

MBA Syllabus

MBA 1.1 MANAGEMENT FUNCTIONS AND BEHAVIOUR

I ROLE OF A MANAGER

- 1 Task of a Professional Manager
- 2 Responsibilities of a Professional Manager
- 3 Management Systems and Processes
- 4 Managerial Skills

II DECISION MAKING

- 5 Organisational Context of Decisions
- 6 Decision Making Models Problem Solving
- 7 Decision Making-Techniques and Processes
- 8 Management by Objectives

III ORGANISATIONAL CLIMATE AND CHANGE

- 9 Organisational Structure and Managerial Ethos
- 10 Management of Organisational Conflicts
- 11 Managing Change

IV ORGANISATIONAL STRUCTURE AND PROCESSES

- 12 Organisational Structure and Design
- 13 Managerial Communication Communication
- 14 Planning Process
- 15 Controlling
- 16 Delegation and Interdepartment Coordination

V BEHAVIOURAL DYNAMICS

- 17 Analysing Interpersonal Relations Leadership
- 18 Leadership Styles and Influence Process
- 19 Group Dynamics

MBA 1.2 MANAGING MEN

I HUMAN RESOURCE MANAGEMENT: CONTEXT, CONCEPT AND BOUNDARIES

- 1 The Changing Social Context and Emerging Issues
- 2 The Concept and Functions of Human Resource Management
- 3 Structuring Human Resource Management

II GETTING HUMAN RESOURCE

- 4 Job Analysis and Job Design
- 5 Human Resource Planning
- 6 Attracting the Talent: Recruitment, Selection, Outsourcing
- 7 Socialisation, Mobility and Separation

III PERFORMANCE MANAGEMENT AND POTENTIAL ASSESSMENT

- 8 Competency Mapping
- 9 Performance Planning and Review
- 10 Potential Appraisal, Assessment Centres and Career and Succession Planning
- 11 HR Measurement and Audit

IV HUMAN RESOURCE DEVELOPMENT

- 12 Human Resource Development System
- 13 Training
- 14 Mentoring and Performance Coaching
- 15 Building Roles and Teams

V COMPENSATION AND REWARD MANAGEMENT

- 16 Laws Covering Wages, Welfare and Benefits
- 17 Compensation Strategy, Structure, Composition
- 18 Reward Management

VI EMPLOYER-EMPLOYEE RELATIONS

19 Regulatory Mechanisms in Industrial Relations

20 Dealing with Unions and Associations

21 Industrial Democracy

22 Grievance Handling and Discipline

MBA 1.3 ECONOMIC AND SOCIAL ENVIRONMENT

I ECONOMIC AND SOCIAL ENVIRONMENT

- 1 Economic Environment of Business
- 2 Socio-cultural and Politico-legal
- 3 Changing Role of Government

II STRUCTURE OF THE INDIAN ECONOMY

- 4 Structural Dimensions of Indian Economy
- 5 Structure of Indian Industry
- 6 Public Sector in India
- 7 Private Sector in India
- 8 Small Sector in India
- 9 Sickness in Indian Industry

III PLANNING AND POLICIES

- 10 Planning Goals and Strategies
- 11 Evolution of Industrial Policy
- 12 Regulatory and Promotional Controls and Regulations-Framework

IV EXTERNAL SECTOR

- 13 India's Foreign Trade
- 14 India's Balance of Payments
- 15 Export and Import Policy
- 16 Foreign Capital and Collaborations
- 17 India's External Debt

V ECONOMIC REFORMS SINCE 1991

- 18 Industrial Policy of 1991
- 19 Economic Reforms: Liberalisation, Globalisation and Privatisation
- 20 Financial Sector Reforms Fiscal System
- 21 Fiscal Sector Reforms

22 Economic Reforms and Social Justice

MBA 1. 4 QUANTITATIVE ANALYSIS FOR MANAGERIAL APPLICATIONS

I BASIC MATHEMATICS FOR MANAGERS

1 Quantitative Decision Making : An Overview

2 Function and Progressions

3 Basic Calculus and Applications

4 Matrix Algebra and Applications

II DATA COLLECTION AND ANALYSIS

5 Collection of Data

6 Presentation of Data

7 Measures of Central Tendency

8 Measures of Variation and Skewness

III PROBABILITY AND PROBABILITY DISTRIBUTIONS

9 Basic Concepts of Probability Probability

10 Discrete Probability Distribution

11 Continuous Probability Distributions

12 Decision Theory Probability

Applications

IV SAMPLING AND SAMPLING DISTRIBUTIONS

13 Sampling Methods

14 Sampling Distributions

15 Testing of Hypotheses

16 Chi Square Tests

V FORECASTING METHODS

17 Business Forecasting

18 Correlation Applications of

19 Regression

20 Time Series Analysis

MBA 1.5 ORGANISATIONAL DESIGN, DEVELOPMENT AND CHANGE

I UNDERSTANDING ORGANISATIONS

- 1 Approaches to Understanding Organisations
- 2 Factors Affecting Organisation Structures

