



Department of Management Studies

**Mahatma Gandhi University
Nalgonda- Telangana**

*Teaching Lesson plan
of MBA syllabi (CBCS)
Semester wise*

Teaching lesson plan
MBA -I Semester
1.1: Subject: Management and Organizational Behavior

S.No	Particulars Unit Wise	Detailed Topics	No. of Hours	Remarks
1	Unit-I	Evolution of Management	1	12 Hrs
2		Meaning, Definitions of Management	1	
3		Mint berg Managerial Roles	1	
4		Process of Management	1	
5		Administration Vs Management	1	
6		Theories of Management-Introduction	1	
7		Classical theories-introduction	1	
8		Scientific theories	1	
9		Administrative theories	1	
10		Behavioral theories	1	
11		Management sciences theories	1	
12		Systems theory	1	Case studies
13	Unit-II	Planning and organizing-introduction	1	20 Hrs
14		Planning definitions	1	
15		Nature of Planning	1	
16		Steps in planning	1	
17		Types of planning	1	
18		Levels of planning	1	
19		Decision making	1	
20		Process of decision making	1	
21		Techniques of decision making	1	
22		Organizing-Nature of organizing	1	
23		Organization levels	1	
24		Span of Management	1	
25		Factors determining span	1	
26		Organizational designs	1	
27		Organizational structure	1	
28		Departmentation	1	
29		Line and staff concepts	1	
30		delegation	1	
31		decentralization	1	
32		Recentralization of authority	1	Case studies
33	Unit-III	Introduction to organizational Behavior	1	16 Hrs

34		Definition of organizational behavior	1	
35		Nature of organizational behavior	1	
36		Levels of organizational behavior	1	
37		Personality-definition	1	
38		The Big 5 model of Personality	1	
39		Organization relevant personality traits	1	
40		Attitude-Definitions	1	
41		Nature and Dimension of attitudes	1	
42		Perception-Definition	1	
43		Nature of perception	1	
44		Characteristics of the perceiver	1	
45		Target and situation perception	1	
46		Perceptual problems	1	
47		Attribution	1	
48		Johari Window	1	
49		Transactional Analysis	1	Case studies
50	Unit-IV	Motivation and leading	1	11 Hrs
51		Theories of Motivation	1	
52		Leading	1	
53		Leading Vs Managing	1	
54		Leadership theories	1	
55		Leadership styles	1	
56		Transactional leaders	1	
57		Transformational leaders	1	
58		Communication-Introduction	1	
59		Meaning	1	
60		Types of Communication	1	
61		Barriers to effective communication in organizations	1	Case studies
62	Unit-V	Group Dynamics and Controlling	1	9 Hrs
63		Groups and group Development	1	
64		Turning groups into effective teams	1	
65		Power and sources of power	1	
66		Conflict-causes and consequences	1	
67		Conflict resolution strategies	1	
68		Controlling –Basic control	1	

		process		
69		Requirements for effective control	1	
70		Control techniques	1	Case studies

Total : 70 Hrs

Prepared by Mrs. G.Laxmi Prabha

Financial Accounting and Analysis- MBA – I Semester
Subject code: 1.2 **No. of Credits: 5**

S.no	Unit	No.of Hours	Topic Covered	Remarks	
1	Unit I :	1	Business- Types of Business –Need& Significance of Accounting in – General -Business	With Example	
2		1	Definition Meaning,& Functions of financial accounting		
3		1	Scope of accounting- Users of Accounting Information		
4		1	Accounting as a Business information system		
5		2	Accounting Concepts and conventions ,their implications on Accounting system		
6		1	Double entry system- Classification of Account- Debit- Credit Rule		
7		1	Accounting Process- Accounting Cycle- Concept & Proforma Journal		
8		1	Prefaration of Journal- Subsidiary books –Journal Preparation		
9		1	Subsidiary books in brief		
10		1	Defition & Proforma Ledger — Preparation of ledger Accounts-		
11		2	Concept & Significance of Trail Balance – Direct & indirect Method- preparation of Trail balance		
12		1	Problems- Preparation of Journal –Ledger- Trail Balance		
13		1	Suspense Account		
14		1	Accounting Equation – Static and Dynamic View.	15Hours	
15	Unit II:	1	Need ,Meaning, Definition of Financial Statements –Types of financial Statements		
16		1	Objectives & Limitations of Financial Statement		
17		2	Definition and meaning of Capital & Revenue Expenditure Distinction between capital and Revenue Expenditure		
18		1	Proforma – Preparation ion of Trail balance and Profit & loss Account		
19		1	Proforma & Preparation of Statement of Balance Sheet		
		2	Final accounts without adjustments		
20		1	Adjustments - treatment of adjustments in a fainal accounts		
21		4	Practice of Final Accounts with Adjustments	14Hours	
22		Unit III:	1	Concept & definition of Depreciation ,Causes for Depreciation	
23			1	Depreciation and its Advantages & Disadvantages	
24	1		Methods of Depreciation –AS6		
25	2		Straight line method – simple problem, two or more machines with profit or loss		
26	2		Written Down method – simple problem-two or more machines involvement with profit or loss		
27	1		Sum of year digit Method –Machine hour rate method -		
28	2		Sinking Fund Method- Annuity Method - Other Methods		
29	1		Inventory valuation –AS 2- Meaning –Definition of Inventory – Types of Inventory- Motives for holding Inventory		
30	2		Inventory Valuation Methods – LIFO-FIFO- Average Method- other Methods	13Hours	
31	UnitIV:		1	Concept & Definition of Financial statement Analysis – Objectives & limitations of Financial Statement Analysis	
32		1	Tools and Techniques of Financial Statement Analysis		

33		1	Definition & Meaning of ratios analysis- advantages &	
34		1	Disadvantages of Ratio Analysis	
35		1	Classification of Ratios – Concept liquidity ratios- Classification of liquidity ratios- Formulas- Simple caluculations	
36		1	Concept of Activity Ratios- Classification – importance- Formulas- Simple caluculations	
37		1	Profitability Ratios- Classification – importance- Formulas- Simple caluculations	
38		1	Structural Ratios Classification – importance- Formulas- Simple caluculations	
		1	Practice of Ratios – with missing information	
39		2	Practice of Ratios – with Balance sheet preparation	
		1	common size statement analysis- theory - proforma- procedure	
40		1	Preparation Common size income Statement with Interpretation	14HOURS
		1	Preparation of Common size Balance sheet with Interpretation	
41	Unit V:	1	Concept and Meaning of fund – fund in narrow & broad sense	
		1	concept of flow of funds-AS3	
42		1	Advantages and Limitations of funds flow statement	
43		1	Proforma & Problem on statement of changes in working capital	
44		1	Proforma & Problem on funds from operations,	
45			Proforma & Problem on sources and application funds	
46		3	Problems on funds flow statement	
47		1	Concept of C ash cash equivalents and cash flow in Business	
48		1	cash flows from operating activities, investment activities and financing activities-AS3	
49		1	Advantages and disadvantages of cash flow statement	
50		1	Proforma of cash flow Statement	
51		3	Problems on cash flow statement	13 Hours

Prepared by Dr.A.Pravallika

MAHATMA GANDHI UNIVERSITY
DEPARTMENT OF MANAGEMENT STUDIES
Sub: Marketing Management

Semester: I (MBA-Gen)

Course No: 1.4

S. No	Particulars Unit Wise	Detailed Topics	No.of Hrs.	Remarks
01	Unit-I	Introduction to Marketing	01	
02		Marketing Management	01	
03		Marketing Philosophies	02	
04		Marketing Mix	02	
05		expanded Marketing Mix	01	
06		Marketing Environment - Company's Micro Environment	01	
07		Marketing Environment - Macro Environment	01	
08		Marketing –Interface with other functional areas.	01	
09		Overview Of Unit	01	
10	Unit - II	Introduction to Market Segmentation	01	
11		Levels and Bases for Segmentation	02	
12		Segmenting Consumer Markets	01	
13		Segmenting Business Markets	01	
14		Selecting Market Segments – Differentiation	01	
15		Evaluating Market Segments	01	
16		Market Targeting	02	
17		Product Positioning	01	
18		Positioning Strategies	02	
19		Demand Measurement and Sales Forecasting Methods	02	
20		Estimating Current and Future Demand	01	
21		Competitive strategies	02	

22		Overview of Unit	01	
23	Unit-III	Marketing Decisions Involved in Product	01	
24		Branding and Marketing Decisions Involved in Branding	02	
25		Packaging and Marketing Decisions Involved in Packaging	02	
26		Product Line Decisions	01	
27		Product Mix Decisions	01	
28		New Product development Process	01	
29		Product Life Cycle	02	
30		Pricing Strategies	02	
31		Distribution Channels	01	
32		Channel Management Decisions	01	
33		Decisions involved in promotion	01	
34		Overview of Unit	01	
35	Unit-IV	Introduction to Consumer Markets	01	
36		Model of Consumer Behaviour	01	
37		Seven O's Structure	01	
38		Factors Affecting Consumer Behaviour.	02	
39		Stages in the Adoption Process	01	
40		Introduction to Services Markets	01	
41		Services Markets-Characteristics	01	
42		Services Markets- Strategies	02	
43		Marketing Organization	01	
44		Types of Marketing Organization Structures	01	
45		Marketing Control	01	
46		Types of Marketing Control	01	
47		Overview of Unit	01	

1.4 : BUSINESS LAW

UNIT	TOPICS	NO OF CLASSES	REMARKS
Unit I: Introduction to Contract	Meaning of Contract	1	
	Case Study:	1	
	Distinction between Contract and Agreement	1	
	Case Study: Contract and Agreement	1	
	Kinds of Contracts	1	
	Features of Contract	1	
	Essentials of a Contract	1	
	Case Study: Contract	1	
	Offer and Acceptance	1	
	Case Study: Offer and Acceptance	1	
	Free Consent	1	
	Case Study: Free Consent	1	
	Capacities of the Parties	1	
	Case Study: Capacities of the Parties	1	
			Total No: of Classes: 14

Unit II: Special Contracts	Concept of Indemnity Contract	1	
	Meaning and Definitions of Indemnity Contract	1	
	Case Study: Indemnity Contract	1	
	Guarantee Contract	1	
	Case Study:	1	
	Quasi Contract	1	
	Case Study:	1	
	Bailment Contract	1	
	Case Study:	1	
			Total No: of Classes: 10
Unit III: Sale of Good Act	Concept of Sale	1	
	Sale and Agreement to Sale	1	
	Case Study :Sale and Agreement to Sale	1	
	Conditions	1	
	Case Study: Conditions	1	
	Warranty	1	
	Case Study: Warranty	1	
	Transfer of Property	1	

