisions)</p>	<p>10 HRS</p> <p>11 - 20</p>	<p><a href="http://nptel.ac.in/courses/110105029/pdf%20sahany/Module5.(9)_doc.pdf">http://nptel.ac.in/courses/110105029/pdf%20sahany/Module5.(9)_doc.pdf</a></p> <p>R1: Page 225 - 241,</p> <p><a href="https://faculty.wharton.upenn.edu/wp-content/uploads/2012/04/7215_A_General_Model_for_Understanding.pdf">https://faculty.wharton.upenn.edu/wp-content/uploads/2012/04/7215_A_General_Model_for_Understanding.pdf</a> R1: Page 311 - 316</p>



III	<p><b>Individual Factors:</b>  <b>Personality &amp; Psychological Influence</b> on Consumer behaviour  <b>Psychographics</b> - Roots of Psychographics, Psychographics Segmentation Typologies</p> <p><b>Consumer Motives:</b> Nature and Roles of Motives, Motivational Strength, Needs versus Wants, Classification of Consumer Needs, Maslow's Hierarchy of Needs</p> <p><b>Perception of Consumer:</b> Perception, Perception process, Exposure, Attention and Interpretation  <b>Learning of the Consumer:</b> Learning, Behavioural Learning Theories and Cognitive Learning theory</p> <p><b>Attitude:</b> Power of Attitude, ABC Model of Attitude, How do we form the attitude (Personality, Neo Freudian Theory and Trait Theory, Brand Personality)  <b>Self-Image :</b> Does Self Exist, Self-Concept, Virtual Identity, and consumption and Self-Concept, Gender difference in Socialization</p> <p><b>Life Styles:</b> Who we are, what we do, Lifestyles as Group Identities, Products are building blocks of Life style</p> <p><b>Case Discussion-Lux-The Beauty soap</b></p>	10 HRS  21-30	R1-106-112  R1-36-42  R1-52-64  R1-86-92  R1-172-82  R1-110-123  R1-23-31  R1-299-301
IV	<p><b>External Factors:</b>  <b>Social Class:</b>  Social Class Structure, Components of Social class  Status Symbol  <b>Influence of Family:</b>  Family – Decision making- Consumption – related roles, Socialization of family members  Functions of Family</p>	10 HRS  31-40	T1: Page 122 -163  T1: Page 85-115

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	<p>Family Life Cycle</p> <p><b>Group Behaviour:</b> Group - Classification of group, Group Properties, Reference Group, Types of Reference Group, Influence of Reference groups</p> <p><b>Cultural Influence :</b> Culture, Characteristics, Importance and relevance of Culture to Marketing, Cultural Values Nature of Sub-Cultures, Cross culture and Micro Culture</p> <p><b>Case Discussion:</b> Dove Hair Care - Western Influence, Indian Values and Personality</p>		<p>T1: Page 34 - 63</p> <p>T1: Page 177-227</p> <p>R1: Page 323 - 327</p>
V	<p>Purchase decision Process - How do consumer decide alternatives</p> <p>Diffusion of Innovation: How do we decide to adopt an Innovation?, Behavioural Demands of Innovations, Prerequisite for Successful Adoption.</p> <p>Cognitive Dissónance theory- Managing Dissonance and Emerging Issues</p> <p><b>Case Discussion:</b> Maruti 800 Passenger Car - Consumer Decision Making</p>	<p>10 HRS</p> <p>41-50</p>	<p>R1 : Page 194-223</p> <p>T1 : Page 552- 559</p> <p>T1:Page442-444</p> <p>R1: Page 317 - 321</p>
	TOTAL	50 HRS	

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## COURSE DELIVERY

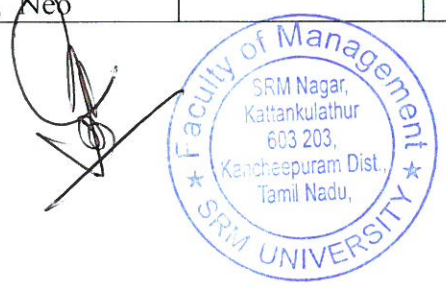
Unit	TOPICS	Process / Methodology	Outcome/ Learning of the unit	Assessment Method
I	<p>Concepts of Marketing (Revision)</p> <p>Nature and Scope of Consumer Behavior Why Study Consumer Behaviour?</p> <p><b>Concepts and Dimension:</b> Consumer Needs ,Wants, Motivation</p> <p>Consumer Psychographics Perception Consumer Segmentation Learning and consumer involvement in purchase Consumer Attitude</p> <p>Socio - cultural and Economic dimension of Consumer Behavior</p> <p><b>Case Discussion:</b> Cadbury Dairy Milk Chocolates - Changes Consumer Perception</p>	<p>Discussion</p> <p>Discussion</p> <p>Reflection on the Student reading</p> <p>Group Case-report submission</p> <p>Presentation &amp; Class Discussion</p>	<p>Basic Concepts (Segmentation , Brand Equity, Perception) Conceptual Skill</p> <p>Communication and Conceptual Skill</p> <p>Judgment and Decision Making</p>	<p>Quiz/ Cross Words</p> <p>News Paper article assessment</p> <p>Participation</p>
II	<p><b>Traditional Models of Consumer:</b> Microeconomic and Macroeconomic Models Behavioural Economics</p> <p><b>Contemporary Models:</b> The Nicosia Model, Howard Sheth Model,</p>	<p>Group Presentations</p> <p>Applying the Models to business</p>	<p>Analytical Skill</p>	<p>Written Test - open book</p> <p>Quiz</p>

