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Dr G R DAMODARAN COLLEGE OF SCIENCE, COIMBATORE – 641 014

(Autonomous and affiliated to the Bharathiar University and recognized by the UGC)
Reaccredited at the **'A'** Grade level by the NAAC and an **ISO 9001: 2008** Certified Institution
CRISIL graded A

MASTER OF BUSINESS ADMINISTRATION (Full Time)
(SCHEME OF EXAMINATION UNDER COC)
Effective for the students admitted during the academic year 2019 - 2020.

Sem	Course	Course Title	Credit	Marks			Hrs/ Week	Exam Hrs
				CA	TEE	Total		
I	Core	Management Principles and Practices	3	25	75	100	4	3
I	Core	Organisational Behaviour	3	25	75	100	4	3
I	Core	Managerial Economics	3	25	75	100	4	3
I	Core	Accounting for Decision Making	3	25	75	100	4	3
I	Core	Quantitative Methods for Management – I	3	25	75	100	4	3
I	Core	Practical - Executive communication And Skill Enhancement	5	40	60	100	4	3
I	Core	Marketing Management	3	25	75	100	4	3
I	Core	Practical: Statistical Software Lab	3	40	60	100	4	3
II	Core	Operations Management	3	25	75	100	4	3
II	Core	Financial Management	3	25	75	100	4	3
II	Core	Quantitative Methods for Management – II	3	25	75	100	4	3
II	Core	Human Resource Management	3	25	75	100	4	3
II	Core	Practical: IBM – Business Analytics	3	40	60	100	4	3
II	Core	Research Methods for Management	3	25	75	100	4	3
II	Elective	Elective – I	3	25	75	100	4	3
II	Elective	Elective – II	3	25	75	100	4	3
II	Elective	Elective – III	3	25	75	100	4	3
III	Core	Management Information System	3	25	75	100	4	3
III	Core	Strategic Management	3	25	75	100	4	3
III	Core	International Business	3	25	75	100	4	3
III	Elective	Elective – IV	3	25	75	100	4	3

III	Elective	Elective – V	3	25	75	100	4	3
III	Elective	Elective – VI	3	25	75	100	4	3
III	Elective	Elective – VII	3	25	75	100	4	3
III	Elective	Elective – VIII	3	25	75	100	4	3
III	Core	Practical - Self Study: Business Ethics	2	40	60	100		3
III	Core	Internship Training	3	40	60	100		
IV	Core	Practical - Self Study: Corporate Social Responsibility	2	40	60	100		3
IV	Core	Major Project & Viva Voce	6	50	150	200		
	Total		**90**	**825**	**2175**	**3000**		

Elective List:

Area – Finance:

II Semester

1. Financial Services
2. Banking and Insurance Management

III Semester

1. International Financial Management
2. Equity Research and Portfolio Management
3. Mergers and Acquisitions
4. Taxation Management
5. International Financial Reporting Standards

Area – Human Resource Management:

II Semester

1. Human Resource Development
2. Organisational Change and Development

III Semester

1. Strategic Human Resource Management
2. Labour Welfare and Industrial Relations
3. Organisational Dynamics
4. Managing Interpersonal Effectiveness

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Area – Marketing Management:

II Semester

1. Services Marketing
2. Consumer Behaviour
3. Media Management

III Semester

1. Retail Management
2. Digital Marketing
3. Sales and Distribution Management
4. Brand Management

Area – Systems:

II Semester

1. Enterprise Resource Applications
2. Knowledge Management and Information Systems

III Semester

1. Software Project Management
2. Information Security Management System
3. Data Warehousing and Data Mining
4. E - Governance

Area – Production:

II Semester

1. Lean Manufacturing
2. Technology Management

III Semester

1. Project Management
2. Supply Chain Management
3. Total Quality Management
4. Business Process Re - engineering and Value Engineering

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CURRICULAR COMPONENTS

1. Internship Training & Major Project Work:

a) Full time students will take up Internship training at the end of II semester. The report of the Internship should be submitted to and reviewed by the concerned faculty members. Evaluation will be done on an internal basis. The students will be attending the Viva voce examination during the III semester.

b) Full Time students will do Major Project for the period of 8 weeks during IV semester. The review report of the Major Project should be submitted to the concerned HOD after complete discussion with the faculty guide. Thereafter the students will appear for a viva voce examination during the IV semester.

In case of students who fail in Internship / Major Project work, can appear for the viva during their subsequent semesters.

The criteria's considered for assessing the Internship training

Attendance	-	10 Marks
Observation skill	-	10 Marks
Timely report	-	10 Marks
Maintaining of Record	-	10 Marks
Total (Internal)		40 Marks
Presentation (External)	-	40 Marks
Convincing Ability	-	20 Marks
Total (External)		60 Marks

The criteria's considered for assessing the Major Project work:

Application of Ideas, concepts	-	10 Marks
Timely report	-	10 Marks
Use of appropriate Statistical tools	-	10 Marks
Convincing ability	-	10 Marks
Record	-	10 Marks
Total (Internal)		50 Marks
Viva Voce		50 Marks
Thesis		100 Marks
External		150 Marks

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3. Internal Assessment:

Internal assessment will be the responsibility of the concerned faculty and is done subject - wise. The internal assessment marks for each subject will be distributed as follows:

Assignments	-	5 Marks
Attendance	-	5 Marks
Activity based assessment	-	5 Marks
Seminar	-	10 Marks
Total	-	25 Marks

4. Executive Communication and Skill enhancement: This paper will be offered in the first semester and will be evaluated on an internal basis. The criteria considered for this course is as follows

Reading skills	-	05 marks
Presentation skills	-	15marks
Team Building skills	-	10 marks
Decision making skills	-	10 marks
Total	-	40 marks

5. Self Study Paper:

Students will have one self - study paper in the IIIrd and IVth semester, which will be guided by the staff members. TEE assessment for the self study paper will be valued on an internal basis. The criteria considered for this course is as follows

Assignment	-	10 marks
Mini Project	-	20 marks
Activity based assessment	-	10 marks
Total	-	40 marks

6. Electives: Students have to opt any two specializations among Finance, HR, Marketing, Systems and Production. The students will continue their dual specialization by choosing four electives from each specialization till the end of their course.

8. Practical: Practical Statistical software lab practical - IBM Business Analytics will be offered in the first and second semester. The students will take up the exam at the end of the semesters. The criterion's considered for assessing the internal for Practical:

Observation note	-	15 Marks
Record note	-	15 Marks
Attendance	-	10 Marks
		40 Marks

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
MBA DEGREE
Effective for the students admitted during the academic year - 2019 – 2020

FIRST SEMESTER

CORE: MANAGEMENT PRINCIPLES AND PRACTICES

Objective:

To provide an insight on the concepts of management and its applications in organisations.
To impart knowledge on the new trends in the field of management.

UNIT – I

Management concepts:

Management – Arts, Science and Profession – Management Process – Scope – Evolution of Management – Managers – Kinds and their Role – Management and Society – Social Responsibility and Ethics – Global and Comparative Management.

7 hrs

UNIT – II

Planning and Decision making:

Planning – Nature – Purpose – Planning Process – Planning Premises – Types of Plans Objectives – Strategies & Policies – Nature & Purpose – Strategic planning Process – Kinds of Strategies & Policies – Decision Making – Need - Process - Decision Making in Organization

7 hrs

UNIT – III

Organizing:

Organizing – Formal and Informal organization – Organization divisions – levels – Span of Management – Principles of Span of Management – Factors affecting effective Span – Structure and process of Organizing – Basic Departmentation - Types

7 hrs

UNIT – IV

Authority and Coordination:

Line and Staff Authority – Authority & Power – Concepts – Functional Authority – Benefits & limitations of Staff – Decentralization of Authority – Delegation of Authority – Co - ordination functions in Organization – Techniques of Co ordination

7 hrs

UNIT – V

Controlling:

Basic Control process – Critical control points and standards – control as a feedback system – real time information & control – feed forward control – requirement for effective control – control techniques and Information Technology

7 hrs

Total Hrs 35

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Reference Books:

National:

1. Principles and Practices of Management – L M Prasad – Sultan Chand & Sons – Edition 2006
2. Management Principles and Practices – Parag Diwan – Excel Books – First Edition
3. Management Principles And Practice, Srinivasan R,Chunawalla, Himalaya Publishing House, 2nd edition

International:

4. Management – Ricky.W.Griffin – Biztantra – 8 th Edition 2005 Indian Adaption
5. Principles of Management – A Global Perspective Heinz Weihrich, Harold Koontz – McGraw – Hill International Editions, 2005 10th Edition

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Dr. G.R.DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE

MBA DEGREE

Effective for the students admitted during the academic year – 2019 - 2020

FIRST SEMESTER

CORE: ORGANISATIONAL BEHAVIOUR

Objective: To understand the historical background of organizational behavior, contributing theoretical frameworks and research methodology in OB. The course also provides insight about individual behavioral process, group behaviors and the elements in organizational process.

7 hrs

UNIT – I

Foundation of OB: Historical background: Hawthorne studies (Illumination studies) - Theories of Management leading to OB – Organisational behaviour responses to global and cultural diversity, challenges of OB

7 hrs

UNIT – II

Introduction to Individual Process: Perception and process – Attribution theory in social perception - Nature and types of Learning –Nature and types of Personality – Nature and types of Attitude at work– Nature and types of Values – Nature and types of Stress

7 hrs

UNIT – III

Introduction to group process: Foundation of group behavior – Formation of groups – Synergies of group - working – Roles in groups – Factors effecting group effectiveness – Understanding teams – types of teams–group decision making process – Team development process

7 hrs

UNIT – IV

Power dynamics in organizations: Nature of power – Bases of power – Direction of flow of power in various types of organizational structures - Politics

Understanding conflict – Meaning and causes of conflict – sources of conflict at various levels – Managing conflict – Negotiation process – Elements and factors affecting negotiation- Negotiation analysis: Suggestions for effective negotiation.

7 hrs

UNIT – V

Leadership and Motivation theories: Leadership styles and theories – implications and importance- Situational Leadership Model – Managerial Grid Styles – Path - Goal Theory. Transactional Versus Transformational Leadership - Leadership as effective change agents – Emerging leadership issues and capabilities. Basic Motivation Concepts, theories, and its applications – Maslow's Need theory, McClelland (Motive theory), Herzberg (two - factors theory), Alderer (ERG theory), Vroom's VIE theory.

Total Hrs 35

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Reference Books:

National:

1. "Organisational Behaviour and Human Resource Management" by Dr.K.K.Ramachandran, McGraw Hill Education,ISBN – 97813073012.
2. Organization Behaviour – Text and case, Umasekaran, The Tata McGraw Hill, IInd edition, 2004.
3. Organizational behaviour – Text and case - Dr. S.S.khanka - S.Chand & Company Ltd,2009 – VIIth Edition.
4. Organizational behaviour - L.M.Prasad - S.Chand & Company Ltd,

International:

5. Organizational Behaviour, Fred Luthans, Mc GrawHill International Edition, Xth edition, 2005.
6. Organizational Behaviour, Stephen Robbins and Seema Sanghi, Pearson Education.

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
MBA DEGREE
Effective for the students admitted during the academic year - 2019 - 2020
FIRST SEMESTER

CORE: MANAGERIAL ECONOMICS

Objective: The objective of this course is to sharpen the analytical skills of management students through integrating the knowledge of the economic theory with decision making techniques.

UNIT – I
Introduction:
Meaning, Nature and Scope of Managerial Economics –Managerial Economics and Business decision - making - Fundamental concepts of Managerial Economics.
Profit Policies –Profit Maximization, Alternative objectives of the firm. - Theories of profit - Accounting profit versus Economic Profit.

7 hrs

UNIT - II
Demand and Supply Analysis:
Demand and Supply Concepts - Demand theory - Demand determinants - Types of demand - Market Equilibrium - Demand elasticity: Types, Measurement and Factors. Uses of elasticity concept in business decision making.

7 hrs

UNIT –III
Production and Cost Decision:
Production function with one variable and two variable inputs - Returns to a factor and Returns to Scale - Isoquants –Isocost curves and Ridge lines –Optimum factor Combination –Managerial uses of production functions.
Cost Concepts, Classifications and Determinants - Cost –Output Relationship in the Short - run and Long - run –Cost functions - Economies and Diseconomies of Scale –Economies of Scope – Learning Curve.

7hrs

UNIT –IV
Market structure and pricing:
Features of and pricing - output decisions in Perfect Competition, Monopoly, Oligopoly and Monopolistic Competition - Pricing methods and practices of modern business firms: Cost - based and demand - based pricing strategies –Price Discrimination.

7hrs

UNIT - V:
Macro economic Analysis:
Business cycle and Business policies –National Income –Fiscal policy - Monetary Policy - Inflation –Deflation

7hrs

Total Hrs 35

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Reference Books:

National

1.Managerial Economics –Varshney and Maheshwari - Sultan Chand & Co, 2008, 2.Nineteenth Enlarged Edition.

2. Managerial Economics – P.L.Mehta - Sultan Chand & Co - 2006.Twelfth Edition.

3..Managerial Economics –Suma Damodaran –Oxford University Press ,2010,Second Edition.

International

4..Managerial Economics,Dominick Salvatore, Thomson Learning,2005.

5.Managerial Economics ,H.Craig Peterson and W.Cris Lewis and Sudhir Jain,,Pearson Education ,Inc.,2005

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE

MBA DEGREE
Effective for the students admitted during the academic year – 2019 - 2020

FIRST SEMESTER

CORE: ACCOUNTING FOR DECISION MAKING
(THEORY: 20% AND PROBLEMS: 80%)

Objective: To inculcate the basic financial, management and cost accounting concepts and methods and its application in managerial decision - making.

UNIT – I

Financial Accounting: Definition – Accounting Principles – Concepts and conventions. Basics of Accounting: Rules for Debit and Credit, Journal, Ledger, Trial Balance. Preparation of Trading, Profit and Loss Account, Balance Sheet (Problems). Depreciation methods – Straight line and Written Down Value Methods (Problems).

7hrs

UNIT – II

Financial Statement Analysis: Objectives – Techniques of financial Statement Analysis – Comparative and Common Size Statement Analysis, Trend Percentage Analysis, Ratio Analysis: Accounting ratios: Liquidity (short - term solvency), Profitability and Turnover ratios - Construction of Balance Sheet - Problems and interpretations.

7hrs

UNIT – III

Fund Flow Statement Analysis: Meaning of 'Fund' – Sources and Applications of funds – Statement of changes in working capital - Computation of Fund From Operations – Preparation of Fund Flow Statement.(Problems) - Cash Flow Statement – Distinction between Fund Flow and Cash Flow Statement.

7hrs

UNIT – IV

Cost Accounting: Meaning – Elements of Cost – Cost Sheet – Problems. Budget: Types of budgets – Preparation of Production, Sales, Purchases, Cash, and Flexible budgets - Problems – Zero based budgeting.

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7hrs

UNIT – V

Marginal Costing: Definition – Decision making under marginal costing system – Contribution, P/V ratio, margin of safety, Break - even point – Break - even chart. Problems on computation of Break - even point.

Total Hrs 35

Reference Books:

1. S.N.Maheswari, A Text Book of Accounting for Management, Kalyani Publication – 3rd Edition, 2012
2. Reddy T.S and Murthy A,Financial Accounting - Margham publication - 2012
3. Jain SP&Narang, Cost and Management Accounting,Kalyani publication – 5th Edition.
4. T.S.Reddy and Y. Hariprasad Reddy, Cost and Management Accounting Margham publication, 4th edition - 2011
5. Khan and Jain, Management Accounting –Tata McGraw - Hill publication –2002 - 4th Edition

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
MBA DEGREE
Effective for the students admitted during the academic year – 2019 - 2020

FIRST SEMESTER
CORE: QUANTITATIVE METHODS FOR MANAGEMENT –I
(50% - THEORY & 50% - PROBLEMS)

Objective: This course enables the students to know the scientific approach to decision making when solving business problems and also making the students realise the importance of certain mathematical techniques in getting the best possible solution to a problem, involving limited resources.

