

FINANCE

MBN F663	FINANCIAL SERVICES	L	T	P	C
		2	0	0	2

The objective of this course is to give knowledge about Financial services to the students. On completion of this course, the students will have sufficient knowledge about different Services in the existing Financial industry.

Units	S.N O	TOPICS	No. of Hours	Methodology
I	1	Financial services Introduction Functions of Financial Services Types of Financial services	1	Lecture
	2	Definition Leasing Process Types of leasing Lease evaluation from the lessor point of view Lease evaluation from the lessee point of view Advantages & Drawbacks Accounting Treatment of lease	5	Lecture
		Case Study - Make Or Buy Decision For Leasing Vishal Engineering Enterprises For Leasing & Hire Purchase	5	Discussions
	3	Features of Hire Purchase agreement Contents of Hire purchase agreement Diff. between HP and Lease Tax benefit in hire purchase transaction	3	Lecture
	4	Consumer credit introduction Different types of loans		
	Identify a Leasing company in Chennai and evaluate their process and outcomes.(Please mention the name of the products they considered for leasing & Brief history of the company) 2. Identify a Hirepurchase company in Chennai and evaluate their process and outcomes.(Please mention the name of the products they considered for leasing & Brief history of the company).			
II	5	Meaning of factoring	4	Lecture
		Process or steps involved in factoring		
		Types of factoring		
		Legal aspects of factoring		

		Benefits of factoring		
		Process of Forfeiting		
		Features of forfeiting		
	3.What are all the parameters in Credit rating used in ICRA Limited , Nandanam, Chennai and explain its silent features			Activity
III	6	Venture capital introduction Types of venture capital Guidelines for providing venture capital Legal regulations for venture capital SEBI regulation on venture capital Venture capital financing stages and growth	2	Lecture
	4. Explain Venture Capital. Select a suitable company of your choice in Chennai and identify their financial stages used for the growth of it and explain its current status.			Activity
IV	7	Methods of housing finance Creation of NHB Functions of NHB	2	Lecture
		Case Study On Housing Finance Case On NHB	2	Discussions
	5. Explain the current scenario of housing finance used for upper-middle class of Chennai residence. Substantiate your answer with a leading housing finance company situated at Chennai.			Activity
V	8	The concept of credit rating Classification of credit rating Credit rating of individuals, companies and countries Basis for credit rating Credit rating companies in India with its symbols Benefits and drawbacks of credit rating agencies	3	Lecture
		Case Study On Credit Rating Of ICICI	3	Discussions
	6. Briefly explain the current credit rating system prevailing in India and explain its impact on Indian Economy for Future Generation Group.			Activity

REFERENCE BOOKS

- R1. MY KHAN “FINANCIAL SERVICES” TATA MCGRAW-HILL – 3RD EDITION
R2. Dr. GURUSWAMY “MERCHANT BANKING AND FINANCIAL SERVICES” TATA MCGRAW HILL
R3. Dr. TRIPATHY “FINANCIAL SERVICES” PRINTICE HALL
R4. Dr. PUNITHAVATHY PANDIAN “FIANCIAL SERVICES AND MARKETS” VIKAS
OTHER RELEVANT MATERIAL CAN BE COLLECTED FROM WEBSITES

INTERNAL EVALUATION:

Cycle Test:	10
Surprise Test:	5
Model Exam	10
Mini Project:	10 (Performance Of External Work To Be Evaluated)
Viva Voce:	10 (Viva On The Best External Work Is To Be Considered)
Attendance:	5
TOTAL:	50 MARKS

Subject Coordinator

Head-Fianance

Dean-MBA

MBN F666	STRATEGIC FINANCIAL MANAGEMENT	L	T	P	C
		2	0	0	2

LESSON PLAN

To equip the students with necessary knowledge and skills required to evaluate decision of merger, acquisition and take over, buyout, legal and accounting aspects, turn-around strategies and various techniques of cost management.

UNIT	SL.NO	TOPICS	No of Hours	METHODOLOGY
I	1	Sale of Existing Assets and making discussions on complex investment opportunities and managing risk.	2	Lecture
	2	Financial Planning –Approaches to Financial Planning and short term Financial Planning	2	Lecture
	3	Analysis of financial performance-Asian Paints and Reliance Industries	2	Case Study
		Take a real time Financial Statement of a company and analyse the Financial Performance from all the stakeholders point of view and submit a report	-	Activity
II	4	Strategic Alliances-Ownership Restructuring-Leveraged Buyouts –Sell Offs –Leveraged Recapitalizations- Distress Restructuring	2	Discussion
	5	Mergers and Acquisitions-Financial Framework. Merger as a Capital Budgeting Decision	2	Lecture/Problems
	6	Post Merger Integration Issue: Legal and Tax aspects-Case Study Modern Pharma	2	Case Study
		1) Any 5 strategic alliances in India and abroad along with their respective strategy for entering the alliance and submit a report. 2)Take any 5 recent Global mergers and furnish the details of how the share price react in the market (before and after the merger)	-	Activity
III	7	Acquisition/TakeoverCodes-Tactics/Techniques-SEBI guidelines on takeovers-Legal procedure	2	Lecture
	8	Leveraged Buyouts-Spin-Offs-Sell-Offs	2	Discussion
	9	Cross Border Deals	2	Lecture
		Identify any two real time take-over bids .Give a broad outline of the defenses available against a take-over bid	-	Activity

IV	10	Corporate Sickness-operating sickness vs.financial sickness- Symptoms- Restructuring of a sick company- Different interpretations of sickness	3	Lecture
	11	Causes and Turnaround strategies- Phases in Turnaround management-Basic Approaches-Surgical vs Human	3	Lecture/Problems
	Identify any 5 sick companies and also identify its causes of becoming sick.Also submit a report		-	Activity
V	12	Strategy and Cost Management-Strategy formulation and Cost System Design- Alternate strategies-Objectives of Cost Management Systems-Broken Cost System Causes and Remedy	3	Lecture
	13	Cost of Quality-Activity Based Costing principles-Target Costing (sums may be worked out related to activity based costing)	3	Lecture
	Establish aCosting System for a Manufaturing Organisation and submit a report		-	Activity

Reference:

- R1- Financial Management- IM Pandey (9th Edition)
R2-Financial Management-Prasanna Chandra(7th Edition)
R3-Financial Management-Rajiv Srivastava & Anil Misra
R4-Strategic Financial Management-G P Jakhotiya
R5-Financial Management –Khan and Jain (6th edition)

INTERNAL ASSESSMENT:

(i) Cycle test	10 marks
(ii) Surprise test	05 marks
(iii)Model exam	10 marks
(iv)Mini project	10 marks
(v) Viva	10 marks
(vi)Attendance	05marks
TOTAL	50 marks

K.Balaji
Course Coordinator
Management

Dr.S.Vasumathy
Head –Finance

Dr Jayshree Suresh
Dean-School of

MBN F662	MBN F662 MICRO FINANCE	L	T	P	C
		2	0	0	2

LESSION PLAN

The objective of this subject is to give a working knowledge and the principles, practices and application in Micro Finance to the Finance Specialization students. On completion of this subject, the students will have more knowledge in this microfinance industry among the self – help group.

SL NO	TOPICS	SESSIONS	METHODOLOGY
1	Introduction about Microfinance	1	Lecture
2	Evolution, Impact and Importance of Micro Financial Services	2	Lecture
3	Steps Initiated in Development of Micro finance	1	Lecture
4	Case Study – Moneylender	2	Discussion
	Visit Microfinance Institution		Discussion with the Head of the Institution
5	Role of Regulatory body in Micro finance and Rural Credit system in India Self Help groups (SHG): What is SHG: Features of SHG: Objectivity of SHG	2	Lecture
6	Self Help group promoting institutions (SHPI): Formation of SHG: Credit Linkage	2	Lecture
	Visit SHG Near Singaperumal Koil		Discussion
7	SHGs related Case study	2	Discussion
8	Micro Finance Services, Weaker Sections, SHG-Bank Linkage	2	Lecture
9	Banks and Financial Intermediaries, SHG-Thrift, credit, and Other Financial Services	2	Lecture
	Microfinance department in the Banks both Private and Public Undertaking Sector banking		
10	Financial Related Case study	2	Discussion
11	Formation and development of Micro Services. Micro Finance Institutions	2	Lecture
12	Role of MFI in developing Micro Finance, Enhancing Institutional Finance	2	Lecture
13	MFI or Microfinance development related cases	2	Discussion
	Micro Finance and Rural Development, Micro	2	Lecture

	Credit Institutions, Non Government Organization (NGO).Prospects of Micro Finance:		
	Village Visit and discussion with the Group to People involved in the Women SHGs		
14	RBI Role in Regulating, Bank's Role in Micro Finance, Growth of Micro Finance, Development of Micro Finance, Credit Plans, Credit Schemes and social Banking.	2	Lecture
15	RBI Issued cases or NABARD Issued cases	2	Discussion
	Seminar on Microfinance industries in India		

Reference Books:

1. Micro finance and poverty reduction by Susan Johnson and Bren Rogaly – Oxfam 1997
2. Indian micro finance-the challenges of rapid growth-by Prabu Ghate – Sage 2007
3. Micro finance hand book – by Jonna Ledger wood – E book
4. Commercial banks in micro finance- by Malcolm Harper and Sukhwinder Singh Aroroa – Teri Press 2005.

Internal Assessment:

(i) Cycle Test	10 Marks
(ii) Surprise Test	05 Marks
(iii) Model Exam	10 Marks
(iv) Mini Project	10 Marks
(v) Viva (Mini Project)	10 Marks
(vi) Attendance	05 Marks
Total	50 Marks

Course Coordinator

Head –Finance

Dean-School of Management

MBNF 665	FINANCIAL INSTITUTIONS AND MARKETS	L	T	P	C
		2	0	0	2

OBJECTIVE:

The students are expected to have a working knowledge on the Indian Financial System, Institution and various bodies that are going to regulate these institutions.

UNIT	SL.NO	TOPICS	No of Hours	METHODOLOGY
I	1.	Introduction – Nature and role of financial system- Structure of financial system	1	Lecture
	2.	Equilibrium of financial markets - Theories of the impact of financial development and its process	1	Lecture
	3.	Indian financial system-Indicators& financial development.	2	Lecture
	4.	Structure and Types of financial institution – Central bank policies – Financial sector reforms – Need and objective – Major reforms	2	Lecture
	C1	Case study – TIPS , Real Interest Rates have become observable in the United States	1	Discussion
		To Visit Public Limited Banks Assess Their Process Submit Report		Group Activity
		To Visit Private Limited Banks Assess Their Process Submit Report		Group Activity
II	5.	Reserve Bank of India – Functions – Role and Monetary policy of RBI	2	Lecture
	6.	Monetary control – Recent policy development -Securities and exchange board of India (SEBI) – Functions and Highlights of SEBI's performance	2	Lecture
	7.	Public Deposits – Securities contracts regulations Act , 1956	2	Lecture
		To Visit NBFCs Assess Their Role Submit Report		Individual students
		To Visit Post Office Savings Bank Assess Their Role Submit Report		Individual students
	8.	Commercial banks – Co-Operative banks – Non-banking financial intermediaries and statutory financial organizations	1	Lecture

III	9.	Small savings – Provident funds – Pension funds	1	Lecture
	10.	Insurance companies- An overview of LIC , GIC and other private insurance companies	1	Lecture
	11.	NBFC'S– An overview up to 1995-96 and present position and regulation.	1	Lecture
	12.	Non-banking statutory financial organizations.	1	Lecture
	C2	Case Study (What do the Black Monday crash of 1987 and the tech crash of 2000 tell us about the efficient Market Hypothesis)	1	Discussion
		To Visit Foreign Banks Assess Their Activity Submit Report		Group Activity
		To Collect Data From Private Lenders – Analyse Data Submit One Article		Individual Activity
IV	13.	Call money market – Treasury bills market – Commercial bills market – Certificate of deposit – The discount market	1	Lecture
	14.	Market for financial guarantees – Government securities – Industrial securities market	1	Lecture
	15.	An introduction of futures, options and forward market.	1	Lecture
	C3	Case study – An exception that proves the rule : Ivan Boesky	1	Discussion
		To Collect Data From Banks Regarding Gold Coin Selling System, Submit One Articles		Individual Activity
		To Visit Co-Operative Banks And Societies Assess Their Financial Services Submit Report		Group Activity
V	16.	Foreign Exchange market – International capital flow – Uses and determinants of Foreign capital	1	Lecture
	17.	Forms of foreign capital – International financial instrument- Foreign capital flow in India	1	Lecture
	18.	Recent developments in Foreign capital inflows – Foreign exchange market	1	Lecture

	19.	Interest Rates – Level and structures of interest rates – Interest rates in India.	1	Lecture
	C4	Case study - Why are Exchange rates so Volatile	1	Discussion
		To Visit Mutual Funds Companies Assess Their Process Submit Report		Group Activity
		To Visit Stock Broking Agencies Assess Their Role Submit Report		Group Activity

Text Books:

1. L.M. Bhole – "Financial institutions and markets", Structure, Growth and innovations, Tata McGraw-HILL publishing company Limited 5th Edition -2008.

Reference Books:

1. Frederic.S.Mishkin and Stanley G.Eakins – "Financial Institutions and Markets", Pearson Education
2. Meir Kohn – "Financial Institutions and Markets", Oxford , 2nd Edition
3. Meera Sharma – "Management of Financial Institutions" , PHI Publication, New Delhi

INTERNAL ASSESSMENT:

(vii)	Cycle test	10 marks
(viii)	Surprise test	05 marks
(ix)	Model exam	10 marks
(x)	Mini project	10 marks
(xi)	Viva	10 marks
(xii)	Attendance	05marks
	TOTAL	50 marks

Coordinator

Head-Finance

Dean-MBA

MBNF 652	RISK MANAGEMENT AND INSURANCE	L	T	P	C
		2	0	0	2

Unit	S.N O	TOPICS	HOURS	PEDAGOGY (Seminar / Case discussion)
I	1)	Introduction to risk and risk management. Definition/ meaning/ objective/ classification / types of risk/Degree of risk/ Scope of risk management.	1 - 2	LECTURE
	2)	Steps in Risk management / Risk management process/ Factors influencing risk/Risk control.	3	LECTURE
	3)	Risk avoidance/ Risk reduction / Risk classification / Risk evaluation/ Risk Financing/ Retention/ Transfer.	4	LECTURE
		Case study Risk assessment for maintenance work in factory	5 - 6	DISCUSSION
Out of Class Room Activity		Survey with risk evaluator.		Group activity
		Different types of risk monitory agency		Group activity
II	1	Enterprise risk management/ sources/ types/ ERM models/ Integrated risk assessment.	7 - 8	LECTURE
	2	Market risk management/ importance /Exposure/Methods to handle and control risk.	9	LECTURE
	3	Credit risk management / needs / methods for Credit risk management / credit derivatives.	10	LECTURE
		Operational risk management / importance /	11	LECTURE

	4	measurement of operational risk / stages of operational risk management.	12	LECTURE
	5	Strategic risk management/ planning to manage risk / risk management in merger's and acquisitions. Case study 1. Credit risk management in lehman brothers 2. ERM In ABN-AMRO	13 - 14	DISCUSSION
Out of Class Room Activity		Formulate a risk content table.		Group activity
		Prepare a report on "How to overcome the various risk in the management and give your own solution."		Group activity
III	1	Project risk management / sources / classification /scope objectives of project risk management and phases / types of risk handling strategies/	15 - 16	LECTURE
	2	factors affecting strategy selection / risk management in different types of projects	17	LECTURE
	3	Operational risk management/sources & classification/ measurement and objective of operational risk/ stages of operational risk/	18 - 19	LECTURE
	4	role of supervisor/ disclosure requirement/ insurance & operational risk	20	LECTURE
Out of Class Room Activity		Report on handling of project or operation risk in shipping company.		Individual Activity
		Describe the various tools in financial risk management handled by any Insurance company.		Individual Activity
IV	1	Financial risk management / sources /Need and importance of Financial risk/ Tools of financial risk management / integrated risk management / double trigger option.	21 - 22	LECTURE
		Treasury risk management/ money market	23	

	2	trends/ tools of treasury risk management/ E-finance /Tools for treasury risk management/derivatives. Case study Financial risk management in Toyota motor corporation	24 - 25	LECTURE DISCUSSION
Out of Class Room Activity		Write a report on the procedure for insurance claim - in different concept.		Group activity
		Report on difference strategy followed in risk treasury management in India and abroad.		Group activity
V	1	Insurance / meaning/ need/ risk sharing/ risk transfer / Benefits/ Elements/ types of insurance	26-27	LECTURE
	2	Principles of insurance / documentation process.	28	LECTURE
	3	Role of legislative and regulative matter overview/ Insurance act 1938/ IRDA act 1999 / GIBNA 1972 / LIC act 1956 / consumer protection act 1986	29	LECTURE
	4	Insurance ombudsman scheme / malhotra committee / insurance advisory committee, Contract Act,1872.	30	LECTURE
Out of Class Room Activity		A report on insurance company.		Individual Activity
		Evaluation between private and govt. insurance company		Group activity

INTERNAL ASSESSMENT:

(xiii)	Cycle test	10 marks
(xiv)	Surprise test	5 marks
(xv)	Model exam	10 marks
(xvi)	Mini project	10 marks
(xvii)	Viva	10 marks
(xviii)	Attendance	5 marks
	TOTAL	50 marks

REFERENCE BOOKS:

- R1) Financial risk management -- Dun & Bradstreet
- R2) Risk management--Carl.pritehard
- R3) Risk management & insurance--HarringtonNiehaws
- R4) Risk management & insurance--Harold D.skipper/W.Jean Knan.
- R5) Risk management-- David E.Bell Arthur Schleifer
- R6) Risk issues & crisis management--michael regester& Judy Larkin.
- R7) Principles of risk management & insurance--George E. Rejda.
- R8) Risk management & insurance – Scott Harington
- R9) Risk management & insurance – C. Arthur Williams.
- R10)Enterprise Risk management – ICFAI publishers.

Daniel Rajkumar
Subject co-ordinator

Dr.S.Vasumathy
HOD

Dr.Jayshree Suresh
Dean.

MBNF 668	MERCHANT BANKING	L	T	P	C
		2	0	0	2

Objective: To understand the merchant banker's services, market environment in which he operates and various the regulatory guidelines related to his activities.

Teaching Methodology: Lectures, class room discussions, mini projects/assignments, case analysis and student presentations.

Unit.	Topics	Hours	Lecture/Pres entation/ Discussion	References & Page No.
1	Money market-instruments- functions	1	Lecture	R2 Pp 2-13
	Functions of SEBI Mutual fund-classification-benefits and drawbacks	1	Lecture	R1 pp.243- 252&261-262 Ref2 p.44
	Factoring-Services/functions of a facto- benefits-Factoring in India	1	Lecture	R1 pp398-404 R2149-151
	Credit cards-types-credit card vs.debit cards	1	Lecture/Discu ssion	R2 pp 213-218 &223-234
	Credit rating-benefits-process	1	Lecture	R1 Pp163-164 &169-173
	Case: Banning Entry Load-A Cosmic Change	1	Case presentation	R1 pp.272-273
	<u>Activity</u> : The students need to identify the factoring service rendered by banks to its business customers			
	Leasing-Types-advantages – Limitations-basic elements for healthy leasing sector	2	Lecture	R1 pp.359- 366&R2 pp.191-192
	Concept of Hire purchase –features- leasing vs. hire purchase-hire purchase vs.instalment credit- Tax aspects	2	Lecture	R2 pp.192-195

2	Venture capital financing-features- key advantages- factors affecting venture capital investment-SEBI (venture capital funds)Amendment Regulations 2000	2	Lecture	R1 pp.192-200 R2pp.124-127
	Case: KC Pvt Ltd-A Case in Question	1	Case presentation	R1 pp.222
	<u>Activity</u> : The students need to identify the process involved in Hire purchase and leasing			
3	Merchant banking-origin and growth	1	Lecture	R1pp.105-106
	Functions/services of merchant banker	2	Lecture/Discu ssion	R1 pp106-107
	Qualities of merchant banker- importance and need of merchant banking in India- Indian scenario-	1	Lecture	107-110
	Relevant provisions of the Companies Act, 1956-SEBI (merchant bankers)(amendment) Regulations, 2011	1	Lecture	www.sebi.gov.in
	Case: Did SEBI learn	2	Case presentation	R1pp.118-119
	<u>Activity</u> : Make a visit to a Mutual Bank identify their process and submit a report			
	Issue Management-pre and post issue activities-kinds of issues	1	Lecture	R1pp 121-125

4	Role of issue manager-Prospectus-Book building and issue pricing-Green shoe option	1	Lecture	R1pp. 126-134&R3pp.40-42 &56-59
	Listing requirements-Guidelines-SEBI's guidelines on advertisement of capital issues-Bonus issue	2	Lecture	R4pp.916-920 &R5pp188-191
	Case: Bonus issue	1	Case Discussion	R1p.138
	<u>Activity :</u> Visit any one Merchant bank and identify its pre and post issue activities.			
5	Registration of merchant banker-SEBI's guidelines-Categories of merchant bankers-general obligations and responsibilities—code of conduct	2	Lecture	R3pp.12-25
	Relation with stock exchanges-role of registrar	1	Lecture	R4pp.277-280
	Role of underwriter-guidelines-responsibilities of brokers and guidelines-activities requiring registration/no registration	2	Lecture	R5pp.85-90 &191-194 & www.sebi.gov.in
	<u>Activity :</u> Meet two underwriters, identify their work process and submit it as a report.			

References:

- R1- Merchant Banking & Financial Services-Madhu Vij &Swati Dhawan, Tata McGrawHill, 2012
- R2-Financial Services- Nalini Prava Tripathy-PH Learning, 2009
- R3-Merchant Banking &Financial Services-Dr.S.Gurusamy, Thomson Publishers,2005
- R4-A Manual of Merchant Banking-Dr,J.C.Verm, Bharath Publicatons
- R5-Merchant Banking –Machiraju, Vikas Publishers

Evaluation of Learning:

Cycle Test: 10 marks

Mini project/Assignment: 10 marks

Model Examination 10 marks

Comprehensive viva 10 marks

Surprise Test 5 marks

Attendance 5 marks

50 marks

Course Coordinator
R.Raji

Head/Finance
Dr. Vasumathy Hariharan

Dean/MBA
Dr.Jayshree Suresh

MBNF 672	FINANCIAL DERIVATIVES	L	T	P	C
		2	0	0	2

Course Objective: To enable the students understand the principles of using derivative and to apply the same in financial decision making.

Unit s	Session	TOPIC	Reference
I	1	INTRODUCTION AND OVERVIEW Derivatives- meaning, definition, types, significance, advantages and disadvantages, Case studies	Any of the listed books – T,C
	Activity - 1	Activity: The basic terms and abbreviations used in derivatives market to be identified and listed and submitted in the report form.	Individual
	2	DERIVATIVE MARKETS IN INDIA Growth and the recent developments Regulatory Authority for derivatives in India, Cases Studies	Internet – C
II	3	HEDGING STRATEGIES USING FUTURES Futures – Definition, Types, Stock Futures, Interpreting Quotes, Hedging using Index Futures, Commodity Futures – basics, Hedging using Commodity Futures- Reading Futures Prices, The Perfect Hedge	T1, R1 - N
	Activity - 2	The current issues to be identified and chosen from the newspaper, to be discussed and hedging strategy to be formulated for the issues discussed	Team presentation (10 in a team)
	4	Long and Short Hedges, Cross Hedging, Basis Risk, Price Risk, Hedging Effectiveness, Determination of Hedge Ratio	T1,R3 - N
	5-6	Currency Futures – Basics, Hedging using Currency Futures, Theoretical Futures Price, Cross Rates, Interest futures (basics)	T1 - N
	Activity - 3	Activity: Identifying the features of Future derivatives market operating in various economies and comparing them with Indian derivatives market with suitable suggestions if any.	Individual
III	7-9	HEDGING STRATEGIES Meaning, Definition, Examples, Speculation, , Introduction to Options, Basic Terminologies in Options,	T1, R1 - N
	Activity - 4	Activity: Meet some of the traders, exporters and business people and observe the strategy used by them to hedge their investments and other trade transactions. Prepare report and submit for comment	Group work (10 in a group)
	10-12	HEDGING USING OPTIONS Strategies using options, option Positions, types	T1, R2 - N
	13-16	PRICING OF OPTIONS Binomial Trees, Black-Scholes Model, Option on Stock Indices, Currencies etc	T1, R2,R3 -N

IV	17	Greek Letters, volatility measures, Spreads	T1, R1, 2, 3 -T
	18-19	Swaps – Basics, Concept and Nature, Evolution of Swaps	T1-T
	20	Features of Swaps, Types, Interest Rate Swap- Basics	T1 - T
	21	Interest Rate Swaps- Features, Examples,	T1,R3 - T
	Activity - 5	Activity: Meet the bankers who deal with the swap derivatives and find out the procedure and rules to enter swap transaction. The details need to be presented in the next class	Team work (5 in a team)
	22-23	Types and Valuation	T1 - N
V	Activity - 6	Activity: prepare the list of commodities traded in any three International commodities market and their index and the trading mechanism to be submitted for evaluation	Individual
	24	Currency Swaps – Meaning, types, Valuation,	T1,R3 - T
	25	Debt-Equity Swap, Meaning, Features	T1 - T
	26	Value-at-risk (VaR), Meaning	
	27	Methods of Calculating VaR, Advantages and Disadvantages	T1 - T
	28	Credit risk and Credit Derivatives	R4 - T
	29 -30	Interest Rate Derivatives, Models	
	Activity - 7	Activity : Meet some of the exporters and find out the hedging strategy (both external and internal) used by them for their export transactions and prepare report on how banks are assisting them in hedging process. The presentation to be made and report to be submitted for comment and feedback.	Team work (10 in a team)

Books :

Text Book

1. John C. Hull & Sankarshan Basu, Options, Futures, and Other Derivatives, 7th edition, Pearson, 2010.

Reference Books

- 1) Jayanth Rama Varma, Derivatives and Risk Management, Tata McGraw Hill, First Edition 2008
- 2) An Introduction to Derivatives and Risk management, Don.M. Chance, Thomson/South Western, 2004
- 3) S. Kevin, Commodity and Financial Derivatives, Phi Learning Pvt. Ltd,
- 4) N.R. Parasuraman, Fundamentals of Financial Derivatives, 2nd edition, 2009, Wiley

Course Coordinator

R. Shenbagavalli

Head, Finance

Dr. S. Vasumathy

Dean

Dr. Jayshree Suresh

MBNF672	COMMERCIAL BANKING	L	T	P	C
	LESSON PLAN	2	0	0	2

OBJECTIVES:

- To enable students to understand the latest practices in commercial banks.
- At the end of the semester, students must have familiarity on Banking procedures & regulations.
- The course will help the students to update their knowledge in various activities and procedures of Commercial Banks.