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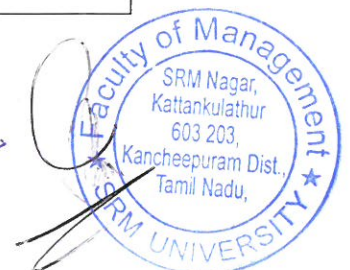
	<p>Engel-Kollat-Blackwell-Model,</p> <p>Webster and Wind Model of Organizational Buying Behaviour</p> <p><b>Case Discussion:</b> Nescafe Instant Coffee ( Consumption Culture - Personal Factors in Choice Decisions)</p>	<p>situation</p> <p>Group Case-Group report submission, Presentation &amp; Class Discussion</p>	<p>Judgment and Decision Making</p>	<p>Participation</p>
III	<p><b>Individual Factors: Personality &amp; Psychological Influence</b> on Consumer behaviour</p> <p><b>Psychographics</b> - Roots of Psychographics, Psychographics Segmentation Typologies</p> <p><b>Consumer Motives:</b> Nature and Roles of Motives, Motivational Strength, Needs versus Wants, Classification of Consumer Needs, Maslow's Hierarchy of Needs</p> <p><b>Perception of Consumer:</b> Perception, Perception process, Exposure, Attention and Interpretation</p> <p><b>Learning of the Consumer:</b> Learning , Behavioural Learning Theories and Cognitive Learning theory</p> <p><b>Attitude:</b> Power of Attitude, ABC Model of Attitude, How do we form the attitude (Personality , Neo</p>	<p>Introspection and Reflection of Learning</p> <p>Study on why human behave differently in a situation followed by discussion</p> <p>Reflection on student reading</p>	<p>Conceptual Reasoning</p> <p>Debating and communication skill</p> <p>Application skill</p>	<p>Quiz</p> <p>Draft a report on consumer behaviour towards a product using all the concepts</p>

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	<p>Freudian Theory and Trait Theory, Brand Personality )</p> <p><b>Self Image :</b> Does Self Exist, Self Concept, Virtual Identity, and consumption and Self-Concept, Gender difference in Socialization</p> <p><b>Life Styles:</b> Who we are, what we do, Lifestyles as Group Identities, Products are building blocks of Life style</p> <p><b>Case Discussion-Lux-The Beauty soap</b></p>	<p>Introspection and Reflection on student reading</p> <p>Discussion</p>	<p>Judgement and decision making</p>	<p>Participation</p>
IV	<p><b>External Factors:</b></p> <p><b>Social Class:</b> Social Class Structure, Components of Social class Status Symbol</p> <p><b>Influence of Family:</b> Family – Decision making- Consumption – related roles, Socialization of family members Functions of Family Family Life Cycle</p> <p><b>Group Behaviour:</b> Group - Classification of group, Group Properties ,Reference Group, Types of Reference Group, Influence of Reference groups</p> <p><b>Cultural Influence :</b> Culture, Characteristics, Importance and relevance</p>		<p>Application Skill</p> <p>Communication Skill</p> <p>Critical Thinking Skill</p> <p>Conceptual Skill</p>	<p>Identify the external factors that influenced the purchase decision of a family (especially Student family)</p>

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	of Culture to Marketing, Cultural Values Nature of Sub-Cultures, Cross culture and Micro Culture  <b>Case Discussion:</b> Dove Hair Care - Western Influence, Indian Values and Personality		Judgment and Decision Making Skill	Participation
V	Purchase decision Process - How do consumer decide alternatives  Diffusion of Innovation: How do we decide to adopt an Innovation?, Behavioural Demands of Innovations, Prerequisite for Successful Adoption.  Cognitive Dissonance theory-Managing Dissonance and Emerging Issues  <b>Case Discussion:</b> Maruti 800 Passenger Car - Consumer Decision Making	Discussion on the changes in purchase - Why? How?  Reflection on Learning  Reflection on Learning  Group Case-Report submission Presentation & Class Discussion	Technology Skill  Creative Thinking  Judgment and Decision making	Report on Emerging Technology (Open source)  Participation

## PEDAGOGY

The course is to be delivered through a combination of Lectures, Case studies, Power point Presentations, Classroom seminars, Debates, Discussions, Field visits-Assignments-Mini Projects-Experiential Learning through Internships.

