## PROPOSED M.B.A. (FULL-TIME) COURSE CURRICULUM : Batch 2015

### FIRST YEAR

**SEMESTER I**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>CP – 101</td>
<td>Management Concepts &amp; Practices</td>
<td>100</td>
</tr>
<tr>
<td>CP – 102</td>
<td>Quantitative Methods</td>
<td>100</td>
</tr>
<tr>
<td>CP – 103</td>
<td>Managerial Economics</td>
<td>100</td>
</tr>
<tr>
<td>CP – 104</td>
<td>Environment and Management</td>
<td>100</td>
</tr>
<tr>
<td>CP – 105</td>
<td>Communication Skills</td>
<td>100</td>
</tr>
<tr>
<td>CP – 106</td>
<td>Accounting For Managers</td>
<td>100</td>
</tr>
<tr>
<td>CP – 107</td>
<td>Computer Applications in Management</td>
<td>100</td>
</tr>
<tr>
<td>CP – 108</td>
<td>International Business Environment</td>
<td>100</td>
</tr>
</tbody>
</table>

**Total Marks** 800

### SEMESTER II

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>CP – 201</td>
<td>Organisation Behaviours</td>
<td>100</td>
</tr>
<tr>
<td>CP – 202</td>
<td>Management Science</td>
<td>100</td>
</tr>
<tr>
<td>CP – 203</td>
<td>Human Resource Management</td>
<td>100</td>
</tr>
<tr>
<td>CP – 204</td>
<td>Financial Management</td>
<td>100</td>
</tr>
<tr>
<td>CP – 205</td>
<td>Marketing Management</td>
<td>100</td>
</tr>
<tr>
<td>CP – 206</td>
<td>Production &amp; Operations Management</td>
<td>100</td>
</tr>
<tr>
<td>CP – 207</td>
<td>Research Methodology</td>
<td>100</td>
</tr>
<tr>
<td>CP – 208</td>
<td>Project Management</td>
<td>100</td>
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</table>

**Total Marks** 800

### SECOND YEAR

**SEMESTER III**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>CP – 301</td>
<td>Business Policy &amp; Strategic Analysis</td>
<td>100</td>
</tr>
<tr>
<td>CP – 302</td>
<td>Decision Support System &amp; Management Information System</td>
<td>100</td>
</tr>
<tr>
<td>CP – 303</td>
<td>Business Ethics &amp; Corporate Social Responsibility.</td>
<td>100</td>
</tr>
<tr>
<td>CP – 304</td>
<td>Summer Training Report &amp; Viva-Voce</td>
<td>100</td>
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**Total Marks** 800

### SEMESTER IV

<table>
<thead>
<tr>
<th>Course Code</th>
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<tbody>
<tr>
<td>CP – 401</td>
<td>Corporate Evolution &amp; Strategic Management</td>
<td>100</td>
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<tr>
<td>CP – 402</td>
<td>Business Legislation</td>
<td>100</td>
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<tr>
<td>CP – 403</td>
<td>Corporate Governance</td>
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<tr>
<td>CP – 404</td>
<td>Elective Paper – I</td>
<td>100</td>
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<tr>
<td>CP – 405</td>
<td>Elective Paper – II</td>
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</tr>
<tr>
<td>CP – 406</td>
<td>Elective Paper – III</td>
<td>100</td>
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**Total Marks** 600

**Total Marks** 3000

### DISTRIBUTION OF MARKS

- SEM. I-800, SEM. II-800, SEM. III-800, SEM. IV-600 TOTAL MARKS – 3000

**EXTERNAL EVALUATION IN EACH PAPER OF 80 MARKS**

- Sec. A (4 x 8) = 32 Marks
- Sec. B (3 x 16) = 48 Marks

**INTERNAL EVALUATION IN EACH PAPER OF 20 MARKS**

- Mid Term Test -50%  
- Seminar-30%  
- Class Performance – 20%
Students are required to study all core papers and opt any one-specialization area in Sem. III & one elective area in Sem. IV.

