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### SUMMER SEMESTER (6 WEEKS)

**SUMMER PROJECT**

Project report of the Summer Project is to be submitted by the students within 30 days from the commencement of the 3rd semester. Evaluation report should be sent to the Controller of Examinations by the HOD through the Principal, before the last working day of the 3rd semester.
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### UNIVERSITY DEPARTMENTS

**ANNA UNIVERSITY CHENNAI : : CHENNAI 600 025**

**REGULATIONS - 2009**

**CURRICULUM I TO VI SEMESTERS (PART TIME)**

**MASTER OF BUSINESS ADMINISTRATION (MBA)**

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**SUMMER SEMESTER** *(Six weeks)*

SUMMER PROJECT

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### LIST OF ELECTIVES

**MASTER OF BUSINESS ADMINISTRATION (MBA)**

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**OPERATIONS – ELECTIVES**

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<td>Logistics Management</td>
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<td>Services Operations Management</td>
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<td>Project Management</td>
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<td>Advanced Maintenance Management</td>
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<td>BA9192</td>
<td>Robust Design</td>
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**NOTE**: Three electives from any two among the 5 area of specialisation are to be chosen by the Students.
SYLLABUS

BA9101 STATISTICS FOR MANAGEMENT

UNIT I INTRODUCTION TO STATISTICS & PROBABILITY

UNIT II SAMPLING DISTRIBUTION AND ESTIMATION
Introduction to sampling distributions, sampling distribution of mean and proportion, application of central limit theorem, sampling techniques. Estimation: Point and Interval estimates for population parameters of large sample and small samples, determining the sample size.

UNIT III TESTING OF HYPOTHESIS
Hypothesis testing: one sample and two sample tests for means and proportions of large samples (z-test), one sample and two sample tests for means of small samples (t-test), F-test for two sample standard deviations. ANOVA one and two way – Design of experiments.

UNIT IV NON-PARAMETRIC METHODS

UNIT V CORRELATION, REGRESSION, INDEX NUMBERS AND TIME SERIES ANALYSIS
Correlation analysis, estimation of regression line. Time series analysis: Variations in time series, trend analysis, cyclical variations, seasonal variations and irregular variations. Index Numbers – Laspeyre’s, Paasche’s and Fisher’s Ideal index.

Total: 60

TEXT BOOKS

REFERENCES
UNIT I  INTRODUCTION  8

UNIT II  CONSUMER AND PRODUCER BEHAVIOUR  13

UNIT III  PRODUCT AND FACTOR MARKET  13

UNIT IV  PERFORMANCE OF AN ECONOMY – MACRO ECONOMICS  13

UNIT V  AGGREGATE SUPPLY AND THE ROLE OF MONEY  13

TEXT BOOKS
UNIT I  INTRODUCTION TO QUALITY MANAGEMENT  9

UNIT II  PRINCIPLES AND PHILOSOPHIES OF QUALITY MANAGEMENT  9

UNIT III  STATISTICAL PROCESS CONTROL AND PROCESS CAPABILITY  9

UNIT IV  TOOLS AND TECHNIQUES FOR QUALITY MANAGEMENT  9
Quality functions development (QFD) – Benefits, Voice of customer, information organization, House of quality (HOQ), building a HOQ, QFD process. Failure mode effect analysis (FMEA) – requirements of reliability, failure rate, FMEA stages, design, process and documentation. Seven old (statistical) tools. Seven new management tools. Bench marking and POKA YOKE.

UNIT V  QUALITY SYSTEMS ORGANIZING AND IMPLEMENTATION  9

Total: 45

TEXT BOOKS
REFERENCES

4. Indian standard – quality management systems – Guidelines for performance improvement (Fifth Revision), Bureau of Indian standards, New Delhi.
## BA9104 ORGANIZATIONAL BEHAVIOUR

### UNIT I  FOCUS AND PURPOSE
Definition, need and importance of organizational behaviour – Nature and scope – Frame work – Organizational behaviour models.

### UNIT II  INDIVIDUAL BEHAVIOUR

### UNIT III  GROUP BEHAVIOUR
Organization structure – Formation – Groups in organizations – Influence – Group dynamics – Emergence of informal leaders and working norms – Group decision making techniques – Team building - Interpersonal relations – Communication – Control.

### UNIT IV  LEADERSHIP AND POWER

### UNIT V  DYNAMICS OF ORGANIZATIONAL BEHAVIOUR

### TEXT BOOKS

### REFERENCES

Total: 45

Back
BA9105 COMMUNICATION SKILLS

UNIT – I COMMUNICATION IN BUSINESS

Systems approach - forms - functions and principles of communication - management and communication - communication patterns - barriers to communication - interpersonal perception – SWOT analysis - Johari Window - Transactional Analysis.

UNIT – II NON-VERBAL AND INTERCULTURAL COMMUNICATION

Importance of non-verbal communication - personal appearance - facial expressions - movement - posture – gestures - eye contact – voice - beliefs and customs - worldview and attitude.

UNIT – III ORAL COMMUNICATION

Listening - types and barriers to listening - speaking - planning and audience awareness - persuasion - goals - motivation and hierarchy of needs - attending and conducting interviews - participating in discussions, debates - and conferences - presentation skills - paralinguistic features - fluency development strategies

UNIT – IV BUSINESS CORRESPONDENCE


UNIT – V BUSINESS PROPOSALS AND REPORTS


Total: 45

TEXTBOOKS

REFERENCES

UNIT – I  
FINANCIAL ACCOUNTING 
9 3


UNIT – II  
COMPANY ACCOUNTS 
9 3

Meaning of Company -Maintenance of Books of Account-Statutory Books- Profit or Loss Prior to incorporation- Final Accounts of Company- Alteration of share capital- Preferential allotment, Employees stock option- Buy back of securities.

UNIT – III  
ANALYSIS OF FINANCIAL STATEMENTS 
9 3

Analysis of financial statements – Financial ratio analysis, cash flow (as per Accounting Standard 3) and funds flow statement analysis.

UNIT - IV  
COST ACCOUNTING 
9 3


UNIT - V  
ACCOUNTING IN COMPUTERISED ENVIRONMENT 
9 3

Significance of Computerised Accounting System- Codification and Grouping of Accounts- Maintaining the hierarchy of ledgers- Prepackaged Accounting software.

