

**SRM UNIVERSITY
SCHOOL OF MANAGEMENT
KATTANKULATHUR**

LESSON PLAN – II SEMESTER

MBN502	HUMAN RESOURCE MANAGEMENT	L	T	P	C
		3	0	0	3

OBJECTIVE: To give brief knowledge to the students about Human Resource, and its management to implement in the modern business environment.

TEACHING METHODOLOGY:

The course is taught through lectures, discussion, presentations, written tests, assignments, guest lecturers, case discussion, exercises.

CLASS SCHEDULE

UNITS NO	TOPIC FOR DISCUSSION	HOURS	REFERENCE BOOKS
1	Meaning, Nature and scope of HRM	1	R1. 3 -7
	Personnel Mgt Versus HRM & Importance of HRM	1	R1. 11
	HRM Functions & HRM Classification	1	R1. 9-12
	Organization of HRM	1	R1 13-16
	Qualities and Qualification of HRM manager	1	R1. 24-25
	Case 1-Human resource department for S&s	2	R7
	Exercise – Get the report of Challenges of HR – Manager’s in various industries. Discuss.	4	
2	HRP(, benefits and Strategic for HRP	1	R1.87-114
	Process of HRP and Factors affecting HRP	1	
	Demand and Supply forecasting	1	
	Recent Trends in HRP)	1	
	Objectives, Strategies & Policy of Recruitment	1	R1. 166-187
	Sources of Recruitment & Factors affecting Recruitment	1	
	Job Analysis & Job Specification	1	R1. 123-143
	Purpose and Techniques of Job Description	1	
	Case 4-Manpoer planning at foodies unlimited	2	R7
	Recent trends in the Recruitment process	2	
3	Meaning and Essential of Selection	1	R1. 195-214
	Organization for Selection	1	
	Selection Procedure	1	
	Different types of Psychological test	1	
	Line Manager’s Decision	1	
	Placement problems	1	R1.228

	Induction programme	1	R1.220-227
	Retention of Employees	1	
	Case 9-Managing careers at ACME hospitality services	2	R7
	Ask the students to design a Application blank for a industry	2	
4	Need and Importance of Training	1	R1.237-268
	Techniques of Training	2	
	Benefits of Training and MDP	1	
	Knowledge Management	1	R8.80
	Job Enlargement & Job Enrichment	1	R1.
	Job Evaluation	1	R1 313-320
	Case 13-Traning dilemma at lunar system	2	R7
	Identification of Training needs in various industries	4	
5	Need, Importance and Benefits of Performance Appraisal(PA)	1	R1. 278-314
	Techniques of Performance Appraisal	2	
	Career Planning ,succession planning& Career Development	1	R1. 268-272
	Time Management	1	R8. 499
	Retaining and Motivating	1	R1.110
	Corporate Social Responsibility	1	R8.418,429&548
	Case 17-Pay raise at Akash manufacturing	2	R7
	Design the Performance Appraisal Form for various industries	4	
		46	

Reference Books:

- R1. K. Aswathappa, Human Resource Management- sixth edition,McGraw Hill
R2. Flippo E. E, Personnel Management- McGraw Hill
R3. Subba Rao.A, Personnel and Human Resource Management – Himalaya Publishers
R4. Chandramohan.A, Human Resource Management- APH Publishing Corporation
R5. Arun Monappa, Managing Human Resource – Mac Millan India Ltd
R6. Kaushal.H, Case Study Solution for HRD – Mac Millan India Ltd
R7.Snell,Bohlander,Vohra,Human Resource management-cengage learning
R8.C.B.MEMORIAPersonnel managemen –Himalaya publishers.

Co-ordinator

HOD

Dean/MBA

MBN504	FINANCIAL MANAGEMENT	L	T	P	C
		3	2	0	3

The main objective of this course is to familiarize the students with the concepts and techniques of financial management. It is also aimed to impart to the students a working knowledge to enable them to take decisions in finance.