TEACHING METHODOLOGY:

- ✓ Lecturing and Discussions
- ✓ Case Study

Unit	S.NO	TOPICS	HOURS	Readings
I	1.	Introduction to Banking Modern Day Banking in India - Breakthroughs in Indian Banking Industry - Role and functions of Commercial banks - E-banking and Core banking	1	R2(55-67)
	2.	Reforms in banking Systems: - Autonomy for commercial banks - Autonomy for lending rates - Autonomy for borrowing rates	2	R2(131-135)
	3.	Best Practiced Code Corporate Governance in Banks - Need for Corporate Governance - Prerequisites for Good Corporate Governance	3	R1(244-245) R1(363-367)
	4.	Introduction to Universal Banking, Narrow banking, Private sector bank guidelines Know Your Customer, Anti Money Laundering	4	R1(26-30) R1(228-230) R1(367-368)
	5.	Role of Banks as Financial Intermediary, Constituent of payment system	5	R4
	6.	Banks as Financial Service provider : Banking of Business Mathematics	6	R3
	Activity -1	Study of various types of banks available in the city and to categorize them.		
	Activity -2	The various ways of Corporate Governance practiced by any one bank		
II	7.	Money market operations – Introduction,	7	R1(607-615)

		Objectives and functions, Reserve Requirements		
	8.	Profitability of banks	8	R2(101-111)
	9.	RBI Act 1934 – Functions, policy framework, legal requirements (CRR, SLR, PLR) Banking Regulation Act 1949 – provisions and objectives	9,10	R1(571-600, 189-190) R2 (122-130)
	10.	Negotiable Instrument Act - Important sections of NI Act - Collection of cheques - Dishonour of cheques - Remittance - Demand draft	11	R1(782-828)
	11.	Banker Customer relationship, Bankers obligation Right of Appropriation - Different types of customers	12	R1(753-761) R1(770-778)
	Activity -1	Study of profitability of any two banks for a period of 2 years		
	Activity -2	Experience of the dishonor of cheques and its after effect in a bank		
III	12.	Tandon committee and Chore committee reports	13,14	R1(297-301)
	13.	Credit risk management and corporate debt restructuring	15,16	R1(362-363)
	14.	Basic principles of Lending - Recommendations of Talwar committee	17,18	R1(834-835)
	Activity -1	Implementation of Tandon Committee recommendations		
	Activity -2	Management of credit risk in a bank		
IV	15.	Various types of Capital- Fixed Capital, Working Capital	19,20	R1(835-837)
	16.	Non – fund based facilities - Letter of Credit - Guarantee UCPDC – Pledge- Mortgage – Hypothecation – Types of charges	21-23	R1(838-859)
	17.	Prudential Norms	24	R1(342-343)
	Activity -1	Procedure for getting LoC and pledge from a particular bank		
	Activity -2	Procedure for mortgage and Hypothecation by a bank		
V	18.	Asset Classification, Income Recognition and Provisioning	25,26	R1(343-356)
	19.	Asset-Liability management – Capital adequacy in banks (Basel I & II)	27	R1(403-411, 368-370)
	20.	Basic of Derivatives – Camels rating of banks Introduction to credit risk, market risk and operational risk	28	R1(414-434)

21.	Banking Ombudsman scheme – Customer Protection Act – SARFAESI Act 2002	29,30	R1(234-243)
Activity -1	Study of asset classification in a specific bank		
Activity -2	Implementation of Banking Ombudsman scheme in a bank		

Reference Books:

1. Banking Theory and Management - K.C.Shekar & lakshmi Shekar
2. Banking and Insurance – Jyotsna Seth
3. www.iibf.org.in
4. www.tax4india.com

Evaluation:

- Mini Project presentation and Viva : (10+10) 20 marks
- Cycle Test : 10 marks
- Model test : 10 marks
- Announced/Surprise test : 5 marks
- Attendance : 5 marks

SUBJECT COORDINATOR

HEAD- FINANCE

DEAN

MBNF656	BUSINESS VALUATION	L	T	P	C
		2	0	0	2

LEARNING OBJECTIVES:

The main objective of this course is to provide a background of business valuation and understand various methods in valuing a business. The students will be able to assess a firm's value in terms of assets, future earnings, etc.,. In addition to this the students will be exposed to various aspects of decision – making relating to strategic business alliances.

UNIT	Sl no	TOPIC	Hrs	Referenc e Material	Methodolog y
I	1	Introduction: Framework for business analysis and valuation using financial statements – From financial statement to business analysis-from business activities to financial statements.	2	T1	Lecture
	2	Case the role of capital market intermediaries in the Dot-Com Crash of 2000	2	T1	Discussion
	3	capital structure-valuation of shares- dividend growth valuation models	1	R1,R3	Lecture
	4	MM theory- selection of appropriate cost of capital for valuation	2	R1,R3	Lecture
		Activity: arguments on Reliance brothers property division.			Activity
II	5	Valuation basis- principles and techniques of valuation.	1	R1,R3	Problem
	6	valuation- earnings valuation- cash flow valuation- other valuation basis-	2	R1,R3	Problem
	7	Impact of changing capital structure on the market value of the company	1	R3	Problem
		Activity: Assessment of market value of a firm's asset of student's choice.			Activity
III	8	Valuation of mergers and acquisitions- recognition of the interest of various stakeholders,	2	T1	Problem
	9	Implications of regulations for business combinations	1	T1,R3	Lecture
	10	Types of exit strategies and their implications- negotiation skills.	1	R3	Lecture

		Activity: valuing pre and post mergers.			Activity
IV	11	Strategy analysis – applying industry analysis-competitive corporate strategy analysis-Overview of Accounting analysis	2	T1	Lecture
	12	Institutional framework for financial reporting-factors influencing accounting quality steps-accounting analysis pitfalls-Implementing accounting analysis– Case	2	T1	Discussion
	13	Financial analysis – ratio analysis-cash flow analysis-case- Prospective analysis – techniques of forecasting-sensitivity analysis.	1	T1	Lecture
		Activity: analyzing overstated and understated liabilities/ overstated and under stated assets.			Activity
V	14	Forecasting – Valuation theory and concepts . various models of valuation and comparing. Case.	2	T1	Discussion
	15	Valuation implementation – detailed forecast of implementation- terminal values- computing estimated values. case	2	T1	Discussion
	16	Business analysis and valuation Applications – Equity security analysis– market efficiency-fund management and security analysis. case	2	T1	Discussion
	17	Credit analysis and distress prediction – credit analysis process- financial statement analysis and public debt. case.	2	T1	Discussion
	18	Corporate financing policies – factors determining firms debt policies- financing of new projects-debt equity mix-communication and Governance –management communication with investors-communication through financial reporting.	2	T1	Lecture
		Activity: visiting a business analysis firm, observing their process and report submission.			Activity

Text Books

1) Krishna G. Palepu, Paul M. Healy, and Victor L. Bernard, “Business Analysis and Valuation “Text and cases. Thomson Learning 2007.

Reference books

- 1) The handbook of advanced business valuation, Robert F. Reilly & Robert P. Schweihs, McGraw Hill college Div.
- 2) Valuation workbook: Step by step Exercise and Tests to help your master valuation, Tom Copeland, Tim Koller, Jack, John Wiley.
- 3) Financial Management- M.Y. Khan & Jain.

Internal Evaluation

1. Cycle Test = 10 marks
2. Model Exam = 10 marks
3. Surprise Test = 5 marks
4. Attendance = 5 marks
5. Project = 10 marks
6. Viva = 10 marks

A.R. Shanmuga Priya
Course Coordinator

S. Vasumathy
Head – Finance

Dr. Jayshree Suresh
Dean

MBNF670	BEHAVIOURAL FINANCE	L	T	P	C
		2	0	0	2

S.NO.	TOPICS	LECTURE SESSIONS
1.	Introduction – disciplines from which behavioural finance draws; Expected Utility, Attitude towards risk	2
2	Case study – Anderson - Enron	2
3	Assumptions of classical theories – and their drawbacks Psychological aspects relating to behavioral finance	3
4	Efficient market hypothesis Exercise on EMH	2
5	Market efficiency – market predictability	2
6	Arbitrage	1
7	Equity premium puzzle	1
8	Availability heuristic myopic loss aversion	2
9	Mental accounting-Discussion	2
10	Anchoring	2
11.	Regret theory	2
12.	Naïve diversification	1
13.	Overconfidence and optimism	1
14.	Expected utility – violation and risk aversion anomalies	3
15.	Calendar anomalies – January 2 effect	1
16.	Over reaction and under reaction	1
17.	Mutual fund scandal	1

Textbook and references:

1. Behavioral finance, William Forbes, Wiley student edition. (Textbook)
2. www. Behavioral finance.com
3. Harrison, Glen W. and E. Elisabet Rutstrom, 2009. Expected Utility theory and Prospect Theory: One wedding and a decent funeral, *Experimental Economics* 12 (2), 133-158.
4. Kahneman, Daniel, Paul Slovic, and Amos Tversky, Ed. 1982. *Judgment under uncertainty: Heuristics and Biases*. Cambridge: Cambridge University Press
5. Daniel Khaneman (2011), *Thinking Fast and Slow*, Penguin Group. pp 418.

INTERNAL EVALUATION:

CYCLE TEST:	10
SURPRISE TEST:	10
MODEL EXAM:	10
MINI PROJECT:	10
VIVA VOCE:	10
TOTAL:	50 MARKS

Course Coordinator

Head – Finance

Dean

MBNF660	AGRICULTURE FINANCE	L	T	P	C
		2	0	0	2

The objective of this course is to give a working knowledge of Agriculture finance to the students. On completion of this course, the students will have sufficient knowledge in mutual fund industry.

UNIT	SL.NO	TOPICS	No of Hours	METHODOLOGY
I	1	Introduction, Role of Credit in Agriculture, Classification of Agricultural Finance, Agricultural Finance in India	3	Lecture/Case discussion
	2	Classification of Agricultural Finance,	2	Lecture/Case discussion
	3	Agricultural Finance in India	2	Lecture/Case discussion
	Identify the list of Agricultural finance institutions in Chennai city		-	Activity
II	4	Agricultural Finance in India,	2	Discussion
	5	.Traditional sources of finance for agriculture – issues,		Lecture/Case discussion
	6	Significance of Co-op. Credit, Estimation of Agricultural Finance, Issues	2	Lecture/Case discussion
	Make a visit to a bank assess their process for agriculture loans and submit a report		-	Activity
	7	Theories of Agricultural Finance	2	Lecture/Case discussion
	8	Productive Vs. Consumption Credit Analysis	2	Discussion
	9	. Kind Loans Vs. Cash Loans, Supervised Credit – Crop Loan – Cooperative	2	Lecture/Case discussion

III		credit,		
	Prepare a report about various schemes that NABARD has introduced to farmers on Agriculture		-	Activity
IV	10	Financial Institutions – Central banks - role of NABARD, RBI and developmental banks	2	Lecture/Case discussion
	11	State level - Cooperative bank structure and operations, problems and fixes	5	Lecture/Problems
	Write a case involving the actions of government that has taken during natural calamities for farmers		-	Activity
	12	Legal Framework for Agro finance and lending(6)	2	Discussion
	13	Financing Agricultural industries – Long term loans –	4	Lecture/Case discussion
V	Financing Agricultural industries – Long term loans – Need and estimation – Working, Issues in managing Finance For Micro Finance – SHGs Bank linkages , Insurance – Crop Insurance, Financing Agro exports		-	Lecture/case study

Reference:

Agricultural Finance In India – Theories and Practices, VB Jugale, Atlantic Publishers 1991
Agricultural finance in India – the role of NABARD - Rajkumar K. – New Century publications 2008

INTERNAL ASSESSMENT:

- (i) Cycle test 10 marks
- (ii) Surprise test 05 marks
- (iii) Model exam 10 marks
- (iv) Mini project 10 marks
- (v) Viva 10 marks
- (vi) Attendance 05marks

TOTAL 50 marks

Course Coordinator

Head – Finance

Dean

MBNF674	MUTUAL FUNDS	L	T	P	C
		2	0	0	2

The objective of this course is to give a working knowledge of mutual funds to the students. On completion of this course, the students will have sufficient knowledge in mutual fund industry.

UNIT	SL.NO	TOPICS	No of Hours	METHODOLOGY
I	1	Introduction to Mutual Funds, Organisation of Mutual Funds, Objectives and Importance of Mutual Funds, Advantages and Disadvantages of Mutual Funds.	3	Lecture
	2	Global scenario of Mutual Funds, Indian Mutual Fund Industry (Four Phases), Trends in the Indian Mutual Fund Industry.	2	Lecture
	3	Classification of Mutual Funds on the basis of operations, Return on investment, Investments, Others.	2	Lecture
	Identify the list of Mutual Fund Companies in Chennai city (Banking & Corporate)		-	Activity
II	4	Mutual Funds Related Case Study	2	Discussion
	5	Working of Mutual Fund Organisation - Sponsor, Asset Management Company, Trustee, Custodians.		Lecture
	6	Mutual Fund performance Analysis – Entry and Exit load – NAV calculation.	2	Lecture
	Make a visit to a Mutual Fund Company assess their process and submit a report		-	Activity
III	7	Regulatory Framework of mutual Funds i) Reserve bank of India Guidelines ii) SEBI (Mutual Fund) Regulations	2	Lecture
	8	Investment Related Case Study	2	Discussion
	9	Mutual Fund Schemes, Investment Norms, Rules Regarding Mutual Fund Advertisement.	2	Lecture
	Take two mutual funds from corporate and banking, analyse their performance and submit a report		-	Activity
	10	Portfolio construction – Traditional Approach and Modern Approach.	2	Lecture

IV	11	Portfolio Evaluation i) Sharpe's performance Index. ii) Treynor's Performance Index iii) Jenson's Performance Index.	5	Lecture/Problems
		Meet a Mutual Fund Manager ,collect data regarding future , analyse and submit an article	-	Activity
	12	Portfolio Related Case Study	2	Discussion
	13	Portfolio Revision i) Constant Rupee Plan ii) Constant Ratio Plan iii) Rupee Cost Averaging Arbitrage Pricing Theory (APT) Model	4	Lecture
		Take four Mutual funds using NAV Calculation compare with one another submit a report	-	Activity

Reference:

Financial Service M.Y. Khan,TMG C.12.1 - 2007

Financial Service + Markets Dr.PunithavathyPandan,Vikas - 2010

Financial Service &Systems ,K.Sasidharn,AlexK.Mathew ,TMG - 2008

Financial Marketing & Services E.GordonK.Nataragan, Himalaya Ch.14 - 2009

Security Analysis and Port Folio ManagemetAvadhari , Himalaya - 9th edition

SAPM-Kevin – PHI 2009.

INTERNAL ASSESSMENT:

(i) Cycle test 10 marks

(ii) Surprise test 05 marks

(iii) Model exam 10 marks

(iv) Mini project 10 marks

(v) Viva 10 marks

(vi) Attendance 05marks

TOTAL 50 marks

T.Velmurugan
Course Coordinator

Dr.S.Vasumathy
Head –Finance

Dr.Jayshree Suresh
Dean

Marketing

MBN M655	SERVICES MARKETING	L	T	P	C
		2	0	0	2

OBJECTIVE:

To enable the students to understand the services marketing concepts, applications and practices in organizations, globally.

METHODOLOGY:

S.No	Unit No.	LESSON DETAILS	HOURS	PAGE NO.S
1	I	Introduction - Service economy – Growth of service sector Characteristics of services – Tangibility spectrum – Implications for service managers- Dimensions of Service Quality – Gaps model- Classification of services Field study: Students have to interpret the Service Gaps	1	B1 P5 – 20
			1	B1 P21 -25, P6
			1	B1 P35 – 48
			1	B2 P23 - 27
2	II	Services segmentation – consumer behavior in services – consumer experience – post experience evaluation Field study: Students have to apply segmentation process of the consumer behavior in services	2	B1 P55 – 76
3	III	Expanded Marketing mix- Service marketing triangle – Easy car Case Field study: Students have to learn application of marketing mix elements integrating with the industry	2	B1 P25 – 27 B1 P365 - 367
			1	B1 P590 – 599

4	IV	Physical evidence of a service	1	B1 P327 - 331
		Quality Care Case	1	B1 P639-644
		Demand and supply management	1	B1 P462 - 478
		Service Failure – Service recovery - New Service Development – Service Design	2	B1 P220 – 242
		Service Blueprinting -Marketing Research in services marketing , Marketing Effort	3	B1 P263 – 274
		Service Tax	2	B1 P146 - 154
		Field study: Students have to make a market research in services marketing	2	B2 P332 – 377
			1	B2 P383 - 404
5	V	Tourism and travel – Hotel management – Hospital management -	1	B3 P151-159
		GE Medical Systems Case -	1	B3 P232-240
		Educational – Financial – Entertainment - Starbucks Case	2	B1 P665 – 681
		Field study: Students have to visit any service industry and learn the strategies	1	B3 P180-185
			1	B1 P682 – 699
		Total	30 hours	

Lectures, Class room discussions, Mini Projects, Sharing Web Knowledge, Case Analysis, Discussions and Presentations.

Text Book:

B1 -- Valerie Zeithaml, Ajay Pandit et al – Services Marketing – Integrating Customer Focus across firm – Special Indian Edition – 4th Edition – Tata McGraw-Hill – 2008

Recommended Books for reading:

B2 – GovindApte – Services Marketing – Oxford Press, 2004.

– Services Marketing – Macmillan, 1999

B3 – Srinivasan.R. – Services Marketing – The Indian Context – Prentice Hall of India, 2004

B4 – Haksever, Render et al --Service Management & Operations –Pearson Education – Second Edition, 2003

B5 -- Christopher Lovelock et al – Services Marketing – People, Technology, Strategy - A South Asian Perspective – 5th Edition – Pearson Education – 2009

B6 - NimitChowdhary& Monika Chowdary-Text Book of Marketing of Services – Macmillon Publishers India Limited, 2005.

Internal Marks:

Cycle Test	--	10 Marks
Surprise Test	--	5 Marks
Attendance	--	5 Marks
Model Exam	--	10 Marks
Viva- voce	--	10 Marks
Mini Project	--	10 Marks
Total	--	50 Marks

Mr.E.Pradeep
(Course Co-ordinator)

Dr.S.Premlatha
(Head – Marketing)

Dr.Jayshree
(Dean)

MBN M658	RURAL MARKETING	L	T	P	C
		2	0	0	2

OBJECTIVE:

To enable the student to create awareness about the applicability of the concepts, techniques and processes of Marketing in rural context.

To familiarize with the special problems related to sales in rural markets.

To help understand the working of rural marketing institutions and agricultural products.

S.NO	TOPICS	HOURS
1	Characteristics and salient features of rural markets;	2
	Evolution of rural markets and marketing in India.	2
	Case discussion.	2
2	Product planning;	2
	market research;	2
	Segmentation and product identification and forecasting.	2
3	Pricing strategies and policies for the rural markets; price determination; price discounts;	2
	marketing communication for rural markets; and	2
	special characteristics of rural advertising and	2
	Promotion.	1
4	Sales management for rural markets; special features of sales planning and programming for	2
	rural markets; marketing channels and distribution strategies; and	2

	logistics and support systems	1
	For rural markets.	2
	Case discussion	1
5	Agricultural marketing;	1
	cooperative marketing,	1
	marketing of animal products; etc	1

Total = 30hrs

References:

1. Philip Kotler: Marketing Management, Analysis, Planning Implementation and Control.
2. Barkar, J.W.: Agricultural Marketing, Oxford University Press, New York.
3. Jha, S.M. & Singh, L.P.: Marketing Management in Indian Perspective, Himalaya, Bombay.
4. Rajagopal: Rural Marketing in India, Renaissance, Delhi.

Pedagogy: Seminars, Case construction and Discussion, Mini projects and Field visits

(4hrs to 8 hrs observations per visit) to various rural area.

Scheme of Evaluation for Internal Marks (Total Marks: 50)

1. Cycle Test -10 Marks
2. Surprise Test -5 Marks
3. Attendance -5 Marks
4. Mini Project -10 Marks
5. Comprehensive Viva-10 Marks
6. Model Eamination-10marks

COORDINATOR

HEAD (MARKETING)

DEAN (MBA)

MBN M657	SALES MANAGEMENT	L	T	P	C
		3	0	0	2

Course Objectives:

- To gain understanding of professional sales including its planning and staffing, structure, and evaluation.
- To understand how to manage and motivate a professional sales force from the perspectives of a sales manager (authority) and a marketing manager (influence).

Teaching Methodology:

- Lectures, Discussions, Case analysis, Expert interactions from industry, Projects /Presentations, and assignments.

Lesson Plan:

S.No	Unit	Topic	Session	No.of Hours
1	I	Evolution of the Sales Department - Sales Management – Objectives – Types of Personal Selling objectives	1-6	6
2	II	Market Potential – Sales potential – Sales Forecast – Analyzing Market Potential – Market Indexes – Sales Forecasting Methods – Determining Sales-Related Marketing Policies.	7-12	6
3	III	Nature of Sales Management Positions – Functions of the Sales Executive – Qualities of Effective Sales Executives – Relations with Top Management – Relations with Managers of other Marketing Activities – Compensation Patterns for Sales Executives Purposes of Sales Organization – Setting up a Sales Organization	13-16	4
4	*Activity	Basic types of Sales Organizational Structures – Field organization of the sales department - Schemes for dividing Line Authority in the Sales Organization. Personnel Management in the Selling Field : Sales Force Management – Job Analysis – Job Description - Organization for	17-18	2

		Recruiting and Selection – The Pre-recruiting Reservoir – Sources of Sales Force Recruits – The Recruiting Effort – Selecting Sales Personnel .		
5	IV	Building Sales Training Programs – Defining Training Aims – Deciding Training Content – Selecting Training Methods – Organization for Sales Training – Evaluating Sales Training Programs - Motivation – Motivational Help from Management - Requirements of a Good Sales Compensation Plan – Devising a Sales Compensation Plan – Types of Compensation Plans - Fringe Benefits.	19-24	6
S.No	Unit	Topic	Session	No.of Hours
6	V	The Sales Budget: Purpose of the Sales Budget – Form and Content – Budgetary Procedure - Quotas: Objectives in using Quotas - Types of Quotas and Quota-Setting Procedures – Sales Territories: Sales Territory Concept – Reasons for Establishing Sales Territories – Procedures for Setting up Sales Territories – Routing and Scheduling Sales Personnel.	25-31	6

Reference Books

1. Richard R. Still, Edward W.Cundiff & Norman A.P.Govoni; “Sales Management “ Prentice – Hall of India , 5th Edition.
2. Tapan K.Panda,Sunil Sahadev,"Sales and Distribution Management "Oxford University Press.
3. Dr.S.L.Gupta,"Sales and Distribution Management-Text and Cases"-Excel Books.

*Activities:

A visit to the Sales division of an enterprise and knowing their organizational design and functioning including details outlined in S.No.4 of Lesson Plan and presentation of the Report.

