B.E.MBA integrated in ELECTRICAL & ELECTRONICS

IX Semester

STUDENTS ARE OFFERED 4 SPECIALIZATIONS: Marketing, Human Resource (HR), Information Technology (IT) and Finance. Students have to select 2 specialization areas. They will then study 3 subjects in each of the specialization area they select.

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<tr>
<th>Sr. No</th>
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### X Semester

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STUDENTS HAVE TO SELECT 2 SUBJECTS FROM THE MAJOR SUBJECT AND 2 FROM MINOR IN X SEMESTER

QUANTITATIVE TECHNIQUES FOR MANAGEMENT

Course: BE-MBA IX th Semester

Paper – Compulsory

Paper Code: IBM-901 Time: 3 Hours

Course Duration: 45 Lectures of one hour each.

Note: Examiner shall set eight questions, four from Part-A and four from Part-B of the syllabus. Candidate will be required to attempt any five questions selecting at least two questions from Part-A and two from Part-B.

Internal Assessment: 50 External Assessment: 100

Part-A

Linear Programming- Equation formulation, Graphical solution of two-variable linear programming problems, Simplex algorithm, Transportation and Assignment problems

Game theory- Game models, zero sum games, dominance rule, 2 x n and m x 2 games, solution of m x n games

Queuing: Single channel single-phase queuing system, multichannel single-phase queuing system, single channel multiphase queuing system

Part-B

Markov Chains – Markov processes, Markov analysis, input transition probabilities, input conditions, output-specific state probabilities, steady state probabilities, absorbing chains

Simple linear regression and multiple regression analysis (with two independent variables), specification of regression models and estimation of parameters, interpretation of results
Forecasting models- Moving- average forecast methods, Simple Exponential Smoothing, Holt’s method- Exponential Smoothing with trend, Winter’s Method- Exponential Smoothing with Seasonality

1. Business Forecasting : John.E.Hanke , Dean.W.Wichern , PHI
2. Statistics for Managers using Microsoft Excel : Levine, Stephan, Krehbiel, Brenson , PHI

PROJECT MANAGEMENT & ENTREPRENEURSHIP

Paper Title: Project Management & Entrepreneurship

Paper: Compulsory

Paper Code: IBM-902 Max. Marks 100 Time: 3 Hours

Course Duration: 45 Lectures of one hour each.

Note: Examiner shall set eight questions, four from Part-A and four from Part-B of the syllabus. Candidate will be required to attempt any five questions selecting at least two questions from Part-A and two from Part-B.

Part –A

Market and Technical Analysis: Market and Demand Analysis – Market Survey, Demand Forecasting, Uncertainties in Demand Forecasting; Technical Analysis-Product Mix, Plant Capacity, Materials and Inputs, Machinery and Equipment.

Project Costing and Finance: Cost of project; Cost of production; Break even Analysis; Means of Financing Project; Tax Aspects in Project Finance; Role of Financial Institution in Project Finance.

Project Appraisal: Time Value of Money; Project Appraisal Techniques – Playback Period, Accounting Rate of Return, Net Present Value, Internal Rate of Return, Benefit Cost Ratio; Social Cost Benefit Analysis; Effective Rate of Protection.

Risk Analysis: Measures of Risk; Sensitivity Analysis; Simulation Analysis; Decision Tree Analysis.

Project Scheduling/Network Techniques in Project Management: CPM and PERT Analysis; Float times; Crashing of Activities; Contraction of Network for Cost Optimization, Updating; Cost Analysis of Resources Allocation.

The students are required to develop a proficiency in using Microsoft Project.

Part-B


Institutions for - entrepreneurship development, Role of constancy organizations - Role of financial institutions -Bank finance to entrepreneurs, Making a business plan, Entrepreneurship development: Role of Government in supporting entrepreneurship programs in the country.
SUPPLY CHAIN MANAGEMENT

Course: BE-MBA IX th Semester

Paper: Elective-Marketing

Paper Code: IBM-903          Time: 3 Hours

Course Duration: 45 Lectures of one hour each.

Note: Examiner shall set eight questions, four from Part-A and four from Part-B of the syllabus. Candidate will be required to attempt any five questions selecting at least two questions from Part-A and two from Part-B.

Internal Assessment: 50          External Assessment: 100

Part -A

Definition of Supply Chain Management and Logistics - Scope of Transportation, Relationship between transportation and other business functions, Transport Economics: Distance – volume-density, Freight Cost – Handling – Liability - market factors; Third party logistics (3 PL) & fourth party logistics service provider (4 PL), Logistics equipment; Reverse Logistics, Govt. rule & regulations related to Logistics; Documentation related to Transportation : - Bill of Lading, Freight Bill, Claims and F.O.B Terms of Sale, Legal Classification of carriers- Private, Contract carrier etc.

