

E.G.S. PILLAY ENGINEERING COLLEGE

(Autonomous)

Approved by AICTE, New Delhi | Affiliated to Anna University, Chennai
Accredited by NAAC with 'A' Grade | Accredited by NBA (CSE, EEE, MECH)

NAGAPATTINAM – 611 002



MASTER OF BUSINESS ADMINISTRATION

Full Time Curriculum and Syllabus

First Year – Second Semester

Course Code	Course Name	L	T	P	C	Maximum Marks		
						CA	ES	Total
Theory Course								
1702BA201	Operations Management	3	0	0	3	40	60	100
1702BA202	Financial Management	3	0	0	3	40	60	100
1702BA203	Marketing Management	3	0	0	3	40	60	100
1702BA204	Human Resource Management	3	0	0	3	40	60	100
1702BA205	Information Management	3	0	0	3	40	60	100
1701BA206	Applied Operations Research	3	2	0	4	40	60	100
1702BA207	Business Research Methods	3	0	0	3	40	60	100
Laboratory Course								
1704BA208	Managerial Communication II	0	0	2	1	100	-	100
1702BA209	Software Skills Lab II	0	0	4	2	50	50	100
1704BA210	Life Skills II	0	0	2	1	100	-	100

L – Lecture | T – Tutorial | P – Practical | CA – Continuous Assessment | ES – End Semester

SEMESTER II

1702BA201

OPERATIONS MANAGEMENT

L	T	P	C
3	0	0	3

Course Objectives:

1. To implement the Operations terminology and concepts in production area.
2. To integrate the factors influencing the product design and process system to improve the productivity.
3. To select the best scheduling techniques and inventory techniques to enhance the quality.

Unit I INTRODUCTION TO OPERATIONS MANAGEMENT

9 Hours

Operations Management – Nature, Importance, historical development, transformation processes, differences between services and goods, a system perspective, functions, challenges, current priorities, recent trends; Operations Strategy – role - building operations strategy on competitive priorities and elements.

Unit II FORECASTING, CAPACITY AND FACILITY DESIGN

9 Hours

Demand Forecasting – Need, Types, Objectives and Steps. Overview of Qualitative and Quantitative methods. Capacity Planning – Long range, Types, Developing capacity alternatives. Overview of MRP, MRP II and ERP.

Facility Location – Theories, Steps in Selection, Location Models. Facility Layout – Principles, Types, Planning tools and techniques.

Unit III DESIGN OF PRODUCT, PROCESS AND WORK SYSTEMS

9 Hours

Product Design – Influencing factors, Approaches, Legal, Ethical and Environmental issues. Process – Planning, Selection, Strategy, Major Decisions. Work Study – Objectives, Procedure. Method Study and Motion Study. Work Measurement and Productivity – Measuring Productivity.

Unit IV QUALITY AND MATERIALS MANAGEMENT

9 Hours

Quality Management- Overview of the contributions of Deming, Juran Crosby, Masaaki Imai, Feigenbaum, Ishikawa, Taguchi techniques- Concepts of Quality circle, Japanese 5S principles and 8D methodology. Materials Management – Purchasing – Supply Chain Management- Vendor rating and Value Analysis- Stores Management – Inventory – Overview of JIT.

Unit V SCHEDULING AND PROJECT MANAGEMENT

9 Hours

Project Management – Scheduling Techniques, PERT, CPM; Work centers – nature, importance; Priority rules and techniques, Johnson’s Algorithm – Gantt charts; personnel scheduling in services.

Total: 45 Hours

Further Reading:

1. Strategic Operations Management
2. Service Operations: Planning and Scheduling

Course Outcomes:

After completion of the course, Student will be able to

1. Interpret the concepts of operation strategy for managing the operations.
2. Predict the issues involved and tasks to be performed for production planning.
3. Identify the best way of process planning and to select the best location for production.
4. Apply the suitable inventory techniques for improve the quality.
5. Apply the various scheduling techniques for completing the task within the time.

References:

1. Aswathappa K and Shridhara Bhat K, Production and Operations Management, Himalaya Publishing House, Revised Second Edition, 2010
2. Richard B. Chase, Ravi Shankar, F. Robert Jacobs, Nicholas J. Aquilano, Operations and Supply Management, Tata McGraw Hill, 12th Edition, 2010.
3. William J Stevenson, Operations Management, Tata McGraw Hill, 9th Edition, 2009.
4. Chary S. N, Production and Operations Management, Tata McGraw Hill, Third Edition, 2008
5. Pannerselvam R, Production and Operations Management, Prentice Hall India, Second Edition, 2008.
6. Mahadevan B, Operations Management Theory and practice, Pearson Education, 2007
7. Russel and Taylor, Operations Management, Wiley, Fifth Edition, 2006.
8. Norman Gaither and Gregory Frazier, Operations Management, South Western, 9th Edition, 2002.
9. Dale H. Besterfield, Carol Besterfield – Michna, Glen H. Besterfield, Mary Besterfield – Sacre, Hermant – Urdhwareshe, Rashmi Urdhwareshe, Total Quality Management, Revised Third edition, Pearson Education, 2011.

Course Objectives:

1. To enable the students to summarize the concepts of Financial Management
2. To explain the various techniques of Capital Budgeting, Working Capital Management and Dividends
3. To comprehend the techniques of decisions related to finance functions

Unit I FOUNDATIONS OF FINANCIAL MANAGEMENT 9 Hours

Introduction to Financial Management – Nature, scope and functions of Finance, organization of financial functions, objectives of Financial management, Major financial decisions – Time value of money – features and valuation of shares and bonds – Concept of risk and return – single asset and of a portfolio.