## LEARNING OUTCOMES

1. Develop the skills to map the consumer's mindset
2. Understand how consumer behaviour models illustrate the buyer's behaviour
3. Imbibe the Impact of internal and external factors influencing buyer behaviour



4. Explain the influence of motivation, perception, personality, attitude, learning and self-image and Life styles
5. Know how family, reference group, socio-cultural and opinion leadership influences buying behavior
6. Explain buying decision process to enable rule out the gaps in strategic decisions to customize
7. Exposure to emerging issues in buying behaviour to be futuristic, relevant and effective.

### MINI-PROJECT GUIDELINES:

#### Suggestive Topics:

- Consumer perception
- Celebrities as Persuasive Role models
- Influencing Consumer beliefs and attitudes
- Culture and Customization
- Self-Image and Product attributes
- Latent Needs and Market opportunities
- Brand credibility, Consideration and Choice

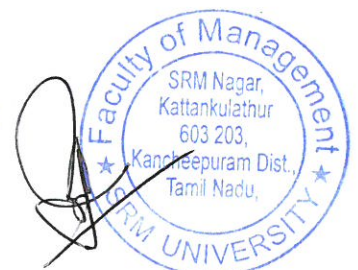
The following guidelines shall be followed in every written Mini Project Report (Minimum 30 pages):

- **Summary**
- **Introduction**
- **Problem Identification**
- **Situation Analysis**
- **Alternatives**
- **Recommendation & Implementation**
- **Conclusion**

#### Internal Mark: 50 Marks

Cycle Test	:	10 Marks
Surprise Test	:	5 Marks
Class Participation	:	5 Marks
Project	:	15 Marks
Model Exam	:	15 Marks
<b>Total</b>	:	<b>50 Marks</b>

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MB16209	MACRO ECONOMICS AND ECONOMETRICS	L	T	P	C
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### UNIT I

National economy – short run economic fluctuations and long run economic growth – money income and real national income based on CPI and WPI – National income accounting and social accounting – poverty, inequality and irregularity, - economic development and sustainable development

### UNIT II

Notion of supply creating its own demand – four sector circular flow of income – globalization in the open economy – effective demand, consumption function, MPC and investment multiplier – MEC, accelerator – unemployment inflation trade – off-Macro policies: monetary, fiscal, Price and income policies, foreign exchange policy.

### UNIT III

Role of government in industrialization, public sector, private sector, voluntary sector and social sector – public goods, common pool goods, free – rider problem – privatization – liberalization – impact of MNC – India, China growth comparison.

### UNIT IV

Meaning, scope, goals and divisions of econometrics – Theoretical and applied econometrics – methodology of econometrics

### UNIT V

Simple and multiple linear regression models – stochastic and non-stochastic relations – reasons for the inclusion of random variables – assumptions of linear stochastic regression model – Least square estimator (formula only) – standard error (S.E) – test of estimators: ‘Z test’, ‘t test’ – Goodness of fit R square – violation of assumptions – autocorrelation- Heteroscedasticity – co linearity – Causes and consequences, test and remedial measures – Dummy variables : meaning and uses.

### TEXTBOOKS

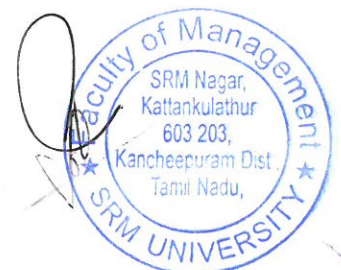
(B1) Deviga Vengadachalam and Karunakaran Madhavan, (2015), “Principles of Economics”, Oxford University Press, New Delhi, India.