II ORGANISATIONAL DESIGN

- 3 Typology of Organisation Structures
- 4 Some Basic Organisation Design and Restructuring Strategies

III APPROACHES TO WORK DESIGN

- 5 Organising and Analysing Work
- 6 Job Design
- 7 Emerging Issues of Work Organisation and Quality of Working Life

IV ORGANISATIONAL ANALYSIS

- 8 Organisational Diagnosis: Tools and Techniques
- 9 Questionnaire as a Diagnostic Tool
- 10 Interview as a Diagnostic Tool
- 11 Workshops, Task-forces and other Methods

V ORGANISATIONAL DEVELOPMENT AND CHANGE

- 12 Organisational Development
- 13 Alternative Interventions
- 14 Process of Change
- 15 Change Agents: Roles and Competencies
- 16 Institution Building

MBA 1.6 MARKETING FOR MANAGERS

I MARKETING AND ITS APPLICATIONS

- 1 Introduction to Marketing
- 2 Marketing in a Developing Economy
- 3 Marketing of Services

II MARKETING PLANNING AND ORGANISATION

- 4 Planning Marketing Mix –
- 5 Market Segmentation
- 6 Marketing Organisations
- 7 Marketing Research and its Applications

III UNDERSTANDING CONSUMERS

- 8 Determinants of Consumer Behaviour
- 9 Models of Consumer Behaviour
- 10 Indian Consumer Environment

IV PRODUCT MANAGEMENT

- 11 Product Decisions and Strategies
- 12 Product Life Cycle and New Product Development
- 13 Branding and Packaging Decisions

V PRICING AND PROMOTION STRATEGY

- 14 Pricing Policies and Practices
- 15 Marketing Communications Strategy
- 16 Advertising and Publicity
- 17 Personal Selling and Sales Promotion

VI DISTRIBUTION AND PUBLIC POLICY

- 18 Sales Forecasting

19 Distribution Strategy Effective Selling

20 Managing Sales Personnel

21 Marketing and Public Policy

22 Cyber Marketing

MBA 2.1 INFORMATION MANAGEMENT AND COMPUTERS

1 Information Technology : An Overview

2 Computer Systems

3 Computer Software

4 Networking Technologies

II INFORMATION SYSTEMS - I

5 In MIS Perspectives

6 Information Systems Economics

7 Management Information and Control Systems

8 Information Systems Security

III INFORMATION SYSTEMS - II

9 Information Systems and Functional Area Applications

10 Transaction Processing Systems-I: Human Resource and Marketing
Management

11 Transaction Processing Systems-II: Operations and Financial Management

12 Integrated Applications

IV SYSTEM ANALYSIS AND COMPUTER LANGUAGES

13 Building Information Systems

14 System Analysis and Design

15 Computer Programming and Languages

V SUPPORT SYSTEMS FOR MANAGEMENT DECISIONS

16 Database Resource Management

17 Data Ware Housing and Data Mining

18 Tactical and Strategic Information Management: DSS and ESS

19 Intelligent Support Systems

20 Emerging Trends in IT

MBA 2.2 MANAGERIAL ECONOMICS

I INTRODUCTION TO MANAGERIAL ECONOMICS

- 1 Scope of Managerial Economics
- 2 The Firm : Stakeholders, Objectives & Decision Issues
- 3 Basic Techniques

II DEMAND AND REVENUE ANALYSIS

- 4 Demand Concepts and Analysis
- 5 Demand Elasticity
- 6 Demand Estimation and Forecasting

III PRODUCTION AND COST ANALYSIS

- 7 Production Function
- 8 Cost Concepts and Analysis I
- 9 Cost Concepts and Analysis II
- 10 Estimation of Production and Cost Functions

IV PRICING DECISIONS

- 11 Market Structure and Barriers to Entry
- 12 Pricing Under Pure Competition and Pure Monopoly
- 13 Pricing Under Monopolistic and Oligopolistic Competition
- 14 Pricing Strategies