UNIT - I: SET THEORY

8 hrs

Set Theory – Definition - Types of Set – Operations of Set -only through venn diagram – De-morgan's law – Simple Problems.Matrix –definition – Types of Matrices - basic operations with simple business problems, EOQ – Cost associated with inventories –Factors affecting inventory control – Deterministic inventory Problems with no Shortages – Fundamental EOQ Problems.

UNIT - II: DATA ANALYSIS: UNIVARIATE

8 hrs

Statistics - Definition, Meaning and Applications of Statistics in business decision making and research. Collection, Tabulation, organising data and presentation of data - Descriptive measures - Measures of central Tendency- Advantages and Limitations – Problems- Measures of dispersion – Importance – Problems related to Range, Quartile deviation, Mean deviation and S.D. deviation, Co-efficient of variation.

UNIT - III: DATA ANALYSIS:BIVARIATE

8 hrs

Probability – Bivariate Distribution –Correlation – Concept and importance –Types of correlation - Correlation Analysis - Karl pearson's co-efficient of correlation-Spearman's rank correlation – Regression equations- Problems related to business applications.

UNIT - IV: INDEX NUMBERS

8 hrs

Introduction; Meaning of index number; Types of index number; Uses of Index Numbers; Methods of constructing Index Numbers; Test For Adequacy of Index Number Formulae; Consumer Price Index Number- Assumptions of cost of living index number; Methods of constructing Consumer Price Index, Limitations of Index Numbers.

UNIT - V: TIME SERIES ANALYSIS

8 hrs

Introduction; Meaning of Time Series; Applications of Time Series; Variations in Time Series; Measurement of trend or secular trend; Measurement of seasonal variations.

Total Hrs 40

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Reference books:

National:

1. Richard.I.Levin, David.S.Rubin, Statistics for management, Pearson Education, 7 th Edition, 2011.

2. Business Statistics" by G.C.Beri, 3rd edition, TataMcGraw-Hill publishing company Ltd., Newdelhi, 2012.

3. Statistical Methods by S.P.Gupta – Vikas Publishing 2004 Edition.

International:

1. N.D.Vohra, Business Statistics, Tata McGraw-Hill, 2012.
2. Srivatsava TN and ShailajaRego, Statistics for Management, Tata McGraw-Hill, 2008.

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
MBA DEGREE
Effective for the students admitted during the academic year - 2019 - 2020

FIRST SEMESTER

CORE: PRACTICAL - EXECUTIVE COMMUNICATION AND SKILL ENHANCEMENT

Objective: To equip the students with the necessary knowledge base of Effective Communication System, and to develop managerial, analytical skills such as problem solving and stress management.

UNIT I – Communication & Listening

Role of communication in business, Main forms of communication in Business, Communication process, Barriers to communication, Ethics and Communication Modes of Non-Verbal communication. Anatomy of poor listening, good listening Factors contributing to poor listening: Antipathy Towards speaker, Anatomy of poor speaking, Use of silence in Communication – Double blind Dilemma.

7 hrs

UNIT II – Social & Work Place Communication

Telephoning, Mobile Phones, Teleconferencing - Situation based –accepting/declining invitations, congratulating, consoling, conveying information. Report Writing: Parts of Report, Qualities of Good report, Reports of different kinds –annual report, status report, survey report, proposals, memorandums, interviews, profile of institutions, speeches, responding to enquiries, complaints, summarizing, and strategies for writing – Small talks- Intercultural Politeness.

7 hrs

UNIT III – Presentation Skills

Introduction, Features of a good presentation, Use of Visual aids – Oral presentation - Planning, Handling questions, Meeting: Introduction and Meaning, Factors making meeting in effective, Prerequisites for a Meeting, Conducting Meetings, Preparing Minutes, Précis Writing.

7 hrs

UNIT IV – Business Letters

Introduction - Format and Layout, E-Mail: Managing the Mail box, Presenting Mail, Common Sense and Etiquette, Writing Skills – Recommendations and Testimonials, Circulars, Memo – Sales Letter – Structure, Methods of drafting, follow up, Banking Correspondence. Application Covering letter, Contents of resume and CV, Interview letter, Offer of Employment, Letter of Acceptance, Resignation Letter, Letter of recommendation.

7 hrs

UNIT V

Team building: Tips for building and managing teams-imparting wisdom on managing cultural diversity at work-strategies to enhance team productivity- team building exercises.

Developing analytical skills, conducting brain storming sessions on various current business issues - organizing GDs to analyze the current business trends.

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Problem solving and Decision Making skills: Importance of the skill-creative problem solving techniques and exercises.

Developing leadership skills: Realizing the importance of leadership skills- sharing the leadership qualities and secrets of great leaders and visionaries-leadership games-exercises on risking innovation-exercises on fostering collaboration - exercises on managing conflict- exercises on using diversity.

Total Hrs 35

Reference Books:

National:

1. Business Communication – Urmila Rai & S.M.Rai – Himalaya Publishing House
2. Business Communication – K.K. Ramachandran, K.K. Lakshmi, K.K. Karthik, M. Krishnakumar – Mac Millan – 2007- 1st Edition.
3. Business Correspondence and Report Writing - a Practical approach to business and Technical communication – R C Sharma & Krishna Mohan – Tata McGraw Hill Publishing Co. Ltd, New Delhi – 2002 – IIIrd Edition.

International:

4. Managing teams by Robert Heller - Dorling Kindersley.
5. Brain storming for creativity and innovation by Promod Batra et al- Think Inc. Contemporary Business Communication – Scot Ober – Biztantra – Fifth Edition

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
MBA DEGREE
Effective for the students admitted during the academic year - 2019 - 2020

FIRST SEMESTER

CORE: MARKETING MANAGEMENT

Objectives:

To provide a thorough knowledge on the importance, scope and fundamental concepts of marketing, to expose students to planning, organizing, implementing and controlling of marketing strategies and plans and to impart knowledge on the insights of marketing and the decisions taken under each element.

UNIT I:
Marketing Fundamentals:
Defining Marketing: Importance and scope of marketing – Exchange and Transactions – Company orientations toward the marketplace – Fundamental marketing concepts, trends and tasks. The nature and contents of a marketing plan. Gathering Information and Scanning the Environment: Marketing Information System – Internal Records System – Marketing Intelligence System – Analysing the macroenvironment factors. Conducting Marketing Research and Forecasting Demand: Marketing Research System – Forecasting and demand measurement.

7 hrs

UNIT II:
Consumer Behaviour & Segmentation:
Creating Customer Value, Satisfaction and Loyalty: Building customer value, satisfaction and loyalty – Maximising customer lifetime value – Customer Relationship Management – Customer Databases and Database Marketing. Analysing Consumer Markets: Factors influence Consumer Behaviour – Key psychological processes – Managing Business to Business customer relationships – Institutional and Government Markets. Identifying Market Segments and Targets: Levels of market segmentation – Segmenting consumer markets – Bases of segmenting business markets.

7 hrs

UNIT III:
New Product development & Branding:
Introducing the New Market Offerings: Challenges in New Product Development – Managing the new product development process – The consumer adoption process. Building Strong Brands - Crafting the Brand Positioning: Developing and communicating a positioning strategy – Differentiation strategies – Product Life Cycle marketing strategies. Dealing with Competition: Competitive Forces – Identifying and analysing competitors – Competitive strategies for market leaders, challengers, followers and nichers – Balancing customer and competitor orientations. Setting Product Strategy: Product characteristics and classifications – Differentiation – Product and brand relationships – Packaging, labeling, warranties and guarantees.

7 hrs

UNIT IV:
Marketing Channels & Pricing
Developing Pricing Strategies and Programmes: Understanding Pricing – Setting the price – Adapting the price – Initiating and responding to price changes. Designing and Managing Value Networks and Channels: Marketing channels and value networks – The role of marketing channels – Channel Design decisions – Channel management decisions – E - commerce marketing practices.

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7 hrs

UNIT V:

Promotion mix:

Managing Mass Communications – Advertising, Sales Promotions, Events, and Public Relations: Developing and Managing an Advertising Programme – Deciding on media and measuring effectiveness – Sales Promotion – Events and experiences – Public Relations. Managing Personal Communications – Direct Marketing and Personal Selling: Direct Marketing – Interactive Marketing – Designing the sales force – Managing the sales force – Principles of personal selling. The Digital Marketing Landscape: Role of Digital Marketing – Emerging Trends – Technology shift – Online ecosystem. Methods of Digital Marketing.

Total Hrs 35

Reference Books:

National:

1. Marketing Management - Rajan Saxena,, Tata McGraw Hill Company Ltd., New Delhi, 2002, 2nd Edition.
2. Marketing Management - Ramasamy and Namakumari,, Macmillan India Ltd., 2002, 3rd Edition.
3. Application Exercises in Marketing: The Indian Context - S.Ramesh Kumar, Vikas Publishing House Pvt. Ltd., New Delhi, 2000, First Edition.
4. S.A. Sherlekar, Marketing Management, HPH

International:

5. Marketing Management - Philip Kotler and Kevin Lane Keller, Pearson Education (Singapore) Pte. Ltd., Indian Branch, New Delhi,,2006, 12th Edition.
6. Basic Marketing: A Global Managerial Approach - William D. Perreault, Jr. and E.Jerome McCarthy,,McGraw Hill / Irwin, The McGraw Hill Companies Inc., New York, 2002, 14th Edition.

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
MBA DEGREE
Effective for the students admitted during the academic year - 2019 - 2020
FIRST SEMESTER

CORE: PRACTICAL: STATISTICAL SOFTWARE LAB

Objectives

The course is designed to provide students with transferable skills, to understand the uses of SPSS, as a tool to summarize and aid in the interpretation of research findings. Students will also learn to use functions of Excel.

UNIT: I MICROSOFT WORD AND EXCEL:

Creating,Formatting and designing the document in MS Word - Uses of Excel - Basic Formulas and Use of Functions - Manipulating of Data - using Data Names and Ranges - Filters and Sort and Validation Lists - Managing, Inserting, and Copying Worksheets - Data Analysis Using Charts and Graphs.

7 hrs

UNIT: II INTRODUCTION TO SPSS:

Descriptive statistics – measures of central tendency - mean, median, mode, standard deviation, co - efficient of variance – charts and graphs – testing of normality - testing of homogeneity - testing of linear relationship(scatter plot) - sample size determination.

7 hrs

UNIT: III HYPOTHESIS TESTING:

Conditions for single and two means - one sample t - test - paired sample t - test - statistical inference - Z - Test- F - Test – statistical inference.

7 hrs

UNIT: IV REGRESSION ANALYSIS:

Introduction to simple regression analysis - determining the equation of a regression using SPSS - Multiple regression analysis - statistical inference for r - square, adjusted r square and overall F - Test.

7 hrs

UNIT: V GOODNESS OF FIT AND ANOVA:

Introduction to chi - square test - chi - square test of homogeneity - chi - square test of Independence - Introduction to ANOVA - one way ANOVA - Two way ANOVA

7 hrs

Total Hrs 35

Reference books:

1. Microsoft office 2007, Bible by John walkenbach, et, all,Wiley india Pvt.Ltd, New Delhi.
2. Excel 2007 Formulas, by John walkenbach, et, all,Wiley india Pvt.Ltd, New Delhi.
3. Excel 2007, Power programming with VBA by John walkenbach, et, all,Wiley india Pvt.Ltd, New Delhi.
4. Research methodology by Dr.Deepak Chawla & Dr.Neena Sondhi, Vikas Publishing House, New delhi.
5. Research Methods in Business by Dr.R.Nandagopal, Dr.Arul rajan & Dr.N.Vivek, Excel books, New delhi.

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
MBA DEGREE
Effective for the students admitted during the academic year - 2019 - 2020

SECOND SEMESTER

CORE: OPERATIONS MANAGEMENT
(Theory 90%; Problem 10%)

Objectives: To introduce the concepts of operations Management and help to learn how those concepts are being applied in the industry by working out problems in relevant areas and also by taking mini projects.

UNIT I:

Operations Management – meaning – importance – Historical contributions – Systems view of OM –Functions of OM – Basic functions–Plant location - factors influencing location - plant layout - product layout, process layout,advantages and limitations - Models of production systems - continuous and intermittent production systems.

7 hrs

UNIT II:

Production Planning and Control – Meaning – Functions – Aggregate planning (AP)– forecasting for AP - strategies for AP - Master Production Schedule (MPS) – Material requirement planning (MRP) – BOM – MRP objectives - advantages and limitations of MRP–MRP system components - MRP in a changing environment - Planning and controlling system of MRP II - Problems in MRP.

7 hrs

UNIT III:

Capacity requirement planning (CRP): capacity planning decisions - Introduction to ERP and ERP packages. Inventory control – Types of Inventory – Safety stock –Re order point –Service level – Inventory control systems – inventory costs - Perpetual – Periodic – JIT – KANBAN – Bottlenecks in implementing JIT in Indian Industry.

7 hrs

UNIT IV:

Inspection and quality control – Purposes – Control charts for measuring variables – Control charts for measuring attributes – problems in control charts - Acceptance Sampling – Quality Circle – An introduction to new concepts such as TQM, Six Sigma concept, ISO 9000.

7 hrs

UNIT V:

Ergonomics – meaning –importance – Work study – Time study – Motion study – Charts – Standard time – Time study analysis – problems – Job design.

Total Hrs 35

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Reference Books:

National:

1. Production and Operations management - N G Nair, Tata McGraw - Hill Pub. Co.Ltd.2002, 5th Edition.
2. Production and operations management - SN Chary, Tata McGraw - Hill Pub. Co. Ltd, 2006,13th reprint
3. Production and Operations Management – Panneerselvam, PHI, 2001, 3rd print.

International:

4. Production and Operations Management – Richard R Chase, Nicholas J Aquilano, F Robert Jacobs, TataMacGrawhill Pub, Co. Ltd., 2002 ,6th Reprint.
5. Production and operations management - Everette E Adam.Jr., Ronald J Ebert., PHI, 2006, 5th edition.

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
MBA DEGREE
Effective for the students admitted during the academic year - 2019 - 2020

SECOND SEMESTER

CORE: FINANCIAL MANAGEMENT
(THEORY: 50% AND PROBLEMS: 50%)

Objective: To enable the students to understand the concepts of Time value of money, short term and long term financing decisions.

UNIT - 1: FOUNDATIONS OF FINANCE (BOTH THEORY AND PROBLEM)

Financial management – An over view, Time value of money: Calculating Future value, Present value and annuity. Sources of finance - concept of risk and return, measurement of risk and return of a single asset and of a portfolio.

7hrs

UNIT II: INVESTMENT DECISIONS (PROBLEMS)

Capital Budgeting: Principles and techniques, Evaluation techniques - Discounted and non - discounted cash flow techniques: Pay back, Accounting rate of return, Net present value, Internal Rate of Return, Profitability index, Comparison of DCF techniques, Project selection under capital rationing.

7hrs

UNIT III: FINANCING DECISIONS (BOTH THEORY AND PROBLEM)

Capital structure, Theories of capital structure, Determinants of capital structure. Cost of Capital: Importance, Computation of cost of specific sources and overall cost of capital (weighted average cost of capital) Leverages: Concepts, operating, financial and combined leverage.

7hrs

UNIT IV: DIVIDEND DECISION (BOTH THEORY AND PROBLEM)

Concept, Forms of dividend, relevance and irrelevance theories of dividend. Dividend policy: Types of dividend policy, Determinants of dividend policy. Bonus shares, Stock splits, Share buyback.

