

VERTICAL-LESSON PLAN- IV SEMESTER – HOSPITALITY MANAGEMENT

Sub. Code	Subject Name	L	T	P	C
MBN H655	FACILITY PLANNING	2	0	0	2

Pedagogy: The topics shall be handled as case study discussion or seminars. Hence the students must read the relevant topics before they come to the class.

S.NO	TOPIC	HRS	Pedagogy Seminar/case study/discussion	Reference
1	The role, cost and management of hospitality facilities	1-3	Discussion	Hospitality Facility Management-David M Stipanuk & Harold Roffmann
2	Managing Maintenance- needs –water & waste water systems	4-6	seminar	Management operations and research – N.Sathyanarayanan
3	Electrical systems-Laundry system	7-9	Discussion	Systematic layout planning- Richard Muther Cahners
4	Telecommunications system	10-12	Discussion	Hospitality Facility Management-David M Stipanuk
5	Food Service equipment	13-16	Discussion	Food Service Planning: Layout & Equipment- Lendal H Kotschevar, Margaut
6	Energy Mangement –	17-19	Seminar	Management

				operations and research – N.Sathyanaraytanan
7	Parking areas –Lodging Planning Design-Food service panning & design	20-22	presentation	Systematic layout planning- Richard Muther Cahners
8	Case studies	23-26	Interactive Discussion	Real cases from Hotel industry
9	Visit to SRM hotel and IHM laundry	27-29	visit	
10	Facility planning exercise	30	writing	

Reference Books:

R.1 : Hospitality Facility Management-David M Stipanuk & Harold Roffmann

R.2 : Systematic layout planning- Richard Muther Cahners

R.3 : Management operations and research – N.Sathyanarayanan

R.4 : Food Service Planning: Layout & Equipment-Lendal H Kotschevar,Margaut

Internal Marks Evaluation (50 marks)

Cycle Test = 10 Marks

Surprise Test =05 Marks

Model Test =10 Marks

Project =10 Marks

Viva =10 Marks

Attendance =05 Marks

Prepared By

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Head/GM

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Sub. Code	Subject Name	L	T	P	C
MBN H756	ECO TOURISM	2	0	0	2

S.NO	TOPIC	HOURS	Pedagogy (Seminar/Case Discussion)	Reference
1	Principles of Eco Tourism-Types of Eco Tourism	1-2	Discussion	The Encyclopedia of Eco Tourism by David B Weaver
2	Global growth and magnitude of Eco tourism-Eco Tourism venues-Public protected areas-Privately owned protected areas	3-5	Discussion	The Encyclopedia of Eco Tourism by David B Weaver
3	modified spaces-indigenous territories-Impact of Eco Tourism- Economic impacts- Environmental impacts	6-9	seminar	Hospitality today by Rocco M Angelo & Andrew N Vladimier
4	Exploring socio-cultural impacts on local communities- Developing indicators for designations sustainability	10-12	Discussion	The Encyclopedia of Eco Tourism by David B Weaver
5	Rural development-Planning, Management and institutions- Management tools and techniques	13-15	Discussion	„
6	Policy and planning-Eco tourism-related organizations- Eco tourism in the inter sectoral context-	16-18	discussion	„

7	The place of Eco tourism in public policy and planning-	19-21	Discussion	„
8	The Business of Eco tourism- Accommodations-Tour operations-Tour guides and interpretations	22-24	Interactive class discussion	The Encyclopedia of Eco Tourism by David B Weaver
9	the business of Eco tourism-Club organizations	25- 26	discussion	The Encyclopedia of Eco Tourism by David B Weaver
10	Background on clubs-types of clubs-club ownership-club organization-club operation	27-28	Seminar	Hospitality today by Rocco M Angelo & Andrew N Vladimier
11	Visual presentation on Eco tourism	29-30	LCD presentation & dIscussion	inputs from websites on Eco tourism with pictures

Reference Books:

R1: The Encyclopedia of Eco Tourism by David B Weaver

R2: Hospitality today by Rocco M Angelo & Andrew N Vladimier

Internal Marks Evaluation (50 marks)

Cycle Test = 10 Marks

Surprise Test =05 Marks

Model Test =10 Marks

Project =10 Marks

Viva =10 Marks

Attendance =05 Marks

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Sub. Code	Subject Name	L	T	P	C
MBN H657	HOSPITALITY MANAGEMENT	2	0	0	2

Pedagogy: The topics shall be handled as case study discussion or seminars. Hence the students must read the relevant topics before they come to the class.

S.No	TOPIC	Hrs.	Pedegogy Seminar /discussion/case study	Reference
1	The World of Hospitality: Introduction to Hotel, Travel and tourism Industry	1-2	Seminar	Professional Hotel Management Delhi: S.Chand 2003
2	Nature of Hospitality: Communication, Turnover, Demands and Rewards	3	Discussion	Gray and Ligouri: Hotel and Motel Management and operations
3	Economic and Other Impacts of Hotel, Tourism, and Travel Industry	4-5	Discussion	Negi: Hotels for Tourism Development Delhi: Metropolitan India, 2004.
4	Early History of Lodging - Globalization of the Lodging Industry – Franchising	6-8	Seminar	Negi: Hotels for Tourism Development Delhi: Metropolitan India, 2004.
5	The Organization and Structure of Lodging Operations : Size and Scope of the Industry	9-11	Discussion	Gray and Ligouri: Hotel and Motel Management and operations Delhi: Prentice Hall India) 2002

6	Classifications of Hotels - Hotel Market Segments - Organization of Classifications of Hotels - Hotel Market Segments - Organization of	12-14	Discussion	Negi: Hotels for Tourism Development Delhi: Metropolitan India, 2004.
7	Food Service Industry : Composition and Size of Food Service Industry- Organization of Hotel and Restaurant Food Service- Management and Operation of Food Services-	15-16	Seminar	Gray and Ligouri: Hotel and Motel Management and operations
8	The Rooms Division: The Front Office Department- The Reservation Department -The Telecommunications Department - The Uniformed Service Department	17-19	Visit to SRM Hotel and dept charts	Andrews: Hotel front office training manual Bombay: Tata McGraw Hill,2002
9	Functional areas: Engineering and Maintenance Division - Marketing and Sales-Division - Accounting Division - Human Resources Division - Security Division-	20-22	Explanation by charts and discussion	Sudhir Andrews: Hotel front office training manual Bombay: Tata McGraw Hill,2002
10	Hospitality Mktg: Distinctive characteristics - 7 Ps of Mktg Segmentation., Targeting and Positioning	23-24	Discussion	Jagmohan Negi: Professional Hotel Management Delhi: S.Chand 2003
11	Future trends in Hospitality Industry:	25-26	seminar	Negi: Professional Hotel Management Delhi: S.Chand 2003
12	Usage of CRS in Hotel Industry, Chain of hotels- Role of Associations in hospitality management	27-28	Discussion	Gray and Ligouri: Hotel and Motel Management and operations Prentice

				Hall India) 2002
13	Hospitality Industry-Over all review	29-30	Presentation with visuals	From Various websites

References:

R1 : Professional Hotel Management - Jagmohan Negi: Delhi: S.Chand 2003

R2 : Sudhir Andrews: Hotel front office training manual Bombay: Tata McGraw Hill,2002

R3 : Gray and Ligouri: Hotel and Motel Management and operations Prentice Hall India) 2002

Internal Marks Evaluation (50 marks)

Cycle Test = 10 Marks

Surprise Test =05 Marks

Model Test =10 Marks

Project =10 Marks

Viva =10 Marks

Attendance =05 Marks

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Sub. Code	Subject Name	L	T	P	C
MBN H758	INTERNATIONAL MANAGEMENT	2	0	0	2

Pedagogy: The topics shall be handled as case study discussion or seminars. Hence the students must read the relevant topics before they come to the class.

S.No	TOPICS	HOUR	Pedagogy Seminar/case discussion	Reference
1	Globalisation & Tourism sector Globalisation & business world,the tourism Industry challenges	1-2	Introduction- discussion	International tourism- H.L.Bhattia
2	Factors affecting Global & regional tourist movements,Demand & Origin factors,Destination & resourse factors	3-4	Articles & discussion	Contemporary tourism- Chris cooper& michael
3	Contemporary trends in Tnternational tourism	5-6	Discussion	Contemporary tourism- Chris cooper & Michael
4	Emergence of International hotels & tourisms-historical aspects- devolepment of chains- development abroad,airline connection	7-9	Discussion Magazines	International tourism- H.L.Bhatia
5	Political aspects-barriers to travel- tourism investment & business,regulations	10-12	seminar	International Tourism- H.L.Bhatia

6	International Organisations-Govt support-National tourism organizations-political stability-travel advisories-political risk-crisis management	13-15	Case study/seminar	International cases in Tourism management- Susan Horner & John Susan
7	International hotels-balancing local & global perspectives-Intl rules-human resources & cultural diversity	16-18	Case study	Human resource management for tourism,Hospitality&leisure Tom Baum
8	Business protocol,International tourism sales & marketing,market research,Developing an Intl marketing strategy	19-21	Discussion	International Mktg of travel & Tourism-By Francois vellas & Lionel Becherel
9.	Travel distribution systems-GDS-product positioning	22-24	seminar	International Mktg- Francois vellas
10	Global competition & future-Long term tourism growth trends,tourism growth in major regions	25-27	Discussion	International tourism- H.L.Bhatia
11.	Transportation developments,technology &Automation,development issues,tourism & the environment	28-30	Visual presentation &discussion	websites www.unwto.org www.ttra.com www.etc-corporate.org

Reference books

R1 : International Marketing of travel & Tourism-By Francois vellas & Lionel Becherel

R2 : International tourism-H.L.Bhatia

R3 : Human resource management for tourism,Hospitality&leisure Tom Baum

R4 : International cases in Tourism management-susan Horner &John susan

R5 : Contemporary tourism-Chris cooper & Michael

Internal Marks Evaluation (50 marks)

Cycle Test = 10 Marks

Surprise Test =05 Marks

Model Test =10 Marks

Project =10 Marks

Viva =10 Marks

Attendance =05 Marks

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Sub. Code	Subject Name	L	T	P	C
MBN H659	EVENT MANAGEMENT	2	0	0	2

S.NO	TOPIC	HRS	Pedagogy Seminar/discussion	Reference
1	Role of events for promotion of tourism.	1-2	Seminar	Event management (Glen Bowdin, Johnny Allen)
2	Types of events	3-4	Discussion	„
3	Need of event management	5-6	Class discussion	„
4	Key factor for best event management	7-9	seminar	„
5	Case study	10-11	Case study/discussion	„
6	Concepts and introduction of MICE.	12-13	seminar	Powerhouse conference(AHMA, Coleman Lee & Frankle
7	Impact of MICE on local and national communities	14-16	seminar	Powerhouse conference(AHMA, Coleman Lee & Frankle
8	Budgeting and maintenance of cash flow.	17-19	seminar	Event management (Glen Bowdin, Johnny Allen
9	Registration, seating, documentation, press relation, computer graphics	20-22	Discussion	Event management (Glen Bowdin, Johnny Allen

10	Role of travel agencies in the management of MICE	23-25	Discussion	Event management (Glen Bowdin, Johnny Allen
11	History and function of ICCA.	26-27	Seminar	„
12	Role of ICCA.	28	seminar	Event management (Glen Bowdin, Johnny Allen
13	Role and function of ICIB.	29	Discussion	„
14	Discussion on real events at SRM	30	Group discussion	Real example

Reference Books :

R.1 : Event management -Glen Bowdin, Johnny Allen

R.2: Powerhouse conference -AHMA, Coleman Lee & Frankle

Internal Marks Evaluation (50 marks)

Cycle Test = 10 Marks

Surprise Test =05 Marks

Model Test =10 Marks

Project =10 Marks

Viva =10 Marks

Attendance =05 Marks

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Sub. Code	Subject Name	L	T	P	C
MBN H760	HOTEL OPERATIONS	2	0	0	2

Pedagogy: The topics shall be handled as case study discussion or seminars. Hence the students must read the relevant topics before they come to the class.

S.NO	TOPIC	HRS	Pedagogy- seminar/discussion	REFERENCE
1	Introduction to Hotel Tourism Law	1 - 2	Seminar	Hotel & Tourism Law –Jag Mohan Negi
2	Law Relating to Hotel & Food & Beverage Business	3 - 6	seminar	Essential Law for catering students – Roger petes
3	International Hotel Regulations –Food Legislation	7 - 10	Discussion	Food & Hotel Legislation Policy- Dharmaraj
4	Food Poisoning-	11 - 12	Seminar	Food & Hotel Legislation Policy- Dharmaraj
5	Food Adulteration-Food Inspectors –Penalties	13 - 14	seminar	Food & Hotel Legislation Policy- Dharmaraj
6	Industrial Organization of Food	15 - 16	seminar	Hotel & Tourism Law –Jag Mohan Negi
7	Trade-Entrepreneur- Partnership-Joint Stock-Co- Operative	17 - 18	Discussion	Hotel & Tourism Law –Jag Mohan Negi
8	Labour Legislations	19 - 20	Seminar	Food & Hotel

				Legislation Policy- Dharmaraj
9	Consumer Protection act	21 - 22	Discussion-case study	Essential Law for catering students – Roger petes
10	Compensation of Work man	23 - 24	seminar	Food & Hotel Legislation Policy- Dharmaraj
11	Bailor & Bailee	25 - 26	seminar	Essential Law for catering students – Roger petes
12	Public & Private enterprises	27 - 28	Discussion	Hotel & Tourism Law –Jag Mohan Negi
13	Guarantee & Warrantee	29 - 30	Seminar	Hotel & Tourism Law –Jag Mohan Negi

Reference Books:

R1: Hotel & Tourism Law –Jag Mohan Negi

R2: Essential Law for catering students –Roger petes

R3: Food & Hotel Legislation Policy-Dharmaraj

Internal Marks Evaluation (50 marks)

Cycle Test = 10 Marks

Surprise Test =05 Marks

Model Test =10 Marks

Project =10 Marks
Viva =10 Marks
Attendance =05 Marks

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LESSON PLAN – IV SEMESTER - PHARMA

MBN P656	SOCIAL AND INDUSTRIAL PSYCHOLOGY	L	T	P	C
		2	0	0	2

Lesson Plan

Objective: To understand the concepts of social and industrial psychology and apply the learning in the pharmaceutical industry.

Pedagogy: The topics shall be handled as discussion, case study or seminars. Hence the students must read the relevant topics before they come to the class.

Sl.no	Topics	Hour	Pedagogy (Seminar/case Discussion	Reference
1	Social and industrial psychology- Definition, nature and background.	1 - 3	Discussion	R2: 150-152
2	Social perception –Non-verbal communication, theories of attribution, impression management.	4 - 6	Discussion & Case	R2: 153-155
3	Social identify-Self concept, self esteem, self efficiency, self monitoring and self focusing.	7-11	Discussion	R3: 570
4	Social influence – Conformity, compliance and obedience. Interviews, application blanks and reference	12 -15	seminar & case	R3:570
5	The interview, application blanks and biographical inventories. Reference and background investigations.	16-18	Discussion	R3: 575
6	Employment testing – Testing abilities,	19-24	Discussion & case	R4:51

	testing personality, testing skills and achievements using and not using tests.			
7	Safety psychology – Safety management and safety psychology .Differential accident liability.	25-30	Case discussion	R4: 65

Reference books

R1: Work psychology, Lisa Mathewman, Amanda Rose and Angele Hetherington, Oxford University Press

R2: Impact of Sociology: Reading in the social sciences, Jack Douglas

R3: Social Psychology, Robert A Baron, Donn Erwin Byrne, Nyla R. Branscombe

R4: Human Resource Management: Robert L. Mathis and John H.Jackson

Internal Marks Evaluation (50 marks)

Cycle Test = 10 Marks

Surprise Test =05 Marks

Model Test =10 Marks

Project =10 Marks

Viva =10 Marks

Attendance =05 Marks

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MBN P657	INDUSTRIAL PHARMACY	L	T	P	C
		2	0	0	2

Lesson Plan

Objective: To understand the fundamental concepts of Industrial Pharmacy practices.

Pedagogy: The topics shall be handled as discussion, case study or seminars. Hence the students must read the relevant topics before they come to the class.

S.no	Topics	Hour	Pedagogy (Seminar/case Discussion)	References
1.	Good manufacturing practice, Quality Assurance	1-2	Discussion	R3 (p.309-312, 327-344, 352-353), R4 p.804
2.	Good laboratory practice, quality control	3-4	Discussion	R3 (p.320-326) R4 (869-870),
3.	Fire, explosion, toxicity, hazards of organic/inorganic chemicals.	5-6	Discussion	R1 (p.483-485)
4.	Safety aspects in handling hazards	7-8	seminar	R1 (p.483-485)
5.	Methods for handling , hazards appraisal and control disaster planning	9-11	Discussion	Website
	Pollution and pollution control – concept and type of pollution	12-14	Discussion	R1 (p.478-480)
7.	Ecology and ecological balance, pollution, health hazards	15-16	Seminar	website
8.	Gaseous pollution and control, water pollution and control.	17-19	Discussion	R1 (p.478-480)

9.	Waste minimization technology for pollution	20-22	Discussion	R2 (p.326-327), (328-329)
10	Process validation involved in production department	23-25	Case discussion	R3 (p.313-316),(330-344)
11	Instrumentation and process control	26-28	Discussion	R1
12	Instrumentation and process control	29-30	Discussion	R1

Reference books

1. Pharmaceutical Engineering, C.V.S Subramaniam, Vallabh Prakashan Delhi.
2. Introduction to pharmaceutical engineering, A.R.Paradkar.
3. Pharmaceuticals Issues for industrial management, S. Arora, Frank Brothers & co Ltd.
4. The theory and practice of industrial pharmacy, Lachman & Lieberman, Varghese publishing House.

