

**HINDUSTHAN COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)
COIMBATORE – 641028**

MASTER OF BUSINESS ADMINISTRATION - MBA

SCHEME OF EXAMINATIONS – CBCS PATTERN

(For the students admitted from Academic year 2016 -2017 and onwards)

CODE NO.	SUBJECT	LECTURE HRS/ WEEK	EXAM. DURATION (HRS)	MAX. MARKS			CREDIT POINTS
				IE	EE	TOTAL	
First Semester							
16MSP01	Business Organization and Management	4	3	25	75	100	3
16MSP02	Organizational Behavior	5	3	25	75	100	4
16MSP03	Managerial Economics	5	3	25	75	100	4
16MSP04	Accounting for Managers	5	3	25	75	100	4
16MSP05	Allied - Quantitative Methods for Management (MAT)	5	3	25	75	100	3
16MSP06	Corporate Communication	4	3	25	75	100	3
16MSP07	Practical - Computer Applications in Management	2	3	40	60	100	2
Second Semester							
16MSP08	Operations Management	5	3	25	75	100	4
16MSP09	Marketing Management	4	3	25	75	100	3
16MSP10	Financial Management	5	3	25	75	100	4
16MSP11	Human Resource Management	4	3	25	75	100	3
16MSP12	Allied - Quantitative Techniques (MAT)	5	3	25	75	100	3
16MSP13	Business Research Methods	5	3	25	75	100	4
16GSP01	Skill Based - Cyber Security	2	-	100	-	100	2
16MSP14	Institutional Training Report	-	-	100	-	100	2
Third Semester							
16MSP15	Business Environment and Ethics	5	3	25	75	100	4
16MSP16	Management Information System	5	3	25	75	100	4
16MSP17	Elective - I	5	3	25	75	100	4
16MSP18	Elective -II	5	3	25	75	100	4
16MSP19	Elective -III	5	3	25	75	100	4
16MSP20	Elective -IV	5	3	25	75	100	4
16MSP21	Project Work	-	-	50	150	200	4
Fourth Semester							
16MSP22	Strategic Management	6	3	25	75	100	4
16MSP23	Elective -V	6	3	25	75	100	4
16MSP24	Elective -VI	6	3	25	75	100	4
16MSP25	Elective -VII	6	3	25	75	100	4
16MSP26	Elective -VIII	6	3	25	75	100	4
							96

There are eight broad field of specialization that are offered to the students of MBA, viz Marketing, Human Resources, Finance, Logistics and shipping Management, Media Management, Production, System and Tourism and Travel Management in Third and in Fourth semester. The students have to choose two specializations field out of eight specializations in Third semester and the same specializations in Fourth semester. Each specialization has two elective papers both in Third semester and in Fourth semester.

Broad Field of Specialization and Elective Papers

Specialization Field	Electives for III Semester		Electives for IV Semester	
	Elective I	Elective II	Elective V	Elective VI
MARKETING	Consumer Behavior (16MSP17)	Integrated Marketing Communication (16MSP18)	Brand Management (16MSP23)	Services Marketing (16MSP24)
	Elective III	Elective IV	Elective VII	Elective VIII
HUMAN RESOURCES	Staffing in Organization (16MSP19A)	Personal and Interpersonal Effectiveness (16MSP20A)	Organizational Development (16MSP25A)	Industrial Relations and Labour Legislations (16MSP26A)
FINANCE	Financial Services (16MSP19B)	Equity Research and Portfolio Management (16MSP20B)	International Financial Management (16MSP25B)	Insurance and Risk Management (16MSP26B)
SHIPPING AND LOGISTICS MANAGEMENT	Logistics Management (16MSP19C)	Export- Import Trade and Documentation (16MSP20C)	Logistics and Supply Chain Management (16MSP25C)	International Logistics and Shipping Management (16MSP26C)
MEDIA MANAGEMENT	Mass Communication (16MSP19D)	Advertising Management (16MSP20D)	Public Relations, Principles and Practices (16MSP25D)	Media Law and Ethics. (16MSP26D)
PRODUCTION	Advanced Production Management (16MSP19E)	Integrated Materials Management (16MSP20E)	Total Quality Management (16MSP25E)	Operations and Supply Chain Management (16MSP26E)
SYSTEM	Electronic Commerce. (16MSP19F)	System Analysis and Design (16MSP20F)	Software Project-Mgt.(16MSP25F)	E-Marketing (16MSP26F)
TOURISM AND TRAVEL MANAGEMENT	Tourism Management (16MSP19G)	Tourism Marketing (16MSP20G)	Event Management (16MSP25G)	Travel Management (16MSP26G)

III Semester

For Elective I, and II, the student should choose the courses from Marketing specialization area.

For elective III - the students has to select one paper between 19A to 19G.


For elective IV - the students has to select one paper between 20A to 20 G.

IV Semester

For Elective V, and VI, the student should choose the courses from Marketing specialization area

For elective VII - the students has to select one paper between 25A to 25G.

For elective VIII - the students has to select one paper between 26A to 26G


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REGULATIONS

1. Breakup Marks for IE (Theory papers)

One Test - 5 Marks

Model Exam - 10 Marks

Assignments - 5 Marks

Seminar - 5 Marks

Total - 25 Marks

Question Paper Pattern for IE test I (for 50 Marks) (2 hours)

Section-A (18 Marks)

3 x 6=18 Marks

Answer ALL Questions

Either or Type

ALL questions carry EQUAL Marks

Section-B (32 Marks)

2 x 16=32 Marks

Answer any TWO Questions out of three questions.

ALL questions carry EQUAL Marks

Total 50 Marks

Question Paper Pattern for IE Model Exam

(for 75 Marks) (3 hours)

Section-A (30 Marks)

5 x 6=30 Marks

Answer **ALL** Questions

One Question from each unit with **Either or Type**

ALL questions carry **EQUAL** Marks

Section-B (45 Marks)

3 x15=45 Marks

Question number 6 is compulsory and it will be a Case Study.

Answer any **TWO** Questions out of the remaining four questions.

ALL questions carry **EQUAL** Marks

Total 75 Marks

2 a) Components for Practical I. E.

Components	Marks
Test – I	20
Test - II	20
Total	40

2 b) Components for Practical E. E.

Components	Marks
Completion of Experiments	50
Record	5
Viva	5
Total	60

3. Institutional/ Industrial Training, Mini and Major Project Work

<u>Institutional / Industrial Training</u>		<u>Project Work</u>	
Components	Marks	Components	Marks
<i>I.E</i>		<i>I. E</i>	
Work Diary	25	a) Attendance Marks	20
Report	50	b) Review Marks	30
Viva –voce	25		50
Examination			
Total	100		
		<i>E.E</i> ^{*1}	
		a) Final Report Marks	120
		b) Viva-voce Marks	30
		Total	150
			200

*¹Evaluation of report and conduct of viva voce will be done jointly by Internal and External Examiners

4. Components for Cyber Security Paper

Components	Marks
Two Tests (2 x 40)	80
Two assignments (2 x 10)	20
Total	100

The question paper pattern is as follows:

- a) Test I – 2 hours [4 out of 7 essay type questions] 4 x 10 = 40 Marks
 b) Test II – 2 hours [4 out of 7 essay type questions] 4 x 10 = 40 Marks

Total = 80 Marks

- The passing minimum for Cyber Security is 50
- In case the candidate fails to secure 50 marks which is the passing minimum, he/she may have to reappear for the same in the subsequent semesters.

5. Question Paper Pattern for EE Theory

(for 75 Marks) (3 hours)

Section-A (30 Marks)

5 x 6=30 Marks

Answer **ALL** Questions

One Question from each unit with **Either or Type**

ALL questions carry **EQUAL** Marks

Section-B (45 Marks)

3 x15=45 Marks

Question number 6 is compulsory and it should be a Case Study

Answer any **TWO** Questions out of the remaining four questions.

ALL questions carry **EQUAL** Marks

Total 75 Marks


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Code No	Subject	Semester No
16MSP01	BUSINESS ORGANISATION AND MANAGEMENT	I
Objective:	To enable the students to learn the concepts of business and principles of management, its functions, decision making process and problem solving techniques.	
Unit No	Topics	Hours
Unit I	Business Organization Nature , scope and objectives of Business – Forms of Business Organization – Sole Trader, Partnership firms, Joint stock Companies and Co – operative societies – Public Enterprises - Management: Science, Theory and Practice – Management principles and functions. The Evolution of Management thought. Recent trends in Management.	10
Unit II	Planning and Decision Making Nature and Purpose of Planning - Objectives - Strategies, Policies and Planning Premises – Management by Objectives - Decision Making – Types, process, techniques and problems.	9
Unit III	Organizing Organizing - importance, Structure, principles and process- organization structure – Types - Formal and informal organization- Delegation of Authority- Line/Staff Authority- Significance- Decentralization Vs Centralization.	10
Unit IV	Co-ordination Departmentation – Importance and types. Co-ordination functions in Organization - Motivation - Leadership -Committees and group Decision Making – Communication.	10
Unit V	Controlling System and Process of Controlling- Control techniques- Traditional and modern techniques- Productivity and Operations Management - Information Technology in controlling - Controlling and challenges.	9

Text Book: Bhushan Y.K., “Business Organization and Management”, Sultanchand & Sons, 19th Edition, 2013.

Reference Books

1. Heinz Wehrich, Mark V. Cannice & Harlod Koontz, “Management – A Global, Innovative, and Entrepreneurial Perspective”, Tata McGraw Hill, 14th Edition, 2013.
2. James A.F, Stoner, R.Edward, Freeman, & Daniel R. Gilberth, “Management”, Pearson Prentice Hall, 5th Edition, 2003.
3. Shukla, “Business Organization”,. Sultanchand & Company Ltd, 18th Edition, 2008.
4. Koontz & Weirich, “Essentials of Management” , Tata McGraw Hill, 2010.
5. Prasad L.M., “Principles and Practices of Management”, Sulthan Chand, 7th Edition, 2013.


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Code No	Subject	Semester No
16MSP02	ORGANIZATIONAL BEHAVIOR	I
Objective	To understand the basic concepts and theories underlying organizational behaviour	
Unit No	Topics	Hours
Unit I	Introduction : Nature and scope – linkages with other disciplines - Individual Roles and Organizational Goals , Approach to Organizational behavior - models of organizational behavior, Hawthorne Experiment - Foundation of individual Behaviour.	12
Unit II	Personality: Meaning, formation, determinants, traits of personality, theories, personality attributes influencing OB. Attitude: - Formation, components of attitudes, relation between attitude and behaviour. Perception: - Process of perception, factors influencing perception. Learning: - Meaning, principles, theories and its implication	12
Unit III	Group Behaviour: Definition, types, formation of groups, dynamics, teambuilding, effective teams. Conflict: Meaning, nature, types, process of conflict, conflict resolution. Power and politics: - Basis of power, effectiveness of power tactics.	12
Unit IV	Organizational Culture: Types, creating and sustaining culture, managing cultural diversity. Organizational Development:- Goals, process, change , planned change, resistance to change – Nature of OD - interventions, and applications	12
Unit V	Building Learning Organization: Organizational Learning: Learning Tools and Techniques- Systems Thinking- Benchmarking and Process Mapping. Knowledge-based Competition, Knowledge-Creation and Acquisition Processes.	12

Text Book: UdaiPareek, "Understanding Organizational Behaviour", Oxford University Press, 3rd Edition, 2012.

Reference Books:

1. Stephen P Robbins, "Organisational Behaviour", Prentice Hall of India, 14th Edition, 2011.
2. Aswathappa. K, "Organisational Behavior", Himalaya Publishing House, 7th Edition, 2007.
3. Prasad.L.M, "Organisational Behaviour" Sultan Chand & Sons, 3rd Edition, 2004.
4. Fred Luthans, "Organisational Behaviour", McGraw Hill Book Co., 12th edition, 2011.
5. Margie Perikh and Rajen Gupta "Organisational Behaviour", Tata McGraw Hill Education Pvt Ltd, 2010.

Code No	Subject	Semester No
16MSP03	MANAGERIAL ECONOMICS	I
Objective:	To enable the students to learn the application of the economic principles in business decisions.	
Unit No	Topics	Hours
Unit I	Concepts of Managerial Economics. Managerial Economics - meaning, nature and scope - Managerial Economics and business decision making - Role of Managerial Economist - Demand Analysis - meaning, determinants, types and shift in demand - Elasticity of demand and types. Price elasticity and income elasticity.	12
Unit II	Market Equilibrium and Cost Concepts Supply meaning, determinants and shift in supply. Market equilibrium – Excess supply and demand. Changes in market equilibrium. - Production decisions - production functions -Isoquants, Expansion path - Cobb-Douglas function. Cost concepts – determinants, short run and long run cost output relationship -Economies and diseconomies of scale.	12
Unit III	Market Structure Market structure – characteristics. Perfect, monopoly, monopolistic and oligopoly – features and Price and output decisions - Differential pricing - Government intervention and pricing.	12
Unit IV	Profit Planning Profit - Meaning and nature - Profit policies - Profit planning and forecasting - Cost Volume profit analysis – Application of BEP in business decision making – problems. Investment analysis – Capital budget techniques – Payback period, NPV, IRR methods .	12
Unit V	Economic Indicators National Income – Concepts and methods of measurement. Monetary policy – tools and its role in controlling money supply and inflation. Fiscal policy and economic progress. Business cycle. Inflation - types and causes –WPI and CPI. Balance of payments – Recent changes in economic indicators – uses and limitations.	12

Text Book: Metha P.L, "Managerial Economics", Sultan Chand & Son.,2013

References Books

1. Varshney.R.L., Maheswari.K.L., "Managerial Economics", Sulthan and Sons,2014
- 2.Dwivedi.D.N., "Managerial Economics", Vikas Publishing House Pvt Ltd, 7th Edition, 2010.
- 3.Geetika, Piyali Ghoosh, Purba Roy Choudhury, "Managerial Economics", Tata McGraw Hill,2011
4. Atmanand.R., "Managerial Economics", Excel Books, New Delhi.2008
5. Ahuja.H.L., "Business Economics", S Chand & Company, reprint edition, 2007

Questions :20% of the questions shall be problems. 80% of the questions shall be theory based.
Problems in Unit IV Only.

