

DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY
LUCKNOW



Evaluation Scheme & Syllabus

for

MAM 5th Year

(Effective from the Session: 2017-18)

PROGRAMME SCHEDULE AND EVALUATION SCHEME

MAM Year 5

Semester IX

S. No.	Subject Code	Subject	Periods (Hours)			Evaluation Scheme				Total	
			L	T	P	Internal Evaluation			ESE	Marks	Credit
						CT	TA+AT	TOT			
1.	MAM 901	Quality Management	3	2	0	30	20	50	100	150	4
2.	MAM 902	Summer Training Project Report	-	-	-	-	-	-	150	150	4
3.		Specialization Group 1, Elective 5	3	2	0	30	20	50	100	150	4
4.		Specialization Group 1, Elective 6	3	2	0	30	20	50	100	150	4
5.		Specialization Group 2, Elective 5	3	2	0	30	20	50	100	150	4
6.		Specialization Group 2, Elective 6	3	2	0	30	20	50	100	150	4
Total			15	10	0	150	100	250	500	900	24

MAM Year 5

Semester X

S. No.	Subject Code	Subject	Periods (Hours)			Evaluation Scheme				Total	
			L	T	P	Internal Evaluation			ESE	Marks	Credit
						CT	TA+AT	TOT			
1.	MAM 1001	Innovation Management	3	2	0	30	20	50	100	150	4
2.	MAM 1002	Research Project Report	3	2	0	-	-	-	150	150	4
3.		Specialization Group 1, Elective 7	3	2	0	30	20	50	100	150	4
4.		Specialization Group 1, Elective 8	3	2	0	30	20	50	100	150	4
5.		Specialisation group-2, Elective-7	3	2	0	30	20	50	100	150	4
6.		Specialisation group-2, Elective-8	3	2	0	30	20	50	100	150	4
Total			18	12	0	180	120	300	600	900	24

Abbreviations used:

- **L/T/P:** Lecture/Tutorial/Practical
- **CT/TA/AT:** Class Test/Teacher Assessment/Attendance

ELECTIVE PAPERS

Specialization Group: Human Resource

Subject Codes

5. MAM HR 05 Performance & Reward Management
6. MAM HR 06 Negotiation & Conflict Management
7. MAM HR 07 International Human Resource Management
8. MAM HR 08 Strategic Human Resource Management

Specialization Group: Marketing

Subject Codes

5. MAM MK 05 Marketing of Services
6. MAM MK 06 Integrated Marketing Communication
7. MAM MK 07 Sales & Distribution Management
8. MAM MK 08 Customer Loyalty

Specialization Group: Financial Management

Subject Codes

5. MAM FM 05 Micro Finance
6. MAM FM 06 Working Capital Management
7. MAM FM 07 Tax Planning & Management
8. MAM FM 08 Corporate Restructuring

Specialization Group: International Business

Subject Codes

5. MAM IB 05 International Business Strategy
6. MAM IB 06 Global Sourcing & Business Development
7. MAM IB 07 Cross Cultural Management
8. MAM IB 08 Indian Foreign Trade Framework

Specialization Group: Information Technology

Subject Codes

5. MAM IT 05 IT Infrastructure & Business Process Outsourcing
6. MAM IT 06 Data Warehousing & Mining
7. MAM IT 07 Computer Network & Security
8. MAM IT 08 System Analysis & Design

COURSE OBJECTIVE:

To facilitate the understanding of Quality Management principle, process, tools and techniques.

Unit I (07 Sessions)

Introduction To Quality Management- Definitions – TOM framework, benefits, awareness and obstacles. Quality – vision, mission and policy statements. Customer Focus – customer perception of quality, Translating needs into requirements, customer retention. Dimensions of product and service quality. Cost of quality.

Unit II (07 Sessions)

Principles And Philosophies Of Quality Management-Overview of the contributions of Deming, Juran Crosby, Masaaki Imai, Feigenbaum, Ishikawa, Taguchi techniques – introduction, loss function, parameter and tolerance design, signal to noise ratio. Concepts of Quality circle, Japanese 5S principles and 8D methodology.

Unit III (10 Sessions)

Statistical Process Control And Process Capability - Meaning and significance of statistical process control (SPC) – construction of control charts for variables and attributed. Process capability – meaning, significance and measurement – Six sigma concepts of process capability. Reliability concepts – definitions, reliability in series and parallel, product life characteristics curve.Total productive maintenance (TMP) – relevance to TQM, Terotechnology. Business process re-engineering (BPR) – principles, applications, reengineering process, benefits and limitations.

UNIT IV (10 Sessions)

Tools And Techniques For Quality Management-Quality functions development (QFD) – Benefits, Voice of customer, information organization, House of quality (HOQ), building a HOQ, QFD process. Failure mode effect analysis (FMEA) – requirements of reliability, failure rate, FMEA stages, design, process and documentation. Seven old (statistical) tools. Seven new management tools. Bench marking and POKA YOKE.

Unit V (06 Sessions)

Quality Systems Organizing And Implementation-Introduction to IS/ISO 9004:2000 – quality management systems – guidelines for performance improvements. Quality Audits. TQM culture, Leadership – quality council, employee involvement, motivation, empowerment, recognition and reward- Introduction to software quality.

Case Study related to the Entire Syllabus.

Suggested Reading:

1. Dale H.Besterfield et al, Total Quality Management, Third edition, Pearson Education (First Indian Reprints 2004).
2. Shridhara Bhat K, Total Quality Management – Text and Cases, Himalaya Publishing House, First Edition 2002.
3. James R. Evans and William M. Lindsay, “The Management and Control of Quality”, 8th Edition, First Indian Edition, Cengage Learning, 2012.
4. Suganthi.L and Anand Samuel, “Total Quality Management”, Prentice Hall (India) Pvt. Ltd., 2006.
5. Janakiraman. B and Gopal .R.K., “Total Quality Management – Text and Cases”, Prentice Hall (India) Pvt. Ltd., 2006.

MAM-902: Summer training project report

Summer training project report

1. At the end of 8th semester examination, every student of MAM will undergo on-the-job practical training in any manufacturing/ service or financial organization. The training will be of 6 to 8 weeks duration. The college/institute will facilitate this compulsory training for students.
2. During the training, the student is expected to learn about the organization and analyse and suggest solutions of a live problem. The objective is to equip the student with the knowledge of actual functioning of the organization and problems faced by them for exploring feasible solutions and suggestions.
3. During the course of training, the organization (where the student is undergoing training) will assign a problem/project of the student.
4. The student, after the completion of training will submit a report to the college/institute which will form part of third semester examination. However, the report must be submitted by the end of August during third semester so that it is evaluated well in time and third semester results are not delayed.
5. The report (based on training and the problem/project studied) prepared by the student will be known as summer training project report. The report should ordinarily be based on primary data. It should reflect in depth study of micro problem, ordinarily assigned by the organization where student undergoes training. Relevant tables and bibliography should support it. One comprehensive chapter must be included about the organization where the student has undergone training. This should deal with brief history of the organization, its structure, performance products/services and problem faced. This chapter will form part 1 of the report. Part 2 of the report will contain the study of micro research problem. The average size of report ordinarily will be of 100 to 150 typed pages in standard font size (12) and double spacing. Three neatly typed and soft bound (paper back) copies of the report will be submitted to the college/institute. The report will be typed in A-4 size paper.
6. The report will have two certificates. One by the head of the institute/college and the other by the reporting officer of the organization where the student has undergone training. These two certificates should be attached in the beginning of the report.
7. The report will be evaluated by two external examiners. It will carry total of 150 marks divided into written report of 100 marks and presentation of 50 marks. There will be no internal examiner. Only such person will evaluate the project report who has minimum three years of experience of teaching MAM classes in a college/University. Experience of teaching MAM classes as guest faculty shall not be counted.
8. It is mandatory that the student will make presentation in the presence of teachers and students. The student is expected to answer to the queries and questions raised in such a meeting.

