



Department of Management Studies

**Mahatma Gandhi University
Nalgonda- Telangana**

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

MBA (Integrated) I year, I- semester
1.3: Subject:- Business Organisation

S.NO	Particulars unit wise	Detailed Topics	No. Of Hrs	Remarks
1	Unit -1	Business, profession, employment	2	
2		Features and nature of business	1	
3		Objectives of business	1	
4		Economic, Human, Social and National objectives	4	
5		Essentials of a successful business	2	
6		Components of business	1	
7		Meaning of Commerce, Trade, aids to Trade	3	
8		Distinction between Trade, commerce and industry	2	
9		Qualities of successful business man	1	17 Hrs
10	UNIT 2	Characteristics of business organisation	1	
11		Forms of undertakings	2	
12		Factors influencing choice and sustainability for organisation	2	
13		Introduction to sole trading	1	
14		Definition, characteristics	1	
15		Legal position	1	
16		Advantages and disadvantages of sole trading	2	10 Hrs
17	UNIT III	Partnership definition, characteristics	2	
18		Kinds of partners	2	
19		Registration of a partnership	1	
20		An ideal partnership	1	
21		Distinction between partnership and co-ownership	2	
22		Advantages and disadvantages of partnership	1	

23		Meaning of co-operative organization	1	
24		Principles of co-operation	1	
25		Types of Co-operative societies	2	
26		Advantages and disadvantages of Co-operative societies	2	15 Hrs
27	UNIT 4	Introduction to company organization	1	
28		Definition, characteristics	1	
29		Kinds of companies	2	
30		Distinction between public and private companies	2	
31		Merits and demerits of company form of organization	2	
32		Distinction between company and partnership	1	
33		promoters	2	
34		Formation of a company	2	
35		Stages involved in company formation	2	
36		Memorandum and articles of association	2	
37		prospectus	1	
38		Statement in lieu of prospectus	1	19 Hrs
				Overall 61 Hrs

Prepared by Ch.Jyothi

MBA (integrated) I Year		semester- I	
Course No 1.4		Business Accounting	
Topics	No.of Hours		
Unit-I			
Meaning of Accounting	1		
Branches of Accounting	1		
Accountancy	1		
Financial Accounting -Definition	1		
Scope of Financial Accounting	1		
Objectives of Financial Accounting	1		
Accounting Vs Book keeping	1		
Terminology of Accounting	1		
Users of Accounting Information	1		
Advantages of Financial Accounting	1		
Limitations of Financial Accounting	1		11
Unit-II			
Accounting Concepts, Principles and conventions	2		
Accounting standards	1		
Concept	1		
Objectives of Accounting Standards	1		
Benefits of Accounting Standards	1		
Accounting Policies	1		
Accounting as a measurement discipline, valuation principles, accounting estimates	3		10
Unit-III			
Voucher system	2		
Accounting cycle	1		
Journal entries	5		
Ledger	5		
Subsidiary books	3		
Cash book	1		
Types of cash books	3		
Bank reconciliation statement	3		
Trial balance	3		
Depreciation-need and importance of Depreciation	2		
Methods of calculating depreciation	5		33
Unit-IV			
Preparation of Trading Account, Profit & Loss Account and Balance sheet of sole proprietary business	10		10
Total	64		

Prepared by Swapna

2.3 Principles of Management

S.No	Particulars/ Unit wise	Detailed topics	No of Hours
1	UNIT I	Concept of Management	1
2		Meaning and Definition of Management	1
3		Nature of Management: as an art or science, as profession	1
4		Business Administration and Management	1
5		Levels of Management	1
6		importance of Management	1
7		Elements of Management	1
8		General Principles of Management	1
9		Functions of Management.	1
10		ACTIVITY/S	2
11	UNIT II	Planning Meaning, definition of Planning	1
12		CASE STUDY	1
13		nature of Planning - purpose of Managerial Planning	1
14		Importance of Planning - Features of a good plan	1
15		Classification of Planning	1
16		Advantages of Planning - Limitations of Planning	1
17		Types of Plans	1
18		Planning process	1
19		Concept of Management by Objectives.	1
20		ACTIVITY/S	2
21	UNIT III	Organizing Meaning, definition, characteristics	1
22		nature of Organizing - formal and informal organization	1
23		Objectives of Organization - steps involved in Organization	1
24		importance of Organization	1
25		Principles of Organization	1
26		types of Organization: Line organization, functional organization	1
27		Line and staff organization - Line and staff conflict	1
28		Delegation of Authority – meaning - Elements	1
29		Principles – Types – Difficulties in Delegation.	1
30		ACTIVITY/S	2
31	UNIT IV	Supervision & Controlling- Meaning and definition	1
32		CASE STUDY	1
33		characteristics of Supervision	1
34		Distinction between Direction and Supervision	1
35		Need and importance of Supervision	1
36		Meaning of Control - Characteristics of Control	1
37		Controlling and human element - Pre-requisites for Control System	1
38		Importance of Control - Limitations of Control	1
39		Techniques of Controlling	1
40		ACTIVITY/S and discussion on previous Question papers	3
41		Total Hours	45

MBA Integrated Semester II

2.4: subject: Business Communication

S No	Particulars unit wise	Detailed topics	No. of hours	Remarks
1	UNIT I	Introduction to Communication	1	
2		Meaning and Definition	1	
3		Communication Process	1	
4		Functions – Objectives –	2	
5		Importance – Essentials of good communication	1	
6		Communication Media	1	
7		Communication barriers	1	
		Overcoming Communication barriers.	1	
9	UNIT II	Types of Communication	1	
10		Written – Oral	2	
11		Face-to-face – Silence	2	
12		Merits and limitations of each type	1	
13		Mastering the art of delivery – Speaking skills	2	
14		writing skills – Listening skills – observation skills	2	
15	UNIT III	Business Letters	1	
16		Need and functions of business letters	1	
17		Planning & lay out of business letter, Kinds of business letters	2	
18		Essentials of effective correspondence-Enquires and replies	2	
19		Placing and fulfilling orders Complaints and follow-up	1	
20		Sales letters –Circular letters	1	
21		Application for employment and resume	1	
22		Report writing	1	
23		Notices, Agenda and Minutes of the Meetings	1	
24		Memos	1	
25	UNIT IV	Oral communication Meaning, nature and scope	1	
26		Principles of effective oral	1	

		communication		
27		Techniques of effective speech, Media of oral communication	2	
28		Group Decision Making, Conflict and Negotiations	2	
29		Presentation and Interviews, Speeches	2	
30		Customer Care/Customer Relations	1	
31		Public Relations	1	
32	Work s hop / Lab	Mock Interview	1	
33		Public Speech	1	
34		Conflict Situation	1	
35		Decision-making in a group	1	
36		Written Communication g. Group Discussion	1	

Prepared by Ch.Jyothi

MBA 3RD Semester (Integrated)
3.4 SUBJECT: BUSINESS ENVIRONMENT

Sl.No	Particulars Unit Wise	Detailed Topics	No: of Hours	Remarks
1.	Unit 1			
	Business Environment and Analysis	Introduction to Business environment,Nature, Composition of BE	1	
		scope of Business Environment - Analysis of Indian Economy	1	
		Salient features and importance of BE	1	
		Business Environment and strategic Management	1	
		Analysis of Indian Economy	1	
		National Income –Definition and Concepts	1	
		National Income Analysis – Structure	1	
		National Income Estimates in India	1	
		Trends in India’s GDP	1	
		Trends in India’s GDP in the post Independence period	1	
		Causes for slow growth of National Income in India	1	
		Sectoral Contribution to National Income	1	

		Sectoral Contribution to National Income, during the last four decades.	1	Total No: of Hours = 14
		Difficulties or Limitations in the estimation of National Income	1	
2.	Unit 2			
	Types of Business Environment	Types of Business environment,Economic Environment	1	
		Political and Government Environment	1	
		Political and Government Environment	1	
		Natural and Technological Environment	1	
		Natural and Technological Environment	1	
		Demographic Environment	1	
		Societal Environment and Social Responsibility of Business.	1	
		Societal Environment and Social Responsibility of Business.	1	Total No: of Hours = 08
3.	Unit 3			
	Industrial policies and Regulations	Historical Background , Meaning and Objectives of Industrial Policy	1	
		Industrial policy upto 1991	1	

		New industrial policy – evaluation	1	
		New Trade Policy 1991	1	
		Industries development and Regulation Act (IDRA)	1	
		Industrial Licensing in India , Objectives and Policy Decisions	1	
		Theory of Income and Employment determination Composition	1	
		Saving, Investment Functions	1	
		Income multiplier - Effective Demand	1	
		Effective Demand - Approach to full Employment	1	
		Definition and Features of Inflation	1	
		Inflation - Causes and Effects	1	Total No: of Hours = 15
		Global Inflation and India	1	
		Types - Wholesale Price Index - Consumer Price Index.	1	
		Types - Wholesale Price Index - Consumer Price Index.	1	
4.	Unit 4			
	Indian Financial System	Indian Financial System- Evolution and current	1	

		structure		
		Elements of Financial System – Markets	1	
		Elements of Financial System – Institutions and environment	1	
		R.B.I - Banking	1	
		Banking and Non-Banking Institutions their functions and role	1	
		Banking and Non-Banking Institutions their functions and role in the Money Marke	1	Total No: of Hours = 14
		Components of Capital market - Primary, Secondary	1	
		Meaning and The path of Liberalisation	1	
		Salient Aspects of Globalization and Concepts	1	
		debt and equity market Concept of LPG	1	
		Adopted process of LPG in India	1	
		LPG in India - Structural reforms	1	
		Emerging trends and issues of LPG	1	
		Emerging trends and issues of LPG in Indian Economy	1	
		Total	49	