Code No	Subject	Semester No
16MSP04	ACCOUNTING FOR MANAGERS	I
Objective:	To analyze a company's financial statements and come to a reasoned conclusion about the financial situation of the company.	
Unit No	Topics	Hours
Unit I	Book-Keeping and Accounting Meaning – Definition – Objectives of Financial Accounting – Branches of Accounting – Accounting Concepts and conventions – Journal – Ledger – Trial Balance – Preparation of Final Accounts: Trading, Profit and Loss Account and Balance Sheet – Depreciation- Straight line and Written down Value Methods.	12
Unit II	Financial Statements Analysis of Financial Statements: Comparative, common size and trend analysis, Ratio Analysis , Profitability Ratios – Coverage Ratios – Turnover Ratios – Financial Ratios – uses and limitations of Ratio Analysis..	12
Unit III	Funds Flow Analysis – uses and limitations – Statement of changes in working capital – computation of funds from operations –fund flow statement Cash Flow Analysis – uses and limitations – Difference between funds flow and cash flow analysis.	12
Unit IV	Costing - Concept of cost – Elements of Cost – Cost Accounting – Objectives – Cost Sheet (Problems) – classification of cost – Cost Unit and Cost Centre – Methods of Costing – Techniques of Costing. Budgetary control: Budget, Budgeting, and Budgeting control – types of budgets - preparation of flexible and fixed budgets, cash budget (problems) –zero base budgeting.	12
Unit V	Marginal Costing - Marginal costing – assumptions – Cost Volume Profit Analysis – Breakeven Analysis – Key Factor – Decisions involving Alternative Choices: Determination of sales mix and Make or Buy decisions	12

Text Books

Arora M.N, *A Text Book of Cost and Management Accounting*, Vikas Publishing house (P) Ltd. 9th Edition, 2010

References Books

1. Narayanaswamy R, "Financial Accounting: A Managerial Perspective", 5/e, PHI, 5th Edition 2014.
2. Maheswari S.N, Maheswari Sharad K.. Maheswari, "A Text book of Accounting for Management", 2/e, Vikas Publishing house (P) Ltd., 3rd Edition, 2012
3. Reddy T.S, Hari Y, Prasad Reddy, *Financial and Management Accounting*, Margam Publications 4th Edition 2008
4. Madegowda J, "Accounting for Manager", Himalaya Publishing House, 2015
5. Gupta R. L & Radhaswamy M, "Advanced Accountancy", Sultan & Chand Publications, 13th Edition 2013

Questions: 80% of the questions shall be problems. 20% of the questions shall be theory based.

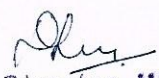
Code No	Subject	Semester No
16MSP05	QUANTITATIVE METHODS FOR MANAGEMENT	I
Objective:	This course mainly deals with the use of Mathematical and Statistical concepts in the resolution of managerial decision problems.	
Unit No	Topics	Hours
Unit I	Mathematics for Management -Mathematical basis of managerial decisions : Functions – Application of functions – maxima & Minima –Constants, Variables – notion of Mathematical models – concept of trade off– Simple and Compound interest – basic concepts of differentiation with simple problems – integration – Optimization concepts – use of differentiation in business problems. Chapter 2: Sections 1-5,Chapter 5: Sections 1-2, Chapter 6: Sections 1-4,Chapter 7: Sections 1-4, Chapter 8: Sections 1-3,8	12
Unit II	Probability - Introduction to Probability – Basic rules of probability, Notation, Venn diagrams, Probability Trees, Baye’s Theorem and it’s applications. Chapter 16	12
Unit III	Data Analysis - Data Analysis – Uni- Variate – ungrouped and grouped measures of central Tendencies, measures of dispersion – CV percentages (problem related to business applications). Bi variate – correlation and regression – problems related to business applications. Chapters 5-8,10-11	12
Unit IV	Index Numbers -Basic concept of index numbers – simple and weighted index numbers – concept of weights – types of index numbers – Business index number – CPT, WPI , Sensex, Nifty, Production index. Time series – variations in Time Series for business forecasting. Chapter 13,Chapter 14	12
Unit V	Hypothesis testing of Proportion and Mean – single and two tailed tests – errors in Hypothesis testing – Measuring the power of Hypothesis test. Chi-Square Tests. Volume II:Chapter 3,Chapter 4	12

Text Book :

1.Navnitham.P A, “Business Mathematics and Statistics”, Jai Publishers for Unit I and Unit II 2.Gupta.S.P., “Statistical Methods”, Sulthan and Sons,2012 for Unit III to Unit V.

Reference Book:

1.Richard L Levin & David S Rubin “ Statistics for Management” , Irwin McGraw-Hill


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Code No	Subject	Semester No
16MSP06	CORPORATE COMMUNICATION	I
Objective:	To understand the importance of communication in the business world	
Unit No	Topics	Hours
Unit I	Introduction to Corporate communication: Meaning, Importance & objectives- Principles of Communication, forms of communication, Communication Process, Barriers of effective communication, Techniques of effective communications	9
Unit II	Nonverbal Communication: Body Language, Gestures, Postures, Facial Expressions, Dress codes. The Cross Cultural Dimensions of Business Communication. Listening & Speaking, techniques of electing response, probing questions, Observation. Business and social etiquettes, Dining Table manners in Business parties.	10
Unit III	Written Communication - Introduction to corporate writing: Business letters: Inquiries, Circulars, Quotations, Orders, Acknowledgments Executions, Complaints, Claims & adjustments, Collection letter, Banking correspondence, Agency correspondence, Bad news and persuading letters, Sales letters, Job application letters - Bio-data, Covering Letter, Interview Letters, Letter of Reference. Memos, minutes, Circulars & notices	10
Unit IV	Interviews - Interview Techniques: Mastering the art of conducting and giving interviews, Placement interviews - discipline interviews - appraisal interviews – exit interviews	9
Unit V	Presentations - Corporate Speeches: Principles of Effective Speech & Presentations. Technical & Non-technical presentations. Speech of introduction - speech of thanks - occasional speech - theme speech. Use of audio visual aids	10

Text Book:, .Lesikar, R.V. & Flatley, M.E.), "Basic Business Communication Skills for Empowering the Internet Generation", Tata McGraw Hill Publishing Company Ltd., New Delhi, 2005.

Reference Books

1. Ludlow.R., & Panton. F., "The Essence of Effective Communications". Prentice Hall of India Pvt. Ltd, 2010.
2. Adair. J., "Effective Communication". Pan Mcmillan, 2005.
3. Thill. J.V., & Bovee .G. L., "Excellence in Business Communication", McGrawHill, New York, 2009.
4. Bowman. J.P., & Branchaw. P.P., "Business Communications: From Process to Product", Dryden Press, Chicago, 2010.
5. Paul Argenti . A., " Corporate Communication", National Library of Australia, 2012.

Code No	Subject	Semester No
16MSP07	PRACTICALS - COMPUTER APPLICATIONS IN MANAGEMENT	I
Objective	To introduce the concepts of information technology and their application in management decision making.	
List of Computer Application Packages – Practical Exercises		
<p>WORD – Creating a new document with templates & Wizard – Creating own document – converting files to and from other document formats –Using keyboard short-cuts & mouse – Adding symbols & pictures to documents – header and footers – Finding and replacing text – Formatting text - Working within tables.</p> <p>POWERPOINT – Creating new presentations –Adding, editing, deleting, copying , hiding slides – Presentations – Applying new design – Adding graphics – Using headers and footers – Animations text – Special effects to create transition slides – Controlling the transition speed – Adding sounds to slides – Using action buttons</p> <p>EXCEL BASICS– Working with worksheets – cells – Entering & transforming data – Inserting and deleting of cells, rows & columns – Working with multiple worksheets – Using formulas for quick Calculations, Working & entering a Formula.</p> <p>EXCEL APPLICATIONS- Formatting a worksheet – Creating and editing charts – elements of an Excel Chart – Selecting data to a chart – Types of chart – chart wizard – Formatting chart elements – Editing a chart –Printing charts. Formulas that lookup values: VLookup, HLook up, Pivot tables for data analysis.</p> <p>TALLY – Introduction and Installation, Required Hardware, Preparation for installation of Tally software, installation, Working in Tally: Safety of Accounts, Characteristics, Making Ledger Accounts, Writing voucher, voucher entry, Preparation of Trial Balance, Books of Accounts, Cash Book, Bank Books, Ledger Accounts, Group summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts &Balance Sheet.</p> <p>RESEARCH TOOLS: SPSS- Data Entry- Data- variable- editing data. Descriptive Statistics- charts - Hypothesis – Parametric – Non-parametric –chi square, ANOVA.</p>		

Practical: Simple problems to be done in all the above mentioned topics

Reference Books

1. Micheacl Busby , Russell .A.Stultz, "OFFICE 2000 Complete" , BPB.,2009.
2. Dan Gookin, "Word 2016 for Dummies" John wiley & sons Inc, 2016.
3. John R.Levine "Windows XP:The complete reference".Osborne/Mc Graw –Hill,2nd Edition, 2001.
4. Alan C.Elliott, Wayne A. Woodward, "Statistical Analysis Quick Reference Guidebook", SAGE publications, 2007.
5. Darren George ,PaulMallery, "IBM SPSS Statistics 21 Step by Step: A Simple Guide and Reference (14th Edition)", 14th Edition, 2016,Pearson publication

Code No	Subject	Semester No
16MSP08	OPERATIONS MANAGEMENT	II
Objective:	To enable the students to learn the applications of operations management concepts in a current business scenario.	
Unit No	Topics	Hours
Unit I	Production System Operations Management – Meaning – Importance – Functions of OM – System view of OM – types of production systems - Operation strategy and competitiveness – Product design – Make or Buy decision – problems	12
Unit II	Plant Location and Layout Plant location – importance and factors considered. Plant layout – types and its features. Process planning and selection. Assembly line balancing Problems.	12
Unit III	Production Planning Production planning and control – meaning – functions – aggregate planning – Simple Problems - Master production schedule (MPS) – Scheduling problems – Material requirement planning (MRP) Problems – BOM – Capacity requirement planning (CRP) – Techniques – An introduction to MRP II and ERP – Business Process Re-engineering - Total Productive Maintenance (TPM)	12
Unit IV	Materials Management Materials management – functions – material planning and budgeting – Value Analysis- purchase functions and procedure - inventory control – types of inventory - inventory control systems – perpetual – periodic – Problems – safety stock – order point – service level – JIT – KANBAN.	12
Unit V	Quality Assurance and Control Total Quality Management Concept - Quality assurance - Statistical Quality Control - Acceptance Sampling and Process Control – Control charts problems - O.C. Curve – Type I and Type II error – Quality movement – Quality circles – ISO Quality Certifications and types – Six Sigma, Lean, Agile and Computer Integrated Manufacturing.	12

Text Book:

Pannerselvam R, "Production and Operations Management", Prentice Hall of India. 3rd edition, 2012

Reference Books

1. Richard B. Chase, Robert Jacobs f., & Nicholas J. Aquilano, "Production and Operations Management", Tata McGraw Hill. 11th edition
2. Mahadevan, B, "Operations Management", Perason Education, 2010
3. Aswathappa K. Sridhara Bhat .K, "Production and Operations Management", Himalaya publications, 2010
4. Lee J. Krajewski and Larry P. Ritzman, " Operations Management: Strategy and Analysis", Addison Wesley, 5th edition
5. Norman Gaither, Greg Frazier, "Operations Management", Cenage Learning

Questions: 40% of the questions shall be problems; 60% of the questions shall be theory based.

Code No	Subject	Semester No
16MSP09	MARKETING MANAGEMENT	II
Objective:	To enable the students to understand the market and marketing concepts, functions and systems by emphasizing on strategies and global market.	
Unit No	Topics	Hours
Unit I	Concept of Marketing Marketing Concepts and Tasks, Defining and delivering customer value and satisfaction - Marketing environment. Marketing Information System, Strategic marketing planning and organization, marketing in global environment – prospects & challenges.	9
Unit II	Marketing Mix Buyer Behavior, understanding industrial and individual buyer behavior, online buyer behavior. Market Segmentation and Targeting, Positioning and differentiation strategies, branding, packaging, labeling, Product life cycle strategies, New product development, Product Mix and Product line decisions. Pricing – Skimming and penetration pricing.	10
Unit III	Marketing Channels Marketing channel system –levels, Functions and flows; Channel design, Channel management - Selection, Training, Motivation and evaluation of channel members; Channel dynamics - VMS, HMS, MMS.	9
Unit IV	Marketing Communication Integrated marketing communication process and Mix; Advertising, Sales promotion and Public relation decisions. Direct marketing, Telemarketing; Sales force objectives, structure, size and compensation.	10
Unit V	Current Trends in Marketing Identifying and analyzing competitors, Designing competitive strategies for leaders, challengers, followers and nichers: Customer Relationship Marketing - Customer database, Attracting and retaining customers. Latest trends in Marketing: Digital Marketing, Internet Marketing, E-Mail Marketing, Social Media Marketing, Mobile Marketing	10

Text Book: - Philip Kotler, "Marketing Management", Pearson Education/PHI 12th Edition, 2006.

Reference Books

1. Rajan Saxena, "Marketing Management", Tata McGraw Hill, 5th Edition, 2015
2. Ramasamy.V S. & Namakumari.S., "Marketing Management - Planning, Implementation and Control: Global Perspective Indian Context" - Macmillan India, 3rd Edition 2002.
3. Philip Kotler and Kevin Lane Kotler, "Marketing Management: A South Asian Perspective", Pearson Education, 11th Edition, 2007.
4. Perreault and McGarthy, "Basic Marketing", Tata McGraw Hill, 2002.
5. Ramphal and Gupta, "Case and Simulations in Marketing", - Gollgatia, Delhi, 2009

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Code No	Subject	Semester No
16MSP10	FINANCIAL MANAGEMENT	II
Objective:	To elaborate the key decision areas in financial management, investments, working capital management and dividend decisions	
Unit No	Topics	Hours
Unit I	Financial Management Introduction and objectives of financial management – profit maximization and wealth maximization. Changing role of finance managers. Sources of Financing -Time value of money – Future value and present value of single cash flow, annuity & perpetuity. Simple Problems	12
Unit II	Capital Budgeting: Investment decisions – Investment evaluation techniques – Net present value, Internal rate of return, Profitability index, Payback period, discounted payback period and accounting rate of return. Estimation of cash flow for new projects. – Simple Problems	12
Unit III	Cost of Capital - Basic concepts. Cost of debenture capital, cost of preferential capital, cost of term loans, cost of equity capital - Dividend discounting and CAPM model- Cost of retained earnings. Determination of Weighted average cost of capital and Marginal cost of capital. – Simple Problems	12
Unit IV	Capital Structure - Capital structure and dividend decisions – Planning the capital structure. Leverages – Determination of operating leverage, financial leverage and total leverage. Dividend policy – Factors affecting dividend policy. Simple Problems in Capital structure & leverage	12
Unit V	Working Capital Management - Working capital management – factors influencing working capital requirements. Current asset policy and current asset finance policy, Determination of working capital. Estimation of working capital requirements of a firm – Simple Problems	12

Text Book

Sharma R.K, and Shashi K Gupta, "Financial Management", Kalyani Publications -2012.