Unit II INVESTMENT DECISIONS 9 Hours

Capital Budgeting: Principles and techniques - Nature of capital budgeting- Identifying relevant cash flows - Evaluation Techniques: Payback, Accounting rate of return, Net Present Value, Internal Rate of Return, Profitability Index - Comparison of DCF techniques - Concept and measurement of cost of capital - Specific cost and overall cost of capital.

Unit III FINANCING AND DIVIDEND DECISION 9 Hours

Leverages - Operating and Financial leverage – measurement of leverages – degree of Operating & Financial leverage – Combined leverage, EBIT – EPS Analysis- Indifference point. Capital structure – Theories – Net Income Approach, Net Operating Income Approach, MM Approach – Determinants of Capital structure. Dividend decision- Issues in dividend decisions, Importance, Walter’s Model, Gordon’s model and MM model – Factors determining dividend policy – Types of dividend policies – forms of dividend.

Unit IV WORKING CAPITAL MANAGEMENT 9 Hours

Principles of working capital: Concepts, Needs, Determinants, issues and estimation of working capital - Accounts Receivables Management - Inventory management – Cash management - Working capital finance : Trade credit, Bank finance and Commercial paper.

Unit V LONG TERM SOURCES OF FINANCE 9 Hours

Indian capital and stock market, New issues market Long term finance: Shares, Debentures and Term loans, Lease, Hire Purchase, Venture capital financing, Private Equity

Total: 45 Hours**Further Reading:**

1. Real and Nominal Interest Rate, Project selection under Capital Rationing
2. Term Structure of Interest Rate, Share Split, GWC vs. NWC

Course Outcomes:

After completion of the course, Student will be able to

1. Infer the applications of option in financial management and possess the techniques of managing finance in an organization
2. Distinguish the capital budgeting techniques and project cash flows
3. Estimates the capital structure and dividend policy for optimal risk return trade-off
4. Interpret the working capital policies to improve liquidity
5. Explain the merits of leasing over borrowing to purchase assets

References:

1. Brigham, Ehrhardt, Financial Management Theory and Practice, 15th edition, Cengage Learning 2015.
2. Eugene F. Brigham, Micheal C. Ehrhardt, Financial Management- Theory and Practice, 14th , Thomson South Western, 2015
3. I.M. Pandey Financial Management, Vikas Publishing House Pvt. Ltd., 10th edition, 2012.
4. James C. Vanhorne –Fundamentals of Financial Management– PHI Learning, 13th Edition, 2012
5. George Foster, Financial Statement Analysis, Second Edition, Pearson, 2012
6. Prasanna Chandra, Financial Management, 9th edition, Tata McGraw Hill, 2012.
7. Srivatsava, Mishra, Financial Management, Oxford University Press, 2011 2nd edition.
8. Sudhindra Bhat, Financial Management- Principles and practice, 2nd Edition, Excel Books, 2008.

Course Objectives:

1. To gain insight on the impact of marketing environment on the marketing strategies adopted by the business organizations.
2. To provide understanding about STP (Segmentation, Targeting, Positioning) in marketing and give an comprehensive view about the individual buyer behavior
3. To give detailed insight into the 4Ps of Marketing.

Unit I INTRODUCTION 9 Hours

Marketing – Definitions - Conceptual frame work – Marketing environment: Internal and External - Marketing interface with other functional areas – Production, Finance, Human Relations Management, Information System. Marketing in global environment – Prospects and Challenges.

Unit II MARKETING STRATEGY 9 Hours

Marketing strategy formulations – Key Drivers of Marketing Strategies - Strategies for Industrial Marketing - Market Segmentation – Targeting and Positioning- Services marketing – Competitor analysis.

Unit III MARKETING MIX DECISIONS 9 Hours

Product planning and development – Product life cycle – New Product Development and Management – Channel Management – Advertising and Sales Promotions – Pricing Objectives, Policies and methods.

Unit IV BUYER BEHAVIOUR 9 Hours

Understanding industrial and individual buyer behavior - Influencing factors – Buyer Behaviour Models – Online buyer behaviour - Building and measuring customer satisfaction – Customer Relationships Management – Customer acquisition, Retaining, Defection

Unit V MARKETING RESEARCH & TRENDS IN MARKETING 9 Hours

Marketing Information System – Research Process – Concepts and applications: Product – Advertising – Promotion – Consumer Behaviour – Retail research – Cause related marketing - Ethics in marketing –Online marketing trends

Total: 45 Hours

Further Reading:

1. Sensory Marketing, Green marketing, Brand identity prism
2. Organized Retailing, Marketing Communications through Social Media, International marketing.

Course Outcomes:

After completion of the course, Student will be able to

1. Understand the conceptual framework and marketing environment.
2. Identify the appropriate pricing strategy and price adjustments considering competition and other related factors.
3. Interpret the Product Life Cycle and promotional strategies.
4. Understand the marketing strategy and how it influences consumer behavior.
5. Apply marketing concept in research.

References:

1. Marketing 4.0 (Moving from traditional to digital) Philip Kotler, Hermawan Karatajaya, Iwan Setiawan-edition-2016.
2. Philip Kotler and Kevin Lane Keller, Marketing Management, PHI 16th Edition, 2015
3. Lamb, hair, Sharma, Mc Daniel– Marketing – An Innovative approach to learning and teaching- A south Asian perspective, Cengage Learning — 2012
4. Paul Baines, Chris Fill and Kelly Page, Marketing, Oxford University Press, 2nd Edition,2011.
5. KS Chandrasekar, “Marketing management-Text and Cases”, Tata McGrawHil, First edition,2010

6. Douglas, J. Darymple, Marketing Management, John Wiley & Sons, 2008.
7. Kerin, Hartley, Berkowitz, Rudelius, Marketing, 8th Edition, McGraw Hill, 2007
8. Boyd Walker, Marketing Management, McGraw Hill, 2002
9. Marketing Management by John. W. Mullins, 2001.
10. Micheal R. Czinkota & Masaaki Kotabe, Marketing Management, Vikas Thomson Learning, 2000.
11. Marketing An Introduction by Gary Armstrong and Philip Kotler, 12th edition.

