



SRM

UNIVERSITY

(Under section 3 of UGC Act 1956)

FINANCE

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

S.NO	TOPICS	SESSI ONS	REF ERE NCE	External Activities
1	Financial services Introduction Functions of Financial Services Types of Financial services	1	R2	1. 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	Definition	2	R1 R2 R4	
	Leasing Process	3		
	Types of leasing	4		
	Lease evaluation from the lessor point of view	5		
	Lease evaluation from the lessee point of view	6		
	Advantages & Drawbacks	6		
	CASE STUDY MAKE OR BUY DECISION FOR LEASING VISHAL ENGINEERING ENTERPRISES FOR LEASING & HIRE PURCHASE	7--11		
3	Features of Hire Purchase agreement Contents of Hire purchase agreement Diff. between HP and Lease Tax benefit in hire purchase transaction	12	R2	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).
4	Consumer credit introduction Different types of loans	13 14	2	
5	Meaning of factoring	15	R1 R4 R5	3.What are all the parameters in Credit rating used in ICRA Limited , Nandanam, Chennai and explain its silent features
	Process or steps involved in factoring	16		
	Types of factoring	17		
	Legal aspects of factoring			
	Benefits of factoring			
Process of Forfeiting				
	Features of forfeiting			
6	Venture capital introduction	18	R3	
	Types of venture capital	19	R4	

	Guidelines for providing venture capital Legal regulations for venture capital SEBI regulation on venture capital Venture capital financing stages and growth		R2	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.
7	Methods of housing finance	20	R1 R3	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.
	Creation of NHB Functions of NHB	21		
	CASE STUDY ON HOUSING FINANCE CASE ON NHB	22-24		
8	The concept of credit rating	25	R2 R4 R5	6. Briefly explain the current credit rating system prevailing in India and explain its impact on Indian Economy for Future Generation Group.
	Classification of credit rating	26		
	Credit rating of individuals, companies and countries Basis for credit rating	27		
	Credit rating companies in India with its symbols Benefits and drawbacks of credit rating agencies			
CASE STUDY ON CREDIT RATING OF ICICI	28-30			

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

Mr.A.P.KarthickKumaran
Subject Coordinator

Dr.Vasumathy Hariharan
Head – Finance

Dr.Jayshree Suresh
Dean

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

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
	7	Acquisition/TakeoverCodes- Tactics/Techniques-SEBI guidelines on takeovers-Legal procedure	2	Lecture
	8	Leveraged Buyouts-Spin-Offs-Sell-Offs	2	Discussion

III	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

Dr.V.Balasubramnian

Dr.S.Vasumathy

Dr Jayshree Suresh

Course Coordinator

Head –Finance

Dean-School of Management

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

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,	2	Lecture

	Enhancing Institutional Finance		
13	MFI or Microfinance development related cases	2	Discussion
	Micro Finance and Rural Development, Micro Credit Institutions, Non Government Organization (NGO).Prospects of Micro Finance:	2	Lecture
	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

Mr.S.Chinnathambi
Course Coordinator

Dr.S.Vasumathy
Head –Finance

Dr Jayshree Suresh
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	S.No	Topic	No.of Hours	Pg.No
I	1.	Introduction – Nature and role of financial system- Structure of financial system	1	T1 3
	2.	Equilibrium of financial markets -Theories of the impact of financial development and its process	1	T1 7
	3.	Indian financial system-Indicators& financial development.	2	T1 69
	4.	Structure and Types of financial institution – Central bank policies – Financial sector reforms – Need and objective – Major reforms	2	T1 88,137
	C1	Case study – TIPS , Real Interest Rates have become observable in the United States	1	R1 56
Out of Class Room Activity		TO VISIT PUBLIC LIMITED BANKS ASSESS THEIR PROCESS SUBMIT REPORT		Group Activity
		TO VISIT PRIVATE LIMITED BANKS ASSESS THIR PROCESS SUBMIT REPORT		Group Activity
II	1.	Reserve Bank of India – Functions – Role and Monetary policy of RBI	2	T1 169
	2.	Monetary control – Recent policy development - Securities and exchange board of India (SEBI) – Functions and Highlights of SEBI's performance	2	T1 219
	3.	Public Deposits – Securities contracts regulations Act , 1956	2	T1 527
Out of Class Room Activity		TO VISIT NBFCs ASSESS THEIR ROLE SUBMIT REPORT		Individual students
		TO VISIT POST OFFICCE SAVINGS BANK ASSESS THIR ROLE SUBMIT REPORT		Individual students
	1.	Commercial banks – Co-Operative banks – Non- banking financial intermediaries and statutory financial organizations	1	T1 241,328

III	2.	Small savings – Provident funds – Pension funds	1	T1 359
	3.	Insurance companies- An overview of LIC , GIC and other private insurance companies	1	T1 386
	4.	NBFC'S– An overview up to 1995-96 and present position and regulation.	1	T1 480
	5.	Non-banking statutory financial organizations.	1	T1 540
	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	R1 145
Out of Class Room Activity	TO VISIT FOREIGN BANKS ASSESS THIR ACTIVITY SUBMIT REPORT			Group Activity
	TO COLLECT DATA FROM PRIVATE LENDERS – ANALYSE DATA SUBMIT ONE ARTICLE			Individual Activity
IV	1.	Call money market – Treasury bills market – Commercial bills market – Certificate of deposit – The discount market	1	T1 585,605, 625,641, 656
	2.	Market for financial guarantees – Government securities – Industrial securities market	1	T1 664,674, 714
	3.	An introduction of futures, options and forward market.	1	T1 778
	C3	Case study – An exception that proves the rule : Ivan Boesky	1	R1 137
Out of Class Room Activity	TO COLLECT DATA FROM BANKS REGARDING GOLD COIN SELLING SYSTEM, SUBMIT ONE ARTICLES			Individual Activity
	TO VISIT CO-OPERATIVE BANKS AND SOCIETIES ASSESS THIR FINANCIAL SERVICES SUBMIT REPORT			Group Activity
V	1.	Foreign Exchange market – International capital flow – Uses and determinants of Foreign capital	1	T1 821,870
	2.	Forms of foreign capital – International financial instrument- Foreign capital flow in India	1	T1 871
	3.	Recent developments in Foreign capital inflows – Foreign exchange market	1	T1 885
	4.	Interest Rates – Level and structures of interest rates – Interest rates in India.	1	T1 907
	C4	Case study - Why are Exchange rates so Volatile	1	R1 338

Out of Class Room Activity	TO VISIT MUTUAL FUNDS COMPANIES ASSESS THIR PROCESS SUBMIT REPORT		Group Activity
	TO VISIT STOCK BROKING AGENCIES ASSESS THIR 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

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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
	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

II	3	Credit risk management / needs / methods for Credit risk management / credit derivatives.	10	LECTURE
			11	LECTURE
	4	Operational risk management / importance / 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
			17	LECTURE
	2	factors affecting strategy selection / risk management in different types of projects	18 - 19	LECTURE
	3	Operational risk management/sources & classification/ measurement and objective of operational risk/ stages of operational risk/	20	LECTURE
	4	role of supervisor/ disclosure requirement/ insurance & operational risk		
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
	1	Financial risk management / sources /Need and importance of Financial risk/ Tools of	21 - 22	LECTURE

IV	2	financial risk management / integrated risk management / double trigger option.		
		Treasury risk management/ money market trends/ tools of treasury risk management/ E-finance /Tools for treasury risk management/derivatives.	23	LECTURE
		Case study Financial risk management in Toyota motor corporation	24 - 25	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:

- (vii) Cycle test 10 marks
- (viii) Surprise test 5 marks
- (ix) Model exam 10 marks
- (x) Mini project 10 marks
- (xi) Viva 10 marks
- (xii) Attendance 5 marks

TOTAL

50 marks

REFERENCE BOOKS:

- R1) Financial risk management -- Dun & Bradstreet
- R2) Risk management--Carl.pritchard
- 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.

Ms.R.Shenbagavalli

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

Objective: The course will sharpen their understanding of Merchant Banking and different financial services including SEBI Guidelines and Regulations

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

Unit No	Topics	Hour	Lecture/Presentation/ Discussion	References
1	Money Market Functions	1	Lecture	R4- Page No 149-164
1	Role of SEBI	2	Lecture/PPT	R2-Page No 13-31 & Page No 136 &137
1	Mutual Fund	2	Lecture/PPT	R2-Page No 453-468
1	Factoring	2	Lecture/PPT	R2-Page No 363-377
1	Credit card	1	Lecture/PPT	R2-Page No 411-428
1	Credit rating Services	1	Lecture/PPT	R2-Page No 429-451
2	Leasing	3	Lecture/PPT	R2-Page No 327-343
2	Hire Purchase	3	Lecture/PPT	R2-Page No 345-361
2	Venture Capital	3	Lecture/PPT	R2-Page No 469-484
3	Merchant Banking - Origin, Growth, Scope	3	Lecture/PPT	R3-Page No 3-19 & 105-119
3	Functions –Institutional	3	Lecture/PPT	R3-Page No 3-19 &

Comprehensive Viva 10 marks

50 marks

Mr.K.Balaji
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MBNF 654	FINANCIAL DERIVATIVES	L	T	P	C
		2	0	0	2

Course Outline: The course defines the main kind of derivatives, shows how they are used to achieve various hedging and speculating objectives, introduces a framework for pricing derivatives, and studies several applications of derivative-pricing techniques outside derivative markets.

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

Session	TOPIC	Reference
1	INTRODUCTION AND OVERVIEW Derivatives- meaning, definition, types, significance, advantages and disadvantages, Case studies	Any of the listed books – T,C
2	DERIVATIVE MARKETS IN INDIA Growth and the recent developments Regulatory Authority for derivatives in India, Cases Studies	Internet – C
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
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
7-9	HEDGING STRATEGIES Meaning, Definition, Examples, Speculation, , Introduction to Options, Basic Terminologies in Options,	T1, R1 - N
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
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
22-23	Types and Valuation	T1 - N
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	

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

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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

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

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
II	7.	Money market operations – Introduction, Objectives and functions, Reserve Requirements	7	R1(607-615)
	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 - Cheque, Crossing of Cheques - 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)
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)
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)
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)

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

Mr. C. Arunkumar
Subject Coordinator

Dr. Vasumathy Hariharan
Head – Finance

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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	S.No	TOPIC	Hrs	Reference Material	Methodology
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	1	R3	Problem

		on the market value of the company			
		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-	2	T1	Lecture

		financing of new projects-debt equity mix-communication and Governance –management communication with investors- communication through financial reporting.			
		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, Rovert .F.Reilly & Robert P.Schweihs, MC graw 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

Ms.A.R.Shanmugapriya
Subject Coordinator

Dr.Vasumathy Hariharan
Head – Fianance

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

Dr.K.Prabhakar
Subject Coordinator

Dr.Vasumathy Hariharan
Head – Finance

Dr.Jayshree Suresh
Dean

MBN F660	AGRICULTURAL FINANCE	L	T	P	C
	LESSON PLAN	2	0	0	2

Sessions	Unit	Topics	Reference
1,2	I	Essential features of agricultural credit	R2: 58
3,4		Role of credit in agriculture	R1: 32
5,6		classification of agricultural finance	R1:45 R2: 62 - 63
7,8	II	Agricultural finance in India	R1:39
9,10		Sources of finance Significance of credit.	R2:63-71 R1:50
11,12		Estimation of agricultural finance Indebtedness	R1:54 R1:60 Case Study I
13,14	III	Theories of agricultural finance	R1:65-90
15,16		productive versus consumption credit'. kind versus cash loan 5 -5- - Three R in agricultural finance,. - supervised credit - - crop loan ,, - " •	R1: 91-97 R1: 97-99 R1-103-107 R1: 108-112 R1:112 - 118 Case study II

17,18		Development banks, Role of NABARD	R2: 88 - 107
19,20,21	IV	Co-operative bank structure - operations, problems	R1: 128 - 130 Case Study III
22,23,24		Legal Frame work for agro finance	R1: 131 - 141

Sessions	Unit	Topics	Reference Material
25,26	V	Long term loan, working capital loan	R3: 592 - 599
27,28		Agricultural insurance .- crop insurance	R2: 159 - 182
29,30		Microfinance, SHG Bank linkage Financing Agricultural industries	R3: 655 - 660 Case Study IV

Reference:

R1Jugale, V.B., Theories of Agricultural Finance, Atlantic publishers and distributors, New Delhi, 1995.

