

# ACADEMIC REGULATIONS & COURSE STRUCTURE

For

**MBA (Regular)**

*(Applicable for batches admitted from 2016-2017)*



**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY: KAKINADA**  
**KAKINADA - 533 003, Andhra Pradesh, India**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY, KAKINADA: KAKINADA****School of Management Studies****Course Structure MBA (Regular) 2016-2017**

(Effective for the students admitted into first year from the academic year 2016-2017)

**Semester - I**

Subject	Title	Marks	Credits
C-101	Principles of Management	100	3
C-102	Managerial Economics	100	3
C-103	Accounting for Managers	100	3
C-104	Managerial Communication & Soft skills	100	3
C-105	Business Environment	100	3
C-106	Quantitative Analysis for Business Decision	100	3
C-107	IT – LAB	100	3

**Semester - II**

Subject	Title	Marks	Credits
C-201	Financial Management	100	3
C-202	Human Resource Management	100	3
C-203	Marketing Management	100	3
C-204	Production and Operations Management	100	3
C-205	Business Research Methods	100	3
C-206	Organizational Behavior	100	3
C-207	Mini Project *	50	2
	Seminar on Mini Project	50	2

**Semester - III**

Subject	Title	Marks	Credits
C-301	Strategic Management	100	3
C -302	Legal Aspects of Business	100	3
C -303	Business Ethics & Corporate Governance	100	3
E -301	Elective – 1	100	3
E-302	Elective – 2	100	3
E-303	Elective – 3	100	3
E-304	Elective – 4	100	3

**Semester - IV**

Subject	Title	Marks	Credits
C -401	Logistic and Supply Chain Management	100	3
C -402	Entrepreneurship Development	100	3
E-401	Elective – 5	100	3
E-402	Elective – 6	100	3
E-403	Elective – 7	100	3
E-404	Elective – 8	100	3
	Major Project & Comprehensive Viva	Grade	8
<b>Total Marks / Credits</b>		<b>2700</b>	<b>90</b>

**Elective:** The student has to choose any **ONE** Specialization from the following areas in the beginning of III Semester

### III SEMESTER

#### HR

<b>S. no</b>	<b>SUBJECT TITLE</b>
<b>1</b>	Leadership Management
<b>2</b>	Compensation and Reward Management
<b>3</b>	Performance Management
<b>4</b>	Strategic Human Resource Management

#### FINANCE

<b>S. no</b>	<b>SUBJECT TITLE</b>
<b>1</b>	Security Analysis & Portfolio Management
<b>2</b>	Banking and Insurance Management
<b>3</b>	Advance Management Accounting
<b>4</b>	Strategic Financial Management

#### MARKETING

<b>S. no</b>	<b>SUBJECT TITLE</b>
<b>1</b>	Consumer Behavior
<b>2</b>	Retail Management
<b>3</b>	Customer Relationship Management
<b>4</b>	Strategic Marketing Management

#### SYSTEMS

<b>S. no</b>	<b>SUBJECT TITLE</b>
<b>1</b>	E-Business
<b>2</b>	RDBMS
<b>3</b>	Web Designing
<b>4</b>	System Analysis & Design

## IV SEMESTER

### HR

	<b>SUBJECT TITLE</b>
<b>Elective-5</b>	Organizational Development & Change Management
<b>Elective-6</b>	Global HRM
<b>Elective-7</b>	Labor Welfare & Legislation
<b>Elective-8</b>	Management of Industrial Relations

### FINANCE

	<b>SUBJECT TITLE</b>
<b>Elective-5</b>	Financial Markets and Services
<b>Elective-6</b>	Global Financial Management
<b>Elective-7</b>	Risk Management
<b>Elective-8</b>	Tax Management

### MARKETING

	<b>SUBJECT TITLE</b>
<b>Elective-5</b>	Services Marketing
<b>Elective-6</b>	Promotional Distribution Management
<b>Elective-7</b>	Global Marketing Management
<b>Elective-8</b>	Supply Chain Management

### SYSTEMS

	<b>SUBJECT TITLE</b>
<b>Elective-5</b>	Business Intelligence
<b>Elective-6</b>	Enterprise Resource Planning
<b>Elective-7</b>	Cyber Laws & Security
<b>Elective-8</b>	Information Systems Audit

#### \*Mini Project Report

The student should undergo survey based fieldwork under the guidance of Internal Faculty and submit the report before the completion of II Semester End Examinations.

# Principles of Management

## Unit 1:

**Introduction of Management:** Management: Definition – Importance – Managerial Roles – Functions of management – Classical theory – Scientific management - Administrative theory – Behavioral Theory – Management science – Integrative perspective – System theory – Socio – technical theory – Contingency theory – Comparing theories

## Unit 2

**Planning and Organizing:** Nature and Definition of Planning – Principles of Planning – Objectives of planning – Planning process – Types of plans – Benefits and pitfalls of planning. Principles of organizing – Organization levels – Organizational designs and structure – Line and staff organizations – Approaches – Delegation of authority – Factors affecting delegation of authority – Span of management – Centralization and decentralization of Authority.

## Unit 3

**Directing and controlling:** Definition of Co-ordination – Significance and principles of Co-ordination – Leadership behavior and styles – Leadership in cross cultural environment. Nature and importance of controlling – Controlling process – Requirements of effective control – Establishing controlling system – Controlling techniques.

## Unit 4

**Decision making:** Meaning of decision – types of decisions – Rationale decision making process – Models of decision making – Problem solving and decision making – increasing participation in decision making – Vroom's Participative decision making model – challenges and problems in decision making

## Unit 5

**Contemporary issues in Management:** MBO - Management By Walking Around – Out of the Box Thinking – Balanced Score Card – Time Management – BPOs – Stress Management causes and remedies – JIT – TQM – Six Sigma – CMM levels

**Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.**

## REFERENCES:

1. Kumar ,Rao, Chhalill: Introduction to Management Science . Cengage Publications, New Delhi
2. Dilip Kumar Battacharya, Principles of Management, Pearson, 2012.
3. Harold Koontz, Heinz Wehrich, A.R.Aryasri, Principles of Management, TMH, 2010.
4. V.S.P.Rao, Management Text and Cases, Excel, Second Edition, 2012.
5. K.Anbuvelan, Principles of Management, University Science Press, 2013.
6. Neeta Baporikar, Case Method – Cases in Management, Himalaya Publishing House (HPH) 2009.
7. Deepak Kumar Bhattacharyya, Principles of Management-text and cases, Pearson, 2012.

## **Managerial Economics**

### **UNIT 1:**

Introduction to Managerial Economics: Definition, Nature and Scope, Relationship with other areas in Economics, The role of managerial economist. Concept of opportunity cost, Incremental concept, time Perfective, Discounting Principle , Risk & uncertainty.

### **UNIT 2:**

Demand Analysis: Elasticity of demand, types and significance of Elasticity of Demand - Measurement of price Elasticity of Demand – Need for Demand forecasting, forecasting techniques, law of Supply, Elasticity of Supply.

### **UNIT 3:**

Supply and Production Analysis: Production function, Marginal Rate of Technical Substitution, Production function with one/two variables, Cobb-Douglas Production Function, Returns to Scale and Laws of returns.

### **UNIT 4:**

Cost theory and estimation: Cost concepts, determinants of cost, cost – output relationship in the short run and long run – Modern development in cost theory – Saucer shaped short – run Average cost curves – Average total cost curve – Cost - Volume – Profit analysis

### **UNIT 5:**

Market Structure and Pricing practices: Features and Types of different Markets – Price- Output determination in Perfect competition, Monopoly, Monopolistic competition and Oligopoly both in the long run and short run. Pricing methods in practice – Bain’s limit pricing theory - Managerial Theories of a firm – Marris & Williams Models.

**Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.**

### ***References***

1. Paul, Koushil: “**Managerial Economics**”, Cengage Learning, New Delhi,
2. Siddiqui S A, Siddiqui A S: “**Managerial Economics**”, and Financial Analysis”, New Age International Publishers, New Delhi, 2008.
3. Vanita Agarwal: “**Managerial Economics**”, Pearson, New Delhi, 2013.
4. Dominick Salvatore: “**Managerial Economics**”, Oxford University Press, New Delhi, 2010.
5. D.L. Ahuja: “**Managerial Economics**”, S. Chand & Company Ltd, New Delhi-55.
6. O’Sullivan, Sheffrin, Perez “Micro Economics: Principles, Applications and Tools”, Pearson Education.
7. Mithani D M: “**Managerial Economics**”, Himalaya Publishing House, Mumbai, 2008.
8. Atmanand: “**Managerial Economics**”, Excel Publications. New Delhi, 2012.
9. Varshney, R.L and Maheswari, K L: “**Managerial Economics**”, Sultan Chand and Sons, New Delhi, 2002.
10. Narayanan Nadar E, Vijayan S: “**Managerial Economics**”, PHI Private Limited, New Delhi, 2009.

## Accounting for Managers

### UNIT 1

Accounting process: Definition of accounting - Accounting Concepts and conventions - Accounting Cycle - Classification of accounts - Accounting equations – Static and dynamic nature of accounting - Users of accounting information - Books of original entry, ledger - Preparation of Trial balance

### UNIT-2

**Final Accounts:** Preparation and Presentation of income statement - Balance Sheet with Adjustments - Accounting standards - Preparation and Presentation of Company Final Accounts – Limitations of Financial Statements

### UNIT-3

**Financial Analysis:** The scope and purpose of financial analysis - financial statement analysis - Ratio analysis – liquidity, activity, structural, coverage and profitability ratios - Funds flow analysis - concepts of funds; ascertaining funds from operations ; Sources of funds - Uses of funds - Preparation and analysis of funds flow statement and cash flow statement.