<table>
<thead>
<tr>
<th>SPECIALISATION</th>
<th>ELECTIVES</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARKETING</td>
<td>INTERNATIONAL BUSINESS</td>
</tr>
<tr>
<td>FSM – 1    Consumer Behaviour</td>
<td>FELIB – 1 Export Import Procedures, Documentation and Logistics</td>
</tr>
<tr>
<td>FSM – 2    Advertising Management</td>
<td>FELIB – 2 International Economic Organisations &amp; Regional Blocks</td>
</tr>
<tr>
<td>FSM – 3    Sales &amp; Distribution Management</td>
<td>FELIB – 3 Global Human Resource Management</td>
</tr>
<tr>
<td>FSM – 4    International Marketing</td>
<td>BUSINESS &amp; ENTREPRENEURSHIP MANAGEMENT</td>
</tr>
<tr>
<td>HUMAN RESOURCE MANAGEMENT</td>
<td>FELBEM – 1 Entrepreneurship Development &amp; Enterprise Management</td>
</tr>
<tr>
<td>FSO – 1    Management of Industrial Relations</td>
<td>FELBEM – 2 Small Business Environment and Management</td>
</tr>
<tr>
<td>FSO – 2    Management Training and Development</td>
<td>FELBEM – 3 Finance &amp; Marketing for Small Business</td>
</tr>
<tr>
<td>FSO – 3    Human Resource Planning &amp; Development</td>
<td>RURAL AND URBAN MANAGEMENT</td>
</tr>
<tr>
<td>FSO – 4    Organisational Development &amp; Effectiveness</td>
<td>FELRM – 1 Rural Industrialization</td>
</tr>
<tr>
<td>FINANCE</td>
<td>FELRM – 2 Rural Marketing</td>
</tr>
<tr>
<td>FSF – 1    Security Analysis and Investment Management</td>
<td>FELRM – 3 Co-operative Management</td>
</tr>
<tr>
<td>FSF – 2    International Financial Management</td>
<td>EVENT MANAGEMENT</td>
</tr>
<tr>
<td>FSF – 3    Management of Financial Services</td>
<td>FELEM – 1 Principles of Event Management</td>
</tr>
<tr>
<td>FSF – 4    Corporate Taxation</td>
<td>FELEM – 2 Resource Planning &amp; Marketing</td>
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<tr>
<td></td>
<td>FELEM – 3 Control &amp; Evaluation</td>
</tr>
<tr>
<td>RETAIL MANAGEMENT</td>
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<tr>
<td>FELRTLM-1   Retail Concepts and Practices.</td>
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<tr>
<td>FELRTLM-2   Marketing Concepts in Retail Management.</td>
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<tr>
<td>FELRTLM-3   Retail Strategies and Operations.</td>
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<tr>
<td>INFORMATION TECHNOLOGY MANAGEMENT</td>
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<tr>
<td>FESI – 1    System Analysis &amp; Design</td>
<td></td>
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<tr>
<td>FESI – 2    Data Base Management System</td>
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</tr>
<tr>
<td>FESI – 3    Strategic Management of Information Technology</td>
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</tbody>
</table>
OBJECTIVES:
The objective of this paper is to familiarize the student with basic management concepts and
behavioural processes in the organization.

COURSE CONTENTS:

Unit – I  Evolution of Management Thoughts: Bureaucracy theory – Weber, Scientific
management F.W.Taylor, Administrative (Process) Management – Henry Fayol,
Human relations era – Elton Mayo, Systems and contingency approach, for
understanding organizations, Managerial processes, functions, skills and roles in an
organization.

Unit – II  Social Responsibility of Business; Understanding and Managing individual
behaviour – Personality, Perceptions, Values, Attitudes, Learning, work Motivation,
Motivation Theories, Individual decision making and problem solving.

