Third Semester
Curriculum
MBA (Full Time) 2 Yrs. Program of
Dr APJ Abdul Kalam University, Indore
For
Session
2017-2018

Third Semester

CORE

MBA 301C Strategic Materials & Supply Chain Management
MBA 302C Project Management

Students are required to choose two electives. Both electives will have same weightage.

SPECIALISATION

A. Marketing Management

MBA 303M Product Policy Management
MBA 304M Advertising and Brand Management
MBA 305M Sales and Distribution Management

B. Financial Management

MBA 303F Tax Planning and Management
MBA 304F Financial Systems and Services
MBA 305F Bank and Insurance Management

C. Human Resource Management

MBA 303H Industrial Relations and Labour Law
MBA 304H Human Resource Development & Audit
MBA 305H Social Psychology

D. Information Systems Management

MBA 303I Object Oriented Programming using C++
MBA 304I Management Information System
MBA 305I Relational Database Management Systems using ORACLE

E. Production and Operations Management

MBA 303P Strategic Technology Management
MBA 304P Product Innovation and Planning
MBA 305P Work Study and Productivity
MBA 306 MRP PHASE-1

Class M.B.A.

Semester III

Discipline: Management

Title of Paper & Code: MBA 301C Strategic Materials & Supply Chain Management

Scheme: Internal evaluation shall be of 20 marks. End semester exams will be of 80 marks will have 7 theory questions out of which students will be required to attempt any 5 questions.

Course Content

1. Importance of materials management, Codification, Simplification, Value analysis, Value engineering, Vendor analysis.
2. Concepts and importance of a Supply Chain (SC). Evolution of Supply Chain Management (SCM),Key issues of Supply Chain Management, Competitive and SC strategies, Achieving strategic fit,
3. Dynamics of supply chain: Supply Chain Interventions, Push-based, Pull-based and Push-Pull based supply chain. Network design and Operations in the Supply Chain,
4. Demand Forecasting in a Supply Chain, The value of information, Bullwhip effect, its Causes and remedial measures.
5. Managing inventory in SC environment: Basic and Advanced inventory models. Multi-echelon inventory models.
6. Transportation in SC environment: Design options for a transportation network,
7. Strategic Outsourcing and Strategic Alliances, Third party and fourth party logistics,
8. Retailer- Supplier partnerships (RSP), Supplier evaluation and selection. Use of best practices.
9. Information Technology (IT) in Supply Chain Management, SC performance model: SCOR model

Text Books

1. Gopalakrishnan Purchasing and Materials Management, 1e TMH 2008
2. Upendra Kachru Exploring the Supply Chain,Excel Books,2009
3. Agrawal Supply Chain Management: Text and Cases,2010, Macmillan Publishers
4. Janat Shah Supply Chain Management,2009, Pearson Education,2010
5. Badi N.V. Supply Chain Management.2010,Vrinda Publications
6. Reference Books
7. Simchi Levi Designing and Managing the Supply Chain, 3e TMH 2009
8. Raghuram Logistic and Supply chain Management ,2006 Macmillan Publishers

9. Shapiro, Modelling the Supply Chain,2007 2 ed. New Delhi: Cengage Learning
10. Webster Principles & Tools for Supply Chain Management.2008, McGraw Hill.
11. Sunil Chopra Supply Chain Management: Strategy, Planning and Operation, 4/e,
12. Pearson,2010

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Semester III

Discipline: Management

Title of Paper & Code: MBA 302C Project Management

Scheme: Internal evaluation shall be of 20 marks. End semester exams will be of 80 marks will have 7 theory questions out of which students will be required to attempt any 5 questions.

Course content:

1. Introduction to project and projects. Characteristics and types of projects. Gaining importance, project life cycle and its phases.
2. Project selection, non quantitative and scoring models, technical analysis and technology selection, market potential analysis and techniques of long term forecasting.
3. Financial feasibility, determinants of cost of project, its financing and deciding optimum capital structure. Cash flows from project and owner's perspective. Project Appraisal.
4. Financial feasibility with risk. Types of risk, techniques of risk evaluation and its mitigation. Sensitivity analysis, Hiller's model, scenario analysis, simulation.
5. Network analysis, construction of networks, CPM, various types of floats and their application, PERT and its applications.
6. Time cost relationship, crashing for optimum cost and optimum time. Resource leveling. Introduction to project software and applications of MS Project
7. Human Aspects of Project management: project manager's skills and functions, matrix organization, Social Cost Benefit Analysis, UNIDO approach, shadow pricing.
8. Project monitoring, Earned Value Analysis, abandonment analysis, PMIS, Project Termination and Audit. Reasons for failure.