### UNIT-4

**Cost accounting concepts:** Methods of Costing, Techniques of Costing - Role of Cost accounting - Elements of cost - Financial accounting Vs Management Accounting - Basic Cost concepts - Determination of product cost - Preparation of cost sheet under different cost heads

### UNIT-5

**Cost behavior and Decision making:** Behavioural classification of costs and methods for calculation of fixed, variable and semi variable costs - CVP analysis and decision making - Break Even analysis- Key factor distribution & analysis - Optimization of Product mix - Make or Buy decisions - Capacity utilization - Plant shutdown or continue decision CVP under conditions of uncertainty - sensitivity analysis.

**Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.**

### *References:*

1. Vijaya Kumar.P, Ravindra P.S., Kiran Kumar V: “**Accounting for Managers**”, Himalaya Publishing House, New Delhi, 2013
2. Shankarnarayana, Ramanath: “**Financial Accounting for Management**”, Cengage Learning, New Delhi.
3. Ramachandran N, RamKumar Kakani: **Financial Accounting for Management**”, McGraw Hill – 2013.
4. Maheshwari, Maheashwari and Maheshwari, “**Financial Accounting**”, Vikas publishing House, New Delhi,2013
5. Amberish Gupta:”**Financial Accounting for Management**”, Pearson Education, 2012.
6. Dr. Jawahar Lal: “**Accounting for management**”, Himalaya Publishing house, NewDelhi, 2012.
7. Asish K. Bhattacharyya: “**Essentials of Financial Accounting**”, PHI Learning, New Delhi, 2012.
8. Dr. V.R.Palanivelu: “**Accounting for Management**”. University Science Press, New Delhi, 2009.
9. Ashok Banerjee: “**Financial Accounting**”, a managerial Emphasis, Excel books, New Delhi, 2012.

## Managerial Communication & Soft Skills

### UNIT 1

**Role of Communication in Business:** Objective of Communication – The Process of Human Communication – Media of Communication - Written Communication - Oral Communication - Visual Communication - Audio Visual Communication – Silence - Developing Listening Skills – Improving Non-verbal communication skills – Cross Cultural Communication – problems and challenges.

### UNIT 2

**Managing Organization Communication:** Formal and Informal Communication - Intrapersonal Communication – Models for Inter Personal Communication - Exchange Theory.

### UNIT 3

**Managing Interpersonal Communication:** Inter-Personal communication – Role of Emotion in Inter Personal Communication – Communication Styles – Barriers to Communication – Gateways to Effective Interpersonal Communication.

### UNIT 4

**Business Writing Skills:** Significance of Business Correspondence - Essentials of Effective Business Correspondence - Business Letter and Forms - Meeting - Telephone Communication – Use of Technology in Business Communication. Report Writing – Meaning and Significance: Structure of Reports - Negative, Persuasive and Special Reporting: Informal Report – Proposals. Formal Reports.

### UNIT 5

**Presentation skills** – Techniques of Presentation – Types of Presentation – Video Conferencing and formats – Interview – formal and informal – Interview techniques –Communication etiquettes.

**Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.**

### *References:*

1. Mallika Nawal: “Business Communication”, Cengage Learning, New Delhi, 2012.
2. Kuberudu B and Srinivasa Krishna K: “**Business Communication and Soft Skills**”, Excel Books, 2008.
3. Meenakshi Rama: “**Business Communication**”, Oxford University Press, New Delhi
4. C.S.G. Krishnamacharyulu and Dr. Lalitha Ramakrishnan, Business Communication, Himalaya Publishing House, Mumbai
5. Paul Turner: “**Organisational Communication**”, JAICO Publishing House, New Delhi.
6. SathyaSwaroopDebasish, Bhagaban Das” “**Business Communication**”, PHI Private Limited, New Delhi, 2009.
7. R.K.Madhukar: “**Business Communication**”, Vikas Publishing House, New Delhi, 2012.
8. Kelly M Quintanilla, Shawn T.Wahl:“**Business and Professional Communication**”, SAGE, New Delhi, 2012.
9. Sangita Mehta, NeetyKaushish: “**Business Communication**”, University Science Press, New Delhi, 2010.
10. Anjali Ghanekar: “**Business Communication Skills**”, Everest Publishing House, New Delhi, 202011

## **Business Environment**

### **UNIT 1**

**Business Environment:** Importance at national and international level – problems and challenges – factors both internal and external influencing business environment. Industrial policies since independence and their significance – regulatory and promotional framework - Five-year plans and their importance.

### **UNIT 2**

**Structure of Indian economy:** Nature and significance – Economic systems – structure of Indian industry – Economic reforms in various sectors – nature – challenges – social justice – Disinvestment mechanism – problems and procedures – Sickness in Indian industry, competition Act 2002.

### **UNIT 3**

**Fiscal Policy:** Nature and significance – public revenues – expenditure- debt, development activities allocation of funds – Critical analysis of the recent fiscal policy of Government of India - Balance of Payments - Nature – Structure – major components – Causes for disequilibrium in Balance of Payments – Correction measures.

### **UNIT 4**

**India's Trade Policy:** Nature – Magnitude and direction of Indian international trade – problems – bilateral and multilateral trade agreements. International business environment: Nature – significance– challenges and mechanisms. WTO: Agreements in the Uruguay round including TRIPS, TRIMS and GATS – disputes settlement mechanism – dumping and antidumping measures.

### **UNIT 5**

**Legal Frame:** special features of the SICA (special provisions) 1985, BIFR, Consumer protection act 1986, Environmental laws (pertaining to the control and prevention of Air and Water pollution) and the Essential Commodities Act 1955.

**Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.**

### **References:**

1. Shaikh Saleem: “**Business Environment**”, Pearsons, New Delhi,
2. Veena Keshav Pailwar: “**Economic Environment of Business**”, PHI Learning, New Delhi, 2012
3. Rosy Joshi, Sangam Kapoor: “**Business Environment**”, Kalyani Publishers, New Delhi, 2011.
4. Aswathappa K: “**Essentials of Business Environment**”, Himalaya Publishing House, New Delhi, 2011.
5. Vivek Mittal: “**Business Environment Text and Cases**”, Excel Books New Delhi, 2011.
6. Sundaram and Black: “**International Business Environment Text and Cases**”, PHI Private Limited, New Delhi.
7. Avid W Conklin: “**Cases in Environment of Business**”, Sage Publication India Private Ltd, New Delhi.
8. Raj Kumar: “**International Business Environment**”, Excel Publication, New Delhi, 2012.
9. Palle Krishna Rao: “**WTO-Text and Cases**”, Excel Publication, New Delhi.
10. Government of India, **Latest Economic Survey Report**.

## Quantitative Techniques for Business Decisions

### UNIT 1

Basic Mathematical & Statistical Techniques: Linear, Quadratic, Logarithmic and Exponential Functions- Permutations and Combinations – Matrices - Elementary operations of matrices. Measures of Central Tendency – Measures of Dispersion – Simple Correlation and Regression Analysis  
Concept of Probability- Probability Rules – Joint and Marginal Probability – Baye's Theorem- Probability Distributions- Binomial, Poisson, Normal and Exponential Probability Distributions.

### UNIT 2

Introduction to Decision Theory: Steps involved in Decision Making, different environments in which decisions are made, Criteria for Decision Making, Decision making under uncertainty, Decision making under conditions of Risk-Utility as a decision criterion, Decision trees, Graphic displays of the decision making process, Decision making with an active opponent.

### UNIT 3

Linear Programming: Formation of mathematical modeling, Graphical method, the Simplex Method; Justification, interpretation of Significance of All Elements In the Simplex Tableau, Artificial variable techniques: Big M method, Two phase method.

### UNIT 4

Transportation, Assignment Models & Game theory: Definition and application of the transportation model, solution of the transportation problem, the Assignment Model, Traveling Salesman Problem. Game Theory: Introduction – Two Person Zero-Sum Games, Pure Strategies, Games with Saddle Point, Mixed strategies, Rules of Dominance, Solution Methods of Games without Saddle point – Algebraic, matrix and arithmetic methods.

### UNIT 5

P.E.R.T. & C.P.M. and Replacement Model: Drawing networks – identifying critical path – probability of completing the project within given time- project crashing – optimum cost and optimum duration. Replacement models comprising single replacement and group replacement

**Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.**

### References

1. N.D.Vohra: "*Quantitative Techniques in Management*", Tata-McGraw Hill Private Limited, New Delhi, 2011.
2. J. K. Sharma, "*Operations Research: Theory and Applications*", Macmillan Gupta S.P: "*Statistical Methods*", S. Chand and Sons, New Delhi,
3. Anand Sharma: "*Quantitative Techniques for Business decision Making*", Himalaya Publishers, New Delhi, 2012;
4. D P Apte: "*Operation Research and Quantitative Techniques*", Excel Publication, New Delhi, 2013
5. Hamdy, A.Taha: "*Operations Research: An Introduction*", Prentice-Hall of India, New Delhi 2003.
6. Anderson: "*Quantitative Methods for Business*", Cengage Learning, New Delhi 2013
7. Sancheti, Dc & VK Kapoor, "*Business Mathematics*", S Chand and Sons, New Delhi

## **Information Technology Lab (100% Lab)**

### **UNIT 1**

**Introduction of various software used for business:** Significance in the current business environments - Introduction of software MS Office, SQL.