Method of Evaluation:

1. Class Test – 10 Marks
2. Surprise Test – 5 Marks
3. Attendance - 5Marks
4. Mini Project - 10 Marks
5. Comp Viva - 10 Marks
6. Model Exam – 10 Marks

Total 50 Marks

Course Coordinator

Head - Marketing

Dean-MBA

MBN M668	WEB ENABLED MARKETING	L	T	P	C
		2	0	0	2

SESSION NO.	TOPIC	BOOK / PAGE NO
Hour	UNIT -1	
1 &2	Introduction to Internet marketing: An introduction to internet marketing, using the Internet as part of customer-centric, multi-channel marketing	4-8 (T)
3 & 4	The relationship between Internet marketing, e-marketing, e-commerce and e-business	8-14(T)
5&6	Benefits of internet, differences from other media, Technology	14- 18(T)
Out of class	Populate the list of E-commerce websites from India and abroad based on the select Industry by the Tutor	Internet browsing
	Unit -2 Case Discussion: Zopa launches a new lending model	90(T)
7 & 8	Internet Microenvironment- Situation Analysis, Online Marketplace analysis and mapping, Internet changes the immediate environment of an organisation, including marketplace and channel structure	41- 61 (T)
9 &10	Type of environment analysis need to support internet strategy- examining customers, competitors and intermediaries, evaluation of interplay between them	61-90(T)
	Summary of process and free tools for online market place analysis, planning an online	61-90(T)

11 & 12	marketing campaign, strategies of partnering and promotion.	
Out of class	Identify a product/ service which you could start selling on exclusive Internet marketing platform and write a business model proposal.	Browsing Internet and work at home
	Unit –3 Case Discussion: Boo Hoo –Learning from the largest European dot-com failure	141(T)
13 & 14	Internet Macro environment- Situational analysis, impact of the SLEPT or PEST or PESTLE environment factors- Social & Legal	97- 116(T)
15 & 16	- Technological & Economic	116-137 (T)
17 & 18	Political environmental influences on Internet strategy and its implementation	138- 140 (T)
Out of class	Design the Web page of the proposed Business plan product/service after the due approval of Tutor	Home exercise with the help of Internet free tools for web hosting
	Unit -4 Case Discussion: The relaunched Napster changes the music marketing mix	248(T)
19 & 20	Internet marketing strategy: aligned with business and marketing strategies- situation review, goal setting, strategy formulation and resource allocation and monitoring	151- 209(T)
21 & 22	Internet Marketing Mix	214- 251(T)
23 & 24	In-depth research programme into online consumer behavior	74-85(T)
Out of Class	Launch the Trial website and generate user traffic, measure, upgrade/modify/repair/review and relaunch updated e-commerce site	Home exercise with the help of Internet free tools for web

		hosting
	Unit -5 Case Discussion: Boots mine diamonds in their customer data	291(T)
25	Customer Relationship Management –E-CRM using the internet details the strategies and tactics for using the Internet to build and sustain one-to-one relationships with customers	256-293(T)
26	Service quality (web design) delivering the online customer experience , customer service quality objectives. Analysis of customer needs, design of the site structure and layout, and creating the site-user-centered design, usability and accessibility design.	301-341(T)
27	Interactive marketing communication: novel characteristics of new media, different online and offline promotion techniques- banner advertising, affiliate networks, promotion in search engines and directories	348-383 (T)
28	Co-branding and sponsorship, e-mail, Loyalty techniques and PR	384- 407(T)
29	Maintenance and monitoring: successful updating of a site and online and offline methods for assessing the effectiveness of the site in delivering business and marketing benefits	415-446(T)
30	Business- to –consumer Internet marketing , Business-to-business marketing	451- 510(T)

Reference Books:

T: Internet Marketing- Strategy, implementation and Practice, Third Edition, Dave Chaffey, Fiona Ellis-Chadwick, Kevin Johnston & Richard Mayer, Pearson Education, India. 2009.

References:

1. E- marketing , sixth Edition, Judy Strauss & Raymond Frost, PHI Learning private Limited, 2012.
2. Internet Marketing- building advantage in a networked economy, Rafi A Mohammed, Robert J Fisher, Bernard J Jaworski& Aileen M Cahill, 2002, Tata McGraw Hill Edition.
3. E-Commerce and Web Marketing, Hanson,&Kalyanam, First Edition, Cengage Learning, 2009.

Prepared by

Approved By

S.Senthilkumar

Mrs. Premalatha

Dr.Jayshree

Subject Coordinator

Head-Marketing

Dean/MBA

MBN 656	EVENT MANAGEMENT	L	T	P	C
	Lesson Plan	2	2	0	2

Course Objective:

To enable students to understand techniques, acquire competency through practical and theoretical study to conduct events in successful manner.

Unit	S.No	Description	Hours	Methodology	Book
1	1	Introduction to Event management: What is an Event and Event management, Emergence of Event Management as an Industry, Role and scope of Event Management,	2	Lecture/ Discussion	R1- Pg19 - 25, R1- 6-13
	2	Types of Event Management, Categories and Typologies of Special Events,	1	Lecture/ Discussion	R1 - Pg 4 - 6
	3	Event Design: Developing and analysing the Concept, Event Designing and Logistics	2	Lecture/ Discussion	T- Pg: 32 - 43
	Application	Take part in any event and study the Event Concept and Design of any recent events		Field Work - Group	
2		Research and Analysis: SWOT Analysis, Feasibility Study - keys to Success	2	Lecture	T - 47-57
		Planning: Importance and Benefit of Planning, Frame Mission/ Purpose Statement, Aims and Objective of the Event	2	Lecture/Discussion	T- Pg 125- 129
		Writing an Event Proposal and Planning Tools	2	Lecture/ Discussion	T- Pg 130- 140
	Application	Do a feasibility study and propose an		Field Work	

	n	Event Plan			
	1	Event in Real world: Exhibition Management, Sports Event Management, wedding Event Management, Celebrity events	2	Discussion	
	2	Marketing Event Environment: Nature of Event Marketing, Process of Event Marketing	2	Lecture/ Discussion	T - Pg: 71-78
	3	Marketing Mix	2	Case and Lecture	T: Pg 78 - 80
	4	Income generation: Sponsorship, Souvenir, Ticket price Strategy and sales of Tickets	2	Discussion	
	Application	Collect the ticket rates of any one events and analyse their pricing Strategy		Field Work	
4	1	Staffing: Recruitment and Selection, Training and Managing the volunteers	2	Lecture/ Discussion	T-Pg 181-189 & 192-194
	2	Legal Aspects: Relevant Legislation (Local Government Acts and regulations, Business Registration, Entertainment Industry Legislation, Music Copyright,), Polluting the Environment (Noise, Water, Sound Pollutions)	2	Lecture/ Discussion	T-Pg 59-62
	3	Promotional Aspects: Branding (Name, Logo, positioning), Advertising, Publicity and Public Relations	2	Lecture/ Discussion	T - Pg 85-93
	4	Risk Management: Types of Risk, Process of Risk Management - Identifying Risks and Hazards, Assessing the Risks and Hazards and Emergency Response plan	2	Case and Lecture	T- Pg 111-120
	Application	Take part in any event as part of the		Field Work	

	n	crew and present your experience			
	1	Event Management as a Career: Job Opportunity and Required skill	1		T- Pg 269 - 276
	2	Explore the opportunity for Business, Setting up a Event Management Firm, Capital Investment and Anlaysiaing the ROI	2	Discussion	
5	Application	Prepare a Business Plan		Field Work	

Text Book (T):

1. Lynn Van Der Wagen& Brenda R. Carlos, Event Management for Tourism, Cultural, Business and Sporting Events - Pearson Education.

Reference Book (R):

1. Anton Shone, Bryn Parry - Successful Event Management - Cengage Publisher - 2nd Edition

Internal Mark Split-up: 50 Marks

Attendance	-	5 Marks	Model Exam	-	10 Marks
Surprise Test	-	5 Marks	Mini Project	-	10 Marks
Cycle Test	-	10 Marks	Viva-voce	-	10 Marks

SUBJECT COORDINATOR

HEAD/MARKETING

DEAN/MBA

Mr.Densingh Joshua Israel
SURESH

DR. S PREMLATHA

DR. JAYSHREE

MBN M672	PRODUCT LIFE CYCLE MANAGEMENT	L	T	P	C
		2	0	0	2

Course Objective:

To make the learner appreciate the integrated aspects of product development and apply the theory to practice

Teaching Methodology:

Lectures Discussions, case studies, Field Work, Seminars, Mini Projects, Etc

Sessions	Topics	Reference /Text
1-3	product life cycle management – back ground	P 2
	Product data	P 7-9
	Reasons for development of PLM systems	P 26
	Benefits of the PLM system	P 101
4-6	Information models and product structures	P 22-24
	Product development and engineering	P 42
7-9	Functionality of the systems (Designing for functionality mital, anoop, subraminian, product development Butterworth – Heinemann, 2008)	P 29 P 241-247
10-12	Understanding PLM	P 181-190
	Challenges of product management	P 123-135
	Change management for PLM	P 153-158
13-15	Product development strategy	P 199-213
	(Philip kotler, Marketing management, Prentice Hall, 2008)	P 328-343
16-18	Integration of the PLM system with other applications	P 57-72
	ERP-CAD-EAL-Confgeirators	
19-21	Deployment of the PLM system - PLM maturity model	

	- Realization system of the project	P 73-92
22-24	PLM and data warehousing as a tool for support decision making	P 112
25-27	E- Business and PLM	P215-222
28-29	Product design and development – prototyping (Ulrich, Eppinger, Goyal, Product design and development, Tata McGraw Hill)	P 247-253
30	New product conception and process (C.Anandan, Product Management)	P 45-62

Text Book (T): Product Life Cycle Management by Springer

Reference :

1. AnttiSaaksvori, AnselmiImmonen, Product life cycle Management, springy, 2008 (Second edition)
2. Philip Kotler Kevil Lane Keller, A Frame work for Marketing Management, Pearson

Activity:

A Report to be submitted after study in an industry mapping the product life cycle.

Internal Mark Split-up: 50 Marks

Attendance	-	5 Marks	Model Exam	-	10 Marks
Surprise Test	-	5 Marks	Mini Project	-	10 Marks
Cycle Test	-	10 Marks	Viva-voce	-	10 Marks

Course Co-Ordinator

S.C.Rajan Daniel

Head –Marketing

Dr.PremLatha

Dean

Dr.Jayshree Suresh

MBN M666	BRAND MANAGEMENT	L	T	P	C
		2	0	0	2

Course objectives:

1. To gain insights into working of a Brand
2. To understand Brand development and it's sustenance in competitive market

Teaching Methodology: Conducting Lectures, Discussions, Case Studies, Field Work, Mini projects etc.

S.No	Unit	Topic for Discussion	No. of Hours	Page No. (Text Book)
1	I	Understanding Brand and its importance	1	3-12
2	I	Classifications of things that are branded	1	13-33
3	I	Strategic Brand management process	1	44-48
4	I	Brand elements & its criteria for choosing	2	175-210
5	I	Strategies of building a strong Brand	1	64-92
		CASE STUDY 1		
6	II	Brand positioning and its guidelines	1	119-131, 136-146
7	II	Designing and establishing Brand values	1	150-151
8	II	Internal Branding, Co-Branding	1	156-159, 360-362
9	II	Brand Auditing and its guidelines	1	162
10	II	Brand equity and its concepts	2	59-61
		CASE STUDY 2		
11	III	Integrated Marketing Communications and program to build brand equity	2	286-333

12	III	Brand leveraging	1	351-352
13	III	Brand equity management system	1	408-411
14	III	Qualitative and Quantitative techniques for measuring brand equity	2	432-447 , 453-462
		CASE STUDY 3		
15	IV	The Brand product Matrix	1	521-526
16	IV	Brand Hierarchy	1	534-544
17	IV	Designing a Brand strategy	1	551-560
18	IV	Brand extensions , its advantages and opportunities	2	576-608
19	IV	Reinforcing Brands & Revitalizing Brands	1	634-639, 651-662
		CASE STUDY 4		
20	V	Rebranding	2	674
21	V	Retiring Brands	2	668-671
22	V	Adjustments to Brand port folios	2	663-668
		CASE STUDY 5	30	

Text Book

1. Building measuring and managing Brand equity, Kevin lane Keller, Second Edition, Prentice hall of India

Reference Book

1. Brand Management Text and cases – W. Mathur, Macmillan, India

Suggested Out of the class Activities:

1. Self Positioning Statement
2. Critical Brand Reflections Choose 3 Good and 3 Bad brands, Find reasons and compare with competitors

3. Brand Elements Identify the Brands that integrates their Brand elements well, critically reflect on their criteria for choosing brand elements
4. Competitive Brand Message Analysis Students can collect print Ads and analyze in terms of Brand Equity
5. Qualitative Research Group Project: Perform a primary buyer research about a Brand, Suggest recommendations to the Brand Manager if possible
6. Extensions gone wild Find Brand extensions that are totally inappropriate, Bring pictures/Advertisements or the items to class for a discussion
7. Brand Launch Students and develop their own brand for any product or service and launch them
8. Problems in the News Identify a company having difficulties in establishing or maintaining its brand, give suggestions to manage their Brand portfolios

Method of Evaluation:

- | | |
|------------------|------------|
| 7. Cycle Test | – 10 Marks |
| 8. Surprise Test | – 5 Marks |
| 9. Attendance | - 5Marks |
| 10. Mini Project | - 10 Marks |
| 11. Comp Viva | - 10 Marks |
| 12. Model Exam | – 10 Marks |

Total	50 Marks
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Course Coordinator

HOD-MARKETING

Dean-MBA

(S.PRIYA)

(DR.S.PREM LATHA)

(DR.JAYSHREE SURESH)

MBNM660	INDUSTRIAL MARKETING	L	T	P	C
		2	0	0	2

The course will help the students to achieve the following objectives:

- Understand the nature and role of industrial markets
- To explain the characteristics of industrial markets and buying situations
- Understand how to develop and implement relevant industrial marketing strategies

S.No	Unit	Topic for Discussion	Session No.	Chapter(s)
1.	I	Industrial Marketing – key features of organizational marketing	1,2,3,4	1
2.	I	Types of Organizational Markets – Marketing Environment - Factors influencing Organizational Buying	5,6	2,3
		Identify an Industrial marketer in your locality and note the activities carried out by the firm.	Activity	
3.	II	Phases in the Purchase Decision Process	7	4
		CN Information Services – Case Discussion	8	Case1
4.	II	The Buygrid Model - The Buying Centre Concept Buying situations – Role of buying centre members	9,10	4
	II	Interpersonal Factors	11,12	5
5.	III	Marketing intelligence - Modern Marketing Information System- Segmentation of Industrial Markets	13,14	8

6.	III	Marketing Research Process- Statistical Tools	15	7
7.	III	Marketing Decision Support System	16	7
8.	III	Market DemandSales forecast - Forecasting methods	17	7
		Kruger – Montini Manufacturing Company - Case Discussion	18	Case8
		Select a company of your choice and identify their forecasting methods	Activity	
9.	IV	Strategic Marketing Planning -Strategic perspective	19,20	6
10.	IV	Industrial Products-Pricing Industrial ProductsAnd Services	21,22	9,16,17
11.	IV	Business Marketing Channels Sales Promotion -Personal Selling Function	23,24	11,15, 13
		Visit Industrial/Trade Exhibition and give a brief report on their product, pricing & promotional activities	Activity	
12.	V	Planning- Controlling	25,26	14
13.	V	Managing customer service CRM Strategy –ManagingRelationships	27,28	12
14.		The Top Plastics Company Case discussion	29,30	Case18

Text Book:

1. Robert & Reeder, Edward G.Brierty and Betty H.Reeder, Industrial Marketing: Analysis, planning and control-Prentice Hall of India Ltd.

Method of Evaluation:

- 13. Class Test – 10 Marks
- 14. Surprise Test – 5 Marks
- 15. Attendance - 5Marks
- 16. Mini Project - 10 Marks
- 17. Comp Viva - 10 Marks
- 18. Model Exam – 10 Marks

Total 50 Marks

S.Thanalakshmi
Course Coordinator

Mrs.S.Premalatha
Head - Marketing

Dr.Jayshree Suresh
Dean-MBA

MBN M664	INTERNATIONAL MARKETING	L	T	P	C
		2	0	0	2

OBJECTIVE: To impart knowledge on International marketing and the global marketing activities to implement in the modern business environment.

TEACHING METHODOLOGY:The course is taught through Lectures, Discussions, Case studies, Presentations, Mini- projects etc.,

S.No	Topic for Discussion	Session	Reference books
1.	Introduction of International Marketing, The concepts of International Marketing Case Discussion Activity:- Open discussions on Current topics	1,2 &3 4 5	TB-3-33
2.	Glocal Marketing Case study	6 7	TB-34-64
3.	Emerging opportunities in International Marketing Activity:- Debate on Marketing Practices adopted	8&9 10	TB-294-329

	by different companies		
4.	W.T.O	11	TB-56-58
5.	Economic environment	12 & 13	TB-128
6.	International Marketing Research Case study Activity:- Presentation on Contemporary International Marketing Research-Approaches	14 & 15 16 17 & 18	TB-258 -278
7.	Decision Making Process Activity:- Decision Making Games	19 20 & 21	TB-161
8.	Market Selection – Entering International Markets Activity:- Role plays on Entry strategies	22 & 23 24	TB-377-401
9.	Product Strategy – Product Quality Case study	25 & 26 27	TB-405-440
10.	Building brands in International markets Activity:- Brand based Analysis/ADZAP Presentation	28 & 29 30	TB-415
11.	Pricing Decisions	31	TB-619-654
12.	International Logistics & distribution Case study	32 & 33	TB-538-547
13.	Export , Import Policies	34 & 35	TB-516-537
14.	International Trade- Risk management Case study	36	TB-35-53
15.	Export procedure – Documentation – Infra structure- Emerging issues	37	TB-519-533 TB-661

TextBook(TB): “International marketing”-Philip.R.Cateora, John .L.Graham,PrashantSalwan-Tata McGrawhill

Reference Books:

- 1.KateGillespie,JeanPierre, Jeannet,H.David Hennessey “International Marketing”, Cengage
- 2.Rakesh Mohan Joshi, “International Marketing”, Oxford University Press, 2005
- 3.SakOnkvisit& John J.Shah, “International Marketing”, Routledge Press
- 4.FrancisCherunilam, “International Business”,PHI Learning.

Method of Evaluation:

- 19. Class Test – 10 Marks
- 20. Surprise Test – 5 Marks
- 21. Attendance - 5Marks
- 22. Mini Project - 10 Marks
- 23. Comp Viva - 10 Marks
- 24. Model Exam – 10 Marks

Total 50 Marks

P.S.Rajeswari

Co-ordinator

Dr.S.Premlatha

Head-Marketing

Dr.Jayshree Suresh

Dean/MBA

HR

MBN H 666	COMPETENCY MAPPING	L	T	P	C
		3	0	0	2

Objective of the course:

The student will be able to understand the definition and concept of competency and competency mapping and use their knowledge in their future career.

S No:	Unit	Contents	Session	Page No
1	I	Meaning ,Definition and Concept of Competency Mapping	1,2	R1 8,15,18
2	I	Competency Methods in Human Resource Management	3,4	R1 20-37, 71
3	I	Feature of Competency, Methods. Competency Mapping Procedures and Steps	5,6	R1 82-104
4	II	Business Strategies-Performance Criteria-Criteria Sampling-Tools for data collection-Validating.	7,8,9	R1 47,48
5	II	The competency models-Shortcut methods-Competency mapping for future jobs	10,11	R1 71-80
6	III	Approaches to competency mapping-Using competency profiles in HR decisions	12,13	R1 71, 76,185
7	III	Difference between skills and competency- Components of competency	14,15	R111&12,R2
8	III	Competency assessment-Purpose of competency mapping methods of data collection for mapping	16,17,18	R1 127
9	IV	Critical incident techniques-Expert	19,20,21	R2

		panels-Surveys-Job task analysis- Behavioral event interview		
10	IV	Competency application- Role of competency-Identification of role competency, data recording and analyzing the data	22,23,24,25	R1 55
11	V	Content analysis of verbal expression- Validating the competency models	26,27	R2
12	V	Categories of competency- Differentiating the competencies	28	R2
13	V	-Function or technical competencies- Leadership and managerial competency	29,30	R1 178, 189

Books:

- 1) R1. The Hand Book of Competency Mapping-by Seema Sanghi, Sage publication, ninth printing,2011
- 2) R2. Study material prepared under the guidance of Dr.Surrendra Nath.
- 3) R3.Competency based HRM – Ganesh Sharmon- Tata Mcgraw Hill,2004
- 4) R4 Competency at work- Lyle Spencer-Signe M Spencer-John Wiley and sons Inc

Evaluation:

Cycle Test : 10 marks

Model Test : 10 marks

Project : 10 marks

Viva voce : 10 marks

Surprise Test : 05 marks

Attendance : 05 marks

Dr.K.JEYARAMAN

Faculty coordinator

Head(HRM)

Dean(MBA)

MBN H673		ORGANIZATION STRUCTURE & DESIGN		L	T	P	C
S.No	Unit	SESSION	TOPIC	3	CHAPTER	NO	
1.	I	1	Organization – Definition, Importance, Types Scope, Organization as a System		1- 20		
2.	I	2, 3,4	Organization Design-Meaning, Structural Dimensions, Theories & Current Challenges & Practices		29 - 55		
3.	II	5, 6, 7	Organizational Purpose, Mission, Vision, Goals, Importance & Organizational Strategies		62 -83		
4.	II	8,9	Consequence of poor organizational design, Stakeholders, Top Managers & Authority		38 -53		
5.	II	10, 11, 12, 13,	Ethical Dimensions & Organizational Ethics, Practices & Trends in organization design Case study: Johnson & Johnson – Use of Animals in cosmetic testing		59 -55		
6.	III	14, 15	Organization Structure, Authority, Vertical Differentiation, Principle of Bureaucracy		96 -122		
7.	III	16, 17,	Information Processing, Functional Structure, Market Structure, Matrix Structure, Horizontal Structure, Hybrid Structure		124 -145		
8.	III	18, 19	Application & Practices in Organization Structure Cases Case Study: Microsoft Corp		151 -184		
9.	VI	20, 21	Strategy & External Environment, Functional, Business, Corporate level Strategies		215 -243		
10.	VI	22, 23,	Organizational Ecology/Eco systems, Organization Effectiveness		249 -270		
11.	VI	24, 25	Manufacturing & Service Technology & Impact of technology in job design & Open Design System Elements		281- 311		

12.	V	26,27	Organization Size, Lifecycle, Culture & Ethical Values	314 -343
13.	V	28, 29	Evolutionary & Revolutionary change in Organizations case Study: Kellogg's Rapid Product Innovation	346 -397
14.	V	30	Internal Design Elements – Challenges & Practices	403 -528

Reference Book

Gareth R. Jones “Organizational Theory, Design & Change” Fifth Edition, Pearson Education Inc, 2011

Method of Evaluation:

- 25. Class Test – 10 Marks
- 26. Surprise Test – 5 Marks
- 27. Attendance - 5Marks
- 28. Mini Project - 10 Marks
- 29. Comp Viva - 10 Marks
- 30. Model Exam – 10 Marks

Total 50 Marks

K. Vasanthi Kumari

Coordinator

K. Vasanthi Kumari

HOD-HR

Dr. Jayshree Suresh

Dean-MBA

MBN H662	STRESS MANAGEMENT	L	T	P	C
		2	0	0	2

S.NO	Unit	Topic	Page No.	Hours
1.	1	Stress: Meaning And Definition	T1:21-22	1
		Sources of Stress	T1: 22-25,50-51 T2: 270-273	2
		Consequence of stress	T1: 26-28	2
		Burnout-Symptoms, Stress vs. Burnout	T2: 274-275	1
		Stress Model	T2: 271 T1: 26-27	2
		Strategies of Coping Stress	T1: 231-253 T2: 275-279	1
		Case study	T2: 268	1
		2		Change management-Meaning
Process of Change	R1: 13-20,31			
Resistance to change	R1: 21-29			
Counseling- Npeed,Types	R2: 22,226-245			2
Counseling- Process	R: 121-124			1
3		Principles of time management	R3: 10-13	1
		Inability to say no-procrastination	R3: 16-20	
		Delegation	R3: 102-107	

		Role of technology& tools for Effective time management	R3: 90-98	1
		Communication process	T2: 428-429	2
		Barriers to communication		
		Over coming barriers		
		Role of group cohesiveness	T2: 307-310	1
		Conflict resolving	T2: 208-216, T2: 371-375	
4	4	Career plateauing, types, Managing the plateau	Notes	
		Crisis management	Notes	
5		Creativity		2
		Process of creativity	T1: 508-512	
		Barriers		
		Developing creativity		
		Brain strategy	T1: 93-135	2
		Humor at work, reducing conflict with humor	Notes	
		Self development	T1: 298	1
		Principles of self development		
		Meditation for peace	T1: 289,335,359	1
		Yoga for life problems	T1: 362-378,359	2

Text Book:

T1=P.K.Dutta., “Stress Management”, Himalayas Publishing House, 2010.

T2=K.Aswathappa, Organizational Behavior, Himalaya Publishing House, 2009

Reference:

R1=S.K Bhatia, Management of change& organizational Development, Deep & Deep Publicaton, 2005

R2=S. Narayana Rao, counseling and Guidance, Tata McGraw- Hill –publication.

R3=Dr. Jan Yager, Creative Time Management, Jacio Publication House.