R2Prabhakar Rajkumar .K, Agricultural Finance in India, The Role of NABARD, New Century Publications, New Delhi, 2008.

R3Ruddar Datt, KPM, Sundharam, Indian Economy, S. Chand and Company Limited, New Delhi, 2013.

Internal Evaluation:

Cycle Test	10 Marks
Surprise Test	5 Marks
Model Test	10 Marks
Mini Project, Viva	20 Marks
Attendance	5 Marks

Dr.R.Mohan
Subject Coordinator

Dr.Vasumathy Hariharan
Head – Fianance

Dr.Jayshree Suresh
Dean

MBNF674	MUTUAL FUNDS	L	T	P	C
	LESSON PLAN	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.

SL.NO	TOPICS	SESSION	METHODOLOGY
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
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
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
10	Portfolio construction – Traditional Approach and Modern Approach.	2	Lecture
11	Portfolio Evaluation i) Sharpe's performance Index. ii) Treynor's Performance Index iii) Jenson's Performance Index.	5	Lecture/Problems
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

Reference:

- Financial Service M.Y. Khan, TMG C.12.1 - 2007
 Financial Service + Markets Dr.Punithavathy Pandan, Vikas - 2010
 Financial Service & Systems ,K.Sasidharn,Alex K.Mathew ,TMG - 2008
 Financial Marketing & Services E.Gordon K.Nataragan, Himalaya Ch.14 - 2009
 Security Analysis and Port Folio Managemet Avadhari , Himalaya - 9th edition
 SAPM-Kevin – PHI 2009.

INTERNAL ASSESSMENT:

(xiii)	Cycle test	10 marks
(xiv)	Surprise test	05 marks
(xv)	Model exam	10 marks
(xvi)	Mini project	10 marks
(xvii)	Viva	10 marks
(xviii)	Attendance	05marks
	TOTAL	50 marks

Dr.R.Deena

Subject Coordinator

Dr.Vasumathy Hariharan

Head – Fianance

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:

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

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
			1	B1 P365 - 367 B1 P590 – 599
4	IV	Physical evidence of a service Quality Care Case Demand and supply management Service Failure – Service recovery - New Service Development – Service Design Service Blueprinting -Marketing Research in services marketing , Marketing Effort Service Tax Field study: Students have to make a market research in services marketing	1	B1 P327 - 331
			1	B1 P639-644
			1	B1 P462 - 478
			2	B1 P220 – 242
			3	B1 P263 – 274
			2	B1 P275 – 284
			2	B1 P146 - 154
2	B2 P332 – 377			
1	B2 P383 - 404			

5	V	Tourism and travel – Hotel management – Hospital management - GE Medical Systems Case - Educational – Financial – Entertainment - Starbucks Case	1 1 2 1 1	B3 P151-159 B3 P232-240 B1 P665 – 681 B3 P180-185 B1 P682 – 699
		Field study: Students have to visit any service industry and learn the strategies		
		Total	30 hours	

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.K.Sankaramurthy
Course Co-ordinator

Dr.S.Premlatha
Head – Marketing

Prof.Dr.Jayshree Suresh
Dean -School of Management

MBNM658	RURAL MARKETING	L	T	P	C
		2	0	0	2

Lesson Plan

SL NO	UNIT	CONTENT	HOURS	PAGE NO
1	UNIT 1	Rural marketing definition	1	3-B1
2	UNIT 1	Recent scenario	1	9-B1
3	UNIT 1	Characteristics of rural	1	10-20 B1
4	UNIT 1	Agricultural surplus	1	23-27 B1
5	UNIT 1	Rural demand and supply	1	30-38B1
6	UNIT 1	Marketing of firm inputs	1	35-B1
7	UNIT 2	Futures market	1	48-B1
8	UNIT 2	Agricultural input	1	50-B1
9	UNIT 2	Consumer durable	1	75-B1
10	UNIT 2	Rural marketing strategy	1	88-B1
11	UNIT 2	Marketing of agricultural product	1	98-B1
12	UNIT2	Storage and warehousing	3	112-B1
13	UNIT 3	Marketing information and financing	3	116-B1
14	UNIT 3	Market agency and financial institution	3	120-B1
15	UNIT4	Food processing and manufacturing	3	130-B1
16	UNIT 4	Traditional market system	3	143-B1
17	UNIT 5	Research in agricultural product	3	B3
18	UNIT 5	Trade in agricultural product	3	B3

Reference Book:

- B1. Badi , R.V, N.V , “ Rural Marketing “, Himalaya Publishing House , 2007.
 B2. T.P Gopalswamy“ Rural Marketing”Vikas Publishing House Pvt Ltd., Noida,2009.
 B3. CSG Krishnamacharulu, LalithaRamakrishnan,“Cases in Rural marketing” PearsonEdu., PVt Ltd.,

New Delhi

Internal Marks Split-up:

Attendance	- 5 Marks
Surprise Test	- 5 Marks
Cycle Test	- 10 Marks
Model Exam	- 10 Marks
Mini Project	- 10 Marks
Viva-Voice	- 10 Marks
TOTAL	- 50 Marks

Dr.A.R.Krishnan

Dr.Premlatha

Dr.Jayshree Suresh

Subject Coordinator

Head – Marketing

Dean

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

SESSION NO.	TOPIC	BOOK / PAGE NO
1	Evolution of the Sales Management	UNIT 1,Page :2
2	Evolution of the Sales Management	UNIT 1,Page :2
3	Sales Management-Objectives	UNIT 1,Page :3,4
4	Sales Management-Objectives	UNIT 1,Page :3,4
5	Types of Personal Selling Objectives	UNIT 1,Page :36,37,38
6	Types of Personal Selling Objectives	UNIT 1,Page :36,37,38
7	Market Potential, Sales Potential, Sales Forecast	UNIT 2,Page :38,39
8	Analyzing Market Potential-Market Indexes	UNIT 2,Page :39,40,41
9	Sales Forecasting Methods	UNIT 2,Page :42 to 56
10	Sales Forecasting Methods	UNIT 2,Page :42 to 56
11	Determining Sales-Related Marketing Policies	UNIT 2,Page :58 to 76
12	Determining Sales-Related Marketing Policies	UNIT 2,Page :58 to 76
13	Nature of Sales Management positions-Functions of Sales Executives-Qualities of Effective Sales Executives.	UNIT 3,Page :170 to176
14	Relations with Top Management-Relations with Managers of other Marketing Activities-Compensation Patterns for Sales Executives	UNIT 3,Page :177 to 181
15	Purpose of Sales Organization-Setting up Sales Organization-Basic types of Sales Organizational Structures-Field organization of the Sales department.	UNIT 3,Page :182 to 198
16	Schemes for dividing Line authority in the sales organization	UNIT 3,Page :199 to 204

17	Personnel Management in the Selling Field: Sales Force Management-Job Analysis-Job Description, Organization for Recruiting and Selection-The Pre-recruiting Reservoir-Sources of Sales force Recruits- The recruiting Effort.	UNIT 3,Page :288 to 311
18	Selecting Sales Personnel	UNIT 3,Page :312 to 339
19	Training, Motivation and Compensation of Sales Force: Building Sales Training Programs- Defining Training Aims-Deciding Training Content-Selecting Training Methods.	UNIT 4,Page :340 to 353
20	Organization for Sales Training-Evaluating Sales Training Programs	UNIT 4,Page :354 to 365
21	Motivation-Motivational Help from Management	UNIT 4,Page :366 to 380
22	Requirements of a Good Sales Compensation Plan-Devising a Sales Compensation Plan.	UNIT 4,Page :381 to 389
23	Types of Compensation Plans	UNIT 4,Page :389 to 395
24	Fringe Benefits	UNIT 4,Page :395 to397
25	The Sales Budget: Purpose of the Sales Budget- Form and Content-Budgetary Procedure	UNIT 5,Page :525 to 535
26	Quotas: Objectives in using Quotas	UNIT 5,Page :536 to 539
27	Types of Quotas and Quota Setting Procedures	UNIT 5,Page :539 to 549
28	Sales Territories: Sales Territory Concept- Reasons for Establishing Sales Territories	UNIT 5,Page :555 to 560
29	Procedures for Setting up Sales Territories	UNIT 5,Page :560 to 573
30	Routing and Scheduling Sales Personnel	UNIT 5,Page :574 & 575

RECOMMENDED BOOK:

Richard R.Still,Edward W.Cundiff & Norman A.P.Govoni; Sales Management,Prentice – Hall of India,5th Edition.

INTERNAL EVALUATION:

Mini project	- 10
Viva Voce	10
Cycle test	- 10
Surprise test	- 05
Attendance	- 05
Model exam	- 10

Ms.P.S.Rajeswari
Subject Coordinator

Dr.Premalatha
Head – Marketing

Dr.Jayshree Suresh
Dean

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

LESSON PLAN

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.	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)
11 & 12	Summary of process and free tools for online market place analysis, planning an online marketing campaign, strategies of partnering and promotion.	61-90(T)
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.	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	151- 209(T)

	resource allocation and monitoring	
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	291(T)
	Case Discussion: Boots mine diamonds in their customer data	
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.

S.Senthilkumar
Course coordinator

Dr. S.Premlatha
Head-Marketing

Dr.Jayshree Suresh
Dean

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 are Events and Event management, Emergence of Event Management as an Industry, Role and scope of Event Management,	2	Lecture/ Discussion	R1- Pg 19 - 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: 5C's of Events, Developing and analysing the Concept, Event Designing and Logistics	2	Lecture/ Discussion	R2 - 6 - 10 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 Event Plan		Field Work	

Unit	S.No	Description	Hours	Methodology	Book
3	1	Nature of Exhibition Management, Sports Event Management, Wedding Event Management, Celebrity Event Management	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 (or) Analyse the marketing aspects of any Product launch event		Field Work	
4	1	Staffing: Recruitment and Selection, Training and Managing the volunteers	2	Lecture/ Discussion	T-Pg 181-189 & 192- 194 R2 - 127 - 138
	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 R2 -115 - 123
	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 crew and present your experience		Field Work	
5	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	

	Application	Prepare a Business Plan		Field Work	
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Internal Mark Split-up: 50 Marks

Attendance - 5 Marks

Surprise Test - 5 Marks

Cycle Test - 10 Marks

Model Exam - 10 Marks

Mini Project - 10 Marks

Viva-voce - 10 Marks

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
2. Sanjaya Singh Gaur & Sanjay V Saggare, Event Marketing & Management - Vikas Publishing - 2013

Mr. Densingh Joshua Israel

Subject Coordinator

Dr.Premlatha

Head – Marketing

Dr.Jayshree Suresh

Dean

MBNM672	PRODUCT LIFECYCLE 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	Text/Reference
1-3	Introduction PLM – What is it? PLM – Background Corporate Challenges Fundamentals Product data or Product information PLM – Concept, Items, Systems, Systems Architecture, Information Models and Product structures, and Reasons for the deployment of PLM systems	Page 1 to 5 Page 7 to 27
4-6	PLM – Systems Functionality of the systems Use of product lifecycle management systems in different organisation verticals Product development and engineering Production, After sales, Sales and Marketing, Sub-contracting, Sourcing and procurement	Page 29 to 48
7	Product Structures Product structure of a ship, cellular telephone, and customizable product	Page 49 to 55
8-9	Integration of the PLM system with other applications Different ways to integrate PLM Systems Transfer File, Database integration, System roles, ERP, CAD, Configurators, and EAI.	Page 57 to 71
10-12	Deployment of the PLM system Different stages of deployment Study of Present and objective processes (AS IS and TO BE) Choosing a system Realization stage of the project Accomplishing change in the organisation	Page 73 to 93
13-15	Business benefits of a PLM system Factors leading to PLM Benefits of the PLM system in PLM Measuring the business benefits in daily operations Material Costs – reducing inventory tied capital Improving the productivity of labor Costs of quality	Page 99 to 121

	PLM and data warehousing as a tool to support decision-making Analysing the cost of acquisition and the deployment of a PLM system PLM software licenses, Database licenses, Hardware acquisitions, and Maintenance of equipment, licenses and software	
16-18	Challenges of product management in manufacturing industry Challenges of product management in the engineering and manufacturing industry Special challenges of product management in the high tech industry	Page 123 to 163
19-21	The role of product information management in collaborative business development CIM, CE, PLM as a enabler of cooperation between companies, Contents of collaboration, Successful cooperation, Tools of collaboration, CPC and cPDM	Page 165 to 179
22-23	Understanding the PLC The basic behaviour of products and lifecycles Building a product business care	Page 181 to 196
24-26	Product and product management strategy as a part of business strategy PLM as a business strategy tool From changes in the business environment to product strategy Making a product strategy Product Management Strategy	Page 199 to 213
27-30	Technology Forecasting Future Mapping, Invocating rates of technological change Methods of Technology Forecasting Relevance Tree, Morphological methods and Mission flow diagram Combining forecast of different technologies Uses in manufacture alternative	Refer study material

Text Book: Saaksvuori, Antti & Immonen, Anselmi. Product Lifecycle Management, Springer-Verlag,(2nd Edition) 2004.