Website

www.idma-assn.org

Internal Marks Evaluation (50 marks)

Cycle Test	= 10 Marks
Surprise Test	=05 Marks
Model Test	=10 Marks
Project	=10 Marks
Viva	=10 Marks
Attendance	=05 Marks

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MBN P659	PHARMACEUTICAL PRODUCTION DECISION	L	T	P	C
		2	0	0	2

Objective:

To understand the fundamental concepts of production management in pharmaceutical Industry.

Pedagogy:

The topics shall be handled as discussion, case study or seminars. Hence students must read the relevant topics before they come to the class

S.No.	Topics	Hour	Pedagogy (Seminar/Case Discussion)	References (Page No.)
1.	Definition, Purpose and Objectives of production management	1-2	Discussion	R1(210-214) R3(733-759)
2.	Good manufacturing Practice & Product Design	3-5	Discussion	R3(733)(869-870)
3.	Production Planning & Control, evaluation	6-8	Discussion-case	R1(216-218)
4.	Steps in developing Quality Management and ISO	9-11	Discussion-case	R1(235-249) Websites
5.	PILOT Plant Studies-Solid Dosage Forms	12-13	Discussion-case	R1(249-262)
6.	Blending Granulation-Drying-Size Reduction-Coating	14-16	Discussion	R1(181-193) Websites
7.	Plant Layout-Product & Process Layout	17-19	Discussion/seminar	R1(195-204) R2(467-476)
8.	Tablet Department Layout-General	20-22	Discussion	R1(263-272)

	Consideration			R1-(278-282)
9.	Optimization & Automation in Pharma Industry	23-25	Discussion	R1(284-300) Websites
10.	Maintenance Management Types and Planning, Organization Of Maintenance Department	26-27	Discussion/Seminar	R1-(300-303)
11.	Records Maintenance-Inspection Plan- Actual Maintenance	28-29	Discussion	R1-304
12.	Control and Evaluation of Maintenance Programmes	30	Discussion/case	R1- 305

References:

1. Pharmaceutical Issues for Industrial management, S.Arora, Frank brother & Co (Publisher) Ltd.
2. Pharmaceutical Engineering, C.V.S Subramanian, MK JAIN for Vallabh Prakashan
3. Theory and Practice of Industrial Pharmacy, Liebermann and Lachman, Varghese Publishing House.

Website:

www.idma-assn.org

Internal Marks Evaluation (50 marks)

Cycle Test	= 10 Marks
Surprise Test	=05 Marks
Model Test	=10 Marks
Project	=10 Marks
Viva	=10 Marks
Attendance	=05 Marks

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MBN P660	PROJECT MANAGEMENT	L	T	P	C
		2	0	0	2

Lesson Plan

Objective:

To understand the fundamental concepts of project management in Pharmaceutical Industry.

Pedagogy: The topics shall be handled as discussion, case study or seminars. Hence the students must read the relevant topics before they come to the class.

S. No.	Topics	Hour	Pedagogy (Seminar/Case Discussion)	References
1	Project planning and phases-need and importance- Phases of capital budgeting	1-2	Discussion	R1 (pp..20 – 30), R1 (pp.170-175), Printed materials
2	Project analysis facts, resources allocation frame work	3-5	Discussion/Case	websites
3	Investment strategies, portfolio planning tools and interface between strategic planning and capital budgeting	6-7	Discussion/Case	R1 (p. 20, 22, 30, 60 & 165) websites
4	Generation and screening of project ideas.	8-9	Discussion/Case	websites
5	Project analysis-Market and demand analysis including demand forecasting	10-11	Discussion	R1 (p. 37,43, 45, 68 & 78)
6	Technical analysis-and financial analysis (cost of project, working capital requirement and its financing).	12-13	Discussion	R1 (p.53,58 & 158)

7	Project selection-project cash flows, time value of money, cost of capital-appraisal criteria and analysis of risk.	14-16	Discussion	R1 (p. 101,103 & 108)
8	Project management and control-project organization	17-18	Discussion	R1 (p.171,181)/ websites
9	planning and control of project and human aspects of project management-project control tools (Gantt charts-line off balances)	19-21	Discussion/Case	R1 (pp.95-98)
10	Net work techniques for project management-basic concepts of networks, line estimation and determination of critical path for both PERT and CPM models	22-25	Discussion/Case	R1 (pp.182-183)
11	Network cost systems and activity crashing	26-27	Discussion	R1 (pp.181-182)
12	Project review-Need for reviews, initial review, performances evaluation, abandonment analysis, evaluating the capital budgeting systems	28-30	Discussion	R1 (p.166)/ websites

Reference Books:

R1. Project management for pharmaceutical industry by Laura Brown, Tony Grundy.

R2. Pharmaceutical project management-Second edition by Tony, Kennedy.

R3. Project Management, Panner Selvam

Websites:

www.pipmg.org

Internal Marks Evaluation (50 marks)

Cycle Test	= 10 Marks
Surprise Test	=05 Marks
Model Test	=10 Marks
Project	=10 Marks
Viva	=10 Marks
Attendance	=05 Marks

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MBN P652	PRODUCTIVITY AND INFRA STRUCTURE MANAGEMENT	L	T	P	C
		2	0	0	2

Objective: To understand the fundamental concepts of Productivity and Infra-structure management in Pharmaceutical Industry.

Pedagogy: The topics shall be handled as discussion, case study or seminars. Hence the students must read the relevant topics before they come to the class.

Lesson Plan

S. No.	Topics	Hour	Pedagogy (Seminar/Case Discussion)	References
1	Concepts and definition of productivity	1-2	Discussion	R1 (pp.1 – 3), R3 (1-2),
2	Productivity improvement factors.	3-5	Discussion	R3 (pp.9-12)
3	Productivity analysis-management	6-7	Discussion/Case	R3 (pp.70-73)
4	Techniques to reduce work contents and ineffective time.	8-9	Discussion/Case	websites
5	Introduction to concepts of work study-Human in application of work study,	10-11	Discussion/Case	websites
6	Classification of movements, micro motion study, simo chart.	12-13	Discussion	websites
7	Method study-Introduction and selection of jobs, flow diagram,	14-15	Discussion	R3(p.197)

8	String diagrams, flow process chart, multiple activity chart, travel chart,	16-18	Discussion	R3(p.196)
9	Principles of motion economy, classification of movements, micro motion study and simo chart.	19-20	Discussion	R3 (pp.126-127) websites
10	Work measurement-purpose-use techniques and procedure of work measurement	21-23	Discussion/Case	R3 (pp.28-32, 128-136) websites
11	Time study-selecting jobs to be studied and making a time study- Rating allowance-technique of work measurement	24-26	Discussion/Case	R3 (pp.277-280) websites
12	Activity sampling-synthesis-Analytical estimating-Predetermined motion time system.	27-30	Discussion/Case	R1 (pp.281-282)/ websites

Reference Books

R1. Productivity-Issues in Economic Development, Venkata Seshiah Sakalya, ICFAI University Press, 2006.

R2. Network effects of the productivity of infrastructure in developing countries, Christophe Hurlin- World Bank, Poverty Reduction and Economic Management Network, Economic Policy and Debt Dept., 2006.

R3. Productivity Management, Joseph Prokopenko, International Labour Office, Geneva, 1992.

Website

<http://www.idma-assn.org>

Internal Marks Evaluation (50 marks)

Cycle Test	= 10 Marks
Surprise Test	=05 Marks
Model Test	=10 Marks
Project	=10 Marks
Viva	=10 Marks
Attendance	=05 Marks

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LESSON PLAN - IV SEMESTER- HOSPITAL & HEALTH CARE MANAGEMENT

MBN C 655	MATERIALS & EQUIPMENT MANAGEMENT	L	T	P	C
		2	0	0	2

Total Periods per Week – 5**Objectives:**

- To understand the basic concepts of Materials & Equipment Management.
- To study the Equipment purchase and maintenance, problems & issues in Hospitals.
- To learn about Scientific Inventory Control.

S.NO.	TOPIC	NO. OF PERIODS
1.	Materials management - introduction, functions, objectives, Goals.	1
2.	Materials cycle, materials manager functions, Problems & issues in Hospitals, Information systems for Materials Management.	2
3.	Purchasing – objectives and elements of purchasing, purchasing system, purchase cycle.	2
4.	Purchase procedures legal and ethical aspects conditions of contract, financial rules, Arbitration	1
5.	Equipment Purchase and Maintenance – Planning & selection of Equipment, import of Equipment, utilization of equipment.	2
6.	Operation, Repair & maintenance, Equipment audit.	1
7.	Case study on Purchasing	2
8.	Inspection, storage & distribution of materials – planning consideration of stores, inspection & verification of materials.	2
8.	Storage, distribution, condemnation & disposal of materials.	1

9.	Case study on stores upkeep	2
10.	Scientific inventory management – codification & standardization, value analysis, inventory control	2
11.	Lead time, safety stock & reorder level, EOQ - economic order quantity, Selective controls.	1
12.	Case studies – inventory control.	2

Reference :

<http://www.logisticsmgmt.com>

www.wikipedia.org

www.businessdictionary.com

www.google.com

MBN C656	PROGRAMME PLANNING, IMPLEMENTATION, MOINTORING AND EVALUATION	L	T	P	C
		2	0	0	2

UNIT I - 6 Hrs (R7-Page 1-56;406-488)

HOSPITAL PLANNING- Concept of Planning- Guiding Principles in Planning Hospital Facilities and Services- Regional Planning and Factors to be emphasized- Steps in Hospital Planning; Planning Team and Stages of Project- Estimation, Architect Brief and Master Plan- Selection of Site and Decision on Land, Space, and Utilities

UNIT II - 6 Hrs (R5-Page 53-85)

OUTPATIENT SERVICES-Objectives- Functions- Location, Design and Layout-Policy and Procedures- Organization- Staffing- Equipment and Facilities- Key Result Areas and Performance / Quality Indicators- Daily Planning and Scheduling of Work- Managing Time: Waiting Time and Total Time Spent by a Patient- Specialty, Sub-specialty and Super Specialty Clinics- Diagnosis, Physiotherapy and Occupational Therapy- Emerging Concepts: Day Care, Reservation, Appointment by Phone- Medico-social Works / Patient Counselling- Other Facilities: Pharmacy, Gifts Shop, Prayer / Meditation Room

UNIT III - 6 Hrs (R6-Page 139-149)

TRAUMA CARE: EMERGENCY AND CASUALTY SERVICES- Objectives- Functions- Location, Design and Layout- Policy and Procedures- Organization- Staffing- Equipment and Facilities- Key Result Areas and Performance / Quality Indicators- Disaster Management: Principles and Classification- Life Saving Drugs- Ambulance and Paramedic Services- Medico-legal Procedures- Forms and Registers to be maintained- Communication System-

UNIT IV - 6 Hrs (R5-Section 2 ,Page 53-85)

INPATIENT SERVICES- Objectives- Functions- Location, Design and Layout- Policy and Procedures- Organization- Staffing-Equipment and Facilities- Key Result Areas and Performance / Quality Indicators- Admission, Transfer, Billing and Discharge Procedures- Managing Deaths- **Intensive Care Units**, Objectives, Functions, Location, Design and Layout, Policy and Procedures, Organization, Staffing, Equipment and Facilities, Key Result Areas and Performance / Quality Indicators- Types of ICUs-

UNIT V - 6 Hrs (R5-Section 4, Page 197-207)

OPERATION THEATRE- Equipment and Facilities- Key Result Areas and Performance / Quality Indicators- Daily Planning and Scheduling-Determinants of number of Operating Rooms- Zoning and Aseptic / Sterile Techniques Clinical Protocols- Sub-stores, CSSD, Immediate Postoperative Recovery Rooms-Safety Issues

Total = 30Hrs

Reference Books

- R1. NHS, **Guide to Good Practices in Hospital Administration** (Department of Health and Social Security: National Health Services, London)
- R2. Sangeetha Natarajan, Hospital Supportive Services (Excel Books, New Delhi)**
- R3. R. Llewelyn Davies and HMC Macaulay, **Hospital Planning and Administration** (Jaypee Brothers Medical Publishers P. Ltd., New Delhi)
- R4. Syed Amin Tabish, **Hospital and Health Services Administration Principles and Practice** (Oxford University Press, New Delhi)
- R5. B.M. Sakharkar, **Principles of Hospital Administration and Planning** (Jaypee Brothers Medical Publishers Pvt. Ltd., New Delhi)
- R6. C.M. Francis and et al., **Hospital Administration** (Jaypee Brothers Medical Publishers Pvt. Ltd., New Delhi)
- R7. G.D. Kunders, **Designing for Total Quality in Health Care**, Prism Books Pvt. Ltd., Bangalore

PEDAGOGY: Seminars, Case construction and Discussion , Mini projects and Field visits (4hrs to 8 hrs observations per visit) to Various types of health care organizations that includes:

- 1.SubCentre/Health post/Dispensary**
- 2.Rural health Centre**
- 3.Primary health centre**
- 4.Taluk/Peripheral Hospital**
- 5.District general hospital**
- 6.Government Regional hospital(Referral centre)**
- 7.Large general hospital**
- 8.Single specialty hospital**
- 9.Teaching hospital**
- 10.Nursing home**
- 11.Corporate hospital**
- 12.Voluntary/Charitable hospital**
- 13.Community Health Projects**

After the completion of each field visit the students are required to submit individual report of observations.

SCHEME OF EVALUATION FOR INTERNAL MARKS (Total Marks:50)

- 1. Cycle Test -10 Marks**
- 2. Surprise Test -5 Marks**
- 3. Attendance -5 Marks**
- 4. Mini Project -10 Marks**
- 5. Comprehensive Viva-10 Marks**

Course -Coordinator

Dean

(S.Premlatha)

(Dr. Jayshree Suresh)

MBN C658	HEALTH INSURANCE	L	T	P	C
		2	0	0	2

UNIT I

6Hrs

HEALTH INSURANCE, MARKET FAILURE AND RISKS

Concept of Health Insurance-Types, origin, evolution and importance:- Private Health Insurance for profit- Private Health Insurance not-for-profit: Community Health Insurance (CHI), Employer-Based Insurance, Health Micro Insurance (MHI) and Reinsurance- Public Health Insurance: National Health Insurance, Social Health Insurance-

UNIT II

6Hrs

Fundamental differences among various Health Insurance Schemes- Various models of CHI and MHI tested / implemented in developing countries- Health Insurance in Indian Context- Social security: A fundamental concept- Risk and Insurance-Demand and Supply for Health Insurance- Economics of Scale- Welfare Loss from Health Insurance

UNIT III

6Hrs

Actuarially Fair Premium, Expected Loss, Load Factors- Risks: Moral hazard, adverse selection, cost escalation, fraud and abuse, cream skinning- Risk Management Tools, Moral Hazard: Co-payment / coinsurance, deductibles, indemnity payment, mandatory referral system- Adverse Selection: Collective membership, group policies - Cost Escalation: Treatment protocol, fixed fee per illness- Fraud and Abuse (free rider): Insurance cared with photograph

UNIT IV

6Hrs

DESIGNING BENEFIT PACKAGE AND PREMIUM SETTING

Designing Benefit Package: Introduction- Issues to be considered: Financial resources, existing infrastructure and quality care, priority, utilization, pattern of disease and injury, level of health services, estimating maximum demand,

UNIT V

6Hrs

Costing the Benefit Package: Cost of pharmaceuticals, consultations, diagnostic support services, hospitalization, additional services and operating costs, Premium Setting: Calculation and determining premium (6)

Total = 30Hrs

References:

Kenneth Black Jr ,Harold D.Skipper Jr., 'Life and health Insurance' 13th edition-Pearson Publication

www.irda.com

PEDAGOGY: Seminars, Case Discussion , Mini projects .

SCHEME OF EVALUATION FOR INTERNAL MARKS (Total Marks:50)

- 1. Cycle Test -10 Marks**
- 2. Surprise Test -5 Marks**
- 3. Attendance -5 Marks**
- 4. Mini Project -10 Marks**
- 5. Comprehensive Viva-10 Marks**

Course -Coordinator

Dean

(Dr. R.Velu)

(Dr.

Jayshree Suresh)

MBN C659	LEGAL & ETHICAL ISSUES IN HEALTHCARE	L	T	P	C
		2	0	0	2

UNIT I

6Hrs

Medical Council of India- Medical Licensure Law- Doctors Patient Relationship
 Medical Malpractice- Quality and Standard of Medical Care- Negligence- Medical Consent-
 Emergency Care- The Consumer Protection Act- Patients Rights and Responsibilities- Medical
 Ethics-

UNIT II

6Hrs

MEDICO LEGAL COMMITMENTS- Mental Illness

Tuberculosis- Drugs Addicts and Alcoholics- Legal Issue in Death Cases- Legal Testimony in
 Medico-legal cases- Narcotic Laws- The Drugs and Cosmetic Act
 Drug Control Policy- Clinical Investigation- Blood Transfusion

UNIT III

6Hrs

The Medical Termination of Pregnancy Act-The Prenatal Diagnostic Techniques Act- Dying
 Declaration- Medical Jurisprudence- The Human Organ Transplantation Act
 Toxicology-

UNIT IV

6Hrs

HOSPITAL ADMINISTRATION- The Biomedical Waste (Management and Handling) Rules-
 Radiation Safety System- Law of Insurance- Export Import Policy

UNIT V

6Hrs

Exemption of Income Tax for Donations- Tax Obligations: Filing Returns and Deductions at
 Source (6)

Total = 30Hrs

Reference Books:

NOTE: The Texts books below are to be referred for above units in addition to relevant websites for current updations and amendments).