Reference Books

1. Prasanna Chandra, "Financial Management", 8/e, McGraw Hill Education, 2011.
2. Khan M. Y. & Jain P. K, "Financial Management", 6/e, McGraw Hill Education, 2011.
3. Rajiv Srivastava and Anil Misra, "Financial Management", Second edition, Oxford University Press, 2011.
4. Pandey.I.M., "Financial Management", Vikas Publication, 2013.
5. Eugene F. Brigham and Michael C. Ehrhardt "Financial Management: Theory & Practice: Theory and Practice" Cengage Publications; 14 Edition 2015

Note : 50% of the questions shall be problems and 50% of the questions shall be theory based.

Code No	Subject	Semester No
16MSP11	HUMAN RESOURCES MANAGEMENT	II
Objective:	To understand the human resources management concepts, functions and systems emphasizing in the organization.	
Unit No	Topics	Hours
Unit I	Human Resource Management: Evolution - Personnel Management Vs. Human Resource Management - HRM Functions & Policies - Changing Environments of HRM - Strategic HRM – HRM and Competitive Advantage - Current trends in HRM.	9
Unit II	Human Resource Planning: Objectives – Forecasting Techniques – Job Analysis and Design – Job Description and Job Specification – Job Evaluation- techniques. Recruitment and Selection – Sources – Advantages & Disadvantages. Employee Selection Process – Basic testing concepts & types, Selection techniques, Interviews - Conducting the effective interview.	10
Unit III	Training & Development: Orienting the employees, Training process - Methods of Training- Management Development – Steps and types –On the Job and off the job development techniques. Performance Appraisal – Process & Methods, MBO approach - Appraisal interviews - Career planning and development - Managing promotions and transfers.	10
Unit IV	Compensation: Basics of compensation – Factors determining pay rate - Wage and Salary Administration. Performance and Incentives – Money and motivation - Types - incentives for executives and employees – Pricing Managerial and Professional jobs. Employee Benefits and Services: Fringe benefits - Insurance Benefits – Retirement Benefits – Statutory and Non - statutory benefits	10
Unit V	Labour Relations and Collective bargaining: Trade unions - Collective bargaining - Discipline administration - Grievances handling - Managing dismissals and Separation. Labour Welfare - Implications of Labour Law and Legislations – Employee Safety and health- Auditing of HR Functions.	9

Text Book

Gary Dessler –“Human Resource Management”, Published by Dorling Kindersley (India) Pvt Ltd., Licensees of Pearson Education in India, 14th Edition, 2014.

Reference Books

1. Aswathappa.K, - “Human Resource & personnel Management”- Text and Cases, Tata McGraw-Hill Publishing Company Ltd, New Delhi, 7th Edition, 2013.
2. Edwin Flippo, “Personnel Management”, Mc Graw Hill. 2008.
3. Decenzo and Robbins, - “Human Resource Management”, Wiley, 8th Edition, 2007.
4. Memoria C.B., Gankar.S.V,- “Personnel Management & Industrial Relations”, Himalaya Publishers Co., New Delhi, 21st Revised Edition, 2009.
5. Nandhakumar B, “Industrial Relations, Labour Welfare and Labour Laws”, Vijay Nicole, Imprints Private Limited, Chennai, 1st Edition, 2015.


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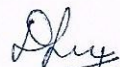
Code No	Subject	Semester No
16MSP12	QUANTITATIVE TECHNIQUES	II
Objective:	The objective of the course is to acquaint the student with the applications of Operations Research techniques in business decision making.	
Unit No	Topics	Hours
Unit I	Mathematical Models – Deterministic and Probabilistic - Simple Business examples - OR and Optimization models - Linear programming-Formulation - Graphical Solution – Dual of Linear programming problem – Economic interpretation. Chapter 1:Sections1.3-1.4,Chapter 2: Sections 2.1-2.4, Chapter 4: Sections 4.1-4.2	12
Unit II	Transportation and Assignment Model - Transportation problem by North West corner, Least cost and Vogel's approximation method with MODI optimality test (only for Non-degeneracy) - assignment problem including travelling salesman model. Chapter 6:Sections6.1-6.6,6.9,Chapter 7: Sections 7.1-7.5	12
Unit III	Network Analysis – drawing of Arrow diagram – critical path method – calculation of critical path duration, total, free and independent floats, PERT problems-crashing-time cost optimization. Sequencing – Sequencing of 'n' jobs and '2' machines – 'n' jobs and '3' machines. Chapter 21:Sections 21.1-21.9,Chapter 22: Sections 22.1-22.3, Chapter 10: Sections 10.1-10.4	12
Unit IV	Inventory Control - Inventory Theory, Deterministic models – purchase problem without and with shortages, with price breaks, production problem without shortages, probabilistic models and single period model. Chapter 18:Sections18.1-18.7,18.11	12
Unit V	Queuing Theory – M/M/1/FIFO/OC Model; Markovian chain, Simulation – Types of Simulation - Monte Carlo Method. Chapter 17:Sections17.1-17.6,Chapter 20: Sections 20.1-20.3,20.6	12

Text Book

1. Kanti Swarup, Gupta And Man Mohan, "Operations Research" Pearson Education

References book:

1. Hamdy A Taha, "Operations Research- An Introduction", Pearson Education.


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Code No	Subject	Semester No
16MSP13	BUSINESS RESEARCH METHODS	II
Objective:	To enable the students to gain knowledge about the basics of research and their application in business research areas.	
Unit No	Topics	Hours
Unit I	Business Research - Meaning – scope, objectives and significance - Types of research - Research Process -Characteristics of good research - Scientific method - Problems in research – Identifying research problem – Applications in business research - Review of literature.	12
Unit II	Research Design - Types - case study -features of good design - measurement - meaning - Validity and Reliability of instrument. Measurement and scaling Techniques - meaning - Types of scales: Basics – nominal, ordinal, interval and ratio scales. Attitude measurement scales – Likerts, Semantic differential, Thurstone, Multidimensional scaling.	12
Unit III	Data Collection - Data collection - Types of data - sources - Tools for data collection methods of data collection – constructing questionnaire - Pilot study. Sampling design - meaning - concepts - steps in sampling - criteria for good sample design -Types of sample designs - Probability and non-probability samples. Data processing - coding - editing - and tabulation of data - Data analysis.	12
Unit IV	Hypothesis - Meaning - sources – Types, formulation – errors in hypothesis. Test of significance- assumptions about parametric and non-parametric tests. Chisquare test - Parametric test - t test, f test and z test – Non-parametric test - u test, kruskalwallis, sign test. Multivariate analysis-factor, cluster, discriminate analysis (Theory only).	12
Unit V	Report Writing:- Significance – Report writing:- Steps in report writing - Layout of report - Types of reports - Oral presentation -executive summary - mechanics of writing research report - Precautions for writing report, charts and diagrams – Appendix and Bibliography.	12

Text Book

Kothari C.R, "Research Methodology (methods and techniques)", New Age International Publisher, 2014.

Reference Books

1. Rao K.V, "Research Methods for Management and Commerce", Sterling, 2012.
2. Donald R.Cooper and Pamela S.Schindler, "Business Research Methods", Tata McGraw-Hill, 2014.
3. Wilkinson Bhadarkar, "Methodology and Techniques of Social Research", Himalaya publishing,2009.
4. Uma Sekaran, "Research Methods for Business", Wiley Publications,2006.
- 5.Prasanth Sarangi "Research Methodology", Taxmann Publications,2010

Note :30% of the questions shall be problems and 70% of the questions shall be theory based.
Problems in Unit IV only.


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Code No	Subject	Semester No
16MSP14	INSTITUTIONAL TRAINING	II
Objective:	To enable the students to have practical exposure towards basics of business, nature of the organization and various activities of the business	
Guidelines		
<p>Each candidate should undertake an institutional training immediately after first semester examination by means of undergoing training for ten days in a reputed organization. During the ten days they are suppose to analyze the live problems/issues of the organization.</p> <p>After training period, they are asked to submit a report which consists of 30 to 40 pages for their second semester examination. The report should focus on the following.</p> <ol style="list-style-type: none"> 1. Introduction about the organization 2. Departments in the organization 3. Issues/Problems in the organization 4. An analysis about the issues/problems 5. Conclusion with suitable suggestion. 		


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Code No	Subject	Semester No
16MSP15	BUSINESS ENVIRONMENT AND ETHICS	III
Objective:	To know and understand the concepts of business environment and ethics and various factors influencing the business environment in the global context	
Unit No	Topics	Hours
Unit I	Business Environment - The concept and significance- constituents of business environment - Business and society, Social responsibility of business, Business & ethics, Business and culture - Business and Government - Political system and its influence on business.	12
Unit II	Business Ethics: The Nature, Purpose of ethics, code of ethics. Managing Ethics, Ethics across cultures, factors influencing business ethics, ethical decision making, ethical values and stakeholders, ethics and profit in business, ethical leadership. Corporate governance - Structure of boards, reforms in boards, Ethical issues in corporate Governance.	12
Unit III	Globalization of World Economy – Development of the world trading System - WTO & Regional grouping of countries. Global Trade and Investment - International trade Theory - Mercantilism -Absolute Advantage - Comparative Advantage - Heckscher-Ohlin Theory - The New Trade Theory - National Competitive Advantage - Porter's Diamond.	12
Unit IV	Foreign Direct Investment: FDI in World Economy - Horizontal and Vertical FDI - Advantages to host and home countries. Global Monetary System, Foreign Exchange Market -Functions.	12
Unit V	Strategy of International Business: Strategy and the Firm - Profiting from Global Expansion - Pressures for Cost Reductions and Local Responsiveness - Strategic Choice. Entry Modes - Selecting the Entry Mode, Strategic Alliances - Making Alliances Work, Exporting, Importing and Counter trade - The Promise and Pitfalls of Exporting - Export and Import Financing - Export Assistance – Counter trade.	12

Text Books : Francis Cherunilam , “Business Environment , Text and Cases”, Himalaya Publishing House, 2014.

Reference Books

1. Charles W.L., Hill , “International Business”, Irwin-McGraw Hill, 2014.
2. Francis Cherunilam, “International Business”, Wheeler Publication, 5th Edition, 2011.
3. ShaikhSaleem, “ Business Environment”, Pearson Education, 2010
4. Sherlekar.S.A., “ Ethics in Managemen”, Himalaya Publishing House, 2012.
5. Steiner & Steiner, “ Business Government and Society”, McGraw Hill,2012

Code No	Subject	Semester No
16MSP16	MANAGEMENT INFORMATION SYSTEM	III
Objective	To impart knowledge on various aspects of Management Information System	
Unit No	Topics	Hours
Unit I	Information Systems Introduction to Information Systems: System Concepts- Roles of Information systems - Components of Information Systems, Computer Hardware and Software - IS Activities - Types of IS.	12
Unit II	Functional Information System Functional Information System: Production, Marketing, Manufacturing, Human Resource, Accounting and Financial - Transaction Processing Systems- Information Reporting System – Audit of Information System.	12
Unit III	Decision Support System DSS and AI: DSS models and software: The decision making process - Overview of AI, Neural Networks, Fuzzy Logic Systems, Genetic Algorithms - Expert Systems, Production Physical System, Database Management System (DBMS).	12
Unit IV	Information System Architecture IS architecture and management - Centralized, Decentralized and Distributed - EDI, Supply chain Management & Global Information technology Management, E-Commerce Activity.	12
Unit V	Information Security Security and Ethical Challenges: IS Controls – Information Security- Risks to online operations - Denial of service, spoofing - Ethics for IS professional. Computer Frauds, Measures against computer Frauds, Information Technology Act, 2000.	12

Text Book: James A O'Brien, "Management Information Systems", Tata McGraw Hill, Fourth Edition, 2012.