(B2) Damodar N Gujarati, Dawn C Porter, "Basic Econometrics", Mc Graw Hill, 2016

### REFERENCES

1. Gregory Mankiw, Principles of Macro economics, Cengage, Delhi, 2014
2. Maddala, Introduction to econometrics, wileyindiapvt.ltd. Bankalore, Mumbai, 2014
3. Christopher Doughert, Introduction to econometrics, Oxford university press, London, IV edition, 2012.
4. Michael Burda, Charles Wyplosz, Macroeconomics, oxford University Press, London, 2014.
5. Geethika, Piyalighosh, Purba Roy choudhury, Managerial Economic, Mcgraw hill education(india) Pvt.ltd, new Delhi, 2014

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6. Paul A. Samuelson, William D. Nordhaus, Economics, McGraw Hill Education (India) Pvt. Ltd, New Delhi, 2014.
7. Deviga Vengadasalam, Karunakaran Madhavan, Principles of Economics, Oxford University Press, Chennai, 2014.
8. Miles, Macroeconomics, understanding the wealth of nations, Wiley India Pvt. Ltd, Mumbai, 2014.
9. Damodar N. Gujarati, Basic Econometrics, McGraw Hill Education, New Delhi, 2008.
10. Anna Koutsoyiannis, Theory of Econometrics, Harper, London, 1923.

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<b>COURSE:</b>	MBA	<b>SEMESTER:</b>	II
<b>TITLE/CODE:</b>	MB16209-MACRO ECONOMICS AND ECONOMETRICS	<b>OPEN OFFICE HR:</b>	(Yet to receive the time table)
<b>INSTRUCTOR:</b>	DR.P.S.RAJESWARI	<b>CLASS TIMING:</b>	
<b>CLASS ROOM:</b>	(Yet to receive the time table)	<b>DAY ORDER</b>	(Yet to receive the time table)

## INTRODUCTION

The incredible advancement in the global market system warrants the knowledge not only concerned on the choices made by individual actors in the economy (individual consumers or firms, for instance) but also with the performance, structure and behavior of the entire economy. Therefore it is predominant to understand the aggregative indicators such as GDP, unemployment rates, national income, price indices, and the interrelations among the different sectors of the economy to better understand how the whole economy functions. It facilitates to develop models that explain the relationship between such factors as national income, output, consumption, unemployment, inflation, savings, investment and Foreign exchange policy using statistical tools. Thus this course is designed to endow the students with the factual and conceptual understanding of the vital facets of macroeconomics and econometrics.

## COURSE OBJECTIVE:

### *Unit wise Objectives*

#### *Unit I*

To acquire the conceptual knowledge on macroeconomic concepts: business cycle, National income with respect to Indian scenario and to explore social progress indexing.

#### *Unit II*

To explore and compare the methods of computing national Income. To determine the effects of various multipliers and to acquire knowledge on monetary and fiscal policies.

#### *Unit III*

To understand and analyze the Economic functions of Government and to differentiate the types of budget. To explore the sources of Government revenue by differentiating progressive, proportional and regressive taxes and to identify the types of Government expenditure.

#### *Unit IV*

To attain the procedural aspects on theoretical and applied econometrics.

#### *Unit V*

To apply qualitative and quantitative methods of economic analysis through Simple and multiple linear regression models by learning stochastic and non-stochastic relations, least square estimator, standard error (S.E), 'Z test, 't' test-, Goodness of fit R, auto correlation, Heteroscedasticity and Multi – co linearity.

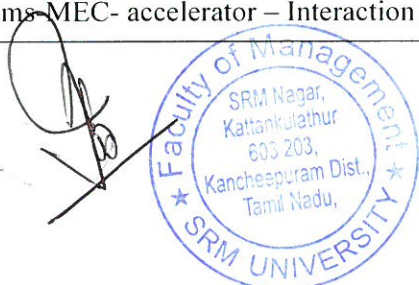
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## CONTENT STRUCTURE