Text Books

1. Gido Effective project management 3rd 2008 Cengage Learning
2. Gray & Larson,Project Management:The Managerial Process,3eTMH 2010
3. Pinto,Project Management: Achieving Competitive Advantage, Pearson,2010
4. Sunil Abrol, Cases in Project Management,2010,Excel Books,,
5. Maylor-Project Management, 3/e, Pearson,2010

Reference Books

1. McManus-Information Systems Project Management, Pearson2010
2. Kloppenborg,Contemporary project management 1st 2008 Cengage Learning
3. Gopalakrishnan – Textbook of Project Management,2005 – Macmillan Publishers
4. Joy ,Total Project Management,2005 , Macmillan Publishers



Syllabus of Management Department: MBA



Syllabus of Management Department: MBA

Class M.B.A.

Semester III

Discipline: Management

Title of Paper & Code: MBA 303F Financial Systems and Services

Scheme: Internal evaluation shall be of 20 marks. End semester exams will be of 80 marks will have 7 theory questions out of which students will be required to attempt any 5 questions.

Course Content

1. Introduction to Indian and Global Financial System: Structure and Characteristics.
2. Regulatory Institutions: SEBI (Security Exchange Board of India) and RBI (Reserve Bank of India). Capital Markets: Primary and Secondary Market, Structure, Nature, Significance and Players, Introduction to Money Market: Structure, Operations, Players, Treasury Bills, Commercial Papers, Certificate of Deposit, Gilt Edged Securities and REPO's. Introduction to Financial Institutions: SFC's & DFI's, their importance & scope (IDBI, IFCI, SIDBI). Credit Rating Agencies –importance and Issues.
3. Asset Liability Management - Significance, ALM process. Techniques - Gap, Duration. Simulation, Value at Risk, Book value of equity and market value of equity perspective, Risk Management in Banks - Credit risk management. Operational risk management, Market risk management. Corporate treasury management. Liquidity risk management, Governance risk and compliance.
4. Basel l and 2,
5. Mutual Funds and Pension Funds. Insurance Services, Bank assurance. Reinsurances, Venture Capital -Private Equity -strategic secrets to private equity. Investment strategies, Hedge funds,
6. E-banking. Securitization -Indian Banking and the Financial crisis, Asset Reconstruction Companies, Depositories, Credit Cards.
7. Micro/ Macro finance. Financial Inclusion. Behavioral Finance. Leasing and Hire purchase.
8. Factoring and Forfeitting, IFRS -Issues and Challenges

Text Books

M.Y.Khan - Financial Services, 5e TMH 2009

Bharti Pathak-Indian Financial System 2/e, Pearson2010

R M Srivastava Dynamics of Financial Markets and Institutions in India, Excel Books,2010

Shanmugham,Financial Services , 1st Edn, 2009, Wiley Bhole, L M
,Financial Institutions and Markets,5e TMH 2009
Gurusamy,Financial Markets and Institutions,3e TMH 2008

Reference Books

Gopalswamy,Capital Market ,2008 Macmillan Publishers
Chary Venture Capital : Concepts and Application,2008, Macmillan Publishers
Gurusamy, S Merchant Banking and Financial Services, 3e TMH 2009
Justin Paul-Management of Banking and Financial Services, 2/e, Pearson2010 Jadhav
Monetory Policy, financial Stability and Central Banking in India,2007
Macmillan Publishers

M.B.A.

Semester III

Discipline: Management

Title of Paper & Code: MBA 304F Bank and Insurance Management

Scheme: Internal evaluation shall be of 20 marks. An External viva-voce will be of 30 marks End semester exams will be of 50 marks will have 7 theory questions out of which students will be required to attempt any 5 questions.

Course Content

Prerequisites for Course

1. Risk and Insurance: Defining Risk, Nature and Types of risk, Risk Management Process, Risk and its relation with Insurance., Concept and significance of Insurance, Classification of Insurance – Life and Non life, General Principles of Insurance, Insurance Application and Acceptance Procedure, Insurance Terminology
2. Life Insurance: Principles, Products Term Insurance Endowment, Insurance, Pensions, Annuities, Claim Management, Analysis of Balance Sheet of Life Insurance Co.
3. General Insurance: Principles, Products Fire, Marine, Motor Vehicles, Public Liability, Third Party Insurance, Miscellaneous- Mediclaim and Health Policies, Group Insurance, Burglary Insurance, Analysis of Balance Sheet of a General Insurance Company.
4. IRDA: Functions and Importance, Recent Developments in Insurance. Premium Payment Lapse and Revival, Premium Calculations, Concept of Mortality Tables, Assignment, Nomination, Loans, Surrenders, Foreclosure, Reinsurance, Underwriting.
5. Overview of Banking Industry: Banking Structure in India- RBI, Commercial, Rural and Co-operative banks their role and significance, Capital Adequacy norms for banks, SLR, CRR, CAR.
6. Analyzing Bank Performance: Commercial banks Balance Sheet and Income Statement, Relationship between B/S and Income Statement, Return on Equity Model, Important ratios used in Balance Sheet Analysis CAMELS rating and Key ratios involved.
7. Banking Risks: Credit, Liquidity, Market, Operational, Interest Rate, Solvency. ALM by Banks: Classification of Assets, GAP Analysis Asset Reconstruction Company.