Total: 45 15

TEXT BOOKS


REFERENCES

UNIT – I MERCANTILE AND COMMERCIAL LAW

THE INDIAN CONTRACT ACT 1872

THE SALE OF GOODS ACT 1930
Sales contract, Transfer of title and risk of loss, Guarantees and Warranties in sales contract, performance of sales contracts, conditional sales and rights of an unpaid seller.

NEGOTIABLE INSTRUMENTS ACT 1881
Nature and requisites of negotiable instruments. Transfer of negotiable instruments and liability of parties, enforcement of secondary liability, holder in due course, special rules for Cheque and drafts, discharge of negotiable instruments.

AGENCY
Nature of agency – Creation of agency, types of agents, Agent’s authority and liability of principal and third party: Rights and duties of principal, agents and Third party, liability of agents torts, termination of agency.

UNIT – II COMPANY LAW

Major principles – Nature and types of companies, Formation, Memorandum and Articles of Association, Prospectus, Power, duties and liabilities of Directors, winding up of companies, Corporate Governance.

UNIT – III INDUSTRIAL LAW

An Overview of Factories Act, Payment of Wages Act, Payment of Bonus Act, Industrial Disputes Act.

UNIT – IV INCOME TAX ACT AND SALES TAX ACT


UNIT - V CONSUMER PROTECTION ACT AND INTRODUCTION OF CYBER LAWS


TEXT BOOKS


Total: 45
REFERENCES

2. Dr. Vinod, K. Singania, Direct Taxes Planning and Management, 2008.
Note: Students Are Expected To Prepare And Present On Topics Suggested Below:

1. General principles of Management.
3. Domestic and Global business environment.
4. Social responsibility of business and managerial ethics.
5. Value-Chain of business.
6. Creativity and Management of innovation.
7. Customer focus and relationship management.
8. Globalization of business and international trade relations.
9. Competitive Advantage and Competency.
10. The role of Quality in business.

Total: 30
UNIT – I INTRODUCTION TO PRODUCTION AND OPERATIONS MANAGEMENT 9


UNIT – II FORECASTING, CAPACITY AND AGGREGATE PLANNING 9

Demand Forecasting – Need, Types, Objectives and Steps. Overview of Qualitative and Quantitative methods. Capacity Planning – Long range, Types, Rough cut plan, Capacity Requirements Planning (CRP), Developing capacity alternatives. Aggregate Planning – Approaches, costs, relationship to Master Production schedule. Overview of MRP, MRP II and ERP

UNIT – III DESIGN OF PRODUCT, SERVICE AND WORK SYSTEMS 9


UNIT – IV MATERIALS MANAGEMENT 9


UNIT – V PROJECT AND FACILITY PLANNING 9


Total: 45

TEXT BOOKS

REFERENCES

UNIT – I  
FOUNDATIONS OF FINANCE:  
Financial management – An overview- Time value of money- Introduction to the concept of risk and return of a single asset and of a portfolio- Valuation of bonds and shares-Option valuation.

UNIT – II  
INVESTMENT DECISIONS:  
Capital Budgeting: Principles and techniques - Nature of capital budgeting- Identifying relevant cash flows - Evaluation Techniques: Payback, Accounting rate of return, Net Present Value, Internal Rate of Return, Profitability Index - Comparison of DCF techniques - Project selection under capital rationing - Inflation and capital budgeting - Concept and measurement of cost of capital - Specific cost and overall cost of capital

UNIT – III  
FINANCING AND DIVIDEND DECISION:  
Financial and operating leverage - capital structure - Cost of capital and valuation - designing capital structure.  
Dividend policy - Aspects of dividend policy - practical consideration - forms of dividend policy - forms of dividends - share splits.

UNIT – IV  
WORKING CAPITAL MANAGEMENT:  

UNIT – V  
LONG TERM SOURCES OF FINANCE:  
Indian capital and stock market, New issues market Long term finance: Shares, debentures and term loans, lease, hire purchase, venture capital financing, Private Equity.

TEXT BOOKS


REFERENCES

UNIT – I  INTRODUCTION


UNIT – II  MARKETING STRATEGY

Marketing strategy formulations – Key Drivers of Marketing Strategies - Strategies for Industrial Marketing – Consumer Marketing — Services marketing – Competitor analysis - Analysis of consumer and industrial markets – Strategic Marketing Mix components.

UNIT – III  MARKETING MIX DECISIONS


UNIT – IV  BUYER BEHAVIOUR

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

UNIT – V  MARKETING RESEARCH & TRENDS IN MARKETING


Total: 60

TEXT BOOKS


REFERENCES

UNIT – I  PERCEPTIVE IN HUMAN RESOURCE MANAGEMENT  5


UNIT – II  THE CONCEPT OF BEST FIT EMPLOYEE  8


UNIT – III  TRAINING AND EXECUTIVE DEVELOPMENT  10

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

UNIT – IV  SUSTAINING EMPLOYEE INTEREST  12


UNIT – V  PERFORMANCE EVALUATION AND CONTROL PROCESS  10


Total: 45

TEXT BOOK


REFERENCES

UNIT – I INTRODUCTION

Data, Information, Intelligence, Information Technology, Information System, evolution, types based on functions and hierarchy, System Analyst – Role, Functions.

UNIT – II SYSTEMS ANALYSIS AND DESIGN


UNIT – III INFORMATION SYSTEM


UNIT – IV SECURITY AND CONTROL

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

UNIT – V NEW IT INITIATIVES

e- business, e-governance, ERP, SCM, e-CRM, Datawarehousing and Data Mining, Business Intelligence, Pervasive Computing, CMM.

Total: 45

TEXT BOOKS

REFERENCES
UNIT – I  INTRODUCTION TO LINEAR PROGRAMMING (LP)  12

Introduction to applications of operations research in functional areas of management. Linear Programming—formulation, solution by graphical and simplex methods (Primal - Penalty, Two Phase), Special cases.

UNIT – II  LINEAR PROGRAMMING EXTENSIONS  12


UNIT – III  INTEGER LINEAR PROGRAMMING AND GAME THEORY  12

Solution to pure and mixed integer programming problem by Branch and Bound and cutting plane algorithms.
Game Theory—Two person Zero sum games—Saddle point, Dominance Rule, Convex Linear Combination (Averages), methods of matrices, graphical and LP solutions.

UNIT – IV  INVENTORY MODELS, SIMULATION AND DECISION THEORY  12

Inventory Models – EOQ and EBQ Models (With and without shortages), Quantity Discount Models.
Decision making under risk – Decision trees – Decision making under uncertainty.
Application of simulation techniques for decision making.