	Rights of Unpaid Seller	1	
	Case Study: Unpaid Seller	1	
	Law of Agency	1	
	Kind of Agents	1	
	Creation of Agency	1	
	Rights and Duties of Agent and Principal	1	
	Case Study: Agent and Principal	1	
	Termination of agency	1	
			Total No: of Classes: 16
Unit IV: Consumer Protection Act	Consumerism	1	
	History of Consumerism	1	
	Consumer Protection Act	1	
	Need of Consumer Protection Act	1	
	Meaning of the Terms Industrial Property	1	
	Literary Property	1	
	Copy Rights	1	
	Patents	1	
	Trade Marks	1	

	Trade Names	1	
	Industrial Designs	1	
	Information Technology Act 2000; Aims and Objectives	1	
	Provisions of the Act	1	
			Total No: of Classes: 13

TOTAL HOURS : 53

-Prepared by Dr.Sabina Harold

Subject code: 1.4

No.ofCredits : 5

Topics	No. of Hours
Unit – I:	11
Managerial Economics: Meaning, Nature and Scope,	4
Managerial Economics with other Disciplines,	1
Fundamental Economics Concepts: Opportunity Cost, Discounting principle, Timeperspective,	4
Incremental reasoning, Equi-marginal concept.	2
Unit – II:	15
Introduction	1
Basis for demand and supply.	2
Market demand.	3
Supply functions and curves.	2
Market equilibrium.	1
Consumer behavior and rational choice.	2
Demand Sensitivity Analysis: Price, Income & cross elasticity's of demand.	3
Managerial applications of elasticity arc of demand.	1
Unit – III:	14
Introduction	1
Production Function;	1
Laws of diminishing returns to a factor.	2
Returns to scale.	1
Productivity Measurement Output elasticity.	2
Economies & Diseconomies of scale.	2
Economies of scope.	1
Learning curve.	1
Estimation of production function:	1
Cobb Douglas and CES Production functions.	2
Unit – IV:	07
Cost analysis: Economic & Accounting Costs.	2
Role of time in cost analysis.	1
Minimum of Efficient scale Firm size & plant size.	2
Cost-volume Profit Analysis.	2
Unit –V:	13
Market Structure and Modern Pricing Practices:	1
Price determination under perfect competition.	1
Monopoly,	1
Oligopoly	1
Monopolistic competition.	1
Sophisticated market pricing: pricing discrimination–using coupons & rebates for price discrimination.	2
Peak load pricing and two-part tariffs.	2
Transfer pricing:	1
A perfectly competitive market for upstream product.	1
The global use of transfer pricing.	1

Total Number of theory classes = 60 hours. **Prepared by John Paul**

Elective –II MB 105 IT APPLICATIONS FOR MANAGEMENT Subject code: 1.5

S.No	Particulars / Unit Wise	Detailed Topics	No. of Hours
1	Unit I : Information Systems for Business	Need for Information Systems, Business in the Information age	2
2		Information systems Concepts, Computer Based Information Systems	2
3		Categories of Information Systems- Operational Support Systems, Management Support Systems- Strategic Information Systems	3
4		Functional Information Systems – IS support to Business Functions – Accounting & Finance, Marketing & Sales, Production & Logistics, and Human Resources Management Systems	3
5		Total	10
6	Unit II : Information Technology Infrastructure	Computer Hardware-I/O Devices	2
7		Memory Devices	1
8		Processor	1
9		Software-Application & Systems Software	1
10		Multimedia – Definition, Characteristics, Elements of Multimedia, Multimedia Applications	1
11		Data Communication	1
12		Computer Network – Definition, Types –Network Topologies	2
13		Network Devices	1
14		Wireless Networking, The Internet, Intranet	1
15	Total	11	
16	Unit III : Information Systems Planning and Development	Systems Planning	1
17		Traditional system development lifecycle (SDLC)	1
18		alternate methods for system development	2
19		dataflow analysis	1
20		system development outside the system	1
21		Data Base Concepts- Definition-Advantages, Disadvantages	2
22		Normalization	2
23		Types of Data Bases – Definition of Distributed Databases.	1
24		Total	11
25	Unit IV : Information Systems Application	Inter organizational- Global information systems	2
26		Electronic Data Interchange (EDI)	1
27		Electronic Funds Transfer (EFT)	1
28		Extranets	1
29		E-Commerce Overview- E-commerce Applications	1
30		M-Commerce Services & Applications	1
31		E-Governance	1
32		Emerging Trends in Computing – Cloud Computing, Grid Computing (Definitions only)	1

33		Total	9
34	Unit V : Computer Security	Need For Security	1
35		Security Threat & Attack	2
36		Malicious Software, Hacking	2
37		Security Services, Security Mechanisms - Cryptography, Digital Signature, Firewall- Types of Firewall	2
38		Identification& Authentication–Biometric Techniques	1
39		Other Security Measures- Security Policy	1
40		Total	9
41			Total No. of Hours

Prepared by Dr.S.Swetha

Subject code: 1.5

No.of Credits: 5

Topics	No. of Hours
Unit – I:	12
The role of and process of communication.	2
Barriers to communication Surmounting	1
barriers to communication,	1
Types of communication;	2
listening process –	1
Elements of good listening-	1
Improving listening competence.	2
Importance of feedback –	1
Principles of feedback	1
Unit – II:	10
Characteristics of non verbal communication –	2
Types and functions of non verbal communication-	2
Interpreting non verbal communication;	1
Negotiations-Approaches tonegotiations -	3
Preparing for and conducting negotiations	2
Unit – III:	10
Making Presentations-	2
Choosing a method of speaking-	1
Analyzing the audience-	1
Nonverbal dimensions of presentation-	1
Speeches for commemorative occasions-	2
Effective presentation strategies.	2
Persuasive speaking	1
Unit – IV:	14
Report writing-	2
Types of reports-	2
Structure of reports-	1
Individual and committeeReports-	1
Essentials of good report writing.	2
Business letters-	1
Drafting letters relating to enquiries and replies; orders and replies; complaints and claims.	3
Effective business correspondence drafting a resume	2
Unit – V:	09
Media relations- Building better relations with media.	3
Investor relations-	1
Framework for managing investor relations.	1
Managing government relations - ways and means of managing governing power.	2
Crisis communication – Do’s and don’ts in the wake of a crisis.	2

Total Number of theory classes = 55 hours.

Prepared by John Paul

MBA GEN	202: HUMAN RESOURCE MANAGEMENT		
S.No	Particulars/Unit wise	Detailed topics	No of Hours
1	UNIT I	Introduction	1
2		Definition	1
3		Evolution	2
4		objectives	1
5		Nature and scope	1
6		Functions of HRM	2
7		CASE STUDY / Activity	1
8		Line vs. Staff	1
9		Systems approach	
10		The changing environment and role of HRM	2
11		Competitive challenges influencing HRM	
12		Competency Framework for HR professionals.	
13		HRIS: Three levels comparison	1
14		CASE STUDY/ Activity	1
15	UNIT II	Job analysis	2
16		Systems exchange mode	1
17		Analysis and mapping of workflow	1
18		Job characteristics model	1
19		CASE STUDY/ Activity	1
20		Job Design	1
21		Job evaluation	1
22		Remuneration	2
23		Towers Perrin Model of Total Reward	
24		CASE STUDY/ Activity	1
25		GROUP DISCUSSION	1
26	UNIT III	HR Planning	1
27		Gallagher HR Estimator	1
28		Cohort Analysis	1
29		Recruitment- Yield – ratio Analysis	1
30		Process of selection	1
31		placement and orientation	1
32		Training -Methods	2
33		Evaluation	
34		Kirkpatrick and Pecuniary Utility Models of Training	1
35		MDP	1
36		Performance Appraisal – Methods	2
37	CASE STUDY/ Activity	1	
38	UNIT IV	Dunlop's IR Model	1
39		Organogram	1
40		QWL	1
41		QC	
42		Grievance management	1

43		Labour Turnover and stability indices	1
44		Worker's Participation in Management	1
45		Bate's brand wheel for employer brand	2
46		employee Engagement Index	
47		Absence Management – Brad factor	
48		Knowledge Management Process	
49		Talent Management Strategies	2
50		CASE STUDY / ACTIVITY	1
51	UNIT V	HR outsourcing	1
52		HR issues in mergers and acquisitions	1
53		HR six – sigma process	1
54		Emotional intelligence and competencies at work	1
55		Work life Balance	1
56		Diversity Management Strategies	1
57		Introduction to International HRM	1
58		Strategic HRM – HR Score card	1
59		CASE STUDY / ACTIVITY and discussion on previous Question paper	1
60			Total Hrs

Prepared By Dr.S.Swetha

Financial Management

Lesson plan

Subject code: 2.2

No. of Credits: 5

UNIT	TITLE OF UNIT	TOPICS COVERED	NO.OF HOURS	REMARKS
I	The Finance Function	<p>What Is Finance, Importance Of Money In General And Money Management, Definition Of Management.</p> <p>Nature & Scope of Financial Management- Traditional Approach & Modern Approach</p> <p>Finance functions – Investment Decision ,Finance Decision ,and Dividend decision.</p> <p>Goals Of Financial Management- Profit Maximization, Wealth Maximization, Welfare Maximisation, Maximizing VS Satisfying</p> <p>Agency Relationship & Agency Cost.</p> <p>Risk-Return Trade off- Definition & Types of risk, .Def of Return – Risk – Return Trade off.</p> <p>Time Value of Money – Defi, causes of Time value of money, Future value of money- Compound interest value – annual. Semi- annual.</p> <p>Present Value of Money-</p>	<p>01</p> <p>01</p> <p>01</p> <p>01</p> <p>01</p> <p>01</p> <p>01</p> <p>02</p> <p>01</p>	
II	The Investment Decision	<p>Investment decision process- Project generation, evaluation, selection and project implementation.</p> <p>Types of projects, sources of new projects.</p> <p>Project evaluation techniques- Discounted 7 Non Discounted cash flow techniques.</p> <p>Pay back period- def- decision rule- merits & demerits- problems.</p> <p>Averagr rate of return - def- decision rule- merits & demerits- problems.</p> <p>Discounted cash flow technique- Net present value- def- decision rule- merits & demerits- problems, Probability index- def- decision rule- merits & demerits- problems.</p> <p>Internal rate of return- def- decision rule- merits & demerits- problems,</p>	<p>01</p> <p>01</p> <p>01</p> <p>02</p> <p>01</p> <p>02</p> <p>02</p>	