Course Objectives:

1. To enable the students to understand the various HR functions in-depth.
2. To familiarize students with contemporary practices.
3. To enable the students to understand the challenges in domestic and IHRM

Unit I PERSPECTIVES IN HUMAN RESOURCE MANAGEMENT 8 Hours

Evolution of human resource management – The importance of the human factor – Challenges – HR functions -Role of human resource manager – Human resource policies – Computer applications in human resource management – Human resource accounting and audit – environment of HRM.

Unit II THE CONCEPT OF BEST FIT EMPLOYEE 8 Hours

Importance of Human Resource Planning – Forecasting human resource requirement –matching supply and demand - Internal and External sources. Recruitment - Selection – induction – Socialization benefits.

Unit III TRAINING AND EXECUTIVE DEVELOPMENT 10 Hours

Types of training methods –purpose- benefits- resistance. Executive Development Programme – Common practices - Benefits – Self development – Knowledge management.

Unit IV SUSTAINING EMPLOYEE INTEREST 9 Hours

Compensation plan – Reward, remuneration, incentives and benefits – Career management – Development of mentor – Protégé relationships.

Unit V PERFORMANCE EVALUATION AND IHRM 10 Hours

Method of performance appraisal – Feedback – Industry practices. Promotion, Demotion, Transfer and Separation – Implication of job change. Job evaluation, grievances – Causes – Implications – Redressal methods, perspectives and practices of IHRM.

Total: 45 Hours

Further Reading:

1. HRIS, Social networking, e-learning, Recent trends in compensation
2. Changing roles of HR during the transition from Local to Global

Course Outcomes:

After completion of the course, Student will be able to

1. Design policies and methods for all HR sub-functions.
2. Deal with multi-cultural workforce.
3. Forecast human resource requirement.
4. Apply techniques in recruitment, career management and compensation planning.
5. Identify and explain how to best implement a performance management system.

References:

1. Anne-Wil Harzing, Ashly Pinnington, Human Resource Management, Sage Publication 4th edition 2017.
2. Dessler & Varkkey, Human Resource Management, 14th edition, Pearson Education Limited, 2016
3. K.Asathappa, Human Resource and Personnel Management- Text & Cases, Tata Mc Graw Hill, 2013
4. Luis R.Gomez-Mejia, David B.Balkin, Robert L Cardy. Managing Human Resource. PHI Learning. 2012
5. Ivancevich, Human Resource Management, McGraw Hill 2012
6. Bernadin , Human Resource Management ,Tata McGraw Hill ,8th edition 2012
7. Uday Kumar Haldar, Juthika Sarkar. Human Resource management. Oxford. 2012.

8. Decenzo and Robbins, Human Resource Management, Wiley, 8th Edition, 2007.
9. Biswajeet Pattanayak, Human Resource Management, PHI, Third Edition, 2005
10. Dr.V.P.Michael, Human Resource Management & Human Relations, Himalaya Publishing House, 2005

Course Objectives:

1. Provide students with an understanding and utility of various Management Information Systems in the functional areas of management.
2. Familiarize the students with intricacies of Enterprise Resource Planning and dimensions of e-commerce.
3. Enable the students to gain an understanding about how Information Systems are developed and implemented

Unit I INTRODUCTION 10 Hours

Data, Information, Intelligence, Information Technology, Information System, evolution, types based on functions and hierarchy, System development methodologies, Functional Information Systems, DSS, EIS, KMS, GIS, International Information System.

Unit II SYSTEM ANALYSIS AND DESIGN 10 Hours

Case tools - System flow chart, Decision table, Data flow Diagram (DFD), Entity Relationship (ER), Object Oriented Analysis and Design (OOAD), UML diagram.

Unit III DATABASE MANAGEMENT SYSTEMS 9 Hours

DBMS – HDBMS, NDBMS, RDBMS, OODBMS, Query Processing, SQL, Concurrency Management, Data warehousing and Data Mart

Unit IV SECURITY, CONTROL AND REPORTING 8 Hours

Security, Testing, Error detection, Controls, IS Vulnerability, Disaster Management, Computer Crimes, Securing the Web, Intranets and Wireless Networks, Software Audit, Ethics in IT, User Interface and reporting.

Unit V NEW IT INITIATIVES 8 Hours

Role of information management in ERP, SCMS, CRMS, e-business, e-governance, Data Mining, Business Intelligence, Pervasive Computing, Cloud computing, CMM.