V COMPREHENSIVE CASE

Competition in Telecommunication Service Provision

MBA 2.3 ACCOUNTING AND FINANCE FOR MANAGERS

I ACCOUNTING FRAMEWORK

- 1 Accounting and its Functions Introduction to Course Understanding
Financial Statements
- 2 Accounting Concepts and Standards Role of Accounting Part-I
and Finance Function in different types of Organisations
- 3 Accounting Information and its Emerging Horizons

II UNDERSTANDING FINANCIAL STATEMENTS

- 4 Construction and Analysis of Balance Sheet Accounting Financial
- 5 Construction and Analysis of Profit and Loss Account
- 6 Construction and Analysis of Funds Flow and Cash Flow Statement

III COST MANAGEMENT

- 7 Understanding and Classifying Costs
- 8 Absorption and Marginal Costing
- 9 Cost-Volume-Profit Analysis
- 10 Variance Analysis

IV FINANCIAL AND INVESTMENT ANALYSIS

- 11 Financial Management : Role and Project Appraisal:
An Introduction Regulation of An Institutional
- 12 Ratio Analysis
- 13 Leverage Analysis
- 14 Budgeting and Budgetary Control
- 15 Investment Appraisal Methods

V FINANCIAL DECISIONS

- 16 Management of Working Capital
- 17 Capital Structure
- 18 Dividend Decisions

MBA 2.4 MANAGEMENT OF MACHINES AND MATERIALS

I OPERATIONS MANAGEMENT

1 Operations Management : An Overview

II FACILITIES PLANNING

2 Product Selection

3 Process Selection Facilities Layout

4 Facilities Location

5 Facilities Layout and Materials Handling

6 Capacity Planning

III WORK AND JOB DESIGN

7 Work Design

8 Job Design

IV OPERATIONS PLANNING AND CONTROL

9 Planning and Control for Mass Production

10 Planning and Control for Batch Production

11 Planning and Control for Job Shop Production

12 Planning and Control of Projects

13 Maintenance Management

V VALUE ENGINEERING AND QUALITY ASSURANCE

14 Value Engineering Quality

15 Quality Assurance

VI MATERIALS MANAGEMENT

16 Purchase System and Procedure

17 Inventory Management

18 Stores Management

19 Standardisation, Codification and Materials Variety Reduction

20 Waste Management

MBA 2.5 SALES MANAGEMENT

I SALES MANAGEMENT FUNCTIONS

- 1 Introduction to Sales Management
- 2 Personal Selling Personal Selling
- 3 Sales Process
- 4 Computer Applications in Sales Management

II SELLING SKILLS

- 5 Communication Skills
- 6 Sales Presentation
- 7 Negotiation Skills
- 8 Retail Communication : Sales Displays Sales Displays

III SALES FORCE MANAGEMENT

- 9 Job Analysis, Recruitment and Selection
- 10 Training the Sales Force
- 11 Compensation and Motivation of Sales Force
- 12 Monitoring and Performance Evaluation

IV PLANNING AND CONTROL OF THE SALES EFFORT

- 13 Sales Planning
- 14 Sales Organisation
- 15 Sales Forecasting and Sales Quotas
- 16 Sales Budgeting and Control

V CASE STUDIES

MBA 2.6 MANAGEMENT CONTROL SYSTEMS

I MANAGEMENT CONTROL: CONCEPTS AND CONTEXT

- 1 Management Control Systems: An Introduction
- 2 Strategies and Management Control
- 3 Designing Management Control Systems

II MANAGEMENT CONTROL STRUCTURE

- 4 Responsibility Centres
- 5 Profit Centres
- 6 Transfer Pricing
- 7 Investment Centres

III MANAGEMENT CONTROL PROCESS

- 8 Budgeting and Reporting
- 9 Performance Measurement
- 10 Reward and Compensation
- 11 New Development/Techniques of Management and Management Control

IV MANAGEMENT CONTROL IN SOME SPECIAL ORGANISATIONS

- 12 Service Organisations
- 13 Multinational and Export Organisations
- 14 Management Control of Projects
- 15 Other Organisations

V CASE STUDIES

- 1 Brooke Bond (India) Ltd. (A)
- 2 Dakshin Rasayan Nigam Ltd.
- 3 Bengal Steel Ltd.
- 4 Sun Cellular Ltd.
- 5 Thana District Co-operative Fisheries Project (B)
- 6 Christian Medical College and Hospital, Vellore