		<p>Problem on discounted – non discounted cash flow techniques- practice.</p> <p>Capital budgeting decision under conditions of risk and uncertainty;</p> <p>Measurement of Risk</p> <p>Risk adjusted Discount Rate, Certainty Equivalents and Beta Coefficient,</p> <p>Probability, Sensitivity analysis.</p> <p>Decision tree approach</p>	<p>01</p> <p>01</p> <p>01</p> <p>01</p> <p>01</p>	
III	The Financing Decision	<p>Sources Of Finance- Long Term And Short Term Sources Of Finance</p> <p>Capital Structure Theories- Capital Structure definition, forms of capital, Optimum Capital Structure.</p> <p>Capital Structure Theories -Net income Approach-Net Operating Income Approach, Traditional Approach- MM approach- Including Problems.</p> <p>Concept and financial effects of leverage-leverage definition, Types of leverages with problems.</p> <p>capital structure decision in practice- EBIT –EPS analysis.</p> <p>Cost of capital-Definition, Basic aspects & Importance of Cost of Capital and determinants of cost of capital.</p> <p>Classification of cost of capital – Marginal Average Cost of Capital.</p> <p>Computation of specific cost of capital-cost of debt capital. Cost of pref.share capital, Cost of equity share capital, Cost of Retained earnings.</p> <p>Cost of Weighted Average Cost of Capital.</p>	<p>01</p> <p>01</p> <p>05</p> <p>02</p> <p>01</p> <p>01</p> <p>01</p> <p>03</p> <p>01</p>	
IV	Current Assets Management	<p>Types of assets-concept of Current Asset, Meaning & Definition. Working capital. Concepts of Working capital & Kinds of Working capital.</p> <p>Factors determining working capital & Cash conversion Cycle.</p> <p>Estimation Current assets & Estimation Current Liabilities.</p> <p>Statement of Working capital Estimation. Working capital policy in India- Various Committees reports in brief.</p> <p>Nature of Cash, Motives for holding</p>	<p>01</p> <p>01</p> <p>01</p> <p>01</p> <p>03</p> <p>01</p>	

		Cash, Objectives of Cash Management. Optimum cash balance – Bamoul & Miller –Orr Model.	02	
		Meaning of Account receivables - Characteristics of receivables, Objectives & Cost of Account receivables Management.	02	
		Receivables Management Problems. Meaning & Definition Inventory Management, Components of Inventory, Objectives & Motives of Inventory Management, Cost of holding Inventory	02 02	
		.Tools & Techniques of Inventory Control- ABC- EOQ etc.		
V	The Dividend Decision	Meaning of dividend, Forms of dividend Cash & Bonus Shares , Advantages& Disadvantages of Bonus issue Dividend Theories- Relevance & Irrelevance theories Walter’s Model –Including Problems Gordon’s Model- Including Problems Miller & Modigliani Hypothesis- Irrelevance theory. A brief discussion on dividend policies of Indian companies.	01 01 01 02 02 02 01	

Prepared by Dr.A.Pravallika

NAME OF THE FACULTY: Dr. M. VENKAT RAMANA REDDY

2.3: SUBJECT : STATISTICS FOR MANAGEMRNT

COURSE: MBA II SEMESTER

S.NO	Particulars Unit Wise	Detailed Topics	No. of Hrs	Remarks
1	I	Introduction to statistics	1	
2	I	Statistical techniques Programming techniques	1	
3	I	Managerial applications of statistics	1	
4	I	Introduction of probability	1	
5	I	Classical definition of probability with examples	1	
6	I	Statistical or empirical definition of probability	1	
7	I	Modern definition of probability	1	
8	I	Addition rule of probabilities	1	
9	I	Marginal and conditional probability	1	
10	I	Multiplication rule of probability	1	
11	I	Probability when same experiment is done more than ones (with replacement)	1	
12	I	Probability when same experiment is done more than ones (without replacement)	1	
13	I	Introduction to baye's theorem – Its application	1	
14	I	Problems with Baye's theorem		
15	II	Introduction to Probability Distribution	1	
16	II	Random variable:Discrete Random variable , Continuous Random Variables	1	
17	II	Introduction to Binomial Probability Distribution	1	
18	II	Probability Function of Binomial Disrtibution	1	
19	II	Properties of a Binomial Distribution	1	
20	II	Problems with Binomial Distribution	1	
21	II	Introduction to Poisson Distribution	1	
22	II	Choosing Between the Poisson and Binomial Distribution	1	
23	II	Poisson Distribution as a Limiting case of Binomial Distribution	1	
24	II	Poisson Approximation of Binomial Distribution	1	
25	II	Problems with Poisson Distribution	1	
26	II	Introduction to Normal Distribution	1	
27	II	Probability function with Normal variable	1	
28	II	Introduction to Z Score	1	
29	II	Introducing Normal Distribution table	1	
30	II	Steps for finding Probability corresponding to a Normal Random variable	1	
31	II	Properties of Normal Curve	1	
32	II	Normal Approximation of Binomial Distribution	1	
33	II	Applications and importance of normal distribution	1	
34	III	Introduction to Sampling Theory	1	
35	III	The basics of Sampling	1	
36	III	Steps in Sampling	1	
37	III	Methods of Sampling	1	

38	III	Probabilistic Methods of Sampling	1	
39	III	Non-Probabilistic Methods of Sampling	1	
40	III	Definition of Hypothesis, Basics Concepts	1	
41	III	The level of Significance, Decision rule or test of hypothesis	1	
42	III	Introduction to Type I and Type II Errors	1	
43	III	Introduction to Two Tailed and One Tailed Tests	1	
44	III	Steps involved in Hypothesis testing	1	
45	III	Measuring the Power of Hypothesis Test	1	
46	III	Measuring the Large Sample tests- Test for one and two proportions.	1	
47	III	Test for one and two Means, Test for two Standard Deviations	1	
48	IV	Introduction to Small Sample test: t-Distribution	1	
49	IV	Properties and applications of t-Distribution	1	
50	IV	Measuring of paired t-test.	1	
51	IV	Introduction to Analysis of Variance (ANOVA)	1	
52	IV	Introduction to one way ANOVA	1	
53	IV	Introduction to two way ANOVA	1	
54	IV	Problems of ANOVA	1	
55	IV	Introduction to Chi-Square Distribution	1	
56	IV	Test for a specified Population variance	1	
57	IV	Test for Goodness of fit.	1	
58	IV	Test for Independence of Attributes	1	
59	V	Introduction to Correlation Analysis: Scatter diagram	1	
60	V	Introduction to positive and negative correlation.	1	
61	V	Limits for coefficient of correlation	1	
62	V	Karl Pearson's coefficient of correlation	1	
63	V	Spearman's rank correlation	1	
64	V	Concepts of multiple and partial correlation.	1	
65	V	Introduction to Regression Analysis	1	
66	V	Concepts, least square fit of line regression	1	
67	V	Two lines of regression	1	
68	V	Introduction to Time series Analysis	1	

MAHATMA GANDHI UNIVERSITY

DEPARTMENT OF MANAGEMENT STUDIES

Sub: Operations Management (Elective - III)

Semester: II (MBA- GEN)

No. of Credits: 5

Objective: The objective of this course is to provide the knowledge of production department and its operations in business.

Lecture. No	Name of the Topic	Remarks
Unit - I: Introduction to Operations Management:		
Introduction to Operations Management - - systems concept of production. Production Cycle - process technologies. Project, Job Shop, Assembly, batch and Continuous. Interface between the operation systems and systems of other functional areas.		
L-01	Introduction to Operations Management Definition of Operations Management	
L-02	Evolution of Operations Management	
L-03	The role of Operations Management in total business system	
L-04	Production Cycle	
L-05	Process Technologies: Project, Job Shop, Assembly, batch and Continuous flow	
L-06	Characteristics of process technologies	
L-07	Production Cycle Vs Process Cycle	
L-08	Interface between the operation systems and systems of other functional areas	
L-09	Overview of Unit-I	
Unit – II: Production Management:		
Production planning, Production control, Scheduling, Product sequencing: Sequencing of products with simple problems. Plant Capacity. Plant layout, Plant location.		
Maintenance Management: Objectives –Failure Concept, Reliability, Preventive and Breakdown maintenance.		
L-10	Production planning and Control ; Definition , Objectives	
L-11	Functions of Production planning	
L-12	Functions of production control	

L-13	Scheduling – definition and meaning	
L-14	Scheduling – objectives, Types of scheduling	
L-15	Product sequencing –theory , Johnson’s Rule	
L-16	Product sequencing – 2 machine and ‘n ‘job problems	
L-17	Product sequencing – ‘m’ machine and ‘n ‘job problems (multiproduct in multi-stage situations)	
L-18	Plant Capacity- Definition, Determinants of capacity	
L19	Plant layout – definition , objectives , characteristics of Ideal Layout	
L-20	Types of Layout – Product layout, and Mixed or combined layout	
L-21	Types of Layout – Process layout, and Fixed position layout	
L-22	Plant Location- definition, importance and factors influencing plant location	
L-23	Maintenance Management – Definition & Objectives	
L-24	Failure Concept, Reliability concept	
L-25	Types of maintenance systems : Preventive and Breakdown maintenance	
L-26	Overview of Unit-II	
<p>Unit - III: Quality Management:</p> <p>Standards and specifications, Quality Assurance and Quality Circles – Statistical Quality Control –Control Charts for Variables- Average, Range and S.D., Control charts for Attributes- fraction defective and number of defects.</p>		
L-27	Introduction to Quality Management Quality-Definition, importance	
L-28	Standards and specifications	
L-29	Quality Assurance	
L-30	Quality Circles	
L-31	Statistical Quality Control	
L-32	Control Charts for Variables- Average	
L-33	Control Charts for Variables- Range	
L-34	Control Charts for Variables- S.D	

L-35	Control charts for Attributes- fraction defective	
L-36	Control charts for Attributes- number of defects.	
L-37	Overview of Unit-III	
Unit - IV: Productivity Improvement:		
Acceptance Sampling, Work Study, Method Study, Work measurement, Computation of allowance and allowed time.		
L-38	Introduction to Productivity	
L-39	Acceptance Sampling – introduction, risks involved in acceptance sampling	
L-40	Types of Acceptance Sampling – attribute and variable	
L-41	Operating Characteristics (OC) Curve	
L-42	Work study – Introduction, definition and importance and procedure	
L-43	Method study – definition, procedure,	
L-44	Method study – Charts, diagrams and Therbligs	
L-45	Work measurement – definition, objectives , procedure	
L-46	Time study	
L-47	Computation of allowance and allowed time.	
L-48	Overview of Unit-IV	
Unit - V: Inventory Management:		
Stores Management – Requirements for efficient management of Stores, Safety stock, Economic order quantity, Inventory analysis methods - ABC, VED and FNSD analyses. Value Analysis.		
L-49	Stores management – meaning, stores department functions	
L-50	Requirements for efficient management of Stores- Stores layout and stores location	
L-51	Storing of materials – the bin card, the stores ledger, issuing of material, ,	
L-52	Replacement of materials – Re order level, physical verificationof materials	
L-53	Safety stock	
L-54	Economic order quantity- introduction and importance	
L-55	Economic order quantity- Problems	

L-56	Economic order quantity- Problems	
L-57	Inventory analysis methods – ABC analysis	
L-58	Inventory analysis methods - VED and FNSD analyses	
L-59	Value Analysis – Definition, introduction	
L-60	Value engineering job plan	
L-61	Overview of Unit-V	