<u>UNIT &amp; SESSION NO.</u>	<u>SYLLABUS TOPICS</u>	<u>STUDENT PREPARATION</u>
UNIT 1 Session No.1 3 hrs 1-3	<b><i>Introduction to Macro Economics</i></b> -Components-Goals-Historical perspective on macro economics-Government Policies-Phases of Business cycle-Keynes' Definition-characteristics of Inflation – Types of Inflation-Anti inflationary measures-Effects of deflation-control measures of deflation-short run economic fluctuations and long run economic growth	B1-Pg.218-223 B1-Pg.301-313 Mt1-Pg.739-775
UNIT 1 Session No.2 3 hrs 4-6	<b><i>Basics of National Income-</i></b> Definition and concepts- GDP-NDP--GNP-NNP-PI-DPI-PCI-CPI-WPI Money income- -Nominal income and real income - CPI and WPI Circular flow of Income and Goods	B1-Pg.229-232, 240-241 B1-Pg.324-328 Mt2-Pg.1-3 <a href="https://www.quora.com/What-is-WPI-and-CPI-How-is-it-measured-What-is-the-role-of-a-base-year">https://www.quora.com/What-is-WPI-and-CPI-How-is-it-measured-What-is-the-role-of-a-base-year</a>
UNIT 1 Session No.3 3 hrs 7-9	<b><i>Computation of National Income</i></b> National income accounting – factors determining National income-and social progress Index –Inter relations of social Accounts-Methods of Input Output Analysis- <b><i>Macro economic problems related to National Income</i></b> -Unemployment, Poverty, inequality <b><i>Corrective Measures</i></b> -Economic development and sustainable development.	B1-Pg.232-239 Mt3-Pg.364-374
UNIT 2 Session No.4 4 hrs 10-13	<b><i>National Income Equilibrium:</i></b> Concepts of equilibrium-consumption and savings-consumption theory-savings theory-break-even income-non-income determinants-investment theory-factors influencing investment-government sector-foreign sector-determination of equilibrium-equilibrium in a two sector economy-equilibrium in three sector economy-equilibrium in four sector economy	B1-Pg.249-269
UNIT 2 Session No.5 5 hrs 14-18	<b><i>Determination of income and multiplier</i></b> Basic ideas of Keynes-Fundamental Equation –concept and Analysis Effective demand-saving and Investment-Difference between Classical theory and Keynes' theory of employment-Keynes' law of consumption- consumption function, MPC and investment multiplier – Different types of multipliers-Reverse Multiplier-Importance-criticisms-MEC- accelerator – Interaction of multiplier and accelerator	B1-Pg.270,317-319 Mt4-Pg.1-30

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UNIT 3 Session No.6 4 hrs  19-22	<b>Monetary and Fiscal policies</b>  Meaning of monetary Policy-Reconciliation –central bank and instruments of monetary Policy-Role of RBI and Central bank- Methods of credit selection-Quantitative & Qualitative  Fiscal policy –Meaning-Genesis of Fiscal policy- objectives- Instruments of Fiscal policy -Limitations, Price and incomes policies, Foreign exchange policy.  Monetary and Fiscal policies	B1-Pg.No.331-335 Mt5-Pg.No.539-566
UNIT 3 Session No.7 23-27 5 hrs	<b>Role of Government:</b> Economic functions of government-types of budget-government revenue-taxation-objectives-types of tax structure-government expenditure-public debt-liberalization-privatization-globalization with reference to India	B1-Pg.No.283-289
UNIT 4 Session No.8 28-31 4 hrs	<b>Introduction to Econometrics:</b> Meaning, scope, goals and divisions of econometrics - Theoretical and applied econometrics – methodology of econometrics	B2- Pg.No.1-10
UNIT 5 Session No.9 32-36 5 hrs	<b>Econometric Models:</b> Simple and multiple linear regression models – stochastic and non – stochastic relations	B2-Pg.No.15-228
UNIT 5 Session No.10 37-39 3 hrs	Reasons for the inclusion of random variables – assumptions of linear stochastic regression model	B2-Pg. No.249-335
UNIT 5 Session No.11 6 hrs 40-45	Least square estimator standard error (S.E) – test of estimators : ‘Z test ‘t’ test- Goodness of fit R square –violation of assumptions – auto correlation – Heteroscedasticity – Multi – co linearity – Causes and consequences, tests and remedial measures – Dummy variables - meaning and uses.	B2-Pg. No.335-604
TOTAL 45 HOURS		

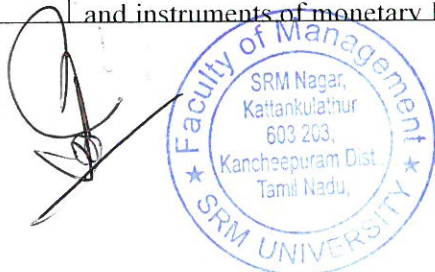
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## PEDOGOGY