7hrs

UNIT V: WORKING CAPITAL MANAGEMENT (BOTH THEORY AND PROBLEMS)

Principles of working capital: Concepts, need, Determinants of working capital, Operating cycle. Working capital financing: Sources of working capital,Working capital policy, Estimation of working capital requirement.

Total Hrs 35

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2019 - 20

Reference Books:

National:

1. Dr.S.N.Maheswari – Financial Management: Principles and practice - Sultan chand & Sons, New Delhi, 4th edition
2. M.Y Khan and P.K Jain - Financial management, Text, Problems and cases Tata MacGraw Hill Publishing company Ltd, 3rd edition.
3. I.M Pandey Financial management, Vikas publishing House Pvt Ltd., 8th edition.
4. Rjiv srivastava and Anil misra, Oxford University presses - 2008

International:

5. Fundamentals of Financial Management, Brigham, Eugene F.,Houston,Joel F., HARCOURT BRACE & COMNPANY ASIA PVT. LTD, 3rd edition
6. Financial Management, Mc Menamin, Jim, Oxford University Press, 3rd edition

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
MBA DEGREE
Effective for the students admitted during the academic year - 2019 - 2020

SECOND SEMESTER

CORE: QUANTITATIVE METHODS FOR MANAGEMENT - II
(50% - Theory & 50% - Problems)

Objective: To enable the students to learn the techniques of Operations Research and resource management and their application in business management.

UNIT - I:

Introductions to Linear Programming: Introduction to applications of operations research in functional areas of management. **Mathematical Models** - Deterministic and Probabilistic - Simple Business examples - linear programming - Formulation - Graphical Solution - Dual of Linear Programming Problem - Economic interpretation (No Computation for simplex method).

8 hrs

UNIT - II:

Transportation model - Usefulness in business and industry - Balanced and unbalanced Problems – N-W Corner Rule – Algorithm – Initial Basic feasible solution, Least cost and Vogel's approximation methods – Algorithm & IBFS. Check for optimality – Algorithm - Solution by MODI Method – Optimum Solution (only for Non-Degeneracy) - Transshipment model - Assignment model.

8 hrs

UNIT - III:

Network Scheduling - Network and basic components – Common Errors – Rules for Network Construction - CPM - Critical path - PERT - Time Estimates. **Waiting line models** - Structure of Model –M/M/1 for infinite Population for Business decisions – Simple Problems.

8 hrs

UNIT - IV:

Maintenance and Replacement Models – Areas of Maintenance – objectives of Maintenance – Economy of Maintenance – Problems related to Replacement of Items that Deteriorates gradually – Value of Money change with time – does not change with time – Replacement of items that Fails suddenly – Individual and Group replacement (Simple Problems only).

8 hrs

UNIT - V:

Game Theory: Introduction – Types of Games – Assumptions/ Rules of Games - Games with Saddle point - Problems – Games with Mixed Strategies – Dominance Theory - Rule of Dominance – Simple Problems – Solving games by Graphical Method.

8hrs

Total Hrs 40

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Reference Books:

National:

1. Operations Research - An Introductions - Hamdy A Tata, 1998, Second Ediiton.
2. Operations Research - DharaniVenkitakrishnan,Keerthi Publications,2000, Fourth Edition..
3. Operations Research - KantiSwarup, Gupta and Man Mohan, Jai Pub.Ltd.1997, Fifth Edition.

International:

4. International Series in Operations Research & Management Science - Series Ed. Hiller, Camile. C.E(d)
5. Operations Research Models and Methods, by Paul A. Jensen and Jonathan F. Bard, John Wiley and Sons 2003.

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
MBA DEGREE
Effective for the students admitted during the academic year - 2019 - 2020

SECOND SEMESTER

CORE: HUMAN RESOURCE MANAGEMENT

Objectives:

To provide an insight on the various human resources concepts and practices in organizations and impart the importance of HR in an Organisations

UNIT - I
Introduction to HRM:
Human Resource Philosophy – Changing environment of HRM – strategic human resource management – Trends in HRM – Organization of HR departments – Line and staff functions – Role of HR Managers

7 hrs

UNIT – II
Recruitment & Selection:
Job analysis: Meaning - Methods. Recruitment and selection process: Building employee commitment: Promotion from within – Sources- Employee Testing & selection: selection process, types of test, selection techniques, interview

7 hrs

UNIT – III
Training, Development& Appraisal:
Orientation & training: orienting the employees, the training process, need analysis, training techniques. Developing Managers: Management development –On the job and off - the - job development techniques - Performance management: Methods of appraisal – problems and solutions – MBO approach – The appraisal interview – performance appraisal in practice. Managing careers: Career planning and development.

INIT – IV 7 hrs
Compensation and Benefits:
Basics of compensation – factors determining pay rate current trends in compensation – Job evaluation – pricing managerial and professional jobs. Money and motivation – incentives for operations employees and executives - organization wide incentive plans – Benefits and services: statutory benefits – non - statutory (voluntary) benefits and other welfare measures to build employee commitment.

UNIT – V 7 hrs
Industrial Relations:
Industrial relation, trade unions - future of trade unionism need. – Collective bargaining –Workers Participation Discipline administration – grievances handling – Managing. Labour welfare: importance & Implications of labour legislations. Future of HRM – HRIS - Global HR practices.

Total Hrs 35

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2019-20

Reference Books:

National

1. "Organisational Behaviour and Human Resource Management" by Dr.K.K.Ramachandran, McGraw Hill Education,ISBN – 97813073012.

2. "Human Resource Management " – Dipak Kumar Bhattacharya – Excel Books First Edition.
3. "Industrial Relations "– Monal Arora – Excel Books – First Edition
4. "Human Resource Management " – Seema Sanghi – First Published,2011 – Macmillan publishers India Ltd

International

4. Human Resource Management – Gary Dessler – Prentice Hall of India P Ltd,Pearson – Tenth Edition
5. Human Resource Management – Cynthia D Fisher,Lyle F Schoenfeldt,James B Shaw Published by Biztantra 5 th Edition

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE

MBA DEGREE

Effective for the students admitted during the academic year - 2019 - 2020

SECOND SEMESTER

CORE: PRACTICAL: IBM – BUSINESS ANALYTICS

Objective:

- To create report, present data graphically, Analyze and extend reports with report studio.
- To highlight the key capabilities and manage content.

Unit I

Overview of Business Intelligence – Business Intelligence Capabilities – Extend BI Enterprise – Examine Cognos Workspace Advanced – Creating reports using Relational Data – Crosstab report – Ehart objects – Combined report.

7 hrs

Unit II

Dimensional Data – ROLAP data – Member Options – Set Operations – Grouping, Sorting and Filtering of Relational and Dimensional Data – Integrating external Data – Process, Link and Attributes – Analyzing data using charts and graphs.

7 hrs

Unit III

Report Studio – Capabilities and Creation of report Studio – Report Development process – Use of check list – Identify the Business Need – Visual Communication Considerations and Techniques – Employing clarity and creating Effective report.

7 hrs

Unit IV

Analysis Studio – Tools for investigation – Nest Data in Cross Tabs – Building advanced Cross Tabs – Focussing with Filters – Extending the Analysis

Unit V

Case Studies

7 hrs

Total Hrs 35

Reference: -

This course is Web based and delivered on - line.

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
MBA DEGREE
Effective for the students admitted during the academic year - 2019 - 2020

SECOND SEMESTER

CORE: RESEARCH METHODS FOR MANAGEMENT

Objective: To familiarize the students with methodology of research and its application in business management.

UNIT – I

Introduction: Concept of Research and Its Application in Various Functions of Management, Types of Research, Types of Business Problems Encountered by the Researchers, Ethics in research. Steps Involved in Research Process. Hypothesis – Qualities of a good Hypothesis –Null Hypothesis & Alternative Hypothesis. Hypothesis Testing – Logic & Importance. Research Design: Exploratory Research Design –Descriptive Research Designs –Experimental Design.

7 hrs

UNIT – II

Measurement: Concept of measurement– Nominal, Ordinal, Interval, Ratio - Validity and Reliability of the research instrument. Attitude Scaling Techniques: Concept of Scale – Rating Scales viz. Likert Scales, Semantic Differential Scales, Constant Sum Scales, Graphic Rating Scales – Ranking Scales – Paired Comparison.

7 hrs

UNIT – III

Collection of Data: Concept of Sample, Sample Size and Sampling Procedure, Various Types of Sampling Techniques, Determination and Selection of Sample Member. Types of Data: Secondary and Primary, Various Methods of Data Collection, Preparation of Questionnaire and Schedule. Qualitative methods of data collection.

7 hrs

UNIT – IV

Analysis of data: Coding, editing and tabulation of data; various kinds of charts and diagrams used in data analysis; Application of statistical techniques for analyzing the data, Descriptive statistics - "t" test ,z test ,Chi - square test ,Correlation ,ANOVA (Using of Data Analysis Tools like SPSS and Excel).

7 hrs

UNIT – V

Report Preparation: Interpretation of Data and Report Writing – Layout of a Research Report; Bibliography and Annexure in report; Drawing conclusions; Giving suggestions and recommendations to the concerned persons.

7 hrs

Total Hrs 35

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Reference books:

National:

1. Research Methodology, Kothari, C R.,2nd Ed., New Delhi; New Age International
2. Research Methods for management - DR.S.Shajahan,JAICO publishing house, Third Edition, 2006.
3. Research methods in business –R.Nandagopal ,K..Arulrajan ,N.Vivek,Excel Book - 2007 - First Edition.
4. Research Methodology ,Concepts and Cases ,Dr.Deepak Chawla ,Dr.Neena sondhi,Vikas publishing house private limited.,2011.

International:

5. Research Methods, William G.Zikmund, 7 th edition,Thomson Southwestern,2003.
6. Business Research Methods – Donald R. Cooper and Pamela s. Schindler, VII th edition, Tata McGraw – Hill.

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
MBA DEGREE
Effective for the students admitted during the academic year - 2019 - 2020

SECOND SEMESTER

ELECTIVE: FINANCIAL SERVICES

(Theory: 90% and Problem: 10%)

Objective: To provide an understanding of various financial services.

UNIT - I:

Indian Financial system: Institutional framework of Indian financial system - Financial services – meaning – Classification – Scope – New financial products and services. Merchant banking – origin –functions – Scope of merchant banking in India –SEBI guidelines on merchant banking in India. NBFC's in India.

7 hrs

UNIT - II:

Hire Purchase & leasing: Hire purchase – concept – evaluation of hire purchase proposals. Leasing – concept – types – tax aspects – lease accounting – evaluation of leasing proposals (Problems)

7 hrs

UNIT - III:

Mutual funds & Venture Capital: Mutual funds – Meaning – types – Organization of fund – Operations of the fund –SEBI guidelines for mutual funds. Venture capital – Meaning – Features –Scope of venture capital –Venture capital guidelines – Methods of venture financing – Present scenario.

7 hrs

UNIT IV:

Factoring & Credit rating: Factoring services –meaning –Modus operandi – Functions –Types of factoring - Benefits – Factoring in India. Factoring Vs Bill discounting –Factoring Vs Forfeiting. Credit rating – Definition and meaning – Functions of credit rating – Origin Benefits of credit rating - Credit rating agencies in India – Limitations of credit rating.

7 hrs

UNIT - V:

Securitisation & Depository services: Securitisation of debt – meaning – Modus operandi – Structure for securitisation – Securitisable assets –Benefits – Securitisation in India. Depository services – Definition and meaning –Objectives – Activities –Interacting institutions – Depository process – Trading in a depository system – Depository system in India – SEBI (Depository and participants) Regulation Act –NSDL – CSDL –drawbacks – Remedial measures.

Total Hrs 35

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Reference books:

1. Financial markets and services – E.Gordon, K.Natarajan, Himalaya publishing house - 5th revised edition, 2009.
2. Financial services – M.Y. Khan, Tata McGraw Hill Publication – Third reprint, 2008.
3. Indian Financial System – H.R. Machiraju, Vikas Publishing House (P) Ltd. Second edition.
4. Financial services and system – Dr.S.Gurusamy, Vijay Nicole imprints Pvt Ltd. - 2004
5. Financial Services and System – K.Sasidharan and Alex K Matthew, Tata McGraw Hill Publications Ltd., New Delhi, 2009 Edition.

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), Coimbatore

MBA DEGREE

Effective for the students admitted during the academic year - 2019 - 2020

SECOND SEMESTER

ELECTIVE: BANKING AND INSURANCE MANAGEMENT

Objectives: To introduce the essentials of banking and its growth in India and make the students understand the types of deposits and advances.

UNIT - I

Banking structure:

Introduction to banking - organization & structure of banks - rights and liabilities of banker and customer. Corporate banking services – private banking services - personal banking services - universal banking - net banking – Payment banks.

7 hrs

UNIT - II

Performance Evaluation:

Financial statements of banks - off balance sheet items - measuring and Evaluating bank performance - CAMEL model.

7 hrs

UNIT - III

Risk Management in Banks:

Risk management in banks - types of risk: Credit risk, market risk, operational risk - Risk management system. Asset liability management in banks - BASEL norms –capital adequacy norms - lending policies - managing banks investment portfolio and liquidity position - banking ombudsman.

7 hrs

UNIT - IV

Introduction to insurance:

Insurance - meaning, nature & significance: Risk - risk management - Identification - measurement - Diversification. Insurance regulation - IRDA.

UNIT - V

Types of Insurance:

Life Insurance – principles, Unit linked Insurance - General Insurance: marine - Fire - Automobile Insurance - Home Insurance - Medical Insurance - Social security –Retirement plans - Cases. Bancassurance: concepts.

Total Hrs 35

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2019-20

Reference Books:

National:

1. E.Gordon, K.Natarajan, 'Banking: Theory, Law and Practice, Himalaya Publishing House, 2011 edition.
2. Dr.S.Gurusamy, 'Banking Theory, Law and Practice', Vijay Nicole Imprints Private Limited, Chennai, second reprint 2014.
3. "Insurance products and services", IIB, Taxmans,ed 2007.
4. Insurance and Risk Management, Dr.P.K.Gupta, Himalay Publishing House, 1st Edition, 2010.

International:

1. Peter S Rose, "Commercial Banking Management", McGraw Hill Higher Education, Edition five, 2002.
2. Scott E. Harrington & Gregory R.Niehaus, "Risk management & Insurance", McGraw Hill publishing company ltd, 2nd edition,2008.

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2019 - 20

Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
MBA DEGREE
Effective for the students admitted during the academic year - 2019 - 2020

SECOND SEMESTER
ELECTIVE: HUMAN RESOURCE DEVELOPMENT

Objective: To enable the students to learn the principles and practices of developing Human resources.

UNIT - I:
Introduction to HRD

Introduction to the concept and philosophy of HRD: Meaning, scope and Importance - Differences between traditional personnel management and HRD. Designing and implementing HRS - Role analysis and HRD - key performance areas, critical attributes, role effectiveness - role analysis methods.

7 hrs

UNIT - II:
Performance Appraisal & development

Performance appraisal and performance development: Objectives - Performance Management Skills – Operationalising Performance Management, development oriented appraisal System. - Appraisal tools in performance management. Performance Counseling- giving and receiving feedback - dynamic relationship through effective counseling.

7 hrs

UNIT - III:
Potential Appraisal & Development

Potential appraisal and development – objectives of potential appraisal - Steps to be followed in a potential appraisal system. Role and importance of Assessment centres. Career Planning and development - career strategic process - issues in organization.

7 hrs

UNIT – IV:
Learning organistion

Learning organsiation - Learning models – approaches to process of learning – creating learning organization and learning culture - Self directed learning. Employee empowerment – types, process and strategies.