Prepared by V.Anuradha

**MBA (I), II year
Course No. 3.5**

**semester III
Cost Accounting**

Topics	No.of Hours	
Unit-I		
Nature and scope of accounting	1	
Branches of accounting	1	
Costing Vs cost accounts-concepts	2	
Limitations of Financial accounting	1	
Origin and objectives of Cost accounting	1	
Advantages and Limitations of Cost accounting	2	
Financial accounting Vs cost accounting	1	
Elements of cost	1	
Material cost control	1	
Objectives of material cost control	1	
Purchase routine	1	
Stock levels	3	
Pricing the material issues	1	
Labour cost control and labour turnover	3	20
Unit-II		
Unit and Job costing		
Unit or output costing	1	
Preparing cost sheet	4	
Preparing quotations	1	
Job costing	1	
Name of job costing	1	
Preparing job cost sheet and ledger	6	
Recording cost on jobs	1	
Recording completed jobs	2	17
Unit-III		
Contract Costing		
Meaning-terms used in contract costing	1	
Preparing contract and contractee accounts	2	
Value and profit of contract	2	
Work-in-progress	2	
Profit on incomplete contract	1	
Cost plus contracts	1	
Transfer of profit to P&L Account	2	
Balance sheet	2	13
Unit-IV		
Process Costing		
Meaning, Nature of process Costing	1	
Process Costing and Job Costing	1	
Costing Procedures under process Costing	1	
Preparation of Process Account	5	
Normal, Abnormal loss/gain	4	
Joint and By products	2	14

Total	64
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Prepared by Swapna

MBA 3RD Semester (Integrated)

3.6 SUBJECT: Information technology for managers

Sl.No	Particulars Unit Wise	Detailed Topics	No: of Hours	Remarks
1.	Unit 1			
	Introduction to computer concepts	Introduction, History of computer	1	
		Block diagram of computer Classification of computer	1	
		Input devices with examples	1	
		Output devices-Examples	1	
		Software and Software categories	1	
		Low level language and middle level language	1	
		Middle level and high level languages	1	
		high level language and types of memory	1	
		Types of memory-examples	1	
		Central processor- concepts	1	Total No: of Hours = 11
		Central processor-components	1	
2.	Unit 2			
	System Software	Need for Operating System	1	
		Types of Operating System-Batch processing	1	
		Types of Operating System-Online	1	

		processing		
		Multi processing and Time sharing system	1	
		Multi programming	1	
		Compiler , Assembler and Interpreter and Its Differences	1	
		Introduction to Ms DOS	1	Total No: of Hours = 10
		Ms Dos	1	
		File system concepts	1	
		GUI windows	1	
3.	Unit 3			
	Computers and Communications	Needs for communication Goals/Uses of communication	1	
		Computer Network-Types	1	
		Types of Network-Analog	1	
		Types of Network-Digital	1	
		Physical Communication media	1	
		Physical Communication media	1	
		Classification of Network	1	
		LAN , WAN and MAN	1	
		MAN , Topology	1	Total No: of Hours = 10
		Topologies-Features	1	
4.	Unit 4			
	Internet Concepts	Internet feature, Browsing Documents	1	
		Search engines	1	

		Internet connections and problems	1	
		Sendind Email	1	
		Transferring files	1	
		Business Internet	1	
		Problem analysis	1	
		Algorithms-Simples Algorithms	1	Total No: of Hours = 11
		Flow Charting	1	
		Decision Tables-Structures Pseudo code	1	
		Decision Tables-Structures Pseudo code	1	
		Total	41	

Prepared by V.Anuradha

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

S.NO	Particulars Unit Wise	Detailed Topics	No. of Hrs	Remarks
1	I	Introduction to Production Management	1	
2	I	Definition of Production Management	1	
3	I	Objectives of Production Management	1	
4	I	Scope of Production Management	1	
5	I	Importance of technology in Production,	1	
6	I	System concept of Production	1	
7	I	Introduction to Production Process	1	
8	I	Introduction to Operations Strategy	1	
9	I	Operations Strategy Model	1	
10	I	Short-term and Long-term Decisions	1	
11	I	Material Management in Production System	1	
12	I	Role of Production Management in Total Mgt. Systems	1	
13	I	Lean Production	1	
14	I	Tenets of Lean Production	1	
15	II	Introduction to Production and Control	1	
16	II	Basic functions of Production Planning	1	
17	II	Basic functions of Production Control	1	
18	II	Introduction to Production Planning Procedure	1	
19	II	Factors determining the Production Control Procedure	1	
20	II	Types of Production systems	1	
21	II	Mass Production	1	
22	II	Characteristics of Mass Production	1	
23	II	Assembly line and Fabrication Lines	1	
24	II	Design of an Assembly Line	1	
25	II	Introduction to Batch Production	1	
26	II	Aggregate Production Planning	1	
27	II	Introduction to Job shop Production	1	
28	II	Estimation of Expected time	1	
29	II	Planning and control of Projects	1	
30	II	Project Life Cycle	1	
31	II	Introduction to PERT ans CPM	1	
32	II	Product Life Cycle Vs Process Life Cycle	1	
33	III	Introduction to Scheduling and Control of Production Operations	1	
34	III	Scheduling Control Procedures	1	
35	III	Scheduling Control devices	1	
36	III	Product Sequencing	1	
37	III	Sequencing of products in multi-product situations	1	
38	III	Sequencing of Products in multi-stage situations	1	
39	III	Introduction to Plant Capacity	1	
40	III	Introduction to Line Balancing	1	

41	III	Plant Layout	1	
42	III	Different types of Layouts	1	
43	III	Introduction to Site Layout	1	
44	III	Plant Location and factors influencing location	1	
45	III	Layout Design Procedure	1	
46	III	Systematic Layout Planning	1	
47	III	Factors affecting Layout	1	
48	III	Types of Equipment	1	
49	III	Types of Services	1	
50	III	Space of Movement of Equipment	1	
51	IV	Introduction to Maintenance Management	1	
52	IV	Objectives of Maintenance Management	1	
53	IV	Importance of Maintenance Management	1	
54	IV	Failures of Maintenance Management	1	
55	IV	Concepts of Maintenance Management	1	
56	IV	Quality control and Improvement	1	
57	IV	Total Quality Maintenance	1	
58	IV	Reliability testing of Maintenance	1	
59	IV	Preventive and Breakdown Maintenance	1	
60	IV	Replacement Policies of Maintenance Management	1	

Semester V

5.1 PRINCIPLES OF MARKETING MANAGEMENT (IMBA)

Topics	No. of Hours
Unit-I:	20

Introduction Meaning and Definition of Marketing.	2
Scope of Marketing.	1
Evolution of Marketing Concepts.	2
Production Concept - Product Concept - Marketing Myopia - Selling Concept - Marketing Concept Societal Marketing Concept.	3
Objectives of Marketing.	1
Role of Marketing in Economic Development Rural Marketing.	2
Rural Markets Vs Urban Markets .	2
Marketing Management Tasks.	1
Marketing Mix.	3
Direct Marketing - Online Marketing.	2
Marketing in the New Millennium.	1
Unit-II:	10
Marketing and Its Environment Micro Environment (Company-Suppliers-Marketing Intermediaries- Customers- Connectors - Publics)	4
Macro Environment (Demographic-Economic-Natural- Technological-Political-Legal and Regulatory Cultural-Social)	3
International Marketing (Global Markets-GA AT and WTO).	3
Unit-III:	11
Marketing Strategy And Planning	2
Corporate Strategic Planning (Vision-Mission.- Objectives)	3
Business Strategic Planning (SWOT Analysis - Goal Formulation-Strategy Formulation-Program Formulation – implementation Feedback and Control)	3
The Marketing Process	2
The Nature and Contents of a Marketing Plan.	1
Unit-IV	14
Market Segmentation	1
Concept of Target Market	2
Diffused Market - Concentrated Market - Clustered Market	2
Market Segmentation (Concept-Types-Patterns-Bases-Benefits-Requirements for Effective Segmentation)	4
Market Segmentation Analysis for given Products	2
Product Positioning (Types of Positioning)	3

Total Number of theory classes = 55 hours.