COURSE OBJECTIVES:

- To apprise on value of innovation.
- To impart skills of innovation.
- To enable students think and act on innovation.

Unit-I (10 Sessions)

Exploring Innovations : Concept of innovation, historic retrospective, typology of innovations, innovation process, Macroeconomic view of innovation approaches to innovations, Assumptions and barriers to innovations, Innovation sources, i.e. science and R&D, technology transfer, push and pull approaches. Processes used to explore innovations along the technology, market and strategy dimensions as the innovation moves from idea to market

Unit-II (08 Sessions)

Application Of Innovation: Organizational aspects of innovation, Soft methods and techniques of innovation management, Creative approaches, Systemic and analytical methods and techniques of innovation management, Economic aspects of innovations encompassing sources of innovation financing

Unit-III (08 Sessions)

Marketing Innovation products: Strategic considerations on innovations, innovation platforms that incorporate new product development, process innovations, service innovation, service design innovation, multiple product options, portfolios and standards

Unit-IV (08 Sessions)

Evaluation of Innovation: Effectiveness evaluation, integration of risks, factors influencing economic effectiveness, Post implementation analysis of innovation projects, Intellectual property of innovations, legal aspects of innovations

Unit-V (06 Sessions)

Innovation In Reality: Mindset, lateral thinking, out of box approach, creativity, innovation for problem solving.

Case Study related to the Entire Syllabus.

Suggested Readings:

1. CK Prahalad and MK Krishnan : The new age of innovation, McGraw Hill
2. Paul Traut: Innovation Management and New product Development, Pearson
3. Khandwalla: Corporate Creativity, McGraw hill
4. Mauborgne, René, Blue Ocean Strategy, Boston, Harvard Business School Press, 2005.
5. Snyder, Duarte, Unleashing Innovation, How Whirlpool Transformed an Industry, JosseyBass, 2008
6. Mass, Harvard Business School Press, 2006
7. Fraser, Healthier, Design Works; Toronto: University of Toronto Press, 2012
8. Govindarajan, Vijay & Trimble, Chris, 10 Rules for Strategic Innovators; Boston: Harvard Business School Press, 2005
9. Govindarajan, Vijay & Trimble, Chris, Reverse Innovation; Boston: Harvard Business School Press, 2012
10. Hamel, Gary, The Future of Management; Boston: Harvard Business School Press, 2007

MAM-1002: Research Project Report

Research Project report In Xth semester, the candidates will have to submit a Research Project report on a problem/topic (from the specialization areas) to be assigned by the department MAM under the supervision of a core faculty member of the department. The research project report will carry 150 marks. The evaluation of the project report will be done by two external examiners and will consist of (1) Evaluation of project report (100 marks) (2) viva on Project (50 marks). The average of the marks awarded by the 2 examiners will be taken into account for the results. In case the difference in the awards given by the examiners is 30 or more marks, the project report will be referred to the third examiner. In such cases the average of two closer awards (given by three examiners) will be taken into account for the results. The report will contain the objectives and scope of the study. Research Methodology, use, importance of the study, analysis of data collected, conclusions and recommendations. It will contain relevant charts, diagrams and bibliography. A certificate of the supervisor and the Head of the MAM program certifying the authenticity of the report shall be attached therewith. The student will submit three copies of the report to the Head of MAM program. The number of pages in the report shall be 75 or more. The report should be typed in A-4 size paper. Student has to give an declaration that the research work is done by him is original and shall also

COURSE OBJECTIVE:

To show students performance management, Reward management and Competency mapping is the most critical function and strong determinant of organizational excellence. To develop and appreciation skills essential for designing and instituting effective performance management, reward management and competency management systems.

UNIT I (08 sessions)

Concept, Principles and Contribution of Performance Management—Dangers of poorly implemented performance management system— Contributions of Performance Management— Background to Performance Management-Performance Management and Performance Appraisal- Strategic issues in moving from Performance Appraisal to Performance Management.- Concerns of Performance Management—Ethical considerations— Legal Issues in Performance Management

UNIT II (06 sessions)

Performance management and compensation strategies – Job analysis, Job description, Job Employee benefits required by laws – Discretionary major employee benefits – Employee services, Health care, Long term care-Requirements of an effective benefits programme – Concerns of management – Important issues in Executive compensation – International compensation.

UNIT III (10 sessions)

Reward Management: Concept, Aims, Components of Reward system– Role of Reward in organisation– Strategic perspectives of Reward–Reward as a motivational tool– Psychological contract–Reward policies Factors determining the rates of Pay–Strategic and Tactical pay related issues–Establishing Job Values and Relativities: Internal & External Equities–Job evaluation schemes, Internal Pay Structure, Reward survey–Designing Pay Level, Pay Mix and Pay Structures–Grade and Pay structures: Types, Design and Implementation— Group/Individual Incentive, Designing Incentive Scheme

UNIT IV (08 sessions)

Reward for Special groups– Directors, Chief executives, Senior Managers, professionals and knowledge workers, Scientists and Engineers, Sales Staff, contingent workers –Components of Executive Compensation package. Employee Benefits & Services–Rationale for employee benefits–Types of benefits, Choice of benefits, administering employee benefits, Tax considerations– Flexible benefits/Cafeteria Plans– Pension Schemes–ESOP—Computations of taxable income, overtime, etc.

UNIT V (08 sessions)

Concept of Competency and Competence- Constituents of competence-Types of Competencies-Competency Management-Significance of competency-based performance management-Competency based performance management strategy-intervention and drivers. Feedback and Assessment Development Centers, Issues and concerns in Performance Management.

Cases relating to issues discussed in the previous units.

Suggested Reading:

1. T.V. RAO, Performance Management and Appraisal Systems: HR Tools for Global Competitiveness, Response Books, New Delhi, 2004.
2. Premchada, Performance Management: It's about Performance – Not just appraising, Macmillan, New Delhi, 2003 (Reprint-2005)
3. Srinivas Kandula, R., Strategic Human Resource Development, Prentice Hall of India, New Delhi, 2001.
4. T.V. Rao, Gopla Mahapatra, et al, 360 Degree Feedback and Performance Management System, Vol 2, TV Rao Learning Systems Pvt. Ltd., Excel Books, New Delhi, 2002, (Reprint 2006).
4. T.V, Rao and Nandhini Chawla, 360 Degree Feedback and Assessment & Development Centres, Vol 3, TV Rao Learning Systems Pvt. Ltd., Excel Books, New Delhi, 2005.
5. Adrian Thornhill, Phil Lewis, et al, Managing Change: A Human Resource Strategy Approach, Financial Times-Prentice Hall, Pearson Education, New Delhi, 2000.
6. Armstrong & Stephens, Employee Reward Management and Practice, Kogan Page
7. Armstrong, M and Murlis H, Reward Management, Kogan Page.