Reference Book:

1. Fabio Giudice, Guido La Rosa, Product Design for the environment – A lifecycle approach
2. Taylor & Francis 2006. Stark, John. Product Lifecycle management: Paradigm for 21st century product realisation, Springer-Verlag, 2004.

Internal Marks Split-up:

Attendance	:	5
Surprise Test	:	5
Cycle Test	:	10
Model Exam	:	10
Mini Project	:	10
Viva Voce	:	10
Total	:	50

Mr. T.S.Edwin
Subject Coordinator

Dr.Premlatha
Head – Marketing

Dr.Jayshree Suresh
Dean

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:

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

Mr. A.Anbu
Subject Coordinator

Dr.Premlatha
Head – Marketing

Dr.Jayshree Suresh
Dean

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:

7. Class 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

Ms.S.Thanalakshmi
Course Coordinator

Dr.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 by different companies	8&9 10	TB-294-329
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:

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

Ms.E.Sharanya

Course Coordinator

Dr.S.Premalatha

Head - Marketing

Dr.Jayshree Suresh

Dean-MBA

HUMAN RESOURCE

MBN H666	COMPETENCY MAPPING	L	T	P	C
		2	0	0	2

Objective of the course:

The student will be able to understand the concept of competency, competency mapping and use the 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	III	Difference between skills and competency- Components of competency-	5,6	(R1) 11&12
4	I	Feature of Competency Methods. Competency Mapping Procedures and Steps	7,8	(R1) 82-104
5	II	Business Strategies-Performance Criteria-Criteria Sampling-Tools for data collection-Validating.	9,10,11	(R1) 47,48
6	II	The competency models-Shortcut methods-Competency mapping for future jobs	12,13	(R1) 71-80
7	III	Approaches to competency mapping- Using competency profiles in HR decisions-	14,15	(R1) 71, 176,185
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 panels-Surveys-Job task analysis-Behavioral event interview	19,20,21	(R2)

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

K. Vasanthi Kumari

Dr. Jayshree Suresh

Course Coordinator

HOD-HR

Dean-MBA

MBN H673	Organization Structure And Design	L	T	P	C
		2	0	0	2

S.N o	Unit	SESSION	TOPIC	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:

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

K. Vasanthi Kumari

Course Coordinator

K. Vasanthi Kumari

Head-HR

Dr. Jayshree Suresh

Dean

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	R1:3	3
		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	1
		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.Aswhathappa, 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

S.Jahira Parveen
Course Coordinator

Dr.VasanthiKumari
Head - HR

Dr.JaysreeSuresh
Dean-MBA

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

Less on Plan S.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

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.**

Mr.JawaharPhilimis

Course Coordinator

Dr.VasanthiKumari

Head - HR

Dr.JaysreeSuresh

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.

Method of Evaluation:

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

Total	50 Marks
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Ms. Priya Xavier

Course Coordinator

Dr. Vasanthi Kumari

Head - HR

Dr. Jayshree Suresh

Dean-MBA

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

Dr.N.Shanthoshkumar

Course Coordinator

Dr.VasanthiKumari

Head - HR

Dr.Jayshree Suresh

Dean-MBA

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

Internal Valuation Pattern:

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

K.Santhana Lakshmi

Coordinator

Dr. K. Vasanthi Kumari

Head - HR

Dr.Jayshree Suresh

Dean-MBA

MBN H669	Training and Development	L	T	P	C
		2	0	0	2

Objectives of the Course:

1. To educate the students to become aware of the importance of training in industries.
2. To help the students to acquire the training skill and knowledge.

SL.No	Unit No	Lesson Details	Hours	Material	Page No
1	I	Meaning – Concepts of training, education and development	1hour		
		Purpose of training – uses of training	1hour	R 1	1 – 9
		Learning principles and objectives			16 - 21
		Learning assignments and exercise/ Experiential Learning – 1/Case Study-I	1hour 1hour	R 2	3 - 11
2	II	Structure of training and development department	1hour		
		Training policy – process – steps involved	2hour	R 1	100 – 138
		Need of Training – Training Need Analysis (TNA) Pictorial presentation /organization chart/	2hour	R 2	147 - 165
		Experiential Learning – 2/ Case Study-II	1hour		
3	III	Selection of trainees, trainers and their qualities – selection of training place, time, Preparation of training budget and manual. Conduct of training programme	1hour 1hour 2hour	R 1 R4	04 - 16 215 – 239 248 – 258
		ON THE Job Training various methods		R 2	35 – 56 167 - 180

		merits and limitation OFF The Job training various methods – merits and limitation Case study III / Mock interview.	2hour 2hour		
4	IV	Management Development programme (MDP) – Concepts – need importance – process Requirements for the success of MDP Various methods of MDP – merits and limitations. –Transfer of learning- Action planning Project proposal- Feedback session Management Game 1 / Case study IV	2hour 2hour 2hours	R 1 R 2	440 - 449 28 – 30
5	V	Evaluation of training programme – stages of training evaluation –methods of evaluation Measuring effectiveness of training programme. Training and development practice in India – Role of ISTD. Industrial visits/case study V/Management Game 2/Project Report Presentation	2hours 1hour 1hour 2hours	R 1 R 2	355 – 378 455 – 456 460 – 466 181 - 207
		Total hrs	30 hours		

Pedagogy:

Class room
lectures Case
discussion
Industrial visits
Guest lectures
Management Games

Method of Evaluation:

Class Test	–	10 Marks
Surprise Test	–	05 Marks
Attendance	–	05 Marks
Mini Project	-	10 Marks
Comp Viva	-	10 Marks
Model Exam	–	10 Marks

Total 50 Marks

T-Text Book: Employee Training And Development By Mr. Raymond A Noe, TMS Publication.

Reference Books:

- R-1. Effective Training – System, strategies and practice, II edition, P. Nick Balanchard, James W. Thacker, PHI – New Delhi, India – 2006.
- R-2. Training in organization, Irwin Goldstein, Thomson Learning, 2007
- R-3. The art of Training and Development in Management – set of six volumes, Leslie Rae. Crest publishing House – New Delhi.
- R-4. Training and Development – Concepts and Applications – Tapo moy Deb, Ane Books Pvt Ltd., Chennai.

Text Book

R1,R2,R3,R4ÆReference Book

Dr.A.Chandra Mohan

Course Coordinator

Dr. K. Vasanthi Kumari

Head - 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-2013

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

Dr.A.Chandra Mohan

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MBN H670	STRATEGIC HRM	L	T	P	C
		2	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	1,2 & 3	LECTURE
	2)	Strategic Human Resource Management – Aligning human resource to corporate strategy – Human Resource Management in practice – Case Studies	4 &5	DISCUSSION
	3)	Organization Socialization process – Mentoring – Organizational Culture – Organizational Change – Human Resource Planning.	6 &7	LECTURE
Out of Class Room		Prepare table for various types of Reward		

Activity		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
IV	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
	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
V	1	Ethics in India – Work & Business Ethics.	28	LECTURE
	2	Corporate Social Responsibility / Corporate	29	LECTURE
			30	DISCUSSION

	3	Governance – Case Studied		
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:

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**

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

S.NO	TOPICS COVERED	HOURS	Pedagogy (Lecture/Seminar/Case discussion/ppt/Activity)	REFERENCES
1	Introduction of Knowledge	1	LECTURE /PPT	RB 1(16-20)
2	Knowledge Strategy	2	LECTURE/PPT	RB 1(23-35)
3	Integrating Technology	2	LECTURE/PPT	RB 1 (36-38)
4	Knowledge &Technology	2	Activity	News paper
54	Knowledge driven organization	2	LECTURE/PPT	RB 1(48-50)
6	Sharing bedrock	2	LECTURE/PPT	Class notes
7	Build or buy knowledge systems	2	LECTURE/PPT	RB 2(56-83)
8	Case study	1	Build or Buy KM	RB 1(133-135)
9	Off the shelf	2	LECTURE/PPT	Class notes)
10	IT& Knowledge	2	LECTURE/PPT	RB1 (175-204)
11	Knowledge flow	2	LECTURE/PPT	RB 1(209-245)
12	CASE STUDY	2	Virtual teams	Case let
13	Knowledge assets	2	SEMINAR/ LECTURE/PPT	RB1 (125-129)
14	Knowledge sharing	2	SEMINAR/ LECTURE/PPT	RB1 (264-283)
15	Knowledge strategies	2	SEMINAR/ LECTURE/PPT	RB1 (233-236)
16	Knowledge based products	2	SEMINAR/ LECTURE/PPT	RB 1(281-283)
17	Organization metrics	2	SEMINAR/ LECTURE/PPT	RB1 (320-327)
18	Speculation of future	2	SEMINAR/ LECTURE/PPT	RB 1(279,324)

Internal Mark Split-up:

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

Reference Books:

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

Knowledge Management Rajiv Shaberwal Rajiv Shaberwal – 2010, PHI

Web sites

www.kmworld.com

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MBN H671	Performance Management	L	T	P	C
		2	0	0	2

S.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
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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.**

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Dean-MBA

MBN H752	Labour Legislations	L	T	P	C
		2	0	0	2

Sessions	Topics	Reference Material
1, 2	Factories Act - Provisions	R1 : 780 - 784 R2 : 384 - 398
3, 4	Relating to health, safety, welfare	R1 : 802 - 824
5, 6, 7	Industrial Disputes Act relating to strikes, lockout, layoff, retrenchment.	R1 : 102 - 170 R2 : P.463-487 Case Study I
8, 9	Industrial Employment (Standing Order) Act	R1 : 410 - 420
10, 11, 12	Employee Provident Fund & Miscellaneous Act, 1952 - Objectives - Pension Scheme - Deposit Linked Insurance Scheme.	R1 : 713 - 716 R2 : 422 - 435
13, 14	Trade Union Act - Rights and Liabilities - Duties and Privileges	- R1 : 551 - 560 R2 : 352 - 361 Case Study II
15, 16	Payment of Wages Act, permissible deductions	R1 : 520 - 524 R2 : 363 - 371
17, 18	Minimum Wages Act - living wage, fair wage	R1 : 468 - 470 R2 : 374 - 382
19, 20	Employee State Insurance Act - Objectives , Contributions, Benefits, Adjudication.	R1 : 626 - 674 R2 : 405 - 418 Case Study III
21, 22	Payment of Bonus Act - Concept Provisions	R1 : 325 - 331 R2 : 444 - 452

23, 24	Payment of Gratuity Act	R1 : 373 - 374 R2 : 455 - 461
25, 26	Workmen Compensation Act	R1 : 572 - 600 R2 : 497 - 508
27, 28	Maternity Benefit Act	R2 : 438 - 442 Case Study IV
29, 30	The Apprentice Act	R2 : 326 - 339

Reference:

R1 P.K. Padhi, Labour and Industrial Laws, PHI Learning Private Limited, New Delhi, 2013.

R2 P. Saravanavel, Legal Systems in Business, Himalaya Publishing House, Mumbai, 2012.