Prepared by John Paul

Topics	No.of Hours	
Unit-I		
Introduction	1	
finance	1	
Scope (Traditional Approach – Modern Approach) and importance	1	
Objectives of Financial Management	1	
Functions of Financial Management	1	
Finance and Related Disciplines	1	
Financial procedures and systems	2	
Financial managers role in the Global scenario	1	
Organization of Finance Function	1	10
Unit-II		
Basic Financial Concepts		
Time value of money	1	
Practical Application of compound, annuity and present value techniques	6	
Risk and Return	1	
Risk, Certainty and Uncertainty	1	
Return - Types	1	
Risk and Return of a single Asset	1	
Risk and Return of Portfolio	1	
Capital Asset Pricing Model (CAPM)	3	
Arbitrage pricing theory	3	
Risk-Return Trade off and profitability Vs Liquidity	2	20
Unit-III		
Basics of project management		
Meaning of Project Management	1	
History of Project Management	1	
Steps in Project management	1	
Estimation of cash flows	3	
Methods of appraisal under certainty	1	
Traditional and discounted cash flow techniques	5	
Project appraisal under risk and uncertainty	2	
Project financing	1	15
Unit-IV		
Long term sources of finance and capital structure planning		
Financial Assets – Financial Intermediaries – Financial Markets – Primary and Secondary-relationship between them	8	
Functions of primary market	1	
Sources of long term finance	1	
Internal and external sources	1	
Shares – Debentures/Bonds/Term loans – other sources	3	
Short term sources of Finance Capital structure planning	1	
determinants of the capital structure	1	16
Total	61	
Prepared by G.Swapna		

Paper-5.5

Banking and Insurance Management

Topics	No.of Hours
Unit-I	
Banking system	
Branch Banking –	
Unit Banking	3
Correspondent banking	3
Group banking	3
Deposit banking	3
Mixed banking	2
Investment Banking	2
Banking sector reforms	1 17
Unit-II	
Negotiable Instruments	
Promissory Note, Bills of exchange and Cheque	5
Types of crossing the cheques	1
Payment of cheques	1
collection of cheques	1
Responsibility and liability of paying and collecting bankers	1
Statutory protection	1 10
Unit-III	
Loans and Advances	
Types of loans and advances	3
Principles of sound lending	3
credit appraisal	3
Modes of creating charges	3
Types of charges	2 14
Unit-IV	
Insurance	
Definition of Insurance and Reinsurance –	2
Objectives – Advantages of Insurance - Principles – Kinds of Insurance	6
Insurance Sector Reforms in India	1
Regulation of Insurance In India	1
Characteristics of Life Insurance	1
Advantages of Life Insurance	1
Procedure for issuing Life Insurance Policy	1
Issue of Duplicate Policy	1
Revival of policy	1
Meaning and Definition of Non Life Insurance	2
Globalization of Insurance	1
Types of Non life Insurance Products	2 20
Total	61

Prepared by Swapna

MBA Integrated
V Semester

5.3:Subject:- Principles of Human Resource Management

S.NO	Particulars unit wise	Detailed Topics	No. Of Hrs	Remarks
1	UNIT 1	Introduction	1	
2		Responsibilities and objectives of HRM	2	
3		Key issues	1	
4		Concept and functions	3	
5		HRM Vs Personal management	2	
6		Structuring HRM	2	
7		HRM Vs HRD	2	
8		Role of HR manager	2	15 Hrs
9	UNIT 2	HRP	1	
10		Definition and significance	1	
11		HRP process	2	
12		Career development Vs employee development	2	
13		Meaning, importance	1	
14		Nature- career development	2	
15		Value for organisation	1	
16		Individual career development stages	1	
17		Career choices and preferences	2	
18		Holland vocational preference model	1	14 Hrs
19	UNIT 3	Definition, objectives of recruitment	1	
20		Recruitment policy	1	
21		Centralised and de centralised recruitment	2	
22		Sources of recruitment	1	
23		Traditional and modern sources to stimulate a candidate to apply for a job	1	

24		Traditional techniques	1	
25		Modern techniques	1	
26		Factors affecting recruitment	1	
27		Selection- meaning and definition	1	
28		Selection procedure	1	
29		placement	1	
30		problems	1	
31		Making selection effective	1	
32		Induction	2	
33		Objectives, advantages	1	16 Hrs
34	UNIT 4			
35		Training and compensation	1	
36		Need for manpower training	1	
37		Classification of training programmes	1	
38		Steps for designing training programme	1	
39		t raining policy	1	
40		General information	1	
41		Training methods	2	
42		Training benchmark matrices	1	
43		Training strategy	1	
44		compensation	1	
45		System of compensating	1	
46		Intrinsic Vs extrinsic rewards	1	
47		Compensation dimensions	1	
48		Macro economic compensation concepts	2	
49		Micro economic compensation concepts	2	18 Hrs
				Overall 63 Hrs

MAHATMA GANDHI UNIVERSITY

DEPARTMENT OF MANAGEMENT STUDIES

Sub: Production & Operations Management - II

Semester **VI (MBA Integrated)**

Course No: 6.1

The objective of this course is provide the knowledge of operations management i.e scheduling of Production operations, quality control, materials and stores management.

Lecture. No	Name of the Topic	Remarks
Unit - I: Introduction to Operations Management		
Definition of Operations Management, evolution of Production Management as Operations Management.		
L-01	Production definition, Production process	
L-02	Production management - objectives	
L-03	evolution of Production Management as Operations Management.	
L-04	Operations Management – definition, Introduction	
L-05	Operations management - scope	
L-06	Operations management – historical back ground	
L-07	Overview of Unit-I	
Unit – II: Scheduling and control of production operations		
Control procedures and devices. Product sequencing: Sequencing of products in multi- product multi-stage situations - Plant Capacity and Line Balancing. Plant layout -different types of layouts. Location and the factors influencing location Maintenance Management: Objectives – Failure Concept, Reliability, Preventive and Breakdown maintenance, Replacement policies.		
L-08	Scheduling – definition and meaning	
L-09	Scheduling – objectives, Types of scheduling	
L-10	Control procedures and devices	

L-11	Product sequencing –theory , Johnson’s Rule	
L-12	Product sequencing – 2 machine and ‘n ‘job problems	
L-13	Product sequencing – ‘m’ machine and ‘n ‘job problems (multiproduct in multi-stage situations)	
L-14	Plant Capacity- Definition, Determinants of capacity	
L-15	Line balancing	
L-16	Plant layout – definition , objectives , characteristics of Ideal Layout	
L-17	Types of Layout – Product layout, and Mixed or combined layout	
L-18	Types of Layout – Process layout, and Fixed position layout	
L-19	Plant Location- definition, importance and factors influencing plant location	
L-20	Maintenance Management – Definition & Objectives	
L-21	Failure Concept, Reliability concept	
L-22	Types of maintenance systems : Preventive and Breakdown maintenance	
L-23	Overview of Unit-II	
<p>Unit - III: Quality control</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, Acceptance Sampling Plans, OC Curve Work Study.</p>		
L-24	Introduction to Quality Management Quality-Definition, importance	
L-25	Standards and specifications	
L-26	Quality Assurance	
L-27	Quality Circles	
L-28	Statistical Quality Control	
L-29	Control Charts for Variables- Average	
L-30	Control Charts for Variables- Range	
L-31	Control Charts for Variables- S.D	
L-32	Control charts for Attributes- fraction defective	

L-33	Control charts for Attributes- number of defects.	
L-34	Introduction to Productivity	
L-35	Acceptance Sampling – introduction, risks involved in acceptance sampling	
L-36	Types of Acceptance Sampling – attribute and variable	
L-37	Operating Characteristics (OC) Curve	
L-38	Work study – Introduction, definition and importance and procedure	
L-39	Method study – definition, procedure,	
L-40	Method study – Charts, diagrams and Therbligs	
L-41	Work measurement – definition, objectives , procedure	
L-42	Time study	
L-43	Overview of Unit-III	
<p>Unit - IV: Materials Management</p> <p>Need use and importance of Material management-Materials Requirement Planning-Materials Budgeting- Techniques for prioritization of materials. Objectives of Stores Management – Requirements for efficient. Management of Stores - safety stock Inventory Control - Different Systems of Inventory Control, Types of Inventory. Costs - Systems of inventory control – ABC, VED and FNSD analyses.</p>		
L-44	Material management- need , use & importance	
L-45	Materials Requirement Planning	
L-46	Materials Budgeting	
L-47	Techniques for prioritization of materials	
L-48	Stores management – meaning, stores department functions	
L-49	Requirements for efficient management of Stores- Stores layout and stores location	
L-50	Storing of materials – the bin card, the stores ledger, issuing of material, ,	
L-51	Replacement of materials – Re order level, physical verificationof materials	
L-52	Safety stock	
L-53	Economic order quantity- introduction and importance	

L-54	Economic order quantity- Problems	
L-55	Economic order quantity- Problems	
L-56	Types of inventory costs	
L-57	Different Systems of Inventory Control	
L-58	Inventory analysis methods – ABC analysis	
L-59	Inventory analysis methods - VED and FNSD analyses	
L-60	Overview of Unit-IV	

Topics	No.of Hours
Unit-I	
Introduction	1
Nature	1
Scope (Traditional Approach – Modern Approach)	1
Objectives of Financial Management	1
Functions of Financial Management	1
Profit Maximization decision criterion Vs Wealth maximization decision criterion	1
Unit-II	
Investment Decision	1
Nature of Capital budgeting decision	1
Investment evaluation criterion	1
Traditional Vs Discounted cash flow techniques	12
Capital Rationing	1
Selection of Project under Capital Rationing	1
Risk analysis in Capital Budgeting:	2
Measurement of Risk and return	2
Risk Evaluation Approaches	3
Probability Distribution Approach	2
Sensitivity and Decisions Tree Approach (Including Problems)	3
Unit-III	
Financing Decision	
Concept of Capital Structure	1
Concept of Capital Structure – Concept – need – Importance	3
Optimal Capital Structure features	1
Capital Structure determinants	2
Sources of financing: Cost of Capital	1
Theories of Capital Structure:	
NI, NOI, Traditional and MM approach	5
Operating and Financial Leverage	2
EBIT and EPS analysis (Including Problems)	4
Unit-IV	2
Dividend Decision	
Types of Dividend	1
Dividend Vs. Profit Retention decision	1
Dividend Policies	1
Forms of Dividends	1
Factors influencing Dividend Policy	1
Dividend Theories: Relevance and Irrelevance of Dividends	1
Walter and Gordon models	4
MM approach (Including Problems)	2