7 hrs

UNIT - V:
Culture and Climate

OCTAPACE culture and HRD climate – Organizational development - QWL – importance,determinants and ways to increase QWL. Quality circle – constitution procees of quality circle- HR accounting – HR Audit

Total Hrs 35

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Reference books:

National:

1. Designing and Managing Human resource system - Udai pareek and T.V.Rao,, Oxford & IBH publishers - 2003 - Third Edition.
2. Human resource Development – theory & practice, Tapomoy Deb, Ane books india, 2006, first edition.
3. HRD theories and practice – edited by Harish Chandra, Akansha Publishing house, 2006, Ist Edition.

International:

4. Human resource Development - learning and training for individuals and organsiations, edited by John P Wilson, Kogan Page Ltd, 2005, II nd edition.
5. Human resource development - Randy L Desimore, Jon M Werner, David M harris - Thomson South Western - 2002, IIIrd edition.

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
MBA DEGREE
Effective for the students admitted during the academic year - 2019 - 2020

SECOND SEMESTER

ELECTIVE: ORGANISATIONAL CHANGE AND DEVELOPMENT

Objective: To enable the students need for organizational change & various principles of developing organizations.

UNIT - I
Organization Change – Nature of change - Importance – The Imperative of Change – Forces of change – models of change

7 hrs

UNIT – II
Organization Development – Characteristics – Foundations f Organization Development – Organization Development Process – Action Components – Program Management component

7 hrs

UNIT – III
Organization Development Interventions – Need and Characteristics – Interpersonal and Team Intervention – Process Consultation – Intergroup and third party peace making Interventions

7 hrs

UNIT – IV
Comprehensive Interventions - Structural Interventions - Issues in Consultant and Client Relationship

7 hrs

UNIT – V
Application of Organization Development – Organization Development in Global Settings and Future Directions in Organization Development – Organization Development in Indian Organization

7 hrs

Total Hrs 35

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Reference books:

National:

1. Organization Change and Development – Kavitha Singh – New Delhi – First Edition 2005
2. Organization Development – S.Ramarajan, T V Rao, Kuldeeph Singh - Sage Publications – India
3. Management of change and organization development –Bhatia S.K - Deep and Deep Publications.

International:

4. "Organization Development "– Wendell L French, Cecil H Bell Jr – Prentice Hall Of India – Sixth Edition
5. "Organizational Change "– Barbara Senior, Joceljne Fleming – Pearson Education – Third Edition

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
MBA DEGREE
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SECOND SEMESTER

ELECTIVE: SERVICES MARKETING

Objective:
This course aims at enabling students to apply marketing concepts and principles to the unique challenges and opportunities of services marketing to create customer value.

UNIT - I:
A Basic understanding of the Nature of Services:
Definition of services, nature of services, difference between Services and goods, classification of services, contribution of service Sector to the economy. Trends in services marketing

7 hrs

UNIT – II:
Marketing Mix in Service Marketing: Product, Price - Pricing methods - Pricing problems **Place:** Key issues regarding location - Channel of distribution for services –Electronic channels **Promotion:** Promotion mix of services, **People, Process:** Concept - Service blueprinting - Service mapping **Physical Evidence:** Concept - Importance - Types

7hrs

UNIT – III:
Service Quality: Concept, Dimensions & determinants Service Quality Models (SERQUAL & GAP) Service marketing triangle – internal marketing, external marketing, interactive Marketing. Service failures, Service Recovery Process

7 hrs

UNIT – IV
Marketing Applications in Select Service Industries:
Hospitality Services, Airlines, Tourism Services, Education Services, Information Technology and communication services, Media Services marketing, charities marketing.

7 hrs

UNIT – V:
The internationalization of services:
The growth in international markets, Impact of globalisation on the services,Opportunities overseas, foreign market entry decisions, specific considerations for international services. Technology in services marketing.

7hrs

Total 35 hrs

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Reference books:

National:

1. Services Marketing by SM Jha, Himalaya Publishing House, 2005, 1st Edition.
2. Services Marketing – Text & Cases by Rajendra Nargundkar, Tata Mc - graw Hill Education Private Ltd., 3rd edition.
3. Services Marketing – Text & Cases – Harsh.V.Verma, Pearson publication, 2nd edition.

International:

4. Services Marketing – Integrating customer focus across firms by Valarie.A.Zeithaml, Mary Jo Bitner, Tata Mc - graw Hill Education Private Ltd., 3rd edition.
5. Services Marketing, Helen Woodruffe, Macmillan India Ltd. 2002,Third Edition.

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
MBA DEGREE
Effective for the students admitted during the academic year - 2019 - 2020

SECOND SEMESTER

ELECTIVE: CONSUMER BEHAVIOUR

Objectives:

- To impart in - depth knowledge and requisite skills to understand the behavior of consumers in perspective.
- To explore the ways and means to apply consumer behavior knowledge to plan, develop and implement marketing strategies.

UNIT I: Introduction to Consumer Behavior

The meaning of Consumer Behavior – Different types of Consumers – The relationship between consumer behavior and the marketing concept ,Segmentation, Targeting & Positioning(STP) - The makeup and composition of a model of Consumer Behavior - The Howard Sheth Model of buying behavior – The Buying Decision Process: The Five - Stage Model – Problem recognition - Information search - Evaluation of alternatives - Purchase decision – Post Purchase Behavior.

7 hrs

UNIT II: Consumer Motivation, Personalityand Consumer Behavior

The meaning of Motivation - A model of the Motivation Process – Types of Human needs and Motives and the meaning of goals - The dynamics of motivation, arousal of needs, setting of goals and interrelationship between needs and goals - Maslow's Hierarchy of needs and its marketing application – The measurement of Human Motives. The meaning of personality - The nature of personality - Theories of personality - Personality and understanding consumer behavior – The ways to create Brand Personalities - Like Traits.

7 hrs

UNIT III: Consumer Perception & Consumer Learning

The meaning of Perception - The sensory dynamics of perception - The elements of perception - Components of consumer imagery and their strategic applications - The meaning of Learning - The four elements of consumer learning - Behavioral learning and its applications to consumption behavior - Consumer involvement and passive learning and their strategic application on consumer behavior - Measuring consumer learning.

7 hrs

UNIT IV: Consumer Attitude Formation and change

The meaning of attitude – The way in which attitudes are learned – nature and characteristics of attitudes - Tri - component attitude model –Multi - attribute attitude models - Theory of trying to consume model - attitude toward the ad model - attitude formation - strategies of attitude change - Understanding how consumers' attitudes can lead to behavior and how behavior can lead to attitudes.

7 hrs

UNIT V: Social Environment and Consumer behavior

Socialization and other roles of the family – Dynamics of Husband - Wife decision making - the influence of children in family consumption decision making - Traditional and Nontraditional Family Life Cycles (FLCs) and their impact on consumer behavior - Meaning of Social Class - Relationship between social class and consumer behavior - distinctive profile of social class groupings - Consumer Behavior applications of social class - Opinion leadership and firm's marketing strategy - Adopter categories - The stages in the adoption process.

7hrs

Total Hrs 35

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Reference Books:

National:

1.Consumer Behaviour: Insights from Indian Market by Ramanuj Majumdar, PHI Learning, First Edition, New Delhi, 2010.
2. Consumer Behaviour by Rajneesh Krishna,Oxford University Press, First Edition,New Delhi, 2014.
3. Consumer Behaviour, Text &Cases –An Indian Perspective by, Dr.S.L.Gupta and Sumitrapal, Sultan Chand & Sons, New Delhi, Second Edition, 2011.

International:

4. ConsumerBehavior by Leon G.Schiffman, Leslie Lazar Kanuk, S.Ramesh Kumar, Pearson, Tenth Edition, New Delhi, 2010.
5. Consumer behaviour by Michael Solomon, Gary Bamossy, Soren Askegaard, Margaret K. Hogg,Prentice Hall, Third Edition, England, 2006.

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
MBA DEGREE
Effective for the students admitted during the academic year - 2019 - 2020
SECOND SEMESTER
ELECTIVE: MEDIA MANAGEMENT

Objectives:
To impart knowledge about the media and media communication tools. To develop professionals in leadership and management acumen.

UNIT 1
Introduction to Media Management
The Media Industry, Basic Media Concepts – Planning, Buying, Exposure, Reach, Frequency; Media Key Players, Scope, Role, Media Ownership Structures In India.

7 hrs

UNIT 2
Print Media
Newspaper – Structure of Industry, Types of Newspaper Advertising, Newspaper Readership, advantages & disadvantages of Newspaper Advertising.
Magazines – Types of Magazines, Magazine Advertising, Readership Measurement, advantages & disadvantages of Magazine Advertising, Future of Print media. Out - Of - Home Advertising.

7 hrs

UNIT 3
Broadcast Media
Radio – Structure of Radio Industry, Radio Advertising, Audience, advantages & disadvantages.
TV - Structure of TV Industry, TV Advertising, Audience, advantages & disadvantages, Trends in Broadcast media.

7 hrs

UNIT 4
Interactive Media
Internet – E - Business & Marketing Communication, Internet Advertising - Purpose, Types, Internet Audience, advantages & disadvantages, Trends, E - Mail Advertising - Spam, Viral Marketing, Social Media and New Media.

7 hrs

UNIT 5
Media Planning and Buying
Components of Media Plan, Media Objectives, Media Strategies – Target Audience Strategies, Media Mix Selection, Cost Efficiency, Scheduling Strategies, Media Budget, Media Planning Challenges, Media Buying – Functions.

7 hr
Total 35 Hrs

Reference books:

National:

1. Fundamentals of Advertising Theory and Practice, Chunawala S.A. and K.C. Sethia, Himalaya Publishing House, 4th edition
2. Advertising and Promotion" – an IMC Perspective – Kruti shah and Alan D'souza, Tata McGraw - Hill Education Pvt. Ltd., 2008
3. Advertising and Promotion – an IMC Perspective,Kevoor Purani, George E Belch, Michael A Belch, Tata McGraw - Hill Education Pvt. Ltd., 2013, 9th Edition.

International:

1. ADVERTISING Principles and Practice – William D.Wells, John Burnett, Sandra Moriarty, Pearson Publication, 2011, 7th edition.
2. Principles of Advertising and IMC, Tom Duncan, Tata McGraw - Hill, 2005, Second Edition.

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
MBA DEGREE
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SECOND SEMESTER

ELECTIVE: ENTERPRISE RESOURCE APPLICATIONS

Objective:
To support the students with various system (enterprise resource applications).To mould them with current scenario technology.

UNIT I: CRM

Order Management, Incentive Management, Project Tracking,Web site & Analytics, Business Intelligence. Biometrics, computer telephony integration, data mining, enterprise application integration., electronic bill presentment and payment,IVR interactive voice response.

7 hrs

UNIT II: SCM

Framework and Role of Supply Chain in e - business and b2b practices. Supply Chain IT Framework. Supplier relationship management. Supply chain life cycles. In - sourcing and Out - sourcing. Creating a world - class supply base.

7 hrs

UNIT - III: SALES FORCE AUTOMATION

Territory Tracking and Assignment, Opportunity Management, Standard & Advanced Forecasting, Quote Generation ,Order Management, Incentive Management.

7 hrs

UNIT - IV: MARKETING AUTOMATION

Online Lead Form, Targeted Customer Segmentation, Referral, Lead Source & Promotion Code Tracking, E - mail Marketing, Campaign Tracking & Analysis.

7 hrs

UNIT - V: WEBSTORE

Dynamic and personalized online store- Integrated Inventory Management - Customer Service and Self Service. An analysis on online webstores.

Total Hrs 35

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Reference books:

National:

1. The Ultimate CRM Handbook - John Freeland, 2005,1st edtion
2. CRM at the speed of light – Greenberg,Paul ,Mc Graw – Hill Publications
3. Handbook of CRM: Achieving Excellence through Customer Management - Adrian Payne,Ist edition

International:

4. Essentials of supply chain management and Advanced planning - Michael Hugos, 2nd edition
5. CRM handbook – Dyche, Jill – Pearson Education

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
MBA DEGREE
Effective for the students admitted during the academic year - 2019 - 2020

SECOND SEMESTER

ELECTIVE: KNOWLEDGE MANAGEMENT AND INFORMATION SYSTEMS

Objective:
To understand and familiarize with the basic concepts, future and applications of Knowledge Management System

UNIT – I: Introduction: Understanding Knowledge: Data – Information - Knowledge – Intelligence – Experience – Types of Knowledge – Human thinking and Learning – Expert Knowledge – **Knowledge Management** – KM Myths – Intellectual Capital (IC) – CKO – Role and Functions of CKOs

7 hrs

UNIT – II: Knowledge Management Life Cycle: Conventional and KM System Life Cycle - Knowledge Management System Life Cycle (KMSLC) – Knowledge Creation – Knowledge Transformation – Evaluating the Expert - Knowledge Capture – Knowledge Capturing Techniques

7 hrs

UNIT – III: Knowledge Management Models: Theoretical KM Models – Von Krogh and Ros, Nonaka and Takeuchi Model, Choo Sense - Making KM Model – Wiig Model, Complex Adaptive System Model

7 hrs

UNIT – IV: KM in Organisation: User Acceptance – User Training – Post Implementation Review – Knowledge Transfer – Methods – Role of Intranet in Knowledge Transfer – Knowledge – Gap Analysis – KM Metrics - Organisation Maturity Models – Knowledge Leadership Styles

7 hrs

UNIT – V: Knowledge System Tools and Issues: Learning from Data – Visualization - Association Rule – Classification Tree – Ethical and Legal Issues – Knowledge Owners- IT support for KM System

7 hrs

Total 35 hrs

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Reference Books:

1. Essential Guide to Knowledge Management, Tiwana, Amrit Pearson Education Pvt Ltd
2. Kimiz Dalkir, Knowledge Management in Theory and Practice, Butterworth – Heinemann 2011
3. Knowledge Management, Elias M Awad, Hassan G Hazirs, Pearson Education Pvt Ltd
4. Information and Knowledge Management, Kamala Vijayrajan – First Edition – McMillan Publishing Company Ltd
5. Knowledge Management, Waman S Jawadekar, Pearson Education Pvt Ltd
6. Stuart Barnes, Knowledge Management Systems – Theory and Practice, Cengage
7. Learning, 2002.
8. Steven Cavaleri and Sharon Seivert with Lee W. Lee, Knowledge Leadership – The Art and Science of Knowledge based organisation, Butterworth – Heinemann,

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
MBA DEGREE
Effective for the students admitted during the academic year - 2019 - 2020

SECOND SEMESTER

ELECTIVE: LEAN MANUFACTURING

Objectives
To understand the principles behind lean manufacturing philosophy, and Value Steam Mapping (VSM).To familiarize them with the implementation of various lean manufacturing techniques.

UNIT – I
Benefits of Lean Manufacturing System
History and modern applications, MRP and their impact, Lean manufacturing model, Kanban Methodology, Continuing evaluation, Strategic Business Analysis.

7 Hours

UNIT – II
Understanding Product, Process and Demand
Value Stream Mapping - Scope, Selecting parent parts, Lean line, Demand, Documenting process flow, Takt time, Process linking and Balancing. Imbalance, Approach, Resource, Definition, Physical Layout, Designing 5S

7 Hours

UNIT – III
Kanban Strategies
Process, Single, Multi Card system, Inventory Management, Advantages and Disadvantages. Team Establishment: Commitment, Physical facilitation, Management Structure.

7 Hours

UNIT – IV
Lean Implementation and Milestones
Software requirement milestones, Understanding process, Product and Materials, Checking, Factory design, Line startup.

7 Hours

UNIT – V
Lean Line management
Matching customer demand, Customer response policy, Lean line optimization, Resistance to change.