UNIT	SL.NO	TOPICS	No of Hours	METHODOLOGY
I	1	Introduction. Nature, scope and objectives of finance functions. Organization of finance functions.	3	Lecture
	2	Organization of finance functions. Role of finance managers in general and in India	3	Lecture
	3	Case analysis : It makes or breaks	3	Lecture
		Take a real time Financial Statements of a company and analyse the Financial Performance from all the stakeholders point of view and submit a report	-	Activity
II	4	Introduction to Investment analysis	2	Discussion
	5	Techniques of investment appraisal – Traditional and discounted cash flow techniques	5	Lecture/Problems
	6	Dividend Decision and Bonus Issues(Excl Theories)	2	Lecture/Problems
		Take any 5 infrastructure companies and culminate the data on their Investments in the last five years and submit a report	-	Activity
III	7	Working capital management - Meaning, Types and Factors determining working capital – Estimation of working capital requirements	5	Lecture/Problems
	8	Regulation of Working Capital Finances	2	Discussion
	9	Sources of Short term Funds	2	Lecture
		Do a real time Working Capital Analysis of a Mid sized Manufacturing Companies considering the last 5 years data and submit a report on the liquidity position of the company in the last 5 years and submit a report	-	Activity
	10	Introduction –Long term and short term financing - sources of long term funds	2	Lecture

IV	11	Cost of capital- Computation if cost of capital – problems- Capital structure – Practical considerations and Indifference points between debt, equity and preference. Leverages – Financial and Operating leverage	7	Lecture/Problems
	Take any 5 Companies (from the same industry)and study their Capital Structure Pattern and submit a report		-	Activity
V	12	Financial information systems- Economic value addition	6	Discussion
	13	Basics of management control system- Corporate governance-Corporate Debt Restructuring	3	Lecture
	Establish a Financial Information System for an Information and Technology Company and submit a report		-	Activity

Reference:

1. I M Pandey – Financial Management - Vikas publishing house PVT. Ltd. New Delhi.
2. Rajiv Srivastava & Anil Mishra – Financial Management - Oxford University Press, New Delhi.
3. Prasanna Chandra – Financial Management – Tata Mc. Graw Hill, New Delhi.
4. M.y.Khan & PK.Jain – Financial Management– Tata Mc. Graw Hill, New Delhi
5. S.N.Maheswari – Financial Management principles and practice – Sultan Chand & Sons, New Delhi.
6. James C Van Horne& mMWachowicz, Jr. – Fundamentals of Financial Management – PHI Learning Private Limited – New Delhi.

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 S Vasumathy
Course Coordinator

Dr.S.Vasumathy
Head –Finance

Dr Jayshree Suresh
Dean-School of Management

MBN506	BUSINESS TAXATION	L	T	P	C
		3	0	0	3

Unit	S.N O	TOPICS	HOURS	PEDAGOGY (Seminar / Case discussion)
I	1)	Introduction of Business taxation -Objectives of taxation -Canons of taxation -Special features of Indirect tax levies	1-2	LECTURE
	2)	Classification of Taxes – Direct & Indirect taxes, Specific and advalorem duties, proportional, Progressive, regressive & digressive taxes, single & multiple tax system	3-4	LECTURE
	3)	Tax Planning and Management – Meaning & Significance	5	LECTURE
		Case study	6 - 7	DISCUSSION
Out of Class Room Activity		List out all indirect taxes state wise and submit (within India)		Individual Activity
		List out all indirect taxes state wise and submit (outside India)		Individual Activity
II	1	CENTRAL EXCISE ACT,1944 -Scope of Central excise law -Distinction b/w excise duty and sales tax -Distinction b/w excise duty and customs duty	8-9	LECTURE
	2	Features and types of excise duty Methods of levying excise duty Important definitions	10	LECTURE
	3	Classification of goods - Valuation - Clearance of goods - Types of clearance - Removal on different occasions - Warehousing	11-12	LECTURE

	4	CENVAT Administrative set up of central excise Registration and filing of return Settlement commission	13-14	LECTURE
	5	Remission, exemption, recovery and refund Levy and collection of tax Offences and Penalties Appeals-procedure and appellate tribunal	15	LECTURE
		Case study	16- 17	DISCUSSION
Out of Class Room Activity		Find out all the rules and procedure for central excise act and discuss.		Group activity
		Bring invoice copy of any company and discuss about it.		Group activity
III	1	THE CUSTOMS AC, 1962 Introduction and Scope of customs act Function and powers of customs authority Levy and collection customs duty	18	LECTURE
	2	Classification of goods Assessment of duty prohibition on importation & exportation of goods Detection and prevention of illegal imports and exports	19-20	LECTURE
	3	Valuation of goods under customs act Methods of valuation Import and export procedures Exemption form customs duty Remission and abatement	21-22	LECTURE
	4	Clearance of goods for Home consumption Clearance of exported goods Baggage export Import through courier, post parcel, stores Customs duty drawback Goods on which drawback Drawback on re-export of duty paid goods Drawback on imported material used for	23	LECTURE
	5	Manufacturing export goods Interest on drawback Prohibition and regulation of drawback Procedure for claiming duty drawback	24	LECTURE