MAM HR 06 Negotiation & Conflict Management

Max. Hours: 40

Course Objective:

To help students develop the skills of conflict avoidance, resolution and negotiation.

Unit – I (08 sessions)

Introduction to Negotiation as a Decision Making Process; Negotiation and persuasion: Negotiation Process; Levels of Negotiation; Issues for Negotiation; Preparation for Negotiations; Ethics in negotiation; Cultural differences in negotiation styles; Gender in negotiations; Context of mediation; Negotiation as persuasion; Principles of persuasion; Persuasion Strategy and its effectiveness.

Unit-II (08 sessions)

Negotiation skills; Effective Presentation of Demands, Strategies and Tactics Employed; Closing of Negotiation and Drafting the Agreement; Memorandum of Understanding (MOU); Communication and Administration of Negotiation Agreement; Interpretation of clauses of Agreement and related problems; Breakdown of Negotiation: Causes and Consequences; Third Party Intervention; Adjudication; Effective Negotiation: Mutual Trust and Understanding;

Unit – III (08 sessions)

Managing Negotiations in the following Contexts: Cross Functional Coordination; Marketing Relations; International Business; Labour-Management Relations; Intangibles in Negotiation: Power; Time and Information; Post Negotiation Phase; Ethical Considerations in Negotiation.

Unit-IV (08 sessions)

Conflict: Understanding Conflict; Principles Of Interaction; Dynamics Of Competition; Nature and Types of Conflicts, Why Conflict Arise In Organizations And Industry; Assertiveness and Aggression In Conflict. Learning To Manage Conflicts; Conflict Management Strategies;

Unit - V (08 sessions)

Cultural Influences In Conflict; Resolving Conflicts – Strategies And Systems; Organizational Systems For Dealing With Conflict; Collaboration In Organizations; Self Awareness For Conflict Management; Managerial Skills And Competences For Effective Conflict Resolution. Relevant Case Studies should be discussed in class.

Suggested Readings:

1. Barbara A. Budjac Corvett, Conflict Management-A Practical Guide to Developing Negotiation Strategies, Pearson Education,
2. Carell R. Michael & Heavrin Christina, Negotiating Essentials- Theory, skills and Practices, Pearson Education,
3. Harvard Business Review on Negotiation and Conflict Resolution, Harvard Business Press,
4. Luecke and Patterson, "How to Become a Better Negotiator", American Marketing Association

MAM HR 07 International Human Resource Management

Max. Hours: 40

Course Objectives:

- Critically analyse the impact of contemporary issues and global imperatives on Human Resource concepts, policies and practices in multinational organizations
- Compare, contrast and explain a variety of strategic approaches to the management of Human Resources in multinational organizations.
- Critically evaluate the effects of different Human Resource and International Industrial Relations strategies.

Unit-I (10 sessions)

Introduction to IHRM Definition, The drivers of internationalization of business. The different setting of International Human Resource Management. Development of IHRM. Difference between IHRM and Domestic HRM. Models of IHRM-Matching model, Harvard Model, Contextual Model, 5P Model, European Model. SHRM: Evolution of MNE's, Business strategies, IHRM Strategies, SIHRM. Barriers in effective global HRM. Socio-cultural context, Organizational dynamics and IHRM: Role of culture in International HRM, Country and Regional Cultures, Country Culture versus MNE Culture.

Unit-II (07 sessions)

Strategies for International Growth: Exploiting global integration-The logic of global integration, differentiation, Mastering expatriation, beyond the traditional expatriate model, the limits of global integration. Becoming locally responsive: The roots of responsiveness, understanding diversity, responding to diversity, the challenges of localization. Managing alliances and joint ventures - IHRM and International Alliances, IHRM and International Joint Ventures.

Unit-III (10 sessions)

International Workforce planning and staffing: International labour market International Recruitment function; head-hunters, cross-national advertising, e-recruitment; International staffing choice, different approaches to multinational staffing decisions, Types of international assignments, Selection criteria and techniques, use of selection tests, interviews for international selection, international staffing issues, Successful expatriation, role of an expatriate, female expatriation, repatriation, re-entry and career issues.

Unit-IV (07 sessions)

Developing Global Mindset: Global Leadership, Cross cultural context and international assignees, Current scenario in international training and development, training & development of international staff, types of expatriate training, sensitivity training, Career Development, repatriate training, developing international staff and multinational teams, knowledge transfer in multinational companies.

Unit-V (06 sessions)

International Workforce and International HRIS: Working with multicultural and ethnic groups, Health and safety and International Assignees, Crisis Management, Global HR Shared Services, Managing HR in virtual organization, HRIS: Meaning, Role of IT in HR, Designing of HRIS, Applications of HRIS in Employee Management, Limitation of HRIS.

Suggested Reading:

1. International Human Resource Management - Monir H. Tayeb, Oxford University Press, 2005.
2. International Human Resource Management - Peter J. Dowling, Denise E. Welch, Cengage Learning.
3. Human Resource Information Systems: Basics, Applications, and Future Directions: Basics, Applications, and Future Directions, Michael J. Kavanagh, Mohan Thite, Richard D. Johnson SAGE, 2011, 2/e.
4. Strategic International Human Resource Management: Choices and Consequences in Multinational People Management - Stephen J. Perkins, Susan M. Shortland - Kogan Page Publishers, 2006.
5. Strategic Human Resource Management, Schuler, 2/e, Wiley, ISBN: 9788126515899.
6. International Human Resource Management: Text and Cases By P. L. Rao, Excel Books, Reprint
7. International Human Resource Management: Policies and Practices By Dennis Briscoe, Randall Schuler, Ibraiz Tarique, Taylor & Francis, 4/e, 2012.
8. International Human Resource Management - Anne-Wil Harzing, Joris Van Ruysseveldt - SAGE, 2004.

MAM HR 08 Strategic Human Resource Management

Max. Hours: 40

Course Objective:

To help students understand the factors of change in the political, social, environmental and the economic scenarios that has transformed the role of HR functions from being a support function to strategic function.

UNIT I (08 sessions)

Human Resource Development - Meaning – Strategic framework for HRM and HRD – Vision, Mission and Values – Importance – Challenges to Organisations – HRD Functions - Roles of HRD Professionals - HRD Needs Assessment - HRD practices – Measures of HRD performance – Links to HR, Strategy and Business Goals – HRD Program Implementation and Evaluation – Recent trends – Strategic Capability , Bench Marking and HR Audit.

UNIT II (08 sessions)

E-HRM - e- Employee profile– e- selection and recruitment - Virtual learning and Orientation – e - training and development – e- Performance management and Compensation design – Development and Implementation of HRIS – Designing HR portals – Issues in employee privacy – Employee surveys online.

UNIT III (08 sessions)

Cross Cultural Hrm - Domestic Vs International HRM - Cultural Dynamics - Culture Assessment - Cross Cultural Education and Training Programs – Leadership and Strategic HR Issues in International Assignments - Current challenges in Outsourcing, Cross border M and A- Repatriation etc - Building Multicultural Organisation - International Compensation.