Reference Books

1. Effy Oz, "Management Information Systems", Vikas Publishing House, Third Edition, 2002.
2. Kenneth C Laudon and Jane P Laudon, "Management Information System", 9th Edition, PHI, New Delhi, 2006.
3. Waman S Jawadkar, "Management Information System Text and cases", Third Editions, Tata McGraw-Hill, 2007.
4. Srinivasan.R., "Strategic Management", II Edition, Prentice Hall of India, New Delhi. 2003
5. Senthil.M., "Management Information System", Vikas Publishing House, 2009

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Code No	Subject	Semester No
16GSP017	CONSUMER BEHAVIOUR	III
Objective:	To Learn about the behavior of consumers and the impact on business	
Unit No	Topics	Hours
Unit I	Introduction to Consumer Behavior: Scope and Relevance of Consumer Behavior Studies; Buying Decision Process; Basic Model of Consumer Behavior; Problem Recognition–Methods of Problem Solving; Information Search, Alternative Evaluation and Selection, Outlet Selection and Purchase, Post Purchase Behavior and Customer Satisfaction, Role of Involvement	12
Unit II	Buying Decision Process: Problem Recognition - Information Search - Alternative Evaluation Rule- Decision s and Selection - Outlet Selection and Purchase - Post Purchase Behavior and Customer Satisfaction - Concept of involvement - extensive problem solving - limited problem solving - routinized responsive behavior	12
Unit III	Socio- cultural settings and Consumer Decision Making: Family, reference group and social class influences on consumer decision making. Cultural, sub-cultural and cross cultural influences on consumer behaviour, Opinion leadership and diffusion of innovation	12
Unit IV	Psychological Influences on Consumer Behaviour: Consumer needs, Goals and Motivation – Personality and Consumer Behaviour – Consumer Perception	12
Unit V	Consumer Learning, Memory and Involvement – Consumer Attitude - Formation Attitude Change Strategies – Communication and Consumer Behaviour	12

Text Book: Schiffman .L.G. and Kanuk L. L., "Consumer Behaviour" , Pearson Education, New Delhi,2010

Reference Books

1. Hawkins, D. I. Best, R. J. and Coney, K. A. and Mookerjee.A., "Consumer Behaviour -Building Marketing Strategy", Tata McGraw Hill, New Delhi,2012.
2. Loudon, David L. and Della, Bitta J., " Consumer Behaviour", Tata McGraw Hill, New Delhi, 2009
3. Leon G. Schiffman "Consumer Behaviour", Pearsons Education, 2010
4. Kurder , " Consumer Behaviour", Pearsons Education, 2011
5. Ingel, Roger & Blackwel,l "Consumer Behaviour", South West Publications , 2008

Code No	Subject	Semester No
16MSP18	INTEGRATED MARKETING COMMUNICATION	III
Objective:	To enable the students to learn the various promotional mix tools and its evaluation.	
Unit No	Topics	Hours
Unit I	Promotion Mix & Personal Selling Promotion Mix Tools, Steps in Communication process, Factors in deciding promotion mix. Personal selling - Sales force Design - objectives, structure and compensation. Principles of Personal Selling - Salesmanship, steps in selling process, Negotiation - Models, Strategy & Tactics, Customer Relationship Management. Evaluation of personal selling.	12
Unit II	Advertising Management Meaning, Objectives, Importance, Classification of advertisement, Economic and Social Effects of Advertising, Organization of Advertising Department, Advertising Agency Management, Campaign Planning, Advertising Budget.	12
Unit III	Advertising Media Management Types - Print, Radio, TV, Cinema Outdoor and other forms - Advantages, Limitations, Availability, Media Rates, Media Planning and Scheduling. The Internet as an Advertising Medium: Tracking Website visits, page views and click-stream analysis..	12
Unit IV	Advertising Creativity Advertising Copywriting for Print and Broadcast Media - Principles, Styles and Stages in advertising copy creation, Evaluation of Advertising - Copy (Pre-) Testing methods and measurements.	12
Unit V	Sales Promotion and Public Relations Objectives, Tools, Planning, Implementation and Control, Evaluation of Sales Promotion. Public relations - Objectives, Tools, Media and Message, Evaluation of Public Relations.	12

Text Book: -Krutishah,,Alan D Souza, " Advertising and Promotion an IMC " Perspective, Tata McGraw Hill, 5TH Edition,2012

Reference Books

- 1 John.J.Burnett, " Promotion Management " , AITBS.,Houghton Miffin ,2003
2. Bovee&Thill, " Advertising Excellence", McGraw Hill International.,2004
- 3 George E Belch and Michael E Belch, "Advertising and Promotion: An Integrated Marketing Communications Perspective" 6th Edition, TMH, 2006
4. Tony Dakin. "Sales Promotion" McGraw Hill International,2015
5. Julian Cummins, "Sales Promotion" Prentice Hall of India.,5th Edition 2010

Code No	Subject	Semester No
16MSP19A	STAFFING IN ORGANIZATION	III
Objective	To impart knowledge on various aspects of staffing in Organizations	
Unit No	Topics	Hours
Unit I	Staffing - The Nature of Staffing-staffing models and strategy-staffing ethics-planning-external influences human resource planning-staffing planning-legal issues-job analysis rewards-job requirements job analysis-competency-based job analysis-job rewards-legal issues.	12
Unit II	Recruitment - Staffing activities: Recruitment-strategy Development-searching-applicant reactions-transition to selection-legal issues-internal recruitment-recruitment planning-strategy development-searching applicant reactions-transition to selection-staffing activities: selection-measurement-quality of Measures-collection of assessment data.	12
Unit III	Selection - External selection-preliminary issues-initial assessment methods-legal issues-external selection substantive assessment methods-discretionary assessment methods-contingent assessment methods-internal selection-preliminary issues-initial assessment methods-substantive assessment methods-discretionary assessment methods-staffing activities: employment-decision making choice of assessment method-determining assessment scores-hiring standards and cut scores method of final choice-decision makers.	12
Unit IV	Orientation Final match-employment contracts-job offers-job offer process-new employee orientation and socialization-legal issues.	12
Unit V	Retention - Staffing system and retention management-staffing system management-administration of staffing systems-evaluation of staffing systems-retention management-turnover and its causes analysts of turnover-retention initiatives: Voluntary, Discharge & Downsizing.	12

Text Book:

Heneman. H G and Judge TA , "Staffing Organization", McGraw Hill 2006.

Reference Books:

1. Gary Dessler "Human Resources Management" 7 th Edition Prentice-Hall of P.Ltd., Pearson ,201.1
2. Rao.V S.P, "Human Resources Management ;Text And Cases", 1 st Edition, Excel Book , New Delhi 2000.
3. Neha Verma, "Human Resource Management", Vayu Education of India Publication; First edition ,2011.
4. Sharan,S B, " Human Resource Management"- Shroff Publishers & Distributers Pvt Ltd,2015.
5. Krista Thoren Turner " Start Your Own Staffing Services" –Entrepreneur Press, 2004.

Code No	Subject	Semester No
16MSP20A	PERSONAL AND INTERPERSONAL EFFECTIVENESS	III
Objective	To identify the strengths and weaknesses of an individual, and as a member of a group/ organization by understanding self and others.	
Unit No	Topics	Hours
Unit I	Understanding Self: Self concept, Self schema, Self knowledge ,Self awareness, self esteem, self confidence, self presentation. Personal effectiveness: - Personality theories, Personality Typing using Enneagram - Carl Jung's theory of personality types and Myers Briggs Type Indicator test (MBTI), Trait theories. Emotional Intelligence.	12
Unit II	Interpersonal Relations: Relationship with others- Meaning of interpersonal relationship, Interpersonal needs, motivation and behaviour- FIRO-B and Johari Window, Defense Mechanism in groups, T-Group, human process labs . Cultivating open communication, Adjustments, compromises, give and take, empathy& Prioritization.	12
Unit III	Assertive Training Nature, importance & relevance to organizational life – Assertion, passiveness, aggression , <i>Behaviour cycle</i> ,Assertive Technique <i>Knowing what you want(NLP)</i> , enhance individual assertiveness.	12
Unit IV	Transactional Analysis Introduction, Ego States, exclusion contamination, strokes, Life positions, Types of Transactions, Time Structures - Withdrawal, Rituals, Pastimes, activities, games - types, Stamps, Rackets and sweat shirts, scripts. Advantages and disadvantages of TA, Applications of TA	12
Unit V	Counseling: Approaches to counseling, counseling process- beginning, developing and terminating a counseling relationship and follow up. Counselor's attitude and skills of counseling, interventions.	12

Text Book,:

Venkatapathy R, Prasanna Jackson.T, "Managing Interpersonal Effectiveness", Adithya Publishers,2007.

Reference Books

- 1.Snyder.C.R. & Lopez. S.J. "Handbook of Positive Psychology. (eds.)", Oxford University Press, New York,2001.
- 2.Singh. A. "Behavioral science: Achieving Behavioral Excellence for Success", Wiley India Pvt. Ltd, New Delhi,2012.
- 3.Calvin S Hall, "Theories of Personality", 4/e, Wiley India Pvt. Ltd,2000.
- 4.Thomas Harris, "I'm okay, you're okay" , Arrow Publisher,2011.
- 5.Robert L.Gibson and Marianne H.Mitchell , "Introduction to Counseling and Guidance", PHI, 2008

Code No	Subject	Semester No
16MSP19B	FINANCIAL SERVICES	III
Objective:	To learn the various financial services provided by NBFCs. To understand the modes of raising capital from domestic and foreign markets	
Unit No	Topics	Hours
Unit I	Introduction – An Over view of Indian Financial System – Merchant Banking - Functions – Categories of merchant bankers - Merchant Banking in India – Recent Developments and Challenges ahead- SEBI guidelines on Obligations & responsibilities of Merchant bankers- NBFCs Types of activities of NBFC’s- Regulation of NBFC s in India.	12
Unit II	Fund Based Financial Services Leasing and Hire Purchasing – Basics of Leasing-features– types- and Hire purchasing – Features- Difference between hire purchase and leasing. Financial Evaluation (Problems with Depreciation calculation)	12
Unit III	Other Fund Based Financial Services Consumer Credit – Credit Cards – Real Estate Financing – Bills Discounting – factoring and Forfeiting – Venture Capital.	12
Unit IV	Fee Based Services Mergers and Acquisitions –Reasons – SEBI code on Take-overs - Business Failures and reorganizations – Mutual Funds - operations-types- performance measure of a mutual fund- regulation – SEBI guidelines for mutual funds- Business Valuation. (Problems)	12
Unit V	Other Fee Based Services Portfolio Management Services – Credit Syndication – Credit Rating - Asset securitization – Micro Finance	12

Problems 25% and Theory 75%

Text Book:

1. Khan M.Y., “Financial Service”, McGraw-Hill Company, 8th Edition, 2015

Reference Books

1.. Natarajan .L, “Merchant Banking & Financial Services”, Maugham Publications, 1 st Edition 2012

2.Bharati, V. Pathak, “Indian Financial System”, Pearson Education Private Ltd. 4th Edition, 2014

3.Thummuluri Siddaiah, “Financial Services”, Pearson Publications. 1st Edition 2011

4.Shashi K Gupta, Nisha Aggarwal, “Financial Services”, Kalyani Publications. 1st Edition 2014.

5. Gurusamy S, “Merchant Banking and Financial Services”, McGraw-Hill Company, 2013


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Code No	Subject	Semester No
16MSP20B	EQUITY RESEARCH AND PORTFOLIO MANAGEMENT	III
Objective :	To enable the students to have in depth knowledge about equity research and portfolio management.	
Unit No	Topics	Hours
Unit I	Investment Process and Alternatives Investment Process-Investment Alternatives-Risk and Return-Bonds, Preference Shares, Equity Shares, Fixed Income Securities. Securities Market in India: Capital Market ,Money Market, Debt Market, Futures and Option Market. SEBI- guidelines on Regulations of Primary Market and Secondary Market and its Operations. Stock Market Indices- NSE and BSE. Overseas Stock Market. Investor Education and Protection Measures in India.	12
Unit II	Estimating the Portfolio Return and Risk Time Value of Money – Portfolio Theory-Estimating the portfolio return and portfolio risk ,Efficient Frontier of Portfolios and Capital Asset Pricing Model –Basic Assumptions, Capital Market Line, Security Market Line-Arbitrage Pricing Theory (APT). Options: Types ,Strategies. Option Pricing-Black-Scholes Model. Growth of Options and Futures Markets in India.	12
Unit III	Fundamental and Technical Analysis Fundamental and Technical Analysis: Economic Analysis, Industry Analysis, Company Analysis- Financial Statements Analysis, Ratio Analysis, Du Pont Analysis. Technical Analysis : Dow Theory, Charts and Signals, Trends, Technical Indicators .	12
Unit IV	Valuation of Bonds and Stocks Valuation of Equity Shares-Variou models; Valuation of Bonds. Efficient Market Hypothesis- Weak Form, Semi-Strong Form, Strong Form.	12
Unit V	Portfolio Construction and Management Portfolio Management : Investment Objectives and Constraints- risk tolerance of Investors- Selection of Asset Mix- Selection of Securities-Portfolio Revision-Formula Plans-Evaluation of Portfolio Performance-Sharp's Model, Treynor's Index , Jenson's Index,	12

Text Book:

Punithvathi Panidian, "Security Analysis and Portfolio Management", Vikas Publishing House Pvt Ltd. 2nd edition

Reference Books

1. Fisher, Donald E, Ronald J Jordan., "Security Analysis and Portfolio Management", 6th edition, Prentice Hall Pvt. Ltd., 1995

2. Reilly, Frank.K and Keith C Browen., " Investment Analysis and Portfolio Management", Cengage Learning, 10th edition 2012

3. Boldie, Zvi, Alex Kane, Alan J Marcus, Pitabus Mohanty, 6th edition, Tata McGraw Hill, New Delhi , 8th edition 2009

4. Bhalla.V.k., "Investment Management" – S.Chand 5th edition & 19th revised edition

5. Presanna Chandra "Investment And Portfolio Management" Tata Mcgrawhill , fourth edition 2012


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Code No	Subject	Semester No
16MSP19C	LOGISTICS MANAGEMENT	III
Objective	To impart knowledge on various aspects of Logistics Management	
Unit No	Topics	Hours
Unit I	Introduction to Logistics Management: Meaning-Objectives- Scope, Advantages-Logistics planning strategy- Logistics planning process. Logistics and of Customer Service: Objectives- Elements-Customer Service Audit- Customer Service Strategy- Customer Relationship Management (CRM).Fundamentals of Logistics Organization:- Importance- Evolution--Barriers-Improving organizational effectiveness. Logistics Demand Forecasting: - Purpose- components and techniques.	12
Unit II	Inventory Management: Meaning - Functions-Types- Total Cost Inventory- Inventory Management-Inventory Control. Fundamentals of Warehousing: Meaning-Functions-Types-Warehousing Decisions- Warehouse Layout and Design. Material Handling System: Meaning- Functions-Material Handling Equipments-Material Handling Methods- System Design.	12
Unit III	Logistical Packaging: Meaning- Functions-Types- Packaging Design- Packaging Unitization. Mode of Transportation: Meaning- Functions- Inter-model Transportation- Transport Infrastructure in India. Containerization: Meaning-Operations- Classification-Inland container depots (ICDs)- Functions and Benefits. Freight Management & Practices: Meaning-Principles- Freight Rates-Liner and Tramp Freight Structure.	12
Unit IV	Logistics Transport Management: Types-Transportation Mode Selection- Transport Regulations in India. Indian Shipping: History- Various Ports in India and its infrastructure development -Indian Ports during Pre and Post Independence Era- Shipping Associations in India. Reverse Logistics: Meaning- Reverse Logistics Activities and Strategic use of Reverse logistics- Advantages- Managing Reverse Logistics Flow and Feature Trends. Logistics Information System (LIS) - Functions- Types- Elements-LIS solutions in the Organization.	12
Unit V	Logistics Outsourcing: Concepts and Reasons - 3PL and 4PL- Differences- Risks in outsourcing-Integrated Logistics. Global Logistics: Global Business Environment- Global Operating Levels- Components- Global Logistical Decisions- Barriers to Global Logistics. Logistics in Modern Age: Modern Logistical Infrastructure- Modern Material Handling Equipments-ICDs and CFSs Network-Corridor Development-Container Corporation of India (CONCOR).	12

Text Book: Ailawadi C Sathish & Rakesh Singh, " Logistics Management", Prentice Hall, India, 2nd edition 2005.