8.Recent Development: BIS- its Role and Importance, Universal Banking, E-Banking, Mobile Banking.

Text Books

ICSI.**Banking and Insurance Law &Practices**,Taxmann's Publication

Rejda,**Principles of Risk Management and Insurance,** 9/e,

Pearson,2010 V Iyenger **Introduction to Banking,** Excel Books,2010

Neelam C Gulati **Principles of Insurance Management**, Excel Books,2010

Arunajatesan **– Risk Management and Insurance** ,2010 Macmillan

Publishers

IIB , **Advanced Bank Management** 2010 Macmillan Publishers

Neelam C Gulati **Principles of Banking Management**, Excel Books,2010

Skipper, **Risk Management and Insurance Perspectives in Global Economy**,1st Edn 2008, Wiley

Reference Books

IIB **, Bank Financial Management** ,2010 Macmillan Publishers

Hull-**Risk Management and Financial Institutions**, Pearson,2010

Black-**Life and Health Insurance**, 13/e, Pearson,2010

Timothy Koch & MacDonald, "**Bank Management**", New York, Dryden Press,

Vasant Joshi and Vinay Joshi, "**Managing Indian Banks**", Response Books

Justin Paul-**Management of Banking and Financial Services**, 2/e, Pearson,2010

Class M.B.A.

Semester III

Discipline: Management

Title of Paper & Code: MBA 305F Tax Planning and Management

Scheme: Internal evaluation shall be of 20 marks. End semester exams will be of 80 marks will have 7 theory questions out of which students will be required to attempt any 5 questions.

Course Content

1. Introduction to Direct Taxes, Income Tax, Wealth Tax.
2. Important Provision of Income Tax Act
3. Basic Concepts: Assessment Years, Previous Years, Person, Income, Gross
4. Total Income, Capital and Revenue Receipts and Expenditure, Residential Status and Incidence of Tax, Tax Free Income
5. Income From Salary: Meaning, Taxability of Allowances and Perquisites, Permissible Education, Treatment of PF, Gratuity, Tax Planning.
6. Income From Business and Profession: Basis of Charge, Scheme of Provisions, Deductions Expressly Allowed, Expenses Allowed Under Restriction, Depreciation, Tax Planning.
7. Income From House Property: Tax Planning,Income From Capital Gains and other Sources: Tax Planning
8. Deduction: Deduction Allowed From Total Income, Rebates and Relief.TDS: Tax
9. Deduction at Source, Advance Payment of Tax, Filling of Returns,
10. Tax Planning in Relation to NRIs.

Text Books

Dr,Vinod Singhania/Monica Singhania, **Students' Guide to Income Tax,** Taxmann's

V.K. Singania, "**Direct Tax Law**", New Delhi, Taxman Publications.2010

Jain & Jain **Tax Planning and Management/ Income Tax,** 2010,Pathmakers Banglore

Hariharan, N , **Income Tax : Law & Practices,** 2e TMH 2009

Lal-**Income Tax**, Pearson, 2010

Reference Books

Lal**-Direct Taxes**, Pearson, 2010

Sukumar Battacharya, "**Indian Income Tax: Law & Practice**", New Delhi, Indian Law House

Class M.B.A.

Semester III

Discipline: Management

Title of Paper & Code: MBA 303M Product Policy Management

Scheme: Internal evaluation shall be of 20 marks. End semester exams will be of 80 marks will have 7 theory questions out of which students will be required to attempt any 5 questions.

Course Content

1. Introduction to Product policy Management: Why Product Management, Relationship between Competition, Marketing and Product Management, Types of Product, Product classification, Product Management Process
    a. Product strategy Proposed Product Planning Model-Setting Objectives, Monitoring the Environment, Situation Analysis, Development of a Product/Market
2. Program, Product Mix Strategy.
        i. Analysis of product line and product mix decisions.
3. 4.Market structuring and product positioning strategies.
4. 5.Strategic management of brands and their equities.
5. Idea generation, concept and product development and evaluation, and business analysis. Characteristics of Successful Product Development, New Product
6. Development Process and Organizations.
7. 7 Testing products and other critical elements of marketing mix. Test Marketing
8. Objectives, Limitations of Test Marketing, Design Consideration in Test
9. Marketing, Alternatives to test Marketing Procedures, Product Launch Tracking, Relaunch.
10. 8.Test market planning, evaluation, and introduction strategies.