UNIT IV (08 sessions)

Career & Competency Development - Career Concepts – Roles – Career stages – Career planning and Process – Career development Models– Career Motivation and Enrichment –Managing Career plateaus-Designing Effective Career Development Systems – Competencies and Career Management – Competency Mapping Models – Equity and Competency based Compensation.

UNIT V (08 sessions)

Employee Coaching & Counseling - Need for Coaching – Role of HR in coaching – Coaching and Performance – Skills for Effective Coaching – Coaching Effectiveness– Need for Counselling – Role of HR in Counselling - Components of Counselling Programs – Counselling Effectiveness – Employee Health and Welfare Programs – Work Stress – Sources - Consequences – Stress Management Techniques.- Eastern and Western Practices - Self Management and Emotional Intelligence.

Suggested Reading:

1. Randy L. Desimone, Jon M. Werner – David M. Mathis, Human Resource Development, Cengage Learning, 6 th edition, 2011.
2. Paul Boselie. Strategic Human Resource Management. Tata McGraw Hill. 2011
3. Jeffrey A Mello, Strategic Human Resource Management, Cengage Learning, Southwestern 3 rd edition, 2010.
4. Robert L. Mathis and John H. Jackson, Human Resource Management, Cengage Learning, 13rd edition, 2010.
5. Monir Tayeb. International Human Resource Management. Oxford. 2007
6. Randall S Schuler and Susan E Jackson. Strategic Human Resource Management. Wiley India. 2 nd edition, 2008.
7. McLeod. The Counsellor's workbook. Tata McGraw Hill. 2011

MAM MK 05: MARKETING OF SERVICES

Max. Hours: 40

Course Objectives:

To understand the role and contribution of service sector in National & International Context and Understanding the Dynamism of service market, role of its technology and understanding the import of the service quality and its application to Insurance Banking & other sector.

UNIT I (08 Sessions)

Introduction: Difference between Product and Services Marketing, Characteristics of Services Classification of Services, Paradigms in Services Marketing, Importance of Customer Relationship Management: Specific for Service Industry. Service Marketing System: Service Quality, Understanding Customer Expectations and Zone of Tolerance, Segmentation and Zone of Tolerance, Targeting and Positioning of Services

UNIT II (08 Sessions)

Services Marketing Mix: Augmented Marketing Mix, Developing the Service product/ Intangible Product, Service Product Planning, Service Pricing Strategy, Services Promotions,

UNIT II (08 Sessions)

Services Distributions. Physical Evidence: Role of Communication in Service Marketing, People and Internal Communication, Process of Operations and Delivery of Services, Role of Technology in Services Marketing.

UNIT IV (08 Sessions)

Marketing of Financial Services: Deciding the Service Quality, Understanding the Customer Expectations, Segmenting, Targeting and Positioning of Financial Services, Devising Financial Services, Marketing Mix Strategies with Special Reference to Credit Cards, Home Loans, Insurance and Banking, Marketing of Telecom/ Insurance Services.

UNIT V (08 Sessions)

Services in Global Perspective: International Marketing of Services Recent Trends, Principal Driving Force in Global Marketing of Services, Key Decisions in Global Marketing, Services Strategy and Organizing for Global Marketing.

Suggested Readings:

1. Baron S and Harrisk - Services Marketing: Text and Cases (Palgrave, 2nd Ed.)
2. Love lock Christopher - Services Marketing: People, Technology and Strategy (Pearson Education, 5th Ed.)
3. Zeithaml Services Marketing (Tata Mc Graw Hill, 3rd Ed.)
4. Woodruff Helen - Service Marketing (Macmillian, 1st Ed.)
5. Payne Adrian - The Essence of Service Marketing (Prentice Hall of India)
6. Rama Mohana Rao - Services Marketing. (Person Education, 1st Ed.)
7. Govind Apte - Services Marketing (Oxford University Press)

MAM MK 06: INTEGRATED MARKETING COMMUNICATIONS

Max. Hours: 40

Course Objective:

To familiarize the students with the different elements of integrated marketing communications, so that they can look at marketing communications with a holistic approach. The course is designed to enable the students to learn the basics of marketing communications.

UNIT I (06 Sessions)

Integrated Marketing Communication (IMC): Marketing Communication, Objectives of Marketing Communication, Factors contributing to IMC, Participants in IMC, IMC Promotion Mix, IMC Management & Planning Model, Challenges in IMC

UNIT II (10 Sessions)

Advertising Management: Meaning, Nature and Scope of Advertising, Advertising– Classification of advertising, Types of advertising, advertising appropriation, advertising campaigns Process of Advertising, Customer and Competitor Analysis, STP Strategies for Advertising. Advertising Agencies – their role, functions, organisation, Remuneration, client agency relationship, account Planning; Hoarding Contractors; Printers, etc. Management of Advertising Agencies, Role of Advertising in Natural Development, Testing of Advertising Effectiveness, Preparation and Choice of Methods of Advertising Budget, Ethical and Social Issues in Advertising

UNIT III (08 Sessions)

Message Design - The Creative concept development; the creative processes of the different forms of IMC; AIDA model Considerations for creative idea Visualization. Creative planning, creative strategy development, Communications appeals and execution, Message strategy design considerations, Source of the message, Message integration, Advertorials and Infomercials, Evaluation of Creative Strategy/work. Campaign Planning: Message Creation, Copywriting. Role of Creativity in Copywriting

UNIT IV (06 Sessions)

Media Management - Media Types and their characteristics; Setting Media objectives; Considering key media concepts; Media planning; Media Strategy; Media buying; Cross media concept; and media research.

UNIT V (10 Sessions)

Emerging Concepts and Issues in Marketing Communications Sponsorship: POP: Supportive Communication, Role of E - Commerce in Marketing Communication. Corporate Communication, Public Relations – Types of PR, Sales Promotion – Different types of Sales Promotion, relationship between Sales promotion and advertising, Publicity – Types of Publicity, relationship between advertising and publicity, Personal Selling, Direct marketing and direct response methods, Event Management

Suggested Readings:

1. Siraj M Joseph & Rahtz Don R : Integrated Marketing Communication – A Strategic Approach, Cengage Learning
2. Kenneth Clow & Donald Baack : Integrated Advertising, Promotion, and Marketing Communications, Pearson Education, Limited
3. Borden & Marshall: Advertising Management; MV Taraporevala Sons' Co Pvt. Ltd, Richard D Irwin Inc. Homewood, Illinois.
4. Chunawala & Sethia : Foundations of Advertising Theory & Practice; Himalaya Publishing House
5. Copley Paul : Marketing Communications Management Concepts & theories, Cases and Practices; Butterworth - Heinemann Publication
6. Duncon : Integrated Marketing Communications, Tata McGraw Hills

MAM MK 07: SALES & DISTRIBUTION MANAGEMENT

Max. Hours: 40

Course objectives:

Objective of this course is to make student aware about the fundamental concepts of sales and distribution management which are helpful in developing a sound sales and distribution policy and in organizing and managing sales force and marketing channels.