Unit – III  Transactional Analysis, Johari Window. Understanding and managing group
processes; Interpersonal and group dynamics applications of emotional intelligence
in organisations.

Unit – IV  Group decision making, Leadership Theories, Delegation, MBO and Modern
Management Thoughts.

Unit – V  Understanding and Managing organizational system – Organizational design and
structure, Work stress: Causes, Sources and Management of Stress.

SCHEME OF EXAMINATION:
Total Marks : (Internal 20, External 80) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:
Sec. A: (Short Answers)  4 out of 8  4 x 8  = 32 Marks.
Sec. B: (Essay type & case)  3 out of 5  3 x 16  = 48 Marks.

SUGGESTED READINGS:
OBJECTIVES:
The objective of the course is to make the students familiar with some basic statistical and linear programming techniques. The main focus, however, is in their applications in business decision making.

COURSE CONTENTS:

Unit – I Statistical basis of managerial decision: Frequency distribution and graphic representation of frequency distribution, Measures of Central Tendency – Mean, Median, Mode, Requisite of ideal measures of Central techniques, Merits, Domestic of Mean, Median Mode and their managerial application.

Unit – II Dispersion Measures of dispersion range, Q.D., M.D., S.D., coefficient of variation, skew ness, kurtosis.

Unit – III Theory of Probability and probability distribution – Mathematical probability, Trail and event, sample space, Simple problem based on sample space, Binomial, Poisson, Normal distribution and their application in business decision making.

Unit – IV Correlation and regression analysis – Karl Pearson’s coefficient of correlation, rank correlation, repeated ranks, spears man’s rank correlation, regression equation, Regression coefficient, Time Series analysis and forecasting.

Unit – V Sampling and Sample Tests – Purposive sampling, Random Sampling, Null – hypothesis, Alternative hypothesis, Chi-square test of goodness of fit and t – test for difference of Means and Application of these test in management.

SCHEME OF EXAMINATION:
Total Marks : (Internal 20, External 80) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:
Sec. A: (Short Answers)  4 out of 8     4 x 8     = 32 Marks.
Sec. B: (Essay type & case)  3 out of 5   3 x 16   = 48 Marks.

SUGGESTED READINGS:
MANAGERIAL ECONOMICS

COURSE NO. CP: 103

Max. Marks (Ext. Exam): 80
Min. Pass Marks : 32

OBJECTIVES:
The objectives of this course is to acquaint the students with concepts and techniques used in Micro – Economic Theory and to enable them to apply this knowledge in business decision-making. Emphasis is given to changes in the nature of business firms in the context of globalisation.

COURSE CONTENTS:


Unit – II Production and Cost – returns to scale, cost curves, break-even analysis; economies of Scale, Theory of firm – profit maximization, sales maximization.

Unit – III Market Structure – Price and output decision under different market structures, price discrimination, non-price competition.

Unit – IV Macro Economics–Aggregates and Concepts, GNP and GDP, Concept and Measurement of National Income: Determination of National Income,


SCHEME OF EXAMINATION:
Total Marks : (Internal 20, External 80) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:
Sec. A: (Short Answers)  4 out of 8  4 x 8  = 32 Marks.
Sec. B: (Essay type & case)  3 out of 5  3 x 16  = 48 Marks.

SUGGESTED READINGS:
ENVIRONMENT AND MANAGEMENT

COURSE NO. CP: 104

Max. Marks (Ext. Exam): 80
Min. Pass Marks : 32

COURSE CONTENTS :


Unit – III Environmental Clearance / Permissions for establishing industry; and Environmental Impact Assessment Report.

Unit – IV Approaches to corporate Ethics, Bio-ethics and Environmental Ethics; Dams and their role.

Unit – V Pollution - Air, Water and Land, Waste Management; Trade in wastes; Biodiversity Management, Role of Biodiversity in International Trade; Forest – Products and Trade, Soil Erosion, Ozone depletion; Green House Effect; Global Warming.