Total: 45 Hours

Further Reading:

1. Cloud Computing, Business Intelligence
2. Various ERP Packages, Business model of Amazon.com, CMMI

Course Outcomes:

After completion of the course, Student will be able to

1. Construct data from various sources
2. Understand the system design
3. Give inputs to design a suitable Information System
4. Identify the vulnerability and threats of information management system
5. Understand the business intelligence, e-commerce and cloud computing

References:

1. James O Brien and George M. Marakas, Management Information Systems – Managing Information Technology in the E-business enterprise, Tata McGraw Hill, July 2017
2. Jawadekar, Management Information Systems-A Global digital Enterprise perspective, TMH, July 2017.
3. Kenneth C. Laudon and Jane Price Laudon, Management Information Systems – Managing the digital firm, PHI Learning / Pearson Education, PHI, Asia, 14th edition in 5th march 2016
4. D.P. Goyal, Management Information system-Managerial perspective in 2014
5. Stephen Haag, Cummings and Mc Cubbrey, Management Information Systems for the

Information Age, McGraw Hill, 2005. 9th edition, 2013

6. Rahul de, MIS in Business, Government and Society, Wiley India Pvt Ltd, 2012
7. Raplh Stair and George Reynolds, Information Systems, Cengage Learning, 10th Edition, 2012
8. Turban, McLean and Wetherbe, Information Technology for Management – Transforming Organisations in the Digital Economy, John Wiley, 6th Edition, 2008.
9. Gordon Davis, Management Information System : Conceptual Foundations, Structure and Development, Tata McGraw Hill, 21st Reprint 2008.
10. Robert Schultheis and Mary Summer, Management Information Systems – The Managers View, Tata McGraw Hill, 2008.
11. Raymond McLeod and Jr. George P. Schell, Management Information Systems, Pearson Education, 2007.
12. Cuts and Graham, Business Information Systems- 4th Edition, Prentice Hall, 2002.

Course Objectives:

1. To enable the students to have insight into basic linear programming.
2. To enable the students to understand operations research techniques in business operations.
3. To enable the students to become more analytical for solving real life problems.

Unit I INTRODUCTION TO LINEAR PROGRAMMING (LP) 12 Hours

Introduction to Applications of operations research in functional areas of management. Linear Programming-Formulation, Solution by Graphical and Simplex methods (Primal - Penalty, Two Phase), Dual simplex method. Principles of Duality.

Unit II LINEAR PROGRAMMING EXTENSIONS 12 Hours

Transportation Models - Initial Basic feasible solution by N-W Corner Rule, Least cost and Vogel's approximation methods. Solution by MODI. Assignment Models- Solution by Hungarian method- Travelling Salesman problem.

Unit III NETWORKS AND INVENTORY MODELS 12 Hours

Scheduling by PERT and CPM- Inventory Models- EOQ and EOQ Models (With and Without shortage), Quantity Discount Models.

Unit IV GAME THEORY AND REPLACEMENT MODELS 12 Hours

Game Theory- Two person Zero sum games- Saddle point, Dominance Rule, Methods of matrices, graphical and LP solutions. Replacement Models- Individuals replacement Models (With and without time value of money)- Group Replacement Models.

Unit V QUEUING THEORY MODELS 12 Hours

Queuing Theory - single and Multi-channel models – infinite number of customers and infinite calling source. (M/M/1): (∞ /FCFS), (M/M/S): (∞ /FCFS), (M/M/1): (N/FCFS), (M/M/S):(N/FCFS)

Total: 60 Hours

Further Reading:

1. Sensitivity analysis, Transshipment problems.
2. Decision making under uncertainty, IPP.

Course Outcomes:

After completion of the course, Student will be able to

1. Formulate and solve linear programming problems, interpret such solutions to solve real life problems.
2. Apply transportation and assignment technique for optimization.
3. Use critical path analysis and programming evaluation production and review techniques by Inventory models for timely project scheduling and completion.
4. Apply the Game model and replacement model for enhancing operational efficiency.
5. Derive and calculate steady state system performance characteristics for Queuing Models.

References:

1. Hamdy A Taha, Introduction to Operations Research, Pearson, 9th Edition, 2014.
2. N. D Vohra, Quantitative Techniques in Management, Tata McGraw Hill, 2010.
3. Paneerselvam R., Operations Research, Prentice Hall of India, Fourth Print, 2008.
4. G. Srinivasan, Operations Research – Principles and Applications, PHI, 2007
5. Gupta P.K, Hira D.S, Problem in Operations Research, S.Chand and Co, 2007.
6. Frederick & Mark Hillier, Introduction to Management Science – A Modeling and case studies

- approach with spreadsheets, Tata McGraw Hill, 2005.
7. Kalavathy S, Operations Research, Second Edition, Vikas Publishing House, 2004.
 8. Pradeep Prabakar Pai, Operations Research - Principles and Practice, Oxford Higher Education, .
 9. V.Sundaresan, K.S.Ganapathy Subramaniyan, K.Ganesan, Resource Management Techniques, Meenakshi Agency, 2002.

Course Objectives:

1. To focus on scientific research and the methods of conducting scientific enquiry
2. To apply multivariate statistical tools in Business Research.
3. To generate Business Reports and present them to top management for decision making.

Unit I INTRODUCTION 9 Hours

Business Research – Definition and Significance – the research process – Types of Research – Exploratory and causal Research – Theoretical and empirical Research – Cross –Sectional and time – series Research – Research questions / Problems – Research objectives – Research hypotheses – characteristics – Research in an evolutionary perspective – the role of theory in research.

Unit II RESEARCH DESIGN AND MEASUREMENT 9 Hours

Research design – Definition – types of research design – exploratory and causal research design– Descriptive and experimental design – different types of experimental design – Validity of findings – internal and external validity – Variables in Research – Measurement and scaling – Different scales – Construction of instrument – Validity and Reliability of instrument.

Unit III DATA COLLECTION 9 Hours

Types of data – Primary Vs Secondary data – Methods of primary data collection – Survey Vs Observation – Experiments – Construction of questionnaire and instrument – Validation of questionnaire – Sampling plan – Sample size – determinants optimal sample size – sampling techniques – Probability Vs Non-probability sampling methods.

Unit IV DATA PREPARATION AND ANALYSIS 9 Hours

Data Preparation – editing – Coding –Data entry – Validity of data – Qualitative Vs Quantitative data analyses – Bivariate and Multivariate statistical techniques – Factor analysis – Discriminant analysis – cluster analysis – multiple regression and correlation – multidimensional scaling – Application of statistical software for data analysis.