MBA 3.1. CORPORATE POLICIES AND PRACTICES

I ISSUES IN CORPORATE MANAGEMENT

- 1 Corporate Management : An Overview
- 2 Introduction to Corporate Strategy
- 3 Corporate Policy

II CORPORATE GOVERNANCE

- 4 Historical Perspective
- 5 Top Management and Corporate Governance
- 6 Code and Laws for Corporate Governance

III COMPETITIVE SCENARIOS AND STRATEGY

- 7 Strategies for Dynamic and Stable Markets
- 8 Strategies for Domestic and Global Markets
- 9 Market Structures and Network Externalities

IV STRATEGIC ENABLERS

- 10 IT and Strategy
- 11 Technology and R&D
- 12 Knowledge Management
- 13 Innovation

V CORPORATE SOCIAL RESPONSIBILITY

- 14 Strategy and Social Responsibility
- 15 Ethics and Values
- 16 Social Audit
- 17 Philanthropy as a Strategic Choice

MBA 3.2.MANAGEMENT OF NEW AND SMALL ENTERPRISES

I ENTREPRENEUR AND ENTREPRENEURSHIP

1 Entrepreneurship: Micro, Small and Medium

Enterprises (MSMEs)

2 Entrepreneurial Competencies

3 Institutional Interface for Micro, Small and
Medium Enterprises

II ESTABLISHING SMALL SCALE ENTERPRISES

4 Opportunities Scanning and Identification

5 Market Assessment for MSMEs

6 Choice of Technology and Selection of Site

III SMALL SCALE ENTERPRISES — GETTING ORGANISED

7 Financing the Micro, Small and Medium Enterprises

8 Preparation of the Business Plan

9 Ownership Structure and Organisational Framework

IV OPERATING THE SMALL SCALE ENTERPRISE

10 Financial Management Issues in MSMEs

11 Operations Management Issues in MSMEs

12 Marketing Management Issues in MSMEs

13 Organisational Relations in MSMEs

V PERFORMANCE APPRAISAL AND GROWTH STRATEGIES

14 Management Performance

Assessment and Control

15 Strategies for Stabilisation and

Growth

16 Managing Family Enterprises

17 Internalization of Small Business

MBA 3.11 HUMAN RESOURCE DEVELOPMENT

I HRD : CONCEPT AND SYSTEM

- 1 The Process and System of HRD
- 2 Career System
- 3 Competency Mapping
- 4 Performance Management System
- 5 Coaching and Mentoring
- 6 Development System

II HRD SYSTEMS AND PROFESSION

- 7 Reward System
- 8 Self Renewal System
- 9 HRD for Workers
- 10 Professionalisation of HRD
- 11 HRD Strategies and Experiences

III COMPARATIVE HRD

- 12 HRD in the Government and Public Systems
- 13 HRD in Health Sector
- 14 HRD in other sectors (Defence, Police, Voluntary Organisations and Panchayati Raj Institutions)
- 15 International Experiences in HRD

IV HRD ISSUES AND EXPERIENCES

- 16 HRD Audit
- 17 Multi Source Feedback System
- 18 Knowledge Management
- 19 Technology and HRD
- 20 Diversity Management
- 21 Managing Globalization

MBA 3.12 HUMAN RESOURCE PLANNING

I BASICS OF HUMAN RESOURCE PLANNING

- 1 Introduction to HRP System – The Emerging Context
- 2 Process and Functions of Human Resource Planning
- 3 Methods and Techniques : Demand Management
- 4 Methods and Techniques : Supply Management
- 5 Contemporary Trends in Managing Demand and Supply

II APPROACHES TO ANALYSING JOB

- 6 Job Analysis
- 7 Changing Nature of Roles
- 8 Job Evaluation : Concepts and Methods
- 9 Competency Approaches to Job Analysis

III KEY HR PRACTICES

- 10 Recruitment
- 11 Selection
- 12 Dislocation and Relocation of Employees
- 13 Orientation
- 14 Career and Succession Planning
- 15 Performance and Potential Appraisal

IV INTELLECTUAL CAPITAL ACCOUNTING

- 16 Human Resource Information System
- 17 Human Resource Audit
- 18 Human Resource Accounting