SCHEME OF EXAMINATION:
Total Marks : (Internal 20, External 80) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:
Sec. A: (Short Answers)  4 out of 8     4 x 8     = 32 Marks.
Sec. B: (Essay type & case)  3 out of 5   3 x 16   = 48 Marks.

SUGGESTED READINGS :

COMMUNICATION SKILLS

Course No. CP : 105

Max. Marks : 80
Min. Pass Marks : 32

OBJECTIVES:
The objective of this paper is to equip the students with the necessary skills and techniques of business communication.

COURSE CONTENTS:

UNIT I:
Communication: Meaning, nature, importance to managers, communication theories, elements of communication process, importance of feedback, Model of Communication, Barriers to effective communication.

UNIT II:
Types of Communication: Oral, Written & non verbal, Upward, Downward & Lateral: Speeches for different occasions; Interviews; Group Discussion; Conferences; Effective Listening; Grapevine communication.

UNIT III:
Written Communication: Letter Writing; Types of Business Letters; Do’s & Don’ts of business letters.

UNIT IV:
Non – verbal Communication: Meaning and importance; Kinesics; Proxemics; Chronemics; Para-language; Artefacts

UNIT V:
Report Writing: Types and structure of reports, Drafting of reports. Strategies to develop effective communication skills – Do’s & Don’ts of Public Speaking. Importance of Resume and Covering letter – Writing a Resume, essentials of drafting an effective resume.

SCHEME OF EXAMINATION:
Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:
Sec. A: (Short Answers) 4 out of 8 4x8 = 32 Marks.
Sec. B: (Essay type & case) 3 out of 5 3x16 = 48 Marks.

SUGGESTED READINGS:
ACCOUNTING FOR MANAGERS

COURSE NO. CP-106

Max. Marks (Ext. Exam): 80
Min. Pass Marks : 32

OBJECTIVES:
The basic purpose of this course is to develop an insight of postulates, principles and techniques of accounting and utilization of financial and accounting information for planning decision-making and control.

COURSE CONTENTS:

Unit – I  Financial Accounting – Concept, Importance and Scope, Principles of Double Entry, Ledger Accounting, Preparation of Trial Balance.
Unit – II  Preparation of Financial Statements – Profit and Loss Account and Balance Sheet; Depreciation Accounting.
Unit – III  Financial Statement analysis – Comparative Statement; Common Size Statements; Ratio analysis, Cash flow and fund flow analysis.
Unit – IV  Management Accounting – concept; Needs, Importance; Cost Accounting – Records and Processes, Inventory Valuation, Reconciliation between Financial and Cost Accounts.
Unit – V  Costing for Decision-Making, Marginal Costing and Absorption Costing;

SCHEME OF EXAMINATION:

Total Marks : (Internal 20, External 80) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers)  4 out of 8  4 x 8  = 32 Marks.
Sec. B: (Essay type & case)  3 out of 5  3 x 16  = 48 Marks.

SUGGESTED READINGS:

COMPUTER APPLICATIONS IN MANAGEMENT

COURSE NO. CP-107

Max. Marks (Ext. Exam): 80
Min. Pass Marks : 32

OBJECTIVES:
The objectives of this course include developing an appreciation of different software and hardware systems available in the industry among the students and build up the experience of computer usage in business organizations with specific reference to commercial data processing systems.

COURSE CONTENTS:


Unit – II  Database : Basic concept, Data base system architecture, data models, relational model, relations, relation representation, SQL,

Unit – III Data Communication :- Computer Networks (LAN, MAN, WAN), Network Hardware, Reference Model , Network Topologies , Transmission mode, Transmission media (Guided, Unguided)

Unit – IV Working with HTML tags:-colors, Hyperlinks, Unordered Lists, Ordered Lists, Definition Lists, Marquee, Tables, Forms, Basic of Java scripts & VB script for interactive pages. Website Hosting, E-Mail, Blogs, Forums.