Internal Evaluation:

Cycle Test	10 Marks
Surprise Test	5 Marks
Model Test	10 Marks
Mini Project, Viva	20 Marks
Attendance	5 Marks

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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	Topics for discussion	Session	Page No.
1	Organizational Change – Introduction, Overview, Forces of Change (External & Internal) , Types of Change & Theoretical Change of Organizational Change (Life Cycle Theory, Evolutionary Theory , Theories of Change at individual level)	1,2,3	T1 (Pg.No 1 to 20)
2	Models of Change – Process based (Lewin’s Model , Action research Model) ; Content based Model (Burke – Litwin Model) ; Integration Model (Leavitt’s Model, Nadler – Tushman Model & Weisbord Six Box Model)	4,5,6	T1 (Pg.No 40 to 72)
3	Resistance to Change – Nature of Resistance , Factors contributing to resistance , Behavioral Elements of Resistance , Reducing resistance to change & suggestions , Types of Resistance & Techniques for Managing Resistance	7,8,9	T1 (Pg.No 87 to 110)
4	Roles of Change Agent – Introduction ,Skills , Level 5 leadership, Transformational & Transactional and its Competencies	10,11,12	T1 (Pg.No 114 to 126)
5	Implementing Organizational Change – Delta technique , Skills for Managing Change , Strategy for Organizing Change	13,14,15	T1 (Pg.No 127 to 142)
6	Organizational Culture and Change – Nature , Levels of Organizational Culture, Patterns of Work Culture , Formal & Informal Organizational Culture , Functions of Organizational Culture & Change , Organizational Culture and national Culture , Emerging Trends in Organizational Culture	16,17,18	T1 (Pg.No 144 to 164)
7	Organizational Development (OD) – Definition, Concept, Need ; Evolution, Features ,Characteristics ,Principles, Steps of OD	19,20	T2 (Pg.No 330 to 350)
8	Organizational Diagnosis –Definition ,Concept , Objective ,		T2 (Pg.No

	Diagnostic Cycle , Areas of Measurement for Organizational Analysis , Observational Methods of Organizational Diagnosis	21,22	358 to 372)
9	Globalization & Organization Change & Development – Definition, Factors, OD Process through HR , Challenges for Managing Organizational change and Development , Globalization and Organizational Transformation	23,24	T2 (Pg.No 410 to 429)
10	Knowledge Management & Change – Integral Components ,Enablers , Knowledge Management Strategy, Gap Analysis & Knowledge Management and Change	25,26	T2(Pg.No 433 to 452)
11	Organizational Development & Diversity Management – Definition, Issues, Strategic Approach, Tools , Aspects, Approaches to Diversity Management ; Cross Cultural Diversity Issues	27,28	T2(Pg.No 472 to 483)
12	Organizational Change & Development Research – Different Approaches to Organizational Research ; Common Change Management Research tools ; Standard Research tool for Organizational & Development	29,30	T2 (Pg.No 508 to 516)
Total No Of Hours		30	

TEXT:

1. Radha R Sharma, Change management concept and applications, TMH publishers, 2007.
2. Dipak Kumar Bhattacharyya – Organizational Change and Development, Oxford University Press, 2011.

REFERENCES:

1. 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

Dr.K.Sadasivan

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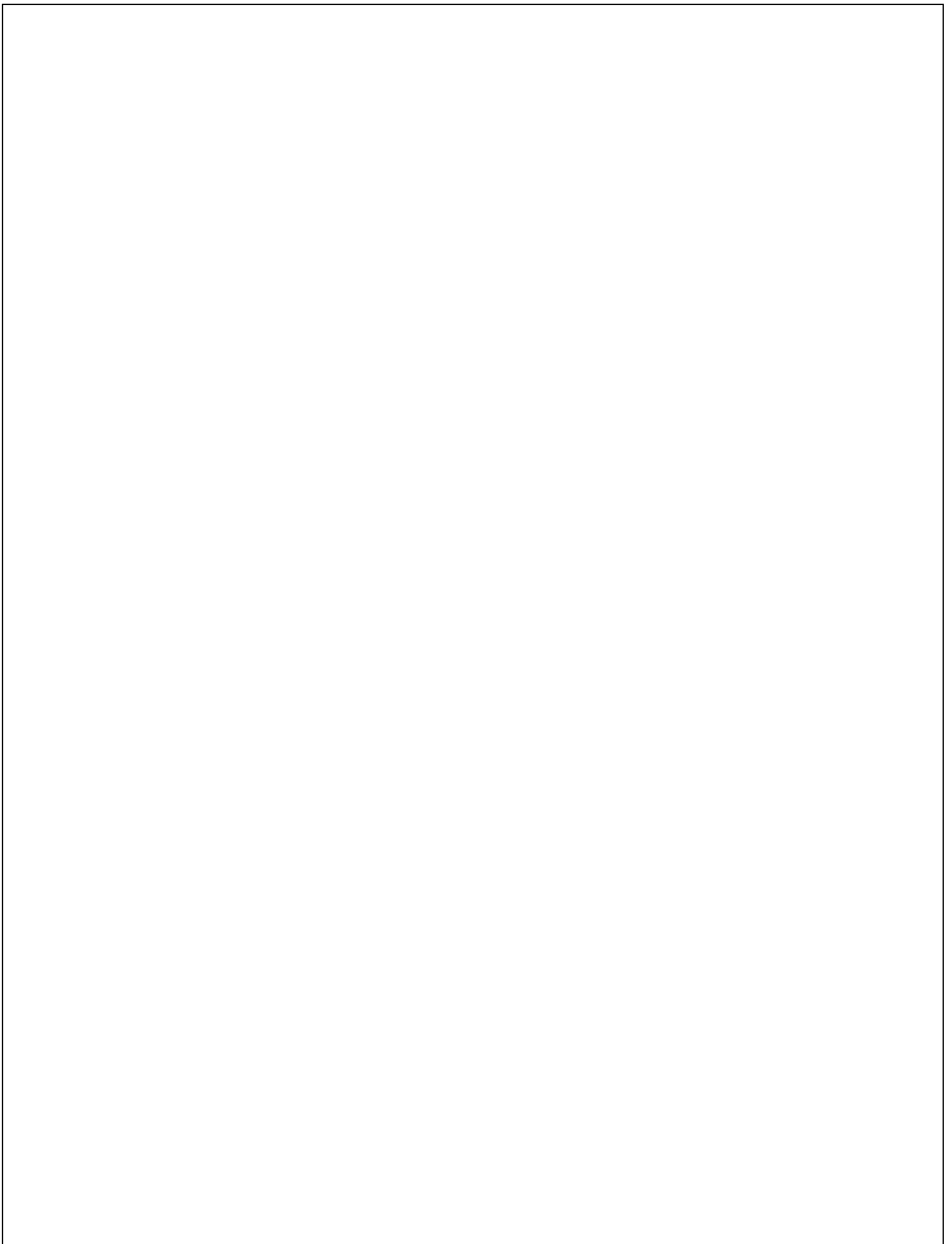
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OPERATIONS



MBNO 652	Technology Management	L	T	P	C
		2	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

Objectives:

To enable the students to understand the principles, practices and applications in Technology Management.

Methodology:

Lectures , Class room discussions , Student Presentations , Case analysis and Mini Project.

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

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Dean-MBA

MBN O 664	REAL ESTATE MANAGEMENT	L	T	P	C
		2	0	0	2

OBJECTIVES: To enable to understand and apply the concepts, theories and models of the subject globally.

METHODOLOGY: Lectures, Class room discussions, Mini projects, Case analysis and Presentations.

SL.No.	Units	Topics for discussions	Session No.	Chapter No.
1	1	Meaning, Scope and Methodology of the Real Estate Management.	1, 2	T1 -1-2
2		Growth and Development of the real estate management – Urban Growth and Development, Problems at current trend.	3, 4	T1 -2-4
3		Rural Development with Urban Development, Economic Policies.	5, 6	R2 - 4
4	2	Real estate management – Organisation, Management and Team	7	T2 - 3-4
5		Iception idea- Design for real estate management.	8	T2 - 5-6
6		Market Research – Problem identification, Research designs – Exploratory Research, Discriptive Research, Conclusive Research, Experimental research and Barometric tests.	9, 10, 11,	R1
7		Research report presentation and application of research results. Feasibility.	12	Case Study Analysis.
8	3	Environment and Real Estate Management – Problems, Threats and Opportunities.	13, 14	R3 -2
9		Ecology and Real Estate Management – Problems, Threats and Opportunities.	15, 16	R3 2
10		Theries of Land – Economic Rent and Transfer Earning, Quasi Rent. Retail and Office Development.	17, 18	R3 – 2 & R2 - 5
11	4	Project – PERT and CPM Methods, Performance Appraisal.	19	T1 - 6-7
12		. Finance – Cost of capital, Rate of return. Time value of Money. Discount Rate.	20,21	T2 – 6-7
13		Debts – Long and Short period. Banks and Finance Institutions. Equity Investment.	22,23	R3 - 6
14		Finance feasibility study. Operation and	24	T2 – 6-7

		Management.		
15	5	Social cost and benefit analysis – implicit cost and benefit, Externalities. Land bill – waste land reclamations.	25,26	R3 (Pg – 869 – 888)
16		Congestions and pollutions. Penalties and rewards.	27	R3 -2
17		Legal systems – Registration acts, fees, charges brokerage fees – Transaction cost and price of land.	28,29	R1
18		Taxations – sale tax, cess, education tax and local tax	30	R1

Text Books: (T)

1. Mike.E. Miles, Gayle Berens, Marc. “Real Estate Development: Principles and Process”, Urban Land Institute: 3rd Edition, January 17, 2000, ISBN: 0874208254. (T1)

2. Richard B, Peicer B, Frej, “Professional Real Estate Development”, Urban Land Institute: 2nd Edition January, 2003, ISBN: 087 4208947. (T2)

Reference Books: (R)

1. Jack. C, Harris. J, Bruce Lindeman, ”Dictionary of Real Estates Terms”, Barron’s Educational Series. 5th Edition, September 1, 2000, ISBN: 0764112643.(R1)

2. Seth M.L, “Micro Economics”, Laxmi Narayan Agarwal Publisher, Agra, India, 2000.(R2)

3. Iswar C. Dhingra, “The Indian Economy”, Sultan Chand and Sons, India, 20012 (R3)

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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 Automotive industry	Guest Lecture	3
12	Total Productive Maintenance in Automotive industry	Guest Lecture	3
13	Automotive Marketing practices	Guest Lecture	2
Total Working Hours			30

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.

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MBNO666	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.

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Dean-MBA

MBNO654	WORLD CLASS MANUFACTURING	L	T	P	C
		2	2	0	3

OBJECTIVES:

Enable the students to understand the conceptual principles, tools and techniques of World Class Manufacturing in order to practice and implement the same in corporate world.

PEDAGOGY:

Classroom discussions, Student presentations, Case analysis and Mini projects.

Sl. No	Topics	No. of Hours	Reference Page Nos.
1	Introduction to WCM – What is WCM? – Principles of WCM – Philosophy of WCM – Characteristics of WCM – Features of WCM – WCM Triad – Mass Customization Vs WCM – Traditional VS WCM organization – 7 habits of World Class Manufacturing	2	Reading Material (1 to 6)
2	Emergence of the Information Age – Competing in the Information Age – Business Challenges of the Information Age – Operating environment of Information Age business – Globalisation and International Business	2	Reading Material (14 to 18)
3	India's Global Competitiveness and Manufacturing excellence – WCM and Information Age Competition – WCM as a process driven approach – Manufacturing Challenges of the Information Age – Problems in the Manufacturing Industry	3	Reading Material (21 to 27)
4	World Class Manufacturing Models – Hall's Framework of Value Added Engineering – Schonberger's Framework of WCM – Gunn's Model of WCM – Maskell's Model of WCM –	4	Reading Material (30 to 35)

	America's Best plants model of WCM		
5	World Class Manufacturing Tools – Product and Process Design Tools – Barcode Systems – Kanban – 5S – Kaizen – Poka Yoke – SMED – Rapid Prototyping – Business Integration and Decision Support Tools	4	Reading Material (37 to 48)
6	Toyota Production System (TPS) – Introduction – Origin – Objectives – Common Terms used in TPS - 7 Pillars of TPS – The Toyota Way – 14 Pillars of The Toyota Way	3	Reading Material (54 to 60)
7	Performance measures in WCM – Need for Performance Measurement – The PO-P System – The TOPP System – The AMBITE System – Quality Performance – Cycle Time – Delivery Performance and Customer Service – Financial Performance Measures – The Balanced Scorecard	3	Reading Material (66 to 72)
8	World Class Supply Chain Management – Three Key factors of World Class Supply Chain Management – Four Pillars of World Class Supply Chain Management – Strategies of supply chain management	2	Reading Material (75 to 76)
9	World Class Maintenance – Objectives of World Class Maintenance – Overall Equipment Effectiveness – Six Big Losses – Eight pillars of World Class Maintenance – Benefits of World Class Maintenance	3	Reading Material (82 to 88)
10	Leading India towards world class manufacturing – Competitiveness of Indian Manufacturing – Generic Manufacturing Strategies for the Information Age – Developing Strategic Thinking in Manufacturing – Issues in Strategic Planning for World Class Manufacturing – Barriers to using IT Strategically – Implementing the WCM plan – Human Resource Dimensions in WCM	4	Reading Material (89 to 100)
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. B S Sahay, K BC Saxena & Ashish Kumar, World Class Manufacturing – A Strategic Perspective, Macmillan Publishers India Ltd, 2013.
2. Richard J Schonberger, World Class Manufacturing – The lessons of Simplicity Applied, The Free Press, 2008.