MBA 3.13 UNION MANAGEMENT RELATIONS

I CONCEPTUAL FRAMEWORK OF EMPLOYMENT RELATIONS

- 1 Concept, Scope and Approaches to Industrial Relations
- 2 Evolution of Industrial Relations and Current Developments
- 3 Constitutional and Legal Framework of Industrial Relations :
Conventions, ID Act, Trade Union Act

II TRADE UNIONISM

- 4 Trade Union Development and Functions
- 5 Trade Union Structure and Recognition
- 6 Managing Trade Unions
- 7 Managerial Unionism
- 8 Employers' Organisations

III COLLECTIVE BARGAINING

- 9 Nature and Content of Collective Bargaining
- 10 Negotiation Skills
- 11 Issues and Trends in Collective Bargaining

IV EMPLOYEE INVOLVEMENT

- 12 Evolution, Structure and Process
- 13 Design and Dynamics of Participative Forums
- 14 Strategies for Implementing Participation

V GRIEVANCE HANDLING AND DISCIPLINE

- 15 Grievance Function in Industrial Relations
- 16 Conciliation, Arbitration and Adjudication
- 17 Discipline in Industry

VI TRENDS IN EMPLOYMENT RELATIONS

- 18 Strategic Employee Relations : Emerging Trends
- 19 Cultural Aspects of Employment Relations

MBA 3.14 MANAGING CHANGE IN ORGANISATIONS

I CONCEPT OF MANAGING CHANGE

- 1 Understanding Change
- 2 Types of Change
- 3 Factors Critical to Change
- 4 Organisational Culture and Change —
Cross Cultural Experiences

II FORMS OF ORGANISATIONAL CHANGE

- 5 Emerging Organisational Forms and Structures
- 6 Mergers and Acquisitions
- 7 Turn Around Management
- 8 Process Based Change
- 9 Group Based Approaches to Change

III DIAGNOSIS AND INTERVENTION

- 10 Organisational Diagnosis – Issues and Concepts
- 11 Diagnostic Methodology – Quantitative and Qualitative
- 12 Interventions in Organisational Change
- 13 Evaluation of Organisational Change

IV ROLE OF CHANGE AGENT

- 14 Key Roles in Managing Change
- 15 Skills for Managing Change
- 16 Managing Resistance to Change
- 17 Role of Leadership in Managing Change
- 18 Managing Transition

MBA 3.21 PROJECT MANAGEMENT

I PROJECT FORMATION AND APPRAISAL

- 1 Project Management: An Overview
- 2 Feasibility & Technical Analysis
- 3 Market and Demand Analysis
- 4 Economic and Financial Analysis
- 5 Formulation of Detailed Project Reports

II PROJECT PLANNING AND SCHEDULING

- 6 Planning Time Scales — Network Analysis
- 7 Material and Equipment
- 8 Human Resource
- 9 Project Costing and Financing
- 10 Project Organisation

III IMPLEMENTATION AND CONTROL

- 11 Project Management Information System
- 12 Material and Equipment
- 13 Human Resource
- 14 Financial Aspects

IV PROJECT COMPLETION AND EVALUATION

- 15 Integrated Project Management Control System
- 16 Managing Transition from Project to Operations
- 17 Project Review

MBA 3.22 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

I AN OVERVIEW

- 1 Nature and Scope of Investment Decisions
- 2 Components of Investment Risk
- 3 Valuation of Securities

II SECURITIES MARKET IN INDIA

- 4 Organisation and Functioning Credit Rating
- 5 Regulation

III ANALYSIS FOR EQUITY INVESTMENT

- 6 Economy and Industry Analysis
- 7 Company Level Analysis
- 8 Technical Analysis
- 9 Efficient Market Hypothesis

Case : Tata Tea Ltd.

IV PORTFOLIO THEORY

- 10 Portfolio Analysis
- 11 Portfolio Selection
- 12 Capital Market Theory
- 13 Portfolio Revision

V INSTITUTIONAL AND MANAGED PORTFOLIO

- 14 Performance Evaluation of Managed Portfolios
- 15 Investment Companies
- 16 Mutual Funds

MBA 3.23 INTERNATIONAL FINANCIAL MANAGEMENT

I INTERNATIONAL FINANCIAL ENVIRONMENT

- 1 International Financial Management: An Introduction
- 2 International Economics
- 3 International Monetary System
- 4 International Flow of Fund

II FOREIGN EXCHANGE MARKET AND RISK MANAGEMENT

- 5 Foreign Exchange Market
- 6 Parity Condition in International Finance and Currency Forecasting
- 7 Currency Futures, Options and Swaps
- 8 Management of Accounting and Economic Exposures
- 9 Foreign Exchange Regulation and Taxation Issues