1. Raj Kumar, **Acts Applicable to Hospitals in India** (The Christian Medical Association of India, New Delhi)
2. N.D. Kapoor, **Elements of Mercantile Law** (Sultan Chand and Sons, New Delhi) ISBN 8170142067
3. Ram Krishna Chaube, **Consumer Protection and The Medical Profession with Legal Remedies** (Jaypee Brothers, New Delhi) ISBN 8171797318
4. R.C. Anand and Sidhartha Satpathy, **Hospital Waste Management: A Holistic Approach** (Jaypee Brothers, New Delhi) ISBN 8171797202

PEDAGOGY: Seminars, Case construction, Presentations and Discussion , Mini projects and Field visits.

After the completion of each field visit the students are required to submit Case Collections(Instances under pursuit of Law) as individual report .

SCHEME OF EVALUATION FOR INTERNAL MARKS (Total Marks:50)

1. Cycle Test -10 Marks
2. Surprise Test -5 Marks
3. Attendance -5 Marks
4. Mini Project -10 Marks
5. Comprehensive Viva-10 Marks

Course -Coordinator

Dean

Dr.K.Vasanthi Kumari)

Jayshree Suresh)

(Dr.

MBNC655	MATERIALS & EQUIPMENT MANAGEMENT	L	T	P	C
	Syllabus	2	0	0	2

Objective:

To enable the students to understand and learn basic concepts and principles about materials and equipments management and develop them to apply and practice the same in the hospital and other healthcare inventories

UNIT I: MATERIALS MANAGEMENT 6

Introduction - Definition and Function - Goals and Objectives of Materials Management - Materials Cycle - Functions of Materials Manager - Problems and Issues in Hospitals- Information Systems for Materials Management

UNIT II: PURCHASING 6

Objectives and Elements of Purchasing- Purchasing System- Purchase Cycle - Purchase Procedures - Legal and Ethical Aspects - Conditions of Contract - Financial Rules - Arbitration

UNIT III: EQUIPMENT PURCHASE AND MAINTENANCE 6

Planning and Selection of Equipment - Import of Equipment - Equipment Utilization and Operation - Equipment Repair and Maintenance - Equipment Audit

UNIT IV: INSPECTION, STORAGE AND DISTRIBUTION OF MATERIALS 6

Planning Consideration of Stores - Inspection and Verification of Materials - Storage of Materials - Distribution of Materials - Condemnation and Disposal

UNIT V: SCIENTIFIC INVENTORY MANAGEMENT 6

Codification and Standardization - Value Analysis - Inventory Control - Lead Time, Safety Stock and Reorder Level - Economic Order Quantity (EOQ) - Selective Controls - Case Studies on Inventory Control.

Total = 30

REFERENCE BOOKS

1. Shakti Gupta and Sunil Kant, Hospital Stores Management: An Integrated Approach (Jaypee Publications, New Delhi, India)
2. WHO, Maintenance and Repair of Laboratory, Diagnostic, Imaging and Hospital Equipment (WHO, Geneva)
3. Murriel Skeet and David Fear, Care and Safe Use of Hospital Equipment (VSO, UK)
4. P. Gopalakrishnan and M. Sundaresan, Materials Management: An Integrated Approach (Prentice-Hall of India Pvt. Ltd., New Delhi) ISBN 81-2030027-0

MBNC655	MATERIALS & EQUIPMENT MANAGEMENT	L	T	P	C
	Lesson Plan	2	0	0	2

Objective:

To enable the students to understand and learn basic concepts and principles about materials and equipments management and develop them to apply and practice the same in the hospital and other healthcare inventories

Pedagogy:

Class discussions, Students' presentations, Case study, Debate, Quiz, Guest lectures, Hospital visits, Mini projects

Sl. No	Topic	Materials	Pedagogy	No. of hours
1	Introduction, Definition, Goals and Objectives of Materials Management	T1: 1 - 2	Class Discussion	1
	Functions of Materials Management and Materials Manager	T1: 2 - 5		1
	Materials Cycle	T1: 5 – 8		1
	Problems and Issues in Hospitals, Information Systems	T1:121 –	Case	1

	for Materials Management	127; 215– 221; PM	Discussion	
	Case Study	PM		2
2	Purchasing – Objectives, Elements and System	T1: 44 - 52	Class Discussion	1
	Purchase Cycle and Purchase Procedures with Tender processing, Contracts and Registration	T1: 17 - 43		1
	Legal and Ethical Aspects of Materials Management, Conditions of Contract – Law of agency, Law of Contract, Financial Rules and Arbitration in Materials Management	T1: 151 - 167	Seminar and Case Discussion	2
	Case Study	PM		2
3	Planning and Selection of Equipment	T1: 129 - 133	Students’ Presentation	1
	Import of Equipment - Objectives, Policy, Letter of Credit, General Considerations, Documents and Custom Clearance	T1: 168 - 198		2
	Equipment Utilization and Operation, Equipment Repair and Maintenance, Equipment Audit	T1: 134 - 143	Role Play	2
	Case Study	PM	Case Debate	1
Sl. No	Topic	Materials	Pedagogy	No. of hours
4	Planning Consideration, Continuous Quality Improvement of Stores Management	T1: PM; 203 – 214	Class Discussion	1
	Inspection, Verification of Materials and Stores Documents	T1: 75 – 77; 110 - 119	Role Play	1
	Storage, Preservation, Pilferage and Distribution of Materials	T1: 78 – 80; 94 - 109	Case Discussion	1
	Condemnation and Disposal	T1: 88 - 90		1
	Case Study	PM		2
5	Codification , Standardization and Value Analysis	T1: 81-87; 211	Students’ Presentation	1

Inventory Control - Lead Time, Safety Stock and Reorder Level	T1: 60 – 63		1
Economic Order Quantity (EOQ) and Selective Controls	T1: 63 - 72		2
Case Studies on Inventory Control	PM	Case Debate	2

(Note: T1 – Text Book 1; PM – Printed Materials)

TEXT BOOK:

1. Shakti Gupta and Sunil Kant, Hospital Stores Management: An Integrated Approach (Jaypee Publications, New Delhi, India)

REFERENCE BOOKS:

2. WHO, Maintenance and Repair of Laboratory, Diagnostic, Imaging and Hospital Equipment (WHO, Geneva)
3. Murriel Skeet and David Fear, Care and Safe Use of Hospital Equipment (VSO, UK)
4. P. Gopalakrishnan and M. Sundaresan, Materials Management: An Integrated Approach (Prentice-Hall of India Pvt. Ltd., New Delhi) ISBN 81-2030027-0

INTERNAL ASSESMENT

- | | |
|---------------------------------------------------|------------|
| 1. Cycle Test | - 10 Marks |
| 2. Surprise Test/Presentation/Class Participation | - 10 Marks |
| 3. Model Exam | - 10 Marks |
| 4. Mini Project | - 10 Marks |
| 5. Viva Voce | - 5 Marks |
| 6. Attendance | - 5 Marks |

Prepared By,

Verified By,

Approved By,

R.Arivazhagan
Course Coordinator

Ms. Premalatha
Head – Healthcare

Dr.Jayshree Suresh
DEAN - MBA

MBC660 - QUALITY ASSURANCE IN HOSPITALS

OBJECTIVES:

To give a brief knowledge to the students about QUALITY ASSURANCE IN HOSPITALS to implement in the modern business environment.

CLASS SCHEDULE

Sl. No	TOPICS FOR DISCUSSION	HOURS
1.	Introduction to quality / customer service – define customer and identify customers.	2
2.	Customer experience: core service & delivery of service	2
3.	Excellent customer service; caring service – individual behaviour: stress	2
4.	Communication and interpersonal relationship – patient satisfaction – rights and responsibilities of patients	2
5.	Satisfaction and delight – quality indicators of patient satisfaction	2
6.	Clinical quality – complication and infection rate	1
7.	Admission, follow up and continuity of care – measuring quality- setting objectives and agreeing upon standards	2
8.	Develop key result areas and performance indicators - feedback	2
9.	Customers,staff , suppliers, etc. quality audit and review techniques organization and roles in quality	2
10.	Quality policy: commitment to patients and staff – code of conduct for health professionals	2
11.	Job description of quality manager – quality	2

	steering committee	
12.	Quality council – quality teams: task force, quality circle	2
13.	Obstacles to practice quality – recent trends	2
14.	ISO certification; BS mark accreditation : JCI	3
15.	Quality awards scheme, business process engineering.	2

Reference Books:

1. Wilson CRM , hospital wide quality assurance (saunders, Ontario)
2. Hugh C.H.Kogh, total quality management in health care (Longman publication)ISBN 058204696
3. Roger Ellis and Dorothy Whittington, quality assurance in health care – a hand book (Edward ainoid, London) isbn 0-340-55273-5
4. Websites

Subject Coordinator

Dean MBA

VERTICAL- RETAIL-LESSON PLAN – IV SEMESTER

MBNR661-E-RETAIL

LESSON PLAN

Objective: :To develop analytical skill ,decision making skill and team work, conceptual skill, communication skill through case discussion.

S.NO	TOPICS	HOURS
1	Current technologies utilized in the retail sector - including: Internet; web sites; intranet.	2
		2
2	E-mail; electronic funds transfer (EFT)	2
3	case study	2
4	E-retail distribution	2
5	Business models, including Business-Consumer, Business-	
6	Business;	2
7	Case study	2
8	Strategic impacts of e-business on organizations; government initiatives relating to IT,	2
9	Leading e-retail exponents such as Amazon.com and tesco.com.	2
10	Case study	2
11	Patterns of consumption in the online environment	2
12	Demographics; external issues	2
13	Relating to the ability to consume;	2
14	Case study	2
15	Reactions to different e-retail models	2

Reference books

1. CHAFFEY, D., MAYER, R., JOHNSTONE, K. and ELLIS-CHADWICK, F., 2000. *Internet Marketing*. London: Prentice Hall.
2. CITRIN, A., VARMA, S., DAVID, E., SILVERMAN, S., STEM, N. and DONALD, E. Jr., 2001. *Adoption of Internet shopping: the role of consumer innovativeness Industrial Management & Data Systems*. volume: 100, number 7, pp 294 - 300. Emerald online.
3. MCGOLDRICK, P., 2002. *Retail Marketing*. London: McGraw Hill.
4. ROWLEY, J., 2002. *E-business, principles and practise*. New York: Palgrave. SETH, A. and RANDALL, G., 1999. *The Grocers, the rise and rise of the supermarket chains*. Kogan Page.

Coordinator

Marketing(Head)

Dean(MBA)

MBN R655	MERCHANDISE TECHNOLOGY AND PLANNING	L	T	P	C
		2	0	0	2

Objective:

To provide the student with an understanding of the characteristics features of food and fashion products.

Lesson Plan

S.NO	Topics	Hour	Pedagogy(Seminar/Case Discussion)	References
1	Classification; purchase pattern	1-5	Discussion	R1 (25-57)
2	Consumer trends, product differentiation, labeling	6-8	Discussion	R1 (99-117)
3	Food hygiene and safety, food safety hazards and methods of control	9-13	Discussion/case-amul supply chain	R1 (285-319)
4	Role of food and garment technology	14-18	Seminar/case-McDonald and trichina	R1 320-322
5	Legal obligations	19-22	Seminar/discussion	notes
6	Fabric properties	23-	Discussion/seminar	R1(323-

		26		345)
7	Strength;durability;asthetics;comfort Performance; textile specifications	27- 30	Seminar/assignment	Notes

Distribution of marks:

(TOTAL MARKS-50)

Cycle Test (one)-10 Marks

Surprise Tests (Two)-10 Marks

Mini Project (One)-10 Marks

Comprehensive Viva-10 Marks

Model Examination-10 Marks

Prepared By

Approved By

M.VINOTH

S.SENTHIL KUMAR

Dr. JAYSHREE

SURESH

Subject coordinator

Head-Marketing

Dean-MBA

Text Book: Michael Levy, Barton A Weitz,Ajay Pandit-Retailing Management-Sixth edition(Special Indian edition)-Tata Mc Grawhill Publishing co.Ltd.,

Reference Books:

R1 supply chain management for retailing – Rajesh ray- Tata McGraw hill ltd.

IV SEMESTER – LESSON PLAN FINANCE

MBN F663	FINANCIAL SERVICES	L	T	P	C
		2	0	0	2

LESSON PLAN

S.NO	TOPICS	SESSIONS	REFERANCE
1	Financial services Introduction Functions of Financial Services Types of Financial services	1	R2
2	Definition Leasing Process Types of leasing Lease evaluation from the lessor point of view Lease evaluation from the lessee point of view Advantages & Drawbacks Accounting Treatment of lease	2 3 4 5 6	R1 R2 R4
	CASE STUDY MAKE OR BUY DECISION FOR LEASING VISHAL ENGINEERING ENTERPRISES FOR LEASING & HIRE PURCHASE	7-11	
3	Features of Hire Purchase agreement Contents of Hire purchase agreement Diff. between HP and Lease	12	R2

	Tax benefit in hire purchase transaction		
4.	Consumer credit introduction	13	R2
	Different types of loans	14	
5.	Meaning of factoring	15	R1
	Process or steps involved in factoring	16	R4
	Types of factoring	17	R5
	Legal aspects of factoring		
	Benefits of factoring		
	Process of Forfeiting		
	Features of forfeiting		
6	Venture capital introduction		
	Types of venture capital	18	
	Guidelines for providing venture capital	19	R3
	Legal regulations for venture capital		R4
	SEBI regulation on venture capital		R2
	Venture capital financing stages and growth		
7	Methods of housing finance	20	
	Creation of NHB	21	R1 & R3
	Functions of NHB		
	CASE STUDY ON HOUSING FINANCE	22-24	
	CASE ON NHB		
8	The concept of credit rating		
	Classification of credit rating		
	Credit rating of individuals, companies and countries	25	R4
	Basis for credit rating	26	R2
	Credit rating companies in India with its symbols	27	R5
	Benefits and drawbacks of credit rating agencies		

	CASE STUDY ON CREDIT RATING OF ICICI	28-30	
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REFERENCE BOOKS

MY KHAN “FINANCIAL SERVICES” TATA MCGRAW-HILL – 3RD EDITION

Dr. GURUSWAMY “MERCHANT BANKING AND FINANCIAL SERVICES” TATA MCGRAW HILL

Dr. TRIPATHY “FINANCIAL SERVICES” PRINTICE HALL

Dr. PUNITHAVATHY PANDIAN “FIANCIAL SERVICES AND MARKETS” VIKAS

OTHER RELEVANT MATERIAL CAN BE COLLECTED FROM WEBSITES

INTERNAL EVALUATION:

CYCLE TEST:	10
SURPRISE TEST:	5
MODEL EXAM:	10
MINI PROJECT:	10
VIVA VOCE:	10
ATTENDANCE:	5
TOTAL:	50 MARKS

SUBJECT COORDINATOR

HOD

DEAN MBA

MBNF 665	FINANCIAL INSTITUTIONS AND MARKETS	L	T	P	C
		2	0	0	2

Total no of hrs: 30

No of credit : 2

OBJECTIVE:

The students are expected to have a working knowledge on the Indian Financial System,

Institution and various bodies that are going to regulate these institutions.

Unit	S.No	Topic	No.of Hours	Pg.No
	1.	Introduction – Nature and role of financial system- Structure of financial system	1	T1 3
	2.	Equilibrium of financial markets -Theories of the impact of financial development and its process	1	T1 7
	3.	Indian financial system-Indicators& financial development.	2	T1 69
	4.	Structure and Types of financial institution – Central bank policies – Financial sector reforms – Need and objective – Major reforms	2	T1 88,137
	C1	Case study – TIPS , Real Interest Rates have become observable in the United States	1	R1 56
II	1.	Reserve Bank of India – Functions – Role and Monetary policy of RBI	2	T1 169
	2.	Monetary control – Recent policy development - Securities and exchange board of India (SEBI) – Functions and Highlights of SEBI's performance	2	T1 219
	3.	Public Deposits – Securities contracts regulations Act , 1956	2	T1 527
III	1.	Commercial banks – Co-Operative banks – Non- banking financial intermediaries and statutory financial organizations	1	T1 241,328
	2.	Small savings – Provident funds – Pension funds	1	T1 359
	3.	Insurance companies- An overview of LIC , GIC and other private insurance companies	1	T1 386
	4.	NBFC'S– An overview up to 1995-96 and present position and regulation.	1	T1 480
	5.	Non-banking statutory financial organizations.	1	T1 540
	C2	Case Study (What do the Black Monday crash of 1987 and the tech crash of 2000 tell us about the efficient Market Hypothesis)	1	R1 145

IV	1.	Call money market – Treasury bills market – Commercial bills market – Certificate of deposit – The discount market	2	T1 585,605, 625,641, 656
	2.	Market for financial guarantees – Government securities – Industrial securities market	1	T1 664,674, 714
	3.	An introduction of futures, options and forward market.	1	T1 778
	C3	Case study – An exception that proves the rule : Ivan Boesky	1	R1 137
V	1.	Foreign Exchange market – International capital flow – Uses and determinants of Foreign capital	1	T1 821,870
	2.	Forms of foreign capital – International financial instrument- Foreign capital flow in India	1	T1 871
	3.	Recent developments in Foreign capital inflows – Foreign exchange market	1	T1 885
	4.	Interest Rates – Level and structures of interest rates – Interest rates in India.	2	T1 907
	C4	Case study - Why are Exchange rates so Volatile	1	R1 338

Text Books:

1. L.M. Bhole – "Financial institutions and markets", Structure, Growth and innovations, Tata McGraw-HILL publishing company Limited 5th Edition -2008.