Concept of Working Capital	1
Gross Vs Net Working Capital	1
Importance – Need – Types	3
Components of Working Capital	2
Operating cycle	1
Working capital determinants	1

Prepared by Swapna

Teaching Lesson Plan
MBA(Integrated)-VI semester
Subject: Entrepreneurial Development

S.No	Particulars Unit Wise	Detailed Topics	No. of Hours	Remarks
1	Unit-I Introduction to Entrepreneurship	Introduction to Entrepreneur	1	
2		Introduction to Entrepreneurship and enterprise	1	
3		Importance of entrepreneurship	1	
4		Characteristics of an entrepreneur	1	
5		Entrepreneurial traits and motivation	1	
6		Growth of entrepreneurship in india	1	
7		Intrapreneur VsEntreprenerus	1	
8		Entrepreneur Vs Professional Manager	1	
9		Entrepreneurial Development Programmes	1	
10		Role of EDP	1	
11		Relevance of EDP and achievements	1	Case studies 3 classes
12	Unit-II Women Entrepreneurship and Rural Entrepreneurship	Definition on Women Entrepreneurship	1	
13		Role and importance of women entrepreneurship	1	
14		Problems of women entrepreneurs	1	
15		Women entrepreneurship in India	1	
16		Rural Entrepreneurship-definitions	1	
17		Meaning and importance of Rural entrepreneurship	1	
18		Promotion of Rural Entrepreneurship in India	1	
19		Need and importance of Rural Entrepreneurship in India.	1	
20		Importance of microfinance institutions in India	1	Case studies 3 classes
21	Unit-III Entrepreneurial Behavior	Behavioural theory determinants-introduction	1	
22		Psychological determinants	1	
23		motivation	1	
24		perception	1	
25		Learning , attitudes	1	
26		Personality and psycho theories	1	
27		Pshycho analytical theories of freud	1	
28		Social psychological theories of neo-freudian	1	

29		Trait theory	1	
30		Self-concept theory	1	
31		Social responsibility of business - Introduction	1	
32		Definitions of social responsibility	1	
33		Need for social responsibility	1	
34		Accountability of business enterprises	1	Case studies 3 classes
35	Unit-IV Institutional Finance to Entrepreneurs	Role of Development financial institutions	1	
36		All India finance institutions – IDBI, IFCI, ICICI,	1	
37		IIBI, SIDBI	1	
38		NSIC	1	
39		State level finance Institutions- SIDCs, SFCs	1	
40		Role of Commercial Banks	1	
41		Role of DIC	1	
42		Institutional support to entrepreneurs- introduction.	1	
43				
44		Role of Entrepreneurship Development Institutions	1	
45		NIESBUD, IED	1	
46		EDII, SIDO	1	
47		SISIs, MDI etc.	1	
48		Industrial Estates	1	
49		Role of consultancy organizations- introduction.	1	
50		Importance of consultancy organizations.	1	Case studies 3 classes.

For the above paper- class work no. of hours= 50

For case study examination each unit require 3 hours, therefore 4 units * 3 hours =12 hours

Total syllabus = 62 hours class work.

Faculty name: Mrs.G.Laxmi Prabha

MBA 6TH Semester (Integrated)

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	
		Managirical applications 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 = 12
		Problem on Graphical method	1	
		Exceptional cases-Problems	1	
		Problems on Exceptional cases	1	
2.	Unit 2			
	LPP-Simplex Method	Solution to LPP problem	1	
		Problems on LPP, Simplex method steps in the procedure of simplex method	1	
		Maximisation cases-problem	1	
		Problems on Maximisation cases	1	
		Problems on Maximisation cases	1	
		Minimisation cases-Problem	1	
		Minimisation cases-Problems	1	
		Minimisation cases-Problems	1	
		Degeneracy, sensitivity analysis	1	
		Problems on Degenercy	1	
		Problems on Degenercy	1	
		Applications and Implications of Simplex method	1	Total No: of Hours = 12
3.	Unit 3			
	Assignment	Introduction to Assignment problem ,	1	

	Problems	Mathematical model		
		Methods of Assignment Problem – Hungarian Method steps	1	
		Hungarian Method -Problem	1	
		Hungarian Method -Problems	1	
		Hungarian Method -Problems	1	
		Unbalanced Assignment problems in Hungarian method	1	
		Maximisation method-procedure Steps	1	
		Problems on Maximisation method	1	Total No: of Hours = 12
		Unbalanced Assignment problems in maximisation method	1	
		Travelling salesman problem-procedure steps,problems	1	
		Problems on Travelling salesman problem	1	
		Managirial Applications of Assignment problem and Travelling salesman problem	1	
4.	Unit 4			
	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 cost trade-off	1	
		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-	1	

		cut Flow Theorem		
		Total	50	

Teaching Lesson Plan

MBA Integrated - Semester VI ORGANIZATIONAL BEHAVIOUR-II

Subject Code: 6.5

No. of Credits: 4

Objectives: The objective of this course is to impart the knowledge of organizational Behaviour, Foundations of Individual Behaviour, Interpersonal process, organizational process and characteristics and structural components of the people capability maturity model to the students.

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	Definition contributions to OB.	1		
4		Other disciplines of OB model	1		
5		Models of OB- Autocratic, Custodial, Supportive	1		
6		Collegial and System Models.	1		
7		Theory Personality – definition Psychological contract - Personality Traits	1		
8		Theory X and Y	1	Exercise to know their style	
9		Individual differences – Nomothetic and Ideographic approaches -	1	Test Colours and mindset	
10		Kelly’s Personal construct	1	Exercise to know their style	
11		Personality components	1		
12		Managerial grid	1	U-I 12 Hrs	
13		Unit – II	Motivation, motives, process concept	1	
14			Need based and Process based perspectives on - Motivation a	1	Presentations
15	Content Theories: Maslow,		1	Presentations	
16	Herzberg two factor theory		1	Presentations	
17	Alderfer, Alderfer,		1	Presentations	
18	Process Theories : Vroom		1	Presentations	
19	Porter and Lawler,		1		
20	Equity Theory		1	Presentations	
21	Goal Theory		1	Exercise on NASA	
22	Organizational performance		1		
23	Decision Making and Negotiations		1		
24	Approaches to Decision making -Rational, Behavioral, Practical, and Personal Approaches		1		
25	Open and Closed Models of Decision Making.		1		

26		Case study	1	
27		Communication in Organization	1	
28		Communication Process	1	
29		Methods	1	
30		Barriers	1	
31		Grapevine	1	
32		Transactional Analysis	1	
33		Group Dynamics:	1	Assignment
34		Typology of Groups -	1	U- II 21 Hrs
35	Unit-III	Conflicts in groups - Working with Diversity	1	
36		The Nature of Conflict	1	
37		Reactions to Conflict - A model of Conflict.	1	
38		Leadership Models and Concepts	1	Discussion-few successful business leaders
39		Leadership Models and Concepts	1	Exercise
40		Trait and Behavioral Approaches to	1	
41		Leadership: Path-Goal Theory,	1	
42		Leadership: Path-Goal Theory	1	
43		Vroom's Decision Tree Approach to Leadership	1	
44		Hersey and Blanchard Model	1	
45		Case study	1	U III 11 Hrs
46		The Nature of Learning: The Meaning and Nature of Learning	1	
47		Social Learning.	1	
48		Organization Culture	1	Presentations
49		Organisation Effectiveness	1	Presentations
50	Unit-IV	Organisation Climate	1	Presentations
51		Stress Management	1	Presentations
52		Business ethics.	1	Presentations
53		Case study	1	
54		Revision	1	U IV 9
55		Internals I	1	
56		Internals II	1	
57		Previous Q. Papers	1	
58		Important questions and Revision	1	TOTAL 60 Hrs

Prepared by Dr.M.Sree Lakshmi

MAHATMA GANDHI UNIVERSITY, NALGONDA

DEPARTMENT OF MANAGEMENT STUDIES

Semester: VI (MBA- Integrated)

Course No.6.6

Sub: MARKETING MANAGEMENT

Objective: The main objective of the Course is to know about Marketing Mix Decisions and Marketing Information Systems.

Lecture. No	Name of the Topic	Remarks
Unit-I: Product Management		
Concept of Marketing – Importance – Nature - Concept of Product - Classification of Products - Product Levels Classification – Product Mix - Product Mix Decisions - New Product – New Product Development Stages - Product Life Cycle Stages &. Implications - Branding - Packaging & Labelling		
L-01	Marketing Management – Introduction , importance	
L-02	Nature of Marketing Management, 4 P's of Marketing	
L-03	Product – definition , importance & Hierarchy	
L-04	Product levels classification	
L-05	Classification of Products – Consumer products	
L-06	Classification of Products – Industrial Products	
L-07	Product decisions – Individual product decisions	
L-08	Product decisions – Product line & Product Mix decisions	
L-09	Branding – Brand equity	
L-10	Branding – Brand strategy decisions	
L-11	Packaging – definition, benefits and types	
L-12	Labelling – definition , benefits	
L-13	New product – concept , types of new products	
L-14	New Product Development process	
L-15	Overview of Unit-I	

Unit- II : Price Management

Reasons for New Product Failure – Pricing – Objectives of Pricing – Role of Price in Marketing Mix – Factors influencing Price Determination – Pricing under different Competitive conditions – New Product Pricing Skimming and Penetration Pricing – Pricing Approaches – Cost base – Value Based – Competition – Pricing Methods.