Reference Books:

1. Agrawal D K, "Textbook of Logistics & Supply Chain Management", Macmillan India Ltd, 1st edition 2003.
2. Coyle et al., "The Management of Business Logistics", Thomson Learning, 7th Edition, 2004.
3. Bowersox Donald J., "Logistics Management The Integrated Supply Chain Process", Tata McGraw Hill, 2000.
4. Rushton. A Oxley, J & Croucher P, "Handbook of Logistics and Distribution Management", 2nd Edition, Kogan Page.
5. Rao, "Logistic Management: Concepts and Cases", ICFAI university press (2007)


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Code No	Subject	Semester No
16MSP20C	EXPORT IMPORT TRADE AND DOCUMENTATION	III
Objective:	To impart knowledge on various aspects of Export import trade documents	
Unit No	Topics	Hours
Unit I	Foreign Trade Generation of Foreign enquiries, obtaining local quotation & offering to overseas buyers Scrutinizing export order opening L/C by buyers	12
Unit II	Export Financing Export Finance - Forex - Major currencies, Exchange rates, relations & impact – Export costing - Export Pricing – Influencing factors – forms of export pricing , pricing approaches - incoterms	12
Unit III	Export Packaging Export Packaging - Preparation of pre shipment documentation - Inspection of Export Consignment - Export by Post, Road, Air & Sea - Claiming for Export benefits and Duty drawbacks	12
Unit IV	Shipping Documents Shipment & Shipping documents - Complicated problems in shipments & negotiation of Shipping documentations - Corporate marketing strategies - 100% EOU & Free trade zone – Deemed Export, Export Marketing	12
Unit V	EXIM Documents, SPZ and SEZ Introduction - Exim policy - customs act - other acts relating to export/import - formalities for commencing - customs formalities - export documentation - project exports - export of services – export of excisable goods - import documentation - clearance of import goods - 100% export oriented units - export processing zones - special economic zones - duty drawback procedure - export/import by post customs house agents - import of different products - import/export incentives - import licenses etc.	12

Text Book

Khuran P.K, "Export Management", Himalaya Publication .2008, 8th edition 2014

Reference Books:

1. Shri C Rama Gopal, "Export Import Procedures- Documentation and Logistics", New Age International.2006
- 2., Justin Paul & Rajiv Aserkar, " Export Import Management", Himalaya Publication 2008
3. Rangopal..C. - "Export Import Procedure – Documents of Logistics" – New Age India Publishers 2006
- 4.Francis Chruniliam- "International Trade & Export Management"– Himalaya Publication House 2009
5. Kapoor. D.C.- "Export Management" Vikas Publishers Housing Private Ltd 1st edition 2013

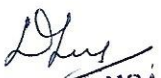
Code No	Subject	Semester No
16MSP19D	MASS COMMUNICATION	III
Objective	To impart knowledge on various aspects of Mass Communication	
Unit No	Topics	Hours
Unit I	Introduction to Communication Theory - communication as a social science - Need for communication- definition of communication – types - three stages of interpersonal communication - group communication - mass communication – interactive communication - barriers of communication - IT and society - Mass communication and culture.	12
Unit II	The Mass Media: History practices, Values - functions of mass media - theories of the press/media - journalism - meaning - tabloid and yellow journalism -what is NEWS - journalism and PR - the role of press - Print media - press codes and ethics – media organizations like PCI, ABC, RNI, INS.	12
Unit III	Cinema – the beginnings and growth - documentary and short films - the newsreel - impact of cinema on society - film Censorship - guidelines Radio – development - Indian broadcasting - All India Radio - radio formats and genres- broadcasting policy – code - FM radio - satellite radio – visual radio - ethics in broadcasting Television - the story of Indian television - advertisement revenue - Televisions News - TV documentaries and features - talk shows - cable TV – satellite TV-ownership – control and regulations - broadcasting bill Folk and traditional media – advantages - electronic media and folk media - folk theatre Forms - Street theatre. Advertising and public relations.	12
Unit IV	Media Audience - psychology of audience - public opinion surveys - Mass media and politics - Audience measurement: the ‘rating’ game - Readership surveys.	12
Unit V	Media Development and Social Change; The Indian experience - effect of media on education - the mass media and Indian family - children and media -representation of women in mass media - need for audience studies - media and consumerism.	12

Text Book

Keval J. Kumar, “Mass Communication in India”, Jaico Publications, 2004

References Books:

1. Vilanilam.J.V, “Mass Communication in India – A Sociological Perspective”, Sage Publications Pvt Ltd., 2001
2. Chaturvedi B.K, & Mittal S.K, “Mass Communication Principles and Practice”, Global Vision Publishing, 2003
3. Hasan S., “Mass Communication: Principles And Concepts, 2E”, CBS Publication; 2nd edition 2013
4. Uma Narula, “ Mass Communication: Theory and Practice”, Har-Anand Publication, 2008
5. Keval.J.Kumar – “Mass Communication in India”- JAICO Publishing House, 2006


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Code No	Subject	Semester No
16MSP20D	ADVERTISING MANAGEMENT	III
Objective:	To learn about creativity and role of advertising	
Unit No	Topics	Hours
Unit I	Advertising Advertising – Meaning and importance-History-classification of ads- Functions- Advertising and society- impact –Ethics	12
Unit II	Advertising Agency Advertising Agency Management, Advertising agencies – structure - working of ad agency- how to select it – how agencies are paid	12
Unit III	Advertising Research Advertising research and strategy - Consumer behaviour and market strategy-learning, memory and motives-Consumer decision process- Advertising planning-positioning-creative strategy-message strategy-media strategy-advertising budget-implementation and evaluation-advertising research and account planning-working of advertising.	12
Unit IV	Creativity and Advertising Creativity and advertising - Role of creativity-meaning-elements-planning- appeals-copy writing importance of copy-layout of advertising- components-style-slogan-logo-Layout stages –Types	12
Unit V	Advertising Media Advertising media - Print- characteristics- categories-direct ads-direct mail ads outdoor ads-transit ads. Television and Radio- advantages limitations – Web advertng –importance of online ads-its objectives- types- challenges	12

Text Book: Sangeetha Sharma & Raghuvir Singh, "Advertising Planning and Implementation", Prentice Hall Pvt Limited, 2012.

Reference Books

1. Aaker, David & Myers, John: "Advertising Management", Prentice Hall, 2009.
2. Belch, G. and Belch, M: "Advertising and Promotion: An Integrated Marketing Communications Perspective", 6/e, Mc-Graw Hill, 2003.
3. Rajeev Batra, John G Myers and David A.Aaker, "Advertising management", Prentice Hall, 2010
4. Ruchi Gupta, "Advertising Principles and Practices" S Chand Publications, 2012
5. Murthi, "Advertising" Exell Books India, 2009.

Code No	Subject	Semester No
16MSP19E	ADVANCED PRODUCTION MANAGEMENT	III
Objective	To enable students in learning production management techniques and process at advanced level.	
Unit No	Topics	Hours
Unit I	Impact of Technology on Production; Economics and Social Issues – Automation – Operation strategy and competitiveness – economy studies for Investment and replacement in Production Management.	12
Unit II	Design of the Systems and Procedures: Product Decision and Process Selection – Design of facilities – Design of Layout – Factory layout – stores layout – Design of Tool room facilities – Design of Maintenance facilities	12
Unit III	Design of Production, Planning and control system – design on scheduling system – design of inventory system – design of maintenance system	12
Unit IV	Productivity Techniques Application of quantitative models for production planning and control – process charts, network analysis.	12
Unit V	Human Aspects of Production Management Methods of improving business process reengineering – synchronous manufacturing – production planning and financial planning.	12

Text Book

Chase and O' Aqulano, " Production and Operations Management", Tata Mcgraw Hill Publishing Co Limited ,9th edition, 2008

References Books

1. Radford.J.D. and Richardson Oriver D.B, Wight,W, " The Management of Production and Inventory Management in Computer Area" PHI, 2009
2. Lee J. Krajewski and Larry P. Ritzman, " Operations Management: Strategy and Analysis", Addison Wesley, 2006.
3. Norman Gaither, Greg Frazier, "Operations Management", Cenage Learning, 2005
4. Sarin Buffa, " Modern Production Operations Management" 8ed Wiley; 8 edition, 2007
5. Martand T. Telsang, " Industrial Engineering and Production Management" S Chand; 2nd Rev 2006 edition.

Code No	Subject	Semester No
16MSP20E	INTEGRATED MATERIALS MANAGEMENT	III
Objective:	The Course is aimed at acquainting the student with various objectives and functions of Materials Management.	
Unit No	Topics	Hours
Unit I	Material Management Introduction and basic concepts - Concept and significance of Integrated Materials Management - Materials codification and computerization	12
Unit II	Materials Planning and Control Inventory Planning and Control Models – Theory and Practice ABC, VED and other classifications EOQ – Reorder point – Lead Time Analysis – Safety – Stocks – Q System – P System – S System. Materials Requirement Planning (MRP) Materials Problems in Indian Conditions and Inventory Audit and Inventory Audit and Information Systems.	12
Unit III	Purchasing Purchasing Fundamentals – Make or Buy – Source Selection – Vendor Rating – Value Analysis. Purchase Negotiations – Purchase Timing – Purchase Contracts – Purchase Insurance Purchasing Capital Goods, Seasonal Goods, Imported Goods Deferred Payment Schemes – Lending Institutions – Leasing Trends. Governmental buying – D.G.S.&D – Evaluation of Purchase Performance.	12
Unit IV	Warehousing Location and Layout of Warehouses and stores – Different typical models. Stores Procedures and Records for Receipt, Inspection, Issue, Reorder checking – Kardex Stores Accounting.	12
Unit V	Transportations Practical problems in Management of Dead Stocks, Surplus stocks and scraps – Evaluation of Stores Performance. Materials Handling and Transportation Management Case Studies	12

Text Book

Gopalakrishnan. P “ Purchasing and Materials Management”, Tata McGraw Hill Publishing Company Ltd.,2001

References Books

1. Datta.A.K. – “Integrated Materials Management A Functional Approach” – Prentice Hall of India P. Ltd.
2. Sandilya.M.S. and Gopalakrishnan .P. – “Inventory Management: Text and Cases” –Macmillan Indian Ltd,1981
3. Patel M.D, Chunawalla.A, and Patel D.R, – “Integrated Materials Management (Concepts& Cases)”– Himalaya Publishing House
4. Prem Vrat, “Materials Management: An Integrated Systems Approach (Springer Texts in Business and Economics)”, Springer; 2014 edition
5. Sundaresan M. Gopalakrishnan P. “Materials Management: an integrated approach”, PHI India Pvt Ltd, 2

Code No	Subject	Semester No
16MSP19F	ELECTRONIC COMMERCE	III
Objective:	To enable the students to learn the basic electronic commerce, its functions, decision making process and problem solving techniques.	
Unit No	Topics	Hours
Unit I	Telecommunication Networks : Introduction - LAN - WAN- Internet - What is Electronic Commerce - Brief history of Electronic Commerce - Advantages and Limitations of Electronic Commerce - Types of Electronic commerce - Integrating Electronic Commerce- Key questions for Management	12
Unit II	The Internet and the World Wide Web: The Internet Today - History of the Web – Unique benefits of the Internet - Internet Architecture - World Wide Web - Concepts and Technology - Creating Web pages - Launching a Business on the Internet.	12
Unit III	Electronic Payment Systems: Overview of the Electronic payment Technology – Requirements for Internet Based payments - Electronic payment Medias - Electronic commerce and banking.	12
Unit IV	E-security: Security in the cyberspace - Designing for security - Virus - Security Protection and Recovery - Encryption - The Basic Algorithm System - Authentication and Trust – Key management - Internet Security Protocols and Standards - Other Encryption issues.	12
Unit V	Web based Business: Business-to-Business Electronic Commerce- Intranets and Extranets -Intranets and Supply Chain Management - Legal and Ethical issues - Case studies.	12

Text Book

Elias. M. Awad, " Electronic Commerce", Prentice - Hall of India Pvt Ltd, 2002.

Reference Books

1. Ravi Kalakota, Andrew B. Whinston, "Frontiers of Electronic Commerce", Addison-Wesley, 2002.
2. Ravi Kalakota, Andrew B. Whinston, "Electronic Commerce- A Manager's guide", Addison -Wesley, 2005.
3. Efraim Turban, Jae Lee, David King, H. Michael Chung, "Electronic Commerce – A Managerial Perspective", Addison - Wesley, 2001.
4. Elias M Award, "Electronic Commerce from Vision to Fulfillment", 3rd Edition, PHI, 2006
5. Judy Strauss, Adel El-Ansary, Raymond Frost, "E-Marketing", 3RD Edition, Pearson Education, 2003

Code No	Subject	Semester No
16MSP20F	SYSTEMS ANALYSIS AND DESIGN	III
Objective:	To enable the students to learn the basic concepts of information system, functions, and design of good system for managing the business	
Unit No	Topics	Hours
Unit I	System Concepts & Information System Environment : System concepts - definition, characteristics of a system, Elements of a system, Types of a System, introduction to System Analysis and Design - System Analysis, System Design, System Development Life Cycle.	12
Unit II	The Information System Analysis : Introduction - where does the system analysis come from? -What does it do? - Preparing for Career as a System Analyst - General Business Knowledge -Technical Skills - Communication skills - Role of System Analyst - Change Agent – Investigator and Monitor - Psychologist, Sales Person, Motivator, Politician, Place of the System analyst position in the MIS organization.	12
Unit III	System Analysis : Problems who System Development Life Cycle approach, Net for a Structured approach, Information Gathering. A problem solving approach - Data Flow Diagrams, Data modeling with logical entity relationship. Process modeling with logical dataflow diagram, Data dictionary, Decision Tree, Decision tables and Structured English.	12
Unit IV	System Design : Introduction, The Process of Logical & Physical design - Modern Computer Databases - Different kinds of databases - E-R models - E-R diagrams - Normalization. Computer outputs and controls, computer inputs and controls, Code design, Computer based methods, procedures and controls.	12
Unit V	System Implementation : System testing Conversion Combating resistance to change Post Implementation review Software maintenance Hardware/Software Selection Security disaster/ recovery and ethics in System development. Case Analysis.	12

Text Book

Elias M.Awad, "System Analysis and Design". Tata McGraw Hill Publishing Company Ltd, 2001