Unit V REPORT DESIGN, WRITING & ETHICS IN BUSINESS RESEARCH 9 Hours

Research report – Different types – Contents of report – need of executive summary – chapterization – contents of chapter – report writing – report format – title of the report – ethics in research.

Total: 45 Hours**Further Reading:**

1. Post Facto Research
2. Subjectivity and Objectivity in research

Course Outcomes:

After completion of the course, Student will be able to

1. Interpret the concepts, types of research and problems while conducting the research.
2. Pursue research on a scientific basis and select appropriate research design.
3. Summarize the various data collection methods and sampling techniques.
4. Apply the collected data using appropriate statistical tools for interpretation of the data
5. Provide the research report adopting the right tools for enhancing the quality of presentation.

References:

1. Uma Sekaran and Roger Bougie, Research methods for Business, 7th Edition, Wiley India, New Delhi, 2016.
2. C.R.Kothari, Research Methodology, New age International Publisher Ltd., 2014

3. Donald R. Cooper, Pamela S. Schindler and J K Sharma, Business Research methods, 11th Edition, Tata Mc Graw Hill, New Delhi, 2012.
4. William G Zikmund, Barry J Babin, Jon C.Carr, Atanu Adhikari, Mitch Griffin, Business Research methods, A South Asian Perspective, 8th Edition, Cengage Learning, New Delhi, 2012.
5. Alan Bryman and Emma Bell, Business Research methods, 3rd Edition, Oxford University Press, New Delhi, 2011.
6. Rajendra Nargundkar, "Marketing Research, Text & Cases", Tata Mc Graw Hill Publishing Company Ltd, New Delhi 2010.
7. Naresh K Malhotra, "Marketing Research – An Applied Orientation", Noida: Pearson Education, 2009.
8. Rao K.V, "Research Methods for Management & Commerce", Sterling Publishers, 1993.
9. Wilkinson Bhadarkar, " Methodology & Techniques of Social Research", Himalaya Publishers, Students Edition.

Course Objectives:

1. To heighten the awareness of developing emotional intelligence that may influence the running of business.
2. To enable the students to manage their time effectively.

Unit I INTRODUCTION TO PERSONALITY DEVELOPMENT 10 Hours

Personality Development: Components of Personality, Models, Components of self concept, Key difference between self concept and self –Esteem, Discipline, Personal Confidence and Motivation.

Unit II INTERPERSONAL SKILLS AND INTERVIEW SKILLS 10 Hours

Develop Pleasing personality, Ethics, Personal Code of Ethics, Emotional Intelligence, Team building, Resume building, Types of Interview, Preparation for Interview.

Unit III STRESS MANAGEMENT AND GROUP DISCUSSION 10 Hours

Managing stress- Cause and Effect- Yoga and Meditation techniques- Leadership Skills, Thinking skills, Group Discussion – Communication skills in Group Discussion, Structure of GD, GD process, successful GD techniques, Leadership and co-ordination.

Total: 30 Hours

Further Reading:

1. Public Speaking Skills
2. Motivational books

Course Outcomes:

After completion of the course, Student will be able to

1. Enhance their personality and communicative skills
2. Develop interpersonal skills and Emotional Intelligence
3. Apply the interviewing skills during interview
4. Do Yoga and Meditation for managing stress
5. Participate in group discussion and can share their opinion to others

References:

1. Lesikar & Flatley et al. Business Communication ,Mc Graw Hill, 11th Edition, 2012
2. Wallance, Masters, Personality Development, Cengage Learning,2009
3. Abrams Business Plan in a Day, PHI Learning, 2009
4. Mohan, Developing Communication Skills, Macmillan,2010
5. Hurlock, Personality Development, Tata McGraw Hill,2010
6. Bhatti, The Dynamics of Personality, Pearson Education , 2010
7. Ramesh, Pattanshetti, Kulkarni, Business Communication, R.Chand Publishers, 2004
8. Allen Elkin, Stress Management, 1999

Course Objectives:

1. To facilitate the student to perform Tally
2. To provide competence to the students in using Tally & TORA
3. To enable the students be proficient in applying TORA in Business Research for decision making

List of Experiments:

1. Introduction to accounting packages & Company creation
2. Creating, altering and displaying ledgers
3. Creating, altering and displaying vouchers
4. Inventory management
5. Interest Calculation
6. Report Generating in Tally
7. Extended experiments- 1
8. Linear Programming Problem
9. Extended experiments – 2
10. Transportation Problems
11. Extended experiments – 3
12. Assignment Problems
13. Networking Models
14. Queuing Theory
15. Inventory Models

Total: 60 Hours**Additional Experiments:**

1. Invoice/Orders Entry, Order Processing
2. PERT & CPM

Course Outcomes:

After completion of the course, Student will be able to

1. Create company and maintain accounts using Tally
2. Grouping the Data for Business Analytics
3. Apply Tally and TORA software for business modeling
4. Analyze the collected data using TORA
5. Predicted sales using forecast analysis

References:

1. Masuda Akter & Ganesh Chandra Ray, A Study of Transportation Problem and Network Analysis with TORA, Lambert Academic Publishing, 2016
2. Shraddha Singh & Navneet Mehra, Tally ERP 9 Power of Simplicity, , V&S Publishers, 2014
3. Kogent Learning Solutions Inc., “TALLY.ERP 9 in simple steps”, New Delhi: Wiley, 2012.
4. Vikas Gupta, Comdex Business Accounting with Ms Excel, 2010 and Tally ERP 9.0 Course Kit, Wiley India, 2012
5. Vikas Gupta, Comdex Computer and Financial Accounting with Tally 9, Dream tech Press, 2009
6. Simple Tally 9, Nadhani, BPB Publications, 2007