L-16	Reasons for New Product Failure	
L-17	Price – definition, importance	
L-18	Pricing objectives	
L-19	Role of price in marketing mix	
L-20	Factors influencing Price Determination – Internal, External & other environmental	
L-21	5 C's frame work for pricing decision	
L-22	Pricing under different Competitive conditions	
L-23	New Product Pricing - Skimming and Penetration Pricing	
L-24	Pricing Approaches – Cost, demand based pricing	
L-25	Pricing Approaches – competition, value based pricing	
L-26	Pricing Approaches – Product line, tender pricing	
L-27	Pricing Approaches – differentiated , psychological pricing	
L-28	Steps in pricing procedure	
L-29	Overview of Unit-II	

Unit-III: Promotion Management

Promotion – Significance – Product Mix – Advertising – Objection – Media – Budget – Types of Advertising – Advertising Effectiveness - Personal Selling – Nature – Steps in personal selling - Sales Promotion – Objection – Tools – Public Relations.

L-30	Promotion – definition, significance	
L-31	Promotion mix	
L-32	Factors determining promotion mix	
L-33	Advertising –objectives & benefits	

L-34	Types of advertising	
L-35	Advertising Effectiveness	
L-36	Advertising – DAGMAR model	
L-37	Sales Promotion – definition & objectives	
L-38	Consumer sales promotions – objectives & types	
L-39	Trade promotions– objectives & types	
L-40	Personal selling – definition, nature & benefits	
L-41	AIDA’s theory of selling	
L-42	Steps in personal selling process	
L-43	Traits of a successful sales person	
L-44	Overview of Unit-III	
<p>Unit-IV: Channel Management & Retailing</p> <p>Nature of Marketing Channels – Channel Levels - Channel Structure &. Participants – Functions</p> <p>Marketing Intermediaries- Channel Design Decisions - Channel Conflict and Resolutions - Online Marketing - Online Marketing Channels – Marketing Merits</p> <p>Retailing- Meaning – Significance – Emerging trends – forms of retailing – formats of retail stores – Recent Developments in Retailing.</p>		
L-45	Marketing Channels – Definition, nature, role & importance	
L-46	Marketing Channels - functions	
L-47	Channel Levels	
L-48	Channel Structure &. Participants	
L-49	Marketing Channel Design Decisions	
L-50	Marketing Channel - power	
L-51	Channel Conflict and Resolutions	
L-52	Online Marketing – Introduction, advantages	
L-53	Types of E-markets	
L-54	Retailing – definition, significance & characteristics	

L-55	Functions of Retailing	
L-56	Emerging trend in retailing	
L-57	Forms of retailing	
L-58	Formats of retail stores	
L-59	Recent Developments in Retailing	
L-60	Overview of Unit-IV	

Prepared by Dr.J.Suresh Reddy

Semester VII
Course no. 7.2

MBA (Integrated)
Research Methodology

Topics	No. of Hours
Unit-I	10
Introduction to Business Research:	1
Meaning of Business Research – Objectives –Scope –	2
Methods-Research Approaches-Significance of Research-	3
Research Process-	2
Difference between General Research and Business Research.	2
Unit-II	17
Research Design and Sampling Design:	2
Meaning of Research Design-	1
Need for Research Design–	1
Features of Good Design –	1
Important Concepts relating to Research Design –	1
Different Research Designs.	3
Census and sample survey-	1
Implications of a sample design –	1
Steps in sampling design	1
Criteria of selecting a sampling procedure –	1
Characteristics of good sample design-	1
Different types of sample designs.	3
Unit-III	12
Fundamentals of Sampling:	2
Different Concepts of Sampling –	1
Need for Sampling – Importance of Sampling –	2
Methods of Sampling-	2
Use of Sampling-Sampling Distribution –	2
Selection of Random sample –Random sample from an Infinite Universe-	1
Complex Random Sampling Design –	1
Central limit Theorem-Sampling Theory.	1
Unit-IV	21
Testing of Hypotheses:	1
Hypothesis – Concept – Types –	2
Basic concepts concerning Testing of Hypotheses –	1
Procedure for Hypothesis testing –	1
Measuring the power of a Hypotheses test –	2
Tests of Hypotheses –	1
Hypothesis testing of Means –	1
Difference between two Means –	2
Comparing two related samples –	1
Hypotheses testing of Proportions –	1
Difference between Proportions.	1
Principles of Report Writing and Presentation:	2
Introduction-Significance of report writing –	2

Different steps in writing report –	1
Precautions while writing report.	2

Total Number of theory classes = 60 hours.

Prepared by John Paul

Teaching lesson plan
Integrated MBA VII Semester
Subject: Financial Institutions and Markets

Subject Code: 7.5

No. of Credits: 4

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		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	Unit-III INDIAN CAPITAL MARKET	Calculation of sensex and	1	
30		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
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

**MBA (Integrated) IV Year Course
Course No 8.1**

**Semester VIII
Creativity and Innovations**

Topics	Number of Hours
Unit-I	13
Introduction to Creativity	2
Preparing for creativity	1
Thinking about thinking	1
Perception and judgment	1
Jung's four psychological functions.	1
Developing your intuition-Recognizing intuitions	1
Testing your insight	1
What inhibits intuition?	1
Opening the door.	1
Creativity and intuition	1
The four stages of creativity	1
The two stages of creative thinking.	1
Unit-II	10
Elements of Creativity:	2
Finding problems-What is a problem?	1
How to"-Backwards planning-Finding the way forward.	1
Mental gymnastics	1
Mindsets	1
Metaphorical thinking	1
Virtual worlds-Consulting the oracle.	1
Evaluating new ideas.	1
Unit-III	18
Creativity and other People:	2
Promoting new ideas	1
Locating a sphere of influence	1
Finding a sponsor	1
Force field analysis.	1
Creative conversations-Debate, discussion, or dialogue?	3
the ladder of inference	1
Creative listening.	1
Coaching for creativity	1
Creative and confidence	1
The fundamental of coaching	1
Creativity and teamwork	2
Running a creativity session.	2
Unit-IV	20
Strategies and Concepts for Innovations:	2
The innovation imperative	1
Introduction Innovation to Energize	1
Innovate for Growth and profit	2
Innovate for survival.	1
The innovation portfolio –Introduction-Visions, portfolios and feelings	2
Identify feelings and needs Innovation Experiences,	2
Battling Commoditization	1
Technology and Psychology	2
Creating Emotional Appeal	1
Searching for innovation opportunities	1
Process Innovation	1
Innovation Portfolios for Established Organization-Pioneers, Migrators, Settlers	2
Three levels of Innovation.	1

Topics	No.of Hours
Unit-I	
Global imperative	1
An overview- International Business	2
A global perspective	1
Emergence of globalization	1
Drivers of globalization	1
Internationalization process	2
Stages in international business	1
Approaches to international business	1
The world of international business: regional and global staregy	2
The multinational enterprise	3
Traid and international business	2
International traid theories	1
Environment of international business	1
Cultural and political environment	3
Unit-II	
Global Business & National Regulation:	
Rationale for Government Intervention	2
Forms of Trade Regulation at National Level	2
Tariff and Non-Tariff Barriers	2
Regional Economic Integration: Levels of Economic Integration	1
Benefits & Costs of Economic Integration	2
Major Trading Blocks: EU, NAFTA, ASEAN and SAARC	6
Multilateral Regulation of Trade and Investment	1
Basic Principles of Multilateral Trade Negotiations–GATT and its early Rounds	2
World Trade Organization–Structure and functions	3
TRIPs & TRIMs	2
WTO & India	1
UNCTAD	1
Unit-III	
Global Business and Entry Strategies:	
Global Market Entry Strategies–Exporting, Licensing, Franchising, Contract Manufacturing, Assembly and Integrated Local manufacturing	4
Global Ownership Strategies:	1
Strategic Alliance	1
Types of Strategic Alliances	1
Selection of Strategic Alliance Partner, managing and sustaining Strategic Alliance	3
Cost and Benefit Analysis of Entry Strategies	2
Entry Analysis and Entry strategy configuration	2
Unit-IV	

Global E-Business:	
Conceptual Framework of E-business–Prerequisites for Effective E-business Transactions	3
E-enabled Business Process Transformation and Challenges	3
E-business Technology and Environment	2
E-business Applications	2
E- Business Models	2
Alternative E-business Strategies	2
Global E- Marketing	3
Electronic Processing of International Trade Documents	1
Policy Framework for Global E-business	1