Method of Evaluation:

1. Class Test – 10 Marks
2. Surprise Test – 5 Marks
3. Attendance - 5Marks
4. Mini Project - 10 Marks
5. Comp Viva - 10 Marks
6. Model Exam – 10 Marks

Total 50 Marks

Coordinator

HOD-HR

Dean-MBA

MBN H671	PERFORMANCE MANAGEMENT	L	T	P	C
		2	0	0	2

Sl. No.	Topics	Hour
1	Concept, Challenges – Theoretical Foundations of Performance Management.	1-2
2	Learning theories – Motivation theories – Performance Management Systems.	3-4
3	Case Studies	5
4	Reward Management: Rewards in Performance Management.	6
5	Theoretical Foundations of reward based Performance Management.	7
6	Factors influencing reward system – Reward based Performance Strategy & Non Monetary Rewards.	8
7	Case Studies	9
8	Career Strategy – Significance – Theoretical Foundations of Career based Performance Management.	10
9	Career based Performance Management Strategy.	11
10	Team work in Performance Management – Theoretical Foundations of Team work in Performance Management.	12
11	Team based Performance Management Strategy	13
12	Case Studies	14
13	Organization Culture – Significance – Theoretical Foundations of Organization Culture in Performance Management	15-16
14	Culture based Performance Strategy – Measurement based Performance Management – Theoretical Foundations of Measurement in Performance Management.	17-18
15	Measurement based Performance Strategy.	19

16	Case Studies	20
17	Competency Management – Significance – Theoretical Foundations of Performance Management.	21-22
18	Competency based Performance Management – Leadership in Performance Management.	23-26
19	Theoretical Foundations of Leadership in Performance Management.	27
20	Leadership based Performance Strategy	28
21	Case Studies	29-30

Activities outside class room :

1. Studying an organization and assessing the procedure adopted for evaluating the performance of the employees
2. Discussing about the different methods of performance appraisal system in different classes and drafting the content.
3. Visiting various organizations to know about the standards of performance appraisal.

References :

- ‘Performance Management’ - R.Srinivas Kandula, Prentice Hall India.
- ‘Performance – A Managers Challenge’ - Bhupendra Kumar Modi.
- ‘Performance Management, Key strategies and Practical Guidelines - Michael Armstrong.

PREPARED BY

Mrs.M.chitra

HEAD IN- CHARGE

Mrs.K.Vasanthi Kumari

APPROVED BY

DR.JAYSREE SURESH

SUBJECT COORDINATOR

HR - HEAD

DEAN

MBN H676	NEURO LINGUISTIC PROGRAMMING	L	T	P	C
		2	0	0	2

Course objectives:

To enable students to understand the process of Neuro linguistic programming. To equip students to understand verbal and nonverbal communication and make them to familiar with various learning tools, stress and emotion concepts more effectively.

Teaching Methodology: Conducting Lectures, Discussions, Case Studies, Field Work, Mini projects etc.

S. No	Unit	Topic for Discussion	No. of Hours
1	I	Introduction to Neuro Linguistic Programming	1
2	I	Pre suppositions of NLP	1
3	I	NLP-models, methods and techniques of NLP	2
4	I	Meta model, Brain gymnastics	1
5	I	The effect of Music and Self-Hypnosis	2
		CASE STUDY 1	
6	II	Communication - Intrapersonal, interpersonal, verbal and nonverbal communication, Conscious and unconscious communications.	2
7	II	Eye Accessing , Metaphors	2
8	II	Psychology of persuasion	1
9	II	Rapport ,fames ,Thinking style	1
10	II	Meta-programs	1

		CASE STUDY 2	
11	III	Applications of NLP	2
12	III	Neurological levels , Modeling	1
13	III	Time line and its applications	1
14	III	Perceptual Position and perceptual positioning exercise	2
		CASE STUDY 3	
15	IV	Creativity and Strategies	1
16	IV	Disney model creativity strategy	1
17	IV	Milton model and Meta model	1
18	IV	Introduction to communication and interpersonal relationships	2
		CASE STUDY 4	
19	V	Power of Mind.	1
20	V	Colour Psychology	2
21	V	Stress Management	2
		CASE STUDY 5	30

Text Book

1. Mo Shapiro (2009), Neuro Linguistic Programming, Hodder & Stoughton Publishers

Reference Book

1. Sandra Janicki (2010), NLP-Neuro-Linguistic Programming: An initial introduction to the wide field of NLP. Druk and Bindung Publishers.

Method of Evaluation:

1. Cycle Test – 10 Marks
2. Surprise Test – 5 Marks
3. Attendance - 5Marks
4. Mini Project - 10 Marks
5. Comp Viva - 10 Marks
6. Model Exam – 10 Marks

Total 50 Marks

Course Coordinator

HOD-HR

Dean-MBA

(S.PRIYA)

(DR.K.VASANTHI KUMARI)

(DR.JAYSHREE SURESH)

MBN H 668	COMPENSATION MANAGEMENT	L	T	P	C
		2	0	0	2

S.No	Unit	Topic for Discussion	Session No.	Chapter No.
1.	I	Compensation- concept , dimensions & system	1	1,2
2.	I	Reward – concept , Non-financial compensation system	2,3	3
3.	I	Economic theory, behavioural theory	4,5	3
4.	II	Compensation Strategy at Macro Level	6	4,5
5.	II	Wage policy, wage determination	7,8	17
6.	II	Collective Bargaining, compensation strategy at Micro Level – Job Evaluation	9,10	17,5
7.	III	Salary Progression – Methods of payment	10,11	6
8.	III	Competency based compensation	12,13	7
9.	III	Incentive Scheme – Merits , Demerits	14,15	10
10.	III	Performance Appraisal	16,17	11
11.	III	Case Study - I	18,19	
12.	IV	Minimum Wages Act 1948,Payment of Wages Act 1936	20,21	13
13.	IV	Equal Remuneration Act 1976, Managerial remuneration	22,23	13
14.	IV	Tax Planning ,salary structuring	24,25	12
15.		Case Study – II	26,27	

16.	V	Voluntary Retirement Scheme, International Compensation	28,29	18
17.	V	Recent changes in compensation Strategy	30	18

Reference Book

1. **Compensation & Reward Management , B.D.Singh , Excel Books,2006**
2. **Compensation, Milkovich & Newman,2008**

Method of Evaluation:

- 31. Cycle Test – 10 Marks
- 32. Surprise Test – 5 Marks
- 33. Attendance - 5Marks
- 34. Mini Project - 10 Marks
- 35. Viva Voce - 10 Marks
- 36. Model Exam – 10 Marks

Total 50 Marks

Celina

Coordinator

Dr. K. Vasanthi Kumari

HOD-HR

Dr.Jayshree Suresh

Dean-MBA

MBN H672	LEADERSHIP	L	T	P	C
		2	0	0	2

Objectives

The student will be able to understand the meaning, definitions and concepts leadership. It helps to influence the people to work effectively in an organization and to understand the importance leadership and styles of leadership to develop the team works and motivate individuals as well as group members.

SL.NO	TOPICS	SESSION	CHAPTER NO.
1	Meaning , definition and concept of leadership, importance of leadership, scope and insignificance of leadership, qualities of leader, difference between leader and manager- difference between leadership and Manager.	5	Book 4 Pg 2-Pg 15
2	Case study on Leadership Characteristics	2	Book 4 Pg 16- Pg 17
3	Theories of Leadership- Types of leader leadership styles, leadership styles of Indian managers.	4	Book 4 Pg 20-g 56
4	Ethics-Ethical theories-principles of ethical leadership-leadership in action.	3	Book 4 Pg88-Pg97
5	Leadership and values, principles of leadership, Leadership doing Right things-leading across culture	3	R1 Pg-361- Pg 384
7	Power and Influence, meaning and definition of power, leadership influence tactics	3	R3 Pg 157- Pg165
8	Women leadership concept and significance of women leadership	3	Book 4 Pg 69-Pg 71
9	Women employee and Manager, role of women entrepreneurs and leaders for the academic development of country.	3	Book 4Pg 71- Pg 81
10	Case study/ Exercise	2	Book 4 Pg 84- Pg 85

Reference Books.

1. Leadership, Richard L. Huges, MC Graw Hill Companies-2009
2. Understanding Behaviors for effective Leadership Jon.P.Howell, PHI learning Pvt.Ltd., New Delhi-2008
3. Research findings and Practice, Biztantra, New Delhi, Andrew J Dubrin-2007
4. Leadership and Management, Dr. A. Chandra Mohan, Himalaya Publishing House-2007

INTERNAL ASSESSMENT:

(xix) Cycle test	10 marks
(xx) Surprise test	5marks
(xxi) Attendance	5 marks
(xxii) Model exam	10 marks
(xxiii) Mini project	10 marks
(xxiv) Viva	10 marks
TOTAL	50 marks

COORDINATOR
Dr. A. Chandra Mohan

HOD-HR
Dr.Vasanthi kumari

Dean/MBA
Dr. JayshreeSuresh

MBN H670	STRATEGIC HRM	L	T	P	C
		3	0	0	2

Objective

This course will help the student to get exposure on Strategic Human Resource Management. Understand the different strategies relating to human resource management.

Unit	S.NO	TOPICS	HOURS	PEDAGOGY (Seminar / Case discussion)
I	1)	Human Resource functions in India – Emergence of Human Resource Management –Distinctive features of human resource management Strategic Human Resource	1,2 & 3	LECTURE
	2)	Management – Aligning human resource to corporate strategy – Human Resource Management in practice – Case Studies Organization Socialization process –	4 &5	DISCUSSION
	3)	Mentoring – Organizational Culture – Organizational Change – Human Resource Planning.	6 &7	LECTURE
Out of Class Room Activity		Prepare table for various types of Reward given by various industries.		Individual activity

II	1	Employee Resourcing – Recruitment & Selection process Placement – Case Studies.	8 & 9	DISCUSSION
	2	Performance Management – Performance Appraisal System – Reward & Performance Management.	10 & 11	LECTURE
	3	Motivation – Job Redesign – Job Enlargement – Wage Structuring – Wages & Salary policies - Case study	12 & 13	DISCUSSION
Out of Class Room Activity		Prepare a table for Wage calculation for various grades of employees in various industries.		Group activity
III	1	Legal frame work – Wage differentials – Job Evaluation – Incentive Payment system – Payment by result – Case Studies.	14 , 15 & 16	DISCUSSION
	2	Training Methodologies – Management Development – Career Development – Succession Planning.	17, 18 & 19	LECTURE
	3	Welfare & Health – Industrial Relations – Concept, Scope & Objectives – Changing Values & impact.	20 &21	LECTURE
Out of Class Room Activity		Report on Identification of succession plan for any industry		Individual Activity
	1	Trade Unionism – Employee participation in management – Collective Bargaining – Grievance Procedure – Case Studies.	22 & 23	DISCUSSION
	2	Human Resource Outsourcing – Planning Retirement	24 & 25	LECTURE

IV	3	Human Resource Management in Indian Context & International Context	26 & 27	LECTURE
Out of Class Room Activity		Write a report on the welfare activities provides by various industries.		Group activity
	1	Ethics in India – Work & Business Ethics.	28	LECTURE
	2	Corporate Social Responsibility / Corporate	29	LECTURE
V	3	Governance – Case Studied	30	DISCUSSION
Out of Class Room Activity		Collect the details of the demands kept by employees and wage agreement signed by the companies – Report submission		Individual Activity

Method of Evaluation:

- 37. Class Test – 10 Marks
- 38. Surprise Test – 5 Marks
- 39. Attendance - 5Marks
- 40. Mini Project - 10 Marks
- 41. Comp Viva - 10 Marks
- 42. Model Exam – 10 Marks
- Total 50 Marks**

Coordinator

HOD-HR

Dean-MBA

MBN H754	KNOWLEDGE MANAGEMENT	L	T	P	C
		3	0	0	2

Objectives

There are four divisions comprises of knowledge management.

1. Knowledge influences
2. Knowledge foundations
3. Knowledge applications
4. Knowledge enhancement and review

The different divisions are dovetailed as lectures and given in the following table.

S.No	Lecture	No of hours	Activities
1.	The changing nature of organizations	2	Emerging concept of knowledge management ; Snapshot Industries
2.	Explicit and tacit knowledge	2	Developing model of strategic knowledge management
3.	Organizational knowledge	1	Sources of organizational knowledge for an IT organization
4.	A model of strategic knowledge management	1	Conceptually designing model for strategic knowledge management
5.	Knowledge workers and phases of knowledge development-Social infrastructure	2	Evaluating organizations knowledge focus-Developing instrument
6.	Knowledge transference and five P's of strategic knowledge management	2	Case study: Employer of Choice for futuristic Organization-BYOD
7.	Leadership and knowledge leadership; contribution of different disciplines for knowledge organization	2	Storytelling and principles of narration. Case study: 3M Experience of story

			telling
8.	Effective knowledge cultures and knowledge culture enablers	2	Core and Enacted values: Examples of Infosys, Wipro, TATA.
9.	Knowledge culture enhancement programmes	1	Processes-strategies-tasks
10.	HRM Practices and Knowledge management interface	2	Conceptual discussion
11.	Technology and Knowledge management	2	Practice with google apps
12.	Developing core knowledge framework	1	Conceptual discussion

Reference Books:

Knowledge Management Shelda Debowski Shelda Debowski' - 2010, Wiley India Pvt.

Ltd

Knowledge Management Rajiv Shaberwal Rajiv Shaberwal – 2010, PHI

Method of Evaluation:

1. Class Test – 10 Marks
 2. Surprise Test – 5 Marks
 3. Attendance - 5Marks
 4. Mini Project - 10 Marks
 5. Comp Viva - 10 Marks
 6. Model Exam – 10 Marks
- Total 50 Marks**

Coordinator

HOD-HR

Dean-MBA

MBN H 752	LABOUR LEGISLATION	L	T	P	C
		3	0	0	2

Objective of the course:

This Course will help the student to get exposure on Labour Legislations. The student can also understand the relationship between the employee&employer, union and government and to have awareness of various Labour Legislations relating to employees.

S No:	Unit	Contents	Session	Page No
1	I	Factories Act 1948	1,2,3	279 - 311
2	I	Industrial Dispute Act	4,5,6,7	163-262 363-397
3	II	Industrial Employment (Standing Order) Act 1946	8,9	399 – 414
4	II	Trade Union Act 1926	13,14	482 – 501
5	II	Employee Provident Fund & Miscellaneous Act 1952	10,11,12	415 – 422
6	III	Employee State Insurance Act 1948	18,19,20	422-424
7	III	Payment of wages Act 1936	15,16	312-325
8	III	Minimum Wages Act 1948	17	326-341
9	IV	Payment of Bonus Act 1965	21,22	R1&R2
10	IV	Payment of Gratuity Act 1972	23,24,25	422
11	V	Workmen Compensation Act 1923	26,27	425-443
12	V	Maternity Benefit Act 1961	28,29	444-454
13	V	The Apprentice Act 1961	30	R1,R2

Books:

1. Industrial Relations, Trade Unions and Labour Legislation, P.R.N.Sinha and others (2011) Pearson
2. N.D.Kapoor (2006), Industrial Law, Himalaya Publishers
3. S.C.Srivastava (2009), Industrial Relations and Labour Laws, Vikas

Evaluation:

Cycle Test : 10 marks

Model Test : 10 marks

Project : 10 marks

Viva voce : 10 marks

Surprise Test : 5 marks

Attendance : 5 marks

Dr.K.JEYARAMAN

Faculty coordinator

Head(HRM)

Dean(MBA)

MBNH 660	ORGANISATIONAL CHANGE AND DEVELOPMENT	L	T	P	C
		2	0	0	2

Learning Objectives: To enable the students understand the organizational change, framework, dimensions of change which result in better performance and organization development globally.

Pedagogy: The topics shall be handled as Lectures/Seminar/Case Discussion.

Sl.No	Units	Topics for discussion	Session	Page No.
1	1	Introduction – Concept – Framework - Perspective of Organization change - Need & Importance Of Change,	1,2,3	Text: 1 - 20
2	1	Organization change Factors - Dimensions,	4,5	Text : 30 - 32
3	1	Theories of Change – Forces of Change	6,7	Text : 2 -5
4	2	Models of Change – Types of Change – Resistance to Change – Managing Change – Change agent roles, skills, implementation	8,9,10	Text: 6 -10
5	2	Organization culture & change, Case 1/Activity 1	11,12	Text: 232
6	3	Case 2	13,14	Text: 250
7	3	Organizational Development – Concept, Characteristics, Assumption of OD.	15,16	Text: 151 - 171
8	3	Model, OD Process, analyzing, evaluating the OD intervention	17,18	Text: 155 - 161
9	3	Leading & Managing Change, Activity 2	19,20	Text: 67 - 83
10	4	Human Process interventions – Individual, Interpersonal & Group Approaches,	21,22	Text: 84 - 111
11	4	Restructuring Organizations, Employee involvement & work design	23,24	Text: 19 - 37

12	5	HRM interventions-Performance management, strategic interventions, competitive & collaborative strategies.	25,26	Text: 191 - 216
13	5	Organizational transformation, Case 3	27,28	Text: 262
14	5	OD in Global Setting, Activity 3	29,30	Text: 112 - 128
15	5	OD in Private & Public Sector Organizations	31,32	Text: 38 - 50

Activity 1: Create a Framework - Perspective of Organization changes

Activity 2: Write a short case for Cultural changes in any one organization.

Activity 3: From the learned experience do an analysis regarding the current and future trends of OD.

TEXT:

JIM Grievies (2010), Organisational change, Oxford publishers

References:

1. Radha R Sharma, Change management concept and applications, TMH publishers.
2. Thomas G. Cummings, Christopher G. Worley, ORGANIZATION DEVELOPMENT AND CHANGE, 9th Edition, Cengage Learning.

Evaluation:

Cycle Test : 10 marks

Model Test : 10 marks

Project : 10 marks

Viva voce : 10 marks

Surprise Test : 5 marks

Attendance : 5 marks

Coordinator

HOD-HR

Dean / MBA

MBNH674	TEAM MANAGEMENT	L	T	P	C
		2	0	0	2

S.No	Unit	Topic for Discussion	Session No.	Chapter No.
1.	I	Meaning, definitions, concept of team-team work.	1,2,3,4	R1-13
2.	I	Team management- Role of team, objectives, significance of team management	5,6,7	9
3.	II	Communication in groups and Teams- Team communication performance strategies.	8,9,10	R2-1
4.	II	Team building Motivation	11,12,13	6, 9
5.	II	Problem solving skills for effective decision making.	14,15	R2-7
5.	III	Management of teams – Strategies for managing Team conflict- different types of conflict-reasons for conflict	16,17,18	R2-7
6.	III	Morale and decision making skills for effective team management	19,20,21	R3-5
7.	IV	Job satisfaction of team members	22,23	6
8.	IV	Factors influencing motivation of team members.	24,25,26	6
9.	V	Management insights for improving organization effectiveness	27,28,29,30	R2-11,12

Text Books

2. Leadership and Team Building, Uday Kumar Haldar, Oxford University Press, 2011.
3. Leading groups and team, Bonnie .T. Yarbrough, Cengage Learning, New Delhi, 2009.

Reference

R1- K. Aswathappa, Organizational Behaviour, Himalaya Publishing House, Mumbai, 8th Edition, 2009

R2- Rodney W. Napier & Matti K. Gershenfeld, Groups, A.I.T.B.S. Publishers, Delhi, 5th Edition, 1996.

R3- Management Extra, Leading Teams, Elsevier, 1st Reprint, 2007.

OUT OF CLASS ACTIVITIES

I Team building activities

1. Formulate the quality policy of a public sector enterprise.
2. Formulate HRD policy of a private sector enterprise.
3. Improving quality culture at Apollo Hospital.

II Use this activity to review the challenges that face managers and staff working with global teams. While the development of technology is making the use of global teams more common, you need to think carefully about the challenges this type of team working brings.

III This activity will help you to consider the purpose and characteristics of teams. It asks you to analyse the opinions and suggestions of members of your own team about how they work together as a team.

Method of Evaluation:

1. Class Test – 10 Marks
2. Surprise Test – 5 Marks
3. Attendance - 5 Marks
4. Mini Project - 10 Marks
5. Comp Viva - 10 Marks
6. Model Exam – 10 Marks

Total 50 Marks

Coordinator

HOD-HR

Dean-MBA

PRODUCTION

MBN 0652	TECHNOLOGY MANAGEMENT	L	T	P	C
		3	0	0	2

S.NO	TOPICS COVERED	HOURS	Pedagogy	REFERENCES
1	Meaning; Technology	2	Lecture /PPT	TB (1-3)
2	Technology versus Technique	2	Lecture/PPT	TB(4-7)
3	Technology Life cycle	2	Lecture/PPT	TB (7-17)
4	Research function	2	Lecture/PPT	TB (188-189)
5	Product life cycle	2	Lecture/PPT	TB (190)
6	R&D Projects	2	Panel Discussion	
7	CASE STUDY	2	Research Functions	Case let I
8	R&D design	2	Lecture/PPT	TB (204-211)
9	Simultaneous Engineering	2	Lecture/PPT	TB (219-221)
10	Product liability and safety	2	Lecture/PPT	TB (224-226)
12	Infant Mortality	2	Lecture/PPT	TB (234-235)
13	Engineering-value, flexible	2	Seminar/ Lecture/PPT	TB (236,275)
14	JIT	2	Seminar/ Lecture/PPT	TB (290)
15	Project-definition, proposal, process	2	Seminar/ Lecture/PPT	TB (349-366)
16	Cost & Schedule	2	Seminar/ Lecture/PPT	TB (385-390)
17	Technological Environmental Changes	Out of class	Visit a nearby plant to document the recent TEC	Dicussion/ in class
18	Human factors in Engineering	Out of class	Interview Plant –HR with questions pertaining to H Factors in engineering	Document to be presented in text format with proof
19	Network Models	Out of class	Study the models in Chennai METRO Or NHAI,	Presentation with charts

TEXT BOOK

Technology Management–**C.S.V Murthy, Himalaya Publishing House.**

REFERENCES

1. Handbook of Technology Management Gerard H. Gaynor, McGraw-Hill.
2. www.technozeast.com/5-trusted-technology-magazines-in-india.html

Co-ordinator

Head-Operations

Dean/MBA

MBN 0664	REAL ESTATE MANAGEMENT	L	T	P	C
		2	0	0	2

Objectives:

Upon completion of this course, each student should have a stronger appreciation of the Dynamics of Real Estate Development and management

Sl. No	Topic	Reading Material	No. of hours
1	Introduction to the course Real Estate Management	Book 1	2
2	Developers and Team	Book 2	2
3	Case Study		2
4	Inception of the idea and the Design	Book 1	2
5	Market Research and Feasibility	Self Study	2
6	Case Study		2
7	Land Development and Housing	Book 2	2
8	Retail and Office Development	Book 2	2
9	Case Study		2
10	Debt Financing and Equity Investment	Book 4	2
11	Leasing and Tenant Improvement	Book 4	2
12	Operations and Management	Book 5	2
13	Case Study		2
14	Pre-construction services	Book 5	
15	Taxation and Legal Liability issues	Book 5	
16	Case Study		2

Reference Books:

1. Real Estate Development: Principles and Process, Mike E. Miles, Gayle Berens, Mare A. Weiss, Urban land institute, 3rd Edition (January 17, 2000), ISBN:0874208254
2. Professional real Estate Development, Richard B.Peiser, Anne B. Frej, Urban Land institute; 2nd Edition (January 2003), ISBN: 0874208947
3. Dictionary of Real Estate Terms, Jack P. Friedman, Jack C.Harris, J. Bruce Lindeman, Barron's Educational Series; 5th Edition (September 1, 2000), ISBN: 0764112643
4. Real Estate Finance-6th Edition by John P. Wiedemer 1990, Presentice Hall. INC.
5. Real Estate Investments and how to make them 3rd Edition, By milt Tanzer 1996, Prentica Hall, INC

Internal Marks Assessment:

Cycle Test-	10
Surprise Test -	05
Model Exam-	10
Mini Project-	10
Viva Voce-	10
Attendance-	05
Total -	50

Mini Project:

Any topic – Real time Application and Site visit.

Ms. M. Vetri selvi

Co-ordinator

Dr. K. sadasivan

Head-Operations

Dr. Jayshree Suresh

Dean/MBA

MBNO662	Auto Industry	L	T	P	C
		2	0	0	2

Objectives:

1. To understand the evolution and current scenario of Global Auto industry and in particular the Indian Automotive Industry.
2. To disseminate knowledge regarding various automotive concepts from automotive design, QMS, SCM, TPM and marketing practices.

S.No	Topics	Reading Material	No: of hours
1	Introduction to Auto industry	Printed Material from various sources	1
2	History of U.S, Europe and Japan Auto Industry	Printed Material from various sources	2
3	History of Indian Automotive Industry	Printed Material from various sources	2
4	Theoretical concepts on engines, fuels, alternate fuels and Engine emissions & controls – Euro & Bharath emission norms	Internal combustion engines (3 rd edition) - V.Ganesan (Page: 3 to 12, 185 to 190, 201 to 208, 471 to 491)	3
5	Basic terminologies in Automotives	Automobile Engineering by V.Ganesan	1
6	Auto components scenario in India.	CII Report	3
7	SMEs in Indian Automotive Industry	CII Report	2
8	Automotive Design	Internet	2
9	Toyota Production System	TPS – Tata Macgraw Hill	3
10	Quality Management Systems in Automotives	Guest Lecture	3
11	Supply chain management practices in	Guest Lecture	3

	Automotive industry		
12	Total Productive Maintenance in Automotive industry	Guest Lecture	3
13	Automotive Marketing practices	Guest Lecture	2

Reference Books:

1. The Automotive Revolution – Jean – Pierre Bardou – North Carolina Press.
2. Stuart & Gordon – Automotive Industry – Technical challenges and global issues – Nova science publication.
3. V.Ganesan - Internal combustion engines – 3rd Edition, 2011 Tata McGraw Hill Publications.
4. Dr.Kirpal Singh – Automobile Engineering, Volume 1, Standard Publishers.