SCHEME OF EXAMINATION:
Total Marks : (Internal 20, External 80) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:
Sec. A: (Short Answers)  4 out of 8  4 x 8  = 32 Marks.
Sec. B: (Essay type & case)  3 out of 5  3 x 16  = 48 Marks.

SUGGESTED READINGS :
2. Fundamental of Data base management system, Renu Vig, Ekta Walo, Indian Society of Technical Education.
5. The Antivirus Book – Saumil U Shah
6. E-Commerce Strategies – Charles Trepper, PHI.
INTERNATIONAL BUSINESS ENVIRONMENT

COURSE NO. CP: 108

Max. Marks (Ext. Exam): 80
Min. Pass Marks : 32

OBJECTIVES:
The primary Objectives of this course is to acquaint the students to emerging global trends in business environment.

COURSE CONTENTS:

Unit – II Balance of Payments, WTO and its importance for Indian Business, International Monetary Fund (IMF), Word Bank (IBRD).

Unit – III Exchange rate determination, Fixed and Flexible exchange rate, Convertibility of Rupee and its implication, Foreign Institutional Investors (FII), Foreign Direct Investment (FDI), Euro-Currency.

Unit – IV Regional Blocks; Internationalization of Service Firms, Export Management; Joint Ventures and Global Competitiveness.

Unit – V Globalization and Human Resource Development; Globalization with Social Responsibility.

SCHEME OF EXAMINATION:
Total Marks : (Internal 20, External 80) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:
Sec. A: (Short Answers)  4 out of 8  4 x 8  = 32 Marks.
Sec. B: (Essay type & case)  3 out of 5  3 x 16  = 48 Marks.

SUGGESTED READINGS :

ORGANISATIONAL BEHAVIOUR

Course No. CP : 201  Max. Marks : 80
Min. Pass Marks : 32

OBJECTIVES:
Organizational behaviour provides the knowledge base understanding of behaviour within organizations. OB equips student with tools to effectively manage individuals and groups within organizations and offers a better understanding of organizational culture.

COURSE CONTENTS:

UNIT I: Understanding Organizational behaviour: Levels of analysis within OB – individual, group and organization; challenges and opportunities for OB; relationship of OB with other fields.

UNIT II: Foundation of individual behaviour; learning theories; Perception: factors influencing Perception; Personality, Attitudes, Job satisfaction and Values.

UNIT III: Motivation: concept and process; Motivation theories: Maslow, McGregor, Herzberg, Alderfor’s, Vroom, Porter & Lawler and Equity theory; Motivating employee techniques; Group: nature, functions & development.

UNIT IV: Organisational Culture & Climate; Organisational conflicts Type, Causes and Management; Johari Window and Transactional Analysis; Emotional Intelligence; Knowledge Management; Power & Politics; Negotiation.

UNIT V: Organisational Change: Forces for change; Resistance to change; Managing change; Stress; Concept, Sources of Stress, Consequences, Management of Stress; Burnout: Causes and Handling of Burnout; Managing diversity in organization.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 4x8 = 32 Marks.
Sec. B: (Essay type & case) 3 out of 5 3x16 = 48 Marks.

Suggested Readings:
MANAGEMENT SCIENCE

Course No. CP - 202

Max. Marks (Ext. Exam) : 80
Min. Pass Marks : 32

COURSE CONTENTS:

Unit – I  Management Science-Basic concepts and its role in decision making.

Unit – II  Linear Programming – General Linear programming problem, Standard and Canonical Forms of Linear programming problem, Basic Concepts, Model Formulation, Graphical solution of solving LPP, Duality in Linear programming problem.

Unit – III  Transportation Problem – Basic concept, North – West corner method, Row minima method, Column minima method, Least cost method, Voggel’s Approximation method.

Unit – IV  Assignment & Sequencing Problem – Basic concepts, Hungarian method of solving assignment problem, Sequencing Problem, Processing Jobs through machine(s).