UNIT – V  QUEUING THEORY AND REPLACEMENT MODELS  12

Queueing Theory - single and Multi-channel models – infinite number of customers and infinite calling source.
Replacement Models—Individuals replacement Models (With and without time value of money) – Group Replacement Models.

Total: 60

TEXT BOOKS


REFERENCES

UNIT – I  INTRODUCTION  9


UNIT – II  RESEARCH DESIGN AND MEASUREMENT  9


UNIT – III  DATA COLLECTION  9


UNIT – IV  DATA PREPARATION AND ANALYSIS  9


UNIT – V  REPORT DESIGN, WRITING AND ETHICS IN BUSINESS RESEARCH  9


Total: 45

TEXT BOOKS

UNIT – I  OFFICE MANAGEMENT 14

Exercises to familiarize Word, Spreadsheet, Presentation and Web publishing packages – E-Mail – Video Conferencing – Introduction to HTML.

UNIT – II  FUNCTIONAL MANAGEMENT 16

1. Financial And Accounting Management:

2. Operations Management:
   Exercises on operational decision making – models using packages - linear programming, assignment models.

3. Project management
   Familiarize the project planning, scheduling and tracking with support of the project management packages.

UNIT – III  SOFTWARE DEVELOPMENT AND INTEGRATION 15

Database:
Exercises on database creation, manipulation and transactions using query languages.

Input and Output Design:
Exercises on I/O design – simulating basic calculator operations using any front end packages.

Integration:
Designing an application and integrating database and front end.

UNIT – IV  ADVANCED STATISTICAL SOFTWARE 15

Exercises to use research data and analyze using various statistical methods (learned in statistics management course) using any of the statistical packages.
Introduction and hands on experience with freely downloadable data mining and Business Intelligence packages.

Total: 60

REFERENCES

Note: Following is the list of topics suggested for preparation and presentation by students.

1. Culture and Management.
2. Emotional intelligence and Management.
3. Information systems and Management functions.
4. Internet marketing.
5. Retail Management
6. HR accounting and audit.
7. Reputation management
8. Brand Building and Management.
10. Six sigma.

Total: 30
UNIT – I  INTRODUCTION  6

UNIT – II  INTERNATIONAL TRADE AND INVESTMENT  11

UNIT – III  INTERNATIONAL STRATEGIC MANAGEMENT  11

UNIT – IV  PRODUCTION, MARKETING, FINANCIAL AND HUMAN RESOURCE MANAGEMENT OF GLOBAL BUSINESS  11

UNIT – V  CONFLICT MANAGEMENT AND ETHICS IN INTERNATIONAL BUSINESS MANAGEMENT  6
Disadvantages of international business – Conflict in international business- Sources and types of conflict – Conflict resolutions – Negotiation – the role of international agencies – Ethical issues in international business – Ethical decision-making.

Total: 45

TEXT BOOKS
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<td>The implementation process, Resource allocation, Designing organisational structure-Designing Strategic Control Systems- Matching structure and control to strategy-Implementing Strategic change-Politics-Power and Conflict-Techniques of strategic evaluation &amp; control-case study.</td>
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<td>UNIT – V</td>
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<td>Managing Technology and Innovation- Strategic issues for Non Profit organisations. New Business Models and strategies for Internet Economy-case study</td>
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**TEXT BOOKS**

Thomas L. Wheelen, J.David Hunger and Krish Rangarajan, Strategic Management and Business policy, Pearson Education., 2006
REFERENCES

Note: Following is the list of topics suggested for preparation and presentation by students.

1. Knowledge Systems and Management.
2. Holistic Marketing.
4. Integrated Marketing communications.
5. International HR issues.
7. Corporate Governance.
8. Economic and Business Intelligence.

Total: 30
UNIT – I  INTRODUCTION  8

UNIT – II  BRAND STRATEGIES  10

UNIT – III  BRAND COMMUNICATIONS  8
Brand image Building – Brand Loyalty programmes – Brand Promotion Methods – Role of Brand ambassadors, celebrations – On line Brand Promotions.

UNIT – IV  BRAND EXTENSION  9
Brand Adoption Practices – Different type of brand extension – Factors influencing Decision for extension – Re-branding and re-launching.

UNIT – V  BRAND PERFORMANCE  10

TEXT BOOKS

REFERENCES
5. Jagdeep Kapoor, Brandex, Biztranza, India, 2005
UNIT – I  INTRODUCTION  9

An overview of Global Retailing – Challenges and opportunities – Retail trends in India – Socio economic and technological Influences on retail management – Government of India policy implications on retails.

UNIT – II  RETAIL FORMATS  9

Organized and unorganized formats – Different organized retail formats – Characteristics of each format – Emerging trends in retail formats – MNC’s role in organized retail formats.

UNIT – III  RETAILING DECISIONS  9

Choice of retail locations - internal and external atmospherics – Positioning of retail shops – Building retail store Image - Retail service quality management – Retail Supply Chain Management – Retail Pricing Decisions.

UNIT – IV  RETAIL SHOP MANAGEMENT  9


UNIT – V  RETAIL SHOPPER BEHAVIOUR  9

Understanding of Retail shopper behavior – Shopper Profile Analysis – Shopping Decision Process - Factors influencing retail shopper behavior – Complaints Management - Retail sales force Management – Challenges in Retailing in India- Case studies.

Total: 45

TEXT BOOKS


REFERENCES

UNIT – I  INTRODUCTION  9

UNIT – II  SERVICE MARKETING OPPORTUNITIES  9
Assessing service market potential - Classification of services – Expanded marketing mix – Service marketing – Environment and trends – Service market segmentation, targeting and positioning.

UNIT – III  SERVICE DESIGN AND DEVELOPMENT  9

UNIT – IV  SERVICE DELIVERY AND PROMOTION  9
Positioning of services – Designing service delivery System, Service Channel – Pricing of services, methods – Service marketing triangle - Integrated Service marketing communication.

UNIT – V  SERVICE STRATEGIES  9

Total: 45

TEXT BOOKS

REFERENCES
UNIT – I  INTRODUCTION TO ADVERTISEMENT  9


UNIT – II  ADVERTISEMENT MEDIA  9

Media plan – Type and choice criteria – Reach and frequency of advertisements – Cost of advertisements - related to sales – Media strategy and scheduling.

UNIT – III  DESIGN AND EXECUTION OF ADVERTISEMENTS  9


UNIT – IV  INTRODUCTION TO SALES PROMOTION  9

Scope and role of sale promotion – Definition – Objectives of sales promotion - sales promotion techniques – Trade oriented and consumer oriented.