		Searches, seizures, confiscation and penalties. Case study	25-26	DISCUSSION
Out of Class Room Activity		Visit to any airport and indentify customs procedure.		Group activity
		Visit to any port and indentify customs procedure		Group activity
IV	1	CENTRAL SALES TAX ACT, 1956 Introduction to CST Principles for determining when an interstate sale or purchase of goods take place Sale or Purchase of goods in the course import or export	27 - 28	LECTURE
	2	Inter state Sales tax Exemption form CST Registration of dealers Levy and collection of CST	29-30	LECTURE
	3	Type of goods Authorities to frame rules and regulations Authority to settle disputes Central Sales tax appellate authority	31-32	LECTURE
		Case study	33-34	DISCUSSION
Out of Class Room Activity		Differentiate sales tax state wise and submit (within India)		Individual Activity
		Differentiate sales tax state wise and submit (Outside India)		Individual Activity
V	1	- Fundamentals of Income Tax Value added tax	35	LECTURE
	2	Service tax	36	LECTURE
	3	Entry Tax Fringe benefit tax	37	LECTURE
	4	Octroi	38	LECTURE
		Case study	39-40	DISCUSSION

Out of Class Room Activity	Identify various sector and their service tax and discuss		Group activity
	Income tax procedures should be submitted.		Individual Activity

Case Study

The faculty members may discuss any number of cases depending upon the significance of the topics.

Text book:

Akhileshwar Pathak & Savan Godiawala , “Business Taxation”, Tata McGraw- Hill Education Private Limited, New Delhi.

INTERNAL ASSESSMENT:

Cycle test	-	10 marks
Surprise test	-	5 marks
Model exam	-	10 marks
Viva	-	10 marks
Mini projects	-	10 marks
Attendance	-	5 marks

Total		50 marks

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MBN508	MARKETING – II	L	T	P	C
		2	2	0	2

Objective: To understand fundamental concepts of Marketing in Modern Marketing Practices.

Teaching Methodology: Concepts, Case Study, Application, Out of class study, Seminar, etc.,

Lesson Plan

UNIT	TOPICS	NO. OF HOURS	BOOK & PAGE NO.
I	Components of a Modern Marketing Information System	1	66 – 67(R) & 219(T)
	Market Research Process	1	91 – 105(R) & 220 – 223(T)
	Focus Group	1	91 – 105(R) & 220 – 223(T)
	Questionnaire Design	1	91 – 105(R) & 220 – 223(T)
	Online Research	1	91 – 105(R) & 220 – 223(T)
	Marketing Metrics	1	106(R) & 375 – 376(T)
	Case: SANTOOR		238 – 239(T)
	APPLICATION: WHAT IS THE BEST TYPE OF MARKETING RESEARCH?		117(R)
II	Product Characteristics - Classification	1	318 – 321(R)
	Product Differentiation – Product Hierarchy	1	321 – 328(R) & 207(T)
	Co-Branding – Packaging – Labelling – Warranties & Guarantees	2	337 – 342(R) & 269 – 274(T)
	New Product Development	2	567 – 571(R) & 284 – 291(T)
	Case: KELLOGG’S SPECIAL K		300(T)
	APPLICATION: WHOM SHOULD YOU TARGET WITH NEW PRODUCT?		595(R)
III	Understanding Pricing – Setting the Price	1	376 – 397(R)
	Types of Pricing Strategies	2	REFER FROM INTERNET
	Initiating & Responding to the Price Changes	2	402 – 406(R)
	Case: IPHONE		534 – 535(T)