Reference Books:

1. Frederic.S.Mishkin and Stanley G.Eakins – "Financial Institutions and Markets", Pearson Education
2. Meir Kohn – "Financial Institutions and Markets", Oxford , 2nd Edition
3. Meera Sharma – "Management of Financial Institutions" , PHI Publication, New Delhi

Coordinator

R.Raji

Head-Finance

DR.V. Balasubramaniam

Dean-MBA

Dr.Jayshree Suresh

MBNF-652	RISK MANAGEMENT AND INSURANCE	L	T	P	C
		3	0	0	3

S.N O	TOPICS	HOURS	PEDAGOGY (Seminar / Case discussion)
1)	Introduction to risk and risk management . Definition/ meaning/ objective/ classification / types of risk/Degree of risk/ Scope of risk management.	1 - 2	LECTURE
2)	Steps in Risk management / Risk management process/ Factors influencing risk/Risk control.	3	LECTURE
3)	Risk avoidance/ Risk reduction / Risk classification / Risk evaluation/ Risk Financing/ Retention/ Transfer.	4	LECTURE
4)	Case study (i) Risk assessment for a car company (ii) Risk assessment for maintenance work in factory.	5 - 6	DISCUSSION
5)	Enterprise risk management/ sources/ types/ ERM models/ Integrated risk assessment. Market risk management/ importance /Exposure/Methods to handle and control		

	risk.	7 - 8	LECTURE
6)	Credit risk management / needs / methods for Credit risk management / credit derivatives.	9	LECTURE
7)	Operational risk management / importance / measurement of operational risk / stages of operational risk management.	10	LECTURE
8)	Strategic risk management/ planning to manage risk / risk management in merger's and acquisitions.	11	LECTURE
9)	Case study (i) Credit risk management in lehman brothers (ii) ERM In ABN-AMRO.	12	LECTURE
10)	Project risk management / sources / classification /scope objectives of project risk management and phases / types of risk handling strategies/ factors affecting strategy selection / risk management in different types of projects Operational risk management/sources & classification/ measurement and objective of operational risk/ stages of operational risk/ role of supervisor/ disclosure requirement/	13 - 14	DISCUSSION

11)	<p>insurance & operational risk</p> <p>Case study on lack of supervision</p> <p>Financial risk management / sources /Need and importance of Financial risk/ Tools of financial risk management / integrated risk management / double trigger option.</p>	15 - 16	LECTURE
12)	<p>Treasury risk management/ money market trends/ tools of treasury risk management/ E-finance /Tools for treasury risk management/derivatives.</p> <p>Case study</p> <p>(i) Financial risk management in Toyota motor corporation.</p>	17 - 18	LECTURE
13)	<p>Insurance / meaning/ need/ risk sharing/ risk transfer / Benefits/ Elements/ types of insurance</p>	19 -20	DISCUSSION
14)	<p>Principles of insurance / documentation process.</p>	21 - 22	LECTURE
15)	<p>Role of legislative and regulative matter overview/ Insurance act 1938/ IRDA act 1999 / GIBNA 1972 / LIC act 1956 / consumer protection act 1986</p> <p>Insurance ombudsman scheme / malhotra committee / insurance advisory committee,</p>	23	LECTURE

16)	Contract Act,1872.	24 - 25	DISCUSSION
17)		26-27	LECTURE
18)		28	LECTURE
19)		29	LECTURE
20)		30	LECTURE

NOTE: 80% Weightage for theory and 20% weightage for problems.

INTERNAL ASSESSMENT:

(i)	Cycle test	10 marks
(ii)	Surprise test	5 marks
(iii)	Model exam	10 marks
(iv)	Mini project	10 marks
(v)	Viva	10 marks
(vi)	Attendance	5 marks
	TOTAL	50 marks

REFERENCE BOOKS:

- R1) Financial risk management -- Dun & Bradstreet
- R2) Risk management--Carl.pritehard
- R3) Risk management & insurance--HarringtonNiehaws
- R4) Risk management & insurance--Harold D.skipper/W.Jean Knan.
- R5) Risk management-- David E.Bell Arthur Schleifer
- R6) Risk issues & crisis management--michael regester& Judy Larkin.
- R7) Principles of risk management & insurance--George E. Rejda.
- R8) Risk management & insurance – Scott Harington
- R9) Risk management & insurance – C. Arthur Williams.
- R10)Enterprise Risk management – ICFAI publishers.

Subject co-ordinator

HOD

Dean.

FINANCIAL DERIVATIVES – MBNF-654
MBA 4TH SEMESTER

Theory	Cases	Numerical
14	2	14

Course Outline: The course defines the main kind of derivatives, shows how they are used to achieve various hedging and speculating objectives, introduces a framework for pricing derivatives, and studies several applications of derivative-pricing techniques outside derivative markets.

Course Objective: To enable the students understand the principles of using derivative and to apply the same in financial decision making.

Session	TOPIC	Reference
1	INTRODUCTION AND OVERVIEW Derivatives- meaning, definition, types, significance, advantages and disadvantages, Case studies	Any of the listed books – T,C
2	DERIVATIVE MARKETS IN INDIA Growth and the recent developments Regulatory Authority for derivatives in India, Cases Studies	Internet – C
3	HEDGING STRATEGIES USING FUTURES Futures – Definition, Types, Stock Futures, Interpreting Quotes, Hedging using Index Futures, Commodity Futures – basics, Hedging using Commodity Futures- Reading Futures Prices, The Perfect Hedge	T1, R1 - N
4	Long and Short Hedges, Cross Hedging, Basis Risk, Price Risk, Hedging Effectiveness, Determination of Hedge Ratio	T1,R3 - N
5-6	Currency Futures – Basics, Hedging using Currency Futures, Theoretical Futures Price, Cross Rates, Interest futures (basics)	T1 - N
7-9	HEDGING STRATEGIES Meaning, Definition, Examples, Speculation, , Introduction to Options, Basic Terminologies in Options,	T1, R1 - N

10-12	HEDGING USING OPTIONS Strategies using options, option Positions, types	T1, R2 - N
13-16	PRICING OF OPTIONS Binomial Trees, Black-Scholes Model, Option on Stock Indices, Currencies etc	T1, R2,R3 -N
17	Greek Letters, volatility measures, Spreads	T1, R1, 2, 3 -T
18-19	Swaps – Basics, Concept and Nature, Evolution of Swaps	T1-T
20	Features of Swaps, Types, Interest Rate Swap- Basics	T1 - T
21	Interest Rate Swaps- Features, Examples,	T1,R3 - T
22-23	Types and Valuation	T1 - N
24	Currency Swaps – Meaning, types, Valuation,	T1,R3 - T
25	Debt-Equity Swap, Meaning, Features	T1 - T
26	Value-at-risk (VaR), Meaning	
27	Methods of Calculating VaR, Advantages and Disadvantages	T1 - T
28	Credit risk and Credit Derivatives	R4 - T
29 -30	Interest Rate Derivatives, Models	

Books :

Text Book

1. John C. Hull & Sankarshan Basu, Options, Futures, and Other Derivatives, 7th edition, Pearson, 2010.

Reference Books

- 1) Jayanth Rama Varma, Derivatives and Risk Management, Tata McGraw Hill, First Edition 2008
- 2) An Introduction to Derivatives and Risk management, Don.M. Chance, Thomson/South Western, 2004
- 3) S. Kevin, Commodity and Financial Derivatives, Phi Learning Pvt. Ltd,
- 4) N.R. Parasuraman, Fundamentals of Financial Derivatives, 2nd edition, 2009, Wiley

Course Coordinator

S.Vasumathy

Head, Finance

Dr. Balasubramanian

Dean

Dr. Jayshree Suresh

MBNF672	COMMERCIAL Banking	L	T	P	C
	LESSON PLAN	2	0	0	2

OBJECTIVES:

- To enable students to understand the latest practices and reforms in the banking sector.
- At the end of the semester, students must have familiarity on Banking procedures & regulations.
- The course will help the students to update their knowledge in various banking activities and procedures.

TEACHING METHODOLOGY:

- ✓ Lecturing and Discussions
- ✓ Case Study

EvAluation:

- Mini Project presentation and Viva : (10+10) 20 marks
- Cycle Test : 10 marks
- Model test : 10 marks
- Announced/Surprise test : 5 marks
- Attendance : 5 marks

	S.NO	TOPICS	HOURS	readings
I	1.	Introduction to Banking Modern Day Banking in India - Breakthroughs in Indian Banking Industry - E-banking and Core banking	1	R2(55-67)
	2.	Reforms in banking Systems: - Autonomy for commercial banks - Autonomy for lending rates - Autonomy for borrowing rates	2	R2(131-135)
	3.	Best Practiced Code Corporate Governance in Banks - Need for Corporate Governance	3	R1(244-245) R1(363-367)

		- Prerequisites for Good Corporate Governance		
	4.	Introduction to Universal Banking, Narrow banking Private sector bank guidelines Know Your Customer, Anti Money Laundering	4	R1(26-30) R1(228-230) R1(367-368)
	5.	Role of Banks as Financial Intermediary, Constituent of payment system	5	R4
	6.	Banks as Financial Service provider : Banking of Business Mathematics	6	R3
II	7.	Money market operations – Introduction, Objectives and functions, Reserve Requirements	7	R1(607-615)
	8.	Profitability of banks	8	R2(101-111)
	9.	RBI Act 1934 – Functions, policy framework, legal requirements (CRR, SLR, PLR) Banking Regulation Act 1949 – provisions and objectives	9,10	R1(571-600, 189-190) R2 (122- 130)
	10.	Negotiable Instrument Act - Important sections of NI Act - Collection of cheques - Dishonour of cheques - Remittance - Demand draft	11	R1(782-828)
	11.	Banker Customer relationship, Bankers obligation Right of Appropriation - Different types of customers	12	R1(753-761) R1(770-778)
III	12.	Tandon committee and Chore committee reports	13,14	R1(297-301)
	13.	Credit risk management and corporate debt restructuring	15,16	R1(362-363)
	14.	Basic principles of Lending	17,18	R1(834-835)

		- Recommendations of Talwar committee		
IV	15.	Various types of Capital- Fixed Capital, Working Capital	19,20	R1(835-837)
	16.	Non – fund based facilities - Letter of Credit - Guarantee UCPDC – Pledge- Mortgage – Hypothecation – Types of charges	21-23	R1(838-859)
	17.	Prudential Norms	24	R1(342-343)
V	18.	Asset Classification, Income Recognition and Provisioning	25,26	R1(343-356)
	19.	Asset-Liability management – Capital adequacy in banks (Basel I & II)	27	R1(403-411, 368-370)
	20.	Basic of Derivatives – Camels rating of banks Introduction to credit risk, market risk and operational risk	28	R1(414-434)
	21.	Banking Ombudsman scheme – Customer Protection Act – SARFAESI Act 2002	29,30	R1(234-243)

REFEReNCE BOOKS:

1. Banking Theory and Management - K.C.Shekar & lakshmi Shekar
2. Banking and Insurance – Jyotsna Seth
3. www.iibf.org.in
4. www.tax4india.com

SUBJECT COORDINATOR

HOD

DEAN

MBN F662	MBN F662 MICRO FINANCE	L	T	P	C
		2	0	0	2

LESSION PLAN

The objective of this subject is to give a working knowledge and the principles, practices and application in Micro Finance to the Finance Specialization students. On completion of this subject, the students will have more knowledge in this microfinance industry among the self – help group.

SL NO	TOPICS	SESSIONS	METHODOLOGY
1	Introduction about Microfinance	1	Lecture
2	Evolution, Impact and Importance of Micro Financial Services	2	Lecture
3	Steps Initiated in Development of Micro finance	1	Lecture
4	Case Study - Moneylender	2	Discussion
5	Role of Regulatory body in Micro finance and Rural Credit system in India Self Help groups (SHG): What is SHG: Features of SHG: Objectivity of SHG	2	Lecture
6	Self Help group promoting institutions (SHPI): Formation of SHG: Credit Linkage	2	Lecture
7	SHGs related Case study	2	Discussion
8	Micro Finance Services, Weaker Sections, SHG-Bank Linkage	2	Lecture
9	Banks and Financial Intermediaries, SHG-Thrift, credit, and Other Financial Services	2	Lecture
10	Financial Related Case study	2	Discussion
11	Formation and development of Micro Services. Micro Finance Institutions	2	Lecture
12	Role of MFI in developing Micro Finance, Enhancing Institutional Finance	2	Lecture

13	MFI or Microfinance development related cases	2	Discussion
	Micro Finance and Rural Development, Micro Credit Institutions, Non Government Organization (NGO).Prospects of Micro Finance:	2	Lecture
14	RBI Role in Regulating, Bank's Role in Micro Finance, Growth of Micro Finance, Development of Micro Finance, Credit Plans, Credit Schemes and social Banking.	2	Lecture
15	RBI Issued cases or NABARD Issued cases	2	Discussion

Reference Books:

1. Micro finance and poverty reduction by Susan Johnson and Bren Rogaly – Oxfam 1997
2. Indian micro finance-the challenges of rapid growth-by Prabu Ghate – Sage 2007
3. Micro finance hand book – by Jonna Ledger wood – E book
4. Commercial banks in micro finance- by Malcolm Harper and Sukhwinder Singh Aroraa – Teri Press 2005.

Internal Assessment:

(i)	Cycle Test	10 Marks
(ii)	Surprise Test	05 Marks
(iii)	Model Exam	10 Marks
(iv)	Mini Project	10 Marks
(v)	Viva (Mini Project)	10 Marks
(vi)	Attendance	05 Marks
	Total	50 Marks

MBNF674 MUTUAL FUNDS

The objective of this course is to give a working knowledge of mutual funds to the students. On completion of this course, the students will have sufficient knowledge in mutual fund industry.

SL.NO	TOPICS	SESSION	METHODOLOGY
1	Introduction to Mutual Funds, Organisation of Mutual Funds, Objectives and Importance of Mutual Funds, Advantages and Disadvantages of Mutual Funds.	3	Lecture
2	Global scenario of Mutual Funds, Indian Mutual Fund Industry (Four Phases), Trends in the Indian Mutual Fund Industry.	2	Lecture
3	Classification of Mutual Funds on the basis of operations, Return on investment, Investments, Others.	2	Lecture
4	Mutual Funds Related Case Study	2	Discussion
5	Working of Mutual Fund Organisation - Sponsor, Asset Management Company, Trustee, Custodians.		Lecture
6	Mutual Fund performance Analysis – Entry and Exit load – NAV calculation.	2	Lecture
7	Regulatory Framework of mutual Funds i) Reserve bank of India Guidelines ii) SEBI (Mutual Fund) Regulations	2	Lecture
8	Investment Related Case Study	2	Discussion
9	Mutual Fund Schemes, Investment Norms, Rules Regarding Mutual Fund Advertisement.	2	Lecture
10	Portfolio construction – Traditional Approach and Modern Approach.	2	Lecture
11	Portfolio Evaluation i) Sharpe's performance Index. ii) Treynor's Performance Index iii) Jensen's Performance Index.	5	Lecture/Problems
12	Portfolio Related Case Study	2	Discussion
13	Portfolio Revision i) Constant Rupee Plan ii) Constant Ratio Plan iii) Rupee Cost Averaging Arbitrage Pricing Theory (APT) Model	4	Lecture

Reference:

Financial Service M.Y. Khan, TMG C.12.1 - 2007

Financial Service + Markets Dr.Punithavathy Pandan,Vikas - 2010

Financial Service & Systems ,K.Sasidharn,Alex K.Mathew ,TMG - 2008

Financial Marketing & Services E.Gordon K.Nataragan, Himalaya Ch.14 - 2009

Security Analysis and Port Folio Managemet Avadhari , Himalaya - 9th edition

SAPM-Kevin – PHI 2009.

INTERNAL ASSESSMENT:

(vii)	Cycle test	10 marks
(viii)	Surprise test	05 marks
(ix)	Model exam	10 marks
(x)	Mini project	10 marks
(xi)	Viva	10 marks
(xii)	Attendance	05marks
	TOTAL	50 marks

OBJECTIVE: To enable the students to understand the importance of application of psychology in financial decisions.