Prepared by Swapna

MBA Integrated semester VIII

8.6 Subject: performance management

S No	Particulars unit wise	Detailed topics	No. of hours	
1	UNIT I	Introduction to performance management	1	
2		Definition, concerns and scope of PM.	1	
3		Performance Appraisals	1	
4		Determinants of job performance. Mapping,	1	
5		performance management process,	1	
6		sequence and cycle of PM	1	
7		Performance planning and Role clarity.	1	
8		KPAs- Performance Targets	1	
9		Trait, Behavior and Results approaches to measuring performance.	2	
10		The impact of HRM practices on performance.	1	
11	UNIT II	Assessment center	1	
12		psychometric tests.	1	
13		Role Play–Self-appraisal-360 Degree appraisals-	1	
14		Rating-less appraisals for the future of PMS.	1	
15		Critical incidents worksheet, Combining behavior and outcomes	1	
16		Attribution theory-Causal matrix	1	
17		Diagnosis and Performance improvement	1	
18		Performance review, Performance analysis	1	
19	UNIT III	Human information processing and performance loop,	2	
20		performance shaping factors	1	
21		Yerkes– Dodson’s Law-Corporate performance management	2	
22		EFQM Excellence model	1	
23		Diagnostic and Process bench marking	2	
24		PM Audit, PM pathway analysis	2	
25		The impact of Performance Management on Line	2	

		managers and Employees.		
26	UNIT IV	Competency Mapping	1	
27		Mercer's Human Capital Wheel	1	
28		Human Asset worth estimator and Accession rate	2	
29		CIPD Human Capital framework	2	
30		Performance, Competence and Contribution related pay models.	3	
31		Cafeteria benefits plan, call back pay	1	
32		The McBer Generic managerial competency model	2	
33		Competency causal flow model	1	
34		Competency gap– Competency Assessment	1	
35		Balanced Score Card framework	1	
36	UNIT V	Performance measures pyramid.	1	
37		Steps for designing metrics Model of PM	1	
38		Wang Lab, Smart pyramid Model of PM,	1	
39		Conceptual, DHL, RCN Models of PM,	2	
40		Gilbert's performance matrix and Behavior Engineering model.	2	
41		Direction of trouble shooting with Behavior model	1	
42		Mager and Pipes trouble shooting model	1	
43		ATI performance improvement model	2	
44		Spangenberg's Integrated model of PM	1	
45		Sears model for organizational performance	1	

Prepared by Ch.Jyothi

MBA (Integrated)

VIII SEMESTER

8.4 Project Management

UNIT	TITLE OF THE UNIT	TOPICS COVERED	NO.OF HOURS	REMARKS
I	Basics of Project Management	Concept and Definition of Project & Project Management Origin & Importance of Project Management Project Environment-(Internal & External Environment ofProject) Types of Projects Project Life cycle phases Project Proposals-Steps involved in it Monitoring Project Progress Project Appraisal& Selection-Project idea-SWOT analysis etc. Causes of Project Delay in Project Commissioning-(External & Internal Constrains) Remeides to overruns	01 01 02 02 01 01 01 03 02 01	
II	Project Identification and Feasibility	Identification of Investment of Opportunities Sources of New Project Ideas Priliminary Screening of project s- Feasibility Study and report –Definition and Importance Stages Involved in Feasibility Study and Report Components of Feasibility Study- Technical Feasibility Study – Marketing Feasibility Study-Socio- Economic Feasibility Study- Operational Feasibility Study- Scheduling Feasibility Study- Environmental Feasibility Study.	01 01 01 01 02 05	
III	Financial Analysis	Definition and Concept of Capital,Capital Expenditure Capital investment strategies Capital Investment appraisal techniques, discounted and non-discounted cash flow techniques, risk analysis Cost and financial feasibility, financial planning, project cost estimates	01 01 04 01	

		estimation of project capital cost		
		estimation of project operational cost	01	
		Types of estimates	01	
		Principal methods of estimating cost	02	
		Means of financing-fixed capital	01	
		Sources of long term finance	01	
		Sources of short term finance	01	
		Project life cycle costing concept and definition	01	
		Objectives and significance of life cycle costing	01	
		estimation of cash flows	01	
IV	Project Monitoring and Control	Project monitoring and control	01	
		Network concept, concept of event , activity, ladders, numbering of events	02	
		Objectives & advantages of network analysis	01	
		Rules for drawing a network analysis	01	
		Methods of developing network diagrams	01	
		concept of PERT, steps involved in PERT, benefits of PERT modeling	02	
		Concept of CPM, advantages and limitations of CPM	02	
		Difference between PERT and CPM	01	
		Problems on PERT	02	
		Problems on CPM	02	
		Scheduling Concept	01	

Prepared by Dtr.A.Pravallika

Teaching lesson plan
MBA Integrated-VIII semester
Financial Derivatives Management

Subject Code : 8.5

No. of Credits: 4

Objectives: Objective: The objective of this course is to impart the knowledge on financial derivatives management to the students

S.No	Particulars/Unit Wise	Detailed Topics	No. of Hours	Remarks	
1		Overview of syllabus- Unit wise, books	1		
2		Concept, terminology Meaning and Need , Evolution of IFS in India	1		
3	Unit -I	Introduction to Derivatives – Type Regulations Frame work of derivatives trading in India (Theory).	1		
4		Growth of derivatives in India –	1		
5		Derivatives markets participants	1		
6		functions	1		
7		Types of Derivatives (–Forwards Futures – options – swaps)	1		
8		Forwards	1		
9		Futures	1		
10		Forwards	1		
11		swaps	1		
12		revision	1	U I 12 Hrs	
13		Unit –II	Forwards and Futures Markets	1	
14			Difference between forward and spot market	1	
15	Financial Futures		1		
16	Differences between Forwards and futures		1		
17	Trading currency Futures		1		
18	Interest rate Futures		1		
19	Pricing of functions contracts		1		
20	Hedging strategies using futures (Problems).		1		
21	Hedging strategies using futures (Problems).		1	Assignment	
22	practice		1	U II 10 Hrs	
23	Unit-III	Options Market: Need – Options Vs Futures)	1		
24		types of options	1		
25		(Call option, Put options	1		
26		The determinants of option prices –	1		
27		Option process as the costs of replication	1	Guest lecture	
28		Black – Scholes - Option Pricing model	1	Guest lecture	
29		Binomial option pricing model	1	Guest lecture	

30		Complex option strategic- Exotic options (Problems)	1	Guest lecture
31		Complex option strategic- Exotic options (Problems)	1	Guest lecture
32		Problems	1	Assignment
33		Problems	1	Assignment
34		Problems	1	Assignment
35		Clarification of doubts	1	U III 11Hrs
36	Unit-IV	Features of Futures Markets—Meaning.	1	
37		Need - Importance –	1	
38		Foreign Exchange Forwards and Futures	1	
39		– Interest Rate Futures	1	
40		stock Index Futures	1	
41		stock Index Futures	1	
42		Currencies and Future contract (Theory).	1	
43		Structure of swaps	1	Presentations
44		Swaps Market and its evolution	1	Presentations
45		Interest Rates swaps	1	
46		revision	1	
47		currency swaps commodity swaps	1	
48		Using swaps to Hedge Interest Rate	1	
49		and Currency Risk	1	
50		Interest Rate swap	1	U IV 14 Hrs
51		Problems	1	
52		Practice	1	
53		Practice	1	
54		Practice	1	
55		Case study -i	1	
56		Case study -ii	1	
57		Internals I	1	
58		Internals II	1	
59		Important questions and Revision	1	
60		Previous Q. Papers	1	Over All 60 Hrs

9.1 Strategic Management

S.No	Particulars / Unit wise	Detailed Topics	No.of Hours
1	Unit I	Strategic Management- Definition -Introduction	2
2		The Managerial Process of Crafting and Executing strategy	1
3		Developing a Strategic Vision, Mission Statement	1
4		Establishing Objectives	1
5		Crafting and Executing Strategy	2
6		Concept of Strategic Intent	1
7		A Model of elements of SM	1
8		Strategic Position, Strategic Choices, Strategy in action	1
9		Activity	2
10		Total	12
11	Unit II	Strategic Position:Evaluating a Company's External Environment	1
12		Relevant components of External Envnt	1
13		Creating the environmentally aware organization	1
14		The General Envnt	1
15		Demographic Envnt	1
16		Socio-Cultural Envnt	1
17		Political Segment	1
18		Technological Segment	1
19		Economic Segment	1
20		Global Environment	1
21		Activity	2
22		Total	12
23	Unit III	Strategy Formulation: Business Level Strategy	1
24		Creating and Sustaining Competitive advantages	1
25		Strategic Choices, Bases of Competitive Advantage	1
26		Generic Strategies	1
27		Competitive Strategy in Hyper Competitive conditions	1
28		Industry Life Cycle Stages	1
29		Strategic Implications: Tailoring strategies to fit specific Industry and Company Situations	4
30		Activity	2
31		Total	12
32	Unit IV	Strategic Alternatives: Corporate Level and International Strategy	2
33		Creating Value through Diversification	1
34		Related Diversification	1
35		Vertical Integration Strategies	1

36		Unrelated Diversification	1
37		Unbundling and Outsourcing Strategies	1
38		Offensive and Defensive Strategies	2
39		Activity	2
40		Discussion on Previous QP	1
41		Total	12
42		Total No. Of Hours	48

Prepared by Dr.S.Swetha

MBA (Integrated) Semester-IX
9.2 Supply Chain Management

Objective: The objective of the course is to enable students understand how to cope up with the changes that take place constantly in business.