	APPLICATION: IS THE RIGHT PRICE A FAIR PRICE?		407(R)
IV	Importance of Marketing Channels – Functions	1	409 – 438(R) & 339 – 351(T)
	Channel Design – Channel Management	1	409 – 438(R) & 339 – 351(T)
	E-Commerce & Marketing Practices	1	409 – 438(R) & 339 – 351(T)
	Retailing – Types & Recent Trends	1	442 – 455(R) & 389 – 395(T)
	Wholesaling	1	458 – 460(R)
	Market Logistics	1	461 – 466(R)
	Managing Sales Force	1	556 – 561(R)
	CASES: 1.GO INDIGO		356(T)
	2. CAN THE ICON OF THE LOGISTICS INDUSTRY SUCEED IN INDIA?		382 – 383(T)
	APPLICATION: DOES IT MATTER WHERE YOU ARE SOLD?		439(R)
V	Role of Marketing Communication	1	470 – 476(R)
	Components of Promotion (Advertising, Sales Promotion, Personal Selling, Public Relations – Basic Concepts)	2	514 – 529(R), 561 – 562(R) & 430 – 432(T)
	Direct Marketing (Direct Mail, Catalogue, Tele Marketing)	1	532 – 537(R) & 396(T)
	Interactive Marketing	1	538 – 544(R) & 369(T)
	Design attractive website	1	SELF STUDY
	CASE: HERO MOTOCORP		446 – 447(T)
	APPLICATION: SHOULD MARKETERS TEST ADVERTISING?		529(R)
	TOTAL	30	

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

Text Book (T):

1. Charles W.Lamb, Joesph F.Hair, Jr, Dheeraj Sharma, Carl McDaniel, MKTG – A South-Asian Perspective, CENGAGE Learning 2012.

Reference Book (R):

1. Philip Kotler & Kavin Lane Keller, Marketing Management – 13th Edition, Eastern Economy Edition.

Other Reference Books:

2. Rajan Saxena – Marketing Management – Tata McGraw Hill.
3. Ramaswamy & Namakumary – Marketing Management – Global Perspective – Indian Context – Mac Millon India Ltd.

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SUBJECT COORDINATOR

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MBN510	PRODUCTION AND OPERATIONS MANAGEMENT	L	T	P	C
		2	2	0	2

OBJECTIVES

To enable students understand the principles, practices and areas of application in shop floor management.

OUTCOME BASED LEARNING PROCESS

Lectures, Student presentations, Case analysis, Role play, Mini projects, Quiz and games

Sl. No:	Topics	Reading Material	Outcome based learning	No. of Hours
1	Production & Operations Management – Meaning, Scope, Functions, Systems and sub systems, Relationship between POM and other functional areas of Management	B1: (Pg: 1 - 7)	-	1
2	Classification of Production Systems – Intermittent, Job shop, Batch, Continuous, Flow and Mass Production Systems	B1: (Pg: 7 - 8) B2: (Pg: 68 - 71)	Quiz	1
3	Product Design – Definition, Need, characteristics, Stages - Preliminary Design, Final Design, Modular Design and Reverse Engineering	B1: (Pg: 20 - 24) B2: (Pg: 56-59)	-	2
4	Process Planning	B1: (Pg: 24 - 27)	Role play	1
5	Make or Buy Decision: Simple cost analysis, Economic analysis and Break even analysis - Theory and Problems	B1: (Pg: 43 - 50) B2: (Pg: 71 - 80)	Case study analysis	2
6	Computer Integrated Manufacturing, Computer Aided Design, Computer Aided Manufacturing, and Flexible Manufacturing Systems	R2: (Pg: 133 - 139)	-	1
7	Production Planning & Control – Preplanning, Forecasting, Scheduling, Routing, Loading, Dispatching and Expediting	B1: (Pg: 373 - 377) B2: (Pg: 208 - 210 & 220 - 222)	Students' Presentation	1
8	Plant Location – Factors Influencing Plant Location, Single and Multi Facility Location, Gravity Location, Mini max Location and Relocation – Theory and Problems	B1: (Pg: 115 - 139) B2: (Pg: 118 - 128)	-	3
9	Plant Layout – Principles, Flow Patterns, Types (Product, Process, Combined, Cellular and Fixed position Layouts) - Concept, Advantages, Disadvantages and Applications	B1: (Pg: 159 - 162) B2: (Pg: 140 - 151)	Mini Project	2
10	Sequencing (M Job 2 machines and M Job 3	B1: (Pg: 412 - 417)	-	2