UNIT I (08 sessions)

INTRODUCTION: Selling as part of Marketing , Sales Management Process, Role of sales manager, Concept of personal selling, Sales Management and salesmanship, The Ones of personal selling ,Process of Personal selling, Qualities of a Successful Salesman.

UNIT II (08 sessions)

Goals in sales Management: Goal setting process in sales Management, Analyzing Market Demand and sales Potential, Techniques of sales Forecasting, Preparation of sales budget, Formulation selling strategies, designing sales territories and sales Quota.

UNIT III (08 sessions)

Sales Force Management: Organising the sales Force, Designing the Structure and the Size of Sales Force, Recruitment and Selection of Sales Force, Leading and Motivating the Sales Force, Training and Compensating the Sales Force, Sales contests, Evaluation and Analysis.

UNIT IV (08 sessions)

Introduction to Distribution Management: Concept of Distribution Channel, Importance of a channel, Types of Channels, Primary Distributors, Specialized Distributors and Participants, Distributing: Policies and Strategies.

UNIT V (08 sessions)

Channel Management: Forces of Distributing Systems, Distributors Selection and Appointment, Channel Conflicts and their Resolutions, Training the Distributors Sales Team.

Suggested Readings:

1. Donaldson B- sales Management: Theory and Practice(Palgrave)
2. Jobber David And Lancaster Geoff –Selling and Sales Management (Pearson Education)
3. Spiro – Sales Force Management (Tata Mc Graw Hill, 11th Ed.)
4. Still Richard R, Cundiff Edward W. And Govani Norman A.P. – Sales Management Decisions, Strategies and Cases (Pearson Education, 5th Ed.)
5. Rosenbloom- Marketing Channels (Cengage Learning, 7th Ed.)
6. Johnson and Marshall – Sales Force Management (Tata Mc Graw Hill, 8th Ed.)
7. Coughlan A. T., Stern Louis W. El –Ansary and Anderson E- Marketing channels (Prentice hall of India, 6th Ed.)

Course Objectives:

Objective of this course on Consumer Behavior and Customer Loyalty is to present a comprehensive coverage of the subject with examples from the Indian Scenario. This course also challenges students to understand the complexities of consumer needs and perceptions and translate them into effective Marketing Strategies. The course will be focusing on real life case - studies from Indian environment.

UNIT I (06 Sessions)

The character of Loyalty: Introduction, Nature of Loyalty, Formation of the Character of Loyalty, Understanding Loyalty, Myths about the character of loyalty, Development of Loyalty, Types of Loyalty, Loyalty Conflicts.

UNIT II (06 Sessions)

Differentiating Customers from Consumers, Determinants of Customers Characteristics, Customer life cycle, Customer life time value, Customer affinity, Customer engagement, Changing Consumer trend, Drivers of change, New Consumption Patterns.

UNIT III (08 Sessions)

Customer Loyalty Comprehension

Meaning and definition of customer loyalty, Significance of Customer Loyalty, Customer Loyalty Ladder, Loyalty Principles, Benefits of Customer Loyalty, Customer Loyalty and its relationship with customer satisfaction, Customer retention and Brand Loyalty, Factors affecting customer loyalty formation, Rai - Srivastava model of customer loyalty formation, Drivers of Customer Loyalty.

UNIT IV (08 Sessions)

Customer Loyalty Outcomes

Characteristic Features of Behavioral Loyalty, Attitudinal Loyalty and Cognitive Loyalty, Role of Customer Loyalty outcomes in business decisions, Significance of Customer Loyalty for Marketers, Relationship Influencers of Customer Loyalty including factors mediating customer loyalty relationship with other relationship influencers.

UNIT V (08 Sessions)

Customer Loyalty Measurement and Application

Measuring Customer Loyalty, Customer Loyalty measurement models and scales, Influence of Service Quality on Customer Loyalty, Customer Loyalty in Retail Industry, Customer Loyalty in Banking and Insurance Industry, Customer Loyalty Application in Aviation Industry

Suggested Readings:

1. D. L. Loudon, J. Albert Della Bitta: Consumer Behavior; Concepts and Applications, Tata McGraw Hill Publishing Company Limited
2. L. G. Schiffman, L. L. Kanuk, & S. R. Kumar: Consumer Behavior, Pearson Education Inc.
3. Rai Alok K., Srivastava M., "The Character of Customer Loyalty", TATA MCGraw Hill
4. Kazmi & Batra - Consumer Behaviour (ExcelBooks)
5. Henry A.: Consumer Behavior and Marketing Action, Thomson Asia Pte Ltd.
6. M. Evans, A. Jamal, & G. Foxall: Consumer Behavior, John Wiley & Sons LTD.
7. M. Khan: Consumer Behavior, New Age International Publishers.

Course Objectives:

- To provide a thorough knowledge of the concept of microfinance and how microfinance: institutions work, including the operational aspects of an SHG/ MFI.
- To build up the financial literacy of the students aspiring careers in microfinance and SME sector.

UNIT – I (06 sessions)

Perspectives of Microfinance: Microfinance, Need of Microfinance, Evolution of Microfinance in India, Microfinance Product Portfolio, Key Principles of Microfinance Dilemmas in Contemporary Microfinance Functioning India, MDGs and Microfinance

UNIT – II (08 sessions)

Microfinance Delivery Methodologies: Self Help Group Model, Federated Self Help Group Model, Association Model, Community Banking Model, Grameen Bank Model, Cooperative / Mutually Aided Cooperative Model, Rotating Savings and Credit Association (ROSCA), Non Banking Finance Company (NBFC) Model (BASIX)

UNIT – III (08 sessions)

Emerging Microfinance Issues: Legal and Regulatory Framework, Emerging Issues Impact Assessments and Social Assessments of MFIs

SHG-Bank Linkage Programme: Overview, Evolution, Need, Models of Linkage between Banks and Self-Help Groups, Impact, Progress, Promotional Initiatives, Issues in SHG – Bank Linkage Programme, Challenges

UNIT – IV (10 sessions)

Operational aspects of Micro Finance: Accounting and Financial Reporting, Financial Analysis, Revenue Model, Operating Costs and Efficiency, Products and Services, Risk Management, Credit Bureaus and Credit Scoring

UNIT – V (08 sessions)

Lending and investing in Microfinance: Basics of Banking, Priority Sector Norms of Lending, Commercial Banks as Micro lenders, Payment Systems Building the Market for Investing in Microfinance

Suggested Reading:

1. Indian Institute of Banking and Finance. (2008). Micro-Finance: Perspectives and: Operations; Macmillan India Limited.
2. Panda D. K. (2009). Understanding Microfinance.; Wiley India Publication.
3. Rhyne, E. (2009). Edition I. Microfinance for Bankers and Investors: Understanding the: Opportunities and Challenges of the Market at the Bottom of the Pyramid. Tata McGraw Hill Publication, New Delhi.

MAM FM 06: WORKING CAPITAL MANAGEMENT

Max. Hours: 40

Course Objectives:

- To enable the students with key issues in working capital management.
- To develop skills for interpretation business information and application of financial theory in corporate investment decisions, with special emphasis on working capital management.
- To develop an understanding of the working capital management approaches for various components with the help of application of the concepts in real-life situations.