7 Hours
Total: 35 Hours

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2019 - 20

Reference Books

1. Dennis P.Hobbs, *Lean Manufacturing Implementation*, J.Ross Publishing, 2009.
2. Liker, *The Toyota Way*, New Delhi: Tata McGraw Hill, 2004.
3. Garry Conner, *Lean Manufacturing for the Small Shop*, Society of Manufacturing Engineers, 2008.
4. Michael L.George, *Lean Six Sigma*, Tata McGraw Hill, 2002.
5. Allan, Robinson and Stewart, *Lean Manufacturing – A Plant Floor Guide*, Society of Manufacturing Engineers, 2001.

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
MBA DEGREE
Effective from the academic year - 2019 - 2020

SECOND SEMESTER

ELECTIVE: TECHNOLOGY MANAGEMENT

Objective: To enable the students to update the knowledge on technological change and its implications on managerial decision making.

UNIT I:

PERSPECTIVES ON MANAGEMENT OF TECHNOLOGY
Technology - Management of Technology: - Description scope, and implications, business architecture for technology management – "Technology cycle" - Core Technological Competencies

7 hrs

UNIT II:

MANAGEMENT OF R&D
Developing R&D Strategy – R&D Management – Critical Activities of R&D Management – Improving R&D Operations – Motivating R&D Teams

7 hrs

UNIT III:

TECHNOLOGY TRANSFER
Technology Transfer – Process - Re - Engineering the Technology Delivery Process – Ground work for Technology Transfer - Inbound Technology Transfer – Effect of Technological Transfer for Small Companies

7 hrs

UNIT IV:

NURTURING INNOVATION:
Innovation - Using Creativity Techniques in the Production - Innovation Process – Managing Innovation in Start - ups and Established Environment – Innovation Strategies

7 hrs

UNIT V:

INNOVATION INTERNAL STRATEGIES
Innovation Planning: Process – Types of innovation – Applications – Factors Influencing Planning – Implementation: Key Areas and Issues – Evaluation and Control: Process – Types of Control – Integrating Evaluation and Control

7 hrs

Total: 35 Hours

Reference books:

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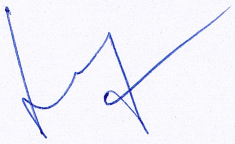
National

1. Handbook of Technology Managemen - : Robert Szakonyi – Viva Books Private Ltd - 2006
2. Management of Technology and Innovation – White & Bruton –Cengage Learning Indoa Edition - 2007
3. Mukha Padhyay, Value Engineering, Sage Publications,2009

International

4. Hand book of Technology Management, Gerard H Gaynor, Mc Graw Hill.2002,First Edition.
5. Strategic Technology Management, Fredric Betz, McGraw Hill,1999,First Edition.



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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
MBA DEGREE
Effective for the students admitted during the academic year - 2019 - 2020

THIRD SEMESTER

CORE: MANAGEMENT INFORMATION SYSTEM

Objectives:

a. The course intends to provide the Information Systems knowledge, a business end user needs to know.
b. It helps students to learn, how to use and manage a variety of information technologies to revitalize business processes, improve managerial decision - making and gain competitive advantage.

UNIT I: Fundamental concepts of MIS

Introduction to Information System – System concepts – Characteristics – Components of an Information System – Information System Resources – Information System Activities. Attributes of Information System – Fundamental roles of IS – E - business enterprises – Types of information system - Information System Functions.

7hrs

UNIT II: Competing with IT

Fundamentals of competitive strategic concepts - Strategic uses of Information Technology – Value Chain of Strategic IS – Internet based value chains – Identifying E - business and E - commerce strategies. Building a customer focused E - business – Reengineering Business processes – Creating a Virtual Company – Building a Knowledge creating company – Sustaining strategic success using IS.

7hrs

UNIT III: IT in Business Applications

Overview of E - Business Applications – Business use of the Internet – The Business value of the internet – Application of Intranets – Enterprise Information portals- Electronic Communication tools - Enterprise Collaboration – Cross functional Enterprise Systems- Enterprise Resource Planning – Customer Relationship Management –Supply Chain Management – Online Transaction Processing.a Knowledge creating company – Sustaining strategic success using IS

7hrs

UNIT IV: Functional Information Systems

Functional information System – Marketing Information system – Manufacturing Information System – Human Resources Systems - Decision support system - Decision Structure – Management Reporting alternatives – Online Analytical Processing – Executive Information Systems - Artificial Intelligence – Domains of Artificial Intelligence – Commercial applications – Expert Systems

7hrs

UNIT V: Data Base

Enterprise and Global Management of E - Business Technology - Database Management approach – Types of Databases – Database Development – The System approach towards IS development - Computer Crimes – Security Management and E - Business Defenses – Security Measures.

Total Hrs 35

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Reference books:

National:

1. Management Information Systems, Sadagopan. S, PRENTICE HALL OF INDIA PVT LTD., 3rd edition
2. Practical Management Information System, Banerjee, Utpal K, Macmillan Publishing Company, 2nd edition
3. Management Information System, Goyal D P, Macmillan Publishing Company, 2nd edition

International:

4. Management Information Systems: Managing Information Technology in the Internet worked Enterprise, James A. O'Brien, Tata McGraw - Hill Publishing Company Ltd., New Delhi, 1999. Fourth Edition.
5. Management Information Systems: Conceptual Foundations, Structure and Development, Gordon B. Davis and Margaret H. Olson - Tata McGraw - Hill Publishing Company Ltd., New Delhi, 2000, Second Edition.

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
MBA DEGREE
Effective for the students admitted during the academic year - 2019 - 2020

THIRD SEMESTER

CORE: STRATEGIC MANAGEMENT

Objective of the subject:
To introduce the students to the key concepts, issues, business skills of planning and managing strategic activities of an organization.

UNIT I: STRATEGY AND PROCESS
Defining strategy, Levels at which strategy operates, Strategic Decision Making and Approaches to Strategic Decision making, Mission and Purpose, Objectives and Goals, Strategic Business Units, Corporate Planning Process.

7 hrs

UNIT II: COMPETITIVE ADVANTAGE
Concept of Environment and its components, Environment scanning and appraisal - Techniques for environmental Scanning. Industry Analysis –components of industry environment –Porters Five Forces Model. Organizational Analysis – Analysis of organizational factors –Techniques of organizational Analysis.

7 hrs

UNIT III: STRATEGIES
Corporate Strategies — Dimensions of Generic Strategies –Stability Strategies –Expansion Strategies –Retrenchment Strategies –Combination Strategies.

Business Level Strategies –Cost Leadership Strategy – Differentiation Strategy –Focus Strategy.

Functional Strategies –Functional strategies in different functional areas.

7 hrs

UNIT IV: STRATEGY IMPLEMENTATION & EVALUATION
Strategic Analysis and choice – Corporate Portfolio Analysis –BCG matrix –GE matrix - Selection of strategies. Allocation of resources –Resource allocation at Corporate Level – Resource allocation at the business level –Designing organizational structure - 7 s Framework – Match the organizational structure and strategy.
Building a strategy supportive corporate culture –Strategic Leadership.

7hrs

UNIT V: OTHER STRATEGIC ISSUES
Strategic Evaluation and control –Strategic control systems –Operational Control systems - Process of Evaluation –Levels of Strategic control –Techniques of strategic evaluation and control. Corporate Governance –Board of Directors – Independent directors - The role of audit committees –Trends in Corporate Governance.

7hrs

Total 35 hrs

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Reference books:

National:

1. Strategic Management and Business Policy by Azhar Kazmi, Tata McGraw - Hill Publishing, 2011, 3rd edition.
2. Strategic Management – Analysis, Implementation, Control – A.Nag, Vikas Publishing house private ltd., 2011, 1st edition.
3. Text book of Strategic Management – U.C.Mathur, Macmillan publishers India Ltd., 2009.

International:

4. Strategic Management by John A Pearce, Richard B Robinson, Anita Mittal, 2008, 10th edition Tata McGraw - Hill Publishing.
5. Crafting and Executing Strategy Concepts and Cases by Arthur A Thompson, A J
6. Strickland, John E Gamble, Arun K Jain Tata McGraw - Hill Publishing 2010, 16th edition.

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
MBA DEGREE
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THIRD SEMESTER

CORE: INTERNATIONAL BUSINESS

Objectives:

1. To understand various facets of fundamentals of International Business to take good decisions.
2. To know the ways and means of doing International Business.

UNIT I: The Scope and Challenge of International Business

Globalization of Markets and Globalization of Production – Drivers of globalization –Challenges of managing in the global marketplace - The scope of theinternational business task - The importance of theself - reference criterion(SRC) in international business - The increasingimportance of globalawareness - stages of International business involvement.

7 hrs

UNIT II: The Dynamics of International Business

The importance ofBalance - Of - Payment (BOP)figures to a country'seconomy - The effects ofprotectionism on international business - The several types oftrade barriers - The importance ofGATT and the WorldTrade Organization - The emergence of theInternational MonetaryFund (IMF) and the World Bank (WB)Group - Various levels of Regional Economic Integration

7 hrs

UNIT III: The Macro Environment of International Business

Definition of culture –Elements of culture - The impact of culturalborrowing - The strategy ofplanned change and itsconsequences - The necessity foradapting to culturaldifferences - The differences betweenrelationshiporientedand informationorientedcultures - The political and economic risks of international business - The ways and means to assess and reduce the effect of political risks - Bases for Legal Systems - The important factors inthe jurisdiction of legaldisputes - The various methods ofdispute resolution.

7 hrs

UNIT IV: The Strategy of International Business

Foreign Direct Investment (FDI) – meaning - types - advantages and disadvantages of FDI to Home country and Host country - The four strategic choices - Modes of Entry - Nature of Foreign Exchange Market – Functions of Foreign exchange market – Intellectual Property Rights (IPR) – Methods to protect Intellectual Property Rights - Trade theories – Theory of absolute advantage – Theory of Comparative advantage – Theory of Competitive advantage – Implications of these theories on International Business.

7 hrs

UNIT V: Export – Import Financing &Basics of Export Management

Export –Import financing – Basic requirements to become an exporter – Export Promotion Councils and their general functions – Selecting products for exports –Types of exporters – HS code – strategies to be adopted before getting an exporting opportunity – deciding the price – INCOTERMS 2000 and its role in deciding the price - Preparing Export contract – Ways to receive payment under export contract - Export pre - shipment inspection – Packing for exports – Markings and Labelling in exports – Marine Insurance - Port formalities - Documents involved in exporting - Letter of Credit - ways to get loan for exporting – Ways to get foreign exchange for exporting – dispute resolution in exporting and importing – Rules &regulations of RBI in connection with exporters.

Total 35 hrs

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Reference Books:

National:

1. International Business by Rakesh Mohan Joshi, Oxford University Press, First Edition, New
   Delhi, 2012.
2. International Business: Concept, Environment and Strategy by Vyuptakesh Sharan, Pearson Education India, Third Edition, New Delhi, 2012.
3. International Business, Text & Cases by P Subba Rao,Himalaya Publishing House, Third Edition,Mumbai, 2013

International:

4. International Business: Competing in the Global Marketplace by Charles W.L. Hill and Arun
   K Jain, Tata McGraw - Hill Publishing Company Ltd, Sixth Edition, New Delhi, 2009.
5. International Marketing by Philip R. Cateora, Mary C. Gilly, John L. Graham,McGraw - Hill
   Irwin, Fifteenth Edition, New York, 2011.

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
MBA DEGREE
Effective for the students admitted during the academic year - 2019 - 2020

THIRD SEMESTER

ELECTIVE: INTERNATIONAL FINANCIAL MANAGEMENT
(90 %Theory and 10 % problems)

Objective: To familiarize the students about multinational financial systems, foreign exchange market, foreign exchange exposure, multinational cash management and give an analytical view for decision making in an international context.

UNIT I: Foreign Exchange Market

International Financial Management – Components, Importance, Nature &Scope. Foreign Exchange – Meaning –Exchange rate – Quotations - Factors affecting Exchange rate - Foreign Exchange Market.

7 hrs

UNIT II: Theories in Foreign Exchange Market

Theories: Interest rate parity theory - Purchasing Power Parity Theory Law of one price – Exchange rate equilibrium - Arbitrage problems. Foreign Exchange Exposure – Concept – Types – Managing Foreign Exchange Exposure.

7 hrs

UNIT III: Futures Contract

Specifications of Futures Contract - Margin Requirements – Marking to Market – Hedging using Futures – Types of Futures Contracts – Securities, Stock Index Futures, Currencies and Commodities – Delivery Options – Relationship between Future Prices, Forward Prices and Spot Prices.

7 hrs

UNIT IV: Options and Swaps

Definition – Exchange Traded Options, OTC Options – Specifications of Options – Call and Put Options – American and European Options – Intrinsic Value and Time Value of Options – Option payoff, options on Securities, Stock Indices, Currencies and Futures – Options pricing models – Differences between future and Option contracts. Swaps – meaning - Currency swaps.

7 hrs

UNIT V: Foreign Direct Investment

Foreign Direct Investment: Growth and problems of FDI – Multinational Diversification – American depository receipts – Global depository receipts - International investment Strategies.

7 hrs

Total 35 hrs

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Reference books:

National:

1. International Financial Management, - V.Saran, Prentice Hall of India Ltd - 2001 - 4th Edition.
2. International Financial Management - Jain, Peyard & Yadav, Macmillan India - 1998 - 6th Edition.
3. International Financial Management - D Levi, Tata McGraw - Hill - 2001 - 4th Edition.

International:

4. Multinational Financial Management, - A.C. Shapiro, Prentice Hall of India - 2000 - 4th Edition.

5. International Financial Management - P.G. Apte, Tata McGraw - Hill - 1999 - 6Th Edition.

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
MBA DEGREE
Effective for the students admitted during the academic year - 2019 - 2020
THIRD SEMESTER
ELECTIVE: EQUITY RESEARCH AND PORTFOLIO MANAGEMENT
(90 %Theory and 10 % problems)

Objective: To introduce security analysis concept and Portfolio performance evaluation concept.

UNIT I

Investment setting – Securities – Securities market – Stock exchange –functions of stock exchange - Listing of securities - NSE, BSE – Stock market Indices - Sources of investment information - Investment process - capital market developments – Global and India

7 hrs

UNIT II

Fundamental analysis – Salient features - Economic forecasting- Economy and Industry analysis – Industry life cycle - Company analysis - Analysis of financial statements - Share valuation models

7 hrs

UNIT III

Technical analysis – Technical Vs Fundamental analysis - Methods – chart patterns - Moving averages – Relative Strength Index - Moving Average Convergence and Divergence - Rate Of Change - Asset pricing theories – Capital Asset Pricing Model– Arbitrage Pricing Theory – Portfolio theory - Efficient market hypothesis.

7hrs

UNIT - IV:

Portfolio performance evaluation: Portfolio Markowitz model - Dimensions of evaluation – Sharpe's Measure - Treynor's measure – Jensen's measure – Comparisons of the three measures of portfolio performance. Risk and return calculations of portfolio.

7 hrs

UNIT - V:

Portfolio revision – Need for portfolio revision - passive management and active management– Constrains in portfolio revision - Methods of revision – Formula plan for revision: Constant value plan – Constant ratio plan – Variable ratio plan –Rupee cost averaging plan.

Total 35hrs

Reference books:

National:

1. Security analysis and portfolio Management - Punithavathy Pandian, Vikas Publishing House Pvt. Ltd, Delhi. 2nd edition - 2012.
2. Security analysis and portfolio management – V.K.Bhalla,,Sultan chand Company limited.1999 - seventh edition.
3. Security analysis and portfolio management –Kevin,EEE - 2001 - Fourth Edition.
4. Investment Analysis and Portfolio Management – Prasanna Chandra - Tata McGraw - Hill

International:

5. Security analysis and portfolio management – Donald E. Fischer and Ronald J. Jordan, Prentice Hall of India Private limited - 2000 - sixth edition.
6. Investment analysis and portfolio management – Frank K. Reilly, The Dryden press - 2000 - Fourth edition.