UNIT – V  SALES PROMOTION CAMPAIGN  9

Sales promotion – Requirement identification – Designing of sales promotion campaign – Involvement of salesmen and dealers – Out sourcing sales promotion national and international promotion strategies – Integrated promotion – Coordination within the various promotion techniques – Online sales promotions- case studies.

Total: 45

TEXT BOOKS


REFERENCES

BA9155  CONSUMER BEHAVIOR               LT P C  
                      3 0 0 3  

UNIT – I  INTRODUCTION  9  

UNIT – II  CONSUMER BEHAVIOR MODELS  9  
Industrial and individual consumer behaviour models - Howared- Sheth, Engel – Kollat, Webstar and wind Consumer Behaviour Models – Implications of the models on marketing decisions.  

UNIT – III  INTERNAL INFLUENCES  9  
Psychological Influences on consumer behavior – motivation – perception – personality Learning and Attitude- Self Image and Life styles – Consumer expectation and satisfaction.  

UNIT – IV  EXTERNAL INFLUENCES  9  
Socio-Cultural, Cross Culture - Family group – Reference group – Communication -Influences on Consumer behavior  

UNIT – V  PURCHASE DECISION PROCESS  9  
High and low involvement - Pre-purchase and post-purchase behavior – Online purchase decision process – Diffusion of Innovation – Managing Dissonance - Emerging Issues – case studies.  

Total: 45  

TEXT BOOKS  

REFERENCES  

45
UNIT – I  INTRODUCTION  

UNIT – II  UNDERSTANDING CUSTOMERS  
Customer information Database – Customer Profile Analysis - Customer perception, Expectations analysis – Customer behavior in relationship perspectives; individual and group customer’s - Customer life time value – Selection of Profitable customer segments.

UNIT – III  CRM STRUCTURES  

UNIT – IV  CRM PLANNING AND IMPLEMENTATION  

UNIT – V  TRENDS IN CRM  
e- CRM Solutions – Data Warehousing – Data mining for CRM – an introduction to CRM software packages.

Total: 45

TEXT BOOKS

REFERENCES

Back
UNIT – I  INTRODUCTION  9
An overview of event marketing – types of events – Understanding the structure of event industry, economy, culture and trends – Marketing skills for event marketers, requirement analysis.

UNIT – II  DESIGNING EVENT MARKETING  9
Application of Marketing mix to events – designing and developing – Adoption of events – Event life cycle analysis – Key drivers influencing strategic planning and execution of different types of events – Branding issues for events.

UNIT – III  PRICING STRATEGIES  9
Pricing methods for events – Approach towards sponsorships, funding agencies - types and choice of sponsorships – Profitability analysis – Negotiations for the best deal.

UNIT – IV  EVENT PROMOTION  9

UNIT – V  EVENT DELIVERY  9

Total: 45

TEXT BOOKS

REFERENCES
UNIT – I  INTRODUCTION  9
Introduction to Marketing metrics – Linking Marketing to financial performance of a firm –
Financial implications of marketing Strategic decisions.

UNIT – II  CUSTOMER AND BRAND METRICS  9
Cost of customer acquisition – Retention – Life time value of customers – Balanced Score Card
Approach to measure customers’ satisfaction - Brand metrics – Brand equity – Brand portfolio
management - Brand financial performance.

UNIT – III  COMMUNICATION AND PRICING METRICS  9
Communication metrics – Profit impact on sales promotion – Advertisement cost benefit
analysis - Measuring financial effectiveness of e-mail campaign - Pricing metric - Pricing
simulation and its impact on profitability.

UNIT – IV  CHANNEL METRICS  9
Financial Perspectives of Channel Participants - Marketing budget and resource allocation.
Return on marketing investment (ROMI) - Marketing audit.

UNIT – V  ADDITIONAL METRICS  9
Financial implications on Research and development – Training of sales force. Determination of

REFERENCES

1. Paul W. Farris, Neil T. Bendle, Puillip E. Pfeifer and David J. Reibstein, Marketing
   Metrics : Measuring Salesforce Effectiveness and Channel Management, Wharton
   School of Publishing.
2. John Davis, Measuring Marketing: 103 Key Metrics, Every Marketer Needs, Wiley
   Publisher.
3. Ned L. Roberto and John Davis, Metrics Driven Marketing,
4. Paul W. Farris, Marketing Metrics: 50 + Metrics Every Executive should Master, Wharton
   School Publishing.

Total: 45
UNIT – I
INTRODUCTION

Introduction – Basic concepts – Uni-variate, Bi-variate and Multi-variate techniques – Types of multivariate techniques – Classification of multivariate techniques – Guidelines for multivariate analysis and interpretation – Approaches to multivariate model building.

UNIT – II
PREPARING FOR MULTIVARIATE ANALYSIS


UNIT – III
MULTIPLE LINEAR REGRESSION ANALYSIS, FACTOR ANALYSIS,
AND CANONICAL CORRELATION ANALYSIS

Multiple Linear Regression Analysis – Introduction – Basic concepts – Multiple linear regression model – Least square estimation – Inferences from the estimated regression function – Validation of the model.
Canonical Correlation Analysis - Objectives – Canonical variates and canonical correlation – Interpretation of variates and correlations.

UNIT – IV
MULTIPLE DISCRIMINANT ANALYSIS, CLUSTER ANALYSIS AND
CONJOINT

Multiple Discriminant Analysis - Basic concepts – Separation and classification of two populations - Evaluating classification functions – Validation of the model.

UNIT – V
MULTI DIMENSIONAL SCALING AND ADVANCED TECHNIQUES

Multi Dimensional Scaling – Definitions – Objectives – Basic concepts – Scaling techniques – Attribute and Non-Attributes based MDS Techniques – Interpretation and Validation of models.
Advanced Techniques – Structural Equation modeling – Basic concepts – Stages in SEM – Application of SEM in business research.

REFERENCES

UNIT – I INVESTMENT SETTING


UNIT – II SECURITIES MARKETS


UNIT- III FUNDAMENTAL ANALYSIS


UNIT – IV TECHNICAL ANALYSIS


UNIT – V PORTFOLIO MANAGEMENT

Portfolio analysis –Portfolio Selection –Capital Asset Pricing model – Portfolio Revision – Portfolio Evaluation – Mutual Funds.