Reference Books

- 1.Jerry L.Whitten, Lonnie D.Bently & Victor M.Bar , "System Analysis and Design" , PHI, 2003
- 2.Kendall, "System Analysis and Design ", Pearson, 2002.
- 3.Robert J Thierauf, "System Analysis and Design - A Case Study Approach" , Addison –Wesley, 2007
- 4.Henry F.Korth, AbrahamSilberchatz & Sudharsan., "Data base System Concepts" PHI, 2002
5. Priya.A,"System Analysis & Design", Margham Publications (2015)

Code NO	Subject	Semester III
16MSP19G	TOURISM MANAGEMENT	
Objective:	To understand the various elements of Tourism Management and to familiarize with the Tourism policies in the national and international context.	
Unit No	Topics	Hours
Unit I	Introduction: Tourism- Definitions and Concepts, tourist destination, services and industry, definition and historical development, Types of Tourists, Types and Forms of Tourism: Inter-regional and intra-regional Tourism, Inbound and Outbound tourism, domestic, International Tourism. Forms of Tourism: Religious, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure, senior tourism.	12
Unit II	Tourism Planning and Development: Planning for tourism designation, nature of tourism planning, Rating tourism planning towards tourism policy. The planning process, Goals of tourism designation, Political aspects of tourism development, Development of tourist potential.	12
Unit III	Tourism Organizations: Inter-governmental organizations and tourism industry: co-ordination of the tourism industry with government departments Role of State Tourism Development Corporation. National tourism Organizations: Organizations like NTO, ITDC, FHRAI, TAAI and their role. International tourism organizations: Role of the international organizations like UNWTO, IATA, PATA, ICAO etc in the promotion and development in tourism worldwide.	12
Unit IV	Destination Management: The Tourist Destination, Management of the Destination: Maintaining the infrastructure, environmental quality preservation of attractions through tourism. Future of the destination: increasing competitiveness for globalization and satisfying the tourist needs.	12
Unit V	Eco Tourism: Evolution, Principles, Trends and Functions of Ecotourism-Themes - Eco-tel and Eco resorts - Fundamentals of Ecology- Basic Laws & ideas in Ecology- Function and Management of Ecosystem-Biodiversity and its Conservation-Pollution-Ecological Foot Prints -Mass Tourism Vs Ecotourism - Typology of Eco-tourists - Ecotourism Activities & Impacts –Western and Eastern Views of Ecotourism.	12

Text Book

Sunetra Roday, et al, "Tourism Operations and Management", Oxford University Press, 2007

References Books

1. Charles R. Goeldner & Brent Ritchie, J.R., "Tourism, Principles, Practices, Philosophies", John Wiley and Sons, New Jersey, 2006

2. Bhatia A.K., "International Tourism Management", Sterling Publishers, New Delhi, 2001

3. Chuck Y. Gee, James C. Makens & Dexter J. L. Choy, "The Travel Industry", Van Nostrand Reinhold 2012.

4. Michael M. Coltman, "Introduction to Travel and Tourism- An International Approach", Van Nostrand Reinhold, New York, 2014

5. Burkart A.J., Medlik S., "Tourism - Past, Present and Future", Heinemann, London. 2004

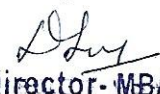
Code NO	Subject	Semester IV
16MSP20G	TOURISM MARKETING	
Objective:	The course focused on tourism marketing and understand importance of tourist orientation and ways to reach tourist through proper marketing strategies	
Unit No	Topics	Hours
Unit I	Market Research: Understanding of marketing research, Concept of primary data, secondary data, qualitative and quantitative data and marketing information system (MIS) and its function. Consumer and consumer behavior, Factors influencing the buying behavior. Market segmentation- targeting and positioning and market strategies.	12
Unit II	Marketing Mix in Tourism Industry: Product: Definition and levels, nature of tourism product, Stages of launching a new product, Product life cycle (PLC). Branding concept - Branding of a product for a tourism company. Pricing: Definition and influencing factors; Pricing strategies. Communication: Concept and purpose- process of communication. Promotion: Promotion Mix- Word-of-Mouth Information, Advertising, Sales promotion, public relation, personal. Importance of Advertising in Tourism, Selection of message and media, Media timing.	12
Unit III	Marketing Skills: Developing Marketing Skills for Tourism - Self Motivation – Team Building – Personality Development - Creativity & Innovation– Innovative Products in Tourism- International Perspective and Contemporary Trends.	12
Unit IV	Marketing of Tourism: Marketing of Tourism & Related Activities - Trends in Tourism Marketing – Marketing of Destinations, Airlines, Hotels, Resorts, Travel Agencies, Events and other Tourism sub – sectors and products	12
Unit V	Role of communication: Role of communication in travel - Modern mass media techniques - Computer technology in tourism - Use of computers by Airlines - Role of computers in reservations - Computers in railways - Videotext system. Market research and tour package formulation: Assembling, processing and disseminating information on destinations, preparation of itineraries. Handling of tour file, sources of income for tour operation.	12

Text Book:

Bhatia.A.K, "Tourism Marketing Management", Sterling Publishers, New Delhi, 2002

Reference Books

1. Metin Kozak, Juergen, Gnoth and Luisa L.A Andreu, "Advances in Tourism Destination Marketing"; Routledge, 2009
2. Holloway, J.C., Plant, P.V., "Marketing for Tourism", Sarup Book Publishers Pvt. Ltd. New Delhi, 2005
3. Jha, S.M, "Tourism Marketing", Himalaya Publishing House Pvt. Ltd, Mumbai. 2009
4. Alan Jeffeson and Leonard Lickorish, "Marketing Tourism" Pitman Publishing, London. 2012
5. Manjula Chaudhary, Tourism Marketing, Oxford press, New Delhi, 2010.


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Code NO	Subject	Semester III
16MSP21	PROJECT WORK	
Objective:	This internship will provide practical exposure to the students about business issues/problems, analyzing the those issues, developing solutions and reporting the suggestions/ views to the corporate leaders.	
Guidelines		
<p>Each candidate should join in an organization for the internship of six to seven weeks (45 days) immediately after second semester examination. During the 45 days they are suppose to understand the organization and identify a suitable title for the study. The title shall be related to the elective that they have chosen in their program. The study shall be carried out with systematic analysis with the support of either primary data or secondary data or both. The analysis and suggestion should be in report format which should be submitted to the college for during third semester examination.</p> <p>The report should focus on the following.</p> <p>i) Introduction: Clear understanding of the topic/subject; understanding of the organisation/unit//field.</p> <p>ii) Literature Review: Published studies, review of similar studies</p> <p>iii) Details about the study: Objectives, formulation of the problem, scope, and rationale of the study.</p> <p>iv) Methods/Methodology adopted for the study: Analytical, Survey, Field Work or any other method with appropriate justification and reasoning.</p> <p>v) Analysis and conclusions: The logic of analysis, source of data, whether the conclusions are in line with the objectives, etc.</p> <p>vi) Contribution and learning from the project: Details of the contribution of the study, the benefits to the organization, the learning from the study for the student, etc.</p> <p>vii) Acknowledgements: References/Citations and Bibliography and help, if any, received from other individuals/organizations.</p> <p>viii) Presentation of the report, format of the report, flow of the report, style, language, etc.</p> <p>ix) Presentation of the report to the examiners: Substance and treatment of the topic, style of presentation, and performance in the question answer session, time management, language, etc.</p> <p>x) Overall impression.</p>		

Code No	Subject	Semester No
16MSP22	STRATEGIC MANAGEMENT	IV
Objective:	This subject introduces the concepts, tools, principles of strategy formulation and implementation to gain competitive advantage and sustainable growth.	
Unit No	Topics	Hours
Unit I	Corporate Strategic Planning — Strategic functional objectives - Mission - Vision of the firm - Development, Maintenance – Strategic leadership - the role of leader - Hierarchical levels of planning - Strategic planning process - Strategic management Practice in India, Competitive Advantage of Nations and its implication on Indian Business.	15
Unit II	Environment Analysis & Internal Analysis of Firm: General environment scanning and analysis - competitive analysis - SWOT Analysis - Assessing internal environment through functional approach and value chain - identifying critical success factors - core competence - Stakeholders' expectations, Scenario-planning - industry analysis.	14
Unit III	Strategy Formulation : Generic strategies - Grand strategies – types - The role of diversification – factors, means and forms - Strategic management for small organizations, large organizations and non-profit organizations - Strategies of leading Indian companies.	14
Unit IV	Tools of Strategy - Planning and Evaluation : Competitive cost dynamics - experience curve - BCG approach - IA-BS matrix - A.D.Littles Life-cycle approach to strategic planning - Business portfolio balancing - Assessment of economic contribution of strategy - Strategic funds programming.	15
Unit V	Strategy Implication & Control : Various approaches to implementation of strategy - Matching organization structure with strategy - 7S model - Strategic control process - Du Pont's control model and Balanced score card - Porter's approach for Globalization - Future of Strategic management	14

Text Book

1. Pearce & Robinson, "Strategic Management", All Indian Travellers N D., 14th Edition, 2014.

Reference Books

1. Srinivasan..R, "Strategic Management", Prentice Hall of India, New Delhi, 5th edition, 2012.
2. Hax A.C and Majifu, NS "Strategic Management: An Integrative Perspective", Prentice Hall, 9th Edition, 2007.
3. David A. Aakar, "Strategic Market Management", Wiley India Pvt. Ltd, New Delhi, 10th Edition, 2013.
4. Fred R. David, "Strategic Management – A Competitive Advantage Approach -Concepts & Cases", Pearson Education, 15th Edition, 2014..
5. Thomas.L.Wheelen "Concepts in Strategic Management and Business Policy" Pearson Education, 13th Edition, 2012.

Code No	Subject	Semester No
16MSP23	BRAND MANAGEMENT	IV
Objective:	To enable the students to learn the branding concepts and strategies for successful business administration	
Unit No	Topics	Hours
Unit I	Brands & Branding concept Concept of a brand – Evolution, perspectives, anatomy, types of brand names, brand name associations, Brands Vs Products, Advantages of Brands to consumers & firms. Brand elements: Components & choosing brand elements, Branding challenges & opportunities.	14
Unit II	Brand Positioning Brand positioning – Basic concepts – alternatives – risks – Brands & consumers –Strategies for positioning the brand for competitive advantage – Points of parity – Points of difference, Building a strong brand – steps & Brand knowledge.	14
Unit III	Brand Image & Brand Identity Brand Image-image dimensions, brand associations, Role of brand ambassadors & image, Brand identity – perspectives, levels, and prisms. Managing Brand image – stages – functional, symbolic & experiential brands. Brand building implications. Brand Loyalty & cult brands.	15
Unit IV	Brand Extension Leveraging Brands – Brand extensions, Brand adoption practices, extendibility, merits & demerits, Line extensions, line trap – Co-branding & Licensing Brands. Reinforcing and Revitalization of Brands – need, methods, Brand Architecture – product, line, range, umbrella & source endorsed brands.	15
Unit V	Brand Valuation and Building Brands Brand valuation – Methods of valuation, implications for buying & selling brands. Applications – Branding industrial products, services and Retailers – Building Brands online- Steps & Strategies	14

Text Book: Kevin Lane Keller, Strategic Brand Management, Pearson, New Delhi, 3rd Edition, 2008.

Reference Books;

1. Kapferer, "Strategic Brand Management", Kogan Page, New Delhi, 4th Edition, 2008.
2. Harsh Varma, "Brand Management", Excel Books, New Delhi, 2nd Edition, 2006.
3. Majumdar, "Product Management in India", PHI, 3rd Edition, 2007.
4. Sengupta, "Brand Positioning", Tata McGraw Hill, 2nd Edition, 2005.
5. Ramesh Kumar, "Managing Indian Brand", Vikas, 2001.

Code No	Subject	Semester No
16MSP24	SERVICES MARKETING	IV
Objective	To Understand the methodology of marketing for services	
Unit No	Topics	Hours
Unit I	Introduction to Services Marketing: Growing Importance of Services Sector; Meaning and Nature of Services; Classification of Services and Marketing Implications; Services Marketing Process.	14
Unit II	Understanding Customers Buying Considerations and Behavior; Customer Expectations and Perceptions; Defining and Measuring Service Quality (Servicequal and Servicepref); GAPsModel; Defining and Measuring Customer Satisfaction, Service Recovery	15
Unit III	Services Marketing Mix: Services Design and Development; Service Blueprinting; Service Process; Physical Evidence and Servicescape; Pricing of services; Services Distribution Management; Managing the Integrated Services Communication Mix; Managing Service Personnel; Employee and Customer Role in Service Delivery	15
Unit IV	External marketing : word of mouth Communication –Interactive Marketing-Management of Moments of Truth - Service Deficiencies - consumer Grievance Recovery	14
Unit V	Marketing Applications in Select Service Industries: Hospitality Services, Tourism Services, Banking Services; Health and Insurance Services	14

Text Book: Jha, S.M "Himalaya Publishing Company", New Delhi, 2010

Reference Books

1. Zeithaml V. A. and Bitner M. J., "Services Marketing", 3rd Edition, Tata McGraw-Hill, Delhi, 2003.
2. Lovelock C. H. & Wirtz, J.). "Service Marketing: People, Technology, Strategy" Pearson Education, 5th ed., 2004
3. Gousalves "Services Marketing", Prentice Hall, New Delhi, 2011.
4. Sinha P.K & Sahoo S.C., "Services Marketing" Himalayas, Mumbai, 2010.
5. Ravi Shankar, "Services Marketing", Excel publications, 2000.


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Code No	Subject	Semester No
16MSP25A	ORGANIZATION DEVELOPMENT	IV
Objective	To impart knowledge on various aspects of Organization Development	
Unit No	Topics	Hours
Unit I	Organization Development Introduction to Organization Development:- Concepts, Nature and Scope of O.D. : Historical Perspective of O.D. - : Underlying Assumptions & Values Theory and Practice on change and changing - The Nature of Planned Change - The Nature of Client Systems : Group Dynamics, Intergroup - Dynamics and Organizations as Systems.	15
Unit II	Operational Components of O.D Operational Components of O.D - Diagnostic, Action and Process - Maintenance components.	14
Unit III	Interventions O.D. Interventions: - Team Interventions - Inter-group Interventions - Personal, Interpersonal and group process interventions - Comprehensive interventions - Structural Interventions.	15
Unit IV	Implementation Implementation and assessment of O.D - Implementation conditions for failure and success in O.D. - efforts. - Assessment of O.D. and change in organizational performance - The impact of O.D.	14
Unit V	OD - Scope Some key considerations and Issues in O.D - Issues in consultant - Client relationship - Mechanistic & Organic systems and contingency approach - The future of O.D. - Some Indian experience in O.D.	14

Text Book

Wendell L. French & Cecil H. Bell, Jr., "Organization Development", PHI, Fourth Edition, 1999.