Prepared by Dr.J.Suresh Reddy

Semester II
BUSINESS ECONOMICS

Course No.2.4

Topics	Number of Hours
Unit – I	13
Introduction :Economic and Non Economic Activities	4
Nature and Scope of Business Economics	2
Micro and Macro Economics	2
Utility	1
Cardinal and Ordinal Utility	1
Law of Diminishing Marginal Utility	2
Law of Equi Marginal Utility.	1
Unit – II	16
Analysis of Demand	3
Demand – Meaning – Law of Demand	4
Properties of Demand Curve	1
Exceptions to the Law of Demand	2
Individual Demand and Market Demand	3
Elasticity of Demand – Types of Elasticity.	3
Unit – III	21
Production and Costs Production function	2
Distinction between Short-run and Long-run	1
Production with One variable & Two variables	3
Law of Variable Proportions	2
Iso-quants – Ios-Cosys	2
Techniques of maximization of output,	3
Minimization of cost and maximization of profit	2
Scale of production	2
Cost – Marginal Cost, Average Cost	3
Revenue – Marginal Revenue, Average Revenue.	2
Unit – IV	21
Market Structure Market Structure – Characteristics	2
Perfect Competition – Characteristics	2
Equilibrium Price	1
Profit maximizing output in the Short and Long run	2
Monopoly – Characteristics	1
Profit maximizing output in the short and long run	2
Defects of Monopoly	1
Monoplistic Competition – characteristics	1
Oligopoly – characteristics.	1
National Income – Definition – Measurement	2
GDP – Meaning	2
Fiscal Deficit	2
Trade cycles – Meaning Phases – Consequences – Remedies.	3

Prepared by John Paul

Elective II- 2.5.1
BUSINESS RESEARCH METHODS

Subject code: 2.5

No. of Credits: 5

Topics	Number of Hours
Unit – I:	9
Meaning and importance of marketing research:	2
Marketing Research, marketing information system	2
Marketing decision support system.	1
Research design	2
Introduction to design of experiments Exploratory, causative, conclusive and experimental designs.	2
Unit – II:	14
Marketing research process:	1
Sources and methods of gathering marketing information - Respondents, Experiments, Simulation (as a source of Data Generations) and Panels.	3
Sampling design and Sample size determination.	2
Measurement and scaling - Concept of measurement and scaling	1
Types of Scales – Nominal ,Ordinal, Interval and Ratio Scales	1
Attitude scales Thurstone's, Likert's, Guttman's, Semantic differential,	3
Reliability and validity of a scales. Design of questionnaire.	3
Unit – III:	19
Decision Making Tools:	2
Decision Theory-Decision making under certainty, Risk, uncertainty,	3
Criteria of Decision making-Pessimism, Realism, Optimism, Regret, Equiprobable,	3
EMV, EOL, Cost and value of information,	5
Determination of EVPI utility as a concept of decision making.	2
Decision tree analysis – Decision Tree- Sequential decision making.	4
Unit – IV:	12
Non-Parametric Statistics in Research,	1
Multi-Variate analysis McNemar,	2
Sign Test –One and Two samples,	1
Run test,	1
Wilcoxon Matched pairs test,	2
Mann-Whitney test,	2
Kolmogorov – Simronov D test,	2
Kruskal –Wallis tests.	1
Unit –V:	20
Structural and Functional methods-Factor analysis,	3
Cluster analysis,	2
Discriminate analysis,	2
Conjoint analysis,	2
Multi Dimensional Scaling.	2
Multiple Regression (Numerical with two independent variables).	3
Research report – preparation	3

Prepared by John Paul

MBA 2nd Semester (Gen)

2.5: SUBJECT: Operations Research

Sl.No	Particulars Unit Wise	Detailed Topics	No: of Hours	Remarks
1.	Unit 1			
	Introduction to operation research	Introduction and History of OR in India	1	
		Nature ,Definition of OR,Features of OR	1	
		Managial applications OR and Limitations of OR	1	
		Linear programming problem(LPP):- Definations,Basic requirementsand Terminalogy	1	
		LPP mathematical model	1	
		Formulation of LPP ,Assumptions of LPP	1	
		Applications of LPPand problems on LPP	1	
		Problem on LPP	1	
		Solution by Graphical method-Problem	1	Total No: of Hours = 14
		Problem on Graphical method	1	
		Exceptional cases-Problems	1	
		Problems on Exceptional cases	1	
		Simplex Method-Problem	1	
		Problems on Simplex Method	1	
2.	Unit 2			
	Transportation Problem(TP)	Introduction , Concepts of Transportation problem	1	
		Mathematical model, IBFS using northwest corner rule	1	
		Row and Coloumn Minimum methods , Matrix minimum method(LCM)-Problems	1	
		Vogel's approximation method-Steps and problem	1	
		Un balanced Transportation problem-problems	1	

		Problems on Unbalanced TP	1	
		Degeneracy , problems	1	
		Optimality test and managerial applications.	1	Total No: of Hours = 14
		Introdution to Assignment problem , Mathematical model	1	
		Hungarian Method -Problem	1	
3		Unbalanced Assignment problems in Hungarian method	1	
		Maximisation method-procedure Steps and problems	1	
		Unbalanced Assignment problems in maximisation method ,Travelling salesman problem-procedure steps	1	
		Problems on Travelling salesman problem and Managerial Applications of Assignment problem and Travelling salesman problem	1	
3.	Unit 3			
	Network Fundamentals	Introdution , objectives of Network Analysis	1	
		Concepts, Applications of Network Analysis	1	
		Fulkerson's Rules and Stages of Project Management	1	
		Draw the Network By using of Fulkerson's Rules	1	
		History of CPM –Earliest and Latest Time deteminations	1	
		Problems on Earliest time and Latest Time determinations	1	
		Problems on Earliest time and Latest Time determinations in theForward pass-ES,EF	1	
		Problems on Earliest time and Latest Time determinations in the Backword pass-LS,LF	1	Total No: of Hours = 14
		Critical Path Crashing time	1	

		cost trade-off		
		Problems on Critical Path Crashing time cost trade-off	1	
		Problems on Critical Path Crashing time cost trade-off	1	
		PERT-Beta Distribution- Problems	1	
		PERT-Probabilistic Model - Problems	1	
		Network Flow problems-Max Flow-min-cut Flow Theorem	1	
4.	Unit 4			
	Queuing theory	Introduction , Concepts of Queuing system	1	
		Service System,Notations	1	
		Queuing Models	1	
		Probabilistic Queuing model	1	
		Cost Analysis- Single server Model-Problems	1	Total No: of Hours = 12
		Single server Model I- Problems	1	
		Poisson arrival and exponential service time	1	
		Problems on Poisson model- finite population	1	
		Problems on Poisson model- finite population	1	
		Problems on poisson model- infinite population	1	
		Problems on poisson model- infinite population	1	
5.	Unit 5			
	Game Theory	Introduction , Concepts ,saddle point	1	
		Games with mixed strategies- ODD Method	1	
		Problems on ODD Method	1	
		Dominance Method-Problem	1	
		Problems on Dominance Method	1	
		Zero-sum game- Problems	1	
		Two , Three and more persons game-Problem	1	
		Problems on Two , Three and more persons game	1	Total No: of Hours = 11
		Analytical method of solving two person zero sum game- problems	1	

		Graphical solutions for ($m \times 2$) and ($2 \times n$)-Problems	1	
		Simulation and Applications of simulation	1	
		Total		65

Teaching lesson plan
MBA II Semester
Subject: Financial Institutions and Markets (Elective)

Subject Code: 2.5

No. of Credits: 5

Objectives: To acquaint the students with Financial Markets and its various segments. To give inputs to the students an understanding of the operations and developments in financial markets in India.

S.No	Particulars/Unit Wise	Detailed Topics	No. of Hours	Remarks
1		Overview of syllabus- Unit wise, books	1	
2		Concept, terminology money, savings, finance, demand and supply and flow of funds etc.,	1	
3	Unit -I INDIAN FINANCIAL SYSTEM	Evolution of IFS in India	1	
4		Structure of the Indian Financial system	1	
5		Financial Institutions-Regulatory, Intermediaries, Non Intermediaries,	1	
6		Financial Markets-Primary and secondary markets	1	
7		Financial instruments,	1	
8		Financial Services	1	
9		Indicators of Financial developments	1	
10		Role of Financial system in economic development	1	
11		RBI, Banking System in India	1	
12		revision	1	12 Hrs
13	Unit –II INDIAN MONEY MARKET	Nature and scope of Indian Money Market, ,	1	
14		Structure and Characteristics of Indian Money Market,	1	
15		Segments of Indian Money Market	1	
16		Institutions of Indian Money Market,	1	
17		Drawbacks of Indian Money Market	1	
18		RBI and Indian Money Market	1	
19		Call money	1	
20		Treasury bills	1	
21		Govt. bonds	1	
22		revision	1	U II 10 Hrs
23	Unit-III	Structure of Indian Capital Market	1	
24		Characteristics of Indian Capital Market	1	
25		Primary and Secondary markets	1	
26		Types of Shares	1	
27		National Stock Exchange - Working	1	
28		Bombay Stock Exchange - Working	1	
29		Calculation of sensex and	1	

30	INDIAN CAPITAL MARKET	Calculation of derivatives	1	
31		Over the Counter Exchange of India – Advantages, objectives and working of OTCEI	1	
32		Various forms of Debentures	1	
33		Review of stock indices	1	Assignment
34		Review of stocks for a week	1	
35		revision	1	U III 12 hrs
36	Unit-IV NON BANKING FINANCIAL INTERMEDIARIES	Definitions, its structure and, Working and progress of the following: Lease Financing	1	
37		Distinctions between bank and NBFCs,	1	
38		Characteristics of NBFCs	1	
39		Mutual Funds	1	
40		Factoring	1	
41		Housing Finance	1	
42		Venture Capital Finance,	1	
43		Merchant Banking	1	
44		LIC	1	Presentations
45		Types and various forms of investments in NBFIs	1	
46		revision	1	U IV 10 Hrs
47	Unit-V DEVELOPMENT BANKS IN INDIA	Working and progress of the following: Industrial Industrial Investment Bank of India	1	
48		Finance Corporation of India,	1	Presentations
49		Small Industries Development Bank of India,	1	Presentations
50		State Finance Corporations,	1	Presentations
51		State Industrial Development Corporations.	1	Presentations
52		Investment institutions in india	1	Presentations
53		Working and progress of the following: Unit Trust of India	1	Presentations
54		Life Insurance Corporation of India	1	Presentations
55		General Insurance Corporation of India	1	Presentations
56		Post Office Small Saving Schemes	1	Presentations
57	Provident Funds	1	U –V 10 Hrs	
58		Internals I	1	
59		Internals II	1	
60		Important questions and Revision	1	
61		Previous Q. Papers	1	Total 61 Hrs

Prepared by Dr.M. Sree Lakshmi

MBA GENERAL III Semester
Business Research Methods

Subject code: 3.1

No. of Credits: 5

Objective: The objective of this course is to give students a complete exposure to all aspects of conducting research, analyzing and interpreting the data with tools.