Inventory Control, Planning & Managing Inventories: Strategic role of stock, costs of holding stock, Economic Order Quantity (EOQ), uncertainty in demand and costs, models for known demand: price discount from suppliers, planned shortages and back-orders, models for uncertain lead time demand

Material Handling & Wastage Control; Packing & Packaging; Order Management; Competitive advantage through logistics and supply chain management; Responsive Supply Chain, RFID applications in Supply Chain.

Part –B

Network Design and Facility Location – Facility location analysis, Optimization models, Heuristic Modeling – Grid Technique. Information systems for Supply Chain Management- Contemporary Logistics Information Technologies, , e-enabled logistics management and tracking systems.

Planning & Sourcing in Supply Chain; Planning demand and supply: Demand forecasting – Type and Time horizon of forecast and category of forecasting, aggregate planning; Strategic sourcing; Sourcing decision in Supply Chain- selection of source, technical up-gradation of vendor, vendor performance evaluation, vendor rationalization.
SERVICES MARKETING

Course: BE-MBA IXth Semester

Paper: Elective-Marketing

Paper Code: IBM-904  
Time: 3 Hours

Course Duration: 45 Lectures of one hour each.

Note: Examiner shall set eight questions, four from Part-A and four from Part-B of the syllabus. Candidate will be required to attempt any five questions selecting at least two questions from Part-A and two from Part-B.

Internal Assessment: 50  
External Assessment: 100

Part-A

Marketing of services - Introduction - Growth of the Service Sector - The Concept of Service - Characteristics of Services - Classification of Services - Designing the Service - Blueprinting, Using Technology, Developing Human Resources, Building Service Aspirations.


Strategic Marketing Management for Services - Matching Demand and Supply through Capacity Planning and Segmentation - Internal Marketing of a Service - External versus Internal Orientation of Service Strategy.

Part-B

Delivering Quality Services - Causes of Service-Quality Gaps: The Customer Expectations versus Perceived Service Gap, Factors and Techniques to Resolve this Gap


Marketing of Services with special reference to (a) Financial Services (b) Health Services (c) Hospitality Services including Travel, Hotels and Tourism. (d) Professional Services (e) Public Utility Services (f) Communication Services (g) Educational Services


ADVERTISING AND SALES MANAGEMENT

Course: BE-MBA IX th Semester

Paper: Elective-Marketing

Paper Code: IBM-905

Time: 3 Hours

Course Duration: 45 Lectures of one hour each.

Note: Examiner shall set eight questions, four from Part-A and four from Part-B of the syllabus. Candidate will be required to attempt any five questions selecting at least two questions from Part-A and two from Part-B.

Internal Assessment: 50

External Assessment: 100

Part-A

Advertising: As an element in Marketing Mix, its role and importance; Advertising as a means of communication, Setting advertising objectives, DAGMAR approach to setting objectives, Preparing advertising plan, Developing message, writing copy, advertising appeals and per-testing and post-teaching copy

Media decisions, media strategy and scheduling decisions; Planning and managing advertising campaigns; Different types of advertising; public relations; Industrial advertising; advertising budget and relevant decisions; Advertising agencies; their role and importance; management problems of agencies; client-agency relations; advertising in India, problems and prospects.

Part-B

Sales Management: Size of the sales force, sales organization based on customer, geography, product and combinations and current trends – sales training programs and motivating the sales force – sales force compensation, sales incentives and sales force evaluation – controlling the sales effort – sales quotas, sales territories, sales audit, selecting channel members, setting distribution objectives and tasks – Target markets and channel design strategies.

Product, Pricing and Promotion issues in Channel Management and Physical Distribution - Motivating channel members – Evaluating channel member performance – Vertical marketing systems – Retail cooperatives, Franchise systems and corporate marketing systems.

E-commerce and e-retailing as a channel of distribution, Electronic intermediaries, Disintermediation and Re-intermediation
INDIAN FINANCIAL SYSTEM

Course: BE-MBA  IX th Semester

Paper: Elective-Finance

Paper Code: IBM- 906  Time: 3 Hours

Course Duration: 45 Lectures of one hour each.

Note: Examiner shall set eight questions, four from Part-A and four from Part-B of the syllabus. Candidate will be required to attempt any five questions selecting at least two questions from Part-A and two from Part-B.

Internal Assessment: 50  External Assessment: 100

Part-A

Commercial Banking-Evolution, Financial Services, Fiduciary Services, Off-balance Sheet Activities, Analysis of Assets and Liabilities of Scheduled Commercial Banks; Reserve Bank of India-Central Banking-Introduction to Central Banking, Instruments of Monetary Control, Public Debt, Secondary Debt Market, REPO's, Reserve Requirements, Selective Credit Controls, Advances to Priority Sector, Supervision System; Regional Rural Banks- Objectives, RBI Assistance, Evaluation of RRB's.

Cooperative Credit- Introduction, Role of RBI, Organizational Structure, National Bank for Agriculture and Rural Development (NABARD), Reforms in Cooperative Credit.