Mr.C.ArunKumar

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Dean-MBA

MBN O659	MAINTENANCE MANAGEMENT	L	T	P	C
Jan 2014		2	0	0	2

OBJECTIVES

To enable students understand the principles, practices and areas of application in
PRODUCTION PLANNING AND CONTROL

METHODOLOGY: Lectures, Classroom discussions, Student presentations, Case analysis, Mini projects and Local industry visits

Lesson plan	SUBJECTS	Hrs	Pages
Lesson plan 1	INTRODUCTION TO MAINTENANCE SYSTEMS <ul style="list-style-type: none"> • Introduction • Definitions of repair and maintenance • Maintenance as business proposition • History of maintenance business • Maintenance philosophy • Different maintenance systems • Man management issues in maintenance function 	3	1-12
Lesson plan 2	MAINTAINABILITY <ul style="list-style-type: none"> • Measures Of Maintainability • Methods Of evaluation of maintainability • Design for Maintainability • Designs for reliability • Reliability (problems) 	3	18-32
Lesson plan 3	CONDITION BASED MAINTENANCE <ul style="list-style-type: none"> • Introduction • Effectiveness improvement through condition monitoring • Vibration analysis • Motor condition monitor • Thermograph • Oil and lubricant analysis in CBM • Gas leakage detection • Alignment of shafts • Typical case study • Non Destructive testing techniques 	4	33-49
Lesson plan 4	Replacement of machines- <ul style="list-style-type: none"> • replacement model theory & problems(individual and group replacement) 	4	Printed mater

Lesson plan 5	RELIABILITY CENTERED MAINTENANCE <ul style="list-style-type: none"> • Practical steps towards achieving reliability centered maintenance • Reliability block diagrams • Reliability centered maintenance and analytical tools • Difference between RCM and RCA • Event tree analysis • Use of software in carrying out reliability center maintenance 	4	60-81
Lesson plan 6	SAFETY ENGINEERING AND FAULT TREE ANALYSIS <ul style="list-style-type: none"> • Hazard analysis • Codes and standards in occupational safety and health • CASESTUDY of an automobile repair shop hazard prevention • General rules in fire hazard and safety • Fault tree analysis • Sneak circuit analysis • Failure mechanisms 	3	101-121
Lesson plan 7	<ul style="list-style-type: none"> • World class maintenance organization • Lean maintenance • Business centered maintenance 	2	125-134
Lesson plan 8	Maintenance planning and scheduling <ul style="list-style-type: none"> • Maintenance planning • Shutdown planning and execution • Review of the effectiveness of proactive shutdown 	2	135-145
Lesson plan 9	Maintenance Integration <ul style="list-style-type: none"> • Introduction • Various steps in integration • Future trends in integration of condition monitoring and process control data 	2	169-174
Lesson plan 10	Maintenance effectiveness	3	175-189

Text Book: Maintenance Engineering and Management by K.Venkataraman, Prentice Hall of India 2007

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

Ms.K.Kavitha

Dr.K.Sadasivan

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Head - Operations

Dean-MBA

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	Sess-ions	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 R1: 91-154
	4	Customer as the focus of service management	Customers and Relationship, Customer expectations and satisfaction, Creating a customer service orientation, service profit chain	R3: 205-209
	5 & 6	CASE DISCUSSION		R3: 554-570
II	7	Service management in the international arena	Growth and globalization of services	R3:37-64
	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.	R3:105-108
	10	Technology & its impact	Data Envelopment analysis(DEA) Emergence of self-service, Automation in service	R3:77-96
	11 & 12	CASE DISCUSSION		R1: 240-272
III	13 & 14	Service design & system delivery	New service development, service design elements, service blueprinting, Taxonomy for service	R1: 351-374

			process design, generic approaches to service system design, customer value equation	R3: 224-230
	15	Human resource Management in services	Service people, Pressures on service providers, managing and motivating service providers, managing customers	R3:233-235
	16	Work measurement in services	Performance measurement	
	17	Locating facilities and designing their layouts	Services cape, facility design, facility layout, facility location techniques.	R3:259-265
	18	CASE DISCUSSION		R3:352-370, R3:446-463,
IV	19	Managing demand and supply in services	Managing capacity and demand	R3: 389-407 R3:173-185
	20	Queuing and Simulation	Analytical queuing models, capacity planning criteria, managing waiting lines	R3:128-142
	21	Service quality and continuous improvement	Definition, measuring service quality, quality service by design, Achieving service quality, service recovery, stages in quality in development, service benchmark, and continuous improvement.	R3:148-160 R3:173-185 R1:351-377
	22	Tools and techniques of total quality management	Quality tools	R3:174-188
	23	Service productivity and measurement of performance	Performance measurement	R1: 351-375 R3:323-340
	24	CASE DISCUSSION		
V	25	Forecasting demand for service	Forecasting demand for services	R3-498-505
	26	Vehicle routing and scheduling	Field service, the Clarke –Wright algorithm, Constraints, Manual routing system	R3-283-308 R3:515-540
	27	Project management	Nature, Techniques, resource constraints, crashing, critical path, implementation issues, monitoring	
	28	Linear and goal applications for service	Class notes	
	29	Service inventory system	Managing facilitating goods	
	30	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
Mini-Project: 10Marks
Viva-voce: 10 Marks
Attendance: 5Marks
Total: 50 marks

Mr.DensinghJoushua Israel

Course Coordinator

Dr.K.Sadasivan

Head - Operations

Dr.Jayshree Suresh

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-Configurations	P 57-72
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

Reference :

Antti Saaksvgori, 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

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Dean-MBA

SYSTEMS

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

S.No	TOPIC	PERIOD	PAGE NO	BOOK NO
1	Introduction to Electronic commerce Case1:Amazon.com Case2:Hal's Hardware,Inc.	1 1	1 to61	B1
2	Electronic commerce : Business models , Electronic data interchange Case1:Covad Case2:Portable Fun instruments	2 2	62 to 109	B1
3	Electronic commerce: Architectural framework, Network infrastructure,	2	110 to 145	B1
4	Electronic commerce: Distribution and Messaging, Information publishing and technology. Case1:Association for the study of International business	2 2	146 to 193	B1
5	Electronic commerce: Securing the business on internet, Securing network transaction Case1:American Packaging Machinery	2 2	194 to 241	B1
6	Electronic commerce: Electronic payment systems, online payment systems. Case: SBI eRail and online payment for railway tickets	2 2	242 to 279	B1
7	Electronic commerce: Influence on marketing, Product distribution, Marketing communication.	2	280 to 313	B1
8	Electronic commerce: Search engines and Directory services, information directories, search engines, search engine marketing.	2	314 to 358	B1

9	Electronic commerce: internet advertising, models of internet advertising, banner advertisements		359 to 393	B1
10	Mobile commerce: Introduction, framework and models, benefits of mobile commerce, mobile commerce framework.	2	394 to 441	B1
11	Electronic commerce: Agents of electronic commerce, types of agents, agent's technologies. Case1:First Internet Bank of Indiana Case2:The Moose Hut	2 2	442 to 474	B1

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

Text books

B1: Gary P.Schneider, E-Commerce, strategy, Technology and implementation 9e, cengage Learning – Ninth edition, 2012,

Reference Books

R1: Bharat Bhaskar, Electronic commerce: framework, technologies and applications, the Tata McGraw Hill Publishing Company limited, New Delhi, second edition, 2006.

R2: Michael P.Papazoglow and Pieter M.A.RibbersE-Business organizational and Technical foundations , Wiley –India, 2006 Edition

Mr.S.Chandran

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Dr. T.Vijayakumar

Head-Systems

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	Periods	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.

Ms.S.Thanalakshmi
Course Coordinator

Dr. T.Vijayakumar
Head-Systems

Dr. Jayshree Suresh
Dean

MBNS 677	Object-Oriented Analysis and Design	L	T	P	C
		2	0	0	2

Objectives:

- 1) To enable the students to define and understand the need for object-oriented philosophy, Unified approach and Software development process
- 2) To understand the concepts of object oriented analysis & design and to master OO Methodologies and techniques.
- 3) To learn basic OO analysis and design skills through an elaborate case study.
- 4) To apply the appropriate design patterns
- 5) To define and understand testing strategies, the impact of an object orientation on testing and how to develop test cases and plans.

S. No	Topics to be covered	No: of Period	Ref: Boo	Page No
1.	Systems that solve Business problems- Required skills of the Systems Analyst	1	T1	1-15
2.	Analyst's Role in strategic planning	1	T1	15-35
3.	Systems Development life cycle	1	T1	36-47
4.	Methodologies. Models, Tools & Techniques Unified process as a system Development Methodology	1	T1	47-55
5.	UP disciplines-overview of object-oriented Concepts	2	T1	55-68
6.	Tools to support system Development-case studies	1	Ti	68-77
7.	Requirement discipline-System Requirements-Models &	1	Ti	124-134
8.	Use case and Domain classes-Events and use cases- Problem Domain classes	1	T1	164-185
9.	Class Diagram	1	T1	185-209
10.	Use case Modeling and Detailed Requirements System Process	1	Ti	210-226
11.	-System Sequence diagram-	1	T1	226-236
12.	State chart Diagram-Integrating objectOriented Models.	1	Ti	237-248

13.	Design Activities & Environments Network Design	1	T1	260-286
S. No	Topics to be covered	No: of	Ref: Book	Page No
14.	Databases and Data base Management Systems	2	T1	396-423
15.	Distributed database-Data base Design within the UP — Case Study	1	T1	423-439
16.	Designing the user-Interface Layer Identifying & classifying Inputs &	1	Ti	440-452
17.	Guidelines for Designing user Interfaces Documenting Dialog Designs Guidelines for Designing Windows and	1	Ti	453-468
18.	-Guidelines for Designing Web sites — Case Study	1	T1	469-485
19.	Designing system Inputs, outputs	1	T1	486-506
20.	Designing Integrity Controls, Security Controls.	2	T1	506-521
21.	Case Study	1	T1	527
22.	Implementation-Testing	1	Ti	530-540
23.	Configuration and change	1	T1	540-553
24.	Planning and Managing Implementation, Testing - Deployment	1	Ti	553-571
25.	Current Trends in System Development.	2	Ti	574-606
26.	Case Study	1	T1	609-610

Text Book:

T1 : "Object-Oriented Analysis & Design with the unifies Process", Satzinger,
Jackson, Burd-Cenage learning —**11nd** edition, 2008

Mr.T.Muthupandian

Course Coordinator

Dr. T.Vijayakumar

Head-Systems

Dr. Jayshree Suresh

Dean

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

Lesson Plan

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	DDLC, 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 Checklists	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’ – Sajitha Jayaprakash, 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 S 654	Software Quality Management	L	T	P	C
		2	0	0	2

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

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

Session	Topic	Reading materials
1	Quality Definitions & views of quality	B1: 5-14
2	Hierarchical models of quality	B1: 16-22
3	Measuring Software	B1: 29-33
4	Software quality assurance	B2: 2.1
5	Characteristics and responsibilities of SQA teams	B2: 2.13
6	Implementation of SQA	B2:2.15
7	Software Reviews	B2: 2.33
8	Types of Reviews	B2: 2.37-2.40
9	Case study of code reviews	Student should review the codes of ebay website
10	Seven basic tools of quality	B2: 3.1-3.19
11	Case tools	B2:3.27
12	Exelerator case tools	B2: 3.33
13	Reliability models	B2:3.36
14	Software Tesing and types of Tesing	B3-171-176
15	Sherwood computer services case study	B1:188-195
16	Quality assurance functions	B3:336-337
17	The objects of Measurement	B3:823
18	General	B3:824

	characteristics of performance measurement tools	
19	Types of performance measurement tools	B3-827-833
20	Presenting performance measurement results	B3:834-836
21	Performance measurement and data integrity	B3:838
22	Software metrics and models	B2: 4.7-4.9
23	McCabe Metrics	B2:4.10
24	Line of code	B2:411
25	Cyclomatic complexity	B2:4.15-4.18
26	Customer satisfaction analysis	B2:4.21
27	ISO 9001 STANDARDS	B2:5.1-5.8
28	CMM and CMMI	B2:5.15-5.27
29	Six sigma	B2:B2:5.27-5.42
30	ISO 27001 Verisign certification	http://en.wikipedia.org/wiki/iso/iec-27001 http://www.ehow.com/about_4739735_what_verisign-certification.html

Reference Books

B1-Software Quality Theory and Management- Alan C Gillies- Cengage learning publication.