Lecture Number	Unit	Topic to be dealt
Lecture 1	I	Introduction to Supply Chain Management-Concept
Lecture 2	I	Objectives and function of SCM
Lecture 3	I	Conceptual framework of SCM
Lecture 4	I	Supply chain strategy- collaboration, demand flow, Customer Service, Technology integration
Lecture 5	I	Problems of complexity confronting SCs
Lecture 6	I	Global Supply Chain Management, Reverse Supply Chain
Lecture 7	I	Value chain and value delivery systems for SCM
Lecture 8	I	The role of Modelling, SCOR Model and optimization in SC
Lecture 9	I	Demand Planning,
Lecture 10	I	Forecasting
Lecture 11	I	Aggregate planning
Lecture 12	I	Managing Predictable Variability, Bullwhip effect
Lecture 13	II	Logistics Management, Inbound, Internal and Outbound Logistics in SCM
Lecture 14	II	Developing the Logistics organization for effective Supply Chain Management
Lecture 15	II	Development of integrated logistics strategy, Logistics in Maximizing profitability and cash flow
Lecture 16	II	3PL, 4PL
Lecture 17	II	International Logistics, Reverse Logistics
Lecture 18	II	Sourcing of material

Lecture 19	II	Global sourcing–issues and Problems
Lecture 20	II	e-Procurement, Group Purchasing
Lecture 21	II	Reverse Auctions
Lecture 22	II	Creating and managing Supplier Relations
Lecture 23	II	Supplier Partnerships, Multi-tier Supplier partnerships
Lecture 24	III	Transportation in SC, Transportation formats
Lecture 25	III	Modes of Transportation, factors affecting transportation performance
Lecture 26	III	Factors influencing the selection of transporter
Lecture 27	III	Fleet Management, multi model transport
Lecture 28	III	Containerisation, Vehicle Scheduling and routing
Lecture 29	III	Milk run and cross docking
Lecture 30	III	Warehousing- types of warehouses
Lecture 31	III	warehousing operations
Lecture 32	III	Warehouse automation
Lecture 33	III	Warehouse management systems
Lecture 34	III	Third party and value added warehousing
Lecture 35	III	Role and importance of Handling systems
Lecture 36	III	Selection of Handling systems
Lecture 37	III	Pricing, Revenue Management and role of IT in SCM
Lecture 38	IV	Strategic Issues in Supply Chains-Strategic Partnerships, Alliances and Collaborative advantage
Lecture 39	IV	Strategic relationships in–logistics, Handling systems
Lecture 40	IV	Equipment Warehousing, PPP environment
Lecture 41	IV	SC restructuring-issues, Problems and benefits

Lecture 42	IV	Bench marking - Issues and problems in Bench Marking
Lecture 43	IV	Types of bench marking, methods of BM, Process of BM
Lecture 44	IV	Lean Manufacturing, Agile Manufacturing
Lecture 45	IV	Elements of lean manufacturing
Lecture 46	IV	Integration of lean manufacturing and SCM

Prepared by Dr.M.Ramesh Kumar

Topics	No. of Hours
Unit 1:	15
Introduction: Nature and importance of leadership-	2
Leadership roles-Leadership motives-	1
Leadership as a process-	1
the complexities of leadership-	1
Measures of success and failure-	1
Guidelines for leadership-	1
Effective leadership behaviour and attitudes –	1
Super leadership-	1
Situational influences on effective leadership behaviour-	1
leadership styles-	1
Situational leadership.	1
Leadership of quality and technology –	1
Leadership practices that foster Total Quality Management-	1
Leadership development, succession, and the future.	1
Unit 2:	13
Formation and Maintenance of Organizational culture: The cultural web-	2
Cultural influences and cultural Management-	1
Cultural factors influencing leadership practice.	1
Leader's role in shaping and reinforcing culture-	1
assessing organizational culture-	1
organizational culture inventory-	1
Kilman –Season culture gap survey-	2
Triangulation Developing a global organizational culture-	1
Developing an ethical organizational culture	1
Fostering a learning culture in organizations.	2
Unit 3:	14
Leadership and Management: Leadership behaviours –	2
Leadership styles-	2
transactional and transformational leadership	1
servant leadership-ethical leadership-women leaders-visionary leaders-	2
cultural differences in leadership-	1
Contribution of Jim Collins, John Kotter and John Adair to leadership theory	2
The leader as a social architect: Creating Vision and Strategic direction-	1
Designing and leading a learning organization-	1
Leading change-Learning to change-	1
Leadership Challenges in Managing Transformational change in a Strategic organization.	1
Unit 4:	13
Leadership development: Leadership through self-awareness and self-discipline-	1
Leadership development programs –	1
Characteristics of leadership program-	1
Types of leadership development program-	1
evaluation of leadership development efforts-	1
Traditional approach to evaluation-	1
Domain of impact of a leadership program –	1
Leadership Succession.	1
Popular approaches John –Adair out-door training, HerdthjBelbeirs' The All sorts approach	2
Edgar Scheins's the task approach –The group approach –	1
The individual approach –	1
The team development models and their applicability in Indian context.	1

Total Number of theory classes = 55 hours. Prepared by Dr.A.Ravi

MAHATMA GANDHI UNIVERSITY
DEPARTMENT OF MANAGEMENT STUDIES

Sub: Brand Management

Semester IX (MBA Integrated)

Course No: 9.6

S. No	Particulars Unit Wise	Detailed Topics	No.of Hrs.	Remarks
01	Unit-I	Introduction to brand management	01	
02		Meaning of definition of Brand	01	
03		Brand Markets	01	
04		Merits and Limitations of Branding	01	
05		Brand Management strategies	02	
06		Requisites of good Brand Name	01	
07		Functions of Brand for the Consumer	01	
08		Brand Classification	01	
09		Branding Decisions	01	
10		Brand Identity	01	
11		Brand Building	01	
12		Branding and Grading	01	
13		Overview of Unit-I	01	
14	Unit-II	Creating Brand	01	
15		Brand Equity :Meaning & Advantages	01	
16		Methods of Measuring Brand Equity	01	
17		Brand Equity Models : Brand Asset Valuator	01	
18		Brand Equity Models : Brand Resonance Model	01	
19		Brand Equity Models : Brandz Aaker Model	01	
20		Brand Strategies	01	
21		Brand Licensing	01	

22		Brand Image and Loyalty	01	
23		Building Brand Equity	01	
24		Developing and Communicating Positioning Strategy	01	
25		Breakthrough Marketing ups	01	
26		Points of Difference and Points of Parity	01	
27		Choosing and Creating POPs and PODs	01	
28		Writing Positioning Statement	01	
29		Differentiation Strategies	01	
30		Overview of Unit-II	01	
31	Unit-III	Launching of Brand	01	
32		Launching a Brand Vs Launching a Product	01	
33		Defining the Brand's Platform	01	
34		Determining which Products are most typical	01	
35		Brand Campaign Vs Product Campaign	01	
36		Brand Language and Territory of Communication	02	
37		Choosing a Name for a Strong Brand	02	
38		Gaining recognition and Brand Awareness	02	
39		Taking Distributors into Account	01	
40		Sustaining a Brand Long Term	01	
41		Overview of Unit-III	01	
42	Unit-IV	Introduction to Packaging	01	
43		Meaning and Definition of Packaging	01	
44		Objectives of packaging	01	
45		Functions of packaging	01	
46		Utilitarian, Communication Profit and Marketing Mix Functions	01	
47		Essentials of Good Packaging	01	

48		Packaging Criteria	01	
49		Packaging Development	01	
50		Packaging Decisions	02	
51		Packaging Strategies	02	
52		Packaging Design and Company Brand Image	02	
53		Packaging as a Marketing Tool	01	
54		Overview of Unit-IV	01	

MBA IX Semester

SUBJECT : Financial Risk Management

Sl.No	Particulars Unit Wise	Detailed Topics	No: of Hours	Remarks
1.	Unit 1	The concept of Risk, Nature, Need and scope of risk.,	1	
	Introduction	Source, measurement, identification and evaluation of Risk.	1	
		Types of risk–Product market risk and capital market risk.	1	
		Possible Risk events, Risk Indicators	1	
		Risk Management Process– pre-requisites and fundamentals.	1+1	
		Misconceptions of Risk. An integrated approach to Corporate Risk	1+2	
		Management. Risk management approaches and methods.	1	Total No: of Hours = 13
			1+2	
2.	Unit 2			
	Measurement and Management of Risk:	Value at risk (VaR): The concept, computation, Cash flow at risk (CaR):	2	
		VaR and CaR to make investment decisions.	2	
		stresses testing, back testing.	1+2	
		Managing risk when risk is measured by VaR or CaR	1	Total No: of Hours = 8
3.	Unit 3			
	Techniques and Tools of Risk Management: Forward contracts and Futures contracts	The concept of Derivatives and types of Derivatives. Forward contracts:..., Definition. Clearing house, margin requirements, marking to the market.	7	Total No: of Hours = 14
		The role of Derivative	1	

		securities to manage risk and to exploit opportunities to enhance returns.		
		Individuals, speculators, hedgers, arbitrageurs and other participants in Derivatives Market.	1	
		Definition, features and pay-off profile of Forward contract	1	
		Valuation of forward contracts	1	
		Forward Contracts to manage Commodity price risk	1	
		Interest rate risk and exchange rate risk.	1	
		Limitations of Forward contract. Futures contracts:	1	
4.	Unit 4			
	Techniques and Tools of Risk Management: Options	Definition of an option. Types of options: call option, put option, American option and European option.	3	
		Options in the money, at the money and out of the money	3	
		Option premium, intrinsic value and time value of options	3	
		... Pricing of call and put options at expiration and before expiration	4	TOTAL HRS = 18 HRS
		Options on stock indices and currencies.	3	53 HRS
		Black & Scholes option pricing model (BSOPM): assumptions.	2	

Prepared by Dr.B.Saritha

MBA IX Semester

SUBJECT : Corporate Tax Planning

Sl.No	Particulars Unit Wise	Detailed Topics	No: of Hours	Remarks
1.	Unit 1	Nature of tax	1	
	Introduction	Essential Components in levy of tax	1	
		Legal Principles of taxation laws	1	
		Five basic rules of interpretation of Statutes	1	
		Law Lexicon and Legal Maxims	1+1	
		Concepts of Tax Avoidance	1+2	
		Tax Evasion, Tax Planning	1	Total No: of Hours = 13
		Tax Management. (Theory Only)	1+2	
2.	Unit 2			
	Taxation of Companies	An overview of Direct and Indirect taxes applicable to	2	
		Significance of Corporate Taxation	2	
		Corporate Sector —	1+2	
		Concepts and Definitions of Corporate Income Tax.	1	Total No: of Hours = 8
3.	Unit 3			
	Tax Management Decisions	Tax Considerations arising with regard to specific management decisions, such as make/buy, own/lease, retain/replace, export/local sale, shut down/continue, ,	7+3	Total No: of Hours = 11
		Guidelines to Tax Planning	1	
4.	Unit 4			
	Tax Planning for New Industrial Establishments and Investments	Tax Planning with reference to New Industrial Establishment .	3	
		– Tax Considerations in developing Capitalization Structures	3	
		Short term loans – Terms loans –	3	
		Dividend Policies. (Theory Only).	4+5	TOTAL HRS = 18 HRS
		GRAND TOTAL NO OF HOURS		50 HRS

Prepared by Dr.B.Saritha

MBA (Integrated) V Year Semester-X
10.2 Strategic Marketing Management

Objective: The Objective of this course is to know the Strategic Marketing Formulation, Strategic Control and Implementation and Marketing Strategy Evaluation.