Unit – V  PERT/CPM, Decision Theory and Decision Trees – Game theory, two person zero sum game; Network Analysis in Project – Critical Path Method and Project Evaluation Review Technique.

SCHEME OF EXAMINATION:

Total Marks : (Internal 20, External 80) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers)  4 out of 8  4 x 8 = 32 Marks.
Sec. B: (Essay type & case)  3 out of 5  3 x 16 = 48 Marks.

SUGGESTED READINGS :

OBJECTIVES:
In a complex world of industry and business, organizational efficiency is largely dependent on the contribution made by the members of the organization. The Objectives of this course is to sensitize students to the various facets of managing people and to create an understanding of the various polices and practices of human resource management.

COURSE CONTENTS:

Unit – II Career and Succession Planning; Job Analysis and Role Description; Methods of Manpower Search; Attracting and Selecting Human Resources.

Unit – III Induction and Socialization; Manpower Training and Development.

Unit – IV Performance Appraisal and Potential Evaluation; Job Evaluation & Wage Determination.

Unit – V Employee Welfare; Industrial Relations & Trade Unions; Dispute Resolution & Grievance Management; Employee Empowerment;

SCHEME OF EXAMINATION:
Total Marks : (Internal 20, External 80) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:
Sec. A: (Short Answers) 4 out of 8 \(4 \times 8\) = 32 Marks.
Sec. B: (Essay type & case) 3 out of 5 \(3 \times 16\) = 48 Marks.

SUGGESTED READINGS:
FINANCIAL MANAGEMENT

COURSE NO. CP : 204
Max. Marks (Ext. Exam) : 80
Min. Pass Marks : 32

OBJECTIVES :

The purpose of this course is to acquaint the students with the broad framework of financial decision-making in a business unit.

COURSE CONTENTS :

Unit –III Cost of Different sources of Raising Capital, Weighted Average cost of Capital; Optimum Capital Structure.
Unit – IV Basics Concept of - Standard Costing; Budget Budgetary Control and Zero Base Budgeting. Methods of Capital Budgeting.
Unit – V Management of Working Capital-Cash Receivables and Inventory management. Internal Financing and dividend Policy.

SCHEME OF EXAMINATION:

Total Marks : (Internal 20, External 80) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 4 x 8 = 32 Marks.
Sec. B: (Essay type & case) 3 out of 5 3 x 16 = 48 Marks.

SUGGESTED READINGS :

OBJECTIVES:

The purpose of this course is to develop an understanding of the underlying concepts, strategies and issues involved in the marketing of products and services.

COURSE CONTENTS:

Unit –I Nature and scope of marketing, Corporate orientations towards the marketplace. The Marketing Environment and Environment Scanning;
Unit –II Marketing information system and Marketing research, Understanding consumer and Industrial markets, market segmentation, Targeting and positioning;
Unit –III Product decisions, product mix, product life cycle, new product development, branding and packaging decisions, Pricing methods and strategies, Promotion decision- promotion mix, advertising, sales promotion, publicity and personal selling;
Unit –IV Channel management-selection, co-operation and conflict management, vertical marketing implementation and systems, Organizing and implementing Marketing in the organization;
Unit–V Evaluation and control of marketing efforts; New issues in marketing-Globalization, Consumerism, Green marketing, Legal issues.

SCHEME OF EXAMINATION:

Total Marks : (Internal 20, External 80) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 4 x 8 = 32 Marks.
Sec. B: (Essay type & case) 3 out of 5 3 x 16 = 48 Marks.

SUGGESTED READINGS :

PRODUCTION AND OPERATIONS MANAGEMENT

COURSE NO. CP – 206

Max. Marks (Ext. Exam) : 80
Min. Pass Marks : 32

OBJECTIVES : 
The Course is designed to acquaint the students with decision making in : Planning, scheduling and control of Production and Operation functions in both manufacturing and services, Productivity improvement in operations through layout engineering and quality management etc. Effective and efficient flow, replenishment and control of materials with reference to both manufacturing and services organizations.