	Machines) - Theory and Problems (Johnson's Algorithm)			
11	Capacity Planning - Types of Capacity (Design and System capacity) Capacity Decision, Capacity Planning Strategies	B1: (Pg: 60 - 63) B2: (Pg: 106 - 110)	Role play	1
12	Inventory Management – Definition, Functions, Classification of Inventories – Purchase Model (EBQ – With & Without shortage), and Manufacturing Model (EOQ – With & Without shortage), P & Q Systems - Theory and Problems	B1: (Pg: 251 – 259; 265 - 268) B2: (Pg: 530 – 532; 538 - 542)	-	2
13	MRP-I and MRP-II – Concepts and Characteristics	B1: (Pg: 350 – 358; 363 - 367) B2: (Pg: 262 - 273; 570-583)	Students' Presentation	1
14	Selective Inventory Control Techniques (ABC, VED, XYZ, FSN, HML, SDE, SOS, and GOLF) – Theory and Problems – ABC Analysis Theory Problems	B1: (Pg: 300 - 312) B2: (Pg: 543 - 548)	-	1
15	Statistical Quality Control – Definition, Importance, Mean, Range, Number of Defect and Defectives chart (P & C Charts) - Theory and Problems	B1: (Pg: 522 - 533) B2: (Pg: 394 - 405)	-	2
16	Type I & II Error, Producer risk, Consumer risk, OC Curve, Acceptance Sampling and Single sampling plan	B1: (Pg: 534 - 537) B2: (Pg: 406 - 410)	-	1
17	Work study - Method Study (Steps, Symbols, Charts, Diagrams) and Time Study (Steps, Methods, Allowances and rating), Work sampling - Theory and Problems	B1: (Pg: 496 - 518) B2: (Pg: 176 - 182; 185-195; 199-204)	-	2
18	Maintenance Management – Types (Preventive, Break down and Scheduled Maintenance), Procedure, Cost Balance, Failure analysis (Bath Tub Curve), Individual Replacement Problems	B1: (Pg: 560 – 570; 581 - 582) B2: (Pg: 444 - 459)	Case study analysis	2
19	Purchase Management – Fundamentals, Functions, Types, Procedure, Vendor Rating - Theory and Problems	B1: (Pg: 268 - 297) B2: (Pg: 490 - 508)	Students' Presentation	1
20	Stores Management – Functions, Types, Stock Keeping, Stock Verification, Store Records and documentations and Materials handling - FIFO, LIFO etc.	B1: (Pg: 297 - 300) B2: (Pg: 510 - 517 & 523 - 526)	Quiz	1
Total Hours				30

Note: Quiz, Role play and students' presentations can be done in out of class locations

Theory Problem Ratio for all exams:

Theory – 60%
 Problem – 40%

Cycle Test Question paper Pattern:

Part	Theory Questions (Nos)	Problem Questions (Nos)	Total Questions (Nos)	Marks per Questions	Total Marks
A	4	1	5	2	10
B	2	1	3	8	24
C	-	2	2	8	16
				Total	50

Model Exam Question paper Pattern:

Part	Theory Questions (Nos)	Problem Questions (Nos)	Total Questions (Nos)	Marks per Questions	Total Marks
A	8	2	10	2	20
B	3	2	5	10	50
C	-	4	4	2 * (10+5)	30
				Total	100

Internal Valuation Pattern:

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

Mini project:

Mini projects can be done any topics from the given lesson plan topics in terms of real time application. Plant layout techniques recommended for the same. Industrial visits also can be utilized for mini projects.

Topics for the numerical problems:

1. Make or Buy Decision Problems
2. Plant Location - Gravity Location and Mini max Location Problems
3. Sequencing - M Job 2 machines and M Job 3 Machines Problems
4. Inventory Management - Purchase Model (EBQ – With & Without shortage) Problems
5. Inventory Management - Manufacturing Model (EOQ – With & Without shortage) Problems
6. Inventory Management - P & Q Systems Problems
7. Inventory Management - ABC Analysis Problems
8. Statistical Quality Control – Mean, Range, Number of Defect and Defectives chart (X, R, P & C Charts) Problems
9. Method Study - Work study and Time Study Problems
10. Maintenance Management - Individual Replacement Problems
11. Purchase Management - Vendor Rating Problems

Text Books:

1. R. Panneerselvam, Production and Operations Management, Prentice hall India publications, 3rd Edition, 2012.
2. K. Aswathappa and K. Sridhara bhat, Production and Operations Management, Himalaya publishing home, 2nd Edition, 2010.

Reference Books:

1. Joseph G. Monks, Operations Management – Theory and Problems, McGraw Hill International editions, Management series, 3rd edition, 1987.
2. Norman Gaither and Greg Frazier, Operations Management, South western cengage learning India Pvt Ltd, India edition, 9th edition, 2008.