Total: 45

TEXT BOOKS


REFERENCES

UNIT – I  MERCHANT BANKING  5

UNIT – II ISSUE MANAGEMENT 12

UNIT – III OTHER FEE BASED SERVICES 10
Mergers and Acquisitions – Portfolio Management Services – Credit Syndication – Credit Rating – Mutual Funds - Business Valuation.

UNIT – IV FUND BASED FINANCIAL SERVICES 10

UNIT – V OTHER FUND BASED FINANCIAL SERVICES 8
Consumer Credit – Credit Cards – Real Estate Financing – Bills Discounting – Factoring and Forfaiting – Venture Capital.

Total: 45

TEXT BOOKS

REFERENCES:
2. J.C.Verma, A Manual of Merchant Banking, Bharath Publishing House, New Delhi,
5. Website of SEBI
UNIT – I  INTERNATIONAL TRADE  9


UNIT – II  EXPORT AND IMPORT FINANCE  9


UNIT – III  FOREX MANAGEMENT  9


UNIT – IV  DOCUMENTATION IN INTERNATIONAL TRADE  9


UNIT – V  EXPORT PROMOTION SCHEMES  9


Total: 45

TEXT BOOKS


REFERENCES


3. Website of Indian Government on EXIM policy
UNIT – I  INDUSTRIAL FINANCE  9

Indian Capital Market – Basic problem of Industrial Finance in India. Equity – Debenture financing – Guidelines from SEBI, advantages and disadvantages and cost of various sources of Finance - Finance from international sources, financing of exports – role of EXIM bank and commercial banks.– Finance for rehabilitation of sick units.

UNIT – II  SHORT TERM-WORKING CAPITAL FINANCE  6


UNIT – III  ADVANCED FINANCIAL MANAGEMENT  12

Appraisal of Risky Investments, certainty equivalent of cash flows and risk adjusted discount rate, risk analysis in the context of DCF methods using Probability information, nature of cash flows, Sensitivity analysis; Simulation and investment decision, Decision tree approach in investment decisions.

UNIT – IV  FINANCING DECISION  10

Simulation and financing decision - cash inadequacy and cash insolvency- determining the probability of cash insolvency- Financing decision in the Context of option pricing model and agency costs- Inter-dependence of investment- financing and Dividend decisions.

UNIT – V  CORPORATE GOVERNANCE  8

Corporate Governance - SEBI Guidelines- Corporate Disasters and Ethics- Corporate Social Responsibility- Stakeholders and Ethics- Ethics, Managers and Professionalism.

Total: 45

TEXT BOOKS

REFERENCES
5. Website of SEBI
UNIT – I  INTRODUCTION  10


UNIT – II  FUTURES CONTRACT  10


UNIT – III  OPTIONS  10


UNIT – IV  SWAPS  7

 Definition of SWAP – Interest Rate SWAP – Currency SWAP – Role of Financial Intermediary – Warehousing – Valuation of Interest rate SWAPs and Currency SWAPs Bonds and FRNs – Credit Risk.

UNIT – V  DERIVATIVES IN INDIA  8


Total: 45

TEXT BOOKS

REFERENCES

5. Website of NSE, BSE.

<table>
<thead>
<tr>
<th>COURSE CODE</th>
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<td>BA9165</td>
<td>STRATEGIC INVESTMENT AND FINANCE DECISIONS</td>
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</table>

UNIT – I  INVESTMENT DECISIONS


UNIT – II  CRITICAL ANALYSIS OF APPRAISAL TECHNIQUES

Significance of Information and data bank in project selections – Investment decisions under capital constraints – capital rationing, Portfolio – Portfolio risk and diversified projects.

UNIT – III  STRATEGIC ANALYSIS OF SELECTED INVESTMENT DECISIONS

Lease financing – Lease Vs Buy decision – Hire Purchase and installment decision – Hire Purchase Vs Lease Decision – Mergers and acquisition – Cash Vs Equity for mergers.

UNIT – IV  FINANCING DECISIONS

Capital Structure – Capital structure theories – Capital structure Planning in Practice.

UNIT – V  FINANCIAL DISTRESS

Consequences, Issues, Bankruptcy, Settlements, reorganization and Liquidation in bankruptcy.

Total: 45

TEXT BOOKS

2. Prasanna Chandra, Projects : planning, Analysis, Financing implementation and review, TMH, New Delhi, 2008
REFERENCES

5. Website of IDBI related to project finance

BA9166 RISK MANAGEMENT AND INSURANCE LT P C 3 0 0 3

UNIT – I INTRODUCTION TO RISK MANAGEMENT 9


UNIT – II RISK AVERSION & MANAGEMENT TECHNIQUES 9


UNIT – III RISK MANAGEMENT TOOLS 9


UNIT – IV INTRODUCTION TO INSURANCE 9


UNIT – V INSURANCE AS A RISK MANAGEMENT TECHNIQUE 9


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REFERENCES


BA9167 MICROFINANCE

UNIT – I INTRODUCTION TO MICROFINANCE


UNIT - II FINANCIAL AND OPERATIONAL EVALUATION


UNIT – III OTHER EVALUATIONS OF MICROFINANCE

Market Evaluation – Managing MF Products & Services - methodologies in MF product design and pricing – – Competition - Risks.

Institutional Evaluation - Appraisals and ratings - Legal compliance- Issues in Governance


UNIT – IV MICROFINANCE IN INDIA

Challenges to Microfinance movement – Demand and Supply of Micro financial services – State Intervention in rural credit – RBI Initiatives - NABARD & SHG – Bank Linkup & Programs-
– Governance and the constitution of the Board of various forms of MFIs – Intermediaries for Microfinance – State sponsored Organizations.

UNIT – V

ISSUES, TRENDS AND FRONTIERS OF MICROFINANCE

Issue – Role of Technology-Strategic issues in Microfinance: Sustainability - opening new markets – – Gender issues

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REFERENCES


HUMAN RESOURCE ELECTIVES

BA9168 MANAGERIAL BEHAVIOR AND EFFECTIVENESS

UNIT – I

DEFINING THE MANAGERIAL JOB


UNIT – II

DESIGNING THE MANAGERIAL JOB


UNIT – III

THE CONCEPT OF MANAGERIAL EFFECTIVENESS

Definition – The person, process, product approaches – Bridging the Gap – Measuring Managerial Effectiveness – Current Industrial and Government practices in the Management of Managerial Effectiveness- the Effective Manager as an Optimizer.