Lecture Number	Unit	Topic to be dealt
Lecture 1	I	Meaning and importance of marketing research
Lecture 2	I	Marketing Research
Lecture 3	I	Marketing information system
Lecture 4	I	Marketing decision support system
Lecture 5	I	Research design
Lecture 6	I	Introduction to design of experiments, Exploratory, causative, conclusive and experimental designs.
Lecture 7	II	Marketing research process
Lecture 8	II	Sources and methods of gathering primary data - Respondents,
Lecture 9	II	Methods of gathering primary data - Experiments, Simulation (as a source of Data Generations) and Panels
Lecture 10	II	Methods of gathering Secondary data – merits and demerits
Lecture 11	II	Sampling design and Sample size determination
Lecture 12	II	Measurement and scaling - Concept of measurement and scaling
Lecture 13	II	Types of Scales – Nominal ,Ordinal, Interval and Ratio Scales
Lecture 14	II	Attitude scales Thurstone's, Likert's, Guttman's
Lecture 15	II	Semantic differential, Reliability and validity of a scales
Lecture 16	II	Design of questionnaire – Steps involved, Criteria's

		involved, Dos and Don'ts
Lecture 17	II	Design of questionnaire - Examples
Lecture 18	III	Decision Making Tools: Decision Theory
Lecture 19	III	Decision making under certainty, Risk, uncertainty
Lecture 20	III	Criteria of Decision making-Pessimism, Realism, Optimism, Regret, Equiprobable
Lecture 21	III	Constructing Pay off Table – with examples
Lecture 22	III	Constructing Regret Table – with examples
Lecture 23	III	Applying Laplace Principle, Maximin Criterion, Maximax Criterion – with examples
Lecture 24	III	Applying Laplace Principle, Maximin Criterion, Maximax Criterion – with examples
Lecture 25	III	Applying Minimax Regret Criterion, Hurwicz principle – with examples
Lecture 26	III	Problems – on these Concepts
Lecture 27	III	Determination of EVPI utility as a concept of decision making - Problems
Lecture 28	III	Decision tree analysis – Decision Tree, Sequential decision making
Lecture 29	III	Problems on Decision Tree Analysis
Lecture 30	III	Problems on Decision Tree Analysis
Lecture 31	IV	Non-Parametric Statistics in Research – Need and Purpose
Lecture 32	IV	McNemar – Concept and Problems
Lecture 33	IV	Sign Test –One sample – Concept and Examples
Lecture 34	IV	Sign Test –Two samples – Concept and Examples
Lecture 35	IV	Run test – Concept and Examples
Lecture 36	IV	Wilcoxon Matched pairs test – Concept and Examples
Lecture 37	IV	Mann-Whitney test - – Concept and Examples
Lecture 38	IV	Kolmogorov – Simronov D test – Concept and Examples

Lecture 39	IV	Kruskal –Wallis tests – Concept and Examples
Lecture 40	IV	Revision of the Non-Parametric Test with examples
Lecture 41	IV	Revision of the Non-Parametric Test with examples
Lecture 42	IV	Multi-Variate analysis
Lecture 43	V	Structural and Functional methods
Lecture 44	V	Factor analysis, Cluster analysis - Theory
Lecture 45	V	Discriminate analysis, Conjoint analysis - Theory
Lecture 46	V	Multi Dimensional Scaling
Lecture 47	V	Multiple Regression (Numerical with two independent variables)
Lecture 48	V	Multiple Regression (Numerical with two independent variables) -
Lecture 49	V	Research report
Lecture 50	V	Preparation - and presentation
Lecture 51	V	Oral and written presentation

Prepared by M. Ramesh Kumar

MBA General 3.2 : INTRNATIONAL BUSINESS

III Semester

UNITS	TOPICS	NO OF CLASS	REMARKS
Unit I:Global Imperative	Overview of International Business	1	
	International Business : A Global Perspective	1	
	Emergence of Globalization	1	
	Drivers of Globalization	1	
	Internationalization process	1	
	Stages in International Business	1	
	Approaches to International Business	1	
	International Trade Theories	1	
	International Trade Theories	1	
	International Trade Theories	1	
	Environment of International Business	1	
	Cultural Environment	1	
	Political Environment	1	
	Case Study: Business Environment	1	
			Total No: of Classes: 14
Unit II: Global Business & National Regulation	Rationale for Government Intervention	1	

	Economic Reasons for Government Intervention	1	
	Non-Economic Reasons for Government Intervention	1	
	Forms of Trade Regulation at National Level	1	
	Tariff Barriers	1	
	Non-Tariff Barriers	1	
	Regional Economic Integration	1	
	Levels of Economic Integration	1	
	Benefits & Costs of Economics Integration	1	
	Major Trading Blocks: EU	1	
	NAFTA	1	
	ASEAN	1	
	SAARC	1	
	Multilateral Regulation of Trade and Investment	1	
	Basic Principles of Multilateral Trade Negotiation	1	
	GATT and its Early Rounds	1	
	World Trade Organization	1	
	Structure and Functions	1	
	TRIPS	1	
	TRIMS	1	

	WTO & INDIA	1	
	UNCTAD	1	
	Case Study: SAARC	1	
	Case Study: Eco- Summits	1	
			Total No: of Classes: 24
Unit III: Global Business and Entry Strategies	Global Market Entry Strategies	1	
	Exporting	1	
	Licensing	1	
	Franchising	1	
	Case Study: Franchising	1	
	Contract Manufacturing	1	
	Assembly and Integrated Local Manufacturing	1	
	Strategic Alliance	1	
	Mergers	1	
	Acquisitions	1	
	Joint Ventures	1	
	Cost and Benefit Analysis of Entry Strategies	1	
	Case Study: Joint Ventures	1	

			Total No: of Classes: 13
Unit IV: Managing Global Business	Strategy and Global Organization	1	
	Global Strategic Planning	1	
	Going Global and Implementing strategies	1	
	Intercultural Communications	1	
	Case Study: Communication	1	
	Intercultural Human Resources Management in Global Context	1	
	Recruitment	1	
	Compensation	1	
	Expatriate- Management	1	
	Repatriation	1	
			Total No: of Classes: 10

TOTAL HOURS : 61

- Prepared by Dr.Sabina Harold

MB 302 Total Quality Management

Subject code: 3.2

S.No	Particulars / Unit wise	Detailed Topics	No. of Hours
1	Unit I : TQM- History and Evolution	Connotations of Quality -Introduction	1
2		Quality Dimensions – Product and Service	2
3		The concept of TQM	1
4		Evolution of TQM – Inspection, SQC, QA and TQM	1
5		Conventional quality management versus TQM.	1
6		Customer supplier focus in TQM	1
7		Benefits and Costs of TQM	1
8		Activity	1
9		Historical perspectives of TQM, Quality System Awards and Guidelines – ISO	2
10		Total	11
11	Unit II : Tools Techniques of TQM	Measurement Tools: Check Sheets, Run Charts, Cause and Effect Diagrams, Pareto’s Chart, Process Capability Measurement.	2
12		Analytical Tools: Process Mapping, Regression Analysis, Resource Utilization and Customer Service Analysis, The Five Why’s.	3
13		Group Discussion/ Case Study / Activity	2
14		Improvement Tools and techniques: Kaizen, JIT, Quality Circles, Forced field Analysis.	3
15		Control Tools: Gantt Chart, Network Diagram, The PDCA cycle.	2
16		Total	12
17	Unit III: Quantitative and Qualitative techniques:	Failure Mode Effect Analysis (FMEA)	1
18		Statistical Process Control (SPC)	1
19		Quality Function Deployment (QFD)	1
20		Design of Experiments (DOE)	1
21		Quality by Design and Monte Carlo Technique (MCT)	1
22		Qualitative techniques: Benchmarking	1
23		The Balanced Scorecard	1
24		Sales and Operations Planning	1
25		Kanban and Activity Based Costing (ABC)	1
26		Taguchi methods: Quality loss function	1
27		Activity	1
28		Total	11
29	Unit IV: Six Sigma	The concept of Six Sigma	1
30		Case Study	1
31		Objectives of Six Sigma	1
32		The frame-work of Six Sigma programme	1
33		Six Sigma Organization : roles and responsibilities	2

34		Six Sigma problem solving approach: The DMAIC model	2
35		Benefits and costs of Six Sigma	1
36		Total	9
37	Unit V : TQM in the Service Sectors	Implementation of TQM in service organization	2
38		Framework for improving service quality	1
39		Model to measure service quality programs.	2
40		TQM in Health-care services	1
41		TQM in Hotels	1
42		TQM in Financial services – Banks, Investment Company and Mutual Funds.	1
43		Activity	1
44		Discussion on previous QP	1
45		Total	10
			Total No. of Hours

Prepared by Dr.S.Swetha

Teaching lesson plan
MBA -III Semester
304: Subject: Compensation Management

S.No	Particulars Unit Wise	Detailed Topics	No. of Hours	Remarks
1	Unit-I	Introduction to strategic compensation management	1	
2		Concept of compensation	1	
3		Exploring and defining compensation context	1	
4		System of compensating	1	
5		Compensation dimensions	1	
6		Concept of reward	1	
7		Role of compensation in organization	1	
8		Non-financial compensation system	1	
9		Concept of total reward system	1	
10		New trends in compensation management	1	
11		The 3-P compensation concept	1	Case studies
12	Unit-II	Compensation and employee behavior	1	
13		Bases for Traditional pay system	1	
14		Bases for Modern pay system	1	
15		Establishing pay plans	1	
16		Aligning Compensation Strategy with HR strategy and Business Strategy	1	
17		Seniority and Longevity pay	1	
18		Linking Merit pay with Competitive Strategy	1	
19		Incentive Pay	1	
20		Persons Focus to Pay	1	
21		Team Based Pay	1	Case studies
22	Unit-III	Designing compensation system	1	
23		Building Internally consistent compensation system	1	
24		Creating Internal Equity through job Analysis and Job Valuation	1	
25		Building market competitive compensation System	1	
26		Compensation Surveys	1	
27		Integrating internal job structure with external market pay rates	1	
28		Building pay structures that Recognize	1	

		Individual Contributions		
29		Constructing a pay structure	1	
30		Designing pay for knowledge programs	1	Case studies
Unit-IV				
31	Unit-IV	Employee benefits Management	1	
32		Components of legally required benefits	1	
33		Benefits Administration	1	
34		Employee benefits and employee services	1	
35		Funding benefits through VEBA	1	
36		Costing the benefits	1	
37		Components of Discretionary Core Fringe Compensation	1	
38		Designing and planning benefit program	1	
39		Totally Integrated employee benefit program	1	Case studies
Unit-V				
40	Unit-V	Contemporary Strategic Compensation Challenges	1	
41		International compensation	1	
42		Competitive strategies	1	
43		Executive Compensation packages	1	
44		Compensating executives	1	
45		Compensating the flexible workforce	1	
46		Contingent employees	1	
47		Flexible work schedules	1	
48		Compensation for expatriates	1	
49		Compensation for Repatriates	1	
50		Strategic Issues in contingent workers	1	
51		Strategic Issues in flexible workers	1	
52		Strategic Choices in contingent workers	1	
53		Strategic Choices in Flexible workers	1	Case studies

Total hrs: 53

Prepared by Mrs. G.Laxmi Prabha

Teaching Lesson Plan

MBA GENERAL - Semester III Mb 305: ORGANIZATIONAL DEVELOPMENT

Subject Code: 305

No. of Credits: 5

Objective: The objective of this course is to impart knowledge about OD interventions for individual, team and organizational development .