E.G.S.Pillay Engineering College, Nagapattinam (Autonomous)
Department of Management Studies
Details of One Credit Course
Batch (2017-19)
Even Semester (2017-18)

1704BA001	ELECTRONIC RETAILING	L	T	P	C
		1	0	0	1

Course Objectives:

1. To impart necessary knowledge in on-line marketing.
2. To understand the concepts of e-retailing.

Fundamentals of E-retailing - Fundamentals of digital marketing - Traditional Marketing VS Digital Marketing - Content marketing - Content creation for digital marketing - Content marketing using Search engines (Earned and Paid). Google and social media - Measuring the return on investment - Online payment/ security - Online purchase decision aids - Shopping portal - Operational aspects of E-Retailing

TOTAL 15 PERIODS

Course Outcomes:

After completion of the course, Student will be able to,

1. Understand the nuances in online market
2. Apply search engine for content marketing

References:

1. Dave Chaffey, E-Business and E-Commerce Management: Strategy, Implementation and Practice Pearson Education; Fifth edition (2013).
2. Dr.K.Abirami Devi, Dr.M.Alagammai E-Commerce by Margham Publications; 1 edition (2012).
3. S. J. Joseph P. T, E - Commerce: An Indian Perspective, PHI; 4th edition (2012).
4. Ramesh Mittal, Ruchi Nayyar, S. L. Gupta, Retailing and E- Tailing, International Book House Pvt. Ltd. (2011)

1704BA002

EMPLOYABILITY & LEADERSHIP SKILLS

L	T	P	C
1	0	0	1

Course Objectives:

To enable learners to speak fluently and flawlessly in all kinds of communicative contexts with all nationalities.

Job application, Covering letters, Resume preparation, Reasoning, GD and Interview. Leadership, Public speaking skill, Crisis Management, Diplomacy, Emotional intelligence, Competitiveness, Work life balance, Identifying Time Stealers; Time Management Techniques.

TOTAL 15 PERIODS

Course Outcomes:

After completion of the course, Student will be able to,

1. Compose business letters.
2. Speak confidently with any speakers of English, including native speakers.
3. Speak effortlessly in different contexts – informal and formal.

References:

1. Sanjay Kumar, Pusalata- "Communication Skills", Oxford University Press, Second impression
2. Ludlow R. & Panton F., The Essence of Effective Communications, Prentice Hall of India Pvt. Ltd.
3. McGrath, Basic Managerial Skills for All, 8th Ed, PHI, 2008.

1704BA003

VENTURE CAPITAL

L	T	P	C
1	0	0	1

Course Objectives:

1. To gain knowledge about venture capital financing.
2. To understand challenges faced by entrepreneurial ventures in securing finance.

Venture capital - Features of venture capital- Stages of venture capital- Methods of venture financing -Process of venture capital financing- Profile of a venture capital company – Development of venture capital in India – Policy environment of venture capital in India – Disinvestment mechanism - International experience of venture capital.

TOTAL 15 PERIODS

Course Outcomes:

After completion of the course, Student will be able to,

1. Understand the venture capital in finance
2. Understand about International venture capital environment

References:

1. T. Satyanarayana Chary, Venture capital concepts & applications, Laxmi Publications, 2014.
2. Gompers, Paul; Lerner, Josh, The venture capital cycle. MIT Press, 2009.
3. IM Pandey, Venture Capital- The Indian Experience, 2nd Ed, PHI, 1996
4. Anjan Raichaudhuri, Managing New Ventures, PHI, 2010
5. IM Pandey, Financial Management, 10th Edition, Vikas Publishing House Pvt Ltd.

1704BA004

TALENT MANAGEMENT

L	T	P	C
1	0	0	1

Course Objectives:

1. To gain knowledge about Talent management
2. To understand challenges faced by HR

Defining Talent Management – Importance- Talent Management Life cycle – Attributes for Talent- Human Resource planning, Long term & short term strategic importance of Talent Management – Talent Management and Corporate strategy – Anticipating, change & creating an adoptable work force - Talent Management and Corporate culture, Talent Management and Information system.

TOTAL 15 PERIODS

Course Outcomes:

After completion of the course, Student will be able to,

1. Understand the HR Planning.
2. Understand the Talent Management and HRIS

References:

1. HRIS-Basics, Applications and Future Directions, Kavanagh, Mohan Thite, Johnson, 2nd Edition. Sage Publications 2012.
2. Talent Management Systems: Best Practices in Technology Solutions for Recruitment, Retention, Retention and Work Planning, Allen Schweyer, Wiley Publications

Course of study for MBA under Regulations 2017

Master of Business Administration

SELF STUDY COURSE

S. No.	Course Code	Course Title	L	T	P	C
EVEN SEMESTER						
1.	1703BA031	Management of Intellectual Property Rights	3	0	0	3
2.	1703BA032	EXIM	3	0	0	3
3.	1703BA033	Share Investment and Management	3	0	0	3
4.	1703BA034	Hospitality Management	3	0	0	3
5.	1703BA035	Enterprise Resource Management	3	0	0	3

1703BA031

MANAGEMENT OF INTELLECTUAL PROPERTY RIGHTS

L T P C
3 0 0 3

Course Objectives:

1. To introduce fundamental aspects of Intellectual property Rights to students
2. To develop innovative projects in industries
3. To manage the patent, copy right and trade mark issues to achieve the success.

Unit I OVERVIEW OF INTELLECTUAL PROPERTY 9 Hours

Introduction and the need for intellectual property right (IPR), IPR in India – Genesis and Development IPR in abroad- Some important examples of IPR.