UNIT – IV

ENVIRONMENTAL ISSUES IN MANAGERIAL EFFECTIVENESS


UNIT – V

DEVELOPING THE WINNING EDGE

62
Organisational and Managerial Efforts – Self Development – Negotiation Skills – Development of the Competitive Spirit – Knowledge Management – Fostering Creativity and innovation.

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REFERENCES


BA9169 ENTERPRENEURSHIP DEVELOPMENT

UNIT – I ENTREPRENEURIAL COMPETENCE


UNIT – II ENTREPRENEURAL ENVIRONMENT


UNIT – II BUSINESS PLAN PREPARATION


UNIT – III LAUNCHING OF SMALL BUSINESS


UNIT – IV MANAGEMENT OF SMALL BUSINESS

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Monitoring and Evaluation of Business - Preventing Sickness and Rehabilitation of Business Units- Effective Management of small Business.

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REFERENCES


BA9170 ORGANISATIONAL THEORY, DESIGN & DEVELOPMENT

UNIT – I ORGANISATION & ITS ENVIRONMENT


UNIT – II ORGANIZATIONAL DESIGN

Organizational Design – Determinants – Components – Types - Basic Challenges of design – Differentiation, Integration, Centralization, Decentralization, Standardization, Mutual adjustment-Mechanistic and Organic Structures- Technological and Environmental Impacts on Design-Importance of Design – Success and Failures in design - Implications for Managers.

UNIT – III ORGANISATIONAL CULTURE

Understanding Culture – Strong and Weak Cultures – Types of Cultures – Importance of Culture - Creating and Sustaining Culture - Culture and Strategy - Implications for practicing Managers.

UNIT- IV ORGANISATIONAL CHANGE

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UNIT – V ORGANISATION EVOLUTION AND SUSTENANCE 10

Organizational life cycle – Models of transformation – Models of Organizational Decision making – Organizational Learning – Innovation, Intrapreneurship and Creativity-HR implications.

Total: 45

TEXT BOOKS

REFERENCES
1. Thomson G. Cummings and Christopher G. Worley, Organisational development and Change, South Western Thompson, 2007

BA9171 INDUSTRIAL RELATIONS AND LABOUR WELFARE LT P C 3 0 0 3

UNIT – I INDUSTRIAL RELATIONS 7

Concepts – Importance – Industrial Relations problems in the Public Sector – Growth of Trade Unions – Codes of conduct.

UNIT – II INDUSTRIAL CONFLICTS 12

UNIT – III  LABOUR WELFARE  8

UNIT – IV  INDUSTRIAL SAFETY  9

UNIT – V  WELFARE OF SPECIAL CATEGORIES OF LABOUR  9

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REFERENCES

BA9172  LABOUR LEGISLATIONS  3003
Legal Provision relating to
a) Wages
b) Working Conditions and Labour Welfare
c) Industrial Relations
d) Social Security
Contained in the following acts are to be studied.

1. The Factories Act, 1948
2. The Trade Unions Act, 1926
3. The Payment of Wages Act, 1936
4. The Minimum Wages Act, 1948
5. The Industrial Disputes Act, 1947
6. The Workmen’s Compensation Act, 1923
7. The Payment of Gratuity Act, 1972
8. The Payment of Bonus Act, 1965
10. The Employees State Insurance Act, 1948
11. The Industrial Employment (Standing Orders) Act, 1946
12. The Apprentices Act, 1961
13. The Equal Remuneration Act, 1976
15. Contract Labour Regulations and Abolition Act, 1970

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REFERENCES
3. Respective Bare Acts.

UNIT – II E-HRM 6


UNIT – III CROSS CULTURAL HRM 7


UNIT – IV CAREER & COMPETENCY DEVELOPMENT 10


UNIT – V EMPLOYEE COACHING & COUNSELING 12


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REFERENCES
UNIT – I INTRODUCTION TO SOCIAL PSYCHOLOGY 6
Social Psychology – Origin and development – Social behaviour and social thought – Applications in society and business.

UNIT – II PERCEIVING AND UNDERSTANDING OTHERS 9
Social perception – Nonverbal communication – Attribution – Impression formation and impression management.

UNIT – III COGNITION IN THE SOCIAL WORLD 10

UNIT – IV INTERPERSONAL RELATIONS 10

UNIT – V APPLIED SOCIAL PSYCHOLOGY 10

Total: 45

TEXT BOOK

REFERENCES
5. Journal of Occupational and Organisational Psychology - Current issues
UNIT – I  UNDERSTANDING STRESS  6

UNIT – II  COMMON STRESS FACTORS TIME & CAREER PLATEAUING  12
Time Management – Techniques – Importance of planning the day – Time management schedule – Developing concentration – Organizing the Work Area – Prioritizing – Beginning at the start – Techniques for conquering procrastination – Sensible delegation – Taking the right breaks – Learning to say ‘No’.

UNIT – III  CRISIS MANAGEMENT  10

UNIT – IV  WORK PLACE HUMOUR  5

UNIT – V  SELF DEVELOPMENT  12

REFERENCES
1. Cooper, Managing Stress, Sage, 2007
UNIT – I  INTRODUCTION  9

Database and DBMS – characteristics – importance – advantages – evolution - codd rules-
database architecture; data organization- file structures and indexing

UNIT – II  MODELING AND DESIGN FRAME WORK  9

Data models- Conceptual design- ER diagram-relationships- normalization -data management
and system integration

UNIT – III  DATABASE IMPLEMENTATION  9

Query languages-SQL for data creation, retrieval and manipulation, database transactions,
concurrency control, atomicity, recovery, security, backup and recovery, data base
administration- client server architecture based RDBMS.

UNIT – IV  DISTRIBUTED DATABASE AND OBJECT ORIENTED DATABASES  9

Concepts of distributed databases and design, Object oriented databases-object life cycle
modeling conceptual design-UML.

UNIT – V  EMERGING TRENDS  9

Overview of visual databases and knowledge based databases-conceptual design and business
impacts. Scope for professionals and certifications such as Oracle Certified Professional.

Total: 45

TEXT BOOKS

1. Peter Rob, Carlos Coronel, Database System and Design, Implementation and
   Management, 7 th edition, Cengage Learning,
   2008,

REFERENCES

2. Narayan S. Umanath and Richard W. Scamell, Data Modeling and database design,
   Thomson course technology, 2008
4. Peter Rob and Carlos Coronel, Database systems- Design, Implementation and
   Management, Thomson Course technology, 2008
   Education, 2008
UNIT – I  INTRODUCTION TO E-COMMERCE  8

Electronic commerce and physical commerce - Economic forces – advantages – myths - business models.