MBNF 670	BEHAVIOURAL FINANCE	L	T	P	C
		2	0	0	2

LESSON PLAN

S.NO.	TOPICS	LECTURE SESSIONS
1.	Introduction – disciplines from which behavioural finance draws	2
2	Case study – Anderson - Enron	2
3	Assumptions of classical theories – and their drawbacks	3
4	Efficient market hypothesis	2
5	Market efficiency – market predictability	2
6	Arbitrage	1
7	Equity premium puzzle	1
8	Availability heuristic myopic loss aversion	2
9	Mental accounting	2
10	Anchoring	2
11.	Regret theory	2
12.	Naïve diversification	1
13.	Overconfidence and optimism	1
14.	Expected utility – violation and risk aversion anomalies	3
15.	Calendar anomalies – January 2 effect	1

16.	Over reaction and under reaction	1
17.	Mutual fund scandal	1

References:

1. Behavioural finance, William Forbes, Wiley student edition.
2. [www. Behavioural finance.com](http://www.Behavioural finance.com)
3. Harrison, Glen W. and E.Elisabet Rutstrom, 2009. Expected Utility theory and Prospect Theory: One wedding and a decent funeral, *Experimental Economics* 12(2), 133-158.
4. Kahneman, Daniel, Paul Slovic, and Amos Tversky, ed.1982. *Judgement under uncertainty:Heuristics and Biases*. Cambridge: Cambridge University Press

INTERNAL EVALUATION:

CYCLE TEST:	10
SURPRISE TEST:	10
MODEL EXAM:	10
MINI PROJECT:	10
VIVA VOCE:	10
TOTAL:	50 MARKS

MBNF666-STRATEGIC FINANCIAL MANAGEMENT	L	T	P	C
	2	0	0	2

Objective: To equip the students with necessary knowledge and skills required to evaluate decision of merger, acquisition and take over, buyout, legal and accounting aspects, turn-around strategies and various techniques of cost management.

Teaching Methodology: Lectures, class room discussions, mini projects/assignments, case analysis and student presentations.

S.No.	Topics	Hours	Lecture/Presentation/ Discussion	References & Page No.
1	Financial planning-Strategic financial planning-meaning-Steps in financial planning-advantages and limitations-strategic planning and financial planning relationship	2	Lecture	R1p559-563
2	Financial forecasting-Short term and Long-term – Tools for financial forecasting, Sustainable growth	1	Lecture	R1 p.564-567
3	Analysis of financial performance	1	Lecture	R1 p.534-539
4	Case on analysis of financial performance: Patel Computer System/ Bajaj Auto Industries	3	Case Presentation	R1 p555/558
5	Corporate Restructuring-Symptoms-Types of Business combinations	1	Lectures	R1 p671-673
6	Merger-Forms of Merger-Motives and Benefits of M&A-Steps in Merger or Acquisition decisions-Significance of P/E ratio	2	Lecture	R1 p672-674& p.684-686

	and EPS in merger negotiations- reasons for failure of M & A			R3p 376-380
7	Post Merger Integration Issue:Legal and Tax aspects Accounting for M&A(Purchase method & Pooling of Interest method)	2	Lecture	R6 p33.15-24 R1 p690-696
8	Merger as a capital budgeting decision-M&A-cost –benefit analysis And Sums in the area of mergers & acquisitions (sums on exchange ratio, EPS after merger, market price, P/E Ratio etc are to be worked out	4	Lecture/Discussion/ Sums	R1//R5/R6 R1 p697-702 R5p14.14-14.20 R6 p33.47-33.62
9	Takeover- Tactics-SEBI guidelines on takeovers- Legal procedure, Leveraged Buyouts-Spin-Offs-Sell-Offs	2	Lecture	R2 p889-896
9	Case on M&A: Modern Pharma	2	Case presentation	R2 p920-921

10	Corporate Sickness- operating sickness vs.financial sickness- Symptoms- Restructuring of a sick company- Different interpretations of sickness – Causes and Turnaround strategies- Phases in Turnaround management	4	Lecture	R4/R2 R2 p1052- 1064
11	Financial ratios as predictors of sickness/failure(non- parametric analysis and multiple discriminant analysis- problems/develop own cases based on these methods and to be solved)	2	LECTURE/SUMS	R1 P541-543
12	Strategy and Cost Management-Strategy formulation and Cost System Design-Alternate strategies-Objectives of Cost Management Systems- Broken Cost System	2	Lecture	Website

13	<p>Cost of Quality-Activity Based Costing principles- Target Costing</p> <p>(sums may be worked out related to activity based costing)</p>	2	Lecture/Sums	<p>R6</p> <p>P12.3-12.45</p> <p>P18.9-18.12</p> <p>p.22.17-22.20</p>

Note: Weightage for cases/sums is 40% and for theory 60%

Theory Lecture and Sums 25 hours

Case Presentation 5 hours

30 hours

Sums/Case study areas:

(i) Merger as a capital budgeting decision (ii) Analysis of financial performance (iii) Predicting financial distress/ bankruptcy using ratios and (iv) Activity Based Costing

References:

R1- Financial Management- IM Pandey (9th Edition)

R2-Financial Management-Prasanna Chandra(7th Edition)

R3-Financial Management-Rajiv Srivastava & Anil Misra

R4-Strategic Financial Management-G P Jakhotiya

R5-Financial Services-Khan

R6-Management Accounting-Khan&Jain

R7-www.focusmag.com&<http://books.google.co.in/books>

Evaluation of Learning:

Cycle Test: 10 marks

Mini project/Assignment: 10 marks

Model Examination 10 marks

Surprise Test 10 marks

Comprehensive Viva 10 marks

50 marks

Course Coordinator

Head/Finance

Dean/MBA

IV SEMESTER – LESSON PLAN HR

MBNH 658 - INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Purpose:

To understand the scope and approaches to the study of IHRM .

Learning Objectives:

1. To understand the concept and interrelationship of human resources processes through human resource cycle.
2. To learn how MNCs can tap for filling the management vacancies.
3. To explore the link between recruitment and selection, performance management and training and development.
4. To design appropriate compensation policy.
5. To understand the framework of industrial relations.

Book Recommended: International Human Resource Management

by P.Subba Rao, 1st edition .

S.No	Unit	Topics for Discussion	Chapter Number	Page Number	Number of Hours
1	I	International Human Resource Management – Meaning, Scope, Nature	6	149-150	2
2	I	Difference between IHRM & Domestic HRM	6	150-168	1
3	I	IHRM strategies	14	400- 410	2
4		Case Study			1
5	II	Stages in Internationalization of Business	3	60-65	2
6	II	IHRM approaches	6	166-169	2
7	II	Cross cultural implications	5	114-115	2

		Culture and Organization Performance			
		Case Study			1
8	III	Staffing of Multinationals – Planning, Recruitment & Selection	9	232- 255	2
9	III	Training & Development – Training strategies Expatriate Training	11	304-323	2
10	III	International Business Structure – Types of Multinational structure	7	173-204	2
		Case Study			1
11	IV	Performance Management Compensation Management	10	275-280	4
		Case Study			1
12	V	Repatriation – process	7	112-115	2
13	V	International Industrial Relations	13	365-388	2
		Case Study			1
		Total Hours			30

(P.Celina)

Course Coordinator

(DR. CHANDRAMOHAN)

HR – HOD

(Dr. Jayashree suresh)

Dean

MBN H754 - KNOWLEDGE MANAGEMENT

Objective of the course:

The student will be able to understand the definition and concept of knowledge management and use their knowledge in their future career.

S No:	Contents	No of hrs	Pedagogy	Page No
1	Introduction-meaning of knowledge and knowledge management- Importance-Building a global strategy around knowledge sharing	5 hrs	Lecture and case discussion	R1 31-34
2	Importance of information technology on knowledge management	2 hrs	Lecture and case discussion	R1 60,140-159
3	Leading a knowledge driven company-knowledge sharing bedrock-Building a foundation of Trust Build or Buy a knowledge system	4 hrs	Lecture and case discussion	R1 22,23 335-337
4	Custom-Made and off-Self solution-Turning the IT Dept –Encouraging the flow of knowledge	4 hrs	Lecture and case discussion	R1 223 225,237
5	Building customs guide-Recognizing knowledge sharing-Building criticalities	3 hrs	Lecture	R1 49
6	Strategy for building communities-Creating virtual teams	4 hrs	Lecture and case discussion	R1 49,73
7	Knowledge based product and services-Education and E-Learning	2 hrs	Lecture and case discussion	R1 47, 226,238
8	Metrics out comes from the flow of	2 hrs	Lecture	R1 334

	knowledge-Speculation for the future			
9	Identifying and confronting potential knowledge management challenges	2 hrs	Lecture and case discussion	R1 155, 288,327

Books:

- 1) R1. Knowledge management by Shelda Debowski Wiley Student Edn 2007
- 2) R2. Knowledge management by Elias M.Awad & Hassan Ghaziri-Pearson,2011
- 3) R3. Knowledge management Systems and processes by Irma Becerra- Fernandez & Rajiv Sabherwal –PHI, 2010

Evaluation:

Cycle Test : 10 marks

Model Test : 10 marks

Project : 10 marks

Viva voce : 10 marks

Surprise Test : 5 marks

Attendance : 5 marks

Dr.K.JEYARAMAN

Faculty coordinator

Head (HRM)

Dean(MBA)

MBN H666 - COMPETENCY MAPPING

Objective of the course:

The student will be able to understand the definition and concept of competency and competency mapping and use their knowledge in their future career.

S No:	Contents	No of hrs	Pedagogy	Page No
1	Meaning ,Definition and Concept of Competency Mapping	2 hrs	Lecture and case discussion	R1 8,15,18
2	-Competency Methods in Human Resource Management	2 hrs	Lecture and case discussion	R1 20-37, 71
3	Feature of Competency Methods. Competency Mapping Procedures and Steps	2 hrs	Lecture and case discussion	R1 82-104
4	Business Strategies-Performance Criteria-Criteria Sampling-Tools for data collection-Validating.	3 hrs	Lecture and case discussion	R1 47,48
5	The competency models-Shortcut methods-Competency mapping for future jobs	2 hrs	Lecture and case discussion	R1 71-80
6	Approaches to competency mapping- Using competency profiles in HR decisions-	3 hrs	Lecture and case discussion	R1 71, 176,185
7	Difference between skills and competency- Components of competency-	2 hrs	Lecture and case discussion	R2
8	Competency assessment-Purpose of competency mapping methods of data collection for mapping	3 hrs	Lecture and case discussion	R1 127
9	Critical incident techniques-Expert panels-Surveys-Job task analysis-	3 hrs	Lecture and case	R2

	Behavioral event interview		discussion	
10	Competency application- Role of competency-Identification of role competency data recording and analyzing the data	4 hrs	Lecture and case discussion	R1 55
11	Content analysis of verbal expression- Validating the competency models-	2 hrs	Lecture and case discussion	R2
12	Categories of competency- Differentiating the competencies	1 hrs	Lecture and case discussion	R2
13	-Function or technical competencies- Leadership and managerial competency	2 hrs	Lecture and case discussion	R1 178, 189

Books:

- 1) R1. The Hand Book of Competency Mapping-by Seema Sanghi, Sage publication, ninth printing,2011
- 2) R2. Study material prepared under the guidance of Dr.Surrendra Nath.
- 3) R3.Competency based HRM – Ganesh Sharmon- Tata Mcgraw Hill,2004
- 4) R4 Competency at work- Lyle Spencer-Signe M Spencer-John Wiley and sons Inc

Evaluation:

Cycle Test : 10 marks

Model Test : 10 marks

Project : 10 marks

Viva voce : 10 marks

Surprise Test : 05 marks

Attendance : 05 marks

Dr.K.JEYARAMAN

Faculty coordinator

Head(HRM)

Dean(MBA)

**MBNH 660 – ORGANISATIONAL CHANGE AND DEVELOPMENT
Learning Plan**

No. Of Hours	Topic	Page No.
2	Introduction – Overview, Need And Importance Of Change,	T1: 1 - 20
2	Identification Of Factors Influencing Change	T1: 30 - 32
2	Theories of Change – Forces of Change	T1: 2 -5
2	Models of Change – Types of Change – Resistance to Change	T1: 6 -10
2	Case 1	T1: 232
2	Case 2	T1: 250
2	Organizational Development – Concept, Characteristics	T1: 151 - 171
2	OD Process	T1: 155 - 161
2	Leading & Managing Change	T1: 67 - 83
2	Human Process interventions – Individual, Interpersonal & Group Approaches,	T1: 84 - 111
2	Restructuring Organizations	T1: 19 -37
2	Employee involvement & Work Design	T1: 191 - 216
2	Case 3	T1: 262
2	OD in Global Setting	T1: 112 - 128
2	OD in Private & Public Sector Organizations	T1: 38 - 50

TOTAL HOURS: 30

T1: Nilanjan Sengupta et.al, Managing Change in Organisations, PHI Publications

Dr. K. Vasanthi Kumari

Dean / MBA

Course Coordinator

MBN H671	PERFORMANCE MANAGEMENT	L	T	P	C
		2	0	0	2

Sl. No.	Topics	Hour
1	Concept, Challenges – Theoretical Foundations of Performance Management.	1-2
2	Learning theories – Motivation theories – Performance Management Systems.	3-4
3	Case Studies	5
4	Reward Management: Rewards in Performance Management.	6
5	Theoretical Foundations of reward based Performance Management.	7
6	Factors influencing reward system – Reward based Performance Strategy & Non Monetary Rewards.	8
7	Case Studies	9
8	Career Strategy – Significance – Theoretical Foundations of Career based Performance Management.	10

9	Career based Performance Management Strategy.	11
10	Team work in Performance Management – Theoretical Foundations of Team work in Performance Management.	12
11	Team based Performance Management Strategy	13
12	Case Studies	14
13	Organization Culture – Significance – Theoretical Foundations of Organization Culture in Performance Management	15-16
14	Culture based Performance Strategy – Measurement based Performance Management – Theoretical Foundations of Measurement in Performance Management.	17-18
15	Measurement based Performance Strategy.	19
16	Case Studies	20
17	Competency Management – Significance – Theoretical Foundations of Performance Management.	21-22
18	Competency based Performance Management – Leadership in Performance Management.	23-26
	Theoretical Foundations of Leadership in Performance	

19	Management.	27
20	Leadership based Performance Strategy	28
21	Case Studies	29-30

References :

- **‘Performance Management’ - R.Srinivas Kandula, Prentice Hall India.**
- **‘Performance – A Managers Challenge’ - Bhupendra Kumar Modi.**
- **‘Performance Management, Key strategies and Practical Guidelines - Michael Armstrong.**

PREPARED BY

HEAD IN- CHARGE

APPROVED BY

K.SANTHANA LAKSHMI

MR. CHANDRA MOHA

DR.JAYSHREE SURESH

SUBJECT COORDINATOR

HR - HEAD

DEAN

MBN H673 – ORGANIZATION STRUCTURE & DESIGN

LESSON PLAN

SESSION	TOPIC	CHAPTER NO
1	Organization – Definition, Importance, Types Scope, Organization as a System	Book 1 – Pg 3 to Pg 6
2, 3,4	Organization Design-Meaning, Structural Dimensions, Theories & Current Challenges & Practices	Book 1 – Pg 31 to 49 & Pg 91 to 106
5, 6, 7	Organizational Purpose, Mission, Vision, Goals, Importance & Organizational Strategies	Pg 7 to Pg 11
8,9	Consequence of poor organizational design, Stakeholders, Top Managers & Authority	Pg 18 to Pg 20
10, 11, 12, 13,	Ethical Dimensions & Organizational Ethics, Practices & Trends in organization design Case study: Johnson & Johnson – Use of Animals in cosmetic testing	Pg 251 – Pg 261
14, 15	Organization Structure, Authority, Vertical Differentiation, Principle of Bureaucracy	Pg 35 – Pg 38; Pg 102 – Pg 104
16, 17,	Information Processing, Functional Structure, Market Structure, Matrix Structure, Horizontal Structure, Hybrid Structure	Pg 111 – Pg 121
18, 19	Application & Practices in Organization Structure Cases Case Study: Microsoft Corp	Ref Book Pg 278
20, 21	Strategy & External Environment, Functional, Business, Corporate level Strategies	Pg 133 – Pg 149; Pg 161 – Pg 165
22, 23,	Organizational Ecology/Eco systems, Organization Effectiveness	Pg 237 – Pg 248
24, 25	Manufacturing & Service Technology & Impact of technology in job design & Open Design System Elements	Pg 167

26,27	Organization Size, Lifecycle, Culture & Ethical Values	Pg 213 – Pg 231
28, 29	Evolutionary & Revolutionary change in Organizations case Study: Kellogg’s Rapid Product Innovation	Pg 352 – Pg 355
30	Internal Design Elements – Challenges & Practices	Ref Book Pg 117 – Pg 127

READING MATERIAL:

A) Text Book

Book 1 – Bhupen Srivastava “Organization Design & Development” Reprint Edition (2009), Ar- Emm- International

B) Reference Book

Gareth R. Jones “Organizational Theory, Design & Change” Fifth Edition, Pearson Education Inc

Coordinator

HOD/HR

Poonguzhali P

Dr. A. Chandra Mohan

MBN H670 STRATEGIC HRM

L T P C
3 0 0 2

Objective

This course will help the student to get exposure on Strategic Human Resource Management. Understand the different strategies relating to human resource management.