COURSE CONTENTS :

Unit – I Nature and Scope of Production and Operations Management; Facility Location; Types of Manufacturing Systems & Layouts; Layout Planning and Analysis;

Unit – II Material Handling-Principles-Equipments. Line Balancing-Problems; Operations decisions-Production Planning and Control in Mass Production, in Batch/ Job Order Manufacturing;


Unit – IV An Overview of Material Management, Material Planning and Inventory Control; Purchase and Store Management.

Unit – V Industrial Safety; Total Quality Management including Modern Production Management practices - Just in Time (JIT), KANBAN, 5-S, Kaizen, Total Productive Maintenance (TPM), and 3-M (Muri, Mura, Muda).

SCHEME OF EXAMINATION:

Total Marks : (Internal 20, External 80) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers)  4 out of 8  4 x 8  = 32 Marks.
Sec. B: (Essay type & case)  3 out of 5  3 x 16  = 48 Marks.

SUGGESTED READINGS :

**RESEARCH METHODOLOGY**

*COURSE No. CP : 207     Max. Marks (Ext. Exam) : 80
Min. Pass Marks : 32*

**OBJECTIVES :**

To equip the students with the basic understanding of the research methodology and to provide an insight into the application of modern analytical tools and techniques for the purpose of management decision making.

**COURSE CONTENTS:**

Unit – I  Introduction to Research Methodology - Meaning, Objectives, Significance of Research in Management; Importance and scope of Research Methodology.

Unit – II  Research Process - Defining Research Problem; Setting of Hypothesis; Research Design – Exploratory, Descriptive and Experimental Research Designs;

Unit – III  Sampling Design - Steps in Sampling Design; Criteria of Selecting a Sampling Procedure, Characteristics of Good Sample Design; Types of Sample Design;

Unit – IV  Data Collection-Primary and Secondary data; Observational and Survey Methods; Questionnaire Design; Processing of Data – Editing, Coding, Classification, Field Work and Tabulation of Data;

Unit – V  Analysis and Report Writing - Selection of Appropriate Statistical Techniques; Parametric Test for hypothesis testing – t-test, Chi – Square test; Characteristics of Non Parametric Test; One-way ANOVA; Report writing.

**SCHEME OF EXAMINATION:**

Total Marks : (Internal 20, External 80) = 100 marks

**PATTERN FOR EXTERNAL EVALUATION:**

Sec. A: (Short Answers)  4 out of 8  
4 x 8  = 32 Marks.

Sec. B: (Essay type & case)  3 out of 5  
3 x 16  = 48 Marks.

**SUGGESTED READINGS :**

1. Bennel, Roger; ‘Management Research’, ILO,


PROJECT MANAGEMENT

Course No: 208
Max Marks: Ext Ex: 80
Min Pass Marks : 32

OBJECTIVE:
To familiarize the students with the fundamental concepts and methods of Project Management, Evaluation, Financing and Control.

COURSE CONTENTS:

Unit - I: Planning – Overview; Strategy and Capital Allocation; Generation and Screening of Project Ideas


Unit IV: Financing: Financing of infrastructure and other Projects, its Capital Structure & Methods of Offering; Venture Capital and Private Equity

Unit V: Project Implementation and Review – Evaluation and Control; Project Network Techniques; use of PERT and CPM. Cost and Time overrun; Administrative aspects of Project Review.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, external 80) = 100 Marks

PATTERN OF EXTERNAL EVALUATION:

Sec A: (Short answer) 4 out of 8 4x8 = 32 Marks
Sec B: (Essay type and case) 3 out of 5 3x16 = 48 Marks

REFERENCE BOOKS:

1. Projects, Planning Analysis, Selection, Implementation & Review – Prasanna Chandra. Tata McGrawhill India Ltd.,
4. Text Book of Project Management, P.Gopalakrishnan and VE Rama Moorthy – Mcmillan India Ltd.,