UNIT – II  TECHNOLOGY INFRASTRUCTURE  10

Internet and World Wide Web, internet protocols - FTP, intranet and extranet - cryptography, information publishing technology- basics of web server hardware and software.

UNIT – III  BUSINESS APPLICATIONS  10

Consumer oriented ecommerce – etailing and models - Marketing on web – advertising, e-mail marketing, e-CRM; Business oriented ecommerce – E-Government, EDI on the internet, SCM; Web Auctions, Virtual communities and Web portals

UNIT – IV  ECOMMERCE PAYMENTS AND SECURITY  9

E payments - Characteristics of payment of systems, protocols, E-cash, E- check and Micro payment systems.

UNIT – V  LEGAL AND PRIVACY ISSUES IN E-COMMERCE  8

Legal, Ethics and privacy issues – Protection needs and methodology – consumer protection, cyber laws , contracts and warranties . Taxation and encryption policies.

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TEXT BOOKS


REFERENCES

Unit – I INTRODUCTION

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

UNIT – II ERP SOLUTIONS AND FUNCTIONAL MODULES


UNIT – III ERP IMPLEMENTATION


UNIT – IV POST IMPLEMENTATION

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

UNIT – V EMERGING TRENDS ON ERP

Extended ERP systems and ERP bolt –on -CRM, SCM, Business analytics etc- Future trends in ERP systems-web enabled, Wireless technologies so on-Case studies.

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REFERENCES

BA9179 DECISION SUPPORT SYSTEM AND INTELLIGENT SYSTEM LT P C 3 0 0 3

UNIT – I INTRODUCTION 9
Management Support systems, Decision making, Models, DSS Overview, Data, Model, Knowledge Management system.

UNIT – II DATA AND MODEL MANAGEMENT SYSTEMS 9
Data Collection, Data Warehousing, Data Mining, Data visualization, Modeling, Static and dynamic, Optimization, Heuristic, Simulation, Multidimensional modeling.

UNIT – III GSS, ENTERPRISE DSS, KMS 9
Group support system, Technologies, Enterprise DSS, MRP II, ERP, SCM, Knowledge management methods, Technologies, Tools.

UNIT IV KNOWLEDGE BASED DSS 9
Artificial Intelligence, Expert System, Knowledge Acquisition and validation, Knowledge representation, Inference techniques.

UNIT – V ADVANCED INTELLIGENT SYSTEMS 9
Neural Computing, Fuzzy Logic, Intelligent Agents, Implementation, Integration, Intelligent DSS.

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REFERENCES
Unit – I  INTRODUCTION  9


UNIT – II  SOFTWARE METRICS  9

Goal, Question, Metric (GQM) model, Product Quality metrics, In process Quality metrics, Metrics for software maintenance and testing, Complexity Metrics.

UNIT – III  SOFTWARE PROJECT ESTIMATION  9


UNIT – IV  SOFTWARE QUALITY  9

Quality Management Systems, Software Quality Models, FURPS, Mc Calls Models, Applying seven basic quality tools in software development, Measuring Quality, Gilb, CoQUAMO.

UNIT – V  SOFTWARE QUALITY ASSURANCE  9

Software Reliability models, Rayleigh model, Defect Removal Effectiveness, Quality standards, ISO 9000 models and standards for process improvement, CMM, PCMM, CMMI, SPICE

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REFERENCES

UNIT – I  INTRODUCTION TO DATA MINING  9


UNIT – II  DATA WAREHOUSING  8

Data ware house – characteristics and view - OLTP and OLAP - Design and development of data warehouse- Case studies.

UNIT – III  DATA MINING TOOLS, METHODS AND TECHNIQUES  10

Lure of statistics- Regression and correlation; Classification- Decision trees; clustering –Neural networks; Market basket analysis- Association rules-Genetic algorithms and link analysis- With case study.

UNIT – IV  DATA MINING APPLICATIONS  9

Applications in various sectors - Financial services- Financial time serious prediction, retail banking-Credit risk management and credit scorecards, Genetics, Biological , CRM, Target marketing -Case studies.

UNIT – V  DATA MINING TRENDS  9


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TEXT BOOKS


REFERENCES

1. W.H.Inmon, Building the Data Warehouse, fourth edition Wiley India pvt. Ltd.
5. G. K. Gupta, Introduction to Data mining with Case Studies, Prentice hall of India.
UNIT – I  INTRODUCTION

Knowledge management theory and practice, Major approaches to KM cycle, Zack, Bukowitz and Williams, McElroy, Wiig, Integrated cycle.

UNIT – II  KNOWLEDGE MANAGEMENT MODELS

Major theoretical KM models, Von Krogh and Ros, Nonaka and Takeuchi, Choo sense-making KM model, Wiig model, Boisot I–space, Complex Adaptive System models, Tacit and Explicit knowledge capture.

UNIT – III  KM TOOLS STRATEGY AND METRICS

KM capture and creation tools, Sharing and Dissemination tools, Acquisition and Application tools, KM strategy, Knowledge audit, Gap analysis, KM metrics, Benchmarking, Balanced scorecard, House of Quality method.

UNIT – IV  KM IN ORGANISATION

Organisational culture, Organisational maturity models, KM team, Ethics of KM, future challenges for KM, Research issues, Knowledge application at individual, group and organisational levels, Knowledge reuse, Knowledge repositories.

UNIT – V  KNOWLEDGE LEADERSHIP

Knowledge Leadership styles, Knowledge alignment with business strategies, Pragmatic knowledge development, Balancing knowledge and business management systems, Constructing knowledge infrastructure.

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REFERENCES

UNIT – I  INTRODUCTION  9

UNIT – II  PROJECT PLANNING AND DATA ANALYSIS  9
BI Project planning, Requirements definition and gathering, deliverables, Business focused data analysis, top-down Logical data modeling, Bottom-up source data analysis, data cleansing, Prototyping.

UNIT – III  METADATA REPOSITORY ANALYSIS AND DESIGN  9
Meta Data models, Analysis, Database design, Extract/ Transform / Load (ETL) design, Meta data design, ETL development.

UNIT – IV  APPLICATION DEVELOPMENT  9
OLAP tools, Multidimensional analysis factors, architecture, Data mining, Risks, Metadata repository development, Implementation, Release evaluation.

UNIT – V  MODERN INFORMATION TECHNOLOGY AND ITS BUSINESS OPPORTUNITIES  9
Business intelligence software, BI on web, Ethical and legal limits, Industrial espionage, BI software, modern techniques of crypto analysis, managing and organizing for an effective BI Team.