S.No	Topic for Discussion	Reference	Session
1.	Human Resource functions in India – Emergence of Human Resource Management – Distinctive features of human resource management	2 to 28	1,2 &3
2.	Strategic Human Resource Management – Aligning human resource to corporate strategy – Human Resource Management in practice – Case Studies	111 to 148	4 &5
3.	Organization Socialization process – Mentoring – Organizational Culture – Organizational Change – Human Resource Planning	154 to 171	6 &7
4.	Employee Resourcing – Recruitment & Selection process Placement – Case Studies.	211 to 235	8 & 9
5.	Performance Management – Performance Appraisal System – Reward & Performance Management –	311 to 344	10 & 11
6.	Motivation – Job Redesign – Job Enlargement – Wage Structuring – Wages & Salary policies	278 to 307	12 & 13
7.	Legal frame work – Wage differentials – Job Evaluation – Incentive Payment system – Payment by result – Case Studies.	355 to 381	14 , 15 & 16
8.	Training Methodologies – Management Development – Career Development – Succession Planning	243 to 270	17,18 & 19

9.	Welfare & Health – Industrial Relations – Concept, Scope & Objectives – Changing Values & impact	387 to 410	20 & 21
10.	Trade Unionism – Employee participation in management – Collective Bargaining – Grievance Procedure – Case Studies	387 to 410	22 & 23
11.	.Human Resource Outsourcing – Planning Retirement –	419 to 442	24 & 25
12.	Human Resource Management in Indian Context & International Context	83 to 107	26 & 27
13.	Ethics in India – Work & Business Ethics	83 to 107	28
14.	Corporate Social Responsibility –	83 to 107	29
15.	Corporate Governance – Case Studies	83 to 107	30

Head
Dr.A.Chandra Mohan

Co- Ordinator
Dr.N.Santhosh kumar

References Books

1. Strategic Human Resource Management, K.Prasad, Mac Millan
2. Strategic Human Resource Management, Tanuja Agarwal, Oxford
3. Strategic Human Resource Management – Pulak Das

MBN H662	STRESS MANAGEMENT	L	T	P	C
		2	0	0	2

Lesson Plan

S.No	Unit	Topic	Page No.	Hours
1.	1	Stress: Meaning & Definition	T1 :21-22	1
		Sources of Stress	T1:22-25,50-51 T2:270-273	2
		Consequence of Stress	T1:26-28	2
		Burnout-Symptoms,Stress vs. Burnout	T2:274-275	1
		Stress Model	T2: 271 T1:26-27	2
		Strategies for Coping Stress	T1:231-253 T2:275-279	1
		Case Study	T2:268	1
2	2	Change Management-Meaning	R1:3	3
		Process of Change	R1:13-20,31	
		Resistance to Change	R1:21-29	
		Counselling- Need,Types	R2:22,226-245	2
		Counselling –Process	R2:121-124	1
3	3	Principles of Time Management	R3:10-13	1
		Inability to say no-Procrastination	R3:16-20	1
		Delegation	R3:102-107	
		Role of technology & tools for Effective time	R3:90-98	1

		Management		
		Communication Process	T2:428-429	2
		Barriers to communication	T2:432-435	
		Overcoming barriers	T2:436-438	
		Role of group cohesiveness	T2:307-310	1
		Conflict Resolving	T2:208-216, T2:371-375 T1:204-217	
4	4	Career Plateauing,Types,managing the plateau	Notes	
		Crisis Management	Notes	
5	5	Creativity	Notes	2
		Process of creativity	T1:508-512	
		Barriers		
		Developing Creativity		
		Brain strategy	T1:93-135	2
		Humour at work, reducing conflict with humour	Notes	
		Self development	T1:298	1
		Principles of self development		
		Meditation for peace	T1:289,335,359	1
		Yoga for life problems	T1:362-378,359	2

Text Book:

T1=P.K. Dutta., “Stress Management”, Himalaya Publishing House,2010.

T2= K.Aswathappa, Organisational Behaviour, Himalaya Publishing House,2009

Reference:

R1= S.K. Bhatia, Management of Change & Organisation Development, Deep & Deep publications,2005

R2=S. Narayana Rao, Counselling and Guidance, Tata McGraw-Hill Publishing.

R3=Dr.Jan Yager, Creative Time Management,Jaico Publishing House.

Coordinator

HOD

MBN H672 LEADERSHIP

Objectives

The student will be able to understand the meaning, definitions and concepts leadership. It helps to influence the people to work effectively in an organization and to understand the importance leadership and styles of leadership to develop the team works and motivate individuals as well as group members.

SL.NO	TOPICS	SESSION	CHAPTER NO.
1	Meaning , definition and concept of leadership, importance of leadership, scope and insignificance of leadership, qualities of leader, difference between leader and manager- difference between leadership and Manager.	5	Book 4 Pg 2-Pg 15
2	Case study on Leadership Characteristics	2	Book 4 Pg 16- Pg 17
3	Theories of Leadership- Types of leader leadership styles, leadership styles of Indian managers.	4	Book 4 Pg 20-g 56
4	Ethics-Ethical theories-principles of ethical leadership-leadership in action.	3	Book 4 Pg88-Pg97
5	Leadership and values, principles of leadership, Leadership doing Right things-leading across culture	3	R1 Pg-361- Pg 384
7	Power and Influence, meaning and definition of power, leadership influence tactics	3	R3 Pg 157- Pg165
8	Women leadership concept and significance of women leadership	3	Book 4 Pg 69-Pg 71
9	Women employee and Manager, role of women entrepreneurs and leaders for the academic development of country.	3	Book 4Pg 71- Pg 81
10	Case study/ Exercise	2	Book 4 Pg 84- Pg 85

Reference Books.

1. Leadership, Richard L. Huges, MC Graw Hill Companies-2009
2. Understanding Behaviors for effective Leadership Jon.P.Howell, PHI learning Pvt.Ltd., New Delhi-2008
3. Research findings and Practice, Biztantra, New Delhi, Andrew J Dubrin-2007
4. Leadership and Management, Dr. A. Chandra Mohan, Himalaya Publishing House-2007

INTERNAL ASSESSMENT:

(xiii)	Cycle test	10 marks
(xiv)	Surprise test	5marks
(xv)	Attendance	5 marks
(xvi)	Model exam	10 marks
(xvii)	Mini project	10 marks
(xviii)	Viva	10 marks
	TOTAL	50 marks

HOD/HR
Dr. A. Chandra Mohan

Dean
Dr. JayshreeSuresh

MBN H668 COMPENSATION MANAGEMENT

LESSON PLAN

OBJECTIVE : This course will help the student to get exposure on Compensation Management, to understand the different theories, legislations, schemes relating to the compensation management, the new trends in compensation management and recent changes in the compensation management

S.NO	TOPICS	HOURS
1	Compensation – Concept, dimensions & system Compensation Dimensions & system Rewards Concept , Non Financial Compensation System Economic Theory ,Behavioral Theory New trends in Compensation Management Case Study	2 1 1 1 2
2	Compensation Strategy at Macro Level, Wage Policy Wage Determination, Pay Fixation Collective Bargaining Pay Commission Compensation Strategy at Micro Level Job Evaluation ,Methods & System Case Study	1 1 1 1 1 1 2
3	Salary Progression , Methods of Payment Competency based compensation – Incentive scheme Types, Merits & Demerits Performance Appraisal, Strategic Perspective on Benefits Factors, Classification	1 2 2
4	Minimum Wages Act, 1948 Payment of Wages Act, 1936 Equal Remuneration Act,1976 – Managerial Remuneration Tax Planning , Salary Structuring Recent trends in Taxation	1 1 1 1 1 1

5	Voluntary Retirement Scheme, International Compensation Objectives, Package & Problem Recent Changes in Compensation Strategy Case Study	1 1 2
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References:

1. Compensation & Reward Management, B.D.Singh, Excel Books, 2006
2. Compensation, Milkovich & Newman, Tata McGraw Hill, 2007

COORDINATOR

HEAD(HR)

DEAN(MBA)

LESSON PLAN – OPERATIONS – IV SEMESTER

MBN0 666	Business outsourcing	L	T	P	C
		2	2	0	2

Objectives:

To enable the students understand the technology and practices and area of applications in business process outsourcing.

Methodology: lectures, class room discussions, student presentations, case analysis and mini project .

Sl no:	Topics	Reading Material	No. Of Hours
1	Outsourcing- Definition, need and scope Guidelines and Issue	B1,20-29	1
2	Best Practices, Competitiveness, Evaluation Case Study	B1,29,2-16,	2
3	Achieving business transformation	B1,14	1
4	Business Model	B1,15	1
5	Call centres- Evolution, Technology and success factor Case study	B1,32-39	2
6	Business Process Outsourcing- Service, Scope, Benefits Case Study	B1,39-43	2
7	Indian Scenario Case Study	B1,47	1
8	Framework for execution Case Study	B1,57-58	1
9	Managing Transition Case Study	B1,52-56	2
10	Business Process – Types	B1,64	1
11	Strategy & process of outsourcing Case Study	B1,65-66	2
12	Classification of BPO outfits	B1,67-69	1
13	Models – Governance- Legal issues –	B1,77-99	2
14	Regulatory issues , Case Study	B1,100-112	2
15	Service supplier selection , Case Study	B1,114-123	2

16	Service level agreement	B1,124-131	1
17	Transition from BPO to KPO up the value chain,	B1,144-157	2
18	The road ahead for business outsourcing, Pre-requisites and precautions Case Study	B1,179-184	2
19	Service quality issues in business outsourcing Case Study	B1,185-196	2

Reference books :

Business Process Outsourcing- A supply chain of expertise – Vinod V Sople – Eastern Economy Edition- 2009 Edition- PHI Learning Pvt. Ltd., New delhi.

Outsourcing and in sourcing in an international context – Marc J. Schniederjans al – 2008 edition- Prentice Hall of India.

Prepared by

Verified by

Approved by

Mr.v.suresh

Mr.sundarajan

Dr.jayashreesuresh

Coordinator-BPO

HOD-Operations

DEAN-MBA

Objectives:

Upon completion of this course, each student should have a good appreciation of the theoretical and Practical aspects of service management.

Methodology: Lectures, class room discussions, mini projects, case analysis and presentation

Units	Sessions	Topics	Contents	Pages
I	1	Services & Society	Service definition, dependency of manufacturing on services, Economic revolution, Nature of service sector, sources of service sector growth. Classification, characteristics,	R1: 23-52 R3: 4-12
	2&3	Nature of services & service encounters	classifying services for the strategic insights- service encounter triad, service organization, contact personnel.	R3 17-29 197-202
	4	Customer as the focus of service management	Customers and Relationship, Customer expectations and satisfaction, Creating a customer service orientation, service profit chain.	R1: 91-154 R3 205-209
		CASE DISCUSSION		
	5&6	Service management in the international arena	Growth and globalization of services	R3: 554-570
II	7	Service strategy and competitiveness	The competitive environment of services, competitive service strategies, winning customers in the market place, stages in service firm competitiveness, Data Envelopment analysis(DEA)	R3:37-64
	8&9	Technology & its impact	Emergence of self-service, Automation in services	R3:105-108
	10	CASE DISCUSSION		
	11&12	Service design & system delivery	New service development, service design elements, service blueprinting, Taxonomy for service process design, generic approaches to service system	R3:77-96
	13&14			

III	15	Human resource Management in services	design, customer value equation Service people, Pressures on service providers, managing and motivating service providers, managing customers	R1: 240-272
	16	Work measurement in services	Performance measurement	R1: 351-374
	17	Locating facilities and designing their layouts	Services cape, facility design, facility layout, facility location techniques	R3: 224-230
	18	CASE DISCUSSION Managing demand and supply in services	Managing capacity and demand	
IV	19	Queuing and Simulation	Analytical queuing models, capacity planning criteria, managing waiting lines	R3: 233-235 R3: 259-265
	20	Service quality and continuous improvement	Definition, measuring service quality, quality service by design, Achieving service quality, service recovery, stages in quality in development, service benchmark, and continuous improvement.	R3: 352-370, R3:446-463, R3: 389-407
	21	Tools and techniques of total quality management	Quality tools	R3:173-185
	22	Service productivity and measurement of performance	Performance measurement	R3:128-142 R3:148-160
	23	CASE DISCUSSION Forecasting demand for service		R3:173-185

	24	Vehicle routing and scheduling	Forecasting demand for services Field service, the Clarke –Wright	R1:351-377
V	25		algorithm, Costraints,Manual routing system	
	26	Project management	Nature, Techniques, resource constraints, crashing, critical path, implementation issues, monitoring	R3:174-188
	27	Linear and goal applications for service Service inventory system	Class notes	R1: 351-375 R3:323-
	28	CASE DISCUSSION	Managing facilitating goods	340 R3-498-505
	29			R3-283-
	30			308 R3:515-540

Internal Assessment: Total 50 marks.

Cycle test: 10 Marks,

Model test: 10Marks,

Surprise test/Assignment: 5Marks,

MiniProject: 10Marks,

Viva-voce: 10 Marks,

Attendance: 5Marks

Reference Books:

1. Service Operations Management,3rd Edition ,Robert Johnston, Graham Clark, 2008, Paperback, 552 pages - ISBN13: 9781405847322 - ISBN10: 1405847328

2. Successful Service Operations Management with CD-ROM [Hardcover] Richard D.

Metters (Author), Kathryn H. King-Metters (Author), Madeleine Pullman (Author)
South-Western College Pub; 1st edition 2002 -- ISBN-10: 0324135564 -- ISBN-13: 978-0324135565

3. Fitzsimmons, James A., and Mona J. Fitzsimmons, *Service Management: Operations, Strategy, and Information Technology*, 3rd Ed., Irwin/McGraw-Hill, 2001.

Ms.P.SUGANTHI

Prof.S.SUNDARRAJAN

Dr.JAYSHREE SURESH

Subject Coordinator

Head- Operations

Dean

MBN O 652	TECHNOLOGY MANAGEMENT	L	T	P	C
		3	0	0	2

Objectives:

To enable the students to understand the importance and current day application of Technology in the field of Management.

Learning Objectives:

To obtain exposure in the arena of technology management and to encourage usage of technology in day to day management activities.

Pedagogy:

The topics shall be handled as Lectures/Seminar/Case Discussion/Games.

Sl.No	TOPICS	HOURS
1	Meaning of technology – Technology versus Technique – Technology Development	2
2	Technology Transfer - Technology lifecycle - Technological Environmental changes	2
3	Case Analysis - I	2
4	Managing Research Function – Research & Development	2
5	Product life cycle – multistage decisions – R&D projects	2
6	Case Analysis – II	2
7	Creative process, influence of environmental trends on R & D	2
8	Designing & engineering – Simultaneous engineering – Product Liability and Safety	2
9	Case Analysis – III	2
10	Product life characteristics curve – infant mortality – Human factors in engineering	2
11	value engineering-Flexible manufacturing systems - Synchronized manufacturing	2
12	Case Analysis – IV	2
13	Factors of the future - Just in Time – Quality control techniques - Facilities engineering	2
14	Project definition - project proposal process – project planning tools – network models - controlling cost & schedule.	2
15	Case Analysis - V	2

References:

Technology management – C. S. V Moorthy, Himalaya Publishing House, First edition 2006.

Suggested Readings:

1. Strategic Technology Management By Frederick Betz-McGraw-Hill Inc New York-1999
2. Management of Technology By Tarek-M Khalil –McGraw-Hill Boston—2000
3. Chugan,Pawan Kumar-International Technology Transfer,Himalaya-2000
4. Desai A.V –technology Absorption –Wiley-1998
5. Szakonyi Robert –H.R of Technology Management -1999

Details of Internal Marks:

Cycle Test – 10 marks
Surprise Test – 10 marks
Model Exam – 10 marks
Viva-voce – 10 marks
Mini Project – 10 marks

Total - 50 marks

Prepared by

Verified by

Certified by

Course Co-ordinator

Head

Dean / MBA

MBNO662 - AUTO INDUSTRY

S.NO.	Description	No. of hours	Discussion material
1	Introduction to Auto Industry	1	Internet & auto magazines
2	History of America, Europe & Japan auto industry	2	Internet & auto magazines
3	History of Indian automotive industry	1	Internet & auto magazines
4	Automotive business environment and scenario in India	2	CII report
5	Knowledge about engines and important components and functions of vehicles	2	Automobile engineering – Ganesan
6	Auto components scenario in India	2	CII report
7	Automotive design – product design and modularity	2	Internet
8	Toyota production system	2	Toyota production system book
9	Quality management systems in automotives	3	Guest lecture and organization material
10	Demand forecasting in auto industry	1	Internet
11	Supply chain management practices in auto industry	2	Organization material
12	Supply chain management and total cost concept	1	Organization material
13	Emission norms – Bharat stage – I to IV and Euro emission norms – I to IV	2	Guest lecture from auto industry
14	Automotive marketing practices	2	Newspapers and auto magazines
15	Distribution management for automotive industry	2	Guest lecture
16	Promotional practices adopted in automotive industries	2	Newspapers and auto magazines
17	Scope and job	1	Newspapers and

	opportunities in Indian automotive industry		auto magazines
Total no. of hours		30	

Reference books:

1. The automotive revolution – Jean – Pierre Bardou – North Carolina press
2. Automotive industry – technical challenges and global issues – Stuart & Gordon – Nova science publication