### **UNIT 2**

**Financial modeling:** Present value of cash flows, Valuations, Financial ratio analysis, Forecasting, Trend analysis of data, Random input generations

### **UNIT 3**

**Statistics for Management** - correlation and regression analysis data presentation techniques. Spread sheet showing the monthly payments with changing interest rate over a period of loan. (Using excel)

### **UNIT 4**

**Data Collection and analyzing techniques:** Chats, Flow diagrams TQM methodologies

### **UNIT5**

Preparation and presentations of Mini projects assigned for course work of first semester.

References:

1. Shelly, Cashman: "Microsoft copies 2007", Cengage Learning, New Delhi. 2012



**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERISTY, KAKINADA: KAKINADA**

**MBA II SEMESTER SYLLABUS (R16 REGULATIONS)**

## **FINANCIAL MANAGEMENT**

### **UNIT 1**

**Financial Management:** Concept - Nature and Scope - Evolution of financial Management - The new role in the contemporary scenario – Goals and objectives of financial Management - Firm's mission and objectives - Profit maximization Vs. Wealth maximization – Maximization Vs Satisfying - Major decisions of financial manager - Risk- Return - trade off.

### **UNIT 2**

**Financing Decision:** Sources of finance - financial instruments - Concept and financial effects of leverage – Preparation Capital Structure decision - EBIT – EPS analysis. Cost of Capital: The concept – Average vs. Marginal Cost of Capital. Measurement of Cost of Capital – Component Costs and weighted Average Cost.

### **UNIT 3**

**Investment and Dividend Decision:** Investment decision process- Concept and Techniques of Time Value of money - Developing Cash Flow Data - Evaluation Techniques-Traditional and DCF methods - NPV vs. IRR - Approaches for reconciliation - Capital budgeting decision under conditions of uncertainty - Measurement of Risk – Probability tree approach – Sensitivity analysis - Dividend Decision: Major forms of dividends - The theoretical backdrop - Major theories of Dividends - Dividend policies of Indian Corporate.

### **UNIT-4**

**Working Capital Management:** Concepts and characteristics of working capital. Factors determining the working capital - Estimating working capital requirements - Working capital policy - Management of current assets like Cash, Receivables and Inventory.

### **UNIT-5**

**Mergers and acquisitions:** Merger vs. acquisition, types of mergers - mergers and acquisition trends in India. Tender offer and hostile takeover - Leveraged buy-outs - Financial management in Government companies - Scope of finance function in PSUs - Social responsibility of PSUs - Performance and zero base budgeting in PSUs.

**Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.**

**References:**

1. P.Vijaya Kumar, P.S. Ravindra, Kiran Kumar, "Financial Management", Himalaya Publishing House PVT Ltd, 2014.
2. Rajiv Srivastava, Anil Misra: "**Financial Management**", Oxford University Press, New Delhi,2012
3. Brigham,E.F: "**Financial Management Theory and Practice**", Cengae Learning, New Delhi, 2013
4. Prasanna Chandra: "**Financial Management Theory and Practice**", Tata McGrawHill 2011.
5. I.M. Pandey: "**Financial Management**", Vikas Publishers, New Delhi, 2013.
6. RM Srivastava, Financial Management, Himalaya Publishing house, 4<sup>th</sup> edition.
7. Khan and Jain: Financial Management, Tata McGraw Hill, New Delhi,
8. Pradip Kumar Sinha: "**Financial Management**", Excel Books, New Delhi, 2009.
9. Vyuptakesh Sharan: "**Fundamentals Financial Management**", Pearson, New Delhi, 2012.

# HUMAN RESOURCE MANAGEMENT

## UNIT 1

**HRM:** Significance - Definition and Functions – evolution of HRM- Principles - Ethical Aspects of HRM- - HR policies, Strategies to increase firm performance - Role and position of HR department –aligning HR strategy with organizational strategy - HRM at global perspective- challenges – cross-cultural problems – emerging trends in HRM.

## UNIT 2

**Investment perspectives of HRM:** HR Planning – Demand and Supply forecasting - Recruitment and Selection- Sources of recruitment - Tests and Interview Techniques - Training and Development – Methods and techniques – Training evaluation - retention - Job Analysis – job description and specifications - Management development - HRD concepts.

## UNIT 3

**Performance Evaluation:** Importance – Methods – Traditional and Modern methods – Latest trends in performance appraisal - Career Development and Counseling- Compensation, Concepts and Principles- Influencing Factors- Current Trends in Compensation- Methods of Payments - compensation mechanisms at international level.

## UNIT 4

**Wage and Salary Administration:** Concept- Wage Structure- Wage and Salary Policies- Legal Frame Work- Determinants of Payment of Wages- Wage Differentials - Job design and Evaluation- - Incentive Payment Systems. Welfare management: Nature and concepts – statutory and non-statutory welfare measures – incentive mechanisms

## UNIT 5

**Managing Industrial Relations:** Trade Unions - Employee Participation Schemes-Collective Bargaining–Grievances and disputes resolution mechanisms – Safety at work – nature and importance – work hazards – safety mechanisms - Managing work place stress.

**Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.**

## References

1. K Aswathappa: “*Human Resource and Personnel Management*”, Tata McGraw Hill, New Delhi, 2013
2. N.Sambasiva Rao and Dr. Nirmal Kumar: “*Human Resource Management and Industrial Relations*”, Himalaya Publishing House, Mumbai
3. Mathis, Jackson, Tripathy: “*Human Resource Management: A South-Asian Perspective*”, Cengage Learning, New Delhi, 2013
4. Subba Rao P: “*Personnel and Human Resource Management-Text and Cases*”, Himalaya Publications, Mumbai, 2013.
5. Madhurima Lall, Sakina Qasim Zasidi: “*Human Resource Management*”, Excel Books, New Delhi, 2010

# MARKETING MANAGEMENT

## UNIT 1

**Introduction to Marketing:** Needs - Wants – Demands - Products - Exchange - Transactions - Concept of Market and Marketing - Product and Production Concept - Sales and Marketing Concept - Societal Marketing Concept - Indian Marketing Environment - Marketing Intelligence system - Marketing decision system

## UNIT 2

**Market Segmentation and Targeting:** Identification of Market Segments - Consumer and Institutional/corporate Clientele - Segmenting Consumer Markets - Segmentation Basis - Selecting Target Markets – Role of Segmentation and Targeting in Strategy Formulation - Developing and Communicating a Positioning Strategy.

## UNIT 3

**Pricing Strategy:** Objectives of Pricing - Methods of Pricing - Selecting the Final price - Adopting price - Initiating the price cuts - Imitating price increases - Responding to Competitor's price changes.

## UNIT 4

**Marketing Communication:** Communication Process – Communication Mix - Managing Advertising Sales Promotion - Public relations and Direct Marketing - Sales force - Objectives of Sales force - Structure and Size - Sales force Compensation.

## UNIT 5

**Marketing Organization and Control:** Evolution of Marketing Department - Organizing the Marketing Department - , Marketing Implementation - Control of Marketing Performance - Annual Plan Control - Profitability Control - Efficiency Control - Strategic Control.

**Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.**

## *References*

1. Lamb, Hair, Sharma: “**MKTG**” Cengage Learning , New Delhi, 2013
2. Phillip Kotler: “**Marketing Management** “, Pearson Publishers, New Delhi, 2013.
3. Rajan Sexena: “**Marketing Management**”, Tata McGraw Hill, New Delhi, 2012.
4. R.Srinivasan: “**Case Studies in Marketing**”, PHI Learning, New Delhi, 2012
5. Tapan K Pand: “**Marketing Management**”, Excel Books, New Delhi, 2012
6. Paul Baines, Chris Fill, Kelly Page Adapted by Sinha K: “**Marketing**”, Oxford University Press, Chennai, 2013.

# PRODUCTION & OPERATIONS MANAGEMENT

## UNIT 1

**Introduction:** Overview & Definition of Production and Operations Management- Nature and Scope of Production and Operations Management-Historical Evolution –Role & responsibilities of the production manager - Types of Manufacturing Processes and Product Design.

## UNIT 2

**Production Planning and Control:** Stages in PPC – Gantt – PPC in Mass, Batch, and Job Order Manufacturing- Aggregate planning and Master Scheduling, MRP, CRP. Maintenance management & Industrial Safety. Plant Location & Layout Planning- Factors influencing location - types of layouts. Capacity Planning – Optimal Production Strategies: Scheduling and Sequencing of Operations. Work Design: Method Study and Work Measurement - Work Sampling.

## UNIT 3

**Managing of Work Environment:** –Automation --Technology Management - Waste Management. Quality Assurance and Quality Circles – Statistical Quality Control –Control Charts for Variables- Average, Range and Control charts for Attributes. Acceptance Sampling Plans. Purchase functions and Procedure - Inventory control – Types of Inventory– Safety stock – Inventory Control Systems –JIT, VMI.

## UNIT 4

**Quality Improvement:** Basic concepts of quality, dimensions of quality, Juran’s quality trilogy, Deming’s 14 principles, Quality improvement and cost reduction, ISO 9000-2000 clauses & coverage. Six Sigma, Productivity –factors affecting productivity, measurement & improvements in productivity - new product development and design - stages & techniques. Total Productive Maintenance (TPM).

## UNIT 5

**Stores Management:** Objectives of Stores Management – Requirements for efficient. Management of Stores – safety stock Inventory Control - Different Systems of Inventory Control, Costs & Types of Inventory. – ABC, VED and FNSD analyses. Value Analysis– importance in cost reduction – concepts and procedures.

**Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.**

## *References*

1. Panner Selvem: “**Production and Operation Management**”, Prentice Hall of India, NewDelhi, 2012.
2. K.Aswathappa, K. Shridhara: “**Production & Operation Management**”, Himalaya Publishing House, New Delhi, 2012
3. Ajay K Garg: “**Production and Operation Management**”, TMH, New Delhi,2012

4. Deepak Kumar Battacharya: "**Production & Operation Management**", University Press, New Delhi, 2012
5. Alan Muhlemann, John Oakland, Jasti Katyayani: "**Production and Operation Management**", Pearson, New Delhi, 2013

# BUSINESS RESEARCH METHODS

## UNIT 1

Introduction : Nature and Importance of research, The role of business research, aims of social research, research process, pure research vs. applied research, qualitative research vs quantitative research, exploratory research, descriptive research and experimental research, ethical issues in business research. Research Process – Types of Research –Defining Research Problem – Formulation of Hypothesis – Testing of Hypothesis.

## UNIT 2

Data Base: Discussion on primary data and secondary data, tools and techniques of collecting data. Methods of collecting data. Sampling design and sampling procedures. Random Vs. Non-random sampling techniques, determination of sample size and an appropriate sampling design. Designing of Questionnaire –Measurement and Scaling – Nominal Scale – Ordinal Scale – Interval Scale – Ratio Scale – Guttman Scale – Likert Scale – Schematic Differential Scale.

## UNIT 3

Survey Research and data analysis: media used to communicate with respondents, personal interviews, telephone interviews, self-administered questionnaires, selection of an appropriate survey research design, the nature of field work, principles of good interviews and field work management. Editing – Coding – Classification of Data – Tables and Graphic Presentation – Preparation and Presentation of Research Report.

## UNIT 4

Statistical Inference & quality control: Tests of Hypothesis, Introduction to Null hypothesis vs alternative hypothesis, parametric vs. non-parametric tests, procedure for testing of hypothesis, tests of significance for small samples, application, t-test, Chi Square test. Statistical Quality Control Upper quality charts p charts LCL UCL, BAR CHARTS. Attribute charts and industrial applications.

## UNIT 5

Multivariate Analysis: Nature of multivariate analysis, classifying multivariate techniques, analysis of dependence, analysis of interdependence. Bivariate analysis-tests of differences-t test for comparing two means and z-test for comparing two proportions and ANOVA for complex experimental designs.

**Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.**

### *References*

1. Navdeep and Guptha : “**Statistical Techniques & Research Methodology**”, Kalyani Publishers
2. Willam G.Zikmund, Adhkari: “**Business Research Methods**”, Cengage Learning, New Delhi, 2013.
3. S.Shajahan: “**Research Methods for management**”, JAICO Publishing House, New Delhi, 2009.

4. UWE FLICK: “**Introducing Research Methodology**”, SAGE, New Delhi,2012.
5. Cooper R.Donald and Schindler S. Pamela: “**Business Research Methods**”, 9/e, Tata McGraw Hill, New Delhi.
6. M.V.Kulkarni: “**Research Methodology**” , Everest Publishing House, New Delhi, 2010.
7. Sachdeva: “**Business Research Methods**”, Himalaya Publishing House, Mumbai, 2011
8. Ranjit Kumar: “**Research Methodology**”, Pearson,New Delhi,2012
9. Deepak Chawla , Neena Sondhi: “**Research Methodology, Concepts and Cases**” Vikas Publishing House, New Delhi, 2011.
10. Alan Bryman, Emma Bell: “**Business Research Methods**”, Oxford University Press, New Delhi, 2011.

## ORGANIZATIONAL BEHAVIOR

1. Introduction - Nature and scope – linkages with other social sciences - Individual Roles and Organizational Goals - Perspectives of Human Behavior, Approach to Organizational behavior - models of organizational behavior.
2. Perceptual Management: nature - Process – selection, organization and interpretation – Influencing factors -Motivation – Concepts - Needs and Motives and theories. Leadership and Motivating people - Leadership Theories. Attitudes and Values: formation - types – changes and behavior modification techniques.
3. Personality Development: Nature - Stages, Determinants of Personality, - Johari Window - Transactional Analysis, Learning Processes - theories, Creativity and Creative Thinking. Leadership – nature – skills.
4. Decision Making Process: Behavioral Dimensions, Groups and their formation - Group Dynamics, Informal Organizations, Group versus Individual Interaction.
5. Inter-Personal Communication: Listening, Feedback, Collaborative Processes in Work Groups, Team Building, Team Decision Making, Conflict Resolution in Groups and Problem Solving Techniques.
6. Organizations: Taxonomy, Elements of Structure, Determinants of Structure, Functional Aspects of Structure, Role Impingement, Stress in Organization. Principles Underlying the Design of Organizations, Organizational Culture, Power and Authority.
7. Organizational Development: Goals, processes, change – resistance to change – Nature of OD - interventions, OD techniques and OD applications.
8. Case Study: Compulsory. Relevant cases have to be discussed in each unit.

### References

1. K.Aswathappa: “**Organizational Behavior-Text, Cases and Games**”, Himalaya Publishing House, New Delhi, 2008,
2. Steven L McShane, Mary Ann Von Glinow, Radha R Sharma: “**Organizational Behavior**”, Tata McGraw Hill Education, New Delhi, 2008.
3. Jerald Greenberg and Robert A Baron: “**Behavior in Organizations**”, PHI Learning Private Limited, New Delhi, 2009.
4. Pareek Udai: “**Understanding Organizational Behavior**”, Oxford University Press, New Delhi, 2007.
5. Jai B.P.Sinha: “**Culture and Organizational Behavior**”, Sage Publication India Private Limited, New Delhi, 2008.
6. Sharma VS, Veluri: “**Organizational Behavior**”, JAICO Publishing House, New Delhi, 2009.

7. Slocum, n Helireigel: "***Fundamentals of Organizational Behavior***", Cengage Learning India, New Delhi, 2009.
8. Jennifer M.George and Gareth R. Jones: "***Understanding and Managing Organizational Behavior***", Pearson Education, New Delhi, 2009.
9. Schermerhorn, Hunt and Osborn: "***Organizational Behavior***", Wiley India Limited, New Delhi, 2007.
10. Gregory Moor head, Ricky W.Grif fin: "***Organizational Behavior***", Biztantra, New Delhi, 2009.



JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY KAKINADA

## MBA III SEMESTER SYLLABUS (R16 REGULATIONS)

### STRATEGIC MANAGEMENT

#### UNIT 1

**Introduction:** Concepts in Strategic Management, Strategic Management as a process – Developing a strategic vision, Mission, Objectives, Policies – Factors that shape a company’s strategy – Drafting a strategy - Industry and Competitive Analysis

#### UNIT 2

**Environmental Scanning and leadership:** Methods. SWOT Analysis –Strategies and competitive advantages in diversified companies and its evaluation. Strategic Analysis and Choice: Tools and techniques- Strategic Leadership: Leadership and Style – Key Strategic Leadership Actions - Developing Human Capital and Social Capital – Balanced Scorecard.

#### UNIT 3

**Strategy Formulation :** Strategy Framework For Analyzing Competition, Porter’s Value Chain Analysis, Competitive Advantage of a Firm, Exit and Entry Barriers - Formulation of strategy at corporate, business and functional levels. Types of Strategies – Tailoring strategy to fit specific industry – restructuring and diversification strategies – different methods Turnaround strategy and diversification strategies.

#### UNIT 4

**Strategy Implementation :** Strategy and Structure, Leadership, culture connection - Strategies for competing in Globalizing markets and internet economy – Organizational Values and Their Impact on Strategy – Resource Allocation – Planning systems for implementation.

#### UNIT 5

**Strategy Evaluation and control** – Establishing strategic controls - Measuring performance – appropriate measures- Role of the strategist – using qualitative and quantitative benchmarking to evaluate performance - strategic information systems – problems in measuring performance – Strategic surveillance -strategic audit

**Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.**

#### *References*

1. Vijaya Kumar P,. Hitt A : **Strategic Management**, Cengage learning, New Delhi,2010
2. John A PearceII, Amita Mital: “**Strategic Management**”, TMH, New Delhi, 2012.
3. Sanjay Mohapatra: “**Cases Studies in Strategic Management**”, Pearson, New Delhi,2012

4. Adrian Haberberg&Alison: **Strategic Management**, Oxford University Press, New Delhi, 2010
5. P.Subba Rao: “**Business Policy and Strategic Management**” Text and Cases, Himalaya Publishing House, New Delhi, 2011
6. .Appa Rao, Parvatheshwar Rao, Shiva Rama Krishna: “**Strategic Management and Business Policy**”, Excel Books, New Delhi, 2012

## **UNIT 1**

**Importance of Commercial Law:** The Indian Contracts Act, 1872 – Nature of the Act and Classification of Contracts – Essentials of a Valid Contract – Offer and Acceptance – Capacity – Consideration – Free Consent – Legality of Object – Performance of a Contract – Discharge of a Contract – Breach of a Contract and Remedies.

## **UNIT 2**

**Sales of Goods Act:** Distinction between Sales and Agreement to Sell – Conditions and Warranties – Performance of Contract of Sale – Transfer of Ownership – Rights of an Unpaid Seller. Consumer Protection Act, 1986: Consumer Right – Machinery for Redressal of Consumer Grievances.- Information Technology Act 2000.