3. Everett E. Adam, Jr. Ronald J. Ebert, Production and Operations Management – Concepts, Models, and Behaviour, Prentice hall of India Pvt Ltd, 5th edition, 2005.
4. Elwood S. Buffa and Rakesh K Sarin, Modern Production / Operations Management, John Wiley and Sons Inc, 2005.

Mr. R. Arivazhagan
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Dr. K.Sadasivan
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MBN510	MANAGEMENT INFORMATION SYSTEMS & ERP	L	T	P	C
		3	0	2	4

S.No.	Topic	No. of Periods	Chapter No.	Page No.	Book No.
1.	Information System in the Enterprise, Digital Convergence and the changing business environment	1	1	1-37	B1
2.	Perspectives on information systems, Business perspective on information systems	1	1	1-37	B1
3.	Dimensions of information systems, Contemporary Approaches to Information Systems	1	1	1-37	B1
4.	Case Study	1	1	38	B1
5.	Learning to Use Information Systems, New Opportunities with Technology	1	2	42 - 76	B1
6.	Major types of Systems in Organizations, ESS, DSS	1	2	42 - 76	B1
7.	MIS, TPS	1	2	42 - 76	B1
8.	Systems from a functional perspective	1	2	42 - 76	B1
9.	Introduction to BPO & KPO	1		To be downloaded from the Internet	B1
10.	Case Study	1	2	77	B1
11.	Information Technology Infrastructure, Levels of IT infrastructure	1	5	166 - 208	B1
12.	Evolution of IT infrastructure	1	5	166 - 208	B1
13.	Technology drivers of infrastructure evolution	1	5	166 - 208	B1
14.	Case study:	1	5	209	B1
15.	Managing data resources, Organizing data in a traditional file environment	1	6	213 - 247	B1
16.	The database approach to data management	1	6	213 - 247	B1
17.	Types of data bases, Hierarchical and network DBMS, Object oriented data bases	1	6	213 - 247	B1
18.	Designing data bases	1	6	213 - 247	B1
19.	Database trends, Data warehouse and data mining, The web and the hyper media	1	6	213 - 247	B1

S.No.	Topic	No. of Periods	Chapter No.	Page No.	Book No.
	databases, Linking internal databases to the web, Cost benefit consideration, Data administration				
20.	Case study	1	6	248	B1
21.	The knowledge management landscape, Important dimensions of knowledge, Knowledge Management value chain	1	11	425 - 457	B1
22.	Types of Knowledge Management Systems, Enterprise wide Management Systems, Structured and Semi structured knowledge Systems, Knowledge network Systems, Knowledge work Systems	1	11	425 – 457	B1
23.	Intelligent techniques, Expert Systems, Case based reasoning, Fuzzy logic systems, Neural networks, Genetic Algorithms, Hybrid AI Systems, Intelligent agents	1	11	425 – 457	B1
24.	Case study	1	11	458	B1
25.	Decision making & Decision support Systems	1	12	461 - 489	B1
26.	Systems for decision support	2	12	461 - 489	B1
27.	Group decision support systems	1	12	461 - 489	B1
28.	Executive support in the enterprise, Management Opportunities Challenges & Solutions	1	12	461 - 489	B1
29.	Case study	1	12	490	B1
30.	Systems as planned organizational change, Business process reengineering & process improvement	1	13	494 - 529	B1
31.	Overview of Systems Development, System analysis, System design	1	13	494 - 529	B1
32.	Alternative System Building Approaches, Traditional Systems life cycle, Prototyping, End user development	1	13	494 - 529	B1
33.	Case Study	1	13	530	B1
34.	Information Systems security & control, Systems vulnerability & Abuse, Internet vulnerabilities, Wireless security challenges, Malicious software	1	8	299 - 341	B1
35.	Hackers and cyber vandalism, Computer crime and Cyber terrorism	1	8	299 – 341	B1
36.	Business value of security & control	1	8	299 – 341	B1

S.No.	Topic	No. of Periods	Chapter No.	Page No.	Book No.
37.	Technologies & tools for security and control, Access Control, Firewalls, Intrusion Detection systems, Encryption and public key infrastructure	1	8	299 – 341	B1
38.	Case Study	1	8	342	B1
39.	Enterprise Resource planning, Introduction, Related Technologies	1	To be downloaded from the Internet		B2
40.	ERP Modules	1	To be downloaded from the Internet		B2
41.	Benefits of ERP, ERP Market	1	To be downloaded from the Internet		B2
42.	ERP Implementation Lifecycle, Future Directions in ERP	1	To be downloaded from the Internet		B2
43.	ERP Case studies	2	To be downloaded from the Internet		B2