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE

MBA DEGREE

Effective for the students admitted during the academic year - 2019 - 2020

THIRD SEMESTER

ELECTIVE: MERGERS AND ACQUISITIONS

(Theory: 80% problem: 20 %)

AIM: To understand the corporate restructuring process in the business and to describe how M & A are financed.

UNIT – I 7hrs

Mergers and acquisitions – Concept – Motives for mergers – Advantages - Types of Mergers- Dangers of mergers – - Theories of merger - Merger and acquisition in India.

UNIT II 7hrs

Evaluating merger gains and losses (Problems) – Different methods of valuation of tangibles of merger firm: Earnings approach – Market value approach Book value approach Fair value approach - Methods of accounting for merger (Problems).

UNIT – III 7hrs

Corporate Restructuring: Contraction: Spin - off - split–offs - Divestiture - Equity Carve - out and asset sale. Going private: Meaning – Motives for going private – Leverage buy outs (LBO) – Meaning – Process - General economic and financial factors for LBO's – Management buy outs.

UNIT – IV 7hrs

Cross border merger – Meaning – Motives for cross border merger - Post merger Integration issues - Issues in cross border merger. Cross border merger in India.

UNIT – V 7hrs

Takeover – Meaning – Motives - Synergies of takeover – Evaluation of takeover. SEBI Guidelines on corporate takeovers – Hostile takeover - Defensive Strategies.

Total 35 hrs

Reference books:

National:

1. Financial ManagementDr.S.N.Maheswari,Sultan Chand,& Sons, New Delhi.
2. "Financial Management", I.M.Pandey,Vikash Publishing, New Delhi.8th edition.
3. Financial Management – Text & problems – M.Y.Khan & P.K.Jain Tata McGraw - Hill publication,,Third edition.
4. Mergers And Acquisitions, Rajeshwer C.H, Icfai University Press, 2nd edition

International:

5. Weston Chung Hoag - Mergers Restructuring and Corporate ,Prentice Hall.
6. Financial Management, McMenamin, Jim, Oxford University Press

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE

MBA DEGREE

Effective for the students admitted during the academic year - 2019 - 2020

THIRD SEMESTER

ELECTIVE: TAXATION MANAGEMENT

(Theory: 90% and Problem: 10%)

Objectives

To enable the students to understand the basic concepts of Direct and Indirect Taxes, the basic exemptions to claim deductions under different Heads of Income and to develop skills in the tax assessment the firm.

UNIT – I 7hrs

Direct Tax

Direct Tax Reforms: Income - tax Act 1961, Deemed Income - Residence concept. Registered Firm, Hindu Undivided Family, Companies, Association of Persons and Trust, Minors, Cooperatives, Non - Resident Indians and avoidance of Double Taxation.

UNIT – II 7hrs

Heads of Income (Problems)

Salaries, Perquisites, Gratuity and Retirement Benefits, Income from House Property, Capital Gains – LTCG Tax, Income from business and profession, Income from other Sources, Set off and carry forward of losses. TDS, Filing Procedure – refund of tax.

UNIT – III 7hrs

Indirect Tax

Goods and Service Tax (GST): Indirect tax structure in India - Introduction to Goods and Service Tax (GST) - Key Concepts - Phases of GST, GST Council - Taxes under GST.

Registration under GST: Threshold for Registration - Regular Tax Payer - Composition Tax Payer - Casual Taxable Person - Non - Resident Taxable Person - Unique Identification Number - Registration Number Format- E - way bills

UNIT – IV 7hrs

Supply under GST and Valuation of Supply: Supply - Place of Supply, Interstate Supply, Export of Service, Export of Goods, Import of Service, Import of Goods. Valuation of Supply (Numerical on valuation and calculation of tax)

Input Tax Credit under GST & Returns: Input tax credit process - Negative List for Input tax credit - Input Tax Credit Utilization and Input Tax Credit Reversal - Types of GST returns and their due dates, late filing, late fee and interest.

UNIT – V 7hrs

Custom Duty and Indirect Taxation: Definitions of certain terms relating to the custom act, custom tariff act, Levy and types of custom duties - Indirect taxation applicable to few commodities levied by either Central or State Government.

Total 35 hrs

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Reference books:

1. Dr. Vinod K Singhania and Dr. Kapil Singhania, *Direct Taxes Law and Practice*, New Delhi: Taxmann Publications, 2018
2. V.S. Datey, *Indirect Taxes Law & Practice*, Taxmann Publications: 2017.
3. Girish Ahuja and Ravi Gupta, *Professional Approach to Direct Taxes*, New Delhi: Bharat Law House Pvt. Ltd, 2011
4. K. Duraipandian and M. Akbar, *Income Tax*, New Delhi: Vikas Publishing House, 2017
5. V.S. Datey, *Students Workbook on Indirect Tax Laws*, New Delhi: Taxmann Publications, 2017.
6. Websites: Website of Custom Department, Website of Excise Department, Website of Sales Tax Department
7. Journals : The Chartered Accountant, The Management Accountant.

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THIRD SEMESTER

ELECTIVE: INTERNATIONAL FINANCIAL REPORTING STANDARDS
(Theory: 90% and Problem: 10%)

Objective:
To develop, in the public interest, a single set of high quality, understandable, enforceable and globally accepted financial reporting standards based upon clearly articulated principles.

UNIT - I:
IASB and IFRS:
Structure of the IFRSF/IASB - Extant standards of the IASB - The framework - The status of IFRSs around the world - The use of IFRS around the world - The IASB roadmap- The annual IASB bound volume and its use - Principal differences between Indian GAAP and IFRS - Proposals for change.

7hrs

UNIT - II:
PRESENTATION AND PROFIT:
IAS 1: Presentation of financial statements - IFRS 15: Revenue from contracts with customers - IAS 8: Accounting policies, changes in accounting estimates and errors.

7hrs

UNIT - III
ACCOUNTING FOR ASSETS AND LIABILITIES:
IAS 16: Property plant and equipment- IAS 38: Intangible assets - IAS 40: Investment Property - IAS 36: Impairment of assets - IAS 23: Borrowing costs - IAS 20: Accounting for government grants and disclosure of government assistance - IAS 2: Inventories - IAS 17: Leases - IFRS 5: Non - current assets held for sale and discontinued operations - IFRS 13: Fair Value Measurement- IFRS 32: Financial instruments - presentation - IFRS 9: Financial instruments - IFRS 7: Financial instruments: disclosures - IFRS 2: Share - based payment - IAS 37: Provisions, contingent liabilities and contingent assets - IAS 10: Events after the reporting period - IAS 19: Employee benefits - IAS 12: Income taxes- IAS 41: Agriculture - IFRS 6: Exploration for and evaluation of mineral resources.

7hrs

UNIT - VI:
GROUP ACCOUNTING:
IFRS 10: Consolidated Financial Statements - IAS 27 (revised 2011): Separate financial statements - IFRS 3: Business Combinations - IAS 28 (revised 2011): Investments in associates and joint ventures - IFRS 11: Joint arrangements - IFRS 12: Disclosure of interests in other entities - IAS 21: The effects of changes in foreign exchange rates - IAS 29: Financial reporting in hyperinflationary economies.

7hrs

UNIT - V:
DISCLOSURE STANDARDS:

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IAS 7: Statement of cash flows - IAS 24: Related party disclosures - IAS 33: Earnings per share - IAS 34: Interim financial reporting - IFRS 4: Insurance contracts - IFRS 1: First time adoption of IFRS - IFRS 8 - Operating segments.

7hrs

Total : 35 Hours

Reference books:

National:

1. International Financial Reporting Standards (IFRS) & Indian Accounting practices – by Jagadish R.Raiyani, New Century Publications, 1St Edition 2012.
2. Accounting Standards,M.P.Vijay kumar, Snow White Publications Pvt. Ltd., Mumbai
3. Accounting Theory and Standards, P.Mohana Rao, Deep & Deep Publications Pvt. Ltd, New Delhi

International:

1. International Financial Reporting Standards: A Practical Guide – by Henie Van Greuning,World Bank Publications 2009.
2. IFRS Simplified: A fast and easy –to - understand overview of the New International Financial Reporting Standards – by Mika Morley, Amazon Digital South Asia Services, Inc.
3. Global Financial Reporting and Analysis, by Alexander, Britton, Jorissen Cengage Learning India Pvt. Ltd, New Delhi.

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
MBA DEGREE
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THIRD SEMESTER

ELECTIVE: STRATEGIC HUMAN RESOURCE MANAGEMENT

Objective: To expose students to the newer areas of HR practices, systems and tools / techniques and facilitate them to pick up necessary skills to design and implement the same in organizational context.

UNIT I: Strategic HRM

7 hrs

Introduction to Strategic HRM - need and importance -linkages to business and corporate strategies - Developing HR plans and policies - Human Resource Environment

UNIT II: E-HRM

7 hrs

e- Employee profile– e- selection and recruitment - Virtual learning and Orientation – e - training and development – e- Performance management and Compensation design – Development and Implementation of HRIS – Designing HR portals – Issues in employee privacy – Employee surveys online.

UNIT III: Retention & Separation Strategies

7 hrs

Executive education - Flexi timing – Telecommuting – Employee Empowerment - Employee involvement -Autonomous work teams. Retrenchment strategies – Early retirement plans- Project based employment, Downsizing, Pink - slip concept.

UNIT IV:Performance based SHRM

7 hrs

Creating learning organization - Competency mapping – Multiskilling – Succession planning - Cross cultural training-Performance Management strategies - Defining key result areas (KRA) - Result based performance - Linking performanceto pay - Merit based promotions Reward and Compensation Strategies -HR Outsourcing.

UNIT V: Human Aspects of Strategy implementation

7 hrs

Project based employment Human Aspects of Strategy implementation Behavioral issues in strategic implementation - Matching culture with strategy- Human side of mergers and acquisitions - Leadership, power and politics - Employee morale - Personal values and business ethics Global HR Strategies Introduction to global HR strategies - Developing HR as a value added function six sigma practices in HR research

7 hrs

Total : 35 Hours

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Reference books:

National:

1. Greer, R, Charles, "Strategic Human Resource Management – A General Managerial Approach", Pearson Education, New Delhi, 2nd Edition, 2006.

2. VenkataRatnam, C.S. " Industrial Relations", Oxford Press, New Delhi, 2006.

3. Chanda, Ashok and Kabra, Shilpa, "Human Resource Strategy – Architecture for Change", Response Books, New Delhi, 2002.

International:

4. Mello, A, Jeffery, "Strategic Human Resource Management", South Western, New Delhi, 2007.

5. Schuler R S and Jackson S E, "Strategic Human Resource Management", Blackwell Publishers, NewDelhi, 2nd edition, 2008.

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
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THIRD SEMESTER

ELECTIVE: LABOUR WELFARE AND INDUSTRIAL RELATIONS

OBJECTIVE:

To familiarize the students with the knowledge of Industrial Relations and the legal framework of labour management.

UNIT - I

Industrial Relations – Evolution – Objectives, Participants in IR and their changing role - Successful IR programme – IR in National and International levels – State and IR policy - IR Trends in India. Trade unionism – Theories - Structure - types – Trade Union Movement in India - Industrial Employment (Standing Orders) Act.

7 hrs

UNIT – II

Industrial Unrest in India – Industrial Disputes – Grievances – Causes – Grievance Redressal - Settlement of disputes – Industrial Disputes Act, 1947 – Object, Authorities under the act, provisions regarding Strike Lockout, Layoff, Retrenchment and Closure.

7 hrs

UNIT - III

Collective Bargaining, Process, Principles and forms - Conditions for effective Collective Bargaining – Collective Bargaining in India – Workers Participation Management - Role and Methods of Workers Participation - Workers Participation in India.

7 hrs

UNIT – IV

Legislative Acts: Factories Act - 1948; Workmen's Compensation Act - 1923; ESI Act – 1948; Employees Provident Fund and Miscellaneous Provision Act.

7 hrs

UNIT – V

Legislative Acts:

Payment of Wages Act, Minimum Wages Act, Gratuity Act, Trade Unions Act and latest legislations.

Total : 35 Hours

Reference Books:

1. "Elements of Mercantile Law " - N D Kapoor – Sultan Chand & Sons, 1997 - Twenty Ninth Edition
2. "Industrial Relations "– Arun Monappa – Tata McGraw – Hill Publishing Co – First Edition
3. "Industrial Relations "– Monal Arora – Excel Books – First Edition

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
MBA DEGREE
Effective for the students admitted during the academic year - 2019 - 2020

THIRD SEMESTER

ELECTIVE: ORGANISATIONAL DYNAMICS

Objectives:
The objective of the course is to understand how organizations shape behavior. This course has been designed to provide insights about organizational design, structure, roles and culture and its significance.

UNIT – I: Designing an Organisation
Organization design – Creating organizational design by choosing its elements of relevance of effective organizational design –objectives of organizational design – factors effecting design – parameters of organizational design – structural and process related choices – Retaining design effectiveness.

7 hrs

UNIT – II: Structuring an organisation
Creating structure to support effective behavior – Evolution of structures – Elements of organizational structures – structural variables – creating different parts and coordinating those in the organizations – forms of organizational structures – structures and the individuals.

7 hrs

UNIT – III: Creating Roles
Creating Organizational Roles – Relevance of studying roles – Role performance – organizational role dynamics – Making effective organizational role – Negative impacts on organizational role

7 hrs

UNIT – IV: Team Culture
Definition - Why Teams? - Difference between Group and Team - Characteristics of Team – Team Effectiveness model - Understanding teams – Types of teams – Life cycle of Team – Leaders as effective change agents –Resistance to Teams in organizations.

7 hrs

UNIT – V: Motivators of Change
Organizational Culture – Strong and weak cultures – Creating Sustaining Culture – Organizational Ethics and Values – Cross Cultural Dynamics - Organizational Change and Organizational effectiveness – Social Responsibility of Organizations

7 hrs

Total: 35 Hours

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2019-20

Reference books:

National:

1. Organizational Behaviour – Margie Parkh and Rajangupta, Tata McGraw Hill Publications
2. Organization Behaviour – Text and case, Umasekaran, The Tata McGraw Hill, Second Edition
3. "Human Relations & Organizational Behaviour – A Global Perspective" – R S Dwivedi Macmillan Publishers (I) Ltd – Fifth Edition.

International:

4. "Organizational Behaviour" – Stephen P Robbins, Timothy A Judge, Seema Sanghi – Pearson/Prentice Hall of India – Thirteenth Edition

5. Organizational Behaviour – Managerial strategies for performance – R.Dennis Middlemest, Michael A. Hitt, West Publishing Company.

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
MBA DEGREE

Effective for the students admitted during the academic year - 2019 - 2020

THIRD SEMESTER

ELECTIVE: MANAGING INTERPERSONAL EFFECTIVENESS

Objective: To provide an insight on Self, TA, Emotional Intelligence and its applications on individual, groups and organizational context.

UNIT I: Self

Self: Defining and perceiving, self – effectiveness, self – presentation: motives and strategies, Self Protection strategies at work place - Well Being and Mindfulness.

7 hrs

UNIT II: Transactional Analysis

TA philosophy and principles – Ego states as a model of personality – Types of transaction and rules of communication – Strokes and Motivation – Rackets and Stamps – life positions and time structuring.

7 hrs

UNIT III: Emotional Intelligence

Meaning, importance - mental intelligence and emotional intelligence - factors. Emotional intelligence in work place - developing emotional intelligence – EI models.

7 hrs

UNIT IV: Counselling

Counselling - Techniques, types, process and measures of effective counseling, Coaching – types, process and techniques, Mentoring – types, mentoring process and mentoring lifecycle.

7 hrs

UNIT V: Assertiveness

Anxiety and stress at work.Assertiveness: Nature, importance and relevance in organisation. How assertiveness could improve individual - assertive communication exercises.