MBN O654	WORLD CLASS MANUFACTURING	L	T	P	C
		3	0	0	2

LESSON PLAN

Unit	TOPIC	No. of Hours	Text Book Page No.
I	The emergence of Information age	1	1-3
	Business Challenges of the information age – Operating Environment of Information age business	2	4-6
	Globalization and international business	1	6-9
	India's global competitiveness & Manufacturing Excellence	1	9-10
	Case Analysis	2	
II	World class manufacturing and Information age competition – Manufacturing Challenges of the Information age	2	11-13
	Time based knowledge – Managing Knowledge – Problems in the manufacturing Industry	2	13-15
	Manufacturing excellence and competitiveness	1	16-20
	Case Analysis	2	
III	World class manufacturing- the need and how to achieve the same	1	21-30
	The philosophy of world class manufacturing	1	30-42
	The practices of world class manufacturing	1	42-55
	Quality in world class manufacturing	1	55-67
	Overview of systems and tools	1	71-75
	Information management tools	1	75-86
	Material processing and handling tools	1	86-91
	An assessment manufacturing systems and tools	1	91-94
	Case Analysis	2	
IV	Competitiveness of Indian Manufacturing	1	96-97
	Manufacturing performance and planned strategies of Indian manufacturing firms	1	97-101
	Manufacturing objectives and strategy	1	101-103
	Manufacturing management practices	1	103-111
	IT infrastructure and practices	1	111-119
	The manufacturing strategic Intent framework	1	119-121
	Manufacturing Applications	1	121-125
	Manufacturing strategy, World class status and IT use.- overview of India's status	1	125-128
	Case Analysis	2	
V	Business Strategy and global competitiveness	1	130-131
	Generic manufacturing strategies for the information age- Developing strategic thinking in manufacturing	1	131-135

	Issues in strategic planning for world class manufacturing	1	135-145
	Implementing the world class manufacturing plan	1	145-1147
	Need for performance measurement	1	147-162
	Human resource dimensions in world class manufacturing	1	162-166
	Manufacturing strategy-Futile search for an elusive link	1	168-171
	The manufacturing strategic intent classification	1	171-179
	Case Analysis	2	
	Total	45	

Details of Internal Marks:

Attendance	-	5 marks
Surprise Test	-	5 marks
Cycle Test	-	10 marks
Model Exam	-	10 marks
Mini Project	-	10 marks
Viva-voce	-	10 marks
Total	-	50 marks

Course Co-ordinator
(Ms. M. VETRI SELVI)
SURESH)

Head/ Operations
(Prof. S. SUNDAR RAJAN)

Dean/ MBA
(Dr. JAYSHREE)

LESSON PLAN - IV SEMESTER - SYSTEMS

Business Intelligence(Course code:MBNS662)

L/T/P/C - 3/0/0/3

Lesson Plan

Objective:

To educate the importance of Business Intelligence, data mining, decision support system and data warehousing

Unit	Session	Topics to be covered	Page no(s)
Unit 1	1-5	Essentials of Business Intelligence, Knowledge, Intelligence systems	B1 – 1 to 9
	6-9	Knowledge and Knowledge Modeling for intelligence	B1- 10 to 22
	10-11	Automation of Business Intelligence	B1- 22 to 33
	12 – 15	Expert Systems and DSS	B1- 66 to 75
Unit 2	16 -17	Data Warehousing	SM – 12-15
Unit 3	18-19	Data Mining	SM – 194-199
Unit 4	20	Neural Networks	SM - 245
	21-22	Web 2.0	B1 – 56 to 61
	23-24	Semantic Web	B1 – 62 to 65
Unit 5	25-27	Applications Introduction	B1 – 145-163
	28 – 30	Case Studies (Finance,	B1- 164 - 172

		Retail, HR, Mafg, CRM)	
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Read:

B1- Next Generation Business Intelligence By Rajendra Sanar (Vikas Publication)

SM – Study Material to be distributed

Reference:

B2-Business Intelligence for Data mining By Nitin Patel(Wiley publication)

Decision support and Business Intelligence System By Efraim Turban(Pearson)

Data Warehousing Fundamentals- By Paulraj Ponniah(Wiley)

Business Intelligence By Cindy Rawson(Tata Mcgraw hill)

Course coordinator

HOD

Dean

Lesson plan

Objectives: To understand the basic concepts of software quality management. And to study and understand the various issues related to the quality management aspects of computer software.

Methodology: Class room teaching, Case studies and power point presentations.

Session	Topic	Reading materials
1	Quality Definitions & views of quality	B1: 5-14
2	Hierarchical models of quality	B1: 16-22
3	Measuring Software	B1: 29-33
4	Code Reviews	B2: 2.33
5	Case study on code review	Students should perform code review of an E-commerce web site
6	Developments in measuring software quality	B1: 45-66
7	SQA standards and procedures	B2: 2.3
8	SQA Teams and Responsibilities	B2: 2.13
9	Case tools	B1: 67-98
10	Case study	Student should analyze an open source software based on six sigma principles.
11	Quality Management systems	B1: 102-137
12	Capability maturity model	B2: 5.15-5.20
13	Trends in Quality	B1: 203-214
14	ISO 9000 series of QMS	B1: 142-155
15	Sherwood computer services case study	B1: 188-195

Reference Books

B1-Software Quality Theory and Management- Alan C Gillies- Cengage learning publication.

B2- Software quality Management- Dr. B. Chandramouli, K.P Prdipa- Charulatha publication

MBN S652	Technical Writing and Documentation	L	T	P	C
		2	0	0	2

Lesson Plan

Sl. No	Topics	Sessions/ Hour	Unit	Page#
1	Introduction, Myths, Scope	1-3	1	15 to 37
2	Skills Needed, Documentation types	4	1	39 to 81
3	Documentation Process	5-7	1	85-96
4	DDLDC, Planning, Audience, Writing, Review	8-12	1	97-180
5	Post writing-Editing-Indexing-Post mortem	13-14	2	183-225
6	Styles & Standards - Quality, Usability. Guidelines	15-16	2	229-289
7	Faculty Notes	17	Case Studies	
8	Organization of Documents- Structure	18	3	293 to 314
9	Parts of Document	19	3	317 to 330
10	Career	20	4	333 to 364
11	Technical Writing at Work	21-22	4	365 to 422
12	Faculty Notes	23	Case Studies	
13	Language - Rules	24	5	425 to 435
14	Effectiveness - Rules	25-28	5	437 to 454
15	Using Checkilists	29		467 to 475
16	Faculty Notes	30	Case Studies	192 & 236

Text Book :

- **'Technical Writing' – Sajitha Jayaprakash, Himalaya Publishing House.**

References :

- **'Technical Writing' – B.Basu, Prentice-Hall**
- **'Technical Report Writing Today' - Daniel Riordan, Steven Paulay, Dreamtech Press**

PREPARED BY

Manivannan S.K.

SUBJECT COORDINATOR

HEAD IN- CHARGE

Dr. Shenbaga Raman

Systems - HEAD

APPROVED BY

DR.JAYSREE SURESH

DEAN

MBN S 664	IT SYSTEMS MANAGEMENT	L	T	P	C
		2	0	0	2

OBJECTIVES

To educate the students about the application of Information systems to various functional areas.

To study the Ethical issues involved in IT related transactions.

To learn CRM strategies and implementation.

S.No	Topic	Periods	Page No	Unit	Book No
1.	Doing business in digital economy	1	1-10	I	B1
2.	Information system Definitions and Examples	2,3	38-58	I	B1
3.	Information technology and trends How IT supports various types of organizational activities	4,5	11-34	I	B1
4.	Cisco's Case	6	191-195	I	B1
5.	Security and Ethical issues in Information Technology	7,8	152-185	II	B1
6.	Porter's competitive forces model and strategies	9	Study Material	II	B1
7.	Networked Devices and a Collaboration Portal Tackle Super Bowl Logistics – Case Discussion	10	112-115	II	B1
8.	Dell is using E-Commerce for	11	196-199	II	B1

	Success Case study				
9.	Lessons in the strategic Business use of IT	12,13	488-506	III	B1
10	IT Strategic Alignment at Kimbley-Clark –Case Study	14	486-488	III	B1
11	Managing production/operations and Logistics	15	331-341	III	B1
12	e-Commerce &payment processes	16	199-239	III	B1
13	Managing Marketing and sales systems	17	341-346	III	B1
14	Managing the Accounting and Finance Systems	18	346-352	IV	B1
15	Managing Human Resources system, Comparison of Traditional HR to E-HR	19	352-357	IV	B1
16	Wireless Inventory Management System at Dartmouth – Hitchcock Medical center- Case Study	20	329-331	IV	B1
17	Customer Relationship Management	21	383-389	IV	B1
18	Benefits and challenges of CRM, CRM Failures, Trends in CRM	22,23	389-392	IV	B1
19	Chevrontexaco Modernized its Supply Chain with IT	24	367-368	IV	B1
20	Boeing’s Global Supply Chain for the Dreamliner 787 – Case Study	25,26	407-410	V	B1
21	Change Management challenges of	27,28	548-554	V	B1

	business convergence				
22	Con-way,Inc. Implements Innovative Technology and Wins Recognition	29	521-523	V	B1
23	Managing Global IT	30	416-426	V	B1

Reference Books

B1-Information technology for Management-By Efraim TURBAN,Linda Volonino,Wiley India-7th

Edition

B2-Managing Information Systems-By James O Brien Tata McGraw Hill -6th Edition

B3-Managing Information Systems- By James O Brien McGraw-Hill publication, 7th

Edition

INTERNAL EVALUATION:

Project Presentation/Case Study Analysis 1	- 10
Project Report/Case Study Analysis 2	- 10
Cycle test	- 10
Surprise test	- 05
Attendance	- 05
Model exam	- 10

Subject Coordinator

Head/Systems

Dean

(Ms.S.Thanalakshmi)

(Dr.V. M. Shenbagaraman)

(Dr.Jayshree Suresh)

MBN S 664	IT SYSTEMS MANAGEMENT	L	T	P	C
		2	0	0	2

Objective: To educate the students about the application of Information systems to various functional areas. Ethical issues involved in IT related transactions. CRM strategies and implementation. The students will be exposed with related cases. The cases are chosen from various books.

UNIT I

6

Doing business in the digital economy, Information system Definitions and Examples, Information technology and trends, How IT supports various types of organizational activities, Cisco's case.

UNIT II

6

Security and Ethical issues in Information Technology, MTV Networks and First Citizens Bank: Case study on Hacking and virus attack, Porter's competitive forces model and strategies, Ford, Dow chemical, and IBM: Success and failure with six sigma, Aeronautica civil's case.

UNIT III

6

Enron Corp and others: Lessons in the strategic Business use of IT, Delta technology and First Health group: Evaluating the ROI of strategic IT, Managing production/operations and Logistics, e-Commerce & payment processes, Managing Marketing and sales systems, GE Power systems: A Case Study

UNIT IV

6

Managing the Accounting and Finance Systems, Busy-An Accounting Software-Case study, Managing Human Resources system, Comparison of Traditional HR to E-HR, Customer Relationship Management, Benefits and challenges of CRM, CRM Failures, Trends in CRM, Implementing CRM in Mitsubishi Motors-Case Study

UNIT V

6

IT Planning, Corning Inc: IT planning in challenging times-Case study, Cincinnati Bell: Change Management challenges of business convergence-Case study, Managing Global IT, Merrill Lynch &co: The business case for global IT consolidation

Total= 30

Reference Books

B1-Information technology for Management-By TURBAN, Mclean-Wiley India-4th Edition

B2-Managing Information Systems-By James O Brien Tata McGraw Hill -6th Edition

B3-Managing Information Systems- By James O Brien McGraw-Hill publication, 7th Edition

MBNS 656	Managerial Services	L	T	P	C
		2	0	0	2

Lesson Plan

Objective: To study the Service Management from an integrated viewpoint with a focus on Customer satisfaction. The subject integrates operations, marketing, strategy, information technology and organizational

UNIT	Topics	Hour	Pedagogy (Seminar/case Discussion)	References from Book 1
1	The role of services in an economy, - the nature of services and creating breakthrough services	5	Discussion	03-14, 18- 26, 45-49
2	-Market positioning- launching an innovative service-new service development-new service development and process design-building customer loyalt-zero defections:CASE STUDY	6	Discussion/ Case analysis	78-84,95- 96
3	Quality comes to service- using information systems to better serve the customer-the service delivery system- new service development and process design-achieving breakthrough service- structuring the service enterprise- delivering service on the web-service facility design and layout-service facility location-service consolidation- CASE STUDY	7	Discussion/ Case analysis	12-136, 148-154, 159,253- 272
4	Managing service operations-creating a service culture-the service encounter- managing queues-managing capacity and demand-competing on service quality-service process analysis CASE STUDY	6	Discussion/ Case analysis	321-326, 443-446
5	Service outsourcing-service supply chain management-cultural transferability-growth and global expansion-process innovation-quality and productivity improvement. CASE STUDY	6	Discussion/ Case analysis	478-490, 553-568

TOTAL Hours

30

Reference books

1. **Fitzsimmons, James A., and Mona J. Fitzsimmons, *Service Management: Operations, Strategy, and Information Technology, 3rd Edition., Irwin/McGraw-Hill, 2001. (Fitz)***
2. William A. Katz, Ruth A. Fraley, Reference services administration & management, 6th Edition, volume 3, Routledge, 1982
3. Lovelock, Services Marketing, 6th edition, Pearson Education India, 2010
4. Office of the Federal Register (U.S.), Code of Federal Regulations, Title 26, Internal Revenue, Pt. 1 (Sections 1.908-1.1000), Revised as of April 1, 2010, Government Printing Office, 2010
5. Ching M. Chang, Service Systems Management and Engineering: Creating Strategic Differentiation and Operational Excellence, John Wiley and Sons, 2010

Internal Marks Evaluation (50 marks)

Cycle Test	= 10 Marks
Surprise Test	=05 Marks
Model Test	=10 Marks
Project	=10 Marks
Viva	=10 Marks
Attendance	=05 Marks

Prepared by

Approved by

G.Venugopalan
Subject In-charge

Dr.V.M.Shenbagaraman
Head/GM

Dr. Jayashree Suresh
Dean/M.B.A

COURSE PERSPECTIVE

This study deals with the Service Management from an integrated viewpoint with a focus on Customer satisfaction. The subject integrates operations, marketing, strategy, information technology and organizational issues.

COURSE OBJECTIVES

- (1) To develop an understanding of the "state of the art" of service management thinking.
- (2) To develop an awareness of the opportunities that information technology can have for enhancing service firms competitiveness.
- (3) To appreciate the organizational significance of managing the service encounter to achieve internal and external customer satisfaction.
- (4) Understand new service development from both a product and process perspective.
- (5) To gain an appreciation of the complexities associated with implementing change.
- (6) To understand the dimensions of service growth and expansion both domestically and internationally.

SYLLABUS**UNIT I**

The role of services in an economy, -the nature of services and creating breakthrough services

UNIT II

-Market positioning- launching an innovative service-new service development-new service development and process design-building customer loyalty-zero defections:CASE STUDY

UNIT III

Quality comes to service- using information systems to better serve the customer-the service delivery system-new service development and process design-achieving breakthrough service-structuring the service enterprise-delivering service on the web-service facility design and layout-service facility location-service consolidation-CASE STUDY

UNIT IV

Managing service operations-creating a service culture-the service encounter-managing queues-managing capacity and demand-competing on service quality-service process analysis CASE STUDY

UNIT V

Service outsourcing-service supply chain management-cultural transferability-growth and global expansion-process innovation-quality and productivity improvement. CASE STUDY

BOOK

1. **Fitzsimmons, James A., and Mona J. Fitzsimmons, *Service Management: Operations, Strategy, and Information Technology*, 3rd Ed., Irwin/McGraw-Hill, 2001. (Fitz)**

2. William A. Katz, Ruth A. Fraley, Reference services administration & management, 6th Edition, volume 3, Routledge, 1982

3. Lovelock, Services Marketing, 6th edition, Pearson Education India, 2010

4. Office of the Federal Register (U.S.), Code of Federal Regulations, Title 26, Internal Revenue, Pt. 1 (Sections 1.908-1.1000), Revised as of April 1, 2010, Government Printing Office, 2010

5. Ching M. Chang, Service Systems Management and Engineering: Creating Strategic Differentiation and Operational Excellence, John Wiley and Sons, 2010

**SRM SCHOOL OF MANAGEMENT
SRM UNIVERSITY**

MBN M666 – BRAND MANAGEMENT - LESSON PLAN

Objectives:

1. To gain insights into working of a Brand
2. To understand Brand development and it's sustenance in competitive market

S.NO.	Topics	No. of Hours	Book & Page No.
1	Introduction to Brand Management – Definition –Can Anything be Branded – Importance of brand management	2	T1 - 2 to 37
2	Case Study: Coca – Cola`s Branding Strategy	2	T1 – 6
3	Strategic brand Management process	1	T1 – 38 to 42
4	Brand elements (Criteria and option) - Building a strong brand and it`s applications	2	T1 – 47 to 87
5	Identifying and establishing brand positioning-positioning guidelines	2	T1 – 97 to 131
6	Case Study: Eliciting Feelings for the Hallmark Card	2	T1 – 70
7	Brand values- Internal branding	1	T1 – 140 to 218
8	Co branding-Corporate Branding-Brand Audit- Brand equity concepts	2	T1 – 289 to 308
9	integrated marketing communications and program to build brand equity	2	T1 – 229 to 271
10	Case Study:iPod Silhouettes campaign for music lovers	2	T1 – 244
11	Brand leveraging-Brand equity management system	2	T1 – 312 to 339
12	Qualitative and Quantitative techniques for measuring brand equity	2	T1 – 353 to 413
13	The Brand product Matrix- Brand Hierarchy-Designing a Brand Strategy	2	T1 – 432 to 477
14	Brand extensions- Reinforcing Brands- Revitalizing Brands	2	T1 – 489 to 522
15	Rebranding -Retiring Brands Adjustments to Brand port folios	2	T1 – 546 to 577

16	Case Study:AT&T :The Incredible Shrinking and Growing Portfolio	2	T1 – 573
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TEXT BOOK:

T1: Kevin Lane Keller ,“Strategic brand Management”, Third Edition,Pearson Education Inc.