Text Books

Lehman Russel - **Product Management**, 4e TMH 2009

U C Mathur,**Product and Brand Management** Excel Books,2010

Saaksvuori, **Product Lifecycle Management**, 2ed,2009, Wiley

Baker & S Hart-**Product Strategy and Management**, 2/e, Pearson2010

Ulrich, Karl, **Product Design and Development**, 3e TMH 2009

Trott-**Innovation Management and New Product Development**, 4/e, Pearson2010

Reference Books

Wind Yoram J., "**Product Policy: Concepts, Methods and Strategies",** Masschusetts, Addison-Wesley Pub. Co., Reading USA.

Baker Michael and Hart Susan, "**Product Strategy and Management",** London, Prentice Hall.

Ramanuj Majumdar, "**Product Management in India"**, New Delhi, Prentice Hall, India

Class M.B.A.

Semester I

Discipline: Management

Title of Paper & Code: MBA 304M Advertising and Brand Management

Scheme: Internal evaluation shall be of 20 marks. End semester exams will be of 80 marks will have 7 theory questions out of which students will be required to attempt any 5 questions.

Course Contents

1. Advertising industry: advertisers, agencies, media companies and other organizations. The communication model: communication process, stages and challenges. Economic, social, ethical and regulatory aspects of advertising.
2. Demand creation role of advertising in primary and secondary demand. How advertising works" Hierarchy of effects model, advertising objectives, routes to persuasion.
3. Customer behaviour and advertising: segmentation, motivation analyses, and value proposition.
4. Advertising Objectives: goals and objectives. DAGMAR
5. Advertising message: message objectives, recall, attitude, emotions and feelings Message tactics: creative approaches, copy writing Creative aspects of advertising: copy writing, advertising artwork, copy in conventional media and cyberspace,
6. Media strategy: budgeting, approaches and allocation. Media planning types, class, vehicle, scheduling and new media forms. Advertising effectiveness; pro and post launch research. Advertising in the evolving marketing environment
7. Branding context: assets and the asset, concept of value, brand and marketing metrics; Brand meaning: brand image and personality, brand and product; Brand planning; brand vision and visioning process, business of brand: Brand audit brand reality check and brand appraisal.
8. Brand positioning; choice ol context, parity and differentiation. repositioning. Brand equity: brand assets and liabilities, equity creation and management.

Text Books

Belch, Belch,**Advertising & Promotion: An Integrated Marketing Communication Persp**.,7e TMH 2009

Keller, **Strategic Brand Management**,3/e, Pearson2010

Kazmi & Batra **Advertising & Sales Promotion**, Excel Books,2010

Harsh Verma **Brand Management,** Excel Books,2010

Sengupta **- Brand Positioning**, 2e TMH 2008

Shah, Kruti,**Advertising and Promotions : An IMC Perspective**, 1e TMH 2009

Reference Books

Keller, **Best Practice Cases in Branding**,3/e, Pearson2010

Batra-**Advertising Management** 5/e, Pearson2010 Jefkins-

Advertising, 4/e, Pearson2010

Lane-Kleppner's **Advertising Procedure**, 16/e, Pearson2010

Wells-**Advertising: Principles and Practice,** 7/e, Pearson2010



Syllabus of Management Department: MBA

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Semester III

Discipline: Management

Title of Paper & Code: MBA 305M Sales and Distribution Management

Scheme: Internal evaluation shall be of 20 marks. End semester exams will be of 80 marks will have 7 theory questions out of which students will be required to attempt any 5 questions.

Course Contents

1. Personal Selling: The Role of personal selling in marketing mix. The personal selling process, Personal selling objectives, Types of Sales Jobs.
2. Theories of Sales Management: objectives, Nature and Scope. Buyer - Seller Dyads, Theories of selling - AIDAS Theory, “Right set of circumstances” Theory, “Buying Formula” Theory, and Behavioural Equation, Theory of selling.
3. Sales Planning: Sales Organization, Sales Forecasting, Sales Budgeting, Territory Design and Setting Quotas.
4. Operational Sales Management: Selection, Training, Motivation and Compensation, Evaluation and Control of Sales Force.
5. Sales promotion's impact on sales; Evaluation of sales promotion experiments;
6. Choice and purchase timing models: Manufacturer promotion planning process;
7. Retailer promotion planning process; Strategic issues In designing promotional strategies; Substantive findings and issues on coupons, trade dealings, and retail promotions.
8. Distribution: Design of Distribution Channel, Management of Channels, Managing
9. Co-operation, Conflict and Competition, Vertical and Horizontal Marketing Systems.
10. Wholesaling and Retailing: Importance, Types, Marketing Decisions for Wholesalers, Retailing: Importance, Types, Retailer Marketing Decisions.
11. Physical Distribution: Objectives, Order Processing, Warehousing Inventory, Transportation, Organizing for Physical Distribution, EDI and supply chain, Internet as a medium for order processing and Information.