7 hrs

Total Hrs 35

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2019-20

Reference books:

National:

1. I'm Okay, You're Okay - Thomas Harris - Mass market Publications – 2005 – 4th Edition.
2. Getting to say Yes - Negotiating an agreement without giving in.- Fishert Uray – Farrey Publications – 2006 -2nd Edition.
3. Counseling and guidance - S.Narayana Rao - Tata Mcgrawhill Publishing company Ltd., New Delhi- 2006, IInd edition.

International:

4. Positive Psychology – Alan Carr – Routledge Publications, 2007
5. Emotional Intelligence works - developing "people smart" strategies – S Micheal Kravitz, Susan D Schubert – Viva Books Pvt Ltd- 2007.

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Dr. G.R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
MBA DEGREE
Effective for the students admitted during the academic year - 2019 - 2020
THIRD SEMESTER

ELECTIVE: RETAIL MANAGEMENT

Objectives: To impart essential skills and knowledge on managingall essential aspects of a retail business to students.

UNIT I

Introduction to Retailing: The concept of retailing – The retailer's role in a supply chain – Different types of Retailers - Major retail channels – Multi channel retailing – Indian Retail Industry: Structure, size, growth and future prospects – Opportunities in Retailing.

7 hrs

UNIT II

Retail Strategy &Site Location: The concept of retail strategy – Ways and means for a retailer to build a sustainable competitive advantage – Types of locations available to retailers –Evaluating specific areas for locating a retail store – Trade area – Factors affecting the size of the trade area – Estimating potential sales for a store site.

7 hrs

UNIT III

Supply Chain Management & Merchandise Management: Creating strategic advantage through supply management and information systems – The flow of information and products in a supply chain – The distribution center – Collaboration between retailers and vendors in SCM - Merchandise Management – Merchandise classifications and organization – Develop an assortment plan – Determine appropriate inventory level and product availability – allocate merchandise for stores –Brand Alternatives – Buying merchandise – National brands and private labels - Analyzing Merchandise Management performance.

7 hrs

UNIT IV

Store layout, Visual Merchandising and Store Management: Responsibilities of store managers – Store design objectives – Store design elements – Space Management – Visual Merchandising – Creating an appealing store atmosphere – Using communication programs to develop brand images and brand equity – Methods of communicating with customers - Pricing Strategies – Setting retail prices – Markup and Mark down.

7 hrs

UNIT V

Customer Relationship Management (CRM) & Customer Service: The CRM Process Cycle – Collecting customer data – Analyzing customer data and identifying target customers – implementing CRM programs – developing CRM programs –Customer services offered by retailers – customer evaluations of service quality – The gaps model for improving retail customer service quality – Effective service recovery.

7hrs

Total 35 Hrs

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2019-20

Reference books:

National:

1. Retail Management Functional Principles &Practices, Gibson G. Vedamani Ph.D, Jaico Publishing House, Mumbai, 2012, 4th Edition.
2. Retail Management, Chetan Bajaj, Rajnish Tuli, Nidhi Varma Srivastvava, Oxford University Press,New Delhi,2016, 3rd edition.
3. Retailing Management, Text and Cases, SwapnaPradhan, Mc - Graw Hill Education (India) Private Limited, New Delhi, 2012,4th edition

International:

4. Retailing Management - Michael Levy, Barton.A.Weitz, Ajay Pandit, Mc - Graw Hill Education (India) Private Limited, New Delhi, 2014, 8th edition.
5. Retail Management – A Strategic approach, Barry Berman, Joel R. Evans, Ritu Shrivastava, Pearson,New Delhi, 2017, 13th edition.

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Dr. G R DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
MBA DEGREE
Effective for the students admitted during the academic year - 2019 - 2020
THIRD SEMESTER
ELECTIVE: DIGITAL MARKETING

Objectives: Understand the concepts of digital marketing; develop core business skills and competencies in various functional areas related to digital marketing.

UNIT 1 - INTRODUCTION

Going digital –Importance and scope of digital marketing - Traditional and Digital Marketing - digital marketing strategy – components, understanding the digital consumer, 10Cs for Internet Marketers, 7Ps of Marketing.

7 hrs

UNIT 2 - WEBSITE

Website – Need for website - Steps in building an effective website, Domain name, Hosting – types, Web developer - Website Designing - Website Content.

7 hrs

UNIT 3 – SEARCH ENGINE

Search Engines – Process – Types – Search Engine Optimisation (SEO) – Negative SEO, Advertising on Search Engines – Pay per click, Google Adwords. E - mail marketing – Email campaign creation and management - Dos and don'ts of an e - mail marketing campaign.

7 hrs

UNIT 4 – SOCIAL MEDIA

Social media – need, forms of social media – Social bookmarking, Forums and discussion sites, Media sharing sites, Reviews and rating sites, Social networking sites, Blogs, Podcast, Micro - blogging, Wikis. Using Facebook, Linked - in, twitter, You tube.

7 hrs

UNIT 5 – MEDIA ENGAGEMENT

Online PR - Blogger outreach, Company Blog, Social media engagement - Reputation management. Website analytics – Web server log files, Page tagging, Cookies – Advantages. Online display advertising – Trends - Viral marketing, Mobile marketing, Augmented reality, Future.

7 hrs

Total 35 hrs

Reference books:

1. Understanding Digital Marketing: Marketing strategies for engaging the digital generation, Damian Ryan & Calvin Jones, Kogan Page publication, 2009.
2. Digital Marketing: Strategies for Online Success,Godfrey Parkin, New Holland Publishers Ltd, 2009.
3. E - Marketing Excellence: The Heart of E - Business, Smith P R Chaffey Dave, Butterworth Heinemann, USA.
4. E - Marketing, Judy Strauss, Raymond Frost, Prentice Hall India, 5th edition, 2009.

Online marketing: A customer - led approach, Richard Gay, Alan Charlesworth, Rita Esen, Oxford University Press, 2009.

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
MBA DEGREE
Effective for the students admitted during the academic year - 2019 - 2020

THIRD SEMESTER

ELECTIVE: SALES AND DISTRIBUTION MANAGEMENT

Objectives:
To Familiarize And Make The Students To Assimilate The Basic Concepts Of Sales And Distribution Management.

UNIT I: Sales management in business enterprises

Developing market - oriented sales organization, Purposes of sales organization, defining objectives, types of sales Organizational structures, Interdepartmental relations and coordination, Determining sales related marketing mix strategies, Forecasting market demand, Sales budget decisions, sales quota decisions ,designing sales territory, Case analysis and exercises.

7hrs

UNIT II: Sales force design

Sales force objectives, sales force size, sales force structure; Theories of personal selling; Personal selling process, Social, ethical and legal responsibilities in selling, Case analysis and exercises.

7hrs

UNIT III: Sales force management

Sales force recruitment ,selection, sales force training, financial and non - financial motivational techniques, compensation plans, monitoring parameters, performance evaluation, sales meetings, sales contests, Case analysis and exercises.

7hrs

UNIT IV: Marketing channel design

Channel functions, Channel structure, and evaluation of channel alternatives, channel members selection, Case analysis and exercises, Distribution Cost Analysis and Risk Analysis.

7hrs

UNIT V: Marketing channel management

Training channel members, performance appraisal, causes of channel conflicts, resolution strategies, physical distribution system - order processing, transportation decisions, warehousing decisions, inventory management, Customer service standards, Case analysis and exercises.

7hrs

Total 35 Hrs

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2019-20

Reference books:

National:

1. Sales And Distribution Management – Text and cases – An Indian perspective, Dr.S.L.Gupta, EXCEL Books.
2. Sales And Distribution Management – Text and cases, Krishna.K.Havaldar, V.M.Cavale, Tata Mc - graw Hill Publications, 2011, 2nd edition.
3. Sales and Distribution Management, Tapan.K.Panda, Sunil Sahadev, Oxford University Press.

International:

4. Sales Management – Analysis & Decision making, Ingram, La Forge, Avila, Schwepker.J.V, Williams, Cengage Learning, 6th edition.
5. Sales Management – Decision, Strategies and Cases, by Richard R.Still, Edward W.Cundiff, Norman A.P.Govoni, Pearson Publication, 2011, 5th edition.

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE

MBA DEGREE

Effective for the students admitted during the academic year - 2019 - 2020

THIRD SEMESTER

ELECTIVE: BRAND MANAGEMENT

Objective: To introduce the concepts of brand management and also help them to learn how these concepts are applied in business world by way of case study, mini product and discussions.

UNIT I: Brand Identity & Brand Attributes

Creating Brand identity and image, six facets of identity, sources of identity. Brand Names and Symbols, Brand awareness, Launching New Brands - defining brand platform, determining typical products. Brand attributes, brand benefits, message Communication, brand elements - criteria for choosing brand elements, options and tactics for brand elements, Brand campaign, Brand - product relationship.

7hrs

UNIT II: Brand Equity & Brand positioning

Brand Equity, sources of brand equity - Financial Evaluation and accounting for brands: The discovery of financial value of brands, various types of brand valuation, Brand acquisition - strong brands- steps in building strong brand, Brand Loyalty, Brand Positioning and values - identifying and establishing brand positioning, Brand personality.

7hrs

UNIT III: Brand strategy

Multi brand portfolios, brand portfolios and market segmentation, multi brand strategies, Brand Extension –Advantages and Limitations of brand extension, evaluating brand extension opportunities ,Distributors own brand portfolio's, - Retailers branding strategies - Brands Transfer - Types and Reasons for Brand Transfer.

7hrs

UNIT IV: Global Brands

Decline, ageing and revitalization of brands, factors for decline, Making global brands - opportunities, advantages and disadvantages of global brands, conditions favoring global brands, barriers to globalization - standardization and customization - steps in building global brands. Online Branding.

7hrs

UNIT V: Brand Life cycle strategy

Branding the services, brand life cycle Strategies for local brands, Store brands, National brands - Destination branding - Brand alliances - Brand cults - Brand wars.

Total Hrs 35

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2019-20

Reference books:

National:

1. Brand management - Harsh V Verma, Excel Books, 2003,2nd Edition.
2. Brand Management –S.A.Chunawalla,Himalaya Publishing House,2004,First Edition.
3. Brand Management, Naveen Das, Icfai University Press, 3rd edition

International:

4. Strategic Brand Management – Jean – Noel kapferer,Kogan page India Pvt. Ltd., New Delhi, 2001,Second edition.
5. Strategic brand management - Kevin Lane Keller, Prentice Hall of India Private Limited,2003
   2nd Edition.
6. Branding - Brad Van Auken, Jaico Pub. House, 2007,1st Edition.

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
MBA DEGREE
Effective for the students admitted during the academic year - 2019 - 2020

THIRD SEMESTER

ELECTIVE: SOFTWARE PROJECT MANAGEMENT

Objective:
Understand the problems, concerns, needs and success of the software project team and to understand the various approaches for managing the software development process

UNIT – I

Introduction to Software Project Management: Project meaning. Software project Vs other types of project. Categorizing software projects, Management control, Requirement specification, Information & control in organizations.

7 hrs

UNIT –II

Project Planning & Cost Estimation: Step wise project planning, software cost factors, cost estimation techniques: Expert judgment, Delphi cost estimation, work breakdown structures, Algorithmic cost models.

7 hrs

UNIT – III

Project Approach & Activity Planning: Choice of process models, Structured methods, water fall model, The V - Process model, The spiral model, Software prototyping. Project schedules & network models

7 hrs

UNIT – IV

Resource Allocation: Monitoring & control. Nature of resources, identifying resource requirements, scheduling resource, creating critical paths. Creating the framework, visualizing progress, cost monitoring, earned value, Getting the project back to track..

7 hrs

UNIT – V

Managing People & Organising Teams,Understanding behaviour, selecting the right person for the job, Motivation, Working in groups, Decision making & leadership.

Total : 35 Hours

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2019-20

Reference books:

National:

1.Software Project Management Bharat Bhushan Agarwal, Shivangi Dhall, Sumit Prakash TayalJain Book Agency ,First Edition, 2011.
2. Software Project Management - A Practical Approach Er. Rajiv Chopra 3rd edition, 2011
3. Software Project Management - A Concise Study S.A.Kelkar
4. Software Project Management – Shriram.K.Vasudevan,R.M.D Sundaram & Prashanth.R.Nair.,NAROSA,2017.

International:

4.Software project management - Bob Hughes & Mike Cottervell / Mc Graw Hill,3rd edtion
5..Software engineering concepts- Richard Fairley/ - Mc Graw Hill,4th edtion

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
MBA PART TIME DEGREE
Effective for the students admitted during the academic year - 2019 - 2020

THIRD SEMESTER – SYSTEMS ELECTIVE

ELECTIVE: INFORMATION SECURITY MANAGEMENT SYSTEM

Objective:
To understand the Information Security Program through the Methodology, Analysis and Technical Details, Principles and Practices and to acquire the necessary inputs to gain depth knowledge to play their role as IT Security Professional

UNIT – I: Introduction: Information Security An overview - Importance and Evolution of Information Protection – Security Methodology – Building a Security Program- **Risk Analysis:** Threats – Types of Attacks – Risk Analysis – Information Security Standards – **Security Design Principles**: Defense Models – Lollypop and Onion Model – Practices for Network Defense

7hrs

UNIT – II: Security Policies, Standards, Procedures and Guidelines: Security Policy – Development – Contributors – Policy Categories – Security Awareness – Objectives of Awareness Program – Policy Enforcement for Vendors and Employees – Software based Enforcement – Acceptable Use Policies – Computer Policies – Network Policies – Data Privacy and Integrity Policies – Personnel and Security Management Policies –Security Standards and Security Procedures –Security Guidelines - Maintenance

7hrs

UNIT – III: Data Security: Securing Data in Applications,Databases, Network, Computers and Storage – Data Loss Prevention – **Information Rights Management:** IRM Technology Constituents – Architecture – Data Classifications – Rights Assignment – Installing and Configuring the IRM Client - Authentication – Authorization – **Data Encryption**: Symmetric Key - Public Key – **Storage Security**: Modern Storage Security – Practices – Database Level Security - Database Backup and Recovery

7hrs

UNIT – IV: Network Security: Switch and Router Level Security – Network Hardening – **Firewalls**: Functions – Design – Capabilities – Working Style of Virtual Private Networks – Wireless Network, Radio Frequency Security – **Voice Over IP Security**: Components – VoIP Vulnerabilities - Countermeasures

7hrs

UNIT – V: Computer Security: Reference Monitor – Trustworthy Computing – **Securing Infrastructure Services**: E - Mail – Web Servers – Proxy Servers – **Securing Mobile Devices**:

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Mobile Device Risks – Mobile Device Security – **Application Security**: Application Security Practices - Client Application Security – Remote Administration Security – **Security Operations**: Communication and Reporting – Change Management – Administrative Security – Disaster Recovery – Backups – Incident Responses – Forensic Analysis -

7hrs

Total : 35 Hours

Reference Books:

National:

1. Information Security – The Complete Reference, Mark Rhodes - Ousley, McGraw Hill Education (India) Private Limited
2. Computer and Information Security - Handbook, John R Vacca, Elsevier,II Edition
3. Introduction to Computer Security, Matt Bishop – Addison Wesley – Pearson Education
4. Network and System Security, John R Vacca, Syngress, II Edition
5. Information Security Theory and Practice,Dhiren R Patel,Eastern Economy Edition,Prentice Hall of India Pvt Ltd 2008
6. Information Security Policy,processes and Practices ,Detmar W Straub,Seymour Goodman,Richard L Baskerville ,PHI learning Pvt Ltd 2009

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
MBA DEGREE
Effective for the students admitted during the academic year - 2019 - 2020

THIRD SEMESTER

ELECTIVE: DATA WAREHOUSING AND DATA MINING

Objectives: To Learn the basic principles and purpose for developing a data warehouse, including difference between operational and decision support system and to understand the knowledge discovery process through acquiring familiarity in various strategies involved in Data Warehousing and data Mining.