S.No	Particulars/ Unit Wise	Detailed Topics	No. of Hours	Remarks
1		Overview of syllabus- Unit wise, books	1	
2		Concept, terminology	1	
3	UNIT I	General Introduction and Foundations of OD.	1	
4		Overview of the field of OD	1	
5		Definitions of OD	1	
6		A short history of OD and its evolution	1	
7		Growth and relevance of OD	1	
8		Characteristics of OD	1	
9		Values of OD	1	
10		beliefs in OD	1	
11	Assumptions in OD	1		
12		OVERVIEW TO UNIT 1	1	U-I 12 Hrs
13	UNIT II	Foundations of OD:	1	
14		Models and Theories of Planned Change	1	
15		(a) Lewin's Change Model	1	
16		(b) Burke-Litwin Model	1	
17		(c) General Model of Planned Change	1	
18		Systems theory	1	
19		Participation and Empowerment	1	
20		Teams and Team work	1	
21		Parallel learning structures	1	
22		A normative reductive' strategy of changing	1	
23		Applied behavioral Science	1	
24		Action Research as a process	1	
25		and as an approach	1	U – II 13 Hrs
26	UNIT-III	Managing the OD Process:	1	
27		Diagnosis - The six-box Model	1	Presentations
28		The action component	1	Presentations
29		OD interventions and their nature	1	Presentations
30		An overview of classification of OD interventions	1	Presentations
31		Planning choosing, and	1	

		implementing of an intervention strategy		
32		Evaluating and institutionalizing OD interventions	1	Presentations
33		The program management component	1	
34		Conditions for optimal success of OD	1	
35		Issues in Consultant–Client Relationship	1	
36		Grid OD	1	U - III 11 Hrs
37	UNIT IV	Human Process Interventions	1	
38		T-Groups-Process-consultation-Third party intervention	1	
39		Team interventions - Techniques and exercises	1	Presentations
40		Role Analysis Technique -Role Negotiation Technique	1	Presentations
41		Responsibility Charting	1	Presentations
42		Broad Team Building interventions	1	Presentations
43		Organizational process approaches: Organization Confrontation.	1	Presentations
44		Inter-group Relations interventions	1	
45		Force Field Analysis	1	U –IV 9 HRS
46		Techno-Structural and Strategic Interventions	1	
47	UNIT V	Structural Design - Restructuring organization	1	
48		Downsizing-Reengineering	1	
49		Employee involvement: Quality Circles	1	
50		Total Quality Management	1	
51		Work Design: Engineering approach-System	1	
52		Strategic Interventions: Organizational Transformation and its Characteristics	1	
53		Self – designing organizations	1	
54		Culture Change	1	
55		Organizational Learning	1	U - V-11 Hrs
56		Revision	1	
57		Internals I	1	
58		Internals II	1	
59		Previous Q. Papers	1	
60		Important questions and Revision	1	TOTAL 60 Hrs

Prepared by Dr.M.Sree Lakshmi

NAME OF THE FACULTY: Dr. M. VENKAT RAMANA REDDY

SUBJECT : Promotion and Distribution Management

COURSE: MBA III-SEMESTER

S.NO	Particulars Unit Wise	Detailed Topics	No. of Hrs	Remarks
1	I	Concepts of Marketing Communications	1	
2	I	Developing Integrated Marketing Communications	1	
3	I	The nature of Marketing Communication	1	
4	I	IMC Planning Process	1	
5	I	Establishing Objectives of IMC	1	
6	I	Making of Budgeting for the promotional Programme	1	
7	I	Model of marketing communications decision process	1	
8	I	Concepts of Creative Strategy	1	
9	I	Inbound Creative Strategy	1	
10	I	Outbound Creative Strategy	1	
11	I	Process of execution of creative strategy:	1	
12	I	Appeals	1	
13	I	Execution Styles	1	
14	I	Creative tactics	1	
15	I	Media Planning	1	
16	I	Media Strategy	1	
17	I	Developing Media Plans	1	
18	I	Developing Media Strategies	1	
19	I	Implementation with IMC perspective	1	19 Hrs
20	II	Concepts of Personal Selling	1	
21	II	Features of Personal Selling	1	
22	II	Functions of Personal Selling	1	
23	II	Objectives of Personal Selling	1	
24	II	Steps/Process involved in Personal selling	1	
25	II	Role of personal selling in IMC Programme	1	
26	II	Integration of personal selling with other promotional tools.	1	
27	II	Personal Selling Approaches	1	
28	II	Evaluating of Personal Selling	1	
29	II	Motivating and controlling sales force effort.	1	10 Hrs
30	III	Concepts of Sales Promotion	1	
31	III	Characteristics of Sales Promotion	1	
32	III	Objectives of Sales Promotion Activities	1	
33	III	Types of Sales Promotion Activities	1	
34	III	Consumer and sales oriented sales promotion.	1	
35	III	Sales promotion methods	1	
36	III	Consumer sales Promotion	1	
37	III	Trade Promotion	1	
38	III	Sales Force Promotion	1	
39	III	Samples, Coupons, Premium or bonus offer	1	

40	III	Money Refund, Price off offer, Contests or Sweepstakes	1	
41	III	Buying allowance, Buy-back Allowance	1	
42	III	Store Demonstrations, Display and offer advertising Allowance	1	
43	III	Advertising Materials	1	
44	III	Special contests	1	
45	III	Bonus , contests, Meetings, Conventions and Conferences	1	
46	III	Concepts of Public relations	1	
47	III	Objectives of Public Relations	1	
48	III	Functions of Public Relations	1	
49	III	Types of Public Relations	1	
50	III	Definition of Publicity	1	
51	III	Functions of Publicity	1	
52	III	Types of Publicity	1	22Hrs
53	IV	Definition of Distribution, Its decisions	1	
54	IV	Purposes of Distribution Decisions	1	
55	IV	Physical Distribution Management	1	
56	IV	Role and function of channels of Distribution.	1	
57	IV	Distribution Systems	1	
58	IV	Distribution cost, control and customer service	1	
59	IV	Channel design	1	
60	IV	Selection of Channels	1	
61	IV	Selecting suitable channel partners	1	
62	IV	Motivation and Control of Channel members	1	10 Hrs
63	V	Distribution of Services	1	
64	V	Market logistics and Supply Chain Management	1	
65	V	Retailing and Wholesaling, Its types Decision	1	
66	V	Trends in Retailing and Wholesaling	1	4 Hrs
		Total : 66 Hrs		

MBA III Semester (Finance)
304.1. (F): Investment Management -
Subject code: 3.5.1 No. of Credits: 5

S.No	Unit	No.of Hours	Topic Covered	Remarks
1	Unit I: Investments	1	Introduction Types of Assets Real & Financial assets - Features of assets	With Example
2		1	Objectives & Functions of money – Measurement of money – Need for investment	With Example
3		1	Concept & Definition Investment-Objectives of investment	
4		1	Sources of investment information- Global & National- Affaires- news channels/ Papers – TV	
		1	Investment decision process- risk& return of each investment avenue	
		1	Various Investment Avenues –Shares- mutual funds –LIC- PPF-NSC-Bank Deposits -etc	
4		1	Features of Investment - Speculation-Gambling Investment Vs Speculation	With Example
5		1	Factors to be considered in investment decision-Liquidity, Return, Risk, Maturity, Safety, Tax and Inflation.	
6		1	The concept and meaning of return measurement of return	
		1	Meaning & Measurement of EX-ante return	
		1	Meaning & Measurement of EX-post return	
7		1	The concept and meaning of risk Sources of risk	
		1	Types of risk- Systematic –Unsystematic risk	13 hours
8		Unit II: Measurement of risk	1	Measurement of risk- Definition & Formula & Calculation of RangE
	1		Definition & Formula& Calculation of SD	
	1		Definition & Formula& Calculation of Co-Efficient of Variation.	
	1		Calculation of range- SD-CO- efficient of variation	
	1		Risk-return trade-off. Risk premium and risk aversion	
	1		Approaches to investment analysis	
	1		Definition of Fundamental Analysis- Economy Analysis- Industry Analysis- Company Analysis	
			Industry Analysis	
	1		Company Analysis	
	1		Concept & Significance of Technical Analysis	
	1		Elliete wave theory- Bullish bearish Trends	
	2		Japanies Candle sticks- Trends- trend reversels etc.	
	2		Efficient Market Hypothesis. Strong form- semi strong form- Weak form	13 Hours
	Unit III: Fixed Income Securities	1	Fixed Income Securities – Definition & Features of Debt instruments - Debenture/ Bond	
		1	Types of Debt Instruments	
		1	Bond indenture, factors affecting bond yield	
		1	Bond yield measurement-Current yield, holding period return, YTM, AYTM and YTC	
		1	Concept of of YTM – AYTM formula Problem on YTM- AYTM	
		1	Problem on YTM-AYTM	
		1	Concept-formula& Problem on YTC	
	1	Bond valuation: Capitalization of income method,		

		1	Bond-price theorems		
		2	Bond duration, Macaulay's duration and modified Macaulay's duration		
		1	Bond convexity	12 Hours	
	Unit IV: Portfolio Theory	2	Concept & Definition Portfolio- Objectives- Steps in Portfolio Decision Process- Modern Portfolio Theory		
		2	Portfolio return and risk- Measurement		
		2	construction of minimum risk portfolio, the single-index model		
		1	Capital market theory: Introduction of risk-free asset, Capital Market Line,		
		2	Capital Market line- Security Market Line-Efficient frontier		
		1	Capital asset pricing model (CAPM): assumptions –formula		
		1	Beta -calculation		
		2	Problems on over-priced and under-priced securities		
		1	Arbitrage pricing theory (APT)		
		1	The Law of one price		
		1	Two factor arbitrage pricing, Equilibrium risk-return relations		
		1	Practice of Problems		
		1	A synthesis of CAPM and APT	17Hours	
		Unit V: Portfolio Evaluation	1	Concept & Significance of Portfolio Evaluation	
			1	Performance Measurement of Portfolio- Sharpe's reward to	
	1		Treynor's reward to volatility index		
	1		Jensen's differential index		
	2		Practice – problems on Sharpe's -Treynor's -Jensen's Methods		
		3	Fama's decomposition of returns.- theory- formula – problems	9 Hours	

Prepared by Dr.A.Pravallika

Supply Chain Management

Subject code: 4.2

No. of Credits: 5

Objective: The objective of the course is to enable the learners to comprehend with basics of supply chain management, logistics, and networks in any business.