Text Book

S L Gupta**, Sales and Distribution Management**, Excel Books,2010

Cron ,**Sales Management: Concepts and Cases,** 10 Edn ,2010,Wiley

Havaldar, Krishana - **Sales & Distribution Management**, 2e TMH 2009

Spiro, Stanton - **Management of a Sales Force,** 11e TMH 2008

Tanner-**Sales Management**, Pearson,2010

Still-**Sales Management Decisions, Strategies and Cases**, 5/e, Pearson,2010

Reference Books

Cundiff and Govni, "**Sales Management - Decisions, Strategy and Cases"**, New Delhi: Prentice Hall of India.

Ingram, Laforge, Avila, Schwepker and Williams, "**Sales Management**", Thomson

Watuba R. Thomas,"**Sales Management-Texts and Cases",** Business Publication

Johnson, Kurtz and Scheving"**Sales Management, Concept practice& cases,** MacGrawHill

Class M.B.A.

Semester III

Discipline: Management

Title of Paper & Code: MBA 303H Industrial Relations and Labour Law

Scheme: Internal evaluation shall be of 20 marks. End semester exams will be of 80 marks will have 7 theory questions out of which students will be required to attempt any 5 questions.

COURSE CONTENTS

1. Industrial Relations: Concept & Scope;
2. Industrial Relations Perspectives: Conflict model Vs. Collaboration model.
3. Globalisation and the emerging socio-economic scenario and Their impact on lndustrial Relations. I.R and the State: Role of state.
4. Legal Framework of Industrial Relations. Trade Unions: philosophy and perspectives; history and structure of Trade Unions; Impact of Globalisation. Technology and economic reforms on Trade Unions. Emerging changes in Trade Unions.
5. Discipline and Disputes: Negotiation. Mediation, Arbitration - Works Committee. Conciliation. Board of Conciliation. Court of enquiry.
6. Labour Court, Industrial Tribunal. National Tribunal; Role of Judiciary *&* its impact on industrial relations.
7. Disciplinary procedures and Grievance Management machineries Industrial Disputes Act. Negotiation and Conflicti vs Settlements. Productivity Bargaining and Gain Sharing.
8. Employee Empowerment, worker participation in Management and Their impact on Quality of Work Life and Industrial Relations.

Text Books

Sen –**Industrial Relation in India** 2/e,2009 Macmillan Publishers Sinha-

Industrial Relations, Trade Unions, and Labour Legislation, Pearson

B D Singh, **Industrial Relations and Labour Laws**, Excel Books,2010

Monappa, Arun - **Industrial Relations,** 1e TMH 2007

Taxmann's, **Labour Laws**, 2010, Taxmann'

Reference Books

Dundon, T & Dorek. R , **Employment Relations in Non-Union Firms.** New York Routledge

Joseph. J. **Indlustrial Relations Towards a Theory of Negotiator Connectedness**
New Delhi: Response Books

Kaufman, B. (Ed.). **The Global Evolution ot Industrial Relations: Events and the**

IIRA. Geneva: International Labour Office.

Kelly. E. J, **Industrial Relations: Critical Perspectives on Business**

and management, vols 1-5. London: Routlodgo

Venkata Ratnam. C. S. ***Industrial Relations.*** New Delhi: Oxford University Press.

Class M.B.A.

Semester I

Discipline: Management

Title of Paper & Code: MBA 304H Human Resource Development & Audit

Scheme: Internal evaluation shall be of 20 marks. End semester exams will be of 80 marks will have 7 theory questions out of which students will be required to attempt any 5 questions.

Course Contents

1 HRD Concepts: Definition, Evolution, HRM & HRD. Challenges & Goals of HRD.

2 HRD Function: HRD department structure, functions, and staffing

3 HRD Professionals: Roles and Competencies,

4 Developing HR Strategies:HRD System Design Principles, Systems Approach to HRD. Design & Administration of Select HRD Systems

5 Career Management and Development. Mentoring at Workplace. Work-Life Integration, Performance Management System

6 HRD & Diversity: HRD for culturally diverse employees. Developing global managers. HRD systems lor International managers.

7Applications of HRD: HRD Climate. HRD for managing organizational change. HRD for Workers (blue collar employees)

8 HRD Audit: Meaning and Concept, Need, Designing HRD Audit Process, Parameters to be Audited, Audit Results, Preventive and Corrective Actions, Role in Business Improvement, Methodology and Limitations.

Text Books

1. Kandula,**Strategic Human Resource Development**,2010 PHI Learning
2. French, Bell - **Organizational Development and Transformation** , 6e TMH 2008
3. R Krishnaveni, **Human Resource Development** Excel Books,2010



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4. Kalyani Mohanty **Human Resource Development & Organisational Effectiveness,**
5. Excel Books,2010
6. Dessler- **Human Resource Management** 11/e, Pearson2010
7. Mankin. D. (2009) **Human Resource Development** *New* Delhi, Oxford Univ Press

Reference Books

1. Kozlowski. S. V/. J. & Slas. E, (Ed). **Learning, Training, and Development tn Organisations. (2009).** New York: Routledgc
2. Agarwala. T. **Strategic Human Resource Management,**2007,Oxford University Press;
3. Rao. T. V. **,HRD Audit** New Delhi: Response Books.
4. Som, A. **Organization Redesign and Innovative HRM .** 2008. New Delhi: Oxford University Press
5. Wornor. J.M.$_t$ & DeSimono, R. L **Human Resource Development: Foundation: Framework & Application** 2010, Cengage Learning.