UNIT – I (08 sessions)

Introduction to Working Capital Conceptual Framework, Operating Environment of Working Capital, Determination of Working Capital Requirement, Working Capital Policy - Aggressive & Defensive, Liquidity vs Profitability trade-off and payables

UNIT – II (06 sessions)

Management of Receivables: Nature & cost of maintaining receivables, objectives of receivables management, policies for managing accounts receivables, determination of potential credit policy and its implications, Payable Management

UNIT – III (08 sessions)

Management of Cash and Marketable Securities Cash: Motives for holding cash, objectives of cash management, Cash Management Models Cash Management: basic strategies, techniques and processes, cash management practices in India Marketable Securities: Concept, types, choice of securities; management practices

UNIT – IV (09 sessions)

Management of Inventory: Need for monitoring & control of inventories, objectives of inventory management, risks and costs associated with inventories Inventory Management: Minimizing cost in inventory, Techniques of Inventory Management

UNIT – V (09 sessions)

UNIT – V Working Capital Financing Need and objectives of financing of working capital, cost-benefit analysis of alternative strategies for financing working capital, Pattern and sources of Working Capital Financing in India, with reference to Government policies, Short-term International Financial Transactions

Suggested Reading:

1. Pandey, I. M. (2009). Financial Management. 9th Edition. New Delhi: Vikas Publishing House.
2. Bhalla, V. K. (2011). Working Capital Management: Text and Cases. 13th Edition.: Anmol Publication Pvt. Ltd.
3. Kishore, R. M. (2008). Financial Management. 6th Edition. New Delhi: Taxmann Publication.
4. Khan, M. Y., & Jain, P. K. (2009). Financial Management. New Delhi: Tata McGrawHill Publication. Rangarajan, K., Rangarajan, K., & Misra, A. (2006). Working Capital Management. Excel Books India

MAM FM 07: TAX PLANNING AND MANAGEMENT

Max. Hours: 40

Course Objectives:

- To provide students a comprehensive overview of the taxation system, procedures, structures and their implications in terms of tax planning for individuals as well as corporate.
- To develop analytical skills of students to acquaintance of the practical functioning of taxation in corporate spectrum by extending the maximum practical exposure to students

UNIT – I (06 sessions)

Introduction to Taxation Basics

Introduction to Basics Tax Concepts, Evaluation of Taxation Sysytem, Tax Planning, Tax Avoidance and Tax Evasion, Residential Status of Assessee and its impact on Tax Liability

UNIT – II (10 sessions)

Taxation for Individual (I)

Determination of Taxable Income of Individual: Income from Salary, Income from House Property, Income from Business or Profession, Incom from Capital Gains, and Income from Other Sources

UNIT – III (08 sessions)

Taxation for Individual (II)

Deductions from Gross Total Income, Computation of Tax Liability, Permanent Account Number, Filing of Return, e-filing of return, Assessment of Individuals

UNIT – IV (10 sessions)

Corporate Taxation (I)

Depreciation, Set off and Carry forward of Losses, Deductions and Reliefs inder Income Tax Act, Taxation Structure and Taxonomy in India, TDS Rates and Rules.

Corporate Taxation Procedure (II)

Detremination of Tax Liability of Company, Minimum Alternate Tax, Tax on Distributed Profits; Filing of Return and Procedure of Assessment; Appealsm Revision and Rectification.

UNIT –V (06 sessions)

An Outlook to Relevant Corporate Taxes

A Brief Insight of Central Excise Duty, Customs Duty, Value Added Tax, Wealth Tax.

Suggested Reading:

1. Singhania, V.K. & Singhania, M. (2010). Corporate Tax Planning and Business Tax Procedures. Taxmann Publication, New Delhi.
2. Mehrotra, H.C. (2010). Corporate Tax Planning. Sahitya Bhawan Publication.
3. Bhatia, H.L. (2011). Public Finance. 27th Edition. Vikas Publishing House.

Course Objectives:

- To develop the perspective of financial policy as a subset of corporate strategy and to have an insight into financial decisions. In addition, the course aims to familiarise students with various techniques of corporate restructuring, and valuation methods and their application used by corporate in real life.
- To develop an understanding of Mergers and Acquisitions (M&A) as a significant economic activity taking place in today's economy.

UNIT – I (08 sessions)

Introduction to Corporate Restructuring

Fundamental concept of corporate restructuring, historical background, different forms, motives & applications of corporate restructuring, Mergers & acquisitions concept, process.

UNIT – II (08 sessions)

Accounting, Taxation & legal aspects of M&A

Accounting for Mergers & Demergers, Company Law & Competition Act for M&A, SEBI's rules & regulations for M&A, Share Buyback guidelines, Tax implications. Calculations of exchange ratio.

UNIT – III (08 sessions)

Valuation Aspects of M&A

Fundamental and methods of valuation, Calculations of financial synergy and return, Different approaches of valuation – Comparable company & transaction analysis method, DCF, Real Option method, Formula approach for valuation and other important methods of valuation

UNIT – IV (08 sessions)

Dimensions of Corporate Restructuring

Corporate Restructuring & Divestiture, Financial Restructuring, Alliances & Joint Ventures, Employee Stock Ownership, Going Private & Leveraged Buyouts

UNIT – V (08 sessions)

Other Issues in Corporate Restructuring

Due diligence for M&A, Cross-Border Mergers & Acquisitions, Funding Options for M&A, Various Case Studies in Mergers & Acquisitions

Suggested Reading:

1. B Rajesh Kumar (2010). Mergers: & Acquisitions: Text & Cases. McGraw Hill Education.
2. Chandrashekar Krishna Murthy: & Vishwanath S.R (2008). Merger Acquisitions & Corporate Restructuring. Sage Publication.

Course Objectives:

To understand the business relations of India with different countries & markets is to find out the future prospects of India's Foreign Trade.

UNIT – I (08 sessions)

Introduction of prospects of FT - History and introduction to FT, promotional measures in FT by Indian government, establish linkages between market and products and design business strategies with global perspective. Agro products: Tea, Rice, Oil seeds, Wheat, Pulses, SEZ. Engineering Products: Metal Manufacturers, Machinery and Instruments, Transport equipments,

UNIT – II (08 sessions)

Market Study - To study the business environments of each market (Economic, Social, Technological, Political and legal framework) 1. U.S.A. 2. European Union 3. Japan, 4. ASEAN, 5. China 6. South Africa 7. Middle East Also study the geographic, climatic and other conditions which favors Indian exports to these countries.

UNIT – III (08 sessions)

Products Study: Develop a working knowledge of each product category and conduct a general SWOT analysis for each product category. Also study the geographic, climatic and other conditions

- i) Software - Differentiate between product v/s Services, Outsourcing, etc.
- ii) Pharmaceuticals - Product v/s Process Patent, New Drug. Discovery or Generic Product strategy etc.
- iii) Textiles and Readymade Garments: Cotton or Man made:Yarn,Fabric,RMG.

UNIT – IV (08 sessions)

Product & Market Strategy: Develop a working knowledge of each product category & conduct a general SWOT analysis for each product category. Also study the geographic, climatic and other conditions.