Lecture Number	Unit	Topic to be dealt
Lecture 1	I	Background of Supply Chain Management
Lecture 2	I	Introduction to Supply Chain Management
Lecture 3	I	Evolution of Supply Chain Management
Lecture 4	I	Concept, Objectives and function of SCM
Lecture 5	I	conceptual framework of SCM
Lecture 6	I	supply chain strategy- collaboration
Lecture 7	I	demand flow
Lecture 8	I	Customer Service, Technology integration
Lecture 9	I	Problems of complexity confronting SCs
Lecture 10	I	Demand Planning
Lecture 11	I	Forecasting, Aggregate planning
Lecture 12	I	Managing Predictable Variability
Lecture 13	I	Bullwhip effect
Lecture 14	I	Global Supply Chain Management
Lecture 15	I	Reverse Supply Chain
Lecture 16	I	Value chain and value delivery systems for SCM, The role of Modelling
Lecture 17	II	Background of Logistics Management
Lecture 18	II	Inbound and Outbound Logistics in SCM
Lecture 19	II	development of integrated logistics strategy
Lecture 20	II	Logistics in Maximizing profitability and cash flow
Lecture 21	II	3PL, 4PL
Lecture 22	II	International Logistics, Reverse Logistics

Lecture 23	II	Sourcing of material
Lecture 24	II	Global sourcing–issues and Problems
Lecture 25	II	e-Procurement, Group Purchasing, Reverse Auctions
Lecture 26	II	Inventory Management in Supply chain
Lecture 27	II	Role and importance of inventory in SC
Lecture 28	II	Inventory policies, inventory as an element of customer service
Lecture 29	II	JIT, VMI, Outsourcing
Lecture 30	II	Factors influencing the decision making process of outsourcer
Lecture 31	III	Role of Transportation
Lecture 32	III	Transportation in SC
Lecture 33	III	Modes of Transportation
Lecture 34	III	Fleet Management
Lecture 35	III	multi model transport, Containerisation
Lecture 36	III	Vehicle Scheduling and routing, Milk run and cross docking
Lecture 37	III	Warehousing- types of warehouses
Lecture 38	III	warehousing operations, Warehouse automation
Lecture 39	III	Warehouse management systems
Lecture 40	III	Third party and value added warehousing
Lecture 41	III	Role and importance of Handling systems, Selection of Handling systems. Equipment Warehousing,
Lecture 42	III	Strategic relationships in–logistics, Handling systems, PPP environment
Lecture 43	IV	SC Network Design, Distribution network in SC
Lecture 44	IV	Channel design, factors influence design, options in distribution network
Lecture 45	IV	Role and importance of Distributors in SCM
Lecture 46	IV	SC integration- Internal and external, Role and importance and selection of Handling systems in SC integration
Lecture 47	V	Role of Human Resources in SCM
Lecture 48	V	Issues in Workforce Management and Relationship Management with suppliers and Customers and employees

Lecture 49	V	Retail SCM- Problems and issues in Transportation, inventory, Packaging and Repackaging
Lecture 50	V	Customer led business, Customer focus in SC, Complaint Handling
Lecture 51	V	Developing customer service strategy, RFID, bar coding

Prepared by Dr.M.Ramesh Kumar

Teaching lesson plan

Subject: Entrepreneurship Development, MBA-IV semester

S.No	Particulars Unit Wise	Detailed Topics	No. of Hours	Remarks
1	Unit:I I: Entrepreneur and entrepreneurship	Evolution of the concept of Entrepreneur	1	
2	Unit:I I: Entrepreneur and entrepreneurship	Characteristics of an entrepreneur	1	
3	Unit:I I: Entrepreneur and entrepreneurship	Distinction between an entrepreneur and a Manager	1	
4	Unit:I I: Entrepreneur and entrepreneurship	Functions of an Entrepreneur	1	
5	Unit:I I: Entrepreneur and entrepreneurship	Theories of Entrepreneurship	1	
6	Unit:I I: Entrepreneur and entrepreneurship	Concept of Entrepreneurship	1	
7	Unit:I I: Entrepreneur and entrepreneurship	Growth of Entrepreneurship In India	1	
8	Unit:I I: Entrepreneur and entrepreneurship	Role of Entrepreneurship in Economic Development	1	
9	Unit:I I: Entrepreneur and entrepreneurship	Entrepreneurship Functions	1	
10	Unit:I I: Entrepreneur and entrepreneurship	Entrepreneurship growth	1	
11	Unit:I I: Entrepreneur and entrepreneurship	Entrepreneurship problems, Development	1	
12	Unit:I I: Entrepreneur and entrepreneurship	Women Entrepreneurship-concept	1	
13	Unit:I I: Entrepreneur and entrepreneurship	Recent Trends of Women Entrepreneurship	1	
14	Unit:I I: Entrepreneur and entrepreneurship	Rural Entrepreneurship-concept	1	
15	Unit:I I: Entrepreneur and entrepreneurship	Meaning and Need for Rural Entrepreneurship	1	
16	Unit:I I: Entrepreneur and entrepreneurship	Problems of Rural Entrepreneurship	1	
17	Unit:I I: Entrepreneur and entrepreneurship	Development of Rural Entrepreneurship	1	For each concept case study analysis
18	Unit II: Factors Affecting Entrepreneurial Growth	Economic Factors affecting Entrepreneurial Growth	1	
19	Unit II: Factors Affecting Entrepreneurial Growth	Non-Economic Factors affecting Entrepreneurial Growth	1	
20	Unit II: Factors Affecting Entrepreneurial Growth	Government Actions	1	
21	Unit II: Factors Affecting	Entrepreneurial Motivation	1	

	Entrepreneurial Growth			
22	Unit II: Factors Affecting Entrepreneurial Growth	Entrepreneurial Competencies	1	
23	Unit II: Factors Affecting Entrepreneurial Growth	Entrepreneurial Mobility	1	
24	Unit II: Factors Affecting Entrepreneurial Growth	Entrepreneurship Development Programme-Concept	1	
25	Unit II: Factors Affecting Entrepreneurial Growth	EDP-Need , Objectives	1	
26	Unit II: Factors Affecting Entrepreneurial Growth	EDP-Course content, Curriculum	1	
27	Unit II: Factors Affecting Entrepreneurial Growth	Phases and Evaluation of EDPs	1	Examining various draft reports of government policies and initiatives.
28	Unit-III: Small Enterprises	Definition , Characteristics of Small Enterprises.	1	
29	Unit-III: Small Enterprises	Relationship with large units	1	
30	Unit-III: Small Enterprises	Rationale and objectives of SE	1	
31	Unit-III: Small Enterprises	Scope of Small Enterprises	1	
32	Unit-III: Small Enterprises	Opportunities for an Entrepreneurial Career	1	
33	Unit-III: Small Enterprises	Role of Small enterprises in Economic Development	1	
34	Unit-III: Small Enterprises	Problems of Small enterprises	1	
35	Unit-III: Small Enterprises	Project Identification and Selection	1	
36	Unit-III: Small Enterprises	Project Formulation	1	
37	Unit-III: Small Enterprises	Project Appraisal	1	
38	Unit-III: Small Enterprises	Project Financing	1	
39	Unit-III: Small Enterprises	Ownership Structures	1	
40	Unit-III: Small Enterprises	MSME Act.	1	Field visits/Plant Visits
41	Unit-IV: Institutional Finance to Entrepreneurs	Introduction on Institutional finance to entrepreneurs , role of Commercial banks	1	
42	Unit-IV: Institutional Finance to Entrepreneurs	Discussion on major financial institutions- IDBI, IFCI,IIBI	1	
43	Unit-IV: Institutional Finance to Entrepreneurs	LIC,UTI,NABARD	1	
44	Unit-IV: Institutional Finance to Entrepreneurs	SFCs, SIDCs ,SIDBI	1	
45	Unit-IV: Institutional Finance to Entrepreneurs	EXIM Bank	1	
46	Unit-IV: Institutional Finance to Entrepreneurs	Need for Institutional Support to Entrepreneurs	1	

47	Unit-IV: Institutional Finance to Entrepreneurs	Role of NSIC,SSIB	1	Visit to financial institutions
48	Unit-IV: Institutional Finance to Entrepreneurs	Role of SSICs,MSMEDI,DICs	1	
49	Unit-IV: Institutional Finance to Entrepreneurs	Industrial Estates	1	Plant visits
50	Unit-IV: Institutional Finance to Entrepreneurs	Specialised Institutions TCOs	1	
51	Unit-IV: Institutional Finance to Entrepreneurs	Microfinance Institutions	1	Filed level surveys
52	Unit-V: Venture Capital	Venture capital financing concept and features	1	
53	Unit-V: Venture Capital	Need, relevance and development of venture capital funds	1	
54	Unit-V: Venture Capital	Structure and regulatory framework of venture capital financing in India	1	
55	Unit-V: Venture Capital	Investment process and evaluation	1	
56	Unit-V: Venture Capital	Methods of valuation-conventional, the first Chicago and revenue multiplier methods	1	
57	Unit-V: Venture Capital	Structuring Venture capital financing-Investment Nurturing Methodologies	1	
58	Unit-V: Venture Capital	Valuation of Venture capital Portfolio.	1	
59	Unit-V: Venture Capital	Performance of TDICI and other Venture Capital Firms in India.	1	
60	Unit-V: Venture Capital	Exit Strategies of Venture Capital Financing	1	
61	Unit-V: Venture Capital	Policy imperatives of VCF Development in India	1	
62	Unit-V: Venture Capital	Role of private equity	1	

Prepared By G.Laxmi Prabha

MBA 4TH Semester (GEN)

SUBJECT : Customer Relationship Management

Sl.No	Particulars Unit Wise	Detailed Topics	No: of Hours	Remarks
1.	Unit 1	CRM Definition	1	
	Evolution of CRM	CRM and Relationship Marketing	1	
		Emergence of CRM Practice	1	
		Factors Responsible for CRM growth	1	
		CRM Process Framework	1+1	
		Benefits of CRM	1	
		Types of CRM	1	
		Scope of CRM	1	
		CRM and Cost Benefit Analysis	1	
		Marketing Customization- Case Study	1	Total No: of Hours = 11
2.	Unit 2	Customer Value	1	
	CRM Concepts	Customer Perception and Expectation	1	
		Customer Satisfaction- Definition and Measurement	1	SERVQUAL- GAP analysis
		Customer Centricity	1	
		Customer Acquisition	1	
		Customer Retention	1	
		Customer Loyalty	1	
		Customer Lifetime Value and Profitability	1	
		CLV- Calculation Example	1	
		Customer Experience Management	1	
		Enterprise Marketing Management	1	
		Web Based Customer Support	1	
		SERVQUAL – Case Study	1+1	Total No: of Hours = 14
3.	Unit 3	Elements of CRM Plan	1	
	Planning for CRM	Steps in Planning – Building Customer Centricity	1	
		Setting CRM Objectives	1	
		Defining Data Requirements	1	