B2- Software quality Management- Dr. B. Chandramouli, K.P Prdipa- Charulatha publication.

B3- Information systems control and Audit0- Ron Weber-Pearson Education

Mr.J.Dinesh

Dr. T.Vijayakumar

Dr. Jayshree Suresh

Course Coordinator

Head-Systems

Dean

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

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 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

Dr.T.Vijayakumar
Subject coordinator

Dr.T.Vijayakumar
Head/ Systems

Dr. Jayashree Suresh
Dean/M.B.A

MBN S 662	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 Books with 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	BI-331

	efficiencies	
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 Networks 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 Business Intelligence in Marketing, SCM, Finance, and Human Resource	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

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Vertical Specializations

HOSPITALITY MANAGEMENT

MBN H 756	Eco Tourism	L	T	P	C
		2	0	0	2

S. no	Topics	Hour	Pedagogy	Reference
1	Principles of Eco-tourism Types of Eco-tourism	1-2	Lecture	The encyclopedia of eco tourism –David B. Weaver
2	Growth and magnitude of Eco tourism	3	Presentation	Internet
3	Eco tourism Venues -Public-Privately protected areas - Modified spaces & - Indigenous territories	4-6	Lecture/Discussion	The encyclopedia of eco tourism –David B. Weaver
4	Impact of eco tourism -Economic impact -Environmental impact -Socio-culture impact -Developing indicators	7-14	Discussion/ Presentation	Tourism Principles & Practice – Chris Cooper
5	Rural development -Planning -Management & Institution -Management tools & techniques-Policy & planning	15-20	Lecture/Presentation	Eco tourism –Dr.O.P.kandari
6	Eco tourism in the inter sectoral context	21-22	Lecture/Discussion	Internet
7	Public policy & planning -Eco Tourism Business	23-25	Discussion/ Presentation	The encyclopedia of eco tourism –David B. Weaver
8	Accommodation & tour operators	26-27	Discussion	The encyclopedia of eco tourism –David B. Weaver
9	Tour guides & interpretation	28	Lecture/Discussion	Internet
10	Club organization & Operation-Club-types, -ownership	29-30	Lecture/Seminar	The encyclopedia of eco tourism –David B. Weaver

Ms.Sharon Monica John
Course Coordinator

Dr.Sarprasatha Joe
Head-General

Dr. Jayshree Suresh
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Sub. Code	Subject Name	L	T	P	C
MBN H 655	FACILITY MANAGEMENT	2	0	0	2

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

S.NO.	TOPIC	HRS	Pedagogy Seminar/Case Study/ Discussion	Reference
1	The role, cost and management of hospitality facilities	1-3	Discussion	Hospitality Facility Management - Daavid M Stipanuk & Harold Roffmann
2	Managing Maintenance - need - Water & Waste water systems	4-6	Seminar	Management operations and research - N. Sathyanaraytanan
3	Electrical systems - Laundry system	7-9	Discussion	Systematic layout planning - Richard Muther Cahners
4	Telecommunications system	10-12	Discussion	Hospitality Facility Management - Daavid M Stipanuk
5	Food Service equipment	13-16	Discussion	Food service planning: layout & Equipment Lendal H Kotschevar, Margaut
6	Energy Management	17-19	Seminar	Management operations and research - N. Sathyanaraytanan

7	Parking areas - Lodging Planning Design - Food service panning & design	20-22	Presentation	Systematic layout planning - Richard Muther Cahners
8	Case Studies	23-26	Interactive Discussion	Real cases from Hotel Industry
9	Visit to SRM hotel and IHM laundry	27-29	Visit	
10	Facility Planning exercise	30	writing	

Reference Books:

R.1 : Hospitality facility Management – Daavid M Stipanuk & Harold Roffmann

R.2 : Systematic layout planning – Richard Muther Cahners

R.3 : Management operations and research –N.Sathyanarayanan

R.4 : Food Service Planning : Layout & Equipment-Lendal H Kotschgevar,Margaut

Mr. Saghayaraj

Course Coordinator

Dr.Sarprasatha Joe

Head-General

Dr. Jayshree Suresh

Dean

MBN H 657	Hospitality Management	L	T	P	C
		2	0	0	2

S. No.	Topics	Hour	Pedagogy (Seminar/Case /Discussion)	References
1	The World of Hospitality: Introduction Characteristic of Hospitality industry	1	Discussion	Introduction to Hospitality Industry – John R Walker
2	Nature of Hospitality: Communication, Turnover , Demands and Rewards. Economic and other impacts of Travel and Tourism Industry	2-3	Discussion	Introduction to Hospitality Industry – John R Walker
3	Early History of Lodging Industry. Globalization and Trends in Hotel Industry	4-5	Lecture	Front office operations & management – Jatashankar R Tewari/ Research article
4	Organization and Structure of Lodging Industry: Size and scope , classification of hotels	6-7	Discussion	Front office operations and management – Jatashankar r Tewari

5	<p>Hotel departments and their functions:</p> <p>Rooms division , Food and beverage and back of the house departments</p>	8-10	Class seminar	<p>Front office operations & management - Jatashankar R Tewari</p>
6	<p>Hotel Market segmentation and selection:</p> <p>Market segments and sub segments</p> <p>Environmental scanning and trend analysis</p> <p>Displacement analysis</p> <p>Total customer worth and total customer value</p> <p>Selection of optimal business mix</p>	11-14	Discussion	<p>An Introduction to Revenue Management for Hospitality Industry – Kimberley A Tranter/The evolving dynamics of Revenue management- Kathleen Cullen & caryl helsel</p>
7	<p>Food service Industry:</p> <p>Composition and size</p> <p>Organization of Hotel and Restaurant Food service</p>	15-17	Lecture	<p>Hotel and Motel Management – Gray and Ligouri</p>
8	<p>Management and Operations of Food Services</p>	18-19	Discussion	<p>Hotel and Motel Management – Gray and Ligouri</p>
9	<p>Hospitality Marketing:</p> <p>Distinctive Characteristics</p> <p>7ps of Service Marketing</p> <p>Targeting and Positioning</p> <p>Consumer Behavior</p> <p>Marketing strategies and tactics</p> <p>Trends , Innovation and Best</p>	20-24	Lecture/Discussion/ Presentation	<p>Front office operations &management – Jatashankar R Tewari/ Principles & practices of marketing – David Jobber</p>

	Practices			
10	<p>Future Trends :</p> <p>Evolving Distribution Channels</p> <p>Market Fragmentation</p> <p>Innovative Product Offerings</p> <p>Green Practices</p> <p>Role of associations</p>	25-26	<p>Discussion/</p> <p>Guest Lecture</p>	<p>www.itchotels.com,</p> <p>www.hsmmai.org,ww</p> <p>w.ih-</p> <p>ra.com,www.fhrai.c</p> <p>om</p>
11	<p>Cases studies in Hospitality</p> <p>Management</p>	27-29	<p>Interactive</p> <p>Discussion</p>	<p>Disneyland Paris</p> <p>case study, H&M ,</p> <p>Dabbawals , swatch</p> <p>etc..</p>
12	Revision and assessment	30		

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MBN H 758	INTERNATIONAL TOURISM MANAGEMENT	L	T	P	C
		2	0	0	2

LESSON PLAN				
SN	TOPICS	HOUR	PEDAGOGY	REFERENCES
1	Globalization & the business world	1--2	Lecture	A.K. Bhatia (2001) International tourism Management/resources from ELSEVIER journals
2	Factors affecting global & regional tourist movement	3--4	Discussion	web resources
3	The emergence of international hotels	5--6	Lecture	A.K. Bhatia (2001) International tourism Management
4	Barriers to travel, tourist investment & business	7--8	Lecture	International Hospitality Ma nagement/ reference from LE PETIT hotelier-official taylor's university magazine
5	Need for government support of tourism	9--10	Seminar	A.K. Bhatia (2001) International tourism Management
6	International tourism organizations	11--12	Lecture	A.K. Bhatia (2001) International tourism Management
7	Political stability, travel advisories, crisis management	13--15	Discussion	A.K. Bhatia (2001) International tourism Management
8	International Hotels- Rules & Regulations	16--18	Lecture	web resources
9	Understanding cultural diversity, business protocol	19--21	Lecture	A.K. Bhatia (2001) International tourism Management
10	Sales & Marketing	22--24	Lecture	A.K. Bhatia (2001) International tourism Management/resources from ELSEVIER journals
11	Global competition & future trends	25-26	Discussion	A.K. Bhatia (2001) International tourism Management
12	Tourism growth in major regions- Asia pacific	27-28	Discussion	web resources/resources from ELSEVIER journals

13	Tourism and the environment	29-30	Case study	Web resources

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MBN H 659	Event MANAGEMENT	L	T	P	C
		2	0	0	2

	Topics	Hour	Discussion	References
1	Event Management: Role of events for promotion of tourism, Types of events, Key factors for best event management	1-3	Presentation	EventManagement-Glenbowdin,Johnny Allen
2	Role of travel agency in the management of conferences	4-6	Lecture	Event Management-Glenbowdin, Johnny Allen
3	Hotelconventionservice management: Humanresources management tranportation;Groupfairs,Airline egotiation,extra services, argon transportation	7	Lecture	Hospitality Management-Kevin Baker, Jeremy Huyton
4	History and function of ICCA,Role of ICCA,Roles and function of ICIB	8-10	Discussion/case study	Professional management-Jegmohan negi
5	Concept of MICE, Introduction of meetings.incentives,conference/conventions and exhibitions	11-12	Discussion/case study	International hospitality management-Teare and otsen
6	Definition of conference and the components of the conference market	13	Class Seminar	Powerhouseconferences-Coleman, Lee & Frankle
7	The nature of conference markets and demand of conference facilities	14	Presentation	

8	Budgeting conference exhibition: use of budget preparation, estimating, fixed and variable costs, cash flow, Sponsorship and subsidies	15-19	Discussion/Case study	International hospitality management-Tare and otsen
9	The impact of conventions on local and national communities	20-21	Lecture	Meaning conventions & Group business-Hoyle, Dorf & Jones
10	Registration, Seating arrangements, Documentation, In terpreting press relation	22-24	Discussion	Professional management- Jegmohan negi
11	Computer graphics, Teleconferen cing, Recording and publishing proceedings; Interpretation and language	25	Discussion	Professional management- Jegmohan negi
12	Cultural events (Gangamahotsava, Lucknow mahotsava and Tajmahotsava)	26-30	Case study	

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MBN H 760	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	5-6	Lecture	Internet
3	-Food poisoning - Food Adulteration	7-8	Discussion/case study	Hotel & Tourism Law – Jag Mohan Negi
4	-Food Inspectors - Penalties	9-10	Discussion	Hotel & Tourism Law – Jag Mohan Negi
5	Registration and approval of Hotel and Restaurant	11-12	Lecture/Discussion	Hotel & Tourism Law – Jag Mohan Negi
6	Industrial Organization of Food Trade - Entrepreneurship	13-14	Assignment	Hotel & Tourism Law – Jag Mohan Negi
7	Partnership, Joint Stock Company & Co-operative societies	15-17	Seminar	Essential Law for catering students – Roger Petes
8	Labour Legislations - Bailor-Bailee	18-20	Lecture	Mercantile Law – N.D.Kapoor
9	Consumer Protection Act & Workmen Compensation Act	21-25	Seminar	Mercantile Law – N.D.Kapoor
10	Public & Private Entreprises -Guarantee & Warantee	26-30	Seminar	Hotel & Tourism Law – Jag Mohan Negi