III INTERNATIONAL FINANCING DECISIONS

- 10 Raising Funds from International Markets
- 11 Financing Foreign Trade
- 12 Cost of Capital

IV INTERNATIONAL INVESTMENT DECISIONS AND WORKING CAPITAL MANAGEMENT

- 13 Capital Budgeting for MNCs
- 14 Working Capital Management for MNCs
- 15 Foreign Direct Investment
- 16 International Portfolio Investment

MBA 3.24 MANAGEMENT OF FINANCIAL SERVICES

I FINANCIAL SYSTEM MARKETS & SERVICES

- 1 Financial System
- 2 Financial Markets & Institutions
- 3 Financial Services : An Introduction
- 4 Management of Risk in Financial Services
- 5 Regulatory Framework

II FINANCIAL MARKET: OPERATIONS AND SERVICES

- 6 Stock Exchange : Functions and Organizations
- 7 Broking and Trading in Equity
- 8 Broking and Trading in Debt
- 9 Depositories

III FEE BASED SERVICES

- 10 Issue Management
- 11 Corporate Advisory Services
- 12 Credit Rating
- 13 Mutual Funds
- 14 Debt Securitisation

IV FUND BASED SERVICES

- 15 Leasing and Hire Purchase
- 16 Housing Finance
- 17 Credit Cards
- 18 Venture Capital
- 19 Factoring, Forfeiting and Bill Discounting

V INSURANCE SERVICES

- 20 Life Products
- 21 Non-Life Products
- 22 Broking Services

MBA 3.31 OPERATIONS RESEARCH

I INTRODUCTION TO OPERATION RESEARCH

- 1 Operation Research: An Overview
- 2 Review of Probability and Statistics

II PROGRAMMING TECHNIQUES — LINEAR PROGRAMMING AND APPLICATIONS

- 3 Linear Programming– Graphical Method
- 4 Linear Programming-Simplex Method
- 5 Transportation Problem
- 6 Assignment Problem

III PROGRAMMING TECHNIQUES — FURTHER APPLICATIONS

- 7 Goal Programming
- 8 Integer Programming
- 9 Dynamic Programming
- 10 Non-Linear Programming

IV INVENTORY AND WAITING LINE MODELS

- 11 Inventory Control – Deterministic Models
- 12 Inventory Control-Probabilistic Models
- 13 Queueing Models

V GAME THEORY AND SIMULATION

- 14 Corporative Situations: Game Theory
- 15 Simulation

VI CASE STUDIES

MBA 3.32 PRODUCTION MANAGEMENT

I ISSUES IN PRODUCTION/OPERATIONS MANAGEMENT

- 1 Production/Operations Management: An Overview
- 2 Production System: Issues & Environment
- 3 Total Quality Management (TQM)

II FORECASTING

- 4 Need & Importance of Forecasting
- 5 Qualitative Methods of Forecasting
- 6 Quantitative Methods of Forecasting

III PRODUCTION SYSTEM DESIGN

- 7 Capacity Planning
- 8 Facilities Planning
- 9 Work System Design
- 10 Managing Information for Production System

IV PRODUCTION PLANNING & SCHEDULING

- 11 Aggregate Production Planning
- 12 Just-In-Time (JIT)
- 13 Scheduling & Sequencing

V MATERIALS PLANNING

- 14 Issues in Materials Management
- 15 Independent Demand System
- 16 Dependent Demand System

VI EMERGING ISSUES IN PLANNING/OPERATIONS MANAGEMENT

- 17 Total Productive Maintenance
- 18 Advanced Manufacturing System
- 19 Computers in Planning/Operations Management

MBA 3.33 MANAGEMENT INFORMATION SYSTEM

I INFORMATION FOR DECISION MAKING

- 1 Decision Making
- 2 Conceptual Foundations of Information Systems
- 3 Information Resources Management

II SYSTEM DEVELOPMENT

- 4 Overview of Systems Analysis & Design
- 5 System Development Life Cycle
- 6 Designing On Line & Distributed Environments-Design Consideration
- 7 Implementation and Control of Projects

III COMPUTER NETWORKS & DATA COMMUNICATIONS

- 8 Trends in Information Technology-Hardware, Software
- 9 Data Communication Concepts
- 10 Computer Networks