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Semester III

Discipline: Management

Title of Paper & Code: MBA 305H SOCIAL PSYCHOLOGY

Scheme: Internal evaluation shall be of 20 marks. End semester exams will be of 80 marks will have 7 theory questions out of which students will be required to attempt any 5 questions.

COURSE CONTENTS

1. Social Psychology: Definition, Nature and Background.
2. Social Perception: Non-Verbal Communication, theories of Attribution, Impression formation and impression management.
3. Social Identity: Self Concept, Self-esteem, Self-efficacy, Self-monitoring and self-focusing.
4. Social Influence: Conformity, Compliance and Obedience.
5. Interviews, Application Blanks and References: the interview, Application blanks and biographical inventories, References and background investigations.
3 Employment Testing: Testing abilities, Testing personality, Testing skills and achievements, Using and not using tests.
4 Safety Psychology: Safety management and safety psychology, Differential accident liability.

Text Readings

Howitt - **Social Psychology: Conflicts & Continuities,** 1e TMH

2008 Baron,**Social Psychology**, 12/e, Pearson,2010

Taylor,**Social Psychology**, 12/e, Pearson,2010

DeLamater,**Textbook of Social Psychology**,1st 2008 Cengage Learning

Jex, **Organizational Psychology: A Scientist Practitioner Approach,** 2009 Wiley

Landy, **Work In The 21st Century: An Introduction to Industrial and Org. Psychology,** 2009 , Wiley

Reference Books

J ohn B. Miner, "**Industrial - Organizational Psychology",**Singapore,McGraw Hill.

Robert A. Baron and Donn Byrne, "**Social Psychology: Understanding Human**
Interactions", *New Delhi, Prentice Hall of India, 7th Ed*

S.C. Tailor, L.A. Peplau and D.O. Sears, "**Social Psychology",** New Jersey, Prentice
Hall Inc., 7th Ed.,1995.

Baumeister,Fundamentals of Social Psychology,1st,2008 Cengage Learning

Class M.B.A.

Semester III

Discipline: Management

Title of Paper & Code: MBA 303I Object Oriented Programming using C++

Scheme: Internal evaluation shall be of 20 marks. End semester exams will be of 80 marks will have 7 theory questions out of which students will be required to attempt any 5 questions.

Course Contents

1. Object Oriented Programming: Introduction, Advantages of Object Oriented Programming, Procedural versus Object Oriented Languages, Overview of: Objects, Classes, Encapsulation, Data Binding, Inheritance and Polymorphism.
2. Programming with C++: General forms of a C++ programme, I/O with cout and cin, different operators, scope resolution operator, Data types, For while, do-while, if-else, switch and conditional statements, Classes and objects: structure and classes, unions and classes, constructors and destructors, Automatic, external and static data members and member function.
3. Arrays & Pointers: arrays of objects, Pointer to object, the this pointer, Function: General form, Prototypes, returning, passing objects to functions returning objects, friend function, recursion, and references.
4. Inheritance: Multilevel and Multiple Inheritance, Constructor, Destructor and Inheritance, Private, Public and Protected access specifies, function and operator overloading.
5. Functions & Templates: Virtual function, pure virtual function, polymorphism, generic functions, generic types, overloading of templates and functions, standard parameters with template functions, applying generic functions, and generic class.
6. File and Exception handling: Introduction to templates and Exception handling, File Classes, Opening and Closing a file, Reading and writing a text file, detecting EOF

Text Books

Thampi,Mantha,**Object oriented programming in C++,**2010,dreamtech press
Farrell, **Object oriented programming using C++** ,1st , 2009 Cengage Learning

E Balagurusamy, **Object Oriented Programming With C++,** 4e TMH 2009

Jyoti Sing**h Object Oriented Systems & Concepts of C ++,**2010,Excel Books

Class M.B.A.

Semester III

Discipline: Management

Title of Paper & Code: MBA 304I Management Information System

Scheme: Internal evaluation shall be of 20 marks. End semester exams will be of 80 marks will have 7 theory questions out of which students will be required to attempt any 5 questions.

COURSE CONTENTS

1. The meaning and use MIS, System View of Business, Process of MIS, Development of MIS within the organization, Management Process, Information Needs, System Approach in Planning Organizing and Controlling MIS.
2 Planning, Implementation and Controlling of Management Information System.
3 Fundamentals of Data Processing, Computer Operation of Manual Information System, Components of Computer Systems, Flow Chart, Conversion of Manual to Computer Based Systems, Computer Systems Software, Application Software, Telecommunication Modem.
4 Managerial Decision Making, characteristics and components of Decision Support System.
5 System Design: System design consideration, input/output design, forms design, file organization and database, data management, file design, program design, control and security.