Internal Marks Assessment:

Cycle Test- 10

Surprise Test - 05

Model Exam- 10

Mini Project- 10

Viva Voce- 10

Attendance- 05

Total - 50

Course Coordinator

Head Operations

Dean-MBA

MBN0 666	BUSINESS OUTSOURCING	L	T	P	C
		2	0	0	2

Objectives:

To enable the students understand the technology and practices and area of applications in business process outsourcing.

Methodology: lectures, class room discussions, student presentations, case analysis and mini project .

Sl no:	Topics	Reading Material	No. Of Hours
1	Outsourcing- Definition, need and scope Guidelines and Issue	B1,20-29	1
2	Best Practices, Competitiveness, Evaluation Case Study	B1,29,2-16,	2
3	Achieving business transformation	B1,14	1
4	Business Model	B1,15	1
5	Call centres- Evolution, Technology and success factor Case study	B1,32-39	2
6	Business Process Outsourcing- Service, Scope, Benefits Case Study	B1,39-43	2
7	Indian Scenario Case Study	B1,47	1
8	Framework for execution Case Study	B1,57-58	1

9	Managing Transition Case Study	B1,52-56	2
10	Business Process – Types	B1,64	1
11	Strategy & process of outsourcing Case Study	B1,65-66	2
12	Classification of BPO outfits	B1,67-69	1
13	Models – Governance- Legal issues –	B1,77-99	2
14	Regulatory issues , Case Study	B1,100-112	2
15	Service supplier selection , Case Study	B1,114-123	2
16	Service level agreement	B1,124-131	1
17	Transition from BPO to KPO up the value chain,	B1,144-157	2
18	The road ahead for business outsourcing, Pre-requisites and precautions Case Study	B1,179-184	2
19	Service quality issues in business outsourcing Case Study	B1,185-196	2

Reference books :

Business Process Outsourcing- A supply chain of expertise – Vinod V Sople – Eastern Economy Edition- 2009 Edition- PHI Learning Pvt. Ltd., New delhi.

Outsourcing and in sourcing in an international context – Marc J. Schniederjans al – 2008
edition- Prentice Hall of India.

Internal Marks Assessment:

Cycle Test- 10

Surprise Test - 05

Model Exam- 10

Mini Project- 10

Viva Voce- 10

Attendance- 05

Total - 50

Prepared by

Verified by

Approved by

Suresh.V

Dr.K.Sadasivan

Dr.Jayshreesuresh

Coordinator-BPO

HOD-Operations

DEAN

MBN O654	WORLD CLASS MANUFACTURING	L	T	P	C
	LESSON PLAN	3	0	0	2

OBJECTIVE:

To enable the students to understand the principles, practices and applications in World Class Manufacturing.

At the end of the semester students will have an knowledge on the latest practices in World Class Manufacturing.

Unit	TOPIC	No. of Hours	Text Book Page No.
I	The emergence of Information age	1	1-3
	Business Challenges of the information age – Operating Environment of Information age business	1	4-6
	Globalization and international business	1	6-9
	India’s global competitiveness & Manufacturing Excellence	1	9-10
	Case Analysis	2	
II	World class manufacturing and Information age competition – Manufacturing Challenges of the Information age	2	11-13
	Time based knowledge – Managing Knowledge – Problems in the manufacturing Industry	1	13-15
	Manufacturing excellence and competitiveness	1	16-20
	Case Analysis	2	
III	World class manufacturing- the need and how to achieve the same	1	21-30
	The philosophy and practices of world class manufacturing	1	30-55
	Quality in world class manufacturing	1	55-67

	Overview of systems and tools, Information management tools	1	71-86
	Material processing and handling tools, assessment of manufacturing systems and tools	1	86-94
	Case Analysis	1	
IV	Competitiveness of Indian Manufacturing	1	96-97
	Manufacturing performance and planned strategies of Indian manufacturing firms	1	97-101
	Manufacturing objectives and strategy, management practices	1	101-111
	IT infrastructure and practices, manufacturing strategic Intent framework	1	111-121
	Manufacturing Applications, Manufacturing strategy, World class status and IT use.- overview of India's status	1	121-128
	Case Analysis	1	
V	Business Strategy and global competitiveness , Generic manufacturing strategies for the information age- Developing strategic thinking in manufacturing	1	130-135
	Issues in strategic planning for world class manufacturing	1	135-145
	Implementing the world class manufacturing plan, Need for performance measurement	1	145-162
	Human resource dimensions in world class manufacturing	1	162-166
	Manufacturing strategy-Futile search for an elusive link, The manufacturing strategic intent classification	1	168-179
	Case Analysis	1	
	Total	30	

Text Book:

World Class Manufacturing – A Strategic Perspective – B .C .Sahay, KBC Saxena and Ashish Kumar, I edition, 2007 – McMillan India ltd,2000. Reprinted 2006.

References Book

The competitive Advantage of Nations, Porter M.E , Free Press, New York 1990. America's best: Industry Week's guide to world class manufacturing plants, John Wiley, Kinni, T.B, New York 1996.

TEACHING METHODOLOGY:

- ✓ Lecturing and Discussions
- ✓ Case Study

EVALUATION:

Attendance	-	5 marks
Surprise Test	–	5 marks
Cycle Test	–	10 marks
Model Exam	–	10 marks
Mini Project	–	10 marks
Viva-voce	–	10 marks
Total	-	50 marks

Course Co-ordinator
(Mr. C. ARUNKUMAR)

Head/ Operations
(Dr. K. SADASIVAN)

Dean/ MBA
(Dr. JAYSHREE SURESH)

MBN O659	MAINTENANCE MANAGEMENT	L	T	P	C
	LESSON PLAN	2	0	0	2

Unit	TOPIC	No. of Hours	Text Book Page No.
I	Maintenance Concept - definition, approach, challenges, objectives. Responsibilities of maintenance department.	2	1-12
	Types of Maintenance - Breakdown maintenance, Preventive maintenance, Predictive maintenance, planned maintenance, corrective maintenance, condition based maintenance, reliability centered maintenance, total productive maintenance, etc.	2	12-19
	Benefits & effects of maintenance. Maintainability, overhauling, expert systems.	2	19-27
II	Preventive Maintenance - scope, inspection, lubrication, & calibration. work planning and scheduling, work load & manpower estimation and scheduling	2	28-39
	Forecasting requirement, planned maintenance procedure, and effectiveness,	2	40-49
	Condition monitoring - levels, systems, & future	2	61-83
III	Manintenance planning and scheduling - long range planning, short range planning, planning techniques and procedures, estimation of work, scheduling and control	2	116-130
	Computers in maintenance - computer aided maintenance, computerised maintenance planning.	2	131-152
	Reliability in maintenance - failure functions and models, applications, design for reliability, quality and reliability, reliability improvement.	2	152-164
IV	Development of Maintenance Engg practices - tribology,	1	165-178

	reconditioning, advanced strategies.		
	Economic aspects of maintenance - life cycle costing, impact of maintenance cost, budget and cost control.	2	203-211
	Maintainability - maintainability analysis, functional analysis, maintainability prediction	2	212-221
	Lubricants and maintenance -	1	121-128
V	Decision making in Maintenance - problems in making rational decisions, decision models, information collection & its limitations	2	232-243
	Maintenance of mechanical and electrical systems	2	268-280
	Advances in maintenance - total productive maintenance, optimisation of maintenance activities, risk based maintenance planning, root cause analysis, outsourcing maintenance.	2	281-293

Text Book : Maintenance Engineering and Management by R C Mishra and K Pathak, PHI Learning Pvt Ltd. 2012

Reference books :

1. Maintenance and Spare parts Management by P Gopalakrishnan & A K Banerji Prentice Hall of India 2007
2. Industrial Engineering and Management by O P Khanna, Dhanpat Rai & Sons, 2008

EVALUATION:

1. Attendance	-	5 marks
2. Surprise Test	-	5 marks
3. Cycle Test	-	10 marks
4. Model Exam	-	10 marks
5. Mini Project	-	10 marks
6. Viva-voce	-	10 marks
Total	-	50 marks

Course Co-ordinator
(Prof BVS Prasad)

Head/ Operations
(Dr. K. SADASIVAN)

Dean/ MBA
(Dr. JAYSHREE SURESH)

MBN O658	SERVICE MANAGEMENT	L	T	P	C
		3	0	0	2

Objectives:

Upon completion of this course, each student should have a good appreciation of the theoretical and Practical aspects of service management.

Methodology: Lectures, class room discussions, mini projects, case analysis and presentation

Unit	Sessions	Topics	Contents	Page
I	1	Services & Society	Service definition, dependency of manufacturing on services, Economic revolution, Nature of service sector, sources of service sector growth.	R1: 23-52 R3: 4-12
	2&3	Nature of services & service encounters	Classification, characteristics, classifying services for the strategic insights- service encounter triad, service organization, contact personnel.	R3 17-29 197-202
	4	Customer as the focus of service management	Customers and Relationship, Customer expectations and satisfaction, Creating a customer service orientation, service profit chain.	R1: 91-154 R3 205-209
	5&6	CASE DISCUSSION		
II	7	Service management in the international arena	Growth and globalization of services	R3: 554-570
	8&9	Service strategy and competitiveness	The competitive environment of services, competitive service strategies, winning customers in the market place, stages in service firm competitiveness,	R3:37-64 R3:105-

	10	Technology & its impact	Data Envelopment analysis(DEA) Emergence of self-service, Automation in service	108
	11&12	CASE DISCUSSION		
III	13&14	Service design & system delivery	New service development, service design elements, service blueprinting, Taxonomy for service process design, generic approaches to service system design, customer value equation	R3:77-96
	15	Human resource Management in services	Service people, Pressures on service providers, managing and motivating service providers, managing customers	R1: 240-272
	16	Work measurement in services Locating facilities and	Performance measurement	R1: 351-374
	17	designing their layouts	Services cape, facility design, facility layout, facility location techniques	R3: 224-230
	18	CASE DISCUSSION		
IV	19	Managing demand and supply in services	Managing capacity and demand	R3: 233-235 R3: 259-265
	20	Queuing and Simulation	Analytical queuing models, capacity planning criteria, managing waiting lines	R3: 352-370, R3:446-463, R3:
			Definition, measuring service quality,	389-407

	21	Service quality and continuous improvement	quality service by design, Achieving service quality, service recovery, stages in quality in development, service benchmark, and continuous improvement.	R3:173-185
	22	Tools and techniques of total quality management	Quality tools	R3:128-142 R3:148-160
	23	Service productivity and measurement of performance	Performance measurement	R3:173-185
	24	CASE DISCUSSION		
V	25	Forecasting demand for service	Forecasting demand for services	R1:351-377
	26		Field service, the Clarke –Wright algorithm, Costraints,Manual routing system	
	27	Vehicle routing and scheduling	Nature, Techniques, resource constraints, crashing, critical path, implementation issues, monitoring	R3:174-188
		Project management		R1: 351-375
	28	Linear and goal applications for service	Class notes	R3:323-340 R3-498-505
	29	Service inventory system	Managing facilitating goods	R3-283-308
	30			R3:515-540
		CASE DISCUSSION		

Reference Books:

1. Service Operations Management,3rd Edition ,Robert Johnston, Graham Clark, 2008, Paperback, 552 pages - ISBN13: 9781405847322 - ISBN10: 1405847328
2. Successful Service Operations Management with CD-ROM [Hardcover] Richard D. Metters (Author), Kathryn H. King-Metters (Author), Madeleine Pullman (Author) South-Western College Pub; 1st edition 2002 -- ISBN-10: 0324135564 -- ISBN-13: 978-0324135565
3. Fitzsimmons, James A., and Mona J. Fitzsimmons, *Service Management: Operations, Strategy, and Information Technology*, 3rd Ed., Irwin/McGraw-Hill, 2001.

Internal Assessment:

Cycle test: 10 Marks,

Model test: 10Marks,

Surprise test/

Assignment: 5Marks,

MiniProject: 10Marks,

Viva-voce: 10 Marks,

Attendance: 5Marks

Total 50 marks

Subject Coordinator**Head- Operations****Dean/MBA**

MBN O660	PRODUCT LIFE MANAGEMENT	L	T	P	C
		2	0	0	2

Objectives :

To make the learner appreciate the integrated aspects of product development and apply the theory to practice

Sessions	Coverage	Reference
1-3	product life cycle management – back ground Product data. Reasons for development of PLM systems Benefits of the PLM system	P 2 P 7-9 P 26 P 101
4-6	Information models and product structures Product development and engineering	P 22-24 P 42
7-9	Functionality of the systems (Designing for functionality mital, anoop, subraminian, product development Butterworth – Heinemann, 2008)	P 29 P 241-247
10-12	Understanding PLM Challenges of product management Change management for PLM	P 181-190 P 123-135 P 153-158
13-15	Product development strategy (Philip kotler, Marketing management, Prentice Hall, 2008)	P 199-213 P 328-343
16-18	Integration of the PLM system with other applications ERP-CAD-EAL-Confgeirators	P 57-72
19-21	Deployment of the PLM system - PLM maturity model	P 73-92

	- Realization system of the project	
22-24	PLM and data warehousing as a tool for support decision making	P 112
25-27	E- Business and PLM	P215-222
28-29	Product design and development – prototyping (Ulrich, Eppinger, Goyal, Product design and development, Tata McGraw Hill)	P 247-253
30	New product conception and process (C.Anandan, Product Management)	P 45-62

Reference :

Antti Saaksygori, Anselmi Immonen, Product life cycle Management, springy, 2008 (Second edition)

Practical's 1. Company visit for project Preparation after cycle test.

2. Choice of product and mini project.

3. Completion of project before model test

Evaluation:

1. Attendance	-	5 marks
2. Surprise Test	-	5 marks
3. Cycle Test	-	10 marks
4. Model Exam	-	10 marks
5. Mini Project	-	10 marks
6. Viva-voce	-	10 marks
Total	-	50 marks

Course Co-ordinator
Dr.MOHAN

Head/ Operations
Dr. K. SADASIVAN

Dean/ MBA
Dr. JAYSHREE SURESH

SYSTEMS

MBN S679	E-BUSINESS TECHNOLOGY AND MANAGEMENT	L	T	P	C
		2	0	0	2

OBJECTIVE : To Learn the E- business concepts and to implement these applications in business world.

S.No	TOPIC	PERIOD S	PAGE NO	Unit	BOOK NO
1	Introduction to Electronic commerce Case1:HLL RS Net: E-commerce in the Distribution system	2 1	3 to 46 37,38	I	B1 R2
2	Business models , Electronic data interchange Case2:Indian Customs and Excise Adopts Electronic Data Exchange	2 1	251 to 273 74-79	I	B1 R2
3	Architectural framework, Network infrastructure,	2	35 to 72	II	B1
4	Distribution and Messaging, Information publishing and technology.	2	99 to 107 159 to 172	II	B1
5	HTML, Gateway interface Case 3: markup languages used in each delivery system	2 1	493 to 524 82-83	III	B1 R1
6	Securing the business on internet, Securing network transaction Case4:Deployment of information Security Infrastructure:	2 2	355 to 389 258-262	III	B1 R2
7	Electronic payment systems, online payment systems. Case: SBI e-Rail and online payment for railway tickets	2 2	403 to 436 294-302	IV	B1 R2
8	Search engines and Directory services, information directories, search engines, search engine marketing.	2	143 to 153	IV	B1
9	Internet advertising, models of internet advertising, banner advertisements	2	359 to 393	V	B1

10	Mobile commerce: Introduction, framework and models, benefits of mobile commerce, mobile commerce framework.	2	329 to 343	V	B1
11	Agents of electronic commerce, types of agents, agent's technologies. Case: E commerce Strategy in Business Models and Internet Start-ups:	2 1	143 to 153 438-447	V	B1 R2

Text books

B1: NidhiDhawan, E-Commerce (Concepts and Applications) International Book House Pvt Ltd. – First edition, 2011.

Reference Books

R1: Gary P.Schneider, E-Commerce, strategy, Technology and implementation 9e, cengage Learning – Ninth edition, 2012,

R2: Bharat Bhaskar, Electronic commerce: framework, technologies and applications, the Tata McGraw Hill Publishing Company limited, New Delhi, second edition, 2006.

R3: Michael P.Papazoglow and Pieter M.A.RibbersE-Business organizational and Technical foundations , Wiley –India, 2006 Edition

Internal Evaluation

Cycle Test	-10 Marks
Surprise Test	-05 Marks
Model Test	-10 Marks
Project	-10 Marks
Viva	-10 Marks
Attendance	-05 Marks

Total 50 Marks.

Dr A R Krishnan

(Course Co-ordinator)

Dr T Vijayakumar

(Head-System)

Dr.Jayshree Suresh

(Dean)

MBN S 664	IT SYSTEMS MANAGEMENT	L	T	P	C
		2	0	0	2

OBJECTIVES

To educate the students about the application of Information systems to various functional areas.

To study the Ethical issues involved in IT related transactions.

To learn CRM strategies and implementation.

S.No	Topic	Period s	Page No	Unit	Book No
1.	Doing business in digital economy	1	1-10	I	B1
2.	Information system Definitions and examples	2,3	38-58	I	B1
3.	Information technology and trends How IT supports various types of organizational activities	4,5	11-34	I	B1
4.	Cisco's Case	6	191-195	I	B1
5.	Security and Ethical issues in Information Technology	7,8	152-185	II	B1
6.	Porter's competitive forces model and strategies	9	Study Material	II	B1
7.	Networked Devices and a Collaboration Portal Tackle Super Bowl Logistics – Case Discussion	10	112-115	II	B1
8.	Dell is using E-Commerce for Success Case study	11	196-199	II	B1
9.	Lessons in the strategic Business use of IT	12,13	488-506	III	B1
10.	IT Strategic Alignment at Kimbley-Clark –Case Study	14	486-488	III	B1
11.	Managing production/operations and Logistics	15	331-341	III	B1

12.	e-Commerce & payment processes	16	199-239	III	B1
13.	Managing Marketing and sales systems	17	341-346	III	B1
14.	Managing the Accounting and Finance Systems	18	346-352	IV	B1
15.	Managing Human Resources system, Comparison of Traditional HR to E-HR	19	352-357	IV	B1
16.	Wireless Inventory Management System at Dartmouth – Hitchcock Medical center- Case Study	20	329-331	IV	B1
17.	Customer Relationship Management	21	383-389	IV	B1
18.	Benefits and challenges of CRM, CRM Failures, Trends in CRM	22,23	389-392	IV	B1
19.	Chevrontexaco Modernized its Supply Chain with IT	24	367-368	IV	B1
20.	Boeing’s Global Supply Chain for the Dreamliner 787 – Case Study	25,26	407-410	V	B1
21.	Change Management challenges of business convergence	27,28	548-554	V	B1
22.	Con-way,Inc. Implements Innovative Technology and Wins Recognition	29	521-523	V	B1
23.	Managing Global IT	30	416-426	V	B1

Reference Books

B1-Information technology for Management-By TURBAN, Mclean-Wiley India-4th Edition

B2-Managing Information Systems-By James O Brien Tata McGraw Hill -6th Edition

B3-Managing Information Systems- By James O Brien McGraw-Hill publication, 7th Edition

Internal Evaluation

Cycle Test	-10 Marks
Surprise Test	-05 Marks
Model Test	-10 Marks
Project	-10 Marks
Viva	-10 Marks
Attendance	-05 Marks
Total	50 Marks.

Course Co-ordinator

Head-Systems

Dean

MBN S677	OBJECT ORIENTED ANALYSIS & DESIGN	L	T	P	C
		2	0	0	2

S.No	Topic	Periods	Page Number
1.	<u>UNIT-I</u> System Development and the unified process - System Analyst as a Business problem solver - Systems that solve Business problems	2	2-5 & Materials
2.	- Required skills of the system Analyst	2	6-14
3.	-Analyst's Role in strategic planning	2	15-27
4	<u>UNIT-II Object Oriented development & the unified process</u> -Systems development life cycle – Models, Tools, Techniques	2	37-50
5.	-unified process as a system Development Methodology -UP Disciplines	2	50-60
6.	-Overview of object oriented concepts -Tools to support system Development	2	60-73
7.	<u>CASE STUDY</u> i.Factory system Development Project ii.Focusing on Reliable Pharmaceutical Service		76 77
8.	<u>UNIT-III Modeling & Requirements Discipline</u> -Requirements Discipline -System Requirements -Models & Modeling	2	125-134
9.	-Use case and Domain classes -Class Diagram -Use case modeling and Detailed Requirements	2	164-259
10.	System Process – System sequence diagram – State Chart diagram	2	315-326 359-371
11.	<u>CASE STUDY</u> i.The state patrol ticket processing system ii.The downtown videos rental system		
12.	<u>UNIT-IV Design Discipline</u> -Design activities&Environments -Elements of Design -Design discipline activities	2	261-276

13.	-Network Design -Databases and data base management systems -Data base Design within UP	1	283-291
14.	-Design system user-Interface, System Interfaces, Controls and security -Designing the user-Interface Layer identifying & classifying Inputs & Outputs - Understanding the User-interfaces - Guidelines for designing user-interfaces	2	440-452 487-525
15.	-Documenting Dialog designs -Guidelines for Designing windows and Browser forms -Guidelines for designing web sites - Designing system Inputs, outputs -Designing integrity controls, security controls	2	457-478
16.	<u>CASE STUDY</u> i.The 21 st Century University system ii.All Shop superstores	1	482 525
17.	<u>UNIT-V Implementation, Testing&Deployment Discipline</u> -Implementaion	1	531-532
18.	-Testing	1	533
19.	-Configuration and change management -Deployment -Planning and managing implementation, Testing & deployment	2	540-565
20.	Current trends in system development	1	575-605

REFERENCE BOOKS

- 1.Object oriented Analysis & Design with the unifies process”, Satzinger, Jackson, Burd – Cengage learning – IInd edition 2008
2. Object oriented Analysis & Design – Mike O’ Docherty, Wiley Pvt. Ltd., May 2005
3. Object oriented Analysis & Design with Application – Grady Booch, Pearson education India, 2006
4. Applying Domain – Driven design and pattern – Nilsson, Pearson education , India, 2006
5. Object oriented Analysis and Design using UML: An Introduction To unified process and design patterns – Matha, PHI Learning PVT. Ltd., 2010
6. Object oriented Analysis & Design through unified Modeling language – Gandharba Swain, Laxmi publications, Ltd., 2010

7. Applying UML and patterns: an introduction to object-Oriented analysis and design – craiglarman, prentice Hall PTR,1998
8. Systems analysis & Design methods – Jeffry L.whitten, Lonnie D.Bentley, McGraw-Hill/Irwin,2007
9. Systems analysis and Design – Kenneth E.Kendall, Julie E.Kendall, Prentice Hall,1999
10. Head first object-oriented analysis and design – Brett McLaughlin, Gary pllice, Davis west, O'Reilly, inc.,2006.

Internal Evaluation

Cycle Test	-10 Marks
Surprise Test	-05 Marks
Model Test	-10 Marks
Project	-10 Marks
Viva	-10 Marks
Attendance	-05 Marks
Total	50 Marks.

Course Coordinator

Head-Systems

Dean

MBN S652	Technical Writing and Documentation	L	T	P	C
		2	0	0	2

Sl. No	Topics	Sessions/ Hour	Unit	Page No. from B1
1	Introduction, Myths, Scope	1-3	1	15 to 37
2	Skills Needed, Documentation types	4	1	39 to 81
3	Documentation Process	5-7	1	85-96
4	DDLDC, Planning, Audience, Writing, Review	8-12	1	97-180
5	Post writing-Editing-Indexing-Post mortem	13-14	2	183-225
6	Styles & Standards - Quality, Usability. Guidelines	15-16	2	229-289
7	Case Study - Sharp Electronics manual	17	Printed material	
8	Organization of Documents- Structure	18	3	293 to 314
9	Parts of Document	19	3	317 to 330
10	Career	20	4	333 to 364
11	Technical Writing at Work	21-22	4	365 to 422
12	Case Study – E-Event manager	23	Printed material	
13	Language - Rules	24	5	425 to 435
14	Effectiveness - Rules	25-27	5	437 to 454
15	Using Checkilists	28	5	467 to 475
16	Case Study - Panasonic manual	29	Printed material	
17	Case Study - VoIP Server Documentation	30	Printed material	

B1 - Text Book :

- ‘Technical Writing’ – SajithaJayaprakash, Himalaya Publishing House.