IV MANAGING CORPORATE DATA RESOURCES

- 11 Organising Data
- 12 Relational Data Base Management Systems
- 13 Query Languages Including DSS
- 14 Applications and Illustrations

V SOCIO-LEGAL ASPECTS OF COMPUTERISATION

- 15 Social Dimensions of Computerisation
- 16 Computer Viruses
- 17 Legal Dimensions of Computerisation

VI CASE STUDIES

- 1 A Case Study on Computer Applications
- 2 Aspects of Information Technology and Policy Making
and the Caribbean Community
- 3 Computerisation at IFFCO

MBA 3.34 TOTAL QUALITY MANAGEMENT

I PHILOSOPHY AND BASIC CONCEPTS

- 1 Introduction: Basic Concepts and Approach
- 2 Quality Management: Leading thinkers
- 3 Building Blocks of TQM

II STRATEGIC CONSIDERATIONS

- 4 TQM and Business Strategy
- 5 Quality Centred Strategic Planning
- 6 Economics of Quality

III TOOLS AND TECHNIQUES

- 7 Statistical Quality Control
- 8 Other Concepts, Tools and Techniques - I
- 9 Other Concepts, Tools and Techniques - II

IV ORGANISATION AND LEADERSHIP

- 10 Organisation for Quality
- 11 Quality Culture and Leadership
- 12 Motivation and Commitment

V MANAGEMENT SYSTEMS FOR TQM

- 13 ISO 9000 Quality Management Systems
- 14 Environmental Management Systems (EMS)
- 15 Management Systems for Safety and Health

VI QUALITY APPRAISAL AND AUDITING SYSTEMS

- 16 Auditing and Certification
- 17 Awards and Certification

MBA 3.41 CONSUMER BEHAVIOUR

I CONSUMER BEHAVIOUR — ISSUES AND CONCEPTS

1 Consumer Behaviour – Nature, Scope and Application

2 Consumer Behaviour and Life-style Marketing

3 Organisational Buying Behaviour

II INDIVIDUAL INFLUENCES ON BUYING BEHAVIOUR

4 Perceptions

5 Consumer Motivation and Involvement

6 Attitude and Attitude Change

7 Learning and Memory

8 Personality and Self-concept

III GROUP INFLUENCES ON CONSUMER BEHAVIOUR

9 Reference Group Influence & Group Dynamics

10 Family Buying Influences, Family Life-cycle and Buying Roles

11 Cultural and Sub-cultural influences

IV THE BUYING PROCESS

12 Problem Recognition & Information

Search Behaviour

13 Information Processing

14 Alternative Evaluation

15 Purchase Process & Post-purchase Behaviour

V MODELLING BUYER BEHAVIOUR

16 Early Models

17 Howard Sheth Model

18 Recent Developments in Modelling Buyer Behaviour

**MBA 3.42 MANAGEMENT OF MARKETING COMMUNICATION
AND ADVERTISING**

**I MARKETING COMMUNICATION AND
ADVERTISING — BASIC CONCEPTS**

- 1 Marketing Communication in Marketing
- 2 Communication-Key Concepts
- 3 Indian Media Scene

II ADVERTISING CAMPAIGN PLANNING AND EXECUTION

- 4 Planning Communication Strategy
- 5 Advertising Campaign Planning: Strategic
Consideration, Creative Consideration
- 6 Advertising Creativity : Campaign Planning and Execution
- 7 Advertising Research: Role and Trends
- 8 Measuring Ad Effectiveness: Definitions and Techniques

III MEDIA PLANNING CONCEPTS

- 9 Media Concepts, Characteristics and Issues in Media Planning
- 10 Media Selection, Planning and Scheduling
- 11 Internet as an Emerging Advertising Media

IV MARKETING COMMUNICATION FORM

- 12 Managing Sales Promotion
- 13 Direct Marketing
- 14 Publicity and Public Relation
- 15 Social Marketing Communication

V STRATEGIES FOR ADVERTISING AGENCIES

- 16 Function and Structure of Ad Agencies
- 17 Managing Client Agency Relationship
- 18 Strategies for Account Management
- 19 Legal and Ethical Issues in Advertising

VI CASE STUDIES

MBA 3.43 INTERNATIONAL MARKETING

I INTERNATIONAL MARKETING :