Reference Books

1. French, Bell and Zawacki, "Organization Development Theory & Practice" Research Universal Book Stall 6th Edition, 2008.
2. Rosabeth Moss Kanter, "The change Master", Simson & Schaster, 1984
3. Dr. Lalitha Balakrishnan, Organizational Development, Margham Publications; 1 edition, 2012
4. Padmalita Routray, Kalyani Mohanty, "Human Resource Development and Organizational Effectiveness", Excel Books; First edition 2012.
5. Gagandeep, "Organizational Development", Sage Publication, 2013

Code No	Subject	Semester No
16MSP26A	INDUSTRIAL RELATIONS AND LABOUR LEGISLATIONS	IV
Objective	To impart basic knowledge of the Indian Industrial Relations System , its distinctive features and the labour legislations	
Unit No	Topics	Hours
Unit I	Industrial Relations Background of Industrial Relations – Definition, scope, objectives, factors affecting IR, participants of IR, importance of IR. Approaches to Industrial relations, system of IR in India. Government policies relating to labor, ILO and its influence on Legal enactments in India, National Commission on Labour	15
Unit II	Collective Bargaining and Workers Participation in Management Definition, Meaning, Nature, essential conditions for the success of collective bargaining, functions of collective bargaining, importance of Collective Bargaining, collective bargaining process, prerequisites for collective bargaining, implementation and administration of agreements. Workers Participation in Management(WPM) -importance ,forms of WPM	15
Unit III	Trade Unions Meaning, Trade Union movement in India, The role of the Trade Unions in India, functions of trade unions, objectives of trade unions, The Trade Union Act, 1926.Industrial Conflicts- Industrial conflict –Meaning, causes and types of Industrial conflicts, prevention of Industrial conflicts, Industrial disputes act 1947	14
Unit IV	Social Legislations Factories Act 1948, Employees’ State Insurance (ESI) Act, 1948, Workmen’s compensation Act, 1923, Employees’ Provident Fund and Miscellaneous Provisions Act 1952,	14
Unit V	Other Legislations Industrial Employment (Standing orders) Act 1946, Payment of Bonus Act, 1965, Payment of Wages Act, 1936, Minimum Wages Act 1948.	14

Text Book: Chabbra .T.N and Suri R.K, “Dynamics of Industrial Relations”, Dhanpat Rai & Co (P) Ltd, 2007.

Reference Books

1. Srivastava, “Industrial Relations and Labour Laws”, Vikas Publication House Pvt Ltd, 2012.
2. Kapoor ,N.D, “Elements of Mercantile Law” , Sultan Chand & Son, 2002
3. Nandhakumar.B “Industrial Relations Labour Welfare and Labour Laws”, Vijay Nicole, 2015
4. Tripathi .P.C “Personnel Management and Industrial Relations”, Sultan Chand & sons, 2013
5. Mamoria.C.B “Dynamics of Personnel Management”, Himalayas Publication House, 2010


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Code No	Subject	Semester No
16MSP25B	INTERNATIONAL FINANCIAL MANAGEMENT	IV
Objective:	To impart the students with in depth knowledge of international financial management	
Unit No	Topics	Hours
Unit I	International Financial Management Environment IFM environment : MNC and multinational financial management. Foreign exchange market- currency futures and options markets, determination of foreign exchange rates. Development of International Monetary System, Balance of Payments .	15
Unit II	Currency Forecasting and Forex Exposure Management Currency forecasting and foreign exchange risk management- determining parity conditions and currency forecasting. Measuring and managing accounting exposure, measuring economic exposure, managing economic exposure.	15
Unit III	International Investment Decisions Foreign Investment Analysis: Foreign direct investment, Capital budgeting for MNCs, international portfolio management, Foreign Exchange Management Act.	14
Unit IV	Multinational Working Capital Management Financing foreign trade – current asset management and short term financing – Managing multinational financial system	14
Unit V	Financing Foreign Operations Financing foreign operations- International financing and international financial markets, cost of capital and foreign investments - Euro markets	14

Text Book:

Vyuptakesh Sharan, "International Financial Management", Prentice Hall of India., Sixth edition

Reference Books

1. Alan C. Shapiro, "Multinational Financial Management", 8th edition, Wiley India, New Delhi.
2. Eun/Resnick, "International Financial Management", Tata McGraw Hill, New Delhi, 7th edition 2014
3. Levi. D Maurice, "International Finance", McGraw Hill, New Delhi. 5th edition 2010
4. Apte. P. G. – "International Financial Management" – Tata Magrahill 6th edition 2010
5. Cheol.s.eon & Bruce .G. Renich -International Financial Mangement – Macragill, 7th edition

Code No	Subject	Semester No
16MSP26B	INSURANCE AND RISK MANAGEMENT	IV
Objective:	Understand the functioning and procedures of Insurance Industry in India.	
Unit No	Topics	Hours
Unit I	Risk Management Risk – Risk identification evaluation, Property and liability Loss exposures, Life, Health, and Loss of Income exposures and non insurance risk management techniques. Selecting and Implementing Risk management techniques.	15
Unit II	Insurance- Life Insurance Insurance- Role – Nature – Principles – Classification- Insurance Contract- Life Insurance – Products – Nomination – Alteration of Policy – Mortality Table- Premium Valuation- Claiming Procedures. Annuities- structures of annuities- annuity characteristics- annuity taxation- Settlement of Insurance Claims.	15
Unit III	Health Insurance Loss of Health- Health insurance providers- mechanics of cost sharing- health expense insurance- disability income insurance - health insurance policy provisions - health care reforms.	14
Unit IV	General Insurance General Insurance –General Insurance Products-Basics of Fire- Marine – Rural – Flood - Burglary- Group Insurance – reinsurance	14
Unit V	Indian Insurance Industry: Life and General insurance industry in India – Insurance Market & Regulation – IRDA Act- LIC Act - Employee State Insurance- New entries in Insurance Industry.	14

Text Book:

Misra M.N. and Misra S.R, “ Insurance Principles and Practice”, S.Chand and Co. New Delhi 2007.

Reference Books

1.Emmett J. Vaughan, Therese M. Vaughan, “ Fundamentals of Risk and Insurance”, 10th Edition, Prentice Hill India, New Delhi 2007.

2.Jave S. Trieschimam, Sandra G. Gustarson, Robert E Houyt, “Risk Management and Insurance”, Thomson Sowlla Western Singapore 2003.

3.Scoh E Herrington, “Risk Management and Insurance”, McGraw Hill, New Delhi 2003.

4.Dorfman Mark S, “Introduction to Risk Management and Insurance”, 8th Edition. Prentice Hill India, New Delhi, 2015.

5.Harold D Stephen and W Jean Kwon, “Risk Management and Insurance”, Blackwell Publishing Co., New York 2007.

Code No	Subject	Semester No
16MSP25C	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	IV
Objective	To impart knowledge on various aspects of Supply Chain Management	
Unit No	Topics	Hours
Unit I	Supply Chain Management - Introduction to Supply Chain Management: Objectives, Concepts, Importance, Process View of SCM. Supply Chain Strategy: Framework, Strategic Fit, Expanding Strategic Scope. Performance Measurement in Supply Chain: Dimensions, SCOR Model, Supply Chain Drivers and Metrics.	15
Unit II	Distribution in Supply Chain Network: Designing, Factors influencing, Network Design Option, Selecting Network Design. Network Design in Supply Chain: Role, Elements, Factors influencing, Process of Network Design. Network Operations Planning: Nature, Relevant Cost, Modeling for Supply Chain, Distribution Network.	14
Unit III	Production Planning: - Importance, Procedures, Factors determining Production Planning - Production Scheduling: - Objectives, Importance, Types, Factors determining Production Scheduling. Transportation in Supply Chain: Participants in Transportation, Modes of Transportation, Freight Consolidation, Challenges of Transportation Infrastructure in India.	14
Unit IV	Inventory in SCM: Need for Inventory, Costs of Inventory, Inventory levels Decisions in Supply Chain, Inventory Control Techniques. Demand Forecasting: Meaning, Types, Levels, Components, Methods. Supply Chain Integration: Development, Framework, Dimensions, Types, Stages, Bullwhip Effect, Barriers to Supply Chain Integration.	14
Unit V	Global Supply Chain - Agile Supply Chain: Elements, Model, Importance, Problems. Outsourcing: Classifications, 3PL & 4PL, Control Measures in Outsourcing. IT in Supply Chain - Supply Chain & IT Frame work, Innovative Technologies in Supply Chain - Global Environmental Factors. Global Supply Chain Strategy, Issues and Challenges.	15

Text Book:

Bowersox Donald J., David J Closs & M Bixby Cooper, "Supply Chain and Logistics Management", Tata McGraw Hill, 2000.

Reference Books

1. Sunil Chopra, Peter Meindl, "Supply Chain Management Strategy, Planning & Operation", Person Education, 3rd Edition, 2007.
2. Simchi Levi, Kaminsky "Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies", Tata McGraw Hill, 2007.
3. Robert B Handfield & Ernest L. Nichols JR, "Introduction to Supply Chain Management", Prentice Hall of India, New Delhi.
4. Rahul, V Altekar, "Supply Chain Management, Concepts & Cases", PHI Learning, 2006.

Code No	Subject	Semester No
16MSP26C	INTERNATIONAL LOGISTICS & SHIPPING MANAGEMENT	IV
Objective:	To impart knowledge on various aspects of International Logistics & Shipping Management	
Unit No	Topics	Hours
Unit I	International Logistics - Definition, International Trade, Historical development of international logistics, components of international logistics, economic importance of international logistics	14
Unit II	Commercial Documents - International commercial documents, invoices, export document- import document- transportation documents, International insurance- risk management- marine insurance policies-coverage under a marine cargo insurance policy – airfreight policy- Lloyd’s principles- commercial credit insurance.	15
Unit III	Ocean Transportation - International ocean transportation – types of ships and International trade- world tonnage- constraints Flags, conferences, chartering, Baltic exchange, UN convention on liner code of conduct International air transportation – Advantages, disadvantages, types of aircrafts- international regulations –Air Cargo handling – Types of air cargo- Air Cargo Tariff Structure, IATA- Electronic Logistics – An overview	15
Unit IV	Logistics Infrastructure - International logistics infrastructure Transportation infrastructure- ports, canals, waterways, airports, road, warehousing Communication infrastructure, role of intermediaries in shipping industry- Multi model Transport mix, utilities infrastructure- electricity, water, energy.	14
Unit V	Indian Shipping - Ports in India, Export Promotion on capital goods, Govt. Policy, Port Infrastructure development, Major Indian shipping companies & Ocean freight structure, Shippers association, shipment of Govt. Controlled Cargo	14

Text Book:

Krishnaveni Muthaiah, “Logistics Management and World Sea Borne Trade” , Himalaya Publishing House 2011

Reference Books

1. Pierre David, “International Logistics”, Biztantra, New Delhi, 2003
2. Paul Murphy, Donald Wood, “ Contemporary Logistics” , Prentice Hall, Ninth Edition, 2008.
3. Justin Paul.Rajiv.A.Sekar, “International Logistics & Shipping Management” OXFORD – Higher Education.
4. Anurag.Saxena, KaushikSircar, “ Contemporary Logistics Text & Cases” , Jaico Publication House
5. Soundian .S– “Export Management” –Mjppublishers.Com

Code No	Subject	Semester No
16MSP25D	PUBLIC RELATIONS PRINCIPLES AND PRACTICES	IV
Objective:	To enable the students to understand the process of Public Relations, process and practice in promoting organizations.	
Unit No	Topics	Hours
Unit I	Public Relations – fundamentals–definition–practice–duties and responsibilities of PR–emergence of PR–ancient times–20thcentury–first world war–corporate interest in PR–Second World war–public Relations–changing role–PR in India–historical perspective–Pre and post Independence Era–emergence of professionalism–media scene–Crisis management needs–PR agencies–growth and challenges.	14
Unit II	Public Relation Process - PR Process and practice-PR plan–scan the environment–develop a Communication plan–implementation of communication plan–evaluation of impact.	15
Unit III	Communication and Public Relations - Communication and Public Relations–Communication process–Barriers–effective communication characteristics–negotiations and public relations–negotiations and conflict–negotiation process	14
Unit IV	Public Relations and Marketing - Public Relations support to marketing–Customer relations–Dealer Relations–Vendor Relations–Employee public relations–Investor relations–Media relations–CSR and Community Relations–Corporate image–Corporate Identity Management–Event Managements–PR and crisis management–Government Public Relations–PR and Lobbying–Corporate Advertising–Ethics and Public Relations	14
Unit V	Public Relations Agency - Public Relations Agency–Functions–historical perspective–Selection of a PR agency–the structure of PR agency–Agency evaluation and audit.	15

Text book :

Iqbal S. Sachdeva, "Public Relations Principles and Practices", Oxford University Press, 2004

Reference Books

- 1 Reddi C. V Narasimha , "Effective Public Relations And Media Strategy ", Publisher: Phi Learning (2009)
- 2 Sailesh Senguptha, "Management Of Public Relations And Communications", Vikas Publishing House, 2002
- 3 Iqbal Sachdeva, "Public Relations: Principles and Practices", Oxford Higher Education, 2009.
- 4 Center, "Public Relations Practices: Managerial Case Studies and Problems", Prentice Hall India Learning Private Limited; 7 edition, 2011.
- 5 Mehta. D, " Hand Book of Public Relations in India", Alied Publications, 2012.