Text Books:

B1. Kenneth C. Laudon & Jane P.Laudon – Management Information Systems-Managing the Digital Form-12E, Pearson 2012

B2. Alexis Leon, Enterprise Resource Planning – Tata McGraw Hill Publishing Co. Ltd., New Delhi – 2005

T.Muthupandian
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Dr. T. Vijayakumar
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Dr. Jayshree Suresh
Dean – MBA

MBN514	BUSINESS HISTORY	L	T	P	C
		2	0	0	2

OBJECTIVE: To enable the students to understand the Modern Business through the historical perspectives. Viz. Classical, neo-classical and modern historical thoughts and applications of business models and theories.

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

S.No	Unit	Topic for Discussion:	Session No.	Chapter No.
1.	I	Business – Definition and Classification Types of Governmental system Types of Markets	1,2	CN: 1 to 12
2.	I	Business Environment Sectoral division of business Forms of Organization	3,4	B1:203 to 236
3.	I	Forms of growth of business' Role of Entrepreneurship Need for Business History	5,6	CN: 1 to 12 B1:203 to 236
4.	II	Business History: Historical perspective Up to late 1980s (performs)-India 1. Genesis of Indian business: perspectives	7,8	CN: 12 to 30 B2:1 to 48,
5.	II	2. Pre Independence era in Indian Business: perspectives	9,10	B3:255 to 362 B2: 49 to 143
6.	II	3. Post Independence era (up to 1980s)	11,12	B3: 363 to 584 B2:144 to 208
8.	III	Historical perspectives up to 1970s 1. Developed Countries- eg. UK, Germany, USA	13,14	CN: 30 to 43
9.	III	2. Post World War II Eastern (Communist) block- Russia	15,16	CN: 30 to 43
10.	III	3. South East Asia – China. S. Korea	17,18	CN: 30 to 43
11.	IV	Business History with Economic Reforms In the last 3 to 4 decades	19,20	CN: 43 to 69
12.	IV	1. International: Overview, Radical reforms	21,22	CN: 43 to 69 B1:84 to 112
13.	IV	2. Impact on Business. India (from 1991) - Reforms and Impact on Business	23,24	CN: 43 to 69 B1:84 to 112
14..	V	:Future scenario of global/national issues	25,26	CN: 69 to 70
15.	V	Radical changes of global business in recent times.	27,28	Web sites data.

16.	V	Environmental impacts and Earth Summits.	29,30	Web sites data.
17.		Mini Project Presentation		
18.		Viva Voce		

RECOMMENDED BOOK:

1. Indian Models of Economy, Business and Management by P.Kanagasabapathi, PHI Learning pvt. Ltd. B1
2. The Concise Oxford History of Indian Business by D Tripathi & J Jumani, Oxford University press B2
3. A Comprehensive History of Business in India by P N Agarwala, Tata Mcgraw Hill B3
4. Web resources on International Business Developments W
5. Class notes CN

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

Prepared by

Approved by

Subject Coordinator
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HOD
(Dr. Joe)

Dean
(Dr.Jayshree Suresh)

MBN516	RESOURCE MANAGEMENT TECHNIQUES	L	T	P	C
		3	2	0	3

OBJECTIVE: The students will be able to analyze the various dimensions in decision making for functional areas of management and make the students to apply resource management techniques in real life situation.

S.NO	TOPIC	NO OF LECTURE HOURS	PAGE NUMBER
1.	UNIT –I OR Introduction, History of OR	1	1-7
2.	Models and Modelling in OR, Phases of OR, Advantages of OR models	2	8-12
3.	General methods for solving OR models and Methodology of OR	1	12-15
4.	Application and Scope of OR	1	16-19
OCW1	Collect the information regarding companies using OR techniques in India using search engines		
5.	UNIT – II LPP - Formulation	2	28-33
6.	Graphical method	3	71-95
7.	Simplex Method	3	103-115
8.	Big – M method and Two Phase method	2	117-130
OCW2	Application problems in all functional areas and cases in LPP		
9.	UNIT-III Duality in LPP –Primal and Dual	1	149-152
10.	Problems in dual	2	157-164
11.	Game Theory – Introduction – Saddle point problems	1	391-395
12.	Games without saddle point – graphical method	2	396-416
13.	Dominance property	1	400-410
OCW3	Problems and cases in game theory		
14.	Simulation in queuing and inventory control	3	687-706
OCW4	Problems in simulation and small group projects using simulation		
15.	UNIT –IV Transportation problem – introduction, IBFS by North west corner method, least cost method and VAM	2	259-265
16.	Optimality test by MODI method	2	269-272
17.	Unbalanced and maximization objective transportation problem	2	297-299
18.	Degeneracy in transportation problem	2	283-295
19.	Assignment problem	2	313-326
20.	Travelling salesman problem	2	337-339
OCW5	Problems in transportation and assignment problem, airline crew assignment		
21.	UNIT – V NETWORK ANALYSIS - Introduction	2	425-431