<u>UNIT &amp; SESSION NO.</u>	<u>SYLLABUS TOPICS</u>	<u>TEACHING PEDAGOGY</u>
UNIT 1 Session No.1  3 hrs	<b>Introduction to Macro Economics</b> -Components-Goals- Historical perspective on macro economics- Government Policies-Phases of Business cycle–Keynes’ Definition-characteristics of Inflation –Types of Inflation-Anti inflationary measures-Effects of deflation-control measures of deflation-short run economic fluctuations and long run economic growth	<b>Interactive Lecture and Debate</b>
UNIT 1 Session No.2  3 hrs	<b>Basics of National Income</b> - Definition and concepts- GDP-NDP--GNP-NNP-PI-DPI-PCI-CPI-WPI Money income- -Nominal income and real income - CPI and WPI Circular flow of Income and Goods	<b>Joint Productive Activity(JPA)</b>  <b>Interactive Lecture</b>
UNIT 1 Session No.3  3 hrs	<b>Computation of National Income</b> National income accounting –factors determining National income-and social progress Index –Inter relations of social Accounts- Methods of Input Output Analysis- <b>Macro economic problems related to National Income</b> -Unemployment, Poverty, inequality <b>Corrective Measures</b> -Economic development and sustainable development.	<b>Persuasive Infographics</b>  <b>Interactive Lecture and Visual Learning</b>  <b>Article review</b>
UNIT 2 Session No.4  4 hrs	<b>National Income Equilibrium:</b> Concepts of equilibrium- consumption and savings-consumption theory-savings theory-break-even income-non-income determinants- investment theory-factors influencing investment- government sector-foreign sector-determination of equilibrium-equilibrium in a two sector economy- equilibrium in three sector economy-equilibrium in four sector economy	<b>Interactive Lecture and Visual Learning</b>
UNIT 2 Session No.5  5 hrs	<b>Determination of income and multiplier</b> Basic ideas of Keynes-Fundamental Equation –concept and Analysis Effective demand-saving and Investment- Difference between Classical theory and Keynes’ theory of employment-Keynes’ law of consumption- consumption function, MPC and investment multiplier – Different types of multipliers-Reverse Multiplier-Importance-criticisms- MEC- accelerator – Interaction of multiplier and accelerator	<b>Class Room Response System(CRS)</b>  <b>Interactive Lecture</b>
UNIT 3 Session No.6	<b>Monetary and Fiscal policies</b> Meaning of monetary Policy-Reconciliation –central bank and instruments of monetary Policy-Role of RBI and Central	<b>Class Room Response System(CRS)</b>

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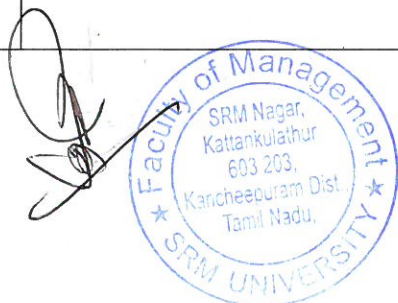
UNIT 3 Session No.7  5 hrs	<b>Role of Government:</b> Economic functions of government- types of budget-government revenue-taxation-objectives- types of tax structure-government expenditure-public debt- liberalization-privatization-globalization with reference to India	<b>Interactive Lecture and visual learning</b>
UNIT 4 Session No.8  4 hrs	<b>Introduction to Econometrics:</b> Meaning, scope, goals and divisions of econometrics - Theoretical and applied econometrics – methodology of econometrics	<b>Lecture and visual learning</b>
UNIT 5 Session No.9  5 hrs	<b>Econometric Models:</b> Simple and multiple linear regression models – stochastic and non – stochastic relations	<b>Lecture and class participation  visual learning</b>
UNIT 5 Session No.10  3 hrs	Reasons for the inclusion of random variables – assumptions of linear stochastic regression model	<b>Lecture and class participation  visual learning</b>
UNIT 5 Session No.11  6 hrs	Least square estimator standard error (S.E) – test of estimators : ‘Z test ‘t’ test- Goodness of fit R square – violation of assumptions – auto correlation – Heteroscedasticity – Multi – co linearity – Causes and consequences, tests and remedial measures – Dummy variables -meaning and uses.	<b>Lecture and class participation  visual learning</b>



**LEARNING OUTCOME**

<u>UNIT &amp; SESSION NO.</u>	<u>SYLLABUS TOPICS</u>	<u>LEARNING OUTCOMES</u>	<u>LEARNING ASSESSMENT TOOL</u>
UNIT 1 Session No.1 3 hrs	<b>Introduction to Macro Economics</b> -Components-Goals-Historical perspective on macro economics-Government Policies-Phases of Business cycle-Keynes' Definition-characteristics of Inflation –Types of Inflation-Anti inflationary measures-Effects of deflation-control measures of deflation-short run economic fluctuations and long run economic growth	<p><b>Concepts learnt</b> Differentiate Micro economics and macroeconomics. Boom, Recession, Inflation, deflation depression, model of aggregate demand and Aggregate supply, stagflation, Aggregate-demand curve, aggregate-supply curve</p> <p><b>Skills Developed</b>  Objective pattern-<b>Conceptual skill</b>  Debate-<b>Comprehensive skill</b></p>	<p><b>Quiz</b> <i>Macroeconomics: Schools of Thought</i></p> <p><b>Debate</b> <i>Keynes vs. Hayek: The Great Debate Continues</i></p> <p><a href="http://www.wsj.com/articles/SB10001424052748704738404575347300609199056">http://www.wsj.com/articles/SB10001424052748704738404575347300609199056</a></p> <p><u><i>Liberalism Vs Neo liberalism</i></u></p>
UNIT 1 Session No.2 3 hrs	<b>Basics of National Income</b> - Definition and concepts- GDP-NDP--GNP-NNP-PI-DPI-PCI-CPI-WPI Money income- - Nominal income and real income - CPI and WPI Circular flow of Income and Goods	<p><b>Concepts learnt</b> Definition-GDP- GNP-NNP-PI-DPI-PCI-CPI-WPI</p> <p><b>Skills Developed</b>  Group discussion -<b>Decision making skill</b>  Exercises on calculating CPI/WPI-<b>Analytical skills</b></p>	<p><b>Group Discussion</b> Amartya Sen Offers Alternative to GDP <a href="http://www.thecrimson.com/article/2009/11/16/economic-gdp-sen-fitoussi/">http://www.thecrimson.com/article/2009/11/16/economic-gdp-sen-fitoussi/</a></p> <p><b>Constructing CPI/WPI</b></p>