## **UNIT 3**

**Contract of Agency:** Kinds of Agents – Creation of Agency- Duties and Rights of Principal and Agents- Principal's Liability for the Acts of the Agent-Liability of Agent – Termination of Agency. Negotiable Instruments Act, 1881- Kinds of a Negotiable Instruments and endorsement- Presentation and discharge of Negotiable Instrument.

## **UNIT 4**

**Indian Partnership Act, 1932:** Meaning and Essentials of Partnership- Registration – Tests of Partnership-Duties and Rights of Partners – Dissolution of Partnership.

## **UNIT 5**

**Company Act 1956:** Nature and Types of Companies – Formation – Memorandum of Association-Articles of Association – Kinds of Shares – Duties of Directors-Winding up.

**Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.**

### ***References***

1. Ravindra Kumar: “**Legal Aspects of Business**”, Cengage Learning, New Delhi, 2011
2. Kuchhal M C, Deepa Prakash: “**Business Legislation for Management**”, Vikas Publishing House, New Delhi, 2012
3. Pathak: “**Legal Aspects of Business**”, Tata McGraw Hill, New Delhi, 2010
4. S.N.Maheshwari, S.K.Maheshwari: “**A Manual of Business Laws**”, Himalaya Publishing House, 2013.
- 5 P.K.Padhi: “**Legal Aspects of Business**”, PHI Learnings, New Delhi, 2013

## **UNIT 1**

**Importance of Business Ethics:** Values and Ethics- Business Ethics and Law – Ethics in Work Place – Ethical Decision Making- Theories of Business Ethics – Management and Ethics- Indian Ethical Traditions

## **UNIT 2**

**Impact of Globalization on Indian Business Ethics:** Reasons for Unethical Practices among Indian companies – Development of Indian Capital Markets – Various studies on Ethical Attitudes of Managers Major Indian Scams

## **UNIT 3**

**Ethics in Marketing, HRM and Finance:** Product safety and Pricing-Ethical responsibility in Product- Advertising and Target Marketing Ethics of sales, advertising and product placement and Consumer Autonomy.Ethics in HRM & Finance – HR related ethical issues - Institutional Culture – Frauds in Banks - Measures against Bank Frauds – Frauds in Insurance sector

## **UNIT 4**

**Corporate Governance:** An overview – Theory and Practice of Governance- Indian model of Governance- Good Corporate Governance – Land marks in emergence of Governance OECD Principles – Sarbanes-Oxley Act 2002- SEBI Initiatives

## **UNIT 5**

**Corporate Governance Indian Scenario:** Role of Government in Ensuring Corporate Governance – Governance issues relating to Board of Directors – Duties and responsibilities of Auditors – Governance under limited competition – Role of Media – Corporate Governance in Developing and Transiting Economies.

**Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.**

### ***References:***

1. S.K.Mandal: “**Ethics in Business and Corporate Governance**”, TMH, New Delhi, 2012.
2. Marianne M Jennings: “**Cases in Business Ethics**”, Cengage Learning, New Delhi, 2012.
3. S.Prabhakaran: “**Business Ethics and Corporate Governance**”, Excel Books, New Delhi, 2011.
4. N.Balasubramanyam: “**A Case Book on Corporate Governance and Stewardship**”, TMH., New Delhi, 2011.
5. A.C.Fernando: “**Business Ethics and Corporate Governance**”, Pearson Publishers, New Delhi, 2013.

## LEADERSHIP MANAGEMENT

### Unit 1:

**Organisational Leadership:** Situational Leadership Behaviour: Meaning, Fiedler Contingency Model, Path Goal and Normative Models - Emerging Leadership Behaviour: Transformational, Transactional and Visionary Leadership - Leadership for the new Millennium Organisations - Leadership in Indian Organisations. Leadership Effectiveness: Meaning, Reddins' 3-D Model, Hersey and Blanchard Situational Model, Driving Leadership Effectiveness, Leadership for Organisational Building.

### Unit 2:

**Leadership Motivation, Culture:** Motivation Theories for Leadership: Maslow's, Herzberg, X, Y and Z theories of Motivation - Similarities and Distinctions of Need Hierarchy and Two Factors theories. ERG – McClelland - Expectancy - Porter and Lawler Theories. - Emerging Challenges in Motivating Employees. Organisational Culture: Meaning, Definitions, Significance, Dimensions, Managing Organisational Culture, Changing organisational Cultural. Organisational Building: Approaches, Quality of Work Life. Cross Cultural Values, Developing Value Orientation in Behaviour for change.

### Unit 3:

**Leadership Development:** Leadership development: Significance – Continuous Learning: Principles of learning to develop effective leadership – Vision and Goals for organisation: significance of goals for leaders – Charting vision and goals of Indian leaders and abroad - Tools for developing dreams for effective leadership dreams – Leaders vision in organisation building – Leadership Attitude: significance – Developing and Maintaining positive attitude for effective leading.

### Unit 4:

**Strategic Leadership:** Leader Self management: significance - Developing self esteem and balancing emotions – Interpersonal Leadership Skills: Praise – Criticise – Communicate – Leadership Assertiveness: Circle of influence and circle of concern – Leadership with Edification: Tools of edification – Leadership and creativity: Developing creative thinking – Leadership and Team Building: Principles of team building – Leadership and Integrity: Developing character and values.

### Unit 5:

**Global Leadership:** Leadership across Globe: Characteristics - Significance – Functions – GLOBE research program of Wharton School – challenges of leadership in varying culture and values – Global perspectives of leadership – Leadership in USA – Leadership in Japan – European leadership – Leadership in Arab countries – Implications of global leadership – Leadership and Corporate Social Responsibility across globe.

**Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.**

**Reference Books:**

1. Sarma V S Veluri (2009), **Organisational Behaviour - An Interactive Learning Approach (Text and Cases)**, Mumbai, Jaico Publishing House.
2. Hellriegel Don, Jackson and Slocum W John (2008), **Management – A Competency Based Approach**, New Delhi, Cengage Learning India Private Limited.
3. Peter G. Northouse, **Leadership**, 2010, Sage.
4. Peter Lorange, **Thought leadership Meets Business**, 1st edition, 2009, Cambridge.
5. John ADAIR, **Inspiring Leadership**, 2008, Viva Books.

# COMPENSATION AND REWARD MANAGEMENT

## UNIT 1

**Compensation:** concept and definition – objectives and dimensions of compensation program – factors influencing compensation – aligning compensation strategy with business strategy – concept of reward - non-financial compensation system - Managing Compensation: Designing a compensation system – internal and external equity– pay determinants - frame work of compensation policy - influence of pay on employee attitude and behavior - the new trends in compensation management at national and international level.

## UNIT 2

**Wage concepts and theories:** minimum wages, fair wages, living wages – money and real wages – wage theories – wage incentives - classification of incentives, incentive systems, wage incentives in India, recommendations of the National Commission on Labor – fringe benefits - wage differentials – linking wage with productivity. Executive compensation – trends – welfare measures – statutory and non-statutory.

## UNIT 3

**Wage and Salary administration:** Nature and importance – job analysis – methods - job evaluation - wage determination process – methods of wage fixation – wage structure - multi-dimensional approach – wage problems – wage surveys – wage administration –economic objectives of wage policy – legal frame work – The payment of Wages Act 1936, The Minimum Wages Act 1948 and other similar act and amendments – institutional mechanism for wage determination

## UNIT 4

**Reward Based Performance :** Importance - methods- process- Definition, concepts and scope – Goal Setting- Linkages to Strategic Planning- Competency mapping- Competency based Performance Management Systems- Reward based Performance Management Systems- Electronic Performance Management Systems- Periodic reviews- Problem solving- Role efficiency- Coaching- Counseling and Monitoring- Performance Audit.

## UNIT 5

**Appraising for Recognition & Reward:** Purpose of Appraising – Methods of appraisal – appraisal system design – Implementing the appraisal system –Organizational effectiveness - Performance management skills –Building and leading High performing teams – Performance Monitoring and Counseling: Introduction- Supervision- Objectives and Principles of Monitoring- Monitoring Process-

**Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.**

### *References*

1. T.V.Rao: “**Performance Management Appraisal Systems**”, Sage Publications, 2008
2. A.M.Sarma, N.Sambasiva Rao: “**Compensation and Performance management**”, Himalaya Publishing House, Mumbai

3. Dewakar Goel:“**Performance Appraisal and Compensation Management**”, PHI Learning, New Delhi, 2012
4. . B.D.Singh: “**Performance Management Systems**” Excel Books, New Delhi,2010
- 5 A.S. Kholi: “**Performance Management**”, Oxford University Press, New Delhi,2012

## **PERFORMANCE MANAGEMENT**

### **Unit-1**

**Introduction:** – Definition, concepts and scope – Foundations of Performance Management  
Performance appraisal Vs performance management – performance management Vs Human resource management - processes for managing performance – critical appraisal-  
Performance Audit

### **Unit-2**

**Performance Management Planning:** Importance-Methods- process- Goal Setting-  
Linkages to Strategic Planning- Competency mappy- Career Development- Monitoring  
Performance Planning- Barriers to Performance Planning

### **Unit-3**

**Performance Management System:** objectives – Functions- Performance Management  
Cycle- Competency based Performance Management Systems- Reward based Performance  
Management Systems- Electronic Performance Management Systems- HR Challenges  
Performance Management Tools -Importance- Traditions and Modern Techniques- Balanced  
Score Card- 360 Degree Performance Apprising- Merit Rating- MBO- BARS

### **Unit-4**

**Performance Monitoring and Counseling:** Supervision- Objectives and Principles of  
Monitoring- Monitoring Process- Periodic reviews- Problem solving- engendering trust-  
Role efficiency- Coaching- Counseling and Monitoring- Concepts and Skills

### **Unit-5**

**Performance management skills** – Operational change through performance management.  
High Performing Teams: Building and leading High performing teams – team oriented  
organizations – developing and leading high performing teams- Role of Leadership

**Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.**

### **References**

1. Prem Chadha: Performance Management, Macmillan India, New Delhi, 2008.
2. Michael Armstrong & Angela Baron, Performance Management: The New Realities, Jaico Publishing House, New Delhi, 2010.
3. T.V.Rao, Appraising and Developing Managerial Performance, TV Rao Learning Systems Pvt Limited, Excel Books, 2003.
4. David Wade and Ronad Recardo, Corporate Performance Management, Butter Heinemann, New Delhi, 2002.
5. Dewakar Goel: Performance Appraisal and Compensation Management, PHI Learning, New Delhi, 2009

# STRATEGIC HUMAN RESOURCE MANAGEMENT

## UNIT-1

**Human Resource Strategy:** Importance of Human Resources to Strategy- Human Resources contribution to strategy - Strategy driven role behaviors and practices – Organizational Learning – Human Resource Manager and Strategic planning.