References :

- R1- ‘Technical Writing’ – B.Basu, Prentice-Hall
- R2- ‘Technical Report Writing Today’ - Daniel Riordan, Steven Paulay, Dreamtech Press

S.K.Manivannan
Course Coordinator

Dr.R.Vijayakumar
Head- System

Dr.Jayashree Suresh
DEAN

MBN S654	SOFTWARE QUALITY MANAGEMENT	L	T	P	C
		2	0	0	2

Objectives: To understand the basic concepts of software quality management. To study and understand the various issues related to the quality management aspects of computer software.

Methodology: Lectures, Case studies and power point presentations.

S.No.	Topic	Periods	Page No.	Unit	Book No.
1	Quality Definitions & views of quality	1,2	27-31	I	B1
2	Hierarchical models of quality	3,4	32-43	I	B1
3	Measuring Software	5,6	47,73,127,193,211,228.	I	B1
4	Code Reviews	7,8	51-56	I	B1
5	Case study on code review	9,10	Students should perform code review of an E-commerce web site	I	
6	Developments in measuring software	11,12	76	II	B2
7	SQA standards and	13,14	28-30	II	B1
8	SQA Teams and Responsibilities	15,16	30	II	B1
9	Case tools	17,18	87	II	B2
10	Case study	19,20	Student should analyze an open source software based on six	II	
11	Quality Management systems	21,22	118	III	B2
12	Capability maturity model	23,24	37	III	B2
13	Trends in Quality	25,26	203-214	III	B2
14	ISO 9000 series of QMS	27,28	11, 34	IV	B2
15	Case study	29,30	186	IV	B2

Reference Books:

B1- Software Testing: Principles and Practices - Srinivas Desikan & Gopaldaswamy Ramesh, Pearson publication.

B2-Software Quality : A Practitioner's Approach – Kamna Malik & Praveen Choudhary, Tata McGraw Hill Education Pvt. Ltd.

Internal Evaluation:

Project Presenttion/Case study Analysis 1	- 10
Project report /Case Study Analysis 2	- 10
Cycle Test	- 10
Surprise Test	- 05
Attendance	- 05
Model Exam	-10

Gifteen K Jebakumar
COURSE CO-ORDINATOR

Dr. T. Vijaykumar
HEAD SYSTEMS

Dr. Jayshree Suresh
DEAN – MBA

MBNS 656	MANAGERIAL SERVICES	L	T	P	C
		2	0	0	2

Objective: To study the Service Management from an integrated viewpoint with a focus on Customer satisfaction. The subject integrates operations, marketing, strategy, information Technology and organizational

UNIT	Topics	Hour	Pedagogy (Seminar/case Discussion)	References from Book 1
1	The role of services in an economy, - the nature of services and creating breakthrough services	5	Discussion	03-14, 18-26, 45-49
2	-Market positioning- launching an innovative service-new service development-new service development and process design-building customer loyalty-zero defections:CASE STUDY	6	Discussion/ Case analysis	78-84,95-96
3	Quality comes to service- using information systems to better serve the customer-the service delivery system-new service development and process design-achieving breakthrough service-structuring the service enterprise-delivering service on the web-service facility design and layout-service facility location-service consolidation-CASE STUDY	7	Discussion/ Case analysis	12-136, 148-154, 159,253-272
4	Managing service operations-creating a service culture-the service encounter-managing queues-managing capacity and demand-competing on service quality-service process analysis CASE STUDY	6	Discussion/ Case analysis	321-326, 443-446
5	Service outsourcing-service supply chain management-cultural transferability-growth and global expansion-process innovation-quality and productivity improvement. CASE STUDY	6	Discussion/ Case analysis	478-490, 553-568

TOTAL Hours

30

Reference books

1. Fitzsimmons, James A., and Mona J. Fitzsimmons, *Service Management: Operations, Strategy, and Information Technology*, 3rd Edition., Irwin/McGraw-Hill, 2001. (Fitz)
2. William A. Katz, Ruth A. Fraley, *Reference services administration & management*, 6th Edition, volume 3 Routledge, 1982
3. Lovelock, *Services Marketing*, 6th edition, Pearson Education India, 2010
4. Office of the Federal Register (U.S.), *Code of Federal Regulations, Title 26, Internal Revenue, Pt. 1 (Sections 1.908-1.1000)*, Revised as of April 1, 2010, Government Printing Office, 2010
5. Ching M. Chang, *Service Systems Management and Engineering: Creating Strategic Differentiation and Operational Excellence*, John Wiley and Sons, 2010

Internal Evaluation (50 marks)

Cycle Test	= 10 Marks
Surprise Test	=05 Marks
Model Test	=10 Marks
Project	=10 Marks
Viva	=10 Marks
Attendance	=05 Marks

Prepared by

Dr.T.Vijayakumar
Subject coordinator

Approved by

Dr.T.Vijayakumar
Head/ Systems

Dr. Jayashree Suresh
Dean/M.B.A

MBNS662	BUSINESS INTELLIGENCE	L	T	P	C
		2	0	0	2

Objective: The purpose of this course is to understand the various concepts involved in data mining and Data ware housing and the tools that are used in performing decision making function.

Methodology: Class room teaching, Case studies and power point presentations

Session	Topic	Reference Book & Page Number
1	Business Intelligence definition and Architecture of BI	B2-385-393
2	BI tools	B2-395-398
3	Case Study-Business Analytics and Data mining help 1-800-Flowers Excel in Business	B1-195
4	Data warehousing Definition and Concept	B1- 328-330
5	Data Mart	B1-330-332
6	Data warehousing process overview	B1-333-335
7	Extraction, Transformation and Load processes	B1-342-346
8	OLAP and Multidimensional Databases	B2-414-415
9	Case study- Enterprise Data warehouse delivers cost savings and process efficiencies	BI-331
10	Data mining concept and Applications	B1-194-200
11	Data mining process	B1-207-215
12	Classification	B1-216-220
13	Decision Trees	B1-220-223
14	Cluster Analysis	B1-223-225
15	Association Rule Mining	B1-225-228
16	Case study- Predicting Customer churn- A competition of different tools	B1-231-232

17	Basic concepts of Neural Network	B1-245-252
18	Learning in Artificial neural Network	B1-253-259
19	Developing Neural Network based systems	B1-259-264
20	Case study- Neural N/Ws help reduce Telecommunication Fraud	B1- 248
21	Support Vector Machines	B1-606-610
22	Applications of SVM	B1-610-612
23	Advantages and Disadvantages of SVM	B1-612-613
24	Text mining concepts and Definitions	B1-289-290
25	Natural Language processing	B1-292-296
26	Text mining Applications	B1-296-302
27	Text mining Tools	B1-312
28	Web mining	B1-312-314
29	Application of BI in Marketing, SCM, Finance, and HR	B2-434-437
30	Case study- Data mining in cancer research	B1-213-214

Reference Books

B1- Decision support and Business Intelligence Systems- Efraim Turban, Ramesh Sharda, Dursun Delen – Pearson publication- Ninth Edition.

B2- Management Information System – Mahadeo Jaiswal, Monika Mital- Oxford Publication

Internal Evaluation (50 marks)

Cycle Test = 10 Marks
 Surprise Test =05 Marks
 Model Test =10 Marks
 Project =10 Marks
 Viva =10 Marks
 Attendance =05 Marks
 Prepared by

Subject coordinator

Head/ Systems

Dean/M.B.A

Vertical Specializations

HOSPITALITY MANAGEMENT

MBNH756		ECOTOURISM			L	T	P	C
					2	0	0	2
SNO	TOPICS	HOUR	PEDAGOGY	Book/Ref				
1	Principles of Ecotourism	1--2	Lecture	B1				
2	Types of Ecotourism	3--4	Lecture	B1				
3	Ecotourism venues-public & pvt protected areas	5--6	Lecture	web resources				
4	Modified Spaces & Indigenous Territories	7--8	Lecture	B1				
5	Impact of Ecotourism	9--10	Discussion	B1				
6	Developing indicators for destination sustainability	11--12	Discussion	B2				
7	Rural Development - Planning	13--14	Presentation	B1				
8	Policy and Planning	16--18	Presentation	B2				
9	Accommodations and Tour operators	19--21	Lecture	B2				
10	The Business of Ecotourism	22--24	Discussion	B1				
11	Types of Clubs and ownership	25--27	Presentation	web resources				
12	Club Operation	28--30	Discussion	web resources				

References:

B1 - Encyclopedia of Ecotourism-David Weaver

B2 - Tourism Operations & management-Sunetra Roday, Archan Viwal

Method of Evaluation:

- 43. Class Test – 10 Marks
- 44. Surprise Test – 5 Marks
- 45. Attendance - 5Marks
- 46. Mini Project - 10 Marks
- 47. Comp Viva - 10 Marks
- 48. Model Exam – 10 Marks

Total 50 Marks

Coordinator

HOD-General

Dean-MBA

MBN H655	FACILITY PLANNING	L	T	P	C
		2	0	0	2

S. No.	Topics	Hour	Pedagogy (Seminar/Case /Discussion)	References
1	The Role of cost and management of hospitality facilities	1-3	Discussion	B1
2	Managing maintenance needs- Water & waste water systems	4-6	Discussion/ Seminar	B1
3	Electrical systems Laundry systems	7-9	Discussion	B1
4	Telecom systems	10-12	Discussion	B1
5	Food service equipments	13-16	Lecture	B1
6	Energy Management	17-19	Discussion	B1
7	Parking areas-Lodging	20-22	Discussion	B1
8	Planning and designing: Food service planning and design	23-24	Presentation/Discussion	Guest Lecture
9	Case study	25-26	Interactive discussion	Internet/hospitality magazines
10	Visit to SRM Hotel	27-28	Field trip	
11	Visit to IHM Laundry	29	Field trip	
12	Facility Planning Revision	30	Discussion	

Reference:

B1 Hospitality Facilities – AH&LA- Stipanuk/Roffmann

Internal Evaluation

Cycle Test	-10 Marks
Surprise Test	-05 Marks
Model Test	-10 Marks
Project	-10 Marks
Viva	-10 Marks
Attendance	-05 Marks
Total	50 Marks.

Prepared By

Approved by

Course Co-ordinator

Head-General

Dean

MBN H657	HOSPITALITY MANAGEMENT	L	T	P	C
		2	0	0	2

S. N	Topics	Hour	Pedagogy	References
1	The World of Hospitality: Introduction Characteristic of Hospitality industry	1	Discussion	B1
2	Nature of Hospitality: Communication, Turnover , Demands and Rewards. Economic and other impacts of Travel and Tourism Industry	2-3	Discussion	B1
3	Early History of Lodging Industry. Globalization and Trends in Hotel Industry	4-5	Lecture	B2
4	Organization and Structure of Lodging Industry: Size and scope , classification of hotels	6-7	Discussion	B2
5	Hotel departments and their functions: Rooms division , Food and beverage and back of the house departments	8-10	Class seminar	B2
6	Hotel Market segmentation and selection: Market segments and sub segments Environmental scanning and trend analysis Displacement analysis Total customer worth and total customer value Selection of optimal business mix	11-14	Discussion	An Introduction to Revenue Management for Hospitality Industry – Kimberley A Tranter

7	Food service Industry: Composition and size Organization of Hotel and Restaurant Food service	15-17	Lecture	B3
8	Management and Operations of Food Services	18-19	Discussion	B3
9	Hospitality Marketing: Distinctive Characteristics 7ps of Service Marketing Targeting and Positioning Consumer Behavior Marketing strategies and tactics Trends , Innovation and Best Practices	20-24	Lecture/Discussion/Presentation	B2
10	Future Trends : Evolving Distribution Channels Market Fragmentation Innovative Product Offerings Green Practices Role of associations	25-26	Discussion/Guest Lecture	www.itchotels.com, www.hsmai.org, www.ih- ra.com, www.fhrai.com
11	Cases studies in Hospitality Management	27-29	Interactive Discussion	Disneyland case study , H&M , Dabbawals , swatch etc..
12	Revision and assessment	30		

Reference books:

B1 - Introduction to Hospitality Industry – John R Walker

B2 - Front office operations & management – Jatashankar R Tewari

B3 - Hotel and Motel Management – Gray and Ligouri

Internal Evaluation

Cycle Test	-10 Marks
Surprise Test	-05 Marks
Model Test	-10 Marks
Project	-10 Marks
Viva	-10 Marks
Attendance	-05 Marks
Total	50 Marks.

Prepared By

Approved by

Course Co-ordinator

Head-General

Dean

MBNH758	INTERNATIONAL TOURISM MANAGEMENT	L	T	P	C
		2	0	0	2

SN	TOPICS	HOUR	PEDAGOGY	REFERENCES
1	Globalization & the business world	1--2	Lecture	B1
2	Factors affecting global & regional tourist movement	3--4	Lecture	web resources
3	The emergence of international hotels	5--6	Lecture	B1
4	Barriers to travel, tourist investment & business	7--8	Lecture	International Hospitality Management
5	Need for government support of tourism	9--10	Seminar	B1
6	International tourism organizations	11--12	Seminar	Internet
7	Political stability, travel advisories, crisis management	13--15	Discussion	B1
8	International Hotels- Rules & Regulations	16--18	Case study	web resources
9	Understanding cultural diversity, business protocol	19--21	Lecture	B1
10	Sales & Marketing	22--24	Lecture	B1
11	Global competition & future trends	25-26	Discussion	B1
12	Tourism growth in major regions- Asia Pacific	27-28	Discussion	web resources
13	Tourism and the environment	29-30	Case study	

References:

B1 - A.K. Bhatia (2001) International tourism Management

Method of Evaluation:

1. Class Test – 10 Marks
 2. Surprise Test – 5 Marks
 3. Attendance - 5Marks
 4. Mini Project - 10 Marks
 5. Comp Viva - 10 Marks
 6. Model Exam – 10 Marks
- Total 50 Marks**

Coordinator

HOD-General

Dean-MBA

MBN H659	EVENT MANAGEMENT	L	T	P	C
		2	0	0	2

	Topics	Hour	Pedagogy (Seminar/Case Discussion)	References
1	- Introduction . - Definition. - Career Opportunities .	01 to 2	Discussion	Introduction to hospitality management- John.R.Walker
2	Types of event	03 to 5	Discussion	AH&LA
3	-Attributes, knowledge , Skills & Competencies required to be an event manager.	6	Discussion	Introduction to hospitality management- John.R.Walker
4	Impact of events	7 to 9	Discussion/case study	Introduction to hospitality management- John.R.Walker
5	Concept & design of an event	10	Discussion/case study/Audio visual	Powerhouse conference AH&MA- Coleman, Lee & Frankie
6	-Feasibility. -Legal compliance. -Marketing.	11 to 13	Seminar	Powerhouse conference AH&MA- Coleman, Lee & Frankie
7	-Sponsorship. -Promotion. Risk management.	14 to 15	Discussion/case study	Meaning Convention & Group Business AH&MA- Hoyle, Dorf & Jones

	-Planning.			
8	-Staging. -Staffing. -Registration.	16	Discussion/Hotel Visit	Meaning Convention & Group Business AH&MA-Hoyle,Dorf & Jones
9	-Event budget. -Cash flow. -Costing. -Revenue.	17 to 20	Seminars	Meaning Convention & Group Business AH&MA-Hoyle,Dorf & Jones
10	-Leadership. -Communication. -Time management.	21 to 23	Seminar	Powerhouse conference AH&MA- Coleman, Lee & Frankie
11	-ICCA -ICIB. -Role of travel agencies.	24 to 26	Discussion	Introduction to hospitality management- John.R.Walker
12	MICE -Definition. -Impact.	27 to 30	Case study	Introduction to hospitality management- John.R.Walker

Method of Evaluation:

1. Class Test – 10 Marks
 2. Surprise Test – 5 Marks
 3. Attendance - 5Marks
 4. Mini Project - 10 Marks
 5. Comp Viva - 10 Marks
 6. Model Exam – 10 Marks
- Total 50 Marks**

Coordinator

HOD-General

Dean-MBA

MBN H760	HOTEL OPERATIONS	L	T	P	C
		2	0	0	2

S.NO	Topics	Hours	Pedagogy	References
1	Introduction to Hotel Tourism Law & Law relating to hotel and food and Beverages business	1-4	Lecture	Internet & Essential Law for catering students – Roger Petes
2	International Hotel Regulations & Food Legislation	5-7	Lecture	Internet
3	Food poisoning- Food Adulteration	8-9	Discussion/case study	Hotel&Tourism Law – Jag Mohan Nagi
4	Food Inspectors- Penalties	10-11	Discussion	Hotel&Tourism Law – Jag Mohan Nagi
5	Industrial Organization of Food Trade & Entrepreneurship	12-13	Assignment	Hotel&Tourism Law – Jag Mohan Nagi
6	Partnership, Joint Stock Company			Essential Law for

	& Co-operative societies	14-17	Seminar	catering students – Roger Petes
7	Labour Legislations & Bailor- Bailee	18-20	Lecture	Mercantile Law – N.D.Kapoor
8	Consumer Protection Act & Workmen Compensation Act	21-25	Seminar	Mercantile Law – N.D.Kapoor
9	Public & Private Entreprises- Guarantee&Warantee	26-30	Seminar	Hotel&Tourism Law – Jag Mohan Nagi

Method of Evaluation:

1. Class Test – 10 Marks
 2. Surprise Test – 5 Marks
 3. Attendance - 5Marks
 4. Mini Project - 10 Marks
 5. Comp Viva - 10 Marks
 6. Model Exam – 10 Marks
- Total 50 Marks**

Coordinator

HOD-General

Dean-MBA

**HOSPITAL &
HEALTH CARE
MANAGEMENT**

MBNC655	MATERIALS & EQUIPMENT MANAGEMENT	L	T	P	C
	Lesson Plan	2	0	0	2

Objective:

To enable the students to understand and learn basic concepts and principles about materials and equipments management and develop them to apply and practice the same in the hospital and other healthcare inventories

Pedagogy:

Class discussions, Students' presentations, Case study, Debate, Quiz, Guest lectures, Hospital visits, Mini projects

Sl. No	Topic	Materials	Pedagogy	No. of hours
1	Introduction, Definition, Goals and Objectives of Materials Management	T1: 1 - 2	Class Discussion	1
	Functions of Materials Management and Materials Manager	T1: 2 - 5		1
	Materials Cycle	T1: 5 – 8		1
	Problems and Issues in Hospitals, Information Systems for Materials Management	T1:121 – 127; 215– 221; PM	Case Discussion	1
	Case Study	PM		2
2	Purchasing – Objectives, Elements and System	T1: 44 - 52	Class Discussion	1
	Purchase Cycle and Purchase Procedures with Tender processing, Contracts and Registration	T1: 17 - 43		1
	Legal and Ethical Aspects of Materials Management, Conditions of Contract – Law of agency, Law of Contract, Financial Rules and Arbitration in Materials Management	T1: 151 - 167	Seminar and Case Discussion	2
	Case Study	PM		2
3	Planning and Selection of Equipment	T1: 129 - 133	Students' Presentation	1
	Import of Equipment - Objectives, Policy, Letter of Credit, General Considerations, Documents and Custom Clearance	T1: 168 - 198		2
	Equipment Utilization and Operation, Equipment Repair and Maintenance, Equipment Audit	T1: 134 - 143	Role Play	2
	Case Study	PM	Case Debate	1
4	Planning Consideration, Continuous Quality Improvement	T1: PM;	Class	1

	of Stores Management	203 – 214	Discussion	
	Inspection, Verification of Materials and Stores Documents	T1: 75 – 77; 110 - 119	Role Play	1
	Storage, Preservation, Pilferage and Distribution of Materials	T1: 78 – 80; 94 - 109	Case Discussion	1
	Condemnation and Disposal	T1: 88 - 90		1
	Case Study	PM		2
5	Codification , Standardization and Value Analysis	T1: 81-87; 211	Students' Presentation	1
	Inventory Control - Lead Time, Safety Stock and Reorder Level	T1: 60 – 63		1
	Economic Order Quantity (EOQ) and Selective Controls	T1: 63 - 72		2
	Case Studies on Inventory Control	PM	Case Debate	2

(Note: T1 – Text Book 1; PM – Printed Materials)

TEXT BOOK:

1. Shakti Gupta and Sunil Kant, Hospital Stores Management: An Integrated Approach (Jaypee Publications, New Delhi, India)

REFERENCE BOOKS:

2. WHO, Maintenance and Repair of Laboratory, Diagnostic, Imaging and Hospital Equipment (WHO, Geneva)
3. Murriel Skeet and David Fear, Care and Safe Use of Hospital Equipment (VSO, UK)
4. P. Gopalakrishnan and M. Sundaresan, Materials Management: An Integrated Approach (Prentice-Hall of India Pvt. Ltd., New Delhi) ISBN 81-2030027-0

INTERNAL ASSESMENT

1. Cycle Test - 10 Marks
2. Surprise Test/Presentation/Class Participation - 10 Marks
3. Model Exam - 10 Marks
4. Mini Project - 10 Marks
5. Viva Voce - 5 Marks
6. Attendance - 5 Marks

Course Coordinator

Head – Healthcare

DEAN – MBA

MBN C656	PROGRAMME PLANNING, IMPLEMENTATION, MONITORING AND EVALUATION	L	T	P	C
		2	0	0	2

OBJECTIVE:

This Course extends the knowledge of health care program planning, implementation, monitoring and evaluation. This subject equips students to develop appropriate strategies to achieve the goal of health care program.

PEDAGOGY:

Seminars, Case construction and Discussion ,Mini projects and Field visits to Various types of health care organizations that includes: SubCentre/Health post/Dispensary, Rural health Centre, Primary health centre, Taluk/Peripheral Hospital, District general hospital, Government Regional hospital(Referral centre), Large general hospital, Single specialty hospital, Teaching hospital, Nursing home, Corporate hospital, Voluntary/Charitable hospital and Community Health Projects

Sl. No:	Topics	Page	Pedagogy	No. of Hours
1	Concept of Planning	R7.PP.1-25	Presentations and Discussion	1
2	Guiding Principles in Planning Hospital Facilities and Services	R7. PP.26-49	Presentations and Discussion	1
3	Regional Planning and Factors to be emphasized- Steps in Hospital Planning	R7. PP.50-56	Presentations and Discussion	2
4	Planning Team and Stages of Project	R7. PP.406-430	Seminars	1
5	Estimation, Architect Brief and Master Plan-	R7.PP.431-459	Presentations and Discussion	1
6	Selection of Site and Decision on Land, Space, and Utilities	R7. PP.460.-488	Seminars	1
7	Objectives- Functions- Location, Design and Layout	R5.PP.53-58	Presentations and Discussion	1
8	Policy and Procedures- Organization- Staffing- Equipment and Facilities-	R5.PP.59-63	Presentations and Discussion	1

9	Key Result Areas and Performance / Quality Indicators- Daily Planning and Scheduling of Work-	R5.PP.64-68	Presentations and Discussion	1
10	Managing Time: Waiting Time and Total Time Spent by a Patient- Specialty, Sub-specialty and Super Specialty Clinics- Diagnosis, Physiotherapy and Occupational Therapy-	R5.PP.69-72	Seminars	1
11	Emerging Concepts: Day Care, Reservation, Appointment by Phone- Medico-social Works / Patient Counselling- Other Facilities: Pharmacy, Gifts Shop, Prayer / Meditation Room	R5.PP.73-78	Presentations and Discussion	2
12	Objectives- Functions- Location, Design and Layout- Policy and Procedures-	R5.PP.78-80	Presentations and Discussion	1
13	Organization- Staffing- Equipment and Facilities-	R5.PP.81	Presentations and Discussion	1
14	Key Result Areas and Performance / Quality Indicators- Disaster Management: Principles and Classification-	R5.PP.82-83	Seminars	2
15	Life Saving Drugs- Ambulance and Paramedic Services-	R5.PP.84	Presentations and Discussion	1
16	Medico-legal Procedures- Forms and Registers to be maintained- Communication System.	R5.PP.85	Presentations and Discussion	1
17	Objectives- Functions- Location, Design and Layout- Policy and Procedures-	R5. PP.53-58	Presentations and Discussion	1
18	Organization- Staffing-Equipment and Facilities- Key Result Areas and Performance /	R5.PP.59-62	Presentations and Discussion	1
19	Quality Indicators- Admission, Transfer, Billing and Discharge Procedures- Managing Deaths-	R5.PP.63-65	Presentations and Discussion	1
20	Intensive Care Units, Objectives,Functions, Location, Design and Layout, Policy and Procedures,	R5.PP.68-75	Seminars	1
21	Organization, Staffing,Equipment and Facilities, Key Result Areas and Performance /	R5.PP.76-85	Presentations and Discussion	2

	Quality Indicators- Types of ICUs-			
22	Equipment and Facilities- Key Result Areas and Performance / Quality Indicators-	R5. PP. 197-200	Presentations and Discussion	2
23	Daily Planning and Scheduling-Determinants of number of Operating Rooms- Zoning and Aseptic / Sterile Techniques Clinical Protocols- Sub-stores, CSSD, Immediate Postoperative Recovery Rooms-Safety Issues	R5. PP. 201-207	Presentations and Discussion	3
Total Hours				30

Field Visit:

After the completion of each field visit the students are required to submit Case Collections (Instances under pursuit of Law) as individual report.