UNIT - I: Data Warehousing an Introduction: Data Warehousing – Users of Data Warehouse – Need for Data Warehouse – Applications of Data Warehouse – Getting Data into Data Warehouse: Extraction, Transformation, Cleaning, Loading and Summarising, Meta Data

7hrs

UNIT - II: Analysing the Context of Data Warehouse: Active Analysis – User Queries – OLAP – OLAP Software Architecture – Automated Analysis – Creating Decision Tree – Statistical Analysis – Nearest Neighbour Approaches – Use of Data obtained – Developing Project Plan for DW

7hrs

UNIT - III: Data Mining an Introduction: Data Mining, Web Mining, Spatial Mining, Process Mining- DM Concepts – Data Mining Vs Query Tools – Practical Applications of DM

7hrs

UNIT - IV: DM Tools, Methods and Techniques: Classification – Clustering – Market Basket Analysis – Association Rules – Link Analysis – Support Vector Machine – Ant Colony Optimisation

7hrs

UNIT - V: Data Mining Applications: BI Software and Data Mining – Applications in various Sectors: Retailing, CRM, Banking, Production, Stock Pricing, Crime, Medical, Genetics

Total : 35 Hours

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Reference books:

1. McLaren & McLaren: Data Warehousing and Data Mining, Tata McGraw - Hill, New Delhi, 2003.
2. Alex Berson, Stephen Smith & Kurt Thearling: Building Data Mining Applications for CRM,TMH, 2004.
3. Richard T Watson: Data Management Data Bases and Organisations, 3/E John Wiley & Sons, Inc. - 2002
4. Gary W Hansen, James V Hansen: Data Base Management and Design, 2/E, PHI - 2000 NewDelhi.
5. Jaiwei Ham and Micheline Kamber, Data Mining concepts and techniques, Kauffmann Publishers 2006
6. Efraim Turban, Ramesh Sharda, Jay E. Aronson and David King, Business Intelligence, Prentice Hall, 2008.
7. Data Warehousing,Sinha ,Amiesh K ,Thomson Publications
8. Data Warehousing,Mohany ,Soumendra ,TATA Mc Graw – Hill Publication
9. Data Mining ,Mitra Sushmita,Acharya Tinku,John Wiley & Sons Publications
10. Data Warehousing, Data Mining & OLAP, Berson, Alex TATA Mc Graw – Hill Publication

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
MBA DEGREE
Effective for the students admitted during the academic year - 2019 - 2020
THIRD SEMESTER

ELECTIVE: E GOVERNANCE

Objective: To make the students familiarized with the concept of digital governance and its application for rural and urban development along with its status in India.

Unit I:

Introduction: Governance in Digital Age (Introduction of ICTs in administration, Technological Adaptation, Reorganization of Administrative Structure & Institutions) – Meaning, scope and importance of e - governance - Evolution of e - governance.

7hrs

Unit II:

Theories of e - governance - Models of e - governance - National e - governance plans.

7hrs

Unit III:

Application & Techniques of e - governance in rural development, urban administration, economic development.

Unit IV:

E - governance in India - e - governance policy, e - governance projects in India, e - governance in India - Electronic Citizen Services.

7hrs

Unit V:

Issues & Challenges - e - Readiness, digital divide (gender, geographical, economical, social and political); e - governance - critical factors (Technology, People, Process, Resource, Infrastructure, Nature of PPP Models.

7hrs

Total : 35 Hours

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Reference books:

1. Patrick Dunbleavy, Helen Margetts, Simon Bastow and Jane Tinkler, Digital Era Governance: IT Corporations, The State ane E - Government, Oxford University, UK.

2. Jane Fountain, Building the Virtual State: IT and Institutional Change, Brooking Institutions Press, Washington.

3. Darell West, Digital Government: Technology and Public Sector Performance, Princeton University Press, Princeton, New Zealand.

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
MBA DEGREE
Effective for the students admitted during the academic year - 2019 - 2020

THIRD SEMESTER

ELECTIVE: PROJECT MANAGEMENT

Objective: To enable the students in various issues in project management such as planning, execution, controlling and evaluation and to familiarize the students in aiding the management in long - term investment decisions.

UNIT I

The nature and context of Project Management: Project management –Phases – 7 - S of Project management – current issues – complexity of projects – historical perspectives of Project management

7hrs

UNIT II

Strategy and Project management: The role of strategy in Project management – strategy process – Resolving trade – off decisions in strategy – Deploying strategy – Detailed Project Report

7hrs

UNIT III

Modelling the project system: The planning process - Project Life Cycle, Work Breakdown Structure (WBS) – Time planning – Cost planning – Resource allocation.

7hrs

UNIT IV

Project Execution and Control: Roles, Responsibility and Team Work, Managing the team – Project control process – control of major constraints – Project management software and information system

7hrs

UNIT V

Project Completion and Process Development: Project completion – steps for closing the project – hand over – structuring improvement activities – Learning before doing and Learning by doing – Future challenges for project management

7hrs

Total : 35 Hours

Reference Books

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2019-20

National:

1. Prasanna chandra – Project management, Tata - McGrawHill, New Delhi - 2002 - 2nd Edition.

2. Subhash Chandra Das - Project Management and Control - PHI learning private limited, Delhi - 2012 edition.

3. P.K.Joy - Total Project Management – The Indian context' - Macmillan publishers India limited - 8th edition 2010.

International:

4. Harvey Maylor - Project Management - Pearson Education Limited - Indian reprint 2000.

5. Jack R Meredith, Samuel J. Mental, JR,- Project Management – A managerial approach- Wiley India (P) Limited, New Delhi - fifth edition.

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
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THIRD SEMESTER

ELECTIVE: SUPPLY CHAIN MANAGEMENT

Objective: To facilitate the students with the concepts, and applications of Supply Chain Management

UNIT I: SCM

Introduction to Supply Chain Management (SCM) – Concept of SCM – Components of SCM, an overview – Features of SCM – Strategic issues in SCM.

7 hrs

UNIT II:

SCM current scenario – Value chain management and customer relations management - Customer focus in SCM – Demand planning.

7 hrs

UNIT III:

Manufacturing Scheduling – Manufacturing flow system – Work flow automation – Flexibility in manufacturing to achieve dynamic optimization - Material handling system design and decision.

7 hrs

UNIT IV:

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 / ICD's)

7 hrs

UNIT V:

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.

Total : 35 Hours

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Reference books:

National:

1. Supply Chain Management – Kulkarni, Sarika, Sharma, Ashok Tata Mc Graw Hill Publications
2. Essentials of Supply Chain management, Mohantry R P Deshmukh S G,Jaico Publishing Ltd
3. Supply Chain management – Chopra,Sunil – Fourth Edition., Pearson Education Private Limited

International:

4. Supply Chain management, Fawrtt Stanley, Ellram Lisa M,Odgen Jeffrey A – Pearson Educatior Pvt Ltd.
5. Purchasing and Supply Chain Management, Monezka, Robert – second Edition – Thomas Learning Publications

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
MBA DEGREE
Effective for the students admitted during the academic year - 2019 - 2020

THIRD SEMESTER

ELECTIVE: TOTAL QUALITY MANAGEMENT

Objective: To introduce the concept of quality in production including total quality in Business Management.

UNIT I:

Total Quality Management - Definition - Quality Management in retrospect - Evaluation of quality approaches (brief introduction about Inspection, Quality Control, Quality Circle, Quality Assurance and other concepts) Basic elements of Total Quality Management. Total Quality: - Value & differential advantage.

7 hrs

UNIT II:

Pillars of Total Quality Management. Strategic thinking and planning, The starting point for Total quality- Total quality policy and deployment guidelines - Total quality approaches.

7 hrs

UNIT III:

Total Quality models. Enables for total quality - quality responsibilities- Achieving total commitment to quality - supportive and effective leadership.

7 hrs

UNIT IV:

Quality education and training quality process, quality system (Quality measurement system including the tools of TQM) - quality cost- quality planning (details steps involved in implementing TQM) - quality information feedback.

7 hrs

UNIT V: Quality Standards

Strategic choice of markets and customers maintaining competitive advantage - Designing process and products for quality. The Role of ISO 9000 series and QS 14000 series of quality system standards. Auditing for TQM - pitfalls in operationalising total quality.

Total : 35 Hours

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Reference books:

National:

1. Total Quality Management - basterfield Dele H - Third Edition – PHI Learning Private Limited
2. Total Quality Management – Marank Raja K,Second Edition – Eswar Press
3. Total Quality Management – Venkateswara Raov,Basanta Kumar – Mohit Publications

International:

4. Total Quality Management – Hubert K, Ramprasad – Springer Publication
5. Introduction to Total Quality Management – David L Goetsch – Second Edition – Prentice Hall International Publication

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
MBA DEGREE
Effective for the students admitted during the academic year - 2019 - 2020

THIRD SEMESTER

ELECTIVE: BUSINESS PROCESS RE - ENGINEERING AND VALUE ENGINEERING

Objective: To orient the students on various Business process, re engineering and value engineering strategies

UNIT – I

Business Process: Definition Dimensions- History of BPR, Definition, Basics - Benefits of BPR - Role of leader and manager - Guiding principles of BPR - Key targets of BPR

7 hrs

UNIT – II

Enablers of BPR in manufacturing - Product design and development - Relationship between BPR and IT - Role of IT in Reengineering - BPR tools and techniques - Criticality of IT in Business process.

7 hrs

UNIT – III

Reasons for implementation of BPR - Necessary attributes of BPR methodologies - BPR team characteristics - Different phases of BPR - Different BPR methodologies - Steps of Process Reengineering - Performance measures of BPR - Risks associated with BPR - Barriers to BPR implementation, Areas generating - Barriers to BPR - A framework for Barrier management.

7 hrs

UNIT – IV

Relevance of Value engineering to Indian Scenario - Meaning of Value - Ways to add value - Value Engineering basics - Techniques employed in Value Engineering.

7 hrs

UNIT – V Value Engineering cycle:

Introduction, Selecting the project - Selecting team members - Phases of Value Engineering Job plan - General phase, Information phase, Function phase - Creation Phase, Evaluation phase, Investigation phase, Implementation phase - Value Engineering cases

Total : 35 Hours

Reference Books:

National:

1. Radhakrshnan and Balasubramanian, Business Process Reengineering: Text and Cases, Prentice hall of India, 2002
2. Dey, Bausiness Processing Re Engineering & change Management,Biztara Wiley 2009
3. Mukha Padhyay, Value Engineering, Sage Publications,2009

International:

4. Roberts, Lon Process Reengineering: The Key To Achieving Breakthrough Success, Quality Press, Milwaukee. (1994),
5. Hammer, M. and Stanton, S.. "The Reengineering Revolution", Harper Collins, London, (1995).

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Dr. GR DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
MBA DEGREE
Effective for the students admitted during the academic year - 2019 - 2020

THIRD SEMESTER

CORE: PRACTICAL - SELF STUDY: BUSINESS ETHICS

Objectives: To gain insight into and awareness of ethical behavior, To gain practice in seeing the ethical dilemmas in common business situation, To make ethical decisions effectively and decisively based on ethical thinking and decision making processes using decision frameworks

UNIT – I:

Business ethics; Definition & nature, Characteristics of ethical problems in management Ethical theories; Causes of unethical behaviour; Ethical abuses; Work ethics. Stakeholders relationship, Social Responsibility and Corporate Governance. Emerging Business Ethical issues.

7hrs

UNIT – II:

Decision Making Model: Ethics as Making decision and choices Decision –Making frameworks – Individual factors – moral philosophies and values – ethical leadership – Organisational factors – ethical culture and relationships.

7hrs

UNIT – III:

Ethical Dilemmas – Management of Ethics - Ethics analysis - Steps/ considerations in resolving ethical dilemma; Ethics in practice - professional ethics for functional managers; Comparative ethical behaviour of managers; Code of ethics; Competitiveness, organizational size, profitability and ethics; Cost of ethics in Corporate ethics evaluation.

7hrs

UNIT – IV: **Business Disciplines** –Business response to Business Disciplines –Ethics of Marketing &advertising - –Ethics Finance & Accounting –Ethics IT/ICT/Internet etc –Ethics of HR environment problems - environment ethics –Production related aspects.

7hrs

UNIT – V: Environmental Ethics: cultural environment and their impact on business operations, Salient features of Indian culture and values Institutionalization of Business ethics. International standards, corporate citizenship, Global reporting initiatives, Global compact, Millennium development goals, etc Industrial policy and framework of government contract over Business; Role of chamber of commerce and confederation of Indian Industries.

Total : 35 Hours

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2019-20

Reference Books:

National:

1. 1."Ethics in Management" by S.A. Sherlekar, Himalaya Publishing House
2. 2.Business Ethics – A case Perspective – O.C. Ferrel, John Fraedrich, Linda Ferrell – Cengage Learning, New Delhi
3. 3."Management Ethics- integrity at work' by Joseph A. Petrick and John F. Quinn, Response Books: New Delhi.

International:

4. Davis, Kaith and Blostorm, Robert - Business and its Environment.
5. Busines Ethics – Principles and Practices – Mr. Daniel Albuquerque – Oxford Publications.

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2019 - 20

Dr. G R DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
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FOURTH SEMESTER

CORE: PRACTICAL - SELF STUDY:
CORPORATE SOCIAL RESPONSIBILITY

Objective: This course is designed with the objective of producing management graduates who are equipped with not only the main business disciplines but also with the understanding and skills necessary to respond to the key management challenges in social and environmental issues.

UNIT I: CSR Fundamentals
Corporate Social Responsibility –Meaning, Definition and Scope –A frame work for understanding corporate responsibility –A taxonomy of business responsibilities –Globalisation and Corporate Responsibility.

7 hrs

UNIT II: Managing CSR
Managing and implementing corporate responsibility - Stages of corporate responsibility - Qualities of good corporate responsibility Management - Structuring the corporate responsibility function - Corporate responsibility as strategy –Challenges - Influencing suppliers and customers - Variations in managing between industries - Corporate responsibility in small and medium - sized companies.

7 hrs

UNIT III: Dimensions of CSR
The business case for corporate responsibility –Importance of the business case –Examples of the benefits to business - Dimensions of corporate responsibility - Measures of business performance – Factors affecting the business case - Evidence of a business case - A new kind of business case.

7 hrs

UNIT IV: CSR Standards
Stakeholder engagement - Corporate Responsibility Standards - Features of standards –Examples of standards –Implementing standards –How national and regional variation influences corporate responsibility. Company's Bill with reference to CSR.

7 hrs

UNITV: Criticisms and Future
Criticisms of corporate responsibility - The future of corporate responsibility - Mega trends affecting corporate responsibility - Enhancing corporate responsibility - New types of approach – The role of business in society.

Total : 35 Hours

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Reference Books:

National:

1. Corporate Social Responsibility –Concepts and Cases - C.V.Baxi and Ajit Prasad,Excel books ,New Delhi, 2005.First Edition.
2. Business and Society - P.G.Aquinas, ,Anmol Publications Pvt.ltd.,Newdelhi,2005,first edition.
3. Corporate Social Responsibility Handbook,Bombay chamber of commerce and Industry,Mumbai ,2005,First Edition.

International:

4. William B Werther, "Strategic Corporate Social Responsibility: Stakeholders in a Global Environment", Sage Publications, 2006
5. Philip Kotler and Nancy Lee, "Corporate Social Responsibility: Doing the most good for your company and your cause", John Wiley and Sons Inc, 2005

Websites:

1.www.globalreporting.org
2.www.csr.gov.uk
3.www.mallenbaker.net
4.www.business - humanrights.org