- i) Gems and Jewellery
- ii) Leather and leather Products

UNIT – V (08 sessions)

Products Category: Develop a working knowledge of each product category and conduct a general SWOT analysis for each product category. Also study the geographic, climatic and other conditions, Services Sector: Insurance, Banking, consultancies

Suggested Reading:

1. Thrust sectors in India's export - Edited by Dr. Saga Shanker saxena, Dr. M.L. Varma, B.Bhattacharya, M.S. Sachdeva

Course Objectives:

- To help the students in understanding the opportunities & challenges in Global Sourcing.
- Students to assess various markets of different countries.
- To develop the analytical skills for developing business internationally.

UNIT – I (08 sessions)

Global Sourcing – procuring from all over the world: Meaning, Opportunities and Challenges in Global Sourcing – Differences between Global Sourcing and other sourcing Strategies - Global Sourcing Process – examples of successful companies profiting from Global Sourcing – General conditions required for efficient Global Sourcing.

UNIT – II (08 sessions)

The most attractive regions for international procurement: important criteria when selecting country – Significant tools for country assessment – sourcing market: China, India, and Eastern Europe.

UNIT – III (08 sessions)

Global Sourcing as a profit booster – products suitable for Global Sourcing – Positioning the purchasing department for Global Sourcing – Operational procurement – Strategic procurement management – Clear decision for or against Global Sourcing – Product specification for comparable offers – Suitability for various countries for various products – Search for finding optimal supplier – supplier information for Global Sourcing – Procurement, Controlling.

UNIT – IV (08 sessions)

Legal aspects of Global Sourcing – basic elements of Global Sourcing contract - Significance of Global Sourcing of the UN convention on contracts for the international sale of goods –Agreements on default – payment terms – securities – Enforcement of claims in International Business – Assessment of country and debtor risk.

UNIT – V (08 sessions)

Profitable growth and increasing the shareholder value through Global Sourcing - Global Sourcing as a growth booster – Global Sourcing as a value enhancement instrument for private equity houses – Positive effects of Global Sourcing on shareholder value.

Suggested Reading:

1. Gerd Kerkhoff “Global Sourcing –for the future”, Wiley publishers.
2. Borstelmann, Kai,“Global Sourcing”, Wiley publishers. 80
3. Wolfgang Schneid, “Global Sourcing – Strategic Reorientation of purchasing”, GrinVerlag Pub.

Course Objectives: To provide a thorough understanding of the impact of an international context on management practices based on culture. To explain and evaluate frameworks for guiding cultural and managerial practice in international business.

Unit – I (08 sessions)

Basic framework of Cross Cultural Management: Factors influencing Decision Making – Using Culture – Cross Cultural and International Management – Implications for the Manager. Comparing Cultures. Shifts in the Culture – Organizational Culture – Culture and Communication – Needs and Incentives – Dispute Resolution and Negotiation.

Unit – II (08 sessions)

Structure of Cross Cultural Management: Formal Structures – Functions – Bureaucracy – Culture and Bureaucracy – Implications. Informal Systems – Informal Relationships – Patronage, Society and Culture – Government-Business Patronage –Guanxi–Managing Informal Systems –Implications.

Unit – III (08 sessions)

Globalization & Cross Cultural Management: Planning Change: Meaning –Planning for Change – Planning in Different Culture –Planning in an Unstable Environment –Implications. International Strategies –Globalization and Localization –Defining Globalization –Roots –Global-Local Contradictions –Implications.

Unit – IV (08 sessions)

Models of Cross Cultural Management: Family Companies: The Anglo Model: Environment, Culture and Management. The Chinese Model: Environment and Culture. The Chinese Model: Management. Changes in the Chinese model –Implications.

Unit – V (08 sessions)

Strategy of Cross Cultural Management: Designing and Implementing Strategy: Formal Strategy Planning –Analyzing Resources and the Competition –Positioning the Company –Implementation – Emergent Strategy –Implications. Head Quarters and Subsidiary: Risk for the Multinational –Control – Implications.

Suggested Reading:

1. Helen Deresky, International Management: Managing across Borders and Cultures, 5th Edition, Pearson Education, 2009
2. Richard M. Hodgetts & Fred Luthans, (2005), International Management, 3rd Edition, Tata McGraw Hill Publications, New Delhi.
3. Hodgetts ,R.,M.,& Luthans F, (2005), International Management, Tata McGraw Hill Publications, New Delhi. Hill, C. (2007) International Business: Competing in the Global Marketplace. (6th ed) Tata McGraw-Hill.

Course Objectives:

To understand about India's Foreign Trade Investment Patterns, role of promotional measures, importance of documents required for export and import, International Trade terms and credit risk management system in International Trade.

Unit – I (06 sessions)

India's Foreign Trade and Investments: Pattern and structure of India's foreign trade; Foreign investment flows; India's balance of payments account and correction policies.

Unit – II (08 sessions)

Policy Framework and Promotional Measures: India's foreign trade and investment policy; Policy making body and mechanism; Export promotion measures and infrastructure support – export and trading houses, export promotion schemes and incentives; Institutional arrangements for export promotion; Export processing/special economic zones, 100% EOUs.

Unit – III (08 sessions)

EXIM Operations and Documentation: Trade operations and documentation; Documentation areas and dimensions; Nature and characteristic features of Exim documents; EDI and documentation. EXIM Policy Framework: Legal framework, Objective of EXIM policy; Policy overview – Facilities and restrictions; getting started in export business.

Unit – IV (10 sessions)

International Trade Terms: Trade contract and trade terms; DA Letter of credit and parties involved; Process of opening and advising LC, Types of LC; Export Payment Terms: Credit risk management and payment terms; Main features of payment terms -Advance payment, open account, documentary credit – Documentary bills for collection –DP and DA; UCPDC .

Unit – V (08 sessions)

Module V Credit Risk Management: Export credit insurance – Concept and importance; Role of Export Credit Guarantee Corporation (ECGC); Covers issued by ECGC; Financial guarantees; Coverage of commercial and political risks – procedures and documentary requirements. Excise duty – Definition, rationale, stages of levying and collection; Type of duties.

Suggested Reading:

1. H, Elhanan, International trade and trade policy, MIT Press.
2. Hazari, R. Bharat, International Trade: Theoretical Issues, Croom Helm, London and Sydney.

MAM IT 05: IT INFRASTRUCTURE AND BUSINESS PROCESS OUTSOURCING

Max. Hours: 40

Course Objectives:

- To understand the basics of IT infrastructure.
- To understand the importance of cyber security & various laws related to cyber crimes.
- To enable the student to understand employment opportunities in BPO.

Unit I (08 sessions)

Introduction - Information Technology, Computer Hardware, Computer Software, Network and Internet, Computing Resources.

IT Infrastructure- Design Issues, Requirements, IT System Management Process, Service Management

Process, Information System Design, IT Infrastructure Library.

Unit II (08 sessions)

Service Delivery & Support Process - Service Delivery Process, Service Management, Service Support Process, Configuration Management, Problem Management, Change Management.

Storage Management- Backup & Storage, Archive & Retrieve, Space Management, Database & Application Protection.

Unit III (08 sessions)

Security Management- Security, Computer and internet Security, Physical Security, Access Management. Intrusion Detection.

IT Ethics - Introduction to Cyber Ethics, Privacy and Law, Ethics and Internet, Cyber Crimes.