Total: 45

TEXT BOOKS
2. Efraim Turban, Ramesh Sharda, Jay E. Aronson and David King, Business Intelligence, Prentice Hall, 2008.

REFERENCES
1. Elizabeth Vitt, Michael Luckевич Stacia Misner, Business Intelligence, Microsoft, 2002.
UNIT – I    INTRODUCTION  9
Business analysis, Business analyst, Competencies of business analyst, Strategy analysis, Stakeholders analysis, Environment analysis, SWOT analysis.

UNIT – II    BUSINESS ANALYSIS PROCESS MODEL  9
Process models, Process analysis, Investigation techniques, Requirements engineering, Validating the requirements, Modelling business systems.

UNIT – III    BUSINESS SYSTEM  9

UNIT – IV    BUSINESS PROCESS MODELLING  9
Business processes - Business process modelling, business modelling techniques, business case analysis, case development, Managing business change, Governance.

UNIT – V    MANAGING THE INFORMATION RESOURCE  9
Managing data resource, modelling system functions, system data, data modelling and administration, technology for capturing and storing data, Security.

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REFERENCES
UNIT – I  INTRODUCTION  9

UNIT – II  STRATEGIC SOURCING  9

UNIT – III  SUPPLY CHAIN NETWORK  9

UNIT – IV  PLANNING DEMAND, INVENTORY AND SUPPLY  9

UNIT – V  CURRENT TRENDS  9

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BA9186 LOGISTICS MANAGEMENT

UNIT – I INTRODUCTION

Definition and Scope of Logistics – Functions & Objectives – Customer Value Chain – Service Phases and attributes – Value added logistics services – Role of logistics in Competitive strategy – Customer Service

UNIT – II WAREHOUSING AND MATERIALS HANDLING


UNIT – III TRANSPORTATION AND PACKAGING


UNIT – IV PERFORMANCE MEASUREMENT AND COSTS


UNIT – V CURRENT TRENDS

Reverse Logistics – Scope, design and as a competitive tool. Global Logistics – Operational and Strategic Issues, ocean and air transportation. Strategic logistics planning.

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UNIT – II FORECASTING AND SCHEDULING MODLES 9

Forecasting – Types, Quantitative Models – Moving Averages and Smoothing techniques – Error estimations. Scheduling and Sequencing models.

UNIT – III LOCATION AND LAYOUT STRATEGIES 9


UNIT - IV MRP AND ERP 9


UNIT – V RECENT TRENDS IN OPERATIONS MANAGEMENT 9


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BA9188 PRODUCT DESIGN

UNIT – I INTRODUCTION


UNIT – II PRODUCT PLANNING


UNIT – III PRODUCT CONCEPT


UNIT – IV INDUSTRIAL DESIGN AND DESIGN TOOLS


UNIT – V PATENTS


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BA9189 SERVICES OPERATIONS MANAGEMENT LT P C

UNIT – I INTRODUCTION 9
Importance and role of Services -Nature of services -Service classification Service Package
Service Strategy -Internet strategies - Environmental strategies.

UNIT – II SERVICE DESIGN 9
New Service Development - Designing the Service delivery system: Service Blueprinting -
Managing Service Experience - Front-office Back-office Interface - Service scape – Implication
for Service Design

UNIT – III SERVICE QUALITY 9
Service Quality- SERVQUAL, -Gap Model -Complaint management - Walk-through Audit
-Service Recovery - Service Guarantees - Service Encounter.

UNIT – IV OPERATING SERVICES 9
Service operational planning and control -Process Analysis - Process Simulation -Service
Facility Location -Capacity Management in Services – Queuing models - Waiting Lines –
Simulation - Yield management.

UNIT – V TOOLS AND TECHNIQUES 9
Inventory Management in Services – Retail Discounting Model - Newsvendor Model - Vehicle
Routing and Scheduling -Productivity and Performance measurement - Data Envelopment
Analysis (DEA) -Scoring System – Method for customer selection.

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BA9190 PROJECT MANAGEMENT LT P C 3 0 0 3

UNIT – I INTRODUCTION TO PROJECT MANAGEMENT 9


UNIT – II PLANNING AND BUDGETING 9


UNIT – III SCHEDULING & RESOURCE ALLOCATION 9


UNIT – IV CONTROL AND COMPLETION 9


UNIT – V PROJECT ORGANISATION & CONFLICT MANAGEMENT 9

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BA9191 ADVANCED MAINTENANCE MANAGEMENT

UNIT – I MAINTENANCE CONCEPTS

Objectives and functions of Maintenance – Maintenance Strategies – Organisation for Maintenance – Five Zero Concept

UNIT – II FAILURE DATA ANALYSIS


UNIT – III MAINTENANCE PLANNING AND REPLACEMENT DECISION

Overhaul and repair – meaning and difference – Optimal overhaul – Repair policies for equipment subject to break down – Spare parts management. Optimal interval between preventive replacement of equipment subject to break down, group replacement.

UNIT – IV MAINTENANCE POLICIES


UNIT – V RECENT TECHNIQUES
Reliability Centered Maintenance (RCM) – Total Productive Maintenance (TPM) – Philosophy and implementation – Signature Analysis – CMMS – Concept of Terotechnology – Reengineering Maintenance process.

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REFERENCES


BA9192 ROBUST DESIGN LT P C 3 0 0 3

UNIT – I INTRODUCTION 9

Introduction to robust design - Robust Design and Experiments - Planning of experiments - Overview of quality by design - Quality loss function - ANOVA rationale - Single Factor Experiments.

UNIT – II FACTORIAL EXPERIMENTS 9

Basic Definition and Principles - Two factor factorial design - tests on means - EMS rule - $2^K$ and $3^K$ factorial designs - Fractional factorial design.

UNIT – III SPECIAL EXPERIMENTAL DESIGNS 9

Randomized blocks - Latin square design - Blocking and confounding - Response Surface Method - Nested designs.

UNIT – IV ORTHOGONAL EXPERIMENTS 9

Comparison of classical and Taguchi’s approach - Selection and application of orthogonal arrays for design - Conduct of experiments - collection and analysis of simple experiments - modifying orthogonal arrays - multi-response data analysis.

UNIT – V MAKING THE DESIGN ROBUST 9

Variability due to noise factors - classification of quality characteristics and parameters - objective functions - Parameter design - optimization using S/N ratios - attribute data analysis.
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REFERENCES