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**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

Sl. No	Topic	Materials	Pedagogy	No. of hours
4	Planning Consideration, Continuous Quality Improvement of Stores Management	T1: PM; 203 – 214	Class Discussion	1
	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

R.Arivazhagan

Dr.Sarprasatha Joe

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Head-General

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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	R5.PP.73-78	Presentations and Discussion	2

	Room			
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 / Quality Indicators- Types of ICUs-	R5.PP.76-85	Presentations and Discussion	2
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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Dean

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: MICRO ECONOMICS	Session No.	Chapter No.
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	11,12	295-323

		and abuse, cream skimming-		
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

INTERNAL EVALUATION:

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

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MBN C657	ORGANISATION OF CLINICAL SERVICES, SUPPORT SERVICES & UTILITY SERVICES	L	T	P	C
		2	0	0	2

Course Objective:

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

S.No.	Unit	Lesson Details	Hrs	Reference
1.	I	<p>FRONT OFFICE AND MEDICAL RECORDS</p> <p>Front office</p> <p>Objectives and Functions, Location, Staffing, Information & Communication</p> <p>Medical records</p> <p>Objectives and Functions, Characteristics, Main Section and Analysis of Medical Records, 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 Rate, Gross/Net/Post operative Death Rate, Admission and Discharge, Location, Design and Layout, Staffing, Medical records Committee, Technology Advancements: EMR, Microfilming and Smart Cards</p>	6	(R4-1-6;34-44 and R3-Page1-21;223-230.)
2.	II	<p>DIAGNOSTIC SERVICES</p> <p>Radiology Services</p> <p>Objectives and Functions</p> <p>Location , Design and Layout</p> <p>Staffing: Duties of Radiologist and Technicians</p> <p>Laboratory services</p> <p>Objectives and Functions</p> <p>Location, Design and Layout</p> <p>Staffing: Duties of Pathologists and Lab Technicians</p>	6	(R3-Page174-196)
3.	III	<p>Classification of Laboratory Services</p>	6	(R3-Page216-222;R4-45-115;243-

		<p>Equipment and Physical facilities</p> <p>Purchases, Stores and Issues</p> <p>Pricing and Control measures</p> <p>Location, Design and Layout</p> <p>MAINTENANCE MANAGEMENT</p> <p>Objectives and Functions</p> <p>Staffing,Location and Space,Policy and Procedures</p> <p>Equipments, Types and Characteristics; Purchase ,Inspection and Installation, Records, Responsibilities</p> <p>Levels of Maintenance; Service contracts and Disposition</p>		
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REFERENCES:

- R6. G.D.Kunders, Hospitals-Planning, Design and Management(Tata McGraw-Hill)
- R7. C.M.Francis and et al., Hospital Administration(Jaypee Brothers Medical Publishers,New Delhi)
- R8. B.M.Saharkar,Principles of Hospital Administration and Planning(Jaypee Brothers Medical Publishers,New Delhi)
- R9. Sangeetha Natarajan,Hospital Supportive Services(Excel Books, New Delhi)
- R10. Syed Amin Tabish,Hospital and Health services administration Principles and Practice(Oxford University press, New Delhi)

PEDAGOGY: Seminars, Case construction and Discussion ,Mini projects and Field visits to Various types of health care organizations.After the completion of each field visit the students are required to submit individual report of observations.

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

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MBN C659	LEGAL & ETHICAL ISSUES IN HEALTHCARE	L	T	P	C
		2	0	0	2

UNITS NO	TOPIC FOR DISCUSSION	HOURS	REFERENCE BOOKS
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1	Medical Council of India- Medical Licensure Law- - The Consumer Protection Act-	1	R.3
	Doctors Patient Relationship Medical Malpractice-	1	R.1
	Quality and Standard of Medical Care- Negligence	1	R.1
	Medical Consent- Emergency Care	1	R.1
	Patients Rights and Responsibilities- Medical Ethics-	2	R.1
	Total	6	
2	Medico Legal Commitments	1	R.1
	Mental Illness Tuberculosis	1	R.1
	Drugs Addicts and Alcoholics-	1	R.1
	Legal Issue in Death Cases Legal Testimony in Medico-legal cases- Narcotic Laws	1	R.2
	The Drugs and Cosmetic Act Drug Control Policy	1	R.1
	Clinical Investigation- Blood Transfusion	1	R1
	Total	6	
3	The Medical Termination of Pregnancy Act	2	R.1
	The Prenatal Diagnostic Techniques Act-	1	R.1
	Dying Declaration- Medical Jurisprudence-	2	R.1
	The Human Organ Transplantation Act Toxicology	1	R.1
	Total	6	
4.	HOSPITAL ADMINISTRATION- The Biomedical Waste (Management and Handling) Rules-	2	R.4

	Radiation Safety System- Law of Insurance-	2	R.2
	Export Import Policy	2	R.2
	Total	6	
5.	Exemption of Income Tax for Donations-	3	R.2
	Tax Obligations: Filing Returns and Deductions at Source	3	R.2
	Total	6	

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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 Indicators		2
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, travel chart,	16-18	Discussion	R3(p.196)
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

Ms.P.CelinaSarguniar

Dr. Sarprastha Joe

Dr. Jayshree Suresh

Course Coordinator

Head-General

Dean

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-Definition, Drivers, 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 & Tools. 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	Future Directions – Logistics/Supply Chain . Activity 2	29,30,31,32	Text 240 - 260

Activity 1: Create a supply chain for any manufacturing 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)**

Mr.S.JacobPratabaraj

Dr. Sarprastha Joe

Dr. Jayshree Suresh

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

Course Coordinator

Head-General

Dean

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

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 andself 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

Ms.P.Suganthi

Dr. Sarprastha Joe

Dr. Jayshree Suresh

Course Coordinator

Head-General

Dean

MBN P657	INDUSTRIAL PHARMACY	L	T	P	C
		2	0	0	2

Lesson Plan

Objective: To enable students to understand fundamental concepts of Industrial Pharmacy practices.

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.	Good manufacturing practice, Quality Assurance	1-2	Discussion/Case study	R3 (p.309-312, 327-344, 352-353), R4 p.804
2.	Good laboratory practice, quality control	3-4	Discussion	R3 (p.320-326) R4 (869-870),
3.	Fire, explosion, toxicity, hazards of organic/inorganic chemicals.	5-6	Discussion	R1 (p.483-485)
4.	Safety aspects in handling hazards	7-8	seminar	R1 (p.483-485)
5.	Methods for handling , hazards appraisal and control disaster planning	9-11	Discussion	Website
	Pollution and pollution control – concept and type of pollution	12-14	Discussion	R1 (p.478-480)
7.	Ecology and ecological balance, pollution, health hazards	15-16	Seminar	website
8.	Gaseous pollution and control, water pollution and control.	17-19	Discussion	R1 (p.478-480)
9.	Waste minimization technology for pollution	20-22	Discussion	R2 (p.326-327), (328-329)
10	Process validation involved in production department	23-25	Case study/ Discussion	R3 (p.313-316),(330-344)
11	Instrumentation and process control	26-28	Discussion	R1
12	Instrumentation and process control	29-30	Discussion	R1

Out of Class Activities:

- (i) Arranging Pharmaceutical plant visit for students to understand the process of industrial pharmacy.
- (ii) Facilitating students to attend conferences related to pharmaceutical industrial practices.
- (iii) Arranging interaction program with pharmaceutical industrial experts.

Reference books

1. Pharmaceutical Engineering, C.V.S Subramaniam, Vallabh Prakashan Delhi.
2. Introduction to pharmaceutical engineering, A.R.Paradkar.
3. Pharmaceuticals Issues for industrial management, S. Arora, Frank Brothers & co Ltd.
4. The theory and practice of industrial pharmacy, Lachman & Lieberman, 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

Dr.R.Krishnaraj

Dr. Sarprastha Joe

Dr. Jayshree Suresh

Course Coordinator

Head-General

Dean

MBN P659	PHARMACEUTICAL PRODUCTION DECISION	L	T	P	C
		2	0	0	2

Objective:

To enable students to understand 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

Out of Class Activities:

- (i) Arranging Pharmaceutical plant visit for students to understand the process of pharmaceutical production.
- (ii) Facilitating students to attend conferences related to pharmaceutical production practices.

(iii) Arranging interaction program with pharmaceutical production experts.

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

Dr.R.Krishnaraj

Dr. Sarprastha Joe

Dr. Jayshree Suresh

Course Coordinator

Head-General

Dean

MBN P660	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	1-2	Discussion	R2 (pp..20 – 30), R2 (pp.170-175), Printed materials
2	Project analysis facts, resources allocation frame work	3-5	Discussion/Case	websites
3	Investment strategies, portfolio planning tools and interface between strategic planning and capital budgeting	6-7	Discussion/Case	R2 (p. 20, 22, 30, 60 & 165) websites
4	Generation and screening of project ideas.	8-9	Discussion/Case	websites
5	Project analysis-Market and demand analysis including demand forecasting	10-11	Discussion	R2 (p. 37,43, 45, 68 & 78)
6	Technical analysis-and financial analysis (cost of project, working capital requirement and its financing).	12-13	Discussion	R2 (p.53,58 & 158)
7	Project selection-project cash flows, time value of money, cost of capital-appraisal criteria and analysis of risk.	14-16	Discussion	R2 (p. 101,103 & 108)

8	Project management and control-project organization	17-18	Discussion	R2 (p.171,181)/ websites
9	planning and control of project and human aspects of project management-project control tools (Gantt charts-line off balances)	19-21	Discussion/Case	R2 (pp.95-98)
10	Net work techniques for project management-basic concepts of networks, line estimation and determination of critical path for both PERT and CPM models	22-25	Discussion/Case	R2 (pp.182-183)
11	Network cost systems and activity crashing	26-27	Discussion	R2 (pp.181-182)
12	Project review-Need for reviews, initial review, performances evaluation, abandonment analysis, evaluating the capital budgeting systems	28-30	Discussion	R2 (p.166)/ websites

Reference Books

1. Pharmaceutical project management-Second edition by Tony, Kennedy.
2. Project management for pharmaceutical industry by Laura Brown, Tony Grundy.

Websites:

www.pipmg.org

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

Out of Class Activities:

- (i) Arranging Pharmaceutical plant visit for students to understand management of pharmaceuticals and bio-technology.
- (ii) Facilitating students to attend conferences related to pharmaceutical management.
- (iii) Arranging interaction program with pharmaceutical industrial experts.

Mr.J.A.B.Miranda
Course Coordinator

Dr. Sarprastha Joe
Head-General

Dr. Jayshree Suresh
Dean

RETAIL

MBN R655	MERCHANDISE TECHNOLOGY AND PLANNING	L	T	P	C
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		2	0	0	2
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Objective:

To provide the student with an understanding of the characteristics features of food and fashion products.