Internal Valuation Pattern:

Component	Marks
Cycle test	10
Surprise Test	5
Model Exam	10
Mini Project	10
Viva Voce	10
Attendance	5
Total	50

Reference Books:

- R1. G.D.Kunders, Hospitals-Planning, Design and Management(Tata McGraw-Hill)
- R2. C.M.Francis and et al., Hospital Administration(Jaypee Brothers Medical Publishers,New Delhi)
- R3. B.M.Saharkar,Principles of Hospital Administration and Planning(Jaypee Brothers Medical Publishers,New Delhi)

R4. Sangeetha Natarajan, Hospital Supportive Services (Excel Books, New Delhi)

R5. Syed Amin Tabish, Hospital and Health services administration Principles and Practice (Oxford University press, New Delhi)

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Approved by,

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Course Coordinator

Dr. Sarprastha Joe
HOD – General Management

Dr. Jayshree Suresh
Dean - MBA

MBNC658	HEALTH INSURANCE	L	T	P	C
		2	0	0	2

OBJECTIVE: To enable the students to understand the health insurance concepts, applications globally.

METHODOLOGY: Lectures, class room discussions, mini projects, case analysis and presentation

S.No	Unit	Topic for Discussion:	Session No.	Chapter No.
		MICRO ECONOMICS		
1.	I	HEALTH INSURANCE, MARKET FAILURE AND RISKS Concept of Health Insurance-Types, origin, evolution and importance:-	1,2	19-32
2.	I	Community Health Insurance (CHI), Employer-Based Insurance, Health Micro Insurance (MHI) and Reinsurance-	3,4	44-59
3.	I	Public Health Insurance: National Health Insurance, Social Health Insurance-	5,6,	91-105
4.	II	Fundamental differences among various Health Insurance Schemes- Various models of CHI and MHI tested / implemented in developing countries	7,8	131-149
5.	II	Health Insurance in Indian Context- Social security: A fundamental concept- Risk and Insurance-	9,	153-165
6.	II	Demand and Supply for Health Insurance- Economics of Scale- Welfare Loss from Health Insurance	10	265-278

7.	III	Actuarially Fair Premium, Expected Loss, Load Factors- Risks: Moral hazard, adverse selection, cost escalation, fraud and abuse, cream skinning-	11,12	295-323
8.	III	Risk Management Tools, Moral Hazard: Co-payment / coinsurance, deductibles, indemnity payment, mandatory referral system	13,14	329-353
9.	III	Adverse Selection: Collective membership, group policies - Cost Escalation: Treatment protocol, fixed fee per illness- Fraud and Abuse (free rider): Insurance cared with photograph	15,16	463-493
10.	IV	DESIGNING BENEFIT PACKAGE AND PREMIUM SETTING Designing Benefit Package: Introduction-	17,18,	496-530
11.	IV	n- Issues to be considered: Financial resources, existing infrastructure and quality care, priority	19,20	517-539
12.	IV	utilization, pattern of disease and injury, level of health services, estimating maximum demand,	21,22	533-556
13.	V	Costing the Benefit Package: Cost of pharmaceuticals	23	564-584
14..	V	consultations, diagnostic support services, hospitalization, additional services and operating costs,	24	651-663
15.	V	Premium Setting: Calculation and determining premium (6)	25	711-729
16..		Mini Project Presentation	26, 27, 28	
17.		Viva Voce	29,30	

RECOMMENDED BOOK:

References:

Kenneth Black Jr ,Harold D.Skipper Jr., 'Life and health Insurance' 13th edition-Pearson Publication

www.irda.com

INTERNAL EVALUATION:

Mini project	- 10
Project viva voce	- 10
Cycle test	- 10
Surprise test	- 05
Attendance	- 05
Model exam	- 10

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MBNC657	ORGANISATION OF CLINICAL SERVICES, SUPPORT SERVICES & UTILITY SERVICES	L	T	P	C
		2	0	0	2

OBJECTIVES

To learn the organizational Principles , administrative structure and functioning , service delivery process with reference to Medical records, Diagnostic and supportive services of Hospitals.

PEDAGOGY:

Seminars, Case construction and Discussion ,Mini projects and Field visits to Various types of health care organizations that includes: SubCentre/Health post/Dispensary, Rural health Centre, Primary health centre, Taluk/Peripheral Hospital, District general hospital, Government Regional hospital(Referral centre), Large general hospital, Single specialty hospital, Teaching hospital, Nursing home, Corporate hospital, Voluntary/Charitable hospital and Community Health Projects

Sl. No:	Topics	Pedagogy	No. of Hours
1	Front office: Objectives and Functions, Location, Staffing, Information & Communication	Presentations and Discussion	1
2	Medical records: Objectives and Functions, Characteristics, Main Section and Analysis of Medical Records	Presentations and Discussion	1
3	Types of Forms, Retention Policy, Records and Statistics, Hospital Beds, Bed Compliment, Bed Days, Average length of stay(LOS), Bed Occupancy Rate, Daily Ward Census, Bed Turnover	Presentations and Discussion	2
4	Rate, Gross/Net/Post operative Death Rate, Admission and Discharge, Location, Design and Layout	Seminars	1
5	Staffing, Medical records Committee, Technology	Presentations and	1

	Advancements: EMR, Microfilming and Smart Cards	Discussion	
6	Radiology Services, Objectives and Functions, Location , Design and Layout, Staffing: Duties of Radiologist and Technicians	Seminars	3
7	Laboratory services: Objectives and Functions, Location, Design and Layout, Staffing: Duties of Pathologists and Lab Technicians, Classification of Laboratory Services	Seminars	3
8	CSSD: Objectives and Functions, Advantages of Centralized system, Distribution System, Location, Design and Layout, Staffing: Duties of CSSD In-Charge	Case construction	1
9	Linen and Laundry: Objectives and Functions, Location and Space, Staffing, Bed Linen Ratio, Automation	Seminars	1
10	House Keeping: Objectives and Functions, Staffing, Key Tasks, Systematic and standard, Procedures of Cleaning, Required Materials for Cleaning	Case construction	2
11	Security Services: Objectives and Functions, Staffing, Responsibilities of Security Department, Key Tasks, Gate Pass; Physical Verification; Control Movement	Presentations and Discussion	2
12	Pharmacy: Objectives and Functions, Location, Design and Layout, Staffing; Duties of Chief Pharmacist; Therapeutic Committee, Hospital Formulary	Seminars	3
13	Dietary Services: Objectives and Functions, Staffing, Equipment and Physical facilities, Purchases, Stores and Issues, Pricing and Control measures, Location, Design and Layout	Seminars	3
14	Maintenance Management: Objectives and Functions, Staffing, Location and Space, Policy and Procedures	Presentations and Discussion	2
15	Equipments, Types and Characteristics, Purchase,	Seminars	2

	Inspection and Installation		
16	Records, Responsibilities, Levels of Maintenance, Service contracts and Disposition	Seminars	2
Total Hours			30

Field Visit:

After the completion of each field visit the students are required to submit Case Collections (Instances under pursuit of Law) as individual report.

Internal Valuation Pattern:

Component	Marks
Cycle test	10
Surprise Test	5
Model Exam	10
Mini Project	10
Viva Voce	10
Attendance	5
Total	50

Reference Books:

- R1. G.D.Kunders, Hospitals-Planning, Design and Management(Tata McGraw-Hill)
- R2. C.M.Francis and et al., Hospital Administration(Jaypee Brothers Medical Publishers,New Delhi)
- R3. B.M.Saharkar,Principles of Hospital Administration and Planning(Jaypee Brothers Medical Publishers,New Delhi)
- R4. Sangeetha Natarajan,Hospital Supportive Services(Excel Books, New Delhi)
- R5. Syed Amin Tabish,Hospital and Health services administration Principles and Practice(Oxford University press, New Delhi)

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MBNC659	LEGAL & ETHICAL ISSUES IN HEALTHCARE	L	T	P	C
		2	0	0	2

OBJECTIVES

To enable the students to understand and practice the legal and ethical related issues in healthcare industry.

PEDAGOGY:

Seminars, Case construction, Presentations and Discussion, Mini projects and Field visits

Sl. No:	Topics	Pedagogy	No. of Hours
1	Medical Council of India- Medical Licensure Law- Doctors Patient Relationship	Presentations and Discussion	2
2	Medical Malpractice- Quality and Standard of Medical Care- Negligence- Medical Consent- Emergency Care	Presentations and Discussion	2
3	The Consumer Protection Act- Patients Rights and Responsibilities- Medical Ethics	Presentations and Discussion	2
4	Mental Illness, Tuberculosis - Drugs Addicts and Alcoholics - Legal Issue in Death Cases	Seminars	2
5	Legal Testimony in Medico-legal cases- Narcotic Laws- The Drugs and Cosmetic Act	Presentations and Discussion	2
6	Drug Control Policy- Clinical Investigation- Blood Transfusion	Seminars	2
7	The Medical Termination of Pregnancy Act-The Prenatal Diagnostic Techniques Act	Seminars	2
8	Dying Declaration- Medical Jurisprudence	Case construction	2
9	The Human Organ Transplantation Act, Toxicology	Seminars	2
10	Hospital Administration - The Biomedical Waste (Management and Handling)	Case construction	2
11	Rules - Radiation Safety System	Presentations and Discussion	2
12	Law of Insurance - Export Import Policy	Seminars	2

13	Exemption of Income Tax for Donations	Seminars	3
14	Tax Obligations: Filing Returns and Deductions at Source	Case construction	3
Total Hours			30

Internal Valuation Pattern:

Component	Marks
Cycle test	10
Surprise Test	5
Model Exam	10
Mini Project	10
Viva Voce	10
Attendance	5
Total	50

Field Visit:

After the completion of each field visit the students are required to submit Case Collections (Instances under pursuit of Law) as individual report .

Reference Books:

(NOTE: The Texts books below are to be referred for above units in addition to relevant websites for current updations and amendments.)

1. Raj Kumar, Acts Applicable to Hospitals in India (The Christian Medical Association of India, New Delhi)
2. N.D. Kapoor, Elements of Mercantile Law (Sultan Chand and Sons, New Delhi) ISBN 8170142067
3. Ram Krishna Chaube, Consumer Protection and The Medical Profession with Legal Remedies (Jaypee Brothers, New Delhi) ISBN 8171797318
4. R.C. Anand and Sidhartha Satpathy, Hospital Waste Management: A Holistic Approach (Jaypee Brothers, New Delhi) ISBN 8171797202

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HOD – General Management

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MBNC660	QUALITY ASSURANCE IN HOSPITAL	L	T	P	C
		2	0	0	2

OBJECTIVES

Enable the students to understand the principles, practices and areas of application of Quality assurance in hospital and healthcare corporate.

PEDAGOGY:

Lectures, Classroom discussions, Student presentations, Case analysis, Role play, Samples and models usage, Mini projects, Industry visits, Quiz and games

Sl. No:	Topics	Pedagogy	No. of Hours
1	Define Customer and Identify Customers, Quality Customer Service	Classroom discussions	2
2	Customer Experience: Core Service & Delivery of Service	Case analysis	2
3	Excellent Customer Service and Caring Service	Role play	2
4	Stress, Communication and Interpersonal Relationship	Classroom discussions	1
5	Patient Satisfaction: Rights and Responsibilities of Patients, Satisfaction and Delight Quality Indicators of Patient Satisfaction	Case analysis	2
6	Clinical Quality and Complication and Infection Rate	Students' presentation	
7	Admission, Follow Up and Continuity of Care	SRM Hospital observation	2
8	Feedback: Customers, Staff, Suppliers, etc.	Feedback collection from SRM Hospital	2
9	Measuring Quality: Setting Objectives and Agreeing upon Standards	Report submission by students based on collected Feedback	2
10	Develop Key Result Areas and Performance		2

	Indicators		
11	Quality Policy: Commitment to Patients and Staff, Code of Conduct for Health Professionals	Students' presentation	2
12	Job Description of Quality Manager and Quality Steering Committee	Case analysis	1
13	Quality Teams: Task Force, Quality Council and Quality Circle	Role play	1
14	Quality Audit and Review Techniques	Guest lecture	1
15	Obstacles to Practice Quality	Students' presentation	1
16	Recent quality trends in hospitals and healthcare	Students' presentation	1
17	Accreditation: ISO Certification and BS Mark	Mini Project	4
18	Quality Awards Scheme – Malcolm Baldrige National Quality Award (MBNQA)		
19	JCI, NABH and Six Sigma		
20	Business Process Reengineering		1
Total Hours			30

Internal Valuation Pattern:

Component	Marks
Cycle test	10
Surprise Test	5
Model Exam	10
Mini Project	10
Viva Voce	10
Attendance	5
Total	50

REFERENCE BOOKS

1. Wilson CRM, Hospital Wide Quality Assurance (Saunders, Ontario)
2. Hugh C. H. Kogh, Total Quality Management in Health Care (Longman Publication)
ISBN 0582 04696
3. Roger Ellis and Dorothy Whittington, Quality Assurance in Health Care – A Hand Book
4. Edward W. Deming, Out of the Crisis (Cambridge University Press, Cambridge)
5. Richard Smith (ed.), Audit in Action (British Medical Journal, London) ISBN 0-7279-0317-9
6. Nankemp and Eileen Richardson, Quality Assurance In Nursing Practice (Butterworth Heinemann Ltd., London, Second Edition) ISBN 0-7506-2326-8
7. Helga Drummond, The TQM Movement – What Total Quality Management is Really All About (UBSPD, New Delhi)

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PHARMA

MBN P652	PRODUCTIVITY AND INFRA STRUCTURE MANAGEMENT	L	T	P	C
		2	0	0	2

Objective: To understand the fundamental concepts of Productivity and Infra-structure management in Pharmaceutical Industry.

Pedagogy: The topics shall be handled as discussion, case study or seminars. Hence the students must read the relevant topics before they come to the class.

S. No.	Topics	Hour	Pedagogy (Seminar/Case Discussion)	References
1	Concepts and definition of productivity	1-2	Discussion	R1 (pp.1 – 3), R3 (1-2),
2	Productivity improvement factors.	3-5	Discussion	R3 (pp.9-12)
3	Productivity analysis-management	6-7	Discussion/Case	R3 (pp.70-73)
4	Techniques to reduce work contents and ineffective time.	8-9	Discussion/Case	websites
5	Introduction to concepts of work study-Human in application of work study,	10-11	Discussion/Case	websites
6	Classification of movements, micro motion study, simo chart.	12-13	Discussion	websites
7	Method study-Introduction and selection of jobs, flow diagram,	14-15	Discussion	R3(p.197)
8	String diagrams, flow process chart, multiple activity chart,	16-18	Discussion	R3(p.196)

	travel chart,			
9	Principles of motion economy, classification of movements, micro motion study and simo chart.	19-20	Discussion	R3 (pp.126-127) websites
10	Work measurement-purpose-use techniques and procedure of work measurement	21-23	Discussion/Case	R3 (pp.28-32, 128-136) websites
11	Time study-selecting jobs to be studied and making a time study-Rating allowance-technique of work measurement	24-26	Discussion/Case	R3 (pp.277-280) websites
12	Activity sampling-synthesis-Analytical estimating-Predetermined motion time system.	27-30	Discussion/Case	R1 (pp.281-282)/ websites

Reference Books

R1. Productivity-Issues in Economic Development, Venkata Seshaiyah Sakalya, ICFAI University Press, 2006.

R2. Network effects of the productivity of infrastructure in developing countries, Christophe Hurlin- World Bank, Poverty Reduction and Economic Management Network, Economic Policy and Debt Dept., 2006.

R3. Productivity Management, Joseph Prokopenko, International Labour Office, Geneva, 1992.

Website

<http://www.idma-assn.org>

Internal Marks Evaluation (50 marks)

Cycle Test = 10 Marks

Surprise Test =05 Marks

Model Test =10 Marks

Project =10 Marks

Viva =10 Marks

Attendance =05 Marks

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HOD/General

Dean/MBA

MBN P655	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	L	T	P	C
		2	0	0	2

Learning Objectives: To get the exposure of logistics and supply chain management and to understand the relationship between the logistics, procurement, warehousing and supply chain management.

Pedagogy: The topics shall be handled as Lectures/Seminar/Case Discussion/Games.

S.No.	Units	Topics for discussion	Session	Page No.
1	1	Introduction to logistics and its interface with production and marketing, measures of logistics.	1,2,3,4	Text 1 – 28
2	1	Supply chain management, Activity 1	5,6,7	Text 29 – 72 Text 95 – 112
3	2	Logistics system and analysis and design	8,9,10	Text 361 – 32
4	2	Warehousing and distribution centers, their location, transportation systems.	11,12,13	Text 113 – 151
5	3	Dispatch and routing decisions and models.	14,15,16	Text 152 - 180
6	3	Inventory management decision. Activity 2	17,18,19	Text 372 – 384
7	4	Logistics and control.	20,21,22	Text 181 - 203
8	4	Packaging and material handling.	23,24,25	Text 204 – 218 Text 261 – 288
9	5	International logistics management	26,27,28	Text 385 – 392
10	5	Logistics future directions. Activity 2	29,30,31,32	Text 240 - 260

Activity 1: Create a supply chain for any pharma industry and do a short analysis.

Activity 2: Write a short case for managing inventory.

Activity 3: From the learned experience create a mini analysis regarding the current and future trends in logistics.

Reference books

1. Supply chain management, Strategy. cases and best practices, Macmillan Publishers India Ltd., 2010, D K AGRAWAL
2. Logistics and supply chain management: creating value adding networks by Martin christopher
3. Logistics management: the supply chain imperative by Sople.

Details of Internal Marks: Cycle Test – 10 marks, Surprise Test – 10 marks, Model Exam – 10marks, Viva-voce – 10 marks, Mini Project – 10 marks = **50 marks (Total)**

Coordinator

HOD-GM

Dean / MBA

MBN P656	SOCIAL AND INDUSTRIAL PSYCHOLOGY	L	T	P	C
		2	0	0	2

Lesson Plan

Objective: To understand the concepts of social and industrial psychology and apply the learning in the pharmaceutical industry.

Pedagogy: The topics shall be handled as discussion, case study or seminars. Hence the students must read the relevant topics before they come to the class.

Sl.no	Topics	Hour	Pedagogy (Seminar/case Discussion)	Reference
1	Social and industrial psychology- Definition, nature and background.	1 - 3	Discussion	R2: 150-152
2	Social perception –Non-verbal communication, theories of attribution, impression management.	4 - 6	Discussion & Case	R2: 153-155
3	Social identify-Self concept, self esteem, self efficiency, self monitoring and self focusing.	7-11	Discussion	R3: 570
4	Social influence – Conformity, compliance and obedience. Interviews, application blanks and reference	12 -15	seminar & case	R3:570
5	The interview, application blanks and biographical inventories. Reference and background investigations.	16-18	Discussion	R3: 575
6	Employment testing – Testing abilities, testing personality, testing skills and achievements using and not using tests.	19-24	Discussion & case	R4:51
7	Safety psychology – Safety management and safety psychology .Differential accident liability.	25-30	Case discussion	R4: 65

Reference books

R1: Work psychology, Lisa Mathewman, Amanda Rose and Angele Hetherington, Oxford University Press

R2: Impact of Sociology: Reading in the social sciences, Jack Douglas

R3: Social Psychology, Robert A Baron, Donn Erwin Byrne, Nyla R. Branscombe

R4: Human Resource Management: Robert L. Mathis and John H.Jackson

Internal Marks Evaluation (50 marks)

Cycle Test	= 10 Marks
Surprise Test	=05 Marks
Model Test	=10 Marks
Project	=10 Marks
Viva	=10 Marks
Attendance	=05 Marks

Prepared by

S.Jahira Parveen
Subject In-charge

Dr. Sarprasatha Joe
Head/GM

Approved by

Dr. Jayashree Suresh
Dean/M.B.A

MBNP657	Industrial Pharmacy	L	T	P	C
		2	1	0	2

Sl No.	Topics	Page Number	No. of Hours
1	Pharmaceutical Industry	467	1
2	Definition of the manufacturer	468	1
3	Plant Location	468	1
4	Fundamental or Primary Factors	469	1
5	Derived(Secondary) Factors Special Provisions of Factory Location	470	1
6	Plant Lay out/Procedures of Layout, Regulatory Layout	473	1
7	Safety Aspects-Fire/ Explosion	482	1
8	Toxicity, hazards of some selected organic/inorganic chemicals-methods of handling	484	3
9	Hazards Appraisal and Control	486	1
10	Disaster Planning	489	1
11	Corrosion and its prevention	431	1
12	Corrosion characteristics of selected organic and inorganic chemicals	432 433	2
13	Material for Construction	435	1
14	Factors influencing corrosion, Temp.Velocity, Surface Films	436	1
15	Types of Corrosion	438	1
16	Documentation and regulatory record keeping	Online resources	2
17	Record keeping as required by different statutory bodies	Online resources	2
18	Management Information System(MIS)	Online resources	2
19	Pollution, Pollution Control - Concepts and types of Pollution	Online resources	2
20	Ecology and ecological Balance	Online resources	1
21	Pollution and health hazards	Online resources	1
22	Gaseous pollution and control	Online resources	1
23	Water Pollution/Waste technology Instrumentation and process control	Online resources	1

Reference:

- CVS Subramanyam, J.Thimma Shetty, Sarasija Suresh, V. Kusum Devi, Pharmacuetical Engineering, Principles and Practices

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Subject In-charge

Head/GM

Dean/M.B.A

MBNP659	PHARMACEUTICAL PRODUCTION DECISION	L	T	P	C
		2	0	0	2

Objective:

To understand the fundamental concepts of production management in pharmaceutical Industry.

Pedagogy:

The topics shall be handled as discussion, case study or seminars. Hence students must read the relevant topics before they come to the class

S.No.	Topics	Hour	Pedagogy (Seminar/Case Discussion)	References (Page No.)
1.	Definition, Purpose and Objectives of production management	1-2	Discussion	R1(210-214) R3(733-759)
2.	Good manufacturing Practice & Product Design	3-5	Discussion	R3(733)(869-870)
3.	Production Planning & Control, evaluation	6-8	Discussion-case	R1(216-218)
4.	Steps in developing Quality Management and ISO	9-11	Discussion-case	R1(235-249) Websites
5.	PILOT Plant Studies-Solid Dosage Forms	12-13	Discussion-case	R1(249-262)
6.	Blending Granulation-Drying-Size Reduction-Coating	14-16	Discussion	R1(181-193) Websites
7.	Plant Layout-Product & Process Layout	17-19	Discussion/seminar	R1(195-204) R2(467-476)
8.	Tablet Department Layout-General Consideration	20-22	Discussion	R1(263-272) R1-(278-282)
9.	Optimization & Automation in Pharma Industry	23-25	Discussion	R1(284-300) Websites
10.	Maintenance Management Types and Planning, Organization Of Maintenance Department	26-27	Discussion/Seminar	R1-(300-303)
11.	Records Maintenance-Inspection Plan-Actual Maintenance	28-29	Discussion	R1-304
12.	Control and Evaluation of Maintenance Programmes	30	Discussion/case	R1- 305

References:

1. Pharmaceutical Issues for Industrial management, S.Arora, Frank brother & Co (Publisher) Ltd.
2. Pharmaceutical Engineering, C.V.S Subramanian, MK JAIN for Vallabh Prakashan
3. Theory and Practice of Industrial Pharmacy, Liebermann and Lachman, Varghese Publishing House.

Website:

www.idma-assn.org

Internal Marks Evaluation (50 marks)

Cycle Test	= 10 Marks
Surprise Test	=05 Marks
Model Test	=10 Marks
Project	=10 Marks
Viva	=10 Marks
Attendance	=05 Marks

Prepared by

G.Kumar
Subject In-Charge

Dr. Sarprasatha Joe
Head/GM

Approved by

Dr. Jayshree Suresh
DEAN/MBA

MBNP660	PROJECT MANAGEMENT	L	T	P	C
		2	0	0	2

Objective:

To understand the fundamental concepts of Project Management in Pharmaceutical Industry.

Pedagogy: The topics shall be handled as discussion, case study or seminars. Hence the students must read the relevant topics before they come to the class.

S. No.	Topics	Hour	Pedagogy (Seminar/Case Discussion)	References
1	Project planning and phases-need and importance- Phases of capital budgeting, Project analysis facts, resources allocation frame work	1-3	Discussion	1.1 – 1.14
2	Investment strategies, portfolio planning tools and interface between strategic planning and capital budgeting	4-7	Discussion/Case	2.1 – 2.30
3	Generation and screening of project ideas.	8-9	Discussion/Case	3.1 – 3.18
4	Project analysis-Market and demand analysis including demand forecasting	10-11	Discussion	4.1 – 4.31
5	Technical analysis	12	Discussion/Case	5.1 – 5.15

6	Financial analysis (cost of project, working capital requirement and its financing, projected cash flows, Balance sheet). Project selection	13 -14	Discussion	6.1 – 6.41
7	Time value of money,	15	Discussion	7.1 – 7.25
8	Investment Criteria	16-17	Discussion	8.1 – 8.32
9	Project Cash Flows	18-19	Discussion	9.1 – 9.30
10	Cost of Capital	20	Discussion	10.1 – 10.34
11	Project Risk Analysis	21	Discussion	11.1 – 11.48
12	Project management and control- project organization, human aspects of project management- project control tools	22-23	Discussion/ Case	21.1 – 21.22
13	Network techniques for project management-basic concepts of networks, line estimation and determination of critical path for both PERT and CPM models	24-26	Discussion/Case	22.1 – 22.29
14	Network cost systems	27-28	Discussion	22.29 – 22.34
15	Project review-Need for reviews, initial review, performances evaluation, abandonment analysis, evaluating the capital budgeting systems	29-30	Discussion	23.1 – 23.22

Text Book : PROJECTS – Planning, Analysis, Selection, Financing, Implementation, and Review – by Prasanna Chandra – published by CFM-Tata Mc Graw Hill

Other Reference Books:

R1. Project management for pharmaceutical industry by Laura Brown, Tony Grundy.