Lecture Number	Unit	Topic to be dealt
Lecture 1	I	Background of Strategic Management
Lecture 2	I	Meaning of Strategic
Lecture 3	I	Vision & Mission
Lecture 4	I	Objectives and Goals of business and their relationship with Strategic Marketing Management
Lecture 5	I	Considerations for formulation of marketing strategies for all components of Product and Price
Lecture 6	I	Considerations for formulation of marketing strategies for all components of Promotion and Distribution
Lecture 7	I	Quality Management in Marketing strategy- Meaning
Lecture 8	I	TQM and Quality policy-Quality plan
Lecture 9	I	Approaches theories of Quality
Lecture 10	I	Competition oriented marketing strategies
Lecture 11	I	Value chain Analysis
Lecture 12	I	Cost leadership, differentiation and focus
Lecture 13	II	Objectives of Strategic Marketing Management
Lecture 14	II	Concept of Strategic Marketing Management
Lecture 15	II	Strategy Definition-Strategy and Tactics
Lecture 16	II	Dimensions of Strategy
Lecture 17	II	Criteria for Effective strategy
Lecture 18	II	Strategic Marketing analysis – SWOT Analysis
Lecture 19	II	GAP Analysis
Lecture 20	II	Competitive Analysis

Lecture 21	II	Porter's 5 forces Model of competition
Lecture 22	II	BCG Matrix as basic foundation of Strategic Marketing
Lecture 23	II	GE 9 Cell Model as basic foundation of Strategic Marketing
Lecture 24	II	McKinsey's 7s framework for analyzing and improving organizational effectiveness
Lecture 25	III	Integration of Marketing Strategies and their application to different business sectors - FMCG
Lecture 26	III	Integration of Marketing Strategies and their application to different business sectors - Industrial
Lecture 27	III	Integration of Marketing Strategies and their application to different business sectors - Services
Lecture 28	III	Constraints in marketing strategy implementation
Lecture 29	III	Specific strategy initiatives
Lecture 30	III	New product development and introduction strategies
Lecture 31	III	Planned or unplanned strategy withdrawals / obsolescence
Lecture 32	III	Contingency / alternative strategic planning Brand Strategies in FMCG markets
Lecture 33	III	Rural marketing strategies
Lecture 34	III	Export marketing strategies
Lecture 35	III	Marketing strategies for IT and ITES industries
Lecture 36	IV	Marketing Audits & their scope
Lecture 37	IV	Measurement of Marketing Performance and its feedback to next year's Marketing strategy formulation
Lecture 38	IV	Continuous improvement and the TQM Model Evaluation process
Lecture 39	IV	Analyses of Sales Volume and Markets share
Lecture 40	IV	marketing cost Analysis

Prepared by Dr.M.Ramesh Kumar

MBA Integrated X semester

10.4 Management Information Systems

S.No	Particulars/ Unit wise	Detailed topics	No of Hours
1	UNIT I	Introduction- Data Vs Information	2
2		Nature and types	1
3		Concept of System and Organizations	1
4		Strategic uses of IT	1
5		Levels of IS , examples, skills requires	3
6		Business process in Engg and IT	1
7		Activities	2 (11 Hrs)
8	UNIT II	Levels of IS - Kinds, Comparison	4
		Application of Operational Information systems to Business	
9		The Nature of Operational Information Systems	
10		Operational Accounting and Financial Information Systems	2
11		Operational Marketing Information Systems	
12		Operational Production Information Systems	
13		Operational HR Information Systems	
14		Tactical and Strategic Accounting and Financial IS	
15		Tactical and Strategic Marketing IS	1
16		Tactical and Strategic Marketing Production IS	1
17		Tactical and Strategic Marketing HRIS	
18	Activities	2 (10 Hrs)	
19	UNIT III	IS Planning	1
20		Planning Strategies	1
21		Business System Planning	1
22		Ends/Means Analysis	1
23		Critical Success Factors	1
24		Approaches to System Building	1
25		System Analysis and Design	1
26		Alternative Design Options	1
27		Alternative Application Development	2
28	Activities	2 (12 Hrs)	
29	UNIT IV	Knowledge Management in the Organization	1
30		Enhancing Management Decision Making	1
31		Decision Support System	2
32		GDSS	2
33		Expert Support Systems	2
34		IS Security and control	2
35		Ethical Issues	1
36		Managing Firm Infrastructure and Enterprise System	1
37		Activities	2
38	Discussion on Previous Question Papers	1 (15 Hrs)	
39		Total Hours	48

Prepared by Dr.S.swetha

**MBA (Integrated)-V Year
International Financial Management**

**Semester-X
Course No: 10.6(F)**

Topics	Number of Hours
Unit-I:	11

International Financial System	2
Evolution of international financial system	1
Gold standard, Bretton woods standard,	2
Flexible exchange rates and cooperative intervention.	1
Global financial markets	2
Money and capital markets.	1
Global financial instruments and institutions.	2
Unit – II:	19
Foreign Exchange Markets:	1
The mechanism of FE transfers.	1
CHIPS. FE dealings and quotations.	3
Exchange rate determination	2
BOP approach,	1
Parity conditions: purchasing power parity, interest rate parity;	4
International Fisher's effect;	2
Unbiased forward rate theory;	2
The asset approach; technical approach. Sterilization.	3
Unit – III:	23
Foreign Exchange Risk Management	2
Types of risks – transaction, translation, operating and strategic risks.	3
Risk quantification.	2
Instruments and strategies for hedging and eliminating foreign exchange risks	3
Trading in forwards,	2
Futures or option markets;	3
Invoicing in the domestic currency;	3
Managing payments/collections of currency flows based on the predicted foreign exchange movements. Foreign Exchange forecasting.	5
Unit – IV:	20
Financial Management of the Multinational Firm:	1
Cash management – borrowing and investing,	2
Parking the surplus cash,	1
Centralized and decentralized cash management and cash transmission.	1
International investments	1
Portfolio and direct investments.	2
Capital budgeting decisions – APV, NPV vs. APV.	2
Country risk analysis – types, assessment and measurement.	1
International mergers and acquisitions	2
Negotiated acquisitions and contested bids.	2
Sources of overseas funding – euro currency markets and instruments,	1
Euro credits, foreign bonds, ADRs, GDRs.	2
Global financing strategy.	1
Project financing.	2

Prepared by John Paul

MBA (integrated) V Year Course No 10.1	semester X Strategic Financial management
Topics	No.of Hours
Unit-I	
Need for corporate valuation	1
Adjusted book value approach	3
Stock and debt approach	1
Direct comparision approach	1
Discounted cash flow approach	6
DCF- 2 stages and 3 stages growth model	4
Guidelines for corporate valuation	1
Unit-II	
Meaning of mergers and acquisitions	2
Types of mergers	1
Reasons for mergers	1
Benefits and costs of mergers	2
Determination of exchange ratio(problems)	3
Evaluating a merger with in the capital budgeting framework	4
Valuation of purchase of a division/plant, takeovers, pros and cons	4
SEBI guidelines on take overs	1
Unit-III	
Corporate restructuring	2
Conceptual framework	2
Financial framework	2
Spin off	1
Sale off	1
Change in ownership	1
Divestiture	1
Split off going public	1
Privatization	1
Leverage buyouts and corporate governance	2
Unit-IV	
Financial planning	2
Need for financial planning models	3
Development of simulations models	3
Improving financial models	3
Conditions for the successful use of models	1
Growth with internal equity(problems)	4

Prepared by G.Swapna

MBA Integrated semester X

10.3 Subject: strategic Human resource Management

S No	Particulars unit wise	Detailed topics	No. of hours	
1	UNIT I	Human resource strategy Introduction	1	
		Importance of human resource to strategy	2	
		Hr contribution to strategy	2	
		Strategy driven role behaviors & practices	3	
		Organizational learning	2	
		Hr manager & strategic planning	2	
	UNIT II	Strategic implementation	2	
		Work-force utilization and employment practices	4	
		Efficient utilization of human resources	3	
		Dealing with employees	3	
	UNIT III	Strategy implementation	1	
		Reward and development systems	3	
		Strategically oriented performance	2	
		Measurement systems	3	
		Oriented performance measurement systems	2	
		Strategically oriented compensation system	4	
	UNIT IV	Strategic Human resource development	2	
		SHRD linkages with strategic business planning	2	
		Organizing and structuring o HRD in an organization	4	
		Building core competencies through HR	3	
		Competency mapping approaches	3	