Text Reading

Sushila Madan, **Management Information System,**2010,Taxmann's

Goyal , **Management Information System** 3/e,2010 Macmillan Publishers

Arora & Bhatia **Management Information Systems,**2010,Excel Books

Kumar & Gupta **Management Information Systems** 2010,Excel Books

Laudon,**Management Information Systems: Managing the Digital Firm,** 11/e, Pearson

Pearlson **Managing and using Information Systems**,3rd edn , 2009, Wiley

Reference Books

Rainer, **Introduction to Information Systems: Supporting and Transforming Business** ,2nd Edn ,2010, Wiley

McLeod-**Management Information Systems** 10/e, Pearson

O'brien, James,**Management Information System (SIE),** 9e TMH 2009

JawadekarWaman,**Management Information Systems:Text & Cases**, 4e TMH 2009 Davis, Keith,**Management Information Systems**, 2e TMH 2009



Class M.B.A.

Semester III

Discipline: Management

Title of Paper & Code: MBA 305I RDBMS using ORACLE

Scheme: Internal evaluation shall be of 20 marks. End semester exams will be of 80 marks will have 7 theory questions out of which students will be required to attempt any 5 questions.

Course Contents

1

1. Database Management Systems: Data, Database, Database Management Systems, Types of Database Management Systems – Relational, Hierarchical, Network, and Object oriented database management systems, Entity Relationship Model (E-R Model) Normalization Theory, Codd's Rules for RDBMS.
2. Relational Database Management Systems: Concepts of RDBMS, Components of RDBMS, Introduction to SQL, Data Definition language, Data Manipulation Language, Query Language, Data Control Language, Cartesian Product and Joins, Use of Union, Intersection, Minus, SQL operators and functions, SQL select statement and type of queries, In, Exists, Group by Having and Like clause in SQL, View, Sequence and synonyms SQLPLUS, creating reports using SQLPLUS.
3. SQL/PLSQL: Introduction to PL/SQL, The PL/SQL block constructs, using variables and SQL statement in the PL/SQL block, PL/SQL constructs like If..Else..Endif, Loop. .Endloop, while loop etc. working master detail relationship, writing triggers informs and creating list of values with cursors, creating and using stored functions, procedures and packages.
4. Advanced Database Concepts: Data mining, data warehousing-design, basic principles, OLAP, transaction management, failure & recovery.

Text Readings

Dasgupta,**Database managmentSystem,Oracle,SQL&PL/SQL2010,**PHI,Learning

Deshpande, **SQL & PL/SQL for Oracle 10g Black Book,**1st Edn,2007, Dreamtech

Dreamtech**,Oracle 10g Administration in Simple Steps,**1edn ,2008, Dreamtech

Harrison-Oracle **Performance Survival Guide A Systematic Approach to Database,2010** Pearson

Reference Books

Ramez Elmasri & Shamkant B. Navathe, **"Fundamentals of Database Systems"**, Addison-Wesley, New Delhi,

Ivan Bayross, **"SQL / PLSQL"**,BPB Publications, New Delhi,

Abrahan Sliberschatz, Henery F. Korth, S. Sundershan, **"Database System Concepts"**, Mc Graw Hill Inc., New York,

Bipin C. Desai, **"An Introduction to Database Systems"**, Golgotia Publications

Ivan Bayross, **"Commercial Application Development using Oracle / Developer 2000 Form 5"**, BPB Publications, New Delhi

C.J. Date, **"An Introduction to Database Systems"**, Addison-Wesley,New Delhi

George Koch & Kevin Loney, **"ORACLE 8 – The Complete Reference"**, TMH,

Class M.B.A.

Semester III

Discipline: Management

Title of Paper & Code: MBA 303P Strategic Technology Management

Scheme: Internal evaluation shall be of 20 marks. End semester exams will be of 80 marks will have 7 theory questions out of which students will be required to attempt any 5 questions.

COURSE CONTENTS

1. Technology Issue and Implications: Concepts and Definition, Aspects and Issues,
2. Technology Change: Implication
3. Technology Development and Acquisition: Forecasting and Decasting, Identifying
4. Technological Change, Generation and Development and Technology Transfer..
5. Technology Absorption and Diffusion: Absorption: Accommodate and Management
6. Technological Change, Evaluation and Assessment and Diffusion
7. Technology Environment: Science and Technology in India, Policies, Linkages.
8. Technology Support Systems: Financing, Information Systems, Organization at Enterprise Level.