AN INTRODUCTION

1 . Scope and Size of International Markets

2 Conceptual Framework

3 Institutional Framework

II ENVIRONMENT OF INTERNATIONAL BUSINESS

4 Cultural Environment

5 Political and Legal Environment

6 Economic Environment

III POLICY FRAMEWORK AND PROCEDURAL ASPECTS

7 India's Export-Import Policy

8 Export-Import Documentation

IV INTERNATIONAL MARKETING MIX

9 International Product Policy and Planning

10 International Advertising

11 International Pricing Policy

12 International Distribution and Sales Policy

V INTERNATIONAL MARKETING PLANNING

13 International Market Selection

14 International Marketing Research

15 International Marketing Planning and Control

MBA 3.44 MARKETING RESEARCH

I M R CONCEPTS AND DESIGN

- 1 M R Meaning and Importance, Research Process
- 2 Organisation of Marketing Research in India
- 3 Research Design

II DATA COLLECTION

- 4 Data Collection
- 5 Sampling
- 6 Questionnaire Design and Development
- 7 Attitude Measurement and Scaling

III DATA PROCESSING AND ANALYSIS

- 8 Qualitative Research - Meaning, Scope and Methodologies
- 9 Data Processing - Coding, Tabulation Data Presentation
- 10 Description and inference from Sample Data
- 11 Analysis of Association

IV MULTIVARIATE ANALYSIS

- 12 Regression Analysis, Discriminant Analysis and Factor Analysis
- 13 Conjoint Analysis
- 14 Cluster Analysis and Multi-dimensional Scaling
- 15 Applications of Marketing Research in India — Some Case Studies

MBA 4.1 INTERNATIONAL MARKETING

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9 International Product Policy and Planning

10 International Advertising

11 International Pricing Policy

12 International Distribution and Sales Policy

V INTERNATIONAL MARKETING PLANNING

13 International Market Selection

14 International Marketing Research

15 International Marketing Planning and Control

An Introduction Institutional

to MS-64 Infrastructure

to Export

Promotion

Global Marketing

Environment

MBA 4.2 RESEARCH METHODOLOGY

I INTRODUCTION TO RESEARCH METHODOLOGY

- 1 Importance of Research in Decision Making
- 2 Defining Research Problem and Formulation of Hypothesis
- 3 Experimental Designs

II DATA COLLECTION AND MEASUREMENT

- 4 Methods and Techniques of Data
Collection

- 5 Sampling and Sampling Designs

- 6 Attitude Measurement and Scales

III DATA PRESENTATION AND ANALYSIS

- 7 Data Processing
- 8 Statistical Analysis and Interpretation of Data — Non-Parametric Tests
- 9 Multivariate Analysis of Data
- 10 Model Building and Decision Making

IV REPORT WRITING AND PRESENTATION

- 11 Substances of Reports
- 12 Report Writing and Presentation
- 13 Presentation of a Report

MBA 4.3 STRATEGIC MANAGEMENT

I INTRODUCTION TO STRATEGIC MANAGEMENT

- 1 Concept of Strategy
- 2 Process of Strategy
- 3 Strategic Framework

II STRATEGIC ANALYSIS

- 4 Environmental Analysis
- 5 Competitive Forces
- 6 Internal Analysis

III BUSINESS LEVEL STRATEGY

- 7 Cost
- 8 Differentiation and Focus

IV CORPORATE LEVEL STRATEGY

- 9 Growth Strategies-I
- 10 Growth Strategies-II
- 11 Strategic Alliances
- 12 Turnaround

V IMPLEMENTATION AND CONTROL

- 13 Structural Dimensions
- 14 Behavioural Dimensions
- 15 Control
- 16 Evaluation of Strategy

MBA 4.4 TECHNOLOGY MANAGEMENT

I TECHNOLOGY : ISSUES AND IMPLICATIONS

- 1 Concepts and Definitions
- 2 Aspects and Issues
- 3 Implications of Technological Change

II TECHNOLOGY DEVELOPMENT AND ACQUISITION

- 4 Forecasting Technology Transfer
- 5 Generation and Development
- 6 Transfer

III TECHNOLOGY ABSORPTION AND DIFFUSION

- 7 Absorption
- 8 Assessment and Evaluation
- 9 Diffusion

IV TECHNOLOGY ENVIRONMENT

- 10 Science & Technology in India Technology Intellectual
- 11 Policies policy in Property
- 12 Linkages India Rights-I &II
- I & II

V TECHNOLOGY SUPPORT SYSTEMS

- 13 Financing
- 14 Information Systems
- 15 Organising at Enterprise Level

VI CASE STUDIES