R2. Pharmaceutical project management-Second edition by Tony, Kennedy.

R3. Project Management, Panner Selvam

Websites:

www.pipmg.org

www.ashgatepublishing.com/default.aspx?page=3420

Internal Marks Evaluation (50 marks)

Cycle Test = 10 Marks

Surprise Test =05 Marks

Model Test =10 Marks

Project =10 Marks

Viva =10 Marks

Attendance =05 Marks

Prepared By

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Course Coordinator

Dr. Sarprasatha Joe

Head/GM

Approved by

Dr.Jayshree Suresh

Dean/MBA

ERP

MBN E664	QUALITY MANAGEMENT PROCESSES	L	T	P	C
		1	0	2	2

OBJECTIVES

- Understand business processes from a Quality Management viewpoint
- Understand the integration of Quality Management in the logistical processes of a company
- Be familiar with the functions of QM
- Know the basic conditions involved in implementing QM

SESSION	TOPIC	READING MATERIAL
1 & 2	Requirement for QM system	Study Material
3	Quality Management with SAP system	Study Material
4 – 7	DIN EN ISO 9001:2000 Quality elements	Study Material
8 & 9	Managing QM documents with SAP	Study Material
10 & 11	QM in the Logistics and supply chain Management	Study Material
12 & 13	QM in sales and distribution. Exercices given in studymaterial	Study Material
14 & 15	QM in production	Study Material
16 & 17	QM in procurement and storage process	Study Material
18 & 19	Qm processes in Logistics and supply chain Management	Study Material
20 & 21	Delivery Inspection Repair processing using inspection lot	Study Material
22 & 23	Exercices given study material	Study Material
24 & 25	Quality planning function, General Master data	Study Material
26 & 27	Quality documents for supply relationship	Study Material
28 & 29	Inspection planning, sample determibnation	Study Material

30 & 31	Inspection specs from the variant <i>configuration</i>	Study Material
32 & 33	Exercises given in the material	Study Material
34 & 35	Result and defect recording	Study Material
36 & 37	Recording steps, Digital signature	Study Material
38 & 39	Exercises given in the material	Study Material
40 & 41	Quality certificate functions	Study Material
42 & 43	Notification processing in SAP and SPC	Study Material
44 & 45	Exercises given in the study Material	Study Material

Maximum Marks :100

Internal Assessment : 75 Marks

End-term Practical Assessment : 25 Marks

Mode of Internal Assessment :

Marks for Class Exercises : 60

Marks for Assignments : 10

Marks for Comprehensive viva: 5

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Subject Coordinator

Dr.T.Vijayakumar, A.P.(Sr.G.)

Head – Systems

Dr.Jayshree Suresh, Prof.

Dean

MBN E663A	PRODUCTION PLANNING PROCESSES	L	T	P	C
		1	0	2	2

OBJECTIVES

- Explain the manufacturing organizational structures
- Describe the basic PP master data
- Perform MRP using various repetitive and make-to-order production strategies
- Execute the plans using production orders, repetitive manufacturing and KANBAN production techniques
- Interpret the results of the discrete manufacturing planning and execution processes

SESSION	TOPIC	READING MATERIAL
1 & 2	Master Data: Business Scenario, Organizational Levels: Production, Company Code, Plant, Storage Location, Manufacturing Master Data, Material Master Data, Material Type.	Study Material
3	Material Master Record: Views, Material Master Record: Data Structure, Material Master:	Study Material
4 & 5	Basic Data View, MRP View, Work Scheduling View, Accounting View, Bill of Material Definition BOM, BOMs in Production Planning, Single-Level Bill of Material, Multi-Level Bill of Material Structure,	Study Material
6	BOM Category, BOM Usage, BOM Structure, BOM Item Categories, BOM Effectivity, Work Center, Work Center Data	Study Material
7 & 8	Work Center Hierarchy, Routings: Overview, Routings: Groups, Routings: Sequences, Work Center Relationship to Operation, Component Assignments, Production Resources/Tools, PP Costing, PP Costing Data. Exercises	Study Material
9 & 10	Planning and Execution with Final Assembly: Business Scenario, Planning Strategies, Make-to-Stock Production, Planning With Final Assembly.	Study Material
11	Sales and Operations Planning, Product Groups, SOP Process Flow, SOP Planning Table, Creating a Sales Plan, Creating a Production Plan.	Study Material

12	Disaggregation, Transfer to Demand Management, Demand Management, Stock / Requirements List, MRP, Planning Procedures.	Study Material
13	MRP Overview, MRP: BOM Explosion, Planning Without MRP Areas, Planning with MRP Areas, MRP: Net Requirements Calculation, MRP: Scheduling, MRP: Total Planning.	Study Material
14	MRP: Single-Item Planning, Planned Orders, MRP List and Stock / Requirements List, Stock / Requirements List and MRP List, Sales and Distribution.	Study Material
15- 19	Availability Check, Consumption Logic, Production Orders, Elements of a Production Order, Production Order: Production Order Creation, Production Order Release, Production Order Goods Movements, Production Order Goods Issue, Order Confirmation - Process Chain, Production Order Goods Receipt, Production Orders: Costs, Production Orders - Order-Related Cost Object Controlling and Exercises	Study Material
20-21	Make-to-Stock Production: Business Scenario, Make-to-Stock: Strategies, Make-to-Stock Production – Process, Master Production Scheduling, MPS - MRP Comparison, Planning Time Fence, Interactive MPS.	Study Material
22	Lot-Sizing Procedures, Functions of the Stock / Requirements List, Functions of the MRP List, Collective Display of Stock / Requirements List, Collective Display of MRP Lists, Overview	Study Material
23	Tree, Creating a Production Order: Methods, Scheduling, Basic Dates: Backward Scheduling, Basic Dates: Forward Scheduling, Lead Time Scheduling.	Study Material
24 - 25	Operation Lead Time, Material Availability Check, Material Availability: Missing Parts List, Capacity Planning: Environment, Capacity Planning, Available Capacity, Capacity Requirements, Capacity Planning:	Study Material
26 & 27	Subsections, Tabular Planning Table, Graphical Planning Table, Operation Dispatching, Confirmation: Types and Functions, Confirmation: Backflushing, Final Delivery and Technical Completion. Exercises.	Study Material
28	Make-to-Order Production: Business Scenario, Make-to-Order Planning.	Study Material

29	Make-to-Order Production, Individual/Collective Requirements Indicator, Assembly Processing,	Study Material
30	Assembly Processing: Process Flow, Assembly Processing: Availability Check,	Study Material
31 & 32	Assembly Processing: Changes, Variant Configuration, Variant Configuration: Overview, Configuration of a Pump, Exercises.	Study Material
33 & 34	Repetitive Mfg / KANBAN: Business Scenario, Planning Without Final Assembly, Planning w/o Final Assembly:	Study Material
35 & 36	Plnd Indep. Reqmts, Planning Without Final Assembly: Sales Order, Planning Without Final Assembly: Master Data, Stocking Level, Flexible Determination of Stocking Level.	Study Material
37	Repetitive Manufacturing, Repetitive Manufacturing: Overview, Period-Based Planning, Discrete Manufacturing Versus Repetitive Mfg, Repetitive Manufacturing:	Study Material
38	Master Data, Master Data: Material Master, Material Master: Production Versions, Master Data: BOM, Master Data: Production Line, Master Data:	Study Material
39	Rate Routing, Repetitive Manufacturing: Line Loading, Repetitive Manufacturing: Planning, Planning Table:	Study Material
40 & 41	Period-Based Planning, Processing the Planning Result, Dispatch List, Repetitive Manufacturing: Material Staging, Pull List With Direct Transfer Posting, Repetitive Manufacturing:	Study Material
42	Backflushing, KANBAN, Push Principle / Pull Principle Comparison, MRP / KANBAN: Comparison, Business Management Environment for KANBAN, KANBAN:	Study Material
43 - 45	Master Data, Supply Area, KANBAN Control Cycle, Supply Sources in the KANBAN Procedure, Excluding Materials from MRP, General KANBAN Procedure, Setting the Kanban to EMPTY, Setting Kanban to Full, KANBAN Board. Exercises.	Study Material

Maximum Marks :100

Internal Assessment : 75 Marks

End-term Practical Assessment : 25 Marks

Mode of Internal Assessment :

Marks for Class Exercises : 60

Marks for Assignments : 10

Marks for Comprehensive viva: 5

Subject Coordinator

Head – Systems

Dean

MBN E666	CUSTOMER SERVICE PROCESSES	L	T	P	C
		1	0	2	2

OBJECTIVES

- Describe how customer service processes are represented and supported in the SAP System
- Use the business transactions for customer service
- List the evaluation options
- Understand the integration of customer service component with other applications

SESSION	TOPIC	READING MATERIAL
1 & 2	CS - Overview: Business Scenario, Service - Overview: Topic Objectives, Service - Service Categories, Services, Service – Process, Roles in Customer Service, CS - Main Functions.	Study Material
3	Organizational Elements, Organizational Structure - Accounting, Organizational Structure - Cost Accounting, Organizational Structure -	Study Material
4 – 7	Materials Management, Organizational Structure - Sales & Distribution, Organizational Units, Organizational Structure – Service, Master Data: Customer Master, Material Master, Use of Material Master in Service, Work Centers in Service, Contents of Work Center Master, Personnel Master, Vendor Master , Exercises	Study Material
8 & 9	Technical Objects: Business Scenario, Types of Technical Objects, Material Serial Numbers and Equipment: Serial Numbers, Serial Number Management, Equipment and Serial Numbers, Equipment, Criteria for Equipment Master Record,	Study Material
10 & 11	Equipment Master Record, Functional Locations, Criteria for Functional Locations, Master Record for Functional Location, Bills of Material: Objectives, Service Bills of Material, Object	Study Material
12 & 13	Hierarchies, Installed Base, Warranties, Warranty Types, Structure of Master Warranty, Object-Related Warranty, Exercises..	Study Material
14 & 15	Helpdesk: Business Scenario, Documents in CS, Simple Notification Processing, Service Notification Functions, Notification Types, Notification Structure, Notification Interface, Notification Receipt, Catalogs, Service Notification: Task Determination, Customer	Study Material

16 & 17	Interaction Center (CIC), Notification Processing with CIC, Notification Processing, Notification List Editing, Follow-up Actions for Service Notification, Status of Notifications and Tasks, Solution Database, Notification Completion, Notification Completion, Exercises	Study Material
18 & 19	Field Service Planning: Business Scenario, Simple Order Processing, Service Order Functions, Structure of Service Order, Process Flow for Simple Order, Order Entry and Planning.	Study Material
20 & 21	Process Flow in Service Order Processing, Order Creation Options, Order Operations - Internal Processing, Scheduling and Capacity Planning, External Services in the Order, Service -	Study Material
22 & 23	External: Process Flow, Service - External (with Service Sheet): Process Flow, Order Components, Stock Material: Process Flow, Non-Stock Material: Procedure, Service Order with Advance Shipment,	Study Material
24 & 25	Service Quotations, Creating a Quotation from a Service Order, Order Processing, Service Orders - List Editing, Order Release, Printing / Faxing Order, Communication, Order and Operation Statuses, Order Confirmation, Order Confirmation, Time Confirmation, Activity Report,	Study Material
26 & 27	Material Confirmation, Non-Stock Material Confirmation, Technical completion, Billing, Resource-Related Billing, Billing Service Orders, Warranty Processing, Order Completion, Cost and Revenue Analysis in the Service Order, Order Settlement, Business Completion , Exercises	Study Material
28 & 29	Returns and Repairs: Business Scenario, Overview, Repairs Processing, Phases of Repairs Processing, Structure of Customer Repairs Order, Supported Scenarios, Serviceable Item and Service Product.	Study Material
30 & 31	Order Entry and Returns Delivery, Repair Acceptance, Technical Check and Repairs Processing, Repair Start, Customer Repairs Order and Service Order, Outbound Delivery and Billing,	Study Material
32 & 33	Completion Confirmation, Billing in Repair Order, Value Flow, Service Contracts: Business Scenario, Service Contracts, Contents of Service Contract, Structure of Service Contract. Exercises.	Study Material
34 & 35	Service Contract - Contract Data, Service Contract - Billing Plan, Service Contract – Price Agreements, Contract Billing, Definition of Service Products, Overview of Service Products, Fixed Service Product, Configurable Service Products, Configurable Service	Study Material

36 & 37	Products – Context, Configured Service Product, Configured Service Products: Example, Service Processing with Contract Reference, Service Contract Assignment, Hotline Processing with Service Contract, Service Order with Service Contract, Value Flow, Exercises.	Study Material
38 & 39	Planned Customer Service: Business Scenario, Task Lists, Task Lists in Service, Structure of Task List, Task List Selection in Service Order.	Study Material
40 & 41	Maintenance Plans, Definition of Maintenance Plan, Types of Maintenance Plan, Structure of Maintenance Plan, Link to Maintenance Plan	Study Material
42 & 43	- Maintenance Contract, Scheduling, Scheduling Overviews, Evaluations: Business Scenario, Service History, Elements of the Service History, Notification and Order History.	Study Material
44 & 45	Service Information System, Data Warehouse – Concept, Logistics Data Warehouse, Analysis Views and Information, Standard Analysis Options, Additional Functions of LIS, , Exercises.	Study Material

Maximum Marks :100

Internal Assessment : 75 Marks

End-term Practical Assessment : 25 Marks

Mode of Internal Assessment :

Marks for Class Exercises : 60

Marks for Assignments : 10

Marks for Comprehensive viva: 5

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Prof. Head – Systems

Dr.Jayshree Suresh,
Dean

MBNE669	CONTROLLING PROCESSES	L	T	P	C
		1	0	2	2

OBJECTIVES

- Use the main controlling (CO) functions
- Identify the components in CO that address different business requirements
- Explain how the CO components are integrated with each other
- Explain how CO is integrated with other SAP ERP components
- Understand SAP CO terminology
- Describe the different cost allocation methods and explain the differences between them
- Decide which CO tools to use in given business situations

SESSION	TOPIC	READING MATERIAL
1 & 2	Overview Of Controlling: Business Scenario, General Tasks of Controlling, Accounting Architecture, FI and CO: Standard versus Flexibility, Reporting Requirements, Controlling Architecture, Important Controlling Areas, Typical Controlling Area Tasks.	Study Material
3 & 4	The Components of Controlling, Overview of CO Components, Cost and Revenue Element Accounting, Overhead Cost Controlling (CO-OM) and Activity-Based Costing (ABC), Cost Center Accounting, Internal Orders, Activity-Based Costing: Model, Product Cost Controlling (CO-PC).	Study Material
5	Product Cost Controlling: Overview, Product Cost Planning, Cost Object Controlling, Material Ledger Concept, Actual Costing, Profitability and Sales Accounting, Aspects of Profitability and Sales Accounting, Typical Questions in Profitability Analysis, Profitability	Study Material
6 - 8	Analysis per Market Segment, Typical Questions in Profit Center Accounting, Profit Center Accounting, Profitability and Sales Accounting: Methods, Integration, Integration Within CO - Value Flows, Integration With Other Modules, Transfer Price Concept in ERP, Managing a Global Enterprise, Different Views of a Corporate Group, Multiple Valuation Views	Study Material
9 & 10	Representing Your Business in CO : Portraying Your Business in	Study Material

	CO:Enterprise Scenario, Organizational Units and Structures, Organizational Units, Multiple Assignment, Basic Data and Structures, Accounts and Cost Elements, Cost Elements and Revenue Elements,	
11 & 12	Master Data in Overhead Cost Controlling, Cost Center, Activity Type, Statistical Key Figures, Internal Order, Business Process, Master Data Groups, Master Data in Product Cost Controlling, Master Data in CO-PC, Product Cost by Order, Product Cost by Period, Product Cost by Sales Order, Master Data in Profitability and Sales Accounting,	Study Material
13 - 15	Types of Profitability Analysis, Basic Concepts of CO-PA, Profit Center Profit Center Assignments. Reporting Tools: Business Scenario, Reporting Tools of CO, Report Selection, Report Painter/Report Writer Options in Report Writer Reports, Drilldown Reporting, Options for Drilldown Reporting, Interactive Information System, ABAP List View	Study Material
16 & 17	Planning and Plan Integration: Enterprise Scenario, Introduction to Planning, Planning: Goals, Versions, Copy Plan and Actual Data, Planning Layouts, Organization of the Planning Views, Planning with Different Cost, Accounting Methods, Cost Accounting Methods, Planning in Cost Center Accounting.	Study Material
18 & 19	Planning Statistical Key Figures, Primary Cost Planning, Cost Allocation Methods for Planning, Pure Cost Allocations, Activity Type Planning, Planning Primary Costs that are Activity-Dependent, Planning Secondary Costs, Cost Allocations, Using Activity Types, Example of Price Calculation, Examples of Typical	Study Material
20 & 21	Planning Steps for Cost Centers, Assigning Planning Methods to Controlling Methods, Integrated Planning Cycle, Integrated Corporate Planning, Planning Integration - Sales Planning, CO- PA: Planning, CO-PA: Top-Down Distribution, Integrated Planning - Planning in PP,	Study Material
22 & 23	Planning Integration – Transferring Activity Requirements to Cost Center Accounting, Integrated Planning: Cost Center Planning, Transferring Planned Values for Cost Centers, Planning Internal Orders, Planning Integration - Product Cost Planning, Product Cost Planning: Overview, Overhead Rate, Cost Rollup in Product Cost Planning,	Study Material
24 & 25	Price Update, Planning Integration - Update Sales Plan/CO-PA, Transferring the Costing Results to CO-PA, Integration of Services in	Study Material

	Planning, Integrated Planning in Profit Center Accounting, Planning Process Costs, Comparison of The Push and Pull Approaches , Integrated Activity Based Costing, Cost Allocation with Template	
26 & 27	Posting to CO from Other Modules: Enterprise Scenario, Posting to CO from Other Modules, Posting Logic, True and Statistical Objects in CO, Posting from FI to a Cost Center, Posting from HR to a Cost Center, Posting from MM to a Cost Center, Posting MM Purchase	Study Material
28 & 29	Orders to a Cost Center, Commitments, Statistical and Real Postings, Posting to a Statistical Order, Posting to a Real Order, Posting to a Profitability Segment . Transaction-Based Postings In CO, Transactions related to Overhead	Study Material
30 & 31	Cost Controlling, Reposting Line Items, Direct Activity Allocation, Time Sheet, Budget Management, Availability Check, Easy Cost Planning & Execution Services, Templates for Easy Cost Planning, Transactions Relevant to Cost Object Controlling, Product Cost Controlling, Cost	Study Material
32 & 33	Accounting at Order Level, Cost Controlling at the Product Level, Typical Activities in Cost Object Accounting, Process Chain: Order-Related Manufacturing, Delivery to Stock, Relevant Transactions for Profitability and Sales Accounting, Selling Goods and Services.	Study Material
34 & 35	Steps in Sales Order Processing, Transferring Sales Order Receipts to CO-PA, Delivery and Billing, Selling Goods and Services - without Sales Order Controlling, Selling Goods and Services - with Sales Order Controlling, Transfer Prices, Transfer Prices in Profit Center Accounting, Example for Transfer Prices	Study Material
36 & 37	Period-End Postings in CO: Business Scenario, Overhead Cost Controlling, Postings of Statistical Key Figures, Transferring Statistical Key Figures from the LIS, Periodic Activities in Overhead Cost Controlling, Periodic Cost Allocation – Methods, Accrual Costs, Accrual Calculation: Percentage Method, Periodic Reposting,	Study Material
38 & 39	Distribution, Assessment, Overhead Rates, Order Settlement, Methods for Periodic Quantity Allocation, Indirect Activity Allocation, Enter Actual Activities for Sender, Actual Activities for Sender not Entered, Example of Period-End Closing in CO-OM, Variance Calculation on Cost Centers, Revalue using actual prices,	Study Material
40 & 41	Cost Object Controlling (Product Cost by Order), Process Chain: Order-Related Manufacturing, Typical Steps in Period-End Closing in CO-PC, Template Allocation, Calculating WIP at Actual Cost, WIP Settlement, Variance Calculation, Variance Settlement, Method Comparison, Period-End Postings: Actual Costing/Material Ledger	Study Material
42 & 43	Actual Costing: Preliminary Valuation, Determining the Periodic Unit	Study Material

	Price, Single-level Material Price Determination, Multilevel Material Price Determination, Period-End Postings in Profitability Analysis, Overview of the Data Flow in Profitability Analysis, Assigning Overhead Costs: Overview, Assessment of Cost Center and Process Costs.	
44 & 45	Order Settlement to Profitability Analysis, Overview of the Data Flow to Profit Center Accounting, Balance Sheet Items in EC-PCA, Distribution Assessment, Period-End Postings: Schedule Manager, Schedule Manager Advantages, Schedule Manager: Scheduling, Schedule Manager: Task List - Flow Definition, Schedule Manager: Monitor, Reconciliation Ledger, Reconciliation Reports	Study Material

Maximum Marks :100

Internal Assessment : 75 Marks

End-term Practical Assessment : 25 Marks

Mode of Internal Assessment :

Marks for Class Exercises : 60

Marks for Assignments : 10

Marks for Comprehensive viva: 5

Dr.V.M.Ponniah , Prof.
Suresh, Prof.

Subject Coordinator

Dr.T.Vijayakumar, A.P.(Sr.G.)

Head – Systems

Dr.Jayshree

Dean

MBNE670	PROJECT MANAGEMENT PROCESSES	L	T	P	C
		1	0	2	2

OBJECTIVES

Understand the following: work breakdown structures, network, project builder, project planning board, date planning, resource planning, materials in projects, cost planning, revenue planning, payments in projects, budgeting, commitments and actual data, period end closing, information systems and integration with other applications.

SESSION	TOPIC	READING MATERIAL
1 -3	Project Structures: Business Scenario, Work Breakdown Structures: Structures, Work Breakdown Structures: Functions, Project Builder,	Study Material
4 -6	Work Breakdown Structures: Operative Indicators, Work Breakdown Structures: Organization and Responsibilities, Work Breakdown Structures:	Study Material
7 - 9	Maintenance Options, Hierarchy Graphic, Activities and Networks: Structure, Activities and Networks: Functions, Activities: Maintenance Options,	Study Material
10 -12	Network Structure Graphic, Mass Change, OPEN PS, Sales Pricing - Creating Quotations, Sales Pricing, PS Texts, Documents, Milestones: Assignments, Exercises	Study Material
13 &14	Planning: Business Scenario, Aspects of Planning, Project Planning Board, The Project Planning Board.	Study Material
15 & 16	Objects, Project Planning Board: Integration, Scheduling, Basic Dates for WBS Elements, Resource Planning, Internal Processing,	Study Material
17 -19	Distribution of Work Among Workforce, External Processing, Material Requirements Planning (MRP), Materials in Projects, Integration with MM and PP, BOM	Study Material
20 -22	PS Interface, Planning Costs and Revenues, Cost Planning in Projects, Easy Cost Planning, Planned Costs in Networks, Planning Revenues – Methods, Incoming Orders and Billing Plan, Exercises.	Study Material
23 -25	Budget: Business Scenario, Cost Planning and Budgeting, Distributing Budget from the Investment Program, Overview of	Study Material

	Budgeting,	
26 -28	Availability Control, Exercises.Execution : Business Scenario, Aspects of Project Execution, Actual Dates for WBS Elements,	Study Material
29 – 30	Confirmation Options, Cross Application Time Sheet (CATS), CO Account Assignment of Documents, Execution Services,	Study Material
31 - 32	Evaluation Using Cost Reports, ABAP List Viewer (ALV) for Line Items, The Purchasing Process, Claim Management, Milestone Billing, Project Cash Management, Exercises	Study Material
33 & 34	Closing: Business Scenario, Period-End Closing: Processes.	Study Material
35 - 37	Settlement: Scenarios, Schedule Manager, Exercises.	Study Material
38 -39	Information Systems, Information Systems: Level of Detail, Structure Overview and Individual Overviews.	Study Material
40 - 42	Structure Information System: Functions, Editing All Objects, Graphical Evaluation.	Study Material
43 - 45	Importing and Exporting Data, Hierarchy Reports, Cost Element Reports, Exercises	Study Material

Maximum Marks :100

Internal Assessment : 75 Marks

End-term Practical Assessment : 25 Marks

Mode of Internal Assessment :

Marks for Class Exercises : 60

Marks for Assignments : 10

Marks for Comprehensive viva: 5

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