Unit II PATENTS 9 Hours

Patent and kind of inventions protected by a patent, Patent document, protect your inventions , Granting of patent, Rights of a patent, reasons to protect inventions by patents, Searching a patent, Drafting of a patent, Filing of a patent, The different layers of the international patent system (national, regional and international options).

Unit III COPYRIGHT 9 Hours

Definition of copyright- purpose- reasons, methods, types – Copyright in India, Related rights - Distinction between related rights and copyright.

Unit IV TRADEMARKS 9 Hours

Trademarks, Rights of trademark, kind of signs can be used as trademarks, types of trademark, function of trademark, trademark protection-trademark registration- Extensive trademark protection- Well-known marks and protection.

Unit V INDUSTRIAL DESIGNS & UNFAIR COMPETITION 9 Hours

Industrial design- Protection of industrial designs- kinds of protection, duration of protection- Reasons for protection of industrial Designs. Unfair competition- Relationship between unfair competition and intellectual property laws.

Total: 45 Hours

Course Outcomes:

After completion of the course, Student will be able to,

1. Know all the aspects of the IPR Acts
2. Identify the way to protect the inventions in Patent
3. Distinguish the characteristics of related rights and copyright.
4. Identify the way to develop & manage the trademark in their companies.
5. Develop the protection for industrial designs

References:

1. P. Narayanan; Law of Copyright and Industrial Designs; Eastern law House, Delhi , 2010
2. AjitParulekar and Sarita D' Souza, Indian Patents Law – Legal & Business Implications; Macmillan India ltd , 2006
3. B.L.Wadehra; Law Relating to Patents, Trade Marks, Copyright, Designs & Geographical Indications; Universal law Publishing Pvt. Ltd., India 2000
4. T. M Murray and M.J. Mehlman, Encyclopedia of Ethical, Legal and Policy issues in Biotechnology, John Wiley & Sons 2000

1703BA032

EXIM MANAGEMENT

L T P C
3 0 0 3

Course Objectives:

1. To enlighten the students about the major functions in export and import processes.
2. To provide the expertise for solving issues related to requirements in EXIM management.
3. To teach the way of developing the strategies for Export / Import financing in the best way

Unit I FUNDAMENTALS OF IMPORT AND EXPORT 8 Hours

Role of Import and Export Trade in an Economy - Institutional Framework for Foreign Trade in India - Role of Director General of Foreign Trade and Commerce - Objectives of EXIM Policy - Global trade flows - Contract of International Sale of Goods - INCOTERMS2010.

Unit II OVERVIEW OF EXPORT AND IMPORT 10 Hours

Marketing for Exports - Negotiation and finalization of Export contract - Export Documentation Procedures - Cargo Insurance - Export Promotion Councils and incentive schemes- Role of Logistics in Exports- Export Houses / Trading Houses.

Unit III DOCUMENTATION FRAMEWORK 7 Hours

Import for industrial use / trading - Import Documentation and Customs clearance procedures - Types of Imports - Import Licenses - Cargo Insurance - Role of Logistics in Import.

Unit IV CREDIT AND PAYMENTS 8 Hours

Payment methods in Foreign Trade - Documentary Credit / Letter of Credit–UCP 600 with respect to Shipping Documents and L/C Negotiation – Export / import financing strategies - Managing payment risks.

Unit V CUSTOMS CLEARANCE AND AGENCIES 12 Hours

Role of Service providers in EXIM transactions – Global Traders – Commodity Brokers - Custom House Agents – Transport Operators – Freight Forwarders – Warehousing and 3PL service providers – Liners /Ship Agencies – Container Freight Stations - Port – Inspection Agencies/ surveyors – Quarantine Agencies – Pest Control Agencies – Chamber of Commerce.

Total: 45 Hours

Course Outcomes:

After completion of the course, Student will be able to.

1. Aware about the formalities of export and import industry.
2. Comprehend the importance of Exim management.
3. Know the necessity of getting the licenses for export and import
4. Develop new strategies for Export/Import financing.
5. Identify the intermediaries for clearing the customs in efficient manner

References:

1. Director General of Foreign Trade, Foreign Trade Policy and Handbook of Procedures,2015.
2. Justin Pauland Rajiv Aserkar, Export Import Management, Second Edition, Oxford University Press, 2013.
3. UshaKiranRai, Export - Import and Logistics Management, Second Edition, PHI Learning,2010.

1703BA033

SHARE INVESTMENT AND MANAGEMENT

L	T	P	C
3	0	0	3

Course Objectives:

1. To provide Students with a Conceptual & Analytical Framework of Evaluating a Security.
2. To provide Students with a Conceptual & Analytical Framework of Different Financial Instruments, their Risk & Returns & Strategies in Managing Funds.
3. To familiarize Students with Portfolio Management Techniques that Challenge a Financial Manager.

Unit I INTRODUCTION TO SECURITIES & INVESTMENT 9 Hours
Concept, Investment Vs. Speculation, Arbitrage, Gambling, Investment Objective, Investment Process, Investment Strategy, Selection of Securities, Buying, Selling, & Holding Decisions & Strategies, Market Indices, Credit Rating & Agencies.

Unit II RISK & RETURN 9 Hours
Expected Return, Historical Return, Systematic & Unsystematic Risk, Beta Coefficient, CAPM, SML & CML, Factor Model & Arbitrage Pricing Theory.

Unit III SECURITY ANALYSIS 9 Hours
Fundamental Analysis, Economic Analysis, Economic Forecasting, Indicators, Industry Analysis, Company Analysis, Measuring Earnings, Forecasting Earnings, Technical Analysis, Charting, Efficient Market Hypothesis.