Unit IV (08 sessions)

Business Process Outsourcing – Basics, Benefits of BPO, Growth Drivers, BPO Models and Types of Vendors, Off shoring – BPO Companies in India.

BPO Industry – Employment Opportunities – Employee Structure – Skill Set Required – Types of Call Centres – Technology, Components and working of a Call center , Issues and Problems.

Unit V (08 sessions)

Introduction to Health Care BPO, Transaction Processing and Human Resource BPO, Emerging BPO Domains, Media and Entertainment BPO, Publishing BPO.

Suggested Reading:

1. Sarika Kulkarni, "Business Process Outsourcing", Jaico Publishing House, Delhi, 2005.
2. Deepak Shikapur, "BPO DIGEST", Ameya (Inspiring Books), 2004.

Course Objectives:

- To understand various models & structure of data warehousing.
- To enhance the knowledge of DBMS & other data mining.
- To understand the importance and applications of Data – Mining.

Unit – I (08 sessions)

Dss-Uses, definition, Operational Database. Introduction to DATA Warehousing. Data-Mart, Concept of Data-Warehousing, Multi Dimensional Database Structures. Client/Server Computing Model & Data Warehousing. Parallel Processors & Cluster Systems. Distributed DBMS implementations.

Unit – II (08 sessions)

DATA Warehousing. Data Warehousing Components. Building a Data Warehouse. Warehouse Database. Mapping the Data Warehouse to a Multiprocessor Architecture. DBMS Schemas for Decision Support. Data Extraction, Cleanup & Transformation Tools. Metadata.

Unit – III (08 sessions)

Business Analysis. Reporting & Query Tools & Applications. On line Analytical Processing (OLAP). Patterns & Models. Statistics. Artificial Intelligence.

Unit – IV (08 sessions)

Knowledge Discovery, Data Mining. Introduction to Data-Mining. Techniques of Data-Mining. Decision Trees. Neural Networks. Nearest Neighbor & Clustering. Genetic Algorithms. Rule Introduction. Selecting & Using the Right Technique.

Unit – V (08 sessions)

Multimedia Data-Mining, Multimedia-Databases, Mining Multimedia Data, Data-Mining and the World Wide Web, Web Data-Mining, Mining and Meta-Data. Data Visualization & Overall Perspective. Data Visualization. Applications of Data-Mining.

Suggested Reading:

1. Berson, "Data Warehousing, Data-Mining & OLAP", Tata Mcgraw-hill Education Pvt. Ltd.
2. Mallach, "Decision Support and Data Warehousing System", Tata Mcgraw-hill Education Pvt. Ltd.
3. Bhavani Thura-is-ingham, "Data-Mining Technologies, Techniques Tools & Trends", CRC Press
4. Navathe, "Fundamental of Database System", Pearson Education.
5. Margaret H. Dunham, "Data-Mining. Introductory & Advanced Topics", Pearson Education
6. Pieter Adriaans, Dolf Zantinge, "Data-Mining", Pearson Education.

Course Objectives:

- To develop the understanding of various models computer network.
- To enhance the skills of detecting errors and making corrections in multiplexing.
- To enable the students to get prevented from security attacks.

UNIT-I (08 sessions)

Basic Concepts: Components of data communication, distributed processing, standards and organizations. Line configuration, topology, Transmission mode, and categories of networks.

OSI and TCP/IP Models: Layers and their functions, comparison of models.

UNIT-II (08 sessions)

Transmission Media: Guided and unguided, Attenuation, distortion, noise, throughput, propagation speed and time, wavelength, Shannon capacity, comparison of media.

UNIT-III (08 sessions)

Telephony: Multiplexing, error detection and correction: Many to one, One to many, WDM, TDM, FDM, Circuit switching, packet switching and message switching.

Point to point controls: Transmission states, PPP layers, LCP, Authentication, NCP.

UNIT-IV (08 sessions)

Devices: Repeaters, bridges, gateways, routers, The Network Layer; Design issues, Routing algorithms, Transport layer functions, functions of session layers, presentation layer and application layer.

UNIT-V (08 sessions)

Introduction to security attacks, services and mechanism, Classical encryption techniques substitution ciphers and transposition ciphers, cryptanalysis, Stream and block ciphers. Modern Block Ciphers: Block ciphers principles, Data encryption standard (DES), Principals of public key crypto systems, RSA algorithm, security of RSA, Digital signature, threats to internet, threats to electronic transactions, Electronic mail security.

Suggested Reading:

1. A.S.Tanenbaum, "Computer Networks"; Pearson Education Asia, 4th Ed. 2003.
2. Behrouz A.Forouzan, "Data Communication and Networking", 3rd Ed. Tata McGraw Hill, 2004.
3. William stallings, "Data and computer communications", Pearson education Asia, 7th Ed., 2002.
4. Behrouz A. Frouzan: Cryptography and Network Security, TMH
5. Atul Kahate, "Cryptography and Network Security", TMH

Course Objectives:

- To help the students in understanding the dynamics of system and system environment.
- To enable students to understand the life cycle of system development.
- To develop skills for making feasibility study.

Unit – I (08 sessions)

System Concepts and Information Systems Environment: The System Concept: Definition, Characteristics of Systems, Elements of a System, Open and Closed System, Formal and Informal Information Systems, Computer based Information Systems, Management Information System, Decision Support System, General Business Knowledge, and Interpersonal Communicational System.

Unit – II (08 sessions)

The System Development Life Cycle: Recognition of needs, Impetus for System Change, Feasibility Study, Analysis, Design, Implementation, Post implementation & Maintenance.

The Role of the Systems Analyst: Historical Perspective, The War Effort, What Does it take to do System Analysis, Academic & Personal Qualifications, The Multifaceted role of the Analyst, The Analyst/User Interface, Behavioral issues.

Unit – III (08 sessions)

Systems Planning & Initial Investigation: Strategies for Determining Information Requirement, Problem Definition & Project initiation, Background Analysis, Fact Analysis, Review of Written Documents, Onsite Observations, Interviews & Questionnaires, Fact Analysis, Performance Analysis, Efficiency Analysis, Service Analysis.

Unit – IV (08 sessions)

Information Gathering: What Kind of Information do we need? Information about the firms, Information gathering tools, The art of Interviewing, Arranging the Interview, Guides to a Successful Interview, Types of Interviews and Questionnaires, The Structured and Unstructured Alternatives.

The Tools of Structured Analysis: The Dataflow Diagram (DFD), Data Dictionary, Decision Trees and Structured English.

Unit – V (08 sessions)

Feasibility Study: System performance, Economic Feasibility, Technical Feasibility, Behavioral Feasibility, Steps in Feasibility Analysis.

Input/Output and Forms Design: Input Design, CRT Screen Design, Output Design, Requirements of form Design.

H/W / S/W Selection and Maintenance: The Computer Industry, S/W Industry, a Procedure for H/W / S/W Selection, Major Phases in Selection, Criteria for S/W Selection, The Used Computer, The Computer Contract.

Suggested Reading:

1. Elias M.Awad, "Systems Analysis & Design", Galgotia Publication.
2. Hoffer, "Modern Systems Analysis & Design", Addison Wesley.
3. Kendall, "Introduction to System Analysis & Design", McGraw Hill.