Text Books

Khalil, Tarek**,Management of Technology**, 1e TMH 2009 Burgelman,Robert,**Strategic Management of Technology & Innovation**, 4e TMH 2009

Narayanan,**Managing Technology and Innovation for Competitive Advantage**, 2010,Pearson

White,**The management of Technology and Innovation** 1st 2008 Cengage Learning

Frenzel,**Management of information Technology**,4th, 2008 Cengage Learning

Tidd, **Managing Innovation: Integrating Technological Market and Organizational Change**, 2006 Wiley

Reference Books

Betz and Fredrick, **Managing Technology**, New Jersey, Prentice Hall

Publications, . Dodgesonmark, **Technology Strategy and the Firm**, U.K.,

Longman Publications, .

Stoneman, **Economic Analysis of Technological Change**, Oxford Univ.

Press Micheal Earl, **Information Management**, London, Oxford University

Press.

Rohtangi, K. Rohtangi and B. Bowonder, **Technology Forecasting**,TMH Publications,

Peter F. Drucker, **Technology Management and Society**, London, Pam Books

IGNOU **Notes on Technology Management (MS-94),** Meerut, IGNOU Pub,



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Semester III

Discipline: Management

Title of Paper & Code: MBA 304P Product Innovation and Planning

Scheme: Internal evaluation shall be of 20 marks. End semester exams will be of 80 marks will have 7 theory questions out of which students will be required to attempt any 5 questions.

Course Contents

1.Product strategy Proposed Product Planning Model-Setting Objectives, Monitoring the Environment, Situation Analysis,.Development of a Product/Market Program, Product Mix Strategy. Analysis of product line and product mix decisions.

2. Idea generation, concept and product development and evaluation, and business analysis.Characteristics of Successful Product Development, New Product Development Process and Organizations.

3.Testing products and other critical elements of marketing mix. Test Marketing

Objectives, Limitations of Test Marketing, Design Consideration in Test

Marketing, Alternatives to test Marketing Procedures, Product Launch Tracking, Relaunch.Test market planning, evaluation, and introduction strategies.

4.Materials Planning and Control: Input Required for Materials Planning and Control, Steps in Materials Planning and Control, Techniques of Materials Planning and Control, Machining Allowances, Make or Buy Decision, Scientific

Stock Control Techniques (Inventory Control Models).

5.Factors Influencing Process Planning: Step in Process Planning and Process Selection.

6.Manufacturing resource planning (MRP II): Introduction, Aggregate production planning, master production scheduling, MRP II (Introduction, concepts), MRP II with Just in Time, choice of software, making MRP II system work, achieving business objectives with MRP II.

7.Scheduling: Factors Influencing Scheduling, Working and Scheduling Charts, Job Sequences (n job on two machines, n job on three machines), Project Scheduling, Critical Ratio Scheduling.

8.Capacity Planning: Capacity Planning, Integrated Production Planning and

Control.

Text Books

Saaksvuori,**Product Lifecycle Management**, 2nd edn ,2009, Wiley

Stephen N Chapman,**Fundamentals of Production, Planning and Control**,1st

Edition, 2007

Alan Muhlemann**, Production and Operations Management**, 6th Edition, 2007 R K Srivastava**,Product Management & New Product Development,**2010,Excel
Books

Reference Books

Jhamb, "**Production Planning and Control"**, Pune: Everest Publications,

Hari Raghu Rama Sharma, "**Production Planning and Control Concepts and Application"**, New Delhi: Deep and Deep Publications,

Bill Scott, "**Manufacturing Planning System",** London: McGraw-Hill Publications,

George W. Plossl, O. R. Licky's. "**Materials Requirement Planning",** New York: McGraw-Hill Publications ,

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Semester III

Discipline: Management

Title of Paper & Code: MBA 305P Work Study and Productivity

Scheme: Internal evaluation shall be of 20 marks. End semester exams will be of 80 marks will have 7 theory questions out of which students will be required to attempt any 5 questions.

Course Contents

1.Concepts and Definition of Productivity, Productivity Improvement Factors (Both Internal and external to the Organization)

2.Work Content of a Job, Management Techniques to Reduce Work Contents and

Ineffective Time.

3.Human Aspects in Application of Work. Study.

4.Introduction and Selection of Jobs, Flow Diagram, String Diagram, Flow Process Chart, Multiple Activity Chart, Travel Chart ..

5.Principles of Motion Economy, Classification of Movements, Micro Motion' Study,Simo-chart.

6.Purpose, Use Techniques and Procedure of Work Measurement, Time Study, Selecting Jobs to be

7.Studied and Making a Time Study, Rating, Allowance, Techniques of Work,easurement, Activity

8.Sampling, Synthesis, Analytical Estimating, Predetermined motion Time Systems.

Text Readings

Barnes, **Motion and Time Study Design and Measurement of Work**, 2009, Wiley

International Labour Office, Geneva, **Introduction to Work Study**, Universal Book

Corporation, 3rd Revised Ed.,

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