## UNIT-2

**Strategy Implementation:** Work - force utilization and Employment practices - Efficient utilization of Human resources - Dealing with employee surpluses and shortages - Selection of employees.

## UNIT-3

**Strategy Implementation:** Reward and Development Systems Strategically oriented performance measurement systems - Oriented performance measurement systems - Strategically oriented compensation system.

## UNIT-4

**Strategic Human Resource Development:** Its linkages with strategic Business Planning (SBP) - Organizing and structuring of Human Resource Development in an organization Building core competencies through Human Resource Development - Competency mapping approaches.

## UNIT-5

**Human Resource Evaluation:** Overview of evaluation - Approaches to evaluation, Evaluation Strategic contributions of Traditional Areas - Evaluating Strategic Contribution of Emerging Areas.

**Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.**

### References:

1. Charles R. Greer: Strategic Human Resource Management - A General Manager Approach - Pearson Education, Asia
2. Qudrisyed Mazhek: Management of HRD, IPE, 1996
3. Fombrum Charles & Tichy: Strategic Human Resource management - John Wiley Sons, 1984
4. Rao. T. V.: The Human Resource Development Missionary Oxford & IBH Publications Co., Pvt.,Ltd.

## FINANCE

### SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

#### **Unit-I:**

**Concept of Investment Education:** Investment Vs Speculation, Investment alternatives - Investment Process - Sources of Investment Information – Trading System in Stock Exchanges –Market Indices. Calculation of SENSEX and NIFTY - Return and Risk – Meaning and Measurement of Security Returns. Meaning and Types of Security Risks: Systematic Vs Non-systematic Risk - Measurement of Risk. (Problems)

#### **Unit-II:**

**Equity and Bond Valuation Models** – Preference Shares and Equity Shares Earning valuation-Cash flow valuation-Asset Valuation-Dividend-discount model ; Valuation of Bonds – Bond Returns and Risks -Bond Pricing Theorems convexity, duration, bond immunization. (Problems)

#### **Unit-III:**

**Investment Analysis:** Fundamental Analysis – Economy, Industry and Company Analysis, Technical Analysis – Dow Theory – Elliot Wave Theory – Trends and Trend Reversals - Efficient Market Theory –Hypothesis- Forms of Market Efficiency.

#### **Unit-IV:**

**Portfolio Analysis and Selection:** Elements of Portfolio Management, Portfolio Models – Markowitz Model, Efficient Frontier and Selection of Optimal Portfolio. Sharpe Single Index Model and Capital Asset Pricing Model, Arbitrage Pricing Theory. (Problems)

#### **Unit-V:**

**Portfolio Evaluation and Revision:** Performance Evaluation of Portfolios; Sharpe Model – Jensen's Model for PF Evaluation, Evaluation of Mutual Fund – Portfolio Revision. (Problems)

**Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.**

#### **References**

1. S. Kevin: Security Analysis and Portfolio Management, PHI Learning, New Delhi, 2009
2. Punithavathy Pandian: Security Analysis and Portfolio Management, Vikas Publishing House, New Delhi, 2009

3. Sudhendra Bhat: Security Analysis Portfolio Management, Excel Books, New Delhi, 2009.
4. Shashi K Gupta: Security Analysis Portfolio Management, Kalyani Publishers, New Delhi, 2010
5. Prasanna Chandra, Investment Analysis and Portfolio Management, 3/e Tata McGraw-Hill Publishing Co. Ltd. New Delhi, 2003.
6. Ranganatham : Investment Analysis and Portfolio Management Pearson Education.

# BANKING AND INSURANCE MANAGEMENT

## UNIT 1

**Introduction to Banking:** Introduction to Indian Financial System - Meaning of a Bank and Customer- Bank and customer Relationship - Role of commercial banks in Economic Development - Evolution of Banking in India – origin, nationalization, reforms and Financial Inclusion in India - Financial statements of banks with special focus on Indian banks - Financial statement analysis of banks: CAMEL Approach, Key Performance indicators- Sources of Bank Funds.

## UNIT 2

**Uses of Bank Funds:** Features of Bank Credit - types of lending - assessment of credit worthiness of a prospective borrower - management of credit process - different types of loans and their features - Loan Pricing: The basic model, pricing fixed & floating rate loans, cost-benefit loan pricing, Customer Profitability Analysis - Non Performing Assets: - gross and net concept of NPAs, causes, implications & recovery of NPAs.

## UNIT 3

**Regulation and Innovations in Banking System:** Regulation of Bank Capital: The need to regulate Bank Capital - Concept of Economic Model - Concept of Regulatory Capital, Basel Accords I,II and III. - Banking Innovations - Core Banking Solution - Retail Banking - Products & Services: Nature, Scope, Future and Strategies - Plastic Money - National Electronic Funds Transfer - ATM - Mobile Phone Banking - Net Banking- Banc-assurance. Changing role of Banks as Financial Intermediaries. Customer service quality in Indian banking industry.

## UNIT 4

**Introduction to Insurance:** Insurance as a Risk Management Tool- Principles of Insurance - Characteristics of Insurance contract - Functions of Insurers: Production, Underwriting, Rate Making, Managing Claims and Losses, Investment & Financing, Accounting & Record Keeping and other miscellaneous functions - Types of Insurers- Concept of Reinsurance, uses and advantages - Marketing channels: Agents & brokers –professionalism, remuneration, responsibilities, classification, criteria for appointment and capital adequacy norms for broker - an overview of IRDA.

## UNIT 5

**Life Insurance and General Insurance:** The concept of Life Insurance - types of Life Insurance contracts - Tax treatment of Life Insurance- Life Insurance Products- Classification of Life Insurance - The Actuarial Science- Provisions of Life Insurance contracts - Special Life Insurance forms - Health and General insurance–Overview, Types, Third Party Administrators- Micro Insurance in India

**Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.**

### *References*

1. Peter.S.Rose & Sylvia. C. Hudgins: “**Bank Management & Financial Services**”, Tata McGraw Hill New Delhi, 2010,
2. James S. Trieschmann, Robert E. Hoyt & David. W. Sommer B:“**Risk Management & Insurance**”, Cengage Learning, New Delhi
3. Reddy K S and Rao R N: “**Banking & Insurance**”, Paramount Publishing House 2013.
4. Vasant Desai: “**Banks & Institutional Management**”, Himalaya Publishing House 2010.
5. Harold. D. Skipper & W. Jean Kwon: “**Risk Management & Insurance, Perspectives in a Global Economy**”, Blackwell Publishing New Delhi.
6. NIA: “**Life Insurance Principles and Practices**”, Cengage Learning, New Delhi,2013.
7. Neelam C.Gulati: “Banking and Insurance: Principles and Practice”, Excel Books, New Delhi 2011.

## ADVANCED MANAGEMENT ACCOUNTING

### Unit – 1:

**Introduction:** Employment of Management Accounting – Human Resource Accounting – Need for Harmonization of International Accounting Standards – Role of Management Accountant for controller functions – Financial Accounting Control (FACO)-Management information System.

### Unit - 2:

**Financial Analysis:** Comparative analysis – Common Size Analysis - Funds Flow Analysis – Cash Flow Analysis.-Ratio Analysis – Trend analysis – Deprecation Models.

### Unit- 3:

**Budget – Budgetary Control:** – Types of Budgets – Financial Vs Operation Budgets – Short Term Vs Long Term Budgets – Preparation of Sales Budgets – Purchase Budgets- Expenditure Budgets for Material, Labour and Overheads – Construction of Cash Budget- Flexible Budget – Master Budget – Management Control and Budgeting – Performance Budgeting and Zero Based Budgeting.

### Unit-4:

**Marginal Costing:** Cost Concepts for Decision making – Decision Making Process – Decision Situations-Sales Volume Decisions – Pricing and Special Order Pricing – Make / Buy Decisions – Product Decisions- Addition, Deletion and Alteration of Mix – Plant Shutdown Decision - Profit Planning- introduction of new product – planning of level of activity – Key factor – Foreign market offer .