Code No	Subject	Semester No
16MSP26D	MEDIA LAW & ETHICS	IV
Objective:	To enable the students to understand the Media Laws and significance of ethics in management of Media	
Unit No	Topics	Hours
Unit I	Media Law - History of Media Law in India - Indian Constitution (Specific Provisions Related to Media) - fundamental rights - Directive principles of state policy - Freedom of media introduction – Defamation	15
Unit II	Acts - Provisions of Indian Penal Code & Criminal Procedure Code- Official Secrets Acts 1923 - The Contempt of Courts Act 1971 - Print Media: Acts - The Press and Registration of books Act – Registration of News Papers - Press council Act	14
Unit III	Patent Rights - Intellectual Property Rights - Patents Act - The copyright Act - The Monopolies and Restrictive Trade Practices Act - Types of cyber crimes - Information Technology Act	14
Unit IV	Media Law and Women - Media Law and Women - Indecent Representation of Women (Prohibition) Act –salient features of the act- media and children - The Children’s Act-broadcasting- The PrasarBharati Act, features - The Cable Television Network Act - Film media - Cinematograph Act	15
Unit V	Ethics Vs Law - Ethics Vs Law - Ethics VS principles of journalism - Code of Ethics- broadcasting Ethics.	14

Text Book: Neelamalar.M, "Media Law & Ethics", PHI learning PVT LTD, 2009.

Reference Books

1. Paranjay GuhaThakurta., "Media Ethics", Oxford University Press, 2006.
2. Jan R. Hakemulder, Fay A. C, de Jonge, Singh P.P, "Media Ethics and Law", Anmol Publishing, New Delhi 2008.
3. Roy.L.Moore, "Media Law and Ethics(A case book)" Rout Ledge, 2008.
4. Cliffortg, Christians "Media Ethics- Cases and morals" Allyn Bacon publications, 2000.
5. Sebastian Paul, " Law , Ethics and Media", Lexis Nexis Publications , 2000.

Code No	Subject	Semester No
16MSP25E	TOTAL QUALITY MANAGEMENT	IV
Objective:	To introduce the concept of quality in production including total quality in business Management.	
Unit No	Topics	Hours
Unit I	Total Quality Management - Total quality management – concepts – quality management in retrospect – evaluation of quality approaches – Basic elements of TQM. Accelerating use of TQM – The continuous improvement process – International trend in continuous improvement process – Service quality Vs Product Quality. Total Quality :- Value & Differential advantage	15
Unit II	Pillars of Total Quality - Pillars of Total quality management – Strategic thinking and planning, the starting point for total quality – Total quality policy and deployment guidelines – Total quality approaches – leadership for TQM. Attitude & involvement of top management. Organizational implications	14
Unit III	Total Quality Models - Total quality models – Enablers for total quality – quality responsibilities – achieving total commitment to quality – Information & customer – Strategic information system – Strategic quality management	14
Unit IV	Quality and Training Process - Quality education and training quality process, Quality system – Quality measurement system including the tools of TQM – Quality cost – Quality planning – Quality information feedback – Internal customer conflict – customer retention and problems.	15
Unit V	TQM in Services - Strategic choice of markets and customers maintaining competitive advantage – Designing process and products for Quality – TQM and ISO 9000 – Auditing for TQM – TQM in services – TQM in education – The leverage of productivity and Quality – Pitfalls in operational sing Total Quality.	14

Text Book

Bharat Wakhl "Total quality", Oxford University Press

Reference Books

1. Mohanty.R.P and Lakhe R.R "TQM in Service Sector", Tata McGraw Hill 1st edition 2001
2. Sundararaju, " Total Quality Management", Macmillan India Limited
3. Bill Creech, " Five Pillars of TQM", 3rd edition, PHI, 2007
4. Joseph and Berk, " Total Quality Management", Prentice Hall of India, New Delhi, 1994
5. Stephen George, "TQM Strategies and Techniques" 2nd Edition, TMH, 2007

Code No	Subject	Semester No
16MSP26E	. OPERATIONS AND SUPPLY CHAIN MANAGEMENT	IV
Objective:	To familiarize the students with the concepts of supplies pertaining to purchase, storage and issue of materials and stock maintenance of finished goods.	
Unit No	Topics	Hours
Unit I	Supply Chain Management - Introduction to Supply Chain Management (SCM) – Concept of SCM – Components of SCM, an overview – Features of SCM – Strategic issues in SCM. SCM current scenario – Value chain management and customer relations management.	15
Unit II	Customer Focus - Customer focus in SCM – Demand planning, Purchase planning – Make or Buy decision –Indigenous and global sourcing Development and Management of suppliers – Legal aspects of Buying – Cost management – Negotiating for purchasing / sub contracting – Purchase insurance – Evaluation of Purchase performance (performance indices). Inventory management – Financial impact.	14
Unit III	Manufacturing and SCM - Manufacturing Scheduling – Manufacturing flow system – Work flow automation – Flexibility in manufacturing to achieve dynamic optimization – Material handling system design and decision. Ware housing and store keeping – Strategies of ware housing and store keeping –Space management.	15
Unit IV	Logistics Management - Logistics management – Role of logistics in SCM – Integrated Logistics Management –Transportation Design and decision – Multi modalism – Third party logistics services and providers – Facilities management (Port/Airport/ICDs) Channels of distribution – Logistics and	14
Unit V	Information Technology and SCM - Information technology and SCM: EDI, ERP, Internet and Intranet, E-Commerce, Advanced Planning System, Bar Coding, Tele communication network, Video Conferencing and Artificial Intelligence. Best practices in Supply Chain Management – Organizational issues to implement SCM.	15

Text Book : Sahay,B.S“Supply Chain Management for Global Competitiveness”, Macmillan India limited, 1999.

Reference Books

- 1.Sunilchopra and Peter Meindl, “Supply Chain Management: Strategy Planning and Operations”, 3rd edition, PHI.
- 2.Simchi Levi, Kaminsk and Simchi-levi,, “Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies”, 2nd edition, TMH, 2007
- 3.Robert B.Handfield& Eernestl Nichols. JR, “Introduction to Supply Chain Management”, Prentice Hall of India, New Delhi.,1999
4. Schroeder ,Goldstein ,Rungtusanatham , ”Operations Management in the Supply Chain: Decisions and Cases Paperback” McGraw Hill Education; Sixth edition 2013
- 5.Taylor Russel,“ Operations and Supply Chain Management, ISV”, Wiley; Eighth edition, 2015

Code No	Subject	Semester No
16MSP25F	SOFTWARE PROJECT MANAGEMENT	IV
Objective:	To enable the students to learn the basics of software projects and its implementation plan.	
Unit No	Topics	Hours
Unit I	Software Projects - Introduction to Software Projects : Introduction- software projects - software projects versus other types of projects - Projects Management - requirements specification - An overview of project planning - Project evaluation: Strategic and technical assessment - Risk evaluation -Project Analysis and Technical planning - Software Estimation.	15
Unit II	Project Schedules and Activities - Activity planning : Objectives-Project schedules and activities-Different planning models -Sequencing and Scheduling projects - Network planning model - shortening project duration -Identifying critical activities - Risk Management Nature of risk-Management risk-Evaluation	15
Unit III	Resource Allocation - Resource Allocation : Nature of resources-Resource requirements-Creating Critical path and counting the cost-Monitoring and control: Responsibility-assessing progress-setting check points- taking snap shots- collecting data - visualizing progress - Cost monitoring – Priority monitoring - Managing people and organizing teams.	14
Unit IV	Software Configuration Management - Software Configuration Management : Basic Functions - Responsibilities - Standards - Configuration management - Prototyping - Models of Prototyping - Planning for small projects: Introduction - Some problem with student projects - Content of project plan.	14
Unit V	Software Maintenance - Software maintenance and configuration Management : Maintenance characteristics -Management tasks - Maintenance side effects - Maintenance issues – Configuration Management - Source code metrics - Case study - PRINCE project management.	14

Text Book

Mike Cotterell, Bob Hughes, "Software Project Management", Inclination Thomas Computer press, 2004.

Reference Book

1. Darrel Ince, Sharp H, and Woodman.M, "Introduction to Software Project Management and Quality Assurance", Tata McGraw Hill, 2001.
2. Andrew Stellman "Applied Software Project Management" .1st Edition O Reilly Publishing, 20013
3. Hughes , "Software Project Management (SIE)" McGraw Hill Education; 5 edition 2011
4. Walker Royce" Software Project Management: A Unified Framework " Pearson Education; 1 edition 2002
5. Sanjay Mohapatra, "Software Project Management" Cengage Learning; 1 edition 2011

Code No	Subject	Semester No
16MSP26F	E-MARKETING	IV
Objective:	To enable the students to learn the basic E- marketing, its functions, decision making process and problem solving techniques.	
Unit No	Topics	Hours
Unit I	E-Marketing E-Marketing Challenges And Opportunities; E-Business Models; Customers in the 21st Century; Market Segmentation; Consumer Navigation behavior.	15
Unit II	E-Marketing Plan E-Marketing Plan Environmental Scan; market opportunity analysis; design marketing-mix; database marketing.	14
Unit III	E-Marketing Information System E-Marketing Information System Marketing knowledge; marketing data collection [intelligence]; internet based research approaches; marketing databases and data ware houses; data analysis.	15
Unit IV	Product Adoption And Product Life Cycle Customer value online : Branding, Labeling, Online benefits; new Product strategies; new product trends; Pricing; intermediaries; distribution channels; direct selling.	14
Unit V	Integrated Marketing Communication Communication strategies; net as a medium; building customer relationship; CRM.	14

Text Book

Judy Straus, Raymond frost, "E-marketing", Pearson Education, New Delhi, 2007

References Books

1. Rafi Mohammed; Robert J.Fisher, Bernard.J Jacowiski, Aileen M.Cahill, "Internet marketing", Tata McGraw Hill.2011
2. Ravi Kalakota, Andrew B.Whinston, " Electronic Commerce", Pearson Education., 2006
3. Schneider & Perry, "Electronic Commerce", Thomson Learning., 2012
4. Strauss & Frost," E-Marketing", Prentice Hall .First Edition, 2004
5. Albert Napier et.al., "Creating and Willing E-Business", Vikas Publications., New Delhi, 2007

Code No.	Subject	Semester
16MSP25G	EVENT MANAGEMENT	IV
Objective	To familiarize the students with the essentials of Event Management. To understand the potential of MICE and Event Tourism; and enable the students to take up project work in the above areas.	
Unit No	Topics	Hours
Unit I	Event Management: Role of events for promotion of tourism, Types of Events-Cultural, festivals, religious, business etc. Need of event management, key factors for best event management. Case study of some cultural events (Ganga Mahotsava, Lucknow mahotsava and Taj Mahotsava).	14
Unit II	Event Planning & Administration: Sponsorships, screening, budget and controls, fund-raising, negotiation and contracts; role of Government, Negotiation and contracts; Promotional Items, give-a ways, Event planning, space management, use of web technology , Develop In-Office and On-Site Ethics and Business Etiquette Policies.	14
Unit III	Budgeting a Conference Exhibition: Use of Budget preparation, Estimating, fixed and variable costs, cash flow, sponsorship and subsidies. Registration, Seating Arrangements, Documentation, interpreting press relation, Computer Graphics, Teleconferencing, Recording and Publishing Proceedings; Interpretation and language.	15
Unit IV	Location & Event Design Venue Essentials, Creative events concepts, table tops , other décor props, understanding clients, fundraising galas, Conferences and Conventions, Incentives and Other Special Events, Event Planning Ethics and Etiquette, Protocol, Site selection, requirements and constraints, new venues, ancillaries and amenities, final touches	14
Unit V	Event Logistics Transportation; booth/space design, internal communications, public relations, networking, media handling, checklists, safety and precautions, Other considerations-entertainment, photo/video coverage, prizes and gifts, risk assessment, safety and security arrangements, Venue and supplier checklist	15

Text Book:

Judy, *Event Planning Ethics and Etiquette: A Principled approach to the business of special Event management*, 2009

Reference Books

1. Leonard H. Hoyle , *Event Marketing*, John Wiley and Sons, New York, 2002
2. Anton Shone & Bryn parry , *Successful Event "Management*, Cengage Learning", 2002
3. Bhatia A.K. , "Event Management" ,Sterling Publishers, New Delhi. 2001
4. David C. Watt , " Event Management in leisure and tourism" , Pearson, UK. 2004
5. Avrich Barry , "Event Management Marketing" , Vikas, New Delhi. , 2006

Code No.	Subject	Semester
16MSP26G	TRAVEL MANAGEMENT	IV
Objective	The course gives the desired exposure to the prevalent procedures and processing style in aspects of tourism, travel and tour management.	
Unit No	Topics	Hours
Unit I	Introduction: Travel agency and tour operator-meaning, concept, Types and importance. Historical growth and development of travel agency and tour operation business. Linkages and interrelations in travel agency & tour operation business. Entrepreneurship in travel operation and Career in travel agency and tour operation business. The future role of Travel Intermediaries.	14
Unit II	Organization Structure and Functions: Organizational structure of travel agency and tour-operator-main operational and managerial staff of major travel agencies/tour operators. Ownership structure-MNCS, Franchise, collaborative and others. Travel agency HR planning and job analysis of major positions. Major functions of Travel agency and tour operators.	14
Unit III	Innovative Technologies: New and Innovative Technologies-Collaborative filtering- Personalization software-Knowledge based software- Electronic Payment-Video Conferencing-Virtual Reality and Web casting- Online Word of Mouth Monitoring(WOM)-Knowledge based systems.	15
Unit IV	Role of Govt. and other Organizations in Tourism: Role and contribution of Department of Tourism, Government of India, ITDC and State Govt. Tourism corporations in travel agency and tour operation business. Travel Trade Association -Present business Trends and Future prospects of travel agency and tour operation business	14
Unit V	Planning Before Program: Study of climatic, drainage, transport availability maps (road, air, water, and railway) of Assam. Tourist map design: maps showing national parks and wildlife sanctuaries; cultural, historical and religious tourist spots with their transport connectivity.	15

Text Book:

Negi, J.(1998), " Travel Agency & Tour Operation, Concept and Principles", Kanishka Publishers, New Delhi, 2007

Reference Books

1.Bhatia, A. K. (1991): *Tourism Development: Principles and Practices*, Starling Publishers Pvt. Ltd, New Delhi, 2000

2.Bhattachararya, P. (2004): *Tourism in Assam, Trends and Potentialities*, Bani Mandir, MMC Bhawan, Mumbai, 2002

3.Mandal, V.K (2008): *Travel and Transport Agency*, Cyber Tech Publication, Ansari Road, Daryaganj, New Delhi, 2006

4.Negi, K.S. (2011): *Travel Agency Management*, Wisdom Press, New Delhi, 2002

5. Bhatia.K "Business of Travel Agency & Tour Operations Management", Sterling Publishers Pvt.Ltd, 2012