S.NO	Topics	Hour	Pedagogy(Seminar/Case Discussion)	References
1	Classification; purchase pattern	1-5	Discussion	R1 (25-57)
2	Consumer trends, product differentiation, labeling	6-8	Discussion	R1 (99-117)
3	Food hygiene and safety, food safety hazards and methods of control	9-13	Discussion/case-amul supply chain	R1 (285-319)
4	Role of food and garment technology	14-18	Seminar/case-McDonald and trichina	R1 320-322
5	Legal obligations	19-22	Seminar/discussion	notes
6	Fabric properties	23-26	Discussion/seminar	R1(323-345)
7	Strength;durability;asthetics;comfort Performance; textile specifications	27-30	Seminar/assignment	Notes

Distribution of marks:

(TOTAL MARKS-50)

Cycle Test (one)-10 Marks

Surprise Tests (Two)-10 Marks

Mini Project (One)-10 Marks

Comprehensive Viva-10 Marks

Model Examination-10 Marks

Mr.M.Vinoth

Course Coordinator

Dr.S.Premlatha

Head-Marketing

Dr. Jayshree Suresh

Dean

MBN R659	STORE DESIGN AND VISUAL MERCHANDISING	L	T	P	C
		2	0	0	2

OBJECTIVE: To provide the student with the ability to apply the principles of store design, layout and visual merchandising to retail outlets

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 to retail : Retailing : Definition, Evolution and Formats. Case Discussion Activity:- Open discussions on Current topics	1 & 2 3 4	TB-1-8
2.	Relating retail with customer profile Case study	5 & 6 7	TB-5-12
3.	Retail store-site and design, Image mix: The top six elements Activity:- Debate on store design Practices adopted by different companies	8 & 9 10	TB-30-39
4.	Store planning and fixtures: What is store planning?, The purpose of planning fixtures, Types of fixtures	11 & 12	TB-96-110
5.	Circulation plan: What is circulation plan? Types of circulation plans.	13 & 14	TB-114-125
6.	Planograms : Meaning and purpose of a planogram. Benefits of a planogram. Implementation and maintenance of a planogram Case study Activity:- Prepare a complete store planning and	15 & 16 17	TB-128-139

	fixtures report by visiting a retail shop		
7.	The world of visual merchandising: Visual merchandising: Definition and function, History of visual merchandising. Understanding retail in India	18 & 19	TB-18-26
8.	Store Exteriors, Store Interiors. Elements of display Activity:- Discussion on different Store interior and exterior plans	20	TB-46-57
9.	Visual Merchandising: Styling, Display calendar, Sales tracking Case study	21 & 22 23	TB-186-188
10.	Handling the mannequin, Props, Lighting, Organising an In-store event	24 & 25	TB-189-198
11.	The Basics of visual merchandising: Display Basics, Design basics, Principles of Design	26 & 27	TB-70-76
12.	Colour blocking – people buy colours, Signage, understanding materials	28	TB-77-89
13.	Visual communication, VM tool kit, Quality and process in visual merchandising	29	TB-199-201
14.	Standard operating procedures (SOPs) Activity : Discussion on different visual merchandising techniques followed in retail outlets	30	TB-202

TextBook(TB): “Visual Merchandising”-Swati Bhalla and Anuraag.S-Tata McGrawhill

Reference Books:

1. LEVY.M. and WEITZ, B., 2001. Retailing Management. Boston: Irwin McGraw-Hill.
PEGLER, M., 1995. Visual Merchandising and Display. New York: Fairchild Publications
2. Cliff,S., 1995. The Best in Retail Corporate Identity. London: B.T. Barsford Ltd. DUNNE, P.
and LUSCH, R., 1999. Retailing. USA: Harcourt, Brace & Company
3. Sriram B Iyer, “Retail store operations” Tata McGraw-Hill

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

Mr.E.Pradeep
Course Coordinator

Dr.S.Premlatha
Head-Marketing

Dr. Jayshree Suresh
Dean

MBN R657		BUSINESS ENTERPRISE SKILLS		L	T	P	C
				2	0	0	2
S.NO	Unit	Topic	Reference Book			Hours	
1.	1	Decision-making for strategic management	R1			2	
		Business plans	R1			2	
		The decision-making process	R1			1	
		Case study				1	
2	2	Mission, business and organisational objectives of the competitive environment	R2			2	
		introduction to the strategic options	R2			2	
		selection criteria	R2			1	
		Case study				1	
3	3	Decision-making within a simulated business setting,	R3			2	
		decision relating to the operation of a business	R3			2	
		drawing on the above aspects of the decision- making.	R3			1	
		Case study				1	
4	4	Examine entrepreneurship and intrapreneurship	R1			2	
		the skills that entrepreneurs bring to the workplace	R1			2	
		Contrast these with the traditional management skill-set	R1			1	

		Case study		1
5	5	Career planning	Internet	3
		self marketing techniques.	Internet	2
		Case study		1

R1.CAMPBELL, D., STONEHOUSE, G. and HOUSTON, B., 2002. *Business Strategy: an introduction*. 2nd ed. Oxford: Butterworth-Heinemann

R2. HERBERT, I. and ROTHWELL, A., 2005. *Managing your placement: a skills-based approach*. Basingstoke: Palgrave Macmillan

R3. WATSON, G. and GALLAGHER, K., 2005. *Managing for Results*. 2nd ed. London: CIPD

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

A.Anbu
Coordinator

Dr.Premalatha
HOD-Marketing

Dr.JaysreeSuresh
Dean-MBA

MBN R 661	E-RETAILING	L	T	P	C
		2	2	0	3

LESSON PLAN

Unit	TOPICS	SESSIONS	External Activities
1	The world of e-Retailing- Meaning - Benefits - e-retailing g in India at a glance - Integration of e-retailing into an organization - e-retailing in practice,	9	Identify a e-retail web portal and list out their commodities and features in detail
2	Understanding of e-consumer - normal consumer - communicating with the e-consumer - types of communication with e-consumer - values - methods - benefits - misrepresentation of products - B2B , B2C e -consumer.	9	List out e-consumer practical difficulties with reference to FMCG products, in Indian web portals and Identify the nature of business of e-marketer.
3	Sources for online information - designing e- store - Information search on the web site, e-store design, e-service	9	List out minimum 50 on-line information about 3 products in total from e-retail web portal except IT peripherals, dressings and cosmetics.
4	Building brand for e-retailing: Branding the web - e-malls - e-retailing models	9	Create a web portal for e-retailing of a product of your own choice with product features, pricing, benefits etc.,
5	Future perspectives of e-retailing- m-shopping- Multichannel success and the future of e-retailing.	9	The success of Future retail business lies in the hands of e-retailers - discuss / debate

Mr.G.Venugopalan

Course Coordinator

Dr.S.Premlatha

Head-Marketing

Dr. Jayshree Suresh

Dean

MBN R 656	Retail Loyalty	L	T	P	C
		2	2	0	3

Objective:

To equip the students with the necessary knowledge and skills required to build effective relationships with the customers

and to explain the principles of retail experience with loyalty schemes in retail context.

Teaching methodology:

Lectures, Class room discussions, case analysis etc.

Unit	Topics	Hours	Teaching methodology
1	Retail experience - Meaning and definition,types of shoppers	2	Lecture
1	Price Bargain,negotiation	1	Class room discussion
1	Life styles and shop orientation	2	Lecture
1	case analysis on price bargaining for different types of products in retail industry	1	Case discussion
2	Retail activities,experience , shopping zones	1	Lecture
2	Retail activities,experience , shopping zones	1	Class room discussion
2`	Retail mix,Shopping centers,Anchor stores	2	Lecture
2	Centre management - Tenants & Rental.	1	Lecture
2	Case analysis on shopping zones	1	Case discussion
3	Loyalty schemes,customer loyalty,communications and relationships	2	Class room discussion
3	Loyalty cards,benefits of schemes	2	Lecture
3	Case analysis on Programs and clubs	2	Case discussion
4	Personal shopper,types of personal shoppers in major cities in India	2	Lecture
4	Catalogues, the benefits of catalogues in retail industry	1	Case discussion
4	Different types of catalogues	1	Class room discussion
4	Catalogues, the benefits of catalogues in retail industry	2	Lecture

5	Internet - How internet facilitates loyalty schemes in retail markets	2	Lecture
5	Practical session of various retail sites in system	2	Class room discussion
5	Cost of setting up of various schemes	2	Case discussion

Note:

Distribution of hours for Class room discussion: 7 hours

Distribution of hours for Lectures :17 hours

Distribution of hours for Case analysis :6 hours

Valuation:

Cycle test : 10 marks

Mini project : 10 marks

Viva : 10 marks

Model exam : 10 marks

Surprise test : 10 marks

References:

1. Retail management – ChetanBajaj ,rajnishTuli, Nishi varma
2. Retail management – Barry Berman, Joel R.Evans, Mini Mathur

Mr. R.Seetharaman

Course Coordinator

Dr.S.Premlatha

Head-Marketing

Dr. Jayshree Suresh

Dean

MBN R660	RETAIL OPERATIONS	L	T	P	C
		2	0	0	2

S.NO	Unit	Topic	Reference Book	Hours
1.	1	Retail operation: Meaning And Definition	R1	1
		Functions of store Manager	R1	2
		Skills of Store manager	R1	2
		Duties and Responsibilities of store manager	R1	1
		Case study		1
2		Ancillary Services	R2	4
		Cleaning	R2	
		Maintenance	R2	
		Case Study		1
3		Energy Management	Online Resources	1
		Sources Of Energy Management	Online Resources	1
		Consumption of energy	Online Resources	
		Stock Management	R2	1
		Delivery of stock	R2	2

		Receiving of stock,Tracking	R2	
		Sales based odering	R2	
		Quick Response	R2	2
		Case Study		
4	4	Appropriate Retail Legislation Consumer Protection legislation.	Online Resources Online Resources	
			Notes	
5		Packaging	R3,R4	
		Recycling	R3,R4	
		Trade descriptions	R3,R4	
		Sale of goods	R3,R4	
		Case Study		

Reference:

R1=COX,R.and BRITTAIN,P.,2004.Retailing : an Introduction. 5th edition. London: Financial Times Prentice Hall.

R2= LEVY , M. and WEITZ, B., 2004. Retailing Management, 5th edition Boston: Mc Graw Hill/ Irwin

R3= MARCUS, S., 1997. Minding the Store: a memoir. USA: University of North Texas Press.

R4= NEWMAN, A., 2002. Retailing: Environment and Operations. UK: Thomson Learning.

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	Exercises 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

Mr.Yaseen Maswood

Subject Coordinator

Dr.T.Vijayakumar

Head – Systems

Dr.Jayshree Suresh

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

Dr.V.M.Shenbagaraman

Subject Coordinator

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Dr.Jayshree Suresh

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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Head – Systems

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

Mr.Seetharaman

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Subject Coordinator

Head – Systems

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

Mr.P.Saravanan

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MBA-MPH

MB13207	Management of Pharmaceuticals and Bio-technology	L	T	P	C
		2	0	0	2

Objective: To enable students to understand management concepts of Pharmaceuticals and bio-technology 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.

Lesson Plan

S. No.	Topics	Hour	Pedagogy (Seminar/ Case Discussion)	References
1	Introduction to pharmaceutical products, bio pharmaceuticals and pharmaceutical bio technology-history of the pharmaceutical industry-bio pharmaceuticals current status and future prospects	1-2	Discussion	R1: 1-27
2	Indian pharmaceutical industry-industry structure-price control NPPA-protection of international patents and IPR-GATT-Dimensions of pharmaceutical market	3-4	Discussion/ Case	R1: 27-54; 121-126
3	The product concept-brand-language of branding-product life cycle-market life cycle-new product adoption process-product portfolio analysis-	5-7	Discussion/ Case	R1: 137-53
4	product positioning-product policy and strategy-product management-price-pricing strategies-pharmaceutical distribution channels-	8-9	Discussion	R1: 71-80
5	promotional strategies-communication-principles of medical advertising-personal selling-	10-11	Discussion/ Case	R1: 81-90

6	pharmaceutical market segmentation-market opportunity analysis-strategic options-prescription policy-managing new products-GMP-USFDA-international approvals	12-13	Discussion	R1: 91-102
7	Defining business development-knowledge-analytical skills-communication-project management-process improvement-	14-15	Discussion/ Case	R1: 102-119
8	Planning the portfolio-portfolio management-evaluating the company's products-responding to the changes in the market-balancing the portfolio.	16-17	Discussion	R1: 177-209
9	Portfolio objectives-quantifying-SWOT-locating gaps-gap analysis-functional advantages-segmentation-portfolio constraints	18-19	Discussion	R1:210-221
10	Intellectual property-profiling the search for opportunities-contract management-conference-	20-21	Discussion	R1: 222-130
11	competitive intelligence-modeling and valuation-approaches to modeling-complex models-	22-23	Discussion/ Case	R1:131-132
12	new product items-new venture-buying or selling-enterprise value-strategic value-redemption value-structure	24-25	Discussion/ Case	R1:133-136
13	Negotiations: Sealing the deal-the contract-making the transaction work-the nature of the alliance	26-28	Discussion/ Case	R1:231-235
14	Alliance management-dealing with the problems in alliances-M&A	29-30	Discussion/ Case	R1: 235-239

Reference Books

R1. Kumardatt A Ganjre (2011) Pharmaceutical Marketing-Strategies and Practices, International Book House Pvt. Ltd., Mumbai.

R2. Subbarao Chaganti (2009) Pharmaceutical Marketing in India, Excel books Pvt. Ltd.,New Delhi

R3. Martin Austin (2010) Business Development for the biotechnology and pharmaceutical Industry, Gower Publishing Co., UK

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

Class participation =05 Marks

Dr. R.Krishnaraj

Subject Coordinator

Dr.Sarprasatha Joe

HOD/General

Dr. Jayshree Suresh

Dean/MBA