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<p>UNIT 1 Session No.3  3 hrs</p>	<p><b>Computation of National Income</b> National income accounting – factors determining National income-and social progress Index – Inter relations of social Accounts- Methods of Input Output Analysis- <b>Macro economic problems related to National Income</b>-Unemployment, Poverty, inequality <b>Corrective Measures</b>-Economic development and sustainable development.</p>	<p><b>Concepts learnt</b> Measurement of NI, Social progress Index-IO Analysis Inequality-Political philosophy of redistributing income-policies to reduce poverty</p> <p><b>Skills Developed</b></p> <p>Case study- <b>Deductive Skills</b></p> <p>Infographics- <b>Analytical skills</b></p>	<p><b>Data visualization</b>  (How far national income a reliable index of Economic Welfare?)</p> <p>Article review Should We Stay or Should We Go? The economic consequences of leaving the EU</p> <p><a href="http://cep.lse.ac.uk/pubs/download/EA022.pdf">http://cep.lse.ac.uk/pubs/download/EA022.pdf</a></p>
<p>UNIT 2 Session No.4  4 hrs</p>	<p><b>National Income Equilibrium:</b> Concepts of equilibrium- consumption and savings- consumption theory-savings theory- break-even income-non-income determinants-investment theory- factors influencing investment- government sector-foreign sector- determination of equilibrium- equilibrium in a two sector economy- equilibrium in three sector economy- equilibrium in four sector economy</p>	<p><b>Concepts learnt</b> NI equilibrium- consumption- savings- Investment-break even income- Equilibrium in different sectors</p> <p><b>Skills Developed</b></p> <p><b>Quiz-Conceptual skills</b></p> <p><b>Numerical problems- Analytical skills</b></p>	<p><b>Quiz based on</b></p> <p><b>Digital Video</b></p> <p><a href="https://www.youtube.com/watch?v=gV-rrpOt40s">https://www.youtube.com/watch?v=gV-rrpOt40s</a></p>

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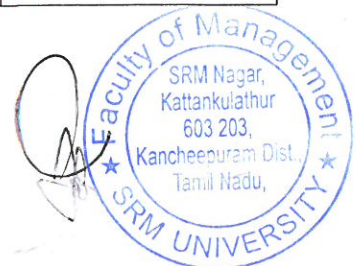

<p>UNIT 2</p> <p>Session No.5</p> <p>5 hrs</p>	<p><b>Determination of income and multiplier</b></p> <p>Basic ideas of Keynes-Fundamental Equation –concept and Analysis Effective demand-saving and Investment-Difference between Classical theory and Keynes’ theory of employment-Keynes’ law of consumption- consumption function, MPC and investment multiplier – Different types of multipliers-Reverse Multiplier-Importance-criticisms-MEC- accelerator – Interaction of multiplier and accelerator</p>	<p><b>Concepts learnt</b></p> <p>Theories of Demand-consumption-MPC-MEC-accelerator-multiplier</p> <p><b>Skills Developed</b></p> <p>Group discussion</p> <p><b>-Decision making skill</b></p> <p>Exercises on calculating MPC</p> <p><b>-Analytical skills</b></p>	<p><b>MCQs</b></p> <p><b>Group Discussion</b></p> <p>(compare and contrast the economic theories of Keynesianism and monetarism)</p>
<p>UNIT 3</p> <p>Session No.6</p> <p>4 hrs</p>	<p><b>Monetary and Fiscal policies</b></p> <p>Meaning of monetary Policy-Reconciliation –central bank and instruments of monetary Policy-Role of RBI and Central bank-Methods of credit selection-Quantitative &amp; Qualitative</p> <p>Fiscal policy –Meaning-Genesis of Fiscal policy- objectives-Instruments of Fiscal policy - Limitations, Price and incomes policies, Foreign exchange policy.</p> <p>Monetary and Fiscal policies</p>	<p><b>Concepts learnt</b></p> <p>Monetary and Fiscal policies-open market Operations-Foreign Exchange</p> <p><b>Skills developed</b></p> <p>MCQs-</p> <p><b>Conceptual skills</b></p> <p>Group Discussions-</p> <p><b>Comprehensive skills</b></p>	<p><b>MCQs</b></p> <p><b>Group Discussion</b></p> <p>(The role of fiscal and monetary policies in the stabilization of the economic cycle with respect to India 2016-17)</p>
<p>UNIT 3</p> <p>Session No.7</p> <p>5 hrs</p>	<p><b>Role of Government:</b> Economic functions of government-types of budget-government revenue-taxation-objectives-types of tax structure-government expenditure-public debt-liberalization-privatization-globalization with reference to India</p>	<p><b>Concepts learnt</b></p> <p>Types of Budget-taxation- public debt-liberalization-privatization-globalization</p> <p><b>Skills Developed</b></p> <p><b>Quiz-Conceptual skills</b></p> <p><b>Numerical problems- Analytical skills</b></p>	<p><b>Quiz</b></p> <p><b>Digital Video</b></p> <p>Solving with Equilibrium Level of National Income with Taxes</p> <p><a href="https://www.youtube.com/watch?v=DrS-tYKgsVg">https://www.youtube.com/watch?v=DrS-tYKgsVg</a></p>