22.	Critical path method	2	436-442
23.	PERT Analysis	2	445-450
24.	Cost analysis - crashing	3	453-462
OCW6	Problems and small projects in Networking		

Text Book:

1. Operations Research –Theory and Applications by J.K.Sharma, 4th edition,2009, Macmillan Pub. Pvt. Ltd.,
2. Quantitative Methods for Business, 10e, Anderson, Sweeney, Williams, Cengage Learning.

Note: OCW- Out of class work

COURSE COORDINATOR

HOD-OPERATIONS

DEAN MBA

MBN518	MANAGERIAL ORAL COMMUNICATION -II	L	T	P	C
		0	0	3	1

UNIT	TOPIC	HOURS
1.	News reading, presentation & analysis. Personal interview.	8
Out of Class Room Activity	Analyse daily sensex for one week and submit.	Individual
2.	Paper presentation (not subject related)and speech.	5
Out of Class Room Activity	Collect the information regarding various scientists and discuss about them.(minimum five)	Group activity
3.	Group discussion (current affairs)	6
Out of Class Room Activity	Analyse the economical trends and submit.	Individual
4.	Etiquette for managers, Talk shows & movie review.	6
Out of Class Room Activity	Collect the past five years of gold rate data and discuss.	Group activity.
5.	Article review & Book review.	5
Out of Class Room Activity	Collect the Business India magazine and create a swot analysis and submit.	Individual
	Total Hours	30

Reference Book:

1. Meenakshi Raman, Prakash Singh – Business Communication-Oxford University Press
2. Newspaper- Economic Times & Business Line.
3. NDTV, BBC & CNN.
4. Business Magazines.

Internal assessment:

Out of Class Room Activity 5 x 15 = 75 marks

Course Coordinator
S.Sujatha

Head, Finance
Dr. K.Vasanthi kumari

Dean
Dr. Jayshree Suresh

MBN520	MANAGERIAL WRITTEN COMMUNICATION	L	T	P	C
		2	0	0	2

S.No	Exercises	Topic for Discussion	Session No.
1.	I	Internal and External Communication Importance, Types and Methods	1,2,3
2.	II	Report Writing- Daily/Weekly/Monthly/Quarterly and Annual Reports- Contents, Importance and Types .	3,4,5
3.	III	<ul style="list-style-type: none"> • Agenda/Minutes of the meeting-contents, formats etc • Abstract/Summmary on Annual General Body meeting, speeches-Methods and Models 	6,7,8,9
4.	IV	<ul style="list-style-type: none"> • Preparing tenders/Quotations-types, formats etc • Proposals/Web/Portals-Exercise 	10,11,12,13
5.	V	<ul style="list-style-type: none"> • Press report/T.V. report/Radio report/business report-Models, contents, importance etc • Developing a report in Excel sheet- Model- Practical exercises to be done by the students in the computer lab 	14,15,16,17
6.	VI	OUT OF CLASS ACTIVITIES Write up on <ul style="list-style-type: none"> • Press Release • Sports • Business Talk • Incidents etc. 	18,19,20,21
7.	VII	Video clippings or PPT on Business Conference, Talk Show etc	22,23,24,25
8.	VIII	Activities for students	26,27,28,29

Reference Books

1. Meenakshi Raman & Prakash Singh-“Business Communication”- Oxford University Press

INTERNAL MARKS (75)

- | | |
|--------------------------|----------|
| 1. EXERCISES | 50 MARKS |
| 2. RECORD | 10 MARKS |
| 3. OUT OF CLASS ACTIVITY | 15 MARKS |

Coordinator

HOD-HR

Dean-MBA