		Planning Desired Outputs – Relevant Issues	1	
		CRM Plan – Case Study	1	
		CRM Strategy – Development Process	1+1	
		Customer Strategy Grid	1	
		Strategy Grid - Examples	1+1	Total No: of Hours = 11
4.	Unit 4	CRM Marketing Initiatives	1	
	CRM – Marketing Strategy	Sales Force Automation	1	
		Case Study - SFA	1	
		Campaign Management	1	
		Call Centers – Role in Implementing CRM	1	
		Group Discussion – Call Centres Role – Examples	1	
		CRM Practices- CRM in Consumer Markets	1	
		CRM in Services Sector	1	
		Group Discussion – Emergence in Service Sector	1	
		CRM in Mass Markets	1	
		CRM in Manufacturing Sector	1	Total No: of Hours = 11
5.	Unit 5	Components of ECRM Solutions	1	
	ECRM	Data Ware Housing	1+1	
		Data Mining	1+1	
		Guest Lecture – Warehousing and Mining	1+1	
		Evaluation of Technical Solutions to CRM	1+1+1	
		Discussion regarding CRM – S/W Packages Development and Customization.	1+1	
		Role of Contact Centre – Building Relationships	1	Total No: of Hours = 13

Prepared by Dr.Sabina Harold

FINANCIAL SYSTEMS AND SERVICES (F)

LESSON PLAN

UNIT	TITLE OF THE UNIT	TOPICS COVERED	NO.OF HOURS	REMARKS
I	Introduction to Financial Services	<p>Concept of Financial Services- Definition, features and difference between services –financial services.</p> <p>Financial System- components of financial system- Financial institutions, Financial Markets, Financial instruments, Financial Services.</p> <p>Growing importance of financial services in financial system</p> <p>Classification-Traditional and Modern view. Fund based and non fund based Activities.</p> <p>Modern Activities & Financial engineering</p> <p>Need for innovation-New financial products</p> <p>Innovative Financial Instruments</p> <p>An overview of Indian financial services sector scenario.</p>	<p>01</p> <p>02</p> <p>01</p> <p>01</p> <p>01</p> <p>02</p> <p>01</p> <p>01</p>	
II	Leasing & Hire Purchase	<p>Concept & Definition of Leasing , Origin & Significance</p> <p>Advantages & Disadvantages of leasing</p> <p>Types of leasing- Financial Lease, Operating Lease, Leveraged Lease, Sale & buy back, and Cross Border Lease- merits & demerits of each type.</p> <p>Legal Aspects of lease- Lease Contract& Contents of lease agreement.</p> <p>Tax & Accounting Aspects of Lease- Sales Tax provision- Income tax provision- Lessor & Lessee</p> <p>Accounting Aspects of lease- Financial- Operating lease In the books of Lessor & Lessee</p> <p>Financial Evolution of Leasing- NPV & IRR, break even lease rentals & lease vs. Buy Decision.</p> <p>Definition and Features of Hire Purchase – its origin</p> <p>Legal provision & Tax framework for Hire Purchase</p> <p>Financial Evaluation of Hire Purchase- Flat & Effective Rates</p> <p>Differences between Leasing 7 hire</p>	<p>01</p> <p>01</p> <p>03</p> <p>01</p> <p>01</p> <p>01</p> <p>02</p> <p>01</p> <p>01</p> <p>02</p>	

		Purchase.	01	
III	Factoring & Bill Discounting	Concept of Factoring –Origin & Significance	01	
		Definiton of Factor –Factoring & functions of Factoring	01	
		Types of Factoring	01	
		Factoring Scenario in India- Kalyana Sundaram Committee Report	01	
		RBI Guidelines on Factoring		
		Financial Evaluation of Factoring-	01	
		Factoring Analysis	02	
		Concept, Definition and Features of Bill Discounting	01	
		Process of Bill Discounting –Parties Involved in Bill –Discounting	01	
		Legal Aspects of Bill-Discounting		
		Financial Aspects of Bill- Discounting-	01	
		Calculation of Charges & Effective Interest Rate	02	
IV	Merchant Banking	Concept, Definition & origin of Merchant banking	01	
		Functions of Merchant banker	02	
		Merchant banker as Lead Manager- Eligibility Norms	02	
		Underwriter, broker- Registrar to issue - Portfolio Management.	02	
		Concept of New Issue Management	02	
		Process and stages involved in it		
		Pricing of Public Issue	01	
		Book Building Proce	01	
		Green shoe Option- Initial Public Offering	01	
		Promotors Contribution Preferential Issue	01	
		Sebi Guidelines on New Issue of Securities.	01	
V	Credit Rating	Concept, definition of Credit Rating- Credit Rating in India	01	
		Advanteges of Credit Rating- Benefits of Credit Rating Companies	01	
		Functions of Credit Rating	01	
		Credit Rating Agencies & Rating symbols	01	
		CRISIL- Objectives-Rating Methods& rating Symbols- Debenture rating Symbols-Fixed Deposit rating Symbols- Short term Instruments-	02	

		IICRA-Rating Scale for Long term- Debenture-Bonds- Pref.Shares- Medium term Deposits- Short term instruments- Fixed Deposit Rating	02	
		CARE- Rating for Long term-Medium term- Short term instrument	01	
		Duff& Phelps Credit rating India PVT limited	01	
		Onida credit rating Agency LTD	01	

Prepared by Dr.A.Pravallika

MBA 4TH Semester (GEN)

SUBJECT : Customer Relationship Management

Sl.No	Particulars Unit Wise	Detailed Topics	No: of Hours	Remarks
1.	Unit 1	CRM Definition	1	
	Evolution of CRM	CRM and Relationship Marketing	1	
		Emergence of CRM Practice	1	
		Factors Responsible for CRM growth	1	
		CRM Process Framework	1+1	
		Benefits of CRM	1	
		Types of CRM	1	
		Scope of CRM	1	
		CRM and Cost Benefit Analysis	1	
		Marketing Customization- Case Study	1	Total No: of Hours = 11
2.	Unit 2	Customer Value	1	
	CRM Concepts	Customer Perception and Expectation	1	
		Customer Satisfaction- Definition and Measurement	1	SERVQUAL- GAP analysis
		Customer Centricity	1	
		Customer Acquisition	1	
		Customer Retention	1	
		Customer Loyalty	1	
		Customer Lifetime Value and Profitability	1	
		CLV- Calculation Example	1	
		Customer Experience Management	1	
		Enterprise Marketing Management	1	
		Web Based Customer Support	1	
		SERVQUAL – Case Study	1+1	Total No: of Hours = 14
3.	Unit 3	Elements of CRM Plan	1	
	Planning for CRM	Steps in Planning – Building Customer Centricity	1	
		Setting CRM Objectives	1	
		Defining Data Requirements	1	

		Planning Desired Outputs – Relevant Issues	1	
		CRM Plan – Case Study	1	
		CRM Strategy – Development Process	1+1	
		Customer Strategy Grid	1	
		Strategy Grid - Examples	1+1	Total No: of Hours = 11
4.	Unit 4	CRM Marketing Initiatives	1	
	CRM – Marketing Strategy	Sales Force Automation	1	
		Case Study - SFA	1	
		Campaign Management	1	
		Call Centers – Role in Implementing CRM	1	
		Group Discussion – Call Centres Role – Examples	1	
		CRM Practices- CRM in Consumer Markets	1	
		CRM in Services Sector	1	
		Group Discussion – Emergence in Service Sector	1	
		CRM in Mass Markets	1	
		CRM in Manufacturing Sector	1	Total No: of Hours = 11
5.	Unit 5	Components of ECRM Solutions	1	
	ECRM	Data Ware Housing	1+1	
		Data Mining	1+1	
		Guest Lecture – Warehousing and Mining	1+1	
		Evaluation of Technical Solutions to CRM	1+1+1	
		Discussion regarding CRM – S/W Packages Development and Customization.	1+1	
		Role of Contact Centre – Building Relationships	1	Total No: of Hours = 13

Prepared by Dr.Sabina

MBA 4TH Semester (GEN)

SUBJECT : International Finance

Sl.No	Particulars Unit Wise	Detailed Topics	No: of Hours	Remarks
1.	Unit 1	Evolution of international financial system– IMF,	1	
	International Financial System	gold standard,	1	
		Breton woods standard, floating exchange rate;	1	
		currency board, sterilized and unsterilized	1	
		intervention; international financial markets	1+1	
		Eurocurrency market,	1	
		international bond market,	1	
		—international equity market,	1	
		international money market; global financial institutions	1	
		Bank for International Settlements;	1	Total No: of Hours = 12
		international banking - euro bank	1	
2.	Unit 2			
	Foreign Exchange Market and International Parity Relationships	Participants in foreign exchange market, forward rate agreement,	1	
		structure of foreign exchange market in India;	1	
		quotes in spot market and forward market,	1	
		triangular arbitrage;	1	
		nominal effective exchange rate (NEER),	1	
		real effective exchange rate (REER);	1	
		Purchasing Power Parity	1	
		currency derivatives – forwards, futures	1	
		options, swaps;	1	
		Foreign Exchange Management Act ; BOP	1	
		BOP trends in India; current account convertibility	1	
		capital account convertibility	1+1	Total No: of

				Hours = 18
		Tarapore Committee Report; Parity Conditions -, Interest Rate Parity,	3	
		International Fisher Effect, Unbiased Forward Rate Theory. International debt	1	
		crises and currency crises Asian currency crisis, Greek debt crisis.	1	
3.	Unit 3			
	Multinational Corporate Decisions in Global Markets :	Foreign investment decision - Foreign direct investment (FDI)	1	
		FDI theories - theory of comparative advantage,	1	
		OLI paradigm of FDI in India	1	
		modes of foreign investment licensing,	1	
		management contracts	1	
		motives, , joint venture, Greenfield investment,	1+1	
		acquisition, strategic alliance, evaluation of overseas investment	1	
		proposal using APV; Financial goals of MNC, financial performance measurement,		
		international cash management,		
		multinational capital structure decision, cost of capital ,	1+1	Total No: of Hours = 13
		international portfolio diversification - rationale, barriers, home country bias, project financing.	3	
4.	Unit 4			
		economic exposure and assessment;	1	
	Risk Management in Multinational Corporations	transaction exposure, translation exposure,	1	
		Types of risk - currency risk, accounting standard for translation exposure in India,	1	

		– political risk, financial risk; risk management through hedging	1	
		assessment natural hedges, hedges with currency derivatives– forward market hedge,	1	
		country risk options market hedge, money market hedge, hedging	1	
		recurrent exposure through swaps, hedging contingent exposure	1	
		Types of tax – income tax, withholding tax, value added tax,	1	
		Tobin tax; taxation methods	1	
		hedging through invoice currency .–	1	
		worldwide approach,	1	Total No: of Hours = 18
		territorial approach;		
		interest rate risk,.	1	
		tax havens, offshore,	1+1	
		financial centres	1+1	
		re invoicing centre	1+1	
		GRAND TOTAL NO OF HOURS		61 HRS

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