Reference Books:

- 1.Richard Elliot,Larry percy, “Strategic Brand Management”,Oxford University Press,2007
2. Y.L.R Moorthi, “Brand Management”,Vikas Publications,Third Reprint,2010.
3. Dr.S.L.Gupta, “Brand Management”,Himalaya Publishing House,2010.
4. Harsh V Verma, “Brand Management”,Second Edition,Excel Books,2009

Internal Assessment

1. Cycle Test – 10
2. Surprise test– 5
3. Attendance - 5
4. Project – 10
5. Viva Voce/Seminar - 10
6. Model Exam -10

Course Coordinator

HEAD – Marketing

DEAN

MBN M656	Event Management	L	T	P	C
		2	0	0	2

Unit	Topic	No of hours	Reference	Page no
1	Introduction to events What are events	1	R1	3-15
	Why events	1	R1	17-40
	Goals and objectives		R1	41-60
	Types of events Types of special events	1	R2	22
	Characteristics of events	1	R2	14
	Marketing environment for events Scope and scale of events business	2	R1	63-72
	The events business: supply and suppliers <ul style="list-style-type: none"> • Nature of events business • Overview of events services • Examine the role of public, private and voluntary bodies 	2		
	Case Study: Rock Concert	2	R2	29
2	5 stages of event management Activities in the event management	1	R1	127-140
	5W's SWOT analysis	1	R2	57
	Planning	1	R1	133

	Coordination Evaluation Important concepts of communication for events	2	R1	137-138
	Case Study: Feasibility of Events	2	R2	58
3	Special event Management Principles of special event Management	1	R1	
	Administration ,coordination, marketing, legal ethical, risk management	2	R2	59,111
	Case Study: Risk Management Analysis of Events	2	R2	124
4	Design & decoration	1	R1	115-124
	Types of Special events	2		
	Sponsorship			
	Ticketing	3		
	Media			
	Development & publicity			
	Public relation & advertisement			
	Celebrity and management			
	Case Study: A Travel Brochure	2	R2	93
		30		

Reference 1: Event Marketing and Management by Sanjaya Singh gaur& Vikas publications

Reference 2: Event Management by Lynn Van der Wagen & Brenda. Pearson

Coordinator

Head – Marketing

Dean

MBN M668 – WEB ENABLED MARKETING

Objective

This course is a comprehensive guide to how organizations can use the internet to support their marketing activities and covers all aspects of the subject, from environmental analysis to strategy development and implementation.

Text Book: Richard Gay, Alan Charlesworth and Rita Esen, “Online Marketing – A customer let approach”, Oxford University Press, 2007.

No.	Unit	Topic for Discussion	Chapter No.	Page No.	Number of Hours
1	I	Introduction about world wide web and overview of new market scape	1	2-5, 7-9	2
2	I	E-Definitions	1	5-7	2
3	I	Benefits of Internet, Difference from the Media, 10 C's for Internet Marketers	2, 3	9-18, 91-93	2
4	II	Micro environment and the Changes in the environment	1	19-20	2
5	II	Web analytics (Tools to understand the environment)	5	180-188	2
6	II	Online marketing planning	3	80-91	2
7	III	Macro environmental factors, Technological factor	1	21-26	3
8	III	Economic and Political Environment	1	26-32	3
9	IV	Web marketing strategies and business models	2	44-64	2
10	IV	Internet Marketing Mix	3	101-106	2
11	IV	Online Consumer Behavior	5	164-178	2
12	V	E - CRM	6,7	233-248	2
13	V	Website Development & Content Management	8	269-306	2
14	V	Marketing Communication through Web – Search engine marketing, SEO, PPC campaigns etc.,	11	389-435	2
		TOTAL HOURS			30

Prepared by

Approved by

Course Coordinator
(R.Ananth Kumar
Suresh)

HOD – Marketing
(Mr.S.Senthil Kumar)

DEAN
(Dr.Jayshree)

MBN M657	SALES MANAGEMENT	L	T	P	C
		3	0	0	2

SESSION NO.	TOPIC	BOOK / PAGE NO
1	Evolution of the Sales Management	UNIT 1,Page :2
2	Evolution of the Sales Management	UNIT 1,Page :2
3	Sales Management-Objectives	UNIT 1,Page :3,4
4	Sales Management-Objectives	UNIT 1,Page :3,4
5	Types of Personal Selling Objectives	UNIT 1,Page :36,37,38
6	Types of Personal Selling Objectives	UNIT 1,Page :36,37,38
7	Market Potential, Sales Potential, Sales Forecast	UNIT 2,Page :38,39
8	Analyzing Market Potential-Market Indexes	UNIT 2,Page :39,40,41
9	Sales Forecasting Methods	UNIT 2,Page :42 to 56
10	Sales Forecasting Methods	UNIT 2,Page :42 to 56
11	Determining Sales-Related Marketing Policies	UNIT 2,Page :58 to 76
12	Determining Sales-Related Marketing Policies	UNIT 2,Page :58 to 76
13	Nature of Sales Management positions-Functions of Sales Executives-Qualities of Effective Sales Executives.	UNIT 3,Page :170 to176
14	Relations with Top Management-Relations with Managers of other Marketing Activities-Compensation Patterns for Sales Executives	UNIT 3,Page :177 to 181

15	Purpose of Sales Organization-Setting up Sales Organization-Basic types of Sales Organizational Structures-Field organization of the Sales department.	UNIT 3,Page :182 to 198
16	Schemes for dividing Line authority in the sales organization	UNIT 3,Page :199 to 204
17	Personnel Management in the Selling Field: Sales Force Management-Job Analysis-Job Description, Organization for Recruiting and Selection-The Pre-recruiting Reservoir-Sources of Sales force Recruits- The recruiting Effort.	UNIT 3,Page :288 to 311
18	Selecting Sales Personnel	UNIT 3,Page :312 to 339
19	Training, Motivation and Compensation of Sales Force: Building Sales Training Programs-Defining Training Aims-Deciding Training Content-Selecting Training Methods.	UNIT 4,Page :340 to 353
20	Organization for Sales Training-Evaluating Sales Training Programs	UNIT 4,Page :354 to 365
21	Motivation-Motivational Help from Management	UNIT 4,Page :366 to 380
22	Requirements of a Good Sales Compensation Plan-Devising a Sales Compensation Plan.	UNIT 4,Page :381 to 389
23	Types of Compensation Plans	UNIT 4,Page :389 to 395
24	Fringe Benefits	UNIT 4,Page :395 to397
25	The Sales Budget: Purpose of the Sales Budget-Form and Content-Budgetary Procedure	UNIT 5,Page :525 to 535
26	Quotas: Objectives in using Quotas	UNIT 5,Page :536 to 539

27	Types of Quotas and Quota Setting Procedures	UNIT 5,Page :539 to 549
28	Sales Territories: Sales Territory Concept- Reasons for Establishing Sales Territories	UNIT 5,Page :555 to 560
29	Procedures for Setting up Sales Territories	UNIT 5,Page :560 to 573
30	Routing and Scheduling Sales Personnel	UNIT 5,Page :574 & 575

RECOMMENDED BOOK:

Richard R.Still,Edward W.Cundiff & Norman A.P.Govoni; Sales Management,Prentice – Hall of India,5th Edition.

INTERNAL EVALUATION:

Project Presentation/Case Study Analysis 1	- 10
Project Report/Case Study Analysis 2	- 10
Cycle test	- 10
Surprise test	- 05
Attendance	- 05
Model exam	- 10

Subject Coordinator

Head/Marketing

Dean

(Mr.K.Murugan)

(Mr. S.Senthilkumar)

(Dr.Jayshree Suresh)

MBN M655 SERVICES MARKETING

OBJECTIVE:

To enable the students to understand the services marketing concepts, applications and practices in organizations, globally.

METHODOLOGY:

Lectures, Class room discussions, Mini Projects, Sharing Web Knowledge, Case Analysis, Discussions and Presentations

S.NO	Unit No.	LESSON DETAILS	HOURS	PAGE NO.S
1	I	Introduction - Service economy – Growth of service sector	1	TB(15-25)
		Characteristics of services – Tangibility spectrum – Implications for service managers	2	TB(2-12)
		Expanded Marketing mix – Purchase evaluation of services – Service marketing triangle	2	TB(99-109)
		Dimensions of Service Quality	2	TB(99-109)
		Classification of services	1	TB(49-61)
		CASE STUDY	1	TB(34-43)
2	II	Services segmentation – consumer behavior in services	2	TB(77-95)
		CASE STUDY	2	TB(360-366)
		Product- Promotion- Price – Distribution	2	TB(113-172)
3	III	Role of people in services marketing	1	TB(99-109)
		CASE STUDY	2	TB(367-374)
		Physical evidence of a service – Service quality Measurement – Control – Demand - supply management	1	TB(186-198)
4	IV	Marketing Research in services marketing	1	TB(202-212)
		Marketing effort - Service Tax	1	TB(217-236)
		CASE STUDY	1	TB(241-258)
			2	TB(375-379)
			2	TB(375-379)
5	V	Tourism and travel – Hotel management –	2	B4(151-159)

		Hospital management Educational – Financial – Entertainment	2	B4(186-210)
		CASE STUDY	2	TB(383-405)
		Total	30 hours	

Text Book:

Nimit Chowdhary & Monika Chowdary-Text Book of Marketing of Services –Macmillon Publishers India Limited, 2005.

Recommended Books for extra reading:

B1 -- Christopher Lovelock et al – Services Marketing – People, Technology, Strategy - A South Asian Perspective – 5th Edition – Pearson Education – 2009

B2 -- Valerie Zeithaml, Ajay Panditetal – Services Marketing – Integrating Customer Focus across firm – Special Indian Edition – 4th Edition – Tata McGraw-Hill – 2008

B3 – Govind Apte – Services Marketing – Oxford Press, 2004.
– Services Marketing – Macmillan, 1999

B4 – Srinivasan.R. – Services Marketing – The Indian Context – Prentice Hall of India, 2004

Method of evaluation (50 marks)

- Mini Project presentation and Viva : (10+10) 20 marks
- Cycle Test : 10 marks
- Model test : 10 marks
- Announced/Surprise test : 5 marks
- Attendance : 5 marks

PREPARED BY

HEAD OF MARKETING

APPROVED BY

S.SUJATHA

MR.S.SENTHIL KUMAR

DEAN

(Subject coordinator)

LESSON PLAN

MBN M672 PRODUCT LIFE CYCLE MANAGEMENT

Objectives

The student will be able to understand the meaning, definitions and concepts of Product Life cycle Management. PLM covers the whole lifespan of the product and the whole spectrum of product data.

SL.N O	TOPICS	SESSION	PAGE NO.
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1	Introduction, background and PLM fundamentals	2	1-13
2	Product Life Cycle Management and systems	2	13-21
3	Information models and product structures.	1	22-25
4	Product life cycle management systems in different verticals	2	40-48
5	Product Structures	2	49-56
6	Integration of PLM System with ERP, CAD & EAI	2	57-72
7	Deployment of PLM systems	2	73-78
8	Choosing a PLM systems	1	79-82
9	Steering, project group & project Manuals	1	86-92
10.	Accomplishing changes in organisation	1	93-98
11	Factors leading to PLM	2	99-112
12	PLM and Data ware housing	3	112-122
13	Challenges of PLM in Manufacturing	1	123-130
14	Role of product information in collaborative business development	2	164-180
15	Understanding product life cycle	3	181-197
16	Product management strategy as a part of business strategy	3	199-206

Reference Books.

Product Life Cycle Management- Antti Saaksvuori & Anselmi immonen

INTERNAL ASSESSMENT:

(xix)	Cycle test	10 marks
(xx)	Surprise test	5marks
(xxi)	Attendance	5 marks
(xxii)	Model exam	10 marks
(xxiii)	Mini project	10 marks
(xxiv)	Viva	10 marks
	TOTAL	50 marks

CO-ORDINATOR
Poonguzhali P

Dean
Dr. JayshreeSuresh

MBN M664	INTERNATIONAL MARKETING	L	T	P	C
		2	0	0	2

Sl. No	Unit No.	Topic	No. of Hours	Reference Page No
1	I	The concept of International Marketing – Definition, Task, Need, Stages and Orientation	2	T2: 12 – 33
2	I	Emerging opportunities in International Marketing – Emerging markets and developing countries	1	T2: 296 – 331
3	I	International Marketing Environment – Cultural Environment	1	T2: 123 – 150
4	I	International Marketing Environment – Economic Environment	1	T3: 130 - 160
5	I	Case Study – I: Case 2-5	1	T2: 745 – 747
6	II	GLOCAL Marketing – Global-Local Marketing concept	1	T2: 378 – 383
7	II	International Marketing Research – Decision making process	2	T2: 260 – 293
8	II	International Market Selection – Planning for Global Markets	2	T2: 383 – 389
9	II	Case Study – II: Case 3-5	1	T2: 783 – 788
10	III	Entering International Markets and strategies	1	T2: 389 – 400
11	III	Export Import Policies, Export procedure and Documentation	3	T2: 516 – 535
12	III	International Packing, Logistics and Distribution	2	T2: 535 – 550
13	IV	Product – Product Strategy, Product Quality, Packaging (For both B2C & B2B Markets)	2	T2: 407 – 426 T2: 446 – 457
14	IV	Building brands in International Markets	2	T3: 238 - 246
15	IV	International Pricing decisions and Strategies	1	T2: 620 – 655
16	IV	Case Study – III: Case 2-7	1	T2: 749 – 752
17	V	International Integrated Marketing Communication (IMC) – Advertising, Sales Promotion, Personal and Direct Selling, Public relation and Trade shows	3	T2: 554 – 616
18	V	International trade, Infrastructure and WTO	1	T2: 36 – 65
19	V	Risk Management – Political and Economical risks, Emerging issues and Challenges in International Marketing	1	T2: 192 – 214
20	V	Case Study – IV: Case 2-2	1	T2: 732 - 735
TOTAL HOURS			30	

(Note: T1 – Text Book 1; T2 – Text Book 2; T3 – Text Book 3)

TEXT BOOK:

1. Rakesh Mohan Joshi, “International Marketing”, Oxford University Press, 2005
2. Philip R Cateora, John L Graham, Prashant Salwan, “International Marketing” Tata McGraw Hill Education Pvt Ltd, 13th Edition, 7th Reprint 2011.
3. Rajagopal, “International Marketing” Vikas Publishing house, Reprint 2010

INTERNAL VALUATION:

Cycle Test	- 10 Marks
Surprise Test	- 5 Marks
Model Exam	- 10 Marks
Mini Project	- 10 Marks
Mini Project Viva	- 10 Marks
Attendance	- 5 Marks
<i>Total</i>	<i>- 50 Marks</i>

Prepared By	Verified By	Approved By
Mr. R. Arivazhagan Course Coordinator	Mr. Senthil Kumar Head - Marketing	Dr. Jayshree Suresh Dean - MBA

MBN M 660 Industrial Marketing

Learning Objective: This subject is an applied subject of Marketing with emphasis on organisational buyers. Organisational purchases are characterized by bulk purchases, few buyers, and systematic buyers. The students will learn about the market, characteristics of organisational buyers, buyers behaviour, marketing strategy, relationship marketing.

Assessment of learning: The assessment of learning of the students shall be done by evaluating their performances in surprise class tests (5 marks), attendance(5 marks) cycle test (10 marks), Model exam (10 marks), Project report presentation (10 marks), and Comprehensive viva voce (10 marks) totaling 50 marks.

Topic of the Day	Duration	Page Nos.
Business Marketing Perspective	One hour	3- 10(TB)
The Industrial Market	One hour	11-12(TB)
Perspective on the Organisational Buyer	One hour	12-15(TB)
Dimensions of Organisational buying	One hour	15-25(TB)
Organisational Buyer behaviour: Case : DELL Inc	Two hours	31-85(TB)
Business marketing Intelligence/	One hour	70-90(RB)
Segmenting the organisational Market	One hour	117- 135(TB)
Organisational Demand Analysis	Two hours	139-146(TB)
Measuring Market potential and Sales Forecasting/Case IBM Global Services	Two hours	146-161(TB)
Business Marketing Planning	one hour	167-188(TB)
Strategic Perspective	One hour	192-213(TB)
Managing the Business Product Line/Case: NCR Self-Check out systems	Two hours	216-237(TB)

Business Marketing Channels	One hour	339-362(TB)
Business Pricing Function	One hour	366-386(TB)
Business Advertising	One hour	390-404(TB)
Sales promotion	One hour	404-410(TB)
Personal Selling Function/Case: Account Management at Yellow Roadway: Choosing Customers wisely	Two hours	413-435(TB)
Controlling Industrial Marketing Strategy/Case: Sealed Air Corporation: Delivering Package Solutions	Two hours	439-461(TB)
Managing your Customer Service	One hour	67-68(RB)
Salesmen Profile	One hour	346(RB2)
Choosing Your CRM Strategy	One hour	89-112(TB)
Tools for Capturing customer Information	One hour	34-44(RB)
Managing Relationships through conflict Resolution Case: Managing Supplier Relationships: Does Detroit Need a new Driver?	Two hours	89-112(TB)

TB: Business Marketing Management : B2B, 9th edition, Michael D. Hutt, Thomas W. Speh

RB : Krishna K. Havaldar , Industrial Marketing, Tata McGraw Hill

RB2: Industrial Marketing, P.K. Ghosh, Oxford University Press.

S. Senthil Kumar

Subject Co-ordinator

Dr. JayShree Suresh

Dean/MBA