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UNIT 4 Session No.8  4 hrs	<b>Introduction to Econometrics:</b> Meaning, scope, goals and divisions of econometrics - Theoretical and applied econometrics – methodology of econometrics	<b>Concepts learnt</b>  Methodology of econometrics- theories and applied econometrics	<b>Quiz</b>  <b>Digital Video</b> <a href="https://www.youtube.com/watch?v=EP4RIOKuEA">https://www.youtube.com/watch?v=EP4RIOKuEA</a>  Introduction to econometrics Why econometrics and link of econometrics with macro economics?
		<b>Skills Developed</b>  <b>Quiz-Conceptual skills</b>  Numerical problems- <b>Analytical skills</b>	
UNIT 5 Session No.9  5 hrs	<b>Econometric Models:</b> Simple and multiple linear regression models – stochastic and non – stochastic relations	<b>Concepts learnt</b>  Fundamentals of univariate, bivariate and multivariate analysis and interpreting results	<b>Digital Video</b>  <a href="https://www.youtube.com/results?search_query=Simple+and+multiple+linear+regression+models">https://www.youtube.com/results?search_query=Simple+and+multiple+linear+regression+models</a>  Exercises on Simple and multiple linear regression models
		<b>Skills Developed</b> <b>Quiz-Conceptual skills</b>  <i>Numerical problems-</i>  <b>Analytical skills</b>	
UNIT 5 Session No.10  3 hrs	Reasons for the inclusion of random variables – assumptions of linear stochastic regression model	<b>Concepts learnt</b>  Random variables- linear stochastic regression	Exercises on linear stochastic regression models  <b>Digital Video</b> <a href="https://www.youtube.com/watch?v=M_5SLG7sUa0&amp;list=PLwJRxp3blEvZyOBTTOMFRP_TDaSdly3gU">https://www.youtube.com/watch?v=M_5SLG7sUa0&amp;list=PLwJRxp3blEvZyOBTTOMFRP_TDaSdly3gU</a>
		<b>Skills Developed</b>  <b>Quiz-Conceptual skills</b>  <i>Numerical problems-</i>  <b>Analytical skills</b>	

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UNIT 5 Session No.11  6 hrs	Least square estimator standard error (S.E) – test of estimators : ‘Z test ‘t’ test- Goodness of fit R square – violation of assumptions – auto correlation – Heteroscedasticity – Multi – co linearity – Causes and consequences, tests and remedial measures – Dummy variables - meaning and uses.	<b>Concepts learnt</b>	Exercises on Least square estimators, Correlation and heteroscedasticity
		Standard error and interpretation of ‘Z test ‘t’ test , auto correlation Heteroscedasticity ,Multi and co linearity  <b>Skills Developed</b>  <b>Quiz-Conceptual skills</b>  Numerical problems-  <b>Analytical skills</b>	

### LIST OF CASE STUDIES

1. Why Traditional Recession Tactics Are Doomed To Fail This Time?  
<https://hbr.org/2008/10/how-strategists-should-respond>
2. Indian Rupee Crisis of 2013  
<https://hbr.org/product/indian-rupee-crisis-of-2013/W15525-PDF-ENG>
3. Direct Inflation Targeting: The Swedish Experience
4. High Savings Growth: Where It Will Lead The Chinese Economy?
5. Single Global Currency: Is it Feasible?