Unit IV FINANCIAL INSTRUMENTS 9 Hours
Corporate Bonds, Government Bonds, Special Bonds, Bond Returns & Systematic Risk, Unsystematic Risk, Bond Management Strategy, Preference Shares, Valuation Analysis, Equity Shares, Dividend Policy, Equity Valuation & Analysis, Money Market Instruments.

Unit V PORTFOLIO ANALYSIS & MANAGEMENT 9 Hours
Risk & Return, Markowitz Model, Risk Return Optimization, Sharpe Portfolio Optimization, Portfolio Investment Process, Investment Timing & Evaluation, Portfolio Revision, Mutual Funds, Managed Portfolio & Performance.

Total: 45 Hours

Course Outcomes:

After completion of the course, Student will be able to,

1. Recite the investment process and its strategy
2. Manage the systematic & unsystematic risk
3. Explain forecasting earnings
4. Understand the techniques involved in deciding upon purchase and sale of securities.
5. Analyze the portfolio investment process and its evaluation

References:

1. Avadhani. V. A.: Security Analysis & Portfolio Management, Himalaya Publishing House.
2. Bhalla. V. K.: Investment Management, S. Chand.
3. Fischer & Jordan: Security Analysis & Portfolio Management, Prentice Hall. .
4. Prasanna Chandra: Investment Analysis & Portfolio Management.

Course Objectives:

1. To identify the major areas covered by hospitality industries.
2. To understand the concept and process adopted by hospitality industries
3. To gain knowledge on effective management of the hospitality

Unit I THE HOSPITALITY INDUSTRY**9 Hours**

Introduction- the management of a hotel – scientific management and operation of hospitality services – the scope and functioning of a hotel – the guest in a hotel.

Unit II DEPARTMENT IN A HOTEL**9 Hours**

Department structure- front office operation – uniform and guest services – Housekeeping – Linen and uniforms – kitchen and its operations – restaurant operations – bar operations - stewarding – sales and marketing –administration and human resource development- accounting and finance.

Unit III MINOR OPERATING DEPARTMENTS**9 Hours**

Laundry- sub rentals and concessions- facilities – banquet functions conferences and catering operations – outdoor catering or mobile catering – exhibitions and other income sources- purchase and stores.

Unit IV SECURITY AND SAFETY SYSTEM**9 Hours**

Security and safety – security measures for cash and credit – pilferage and theft- accident prevention – precautions against fire – staff training: free drills and procedures in emergency situations.

Unit V MAINTENANCE**9 Hours**

Maintenance of buildings, machinery and equipment - engineering and maintenance

Total: 45 Hours**Course Outcomes:**

After completion of the course, Student will be able to,

1. Understand the operations of hospitality services.
2. Manage the various functional areas that improve the hospitality
- 3 Identify the minor operating departments that help the hospitality.
4. Know about the accident precautionary measures.
5. Maintain the machineries & equipment in the safest manner

References:

1. Clayton W. Barrows, Tom Powers and Dennis Reynolds (2012), introduction to Management in Hospitality Industry, 10th edition, John Wiley and Sons Inc.
2. Enz . C. A (2009) Hospitality Strategic Management, Concepts and cases (2nd Edition), Wiley Publications.
3. Walker John R., Introduction to Hospitality prentice Hall of India, 2001.
4. Hospitality Management: Current trends and practices, Prof. Jagmohan Negi and Gaurav Manohar.

Course Objectives:

- To create an awareness with regard to application of ERP in Enterprises and Open Source ERP
- To grasp the activities of ERP project management cycle
- To understand the emerging trends in ERP developments

Unit I INTRODUCTION 9 Hours

Overview of enterprise systems – Evolution - Risks and benefits - Fundamental technology - Issues to be consider in planning design and implementation of cross functional integrated ERP systems.

Unit II ERP SOLUTIONS ANDFUNCTIONALMODULES 9 Hours

Overview of ERP software solutions- Small, medium and large enterprise vendor solutions, BPR, and best business practices - Business process Management, Functional modules.

Unit III ERP IMPLEMENTATION 9 Hours

Planning Evaluation and selection of ERP systems - Implementation life cycle - ERP implementation, Methodology and Frame work- Training – Data Migration. People Organization in implementation- Consultants, Vendors and Employees.

Unit IV POSTIMPLEMENTATION 9 Hours

Maintenance of ERP- Organizational and Industrial impact; Success and Failure factors of ERP Implementation.

Unit V EMERGING TRENDS ONERP 9 Hours

Extended ERP systems and ERP add-ons -CRM, SCM, Business analytics - Future trends in ERP systems- web enabled, Wireless technologies, cloud computing.

Total: 45 Hours

Course Outcomes:

After completion of the course, Student will be able to,

1. Select appropriate Architecture for the System in the company
2. Apply suitable modules for business operation
3. Maintain the ERP implementation cycle in the proper way
4. Maintain the implemented ERP system for increasing the productivity.
5. Awareness of future trends emerged in ERP

References:

1. Sinha P. Magal and Jeffery Word, Essentials of Business Process and Information System, Wiley India,2012
2. MahadeoJaiswal and Ganesh Vanapalli, ERP Macmillan India,2009
3. Alexis Leon, ERP demystified, second Edition Tata McGraw-Hill,2008.
4. Jagan Nathan Vaman, ERP in Practice, Tata McGraw-Hill,2008
5. Alexis Leon, Enterprise Resource Planning, second edition, Tata McGraw-Hill,2008.
6. Summer, ERP, Pearson Education,2008.
7. Vinod Kumar Grag and N.K. Venkitakrishnan, ERP- Concepts and Practice, Prentice Hall of India,2006.