### Unit – 5:

**Standard Costing:** Standard Costing and historical costing – Establishment of cost standards – steps involved in standard costing – Variance analysis: Material Variance – Labour Variance – Overhead Variance - Sales Variance

**Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.**

### References:

1. Introduction to Management Accounting Charles T. Horn Gaxy L. Sundem.
2. Management Accounting, S.P. Gupta.
3. Management Accounting, Manmohan and Goyal.

4. Management Accounting, V. Krishna Kumar.
5. Practical Problem in Management Accounting, Dr. Kulsreshtha and Gupta.
6. Advanced Cost and Management Accounting, S.P . Jain and K.L. Narang.

## STRATEGIC FINANCIAL MANAGEMENT

### Unit-I:

**Corporate Policy:** Strategic Financial Planning- changing complexion of regulatory framework - Shareholder Value Creation (SCV): Market Value Added (MVA) – Market-to-Book Value (M/BV) – Economic Value Added (EVA) – Managerial Implications of Shareholder Value Creation- Corporate Risk Management – Understanding the firms Strategic Exposure.

### Unit-II:

**Corporate Financial Strategies:** Capital Structure Planning- EBIT, EPS, ROE analysis- Shareholders' Risk — Financial Options and Value of the Firm – Dividend Policy and Value of the Firm – Growth and External Financing Requirement. (Problems)

### Unit-III:

**Corporate Investment Strategy:** Techniques of Investment Appraisal Under Risk and Uncertainty – Risk Adjusted Net Present Value – Risk Adjusted Internal Rate of Return – Capital Rationing – Decision Tree Approach for Investment Decisions – Evaluation of Lease Vs Borrowing Decision- Long term investment plans analysis with risk and return. (Problems)

### Unit-IV:

**Corporate Financial Engineering:** Merger Strategy – Theories of Mergers – Horizontal and Conglomerate Mergers – Merger Procedure – Valuation of Firm – Financial Impact of Merger – Merge and Dilution Effect on Earnings Per Share – Merger and Dilution Effect on Business Control. (Problems)

### Unit-V:

**Corporate Restructuring:** Takeover Strategy – Types of Takeovers – Negotiated and Hostile Bids – Takeover Procedure – Takeover Defenses – Takeover Regulations of SEBI – Distress Restructuring Strategy – Sell offs – Spin Offs – Leveraged Buyouts- Buy back shares – Alignment of Interest – Corporate Governance . (Problems)

**Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.**

### References:

1. Coper and Weston: Financial Theory and Corporate Policy.
2. Braley and Myers: The Principles of Corporate Finance. Mc.Graw Hill, N.Y.1993.
3. Prasanna Chandra : Financial Management, Theory and Practice.
4. I.M. Pandey – Financial Management, Vikas Publishers, New Delhi.

# MARKETING

## CONSUMER BEHAVIOR

### UNIT- 1

**Introduction to Consumer Behaviour:** Understanding consumers and market segments. Evolution of consumer behaviour, consumer analysis and business strategy. Models of Buyer Behavior, Howard Model, Howard- Sheth Model, EKB Model, Webster and Wind Model and Sheth Industrial Buyer Behaviour Model.

### UNIT- 2

**Psychological Foundations of Consumer Behavior:** Consumer Motivation, Perception, Personality and Behavior, Learning and Behavior Modification, Information Processing, Memory Organization and Function, Attitude Formation and Attitude Change. Social and Cultural Environment Economic, Demographic, Cross Cultural and Socio–Cultural Influences, Social Stratification, Reference Groups and Family, Personal influence.

### UNIT- 3

**Communication and Consumer Behaviour :** Components of communications process, designing persuasive communication and Diffusion of Innovations. Consumer Decision Processes High and Low Involvement, Pre-purchase Processes, Post Purchase processes, Consumption and evaluation, Brand Loyalty and Repeat Purchase Behaviour.

### UNIT -4

**Consumerism:** The roots of consumerism, consumer safety, consumer information, environmental concerns, consumer privacy, legislative responses to consumerism and marketer responses to consumer issues.

### UNIT- 5

**Consumer Protection:** Consumer Protection Act 1986, Central consumer protection council, state consumer protection councils, consumer disputes redressal agencies, consumer disputes redressal forum, National Consumer Disputes redressal Commission.

**Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.**

### *References*

1. Ramneek Kapoor, Nnamdi O Madichie: “Consumer Behaviour Text and Cases”, TMH, New Delhi, 2012.
2. Ramanuj Majumdar: “Consumer Behavior insight from Indian Market”, PHI Learning, New Delhi, 2011
3. M.S.Raju: “Consumer Behavior Concepts, applications and Cases”, Vikas Publishing House, New Delhi, 2013.
4. David L Loudon and Albert J Della Bitta, Consumer Behaviour, 4/e, TMH, New Delhi, 2002.
5. Schiffman, L.G and Kanuk L.L Consumer Behaviour, 8/e, Pearson Education, New Delhi, 2003.

# RETAIL MANAGEMENT

## UNIT 1

**Basic concept of retailing:** Retail development – types and functions of retailers – multi channel retailing – organized retailing in India – special characteristics of retailing services retailing- legislation for retailing in India.

## UNIT 2

**Retail strategy:** market strategy – retail format and target market – building sustainable competitive advantage – growth strategies – strategic retail planning process.

## UNIT 3

**Retail location** – Types, location opportunities – selection of location and Site analysis - financial strategy – strategic profit model – setting and measuring performance objectives.

## UNIT 4

**Store layout and design:** Store operations and inventory management- Merchandise planning and control - Buying merchandise – Developing Assortment plan.

## UNIT 5

**Retail Pricing Strategy:**, Category Management, Customer services – Retail branding - International retailing – Promotional strategies – advertising, sales promotion, Store atmosphere.

**Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.**

### *References*

1. Sheikh and Kaneez Fatima, “**Retail Management**”, Himalaya Publishing House, Mumbai, 2012
2. A.J. Lamba:“**The Art of Retailing**”, Tata McGraw Hill Education Pvt. Ltd. New Delhi.2011
3. Sivakumar, A, “**Retail Marketing**”, Excel Books, New Delhi, 2007
4. Swapna Pradhan, “**Retail management**”, Tata McGraw Hill Education Pvt. Ltd. New Delhi, 2012
5. Berman Barry, Joel R. Evans and Mini Mathur, “**Retail Management-A Strategic Approach**”, Pearson Education, New Delhi, 2011.
6. Chetan Bajaj RajnishTuli, Nidhivarma Srivastava:”**Retail Management**”, Oxford University Press, New Delhi, 2012.

# CUSTOMER RELATIONSHIP MANAGEMENT

## UNIT- 1

**Introduction:** Consumer Behavior – Consumer and Marketing Strategy – Determinants of Consumer Behavior – Profile of the Indian Consumer.

## UNIT - 2

**Perception:** Nature – Perception and Marketing Strategy, Motivation – Motivation Theories and Marketing Strategy – Personality.

## UNIT - 3

**Attitude Measurement and Change:** Self Concept and Life Style Marketing, Influence of Social and Cultural factors on Consumer Behavior – Family, Reference groups, Cross Cultural Variations in Consumer Behavior.

## UNIT - 4

**Consumer Decision Process:** Problem Recognition – Information Search – Evaluation of alternatives and selection – Post Purchase Behavior – Organizational buyer Behavior – Diffusion of Innovation.

## UNIT - 5

**Customer Relationship Management:** Facets and Elements of CRM – CRM Process – Importance of CRM – Planning and Managing CRM Programme – Concept of Customer Loyalty – Customer Value Assessment – Customer Retention Strategies – CRM in services.

**Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.**

### References:

1. Hawkins, Best, Coney: Consumer Behaviour Building Marketing Strategy, Tata McGraw Hill.
2. Lindquist & Sirgy, Consumer Behaviour, Cengage, New Delhi
3. N Gautam & K Jain, Consumer Behaviour, Wisdom, Delhi
4. Kazmi : Consumer Behaviour, Excel Publishers.
5. H.Peer Mohammed: Customer Relationship Management, Vikas, ND
6. Panwar, J.S. Beyond Consumer Marketing, Sage Response Books, New Delhi.

# STRATEGIC MARKETING MANAGEMENT

## UNIT – 1

**Introduction :** Role of Strategic Marketing - Key Definitions of Strategic Marketing - Role and Importance and concepts- Systematic approach - sequencing and scheduling of activities and integration of activities - Resource Requirements – Time scaling - Processes: Strategic Marketing Planning Process - Strategic Marketing Analysis- marketing strategy objective setting- perceptual mapping - factor analysis, Option Evaluation, Choice – Formulation and Implementation and Control Links to corporate strategy: Mission statement, organizational structure and corporate responsibility and ethics - dynamic strategy

## UNIT -2

**Strategic Marketing Strategy:** Models - Organisation, Industry and market environment situation analysis; Porter's Five Forces model - Structure, Conduct and Performance; - Marketing Audit - portfolio analysis techniques -strategic positioning, defining the future position - Marketing Tactics - Product tactics -Price tactics- Promotion tactics - Place tactics- Direct response marketing strategies - Defensive strategies - Customer retention strategies- Personalised marketing; Payne and Ballantyne's Six markets model

## UNIT -3

**Strategic Marketing Techniques :** Setting marketing objectives and marketing strategy - Targeting markets - Segmenting markets - Profiling markets- Positioning segmented markets, Direct or Indirect sales Strategy options - core competences - Competitive advantage - Investment opportunity evaluation - market leadership - Innovation strategies - Market pioneer - close followers, late followers; offensive, defensive and value-based marketing strategies Strategic marketing objectives: marketing mix – 7 Ps.

## UNIT -4

**Strategic marketing environment :** Changes in the external environment: shift from supply to demand environment; fashionisation of markets; micro-markets; rising expectations; technological change; competition; globalisation; importance of customer service; commoditisation; erosion of brands; new constraints Strengths and weaknesses: focus of marketing objectives, links to corporate strategy.

## UNIT - 5

**New Product Developments:** Ability to customize - Ability to handle information to gain competitive advantage - e-marketing position - core focus - target markets, nature and potential of key market segments, partnerships with customers and other stakeholders- Innovation strategies, timescales, resource requirements, budgets, monitoring, review and control

mechanisms Strategic marketing responses: emerging themes eg impact of globalisation, the strength or weakness of competitors, importance of environmental factors, changes in the political environment, the state of the economy, the exchange rate, health and safety factors

**Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.**

#### **References:**

1. Devid A Aaker and Damien Mc Loughlor: “ Strategic Marketing Management- Global Perspective” Wiley Publications.
2. Jean –Jacques Lambin : “Strategic Marketing Management”, McGraw –Hill,
3. Nag A: “Strategic Marketing”. MacMillons
4. Srinivas R, Lohith C.P.: “Strategic Marketing and Innovation for Indian MSMEs”, Springer Publication.
5. Graeme Drummond, John Ensor, Ruth Ashfor: “Strategic Marketing Planning and Control”, Elsevier Pblication.
6. Kotler P and Keller K L:”A Framework for Marketing Management”, Pearson Education, 2008

## SYSTEMS

### E-BUSINESS

#### UNIT 1

**Introduction to E-Business:** Transitioning to the Web – E-Business and E-Commerce overview  
History of Internet and World Wide Web – Web development Internet and World Wide Web  
Resources. A Framework for understanding E-Business.

#### UNIT 2

E-Business Models: Storefront Models, Auction Model, Portal Model and Dynamic-Pricing  
Models. B2B E-Commerce and EDI. Understanding Online Communication and Behavior.  
Creating the Marketing Mix – Organizational and Managerial Issues. Implementation and  
Control of the E-Business Plan.

#### UNIT 3

Building an E-Business: Design and Development and Management – E-Business Solutions -  
Online Monetary Transactions. e-Wallets – Digital Currency and Alternate Consumer Payment  
Options .Smart Cards, e-Billing developing payment standards.

#### UNIT 4

**Internet Marketing:** Branding, Promotions, E-Business Advertising – E-Customer Relationship  
Management – Tracking and Analyzing data, Personalization – Contact Centers Complete e-  
CRM Solutions

#### UNIT 5

**Legal and Ethical Issues:** Privacy and confidentiality on the Internet Other Legal areas like  
Defamation IPR and Patents, Trade mark Unsolicited Commercial e-Mail (Spam) Online  
Contracts and User Agreements. Cyber Crime – Internet Taxation Issues

**Relevant cases have to be discussed in each unit and in examination case is compulsory  
from any unit.**

#### *References*

1. Hanson: “E-Commerce and Internet Marketing”, Cengage Learning, New Delhi, 2013
2. Harvey M. Deitel, Paul J. Deitel, Kate Steinbuhler: e-Business and e-Commerce for  
Managers, Pearson Publication.
3. David Whiteley: E-Commerce- Strategy technologies and Applications, Tata Mac-Graw  
Hill, New Delhi, 2000.
4. C.S.V.Murthy: E-Commerce–Concepts, Models & Strategies, Himalaya Publishing  
house, Mumbai, 2003.
5. Kamallesh K Bajaj & Debjani Nag: E-Commerce, the Cutting Edge of Business- Tata  
McGraw- Hill, New Delhi, 2002.
6. Bharat Bhaskar: Electronic Commerce, Tata Mc-Graw-Hill, New Delhi, 2003.

## **RELATIONAL DATA BASE MANAGEMENT SYSTEMS (RDBMS)**

### **UNIT - 1**

**Database Systems:** Evolution- File Oriented Systems- Database Models- database System Components- Database Systems in the Organization- Data sharing - Strategic Database - Planning database and Management Control- Risks and Costs in Databases- Database development.

### **UNIT - 2**

**Database Design:** Principles of Conceptual Database- Design Conceptual Data Models- Aggregation- Modeling conceptual Objects vs. Physical Objects- Relational Data Model- Fundamental Concepts-Normalization-Transforming a conceptual model - Relational Model- Relational Database Implementation- Relational Algebra and Calculus.

### **UNIT - 3**

**SQL-Schema and Table Definition:** Data Manipulation- View Definition Graphical Query Language- Client-Server Databases - Defining Database Tables and Server - Data Manipulation and Programming- Developing Client Applications

### **UNIT - 4**

**Physical Database Systems:** Storage Media- Disk Performance – Factors File Organization- Implementing Logical Relationships- Mapping logical Data Structures to Physical Structures- Secondary Keys – Access Database Administration and Control - DBA Functions- DBA Goals Database Integrity- Database Security- Database Recovery

### **UNIT - 5**

**Distributed Database Systems:** Design.- Query Processing- Data Integrity Recovery- Client/Server Systems- DBMS Selection and Implementation- Information Needs- DBMS Functions and Capabilities-Classifying DBMS feature requirement Evaluation Models- Implementation Issues- Case studies of RDBMS package such as ORACLE/MS-SQL Server.

**(Lab Sessions to be conducted wherever it is required)**

### **REFERENCES:**

1. Modern Database Management: MeFadden
2. An Introduction to Database System: Bipin C.Desai
3. Database Management & Design: Gary Hansen & James. Hansesn.

4. Alexis Leon & C.K. Thomas DB2 (IBM Database 2), “The Complete Book for Application Programmers”, Comdex Computer Publication a division of Pustak Mahal.

5. Prof. S. Nandagopalan, “Database Management Systems, A Practical Approach”, Sapna Book House, Bangalore.

## WEB DESIGNING

### Unit: 1

**Web Fundamentals** – Introduction To The Web, History of the Web, Protocols Governing the Web, Creating Websites for Individuals and the Corporate World, Web Applications, Writing Web Projects, Identification of Objects, Target User, Web Team, Planning and Process Development, Web Architecture, Major Issues in the Web Solutions Development, Web Servers (Apache Web Server), Web Browsers, Internet Standards, TCP/IP Protocol Suite, IP Addresses, MIME, Cyber Laws.

### Unit:2

**Hyper Text Transfer Protocol (HTTP):** Introduction - Web Server and Clients, Resources, URL and its Anatomy – Examples, Message Format, Persistent and Non-Persistent Connections, Web Caching, Proxy. Java Network Programming- Java and the Net, Java Networking Classes and Interfaces, Looking up Internet Address, Client/Server Programs, Socket Programming, E-mail Client.(lab sessions to be conducted)

### Unit 3

**HyperText Markup Language (HTML):** Introduction, Structure, Text, Lists, Links, Images, Tables, Forms, Frames, Images, and Meta Tags. (lab sessions to be conducted)

### Unit 4

**Cascading Style Sheets (CSS)** Introduction, Advantages, Color, Text, Boxes, Lists, Tables and Forms, Layout, Images, HTML5 Layout. (Lab Sessions to be conducted)

### Unit 5

**JavaScript** Introduction, Variables, Literals, Operators, Control Structure, Conditional Statements, Arrays, Functions, Objects, JavaScript and HTML DOM, Advanced JavaScript and HTML Forms (Lab sessions to be conducted).

**(Lab Sessions to be conducted wherever it is required)**

### TEXT BOOKS:

1. Web Technologies – Uttam K Roy – Oxford University Press, 2010
2. HTML & CSS: Design and Build Websites – Jon Duckett- John Wiley & Sons, 2014.

## SYSTEMS ANALYSIS AND DESIGN

### UNIT-1

**Systems Analysis and Design:** Meaning - System Analyst: Role and Responsibilities. Strategies of System Design and Development - Principles of System Development - Tools of System Development - Requirements Analysis: Strategies - Fact-finding – Feasibility Analysis - Documenting: DFD, DD, DT, Decision Trees,

### UNIT-2

**System Design:** Objectives - Physical Vs. Logical Design- Areas of System Design: Input Design: Data Capture - GUI controls - prototype design - Process Design - Modelling Applications - Information Technology Architecture - Output Design - Principles - Prototype – Interface – Display – Forms Design.

### UNIT-3

**Procedure Design:** Code Design – File Design – Methods – Storage Structures – Software Design – Techniques – Principles.

### UNIT-4

**System Testing:** Types – Approaches – Quality Assurance – Assessing Reliability – Documentation – Training the users and operating personnel.

### UNIT-5

**System Implementation:** Strategies and Techniques Conversion Methods – System support and maintenance system crash – Recovery- System Evaluation Techniques.

### References:

1. Whitten.L. Jeffery: Bentley. D. Lonnie: System Analysis and Design Methods, Tata Mc. Graw Hill, New Delhi.
2. Senn. A.James: Analysis and Design of Information System Mc. Graw Hill, New York.
3. Davis. B. Gordeon, Olson, H.Margrethe: Management Information Systems: Conceptual Foundations, Structure and Development, Mc.Graw Hill, New York.
4. Garg.K.Vinod, Srinivasan, S: Work book on systems Analysis & Design, Prentice Hall of India Pvt. Ltd., New Delhi.
5. Rajaraman, V. Analysis and Design of Information System, Prentice Hall of India Pvt. Ltd., New Delhi.
6. Vigya Charya R. Bansal, Information System Analysis and Design: A Modern Approach to System Development, New Age International Publishers, New Delhi.