Non-banking Finance Companies - Introduction, Definition of Non-banking Finance Company, Financial Sector Reform, Liberalization Measures for NBFC's, Regulations for NBFC's Accepting Public Deposits, Limits on Acceptance of Deposits, Size of Non-banking Companies, Deposits, Distribution of Deposits, Comparison of NOF and Deposits, Capital Issues by Finance Companies, FCNR Deposits for NBFC's, Assets of NBFC's, Investment Norms for NBFC's, Deployment of Funds, Funds Mismatch of HP/Leasing Companies.

Part-B


MANAGEMENT OF FINANCIAL SERVICES

Course: BE-MBA IX th Semester

Paper: Elective-Finance

Paper Code: IBM-907

Time: 3 Hours

Course Duration: 45 Lectures of one hour each.

Note: Examiner shall set eight questions, four from Part-A and four from Part-B of the syllabus. Candidate will be required to attempt any five questions selecting at least two questions from Part-A and two from Part-B.

Internal Assessment: 50 External Assessment: 100

Part-A
Financial Services - Meaning, types and their importance, Securities Trading - Online Vs Offline Trading, Demat and Remat, Depository - Introduction, Concept, depository participants, functioning of depository systems, process of switching over to depository systems, benefits, depository systems in India, SEBI regulation.

Insurance Services- Introduction, Principles of insurance, Types of Insurance, Life Insurance Products- Traditional and ULIPs, Credit rating - the concept and objective of credit rating, various credit rating agencies in India and International credit rating agencies, factors affecting credit rating & procedural aspects.

Part-B
Leasing - concept and development of leasing, business, difference between leasing & hire purchase, types of leasing business, advantages to lessor and lessee.

Venture capital - concepts and characteristics of venture capital, venture capital in India, guidelines for venture capital.

Call money market, Treasury bill market, Commercial Bill market, Market for CPs and CDs, Discount market and market for financial guarantees, Factoring - Development of factoring types & importance, procedural aspects in factoring, financial aspects, prospects of factoring in India.

Plastic Money - Concept and different forms of plastic money - credit and debit cards, pros and cons. Credit process followed by credit card organizations. Factors affecting utilization of plastic money in India.

2. Nalini P T Financial Instruments and services PHI

CORPORATE TAX PLANNING

129
Course: BE-MBA IXth Semester

Paper: Elective-Finance

Paper Code: IBM-908  Time: 3 Hours

Course Duration: 45 Lectures of one hour each.

Note: Examiner shall set eight questions, four from Part-A and four from Part-B of the syllabus. Candidate will be required to attempt any five questions selecting at least two questions from Part-A and two from Part-B.

Internal Assessment: 50  External Assessment: 100

Part-A

Basic framework of direct and indirect taxes in India, Concept of Tax Planning, Meaning, importance and scope, Tax planning versus Tax avoidance and Tax evasion, Methods of Tax Planning, Areas of Tax Planning, Scale of business / Nature of business and its relation to Tax Planning.

Taxation of companies in India, Assessment of Business and other incomes of Joint Stock Companies, Tax planning and managerial considerations with reference to newly established Industrial Undertakings in certain specified areas like E.P.Z and E.O.U’s. Tax Planning with reference to amalgamations, Foreign collaborations and joint venture agreements

Tax Planning and Financial management – Tax planning with reference to capital structure, capital budgeting and management of working capital, Tax considerations in issue of bonus, shares and dividend policy.

Part-B

Tax Planning with regard to specific management decisions like Make of Buy, own on Lease repair, renewal, replace, closure or continuance, Maintenance of proper records of complying with requirement of tax laws, deductions of Tax at source, advance payment of tax, time for payment and filing of income tax returns, types of assessments and procedure, defaults and penalties.

Tax planning in respect of excise duty, custom duty and sales tax, maintenance of proper records for complying with the requirements of indirect tax laws, filing of returns under different indirect tax laws, details and penalties under indirect tax laws.

1. Singhania, V.K. Direct Taxes: Planning and Maintenance (Tax Man publications)
2. Lakhotia, R.N. Corporate Tax Planning
3. Bhagwati Prasad, Corporate Taxation – A Hand Book (Tax Man)

E-COMMERCE

Course: BE-MBA IXth Semester
Part-A

Ecommerce terminology: Blogs, Message boards, Newsgroups, Banner Advertising, Spiders / crawlers/ robots, hacking, SSL / SET protocols, Escrow, Podcast, webcast, web beacons, spyware, Adware, RSS feed, Spam, Web agents, cookies, search engine, worms

Planning for a Ecommerce: Value chain analysis, SWOT analysis, studying trends and current technology, government incentives, hardware and software assessment for building a web store, intermediaries in Ecommerce

Characteristics of E-Business markets: Various business models, Business model design, pricing and distribution of digital products, bundling, building customer traffic, subscription vs paid model, bricks and clicks business model, call centre integration in ecommerce, affiliate marketing, viral marketing

Part-B

Security in ecommerce transactions: Public key infrastructure, process of getting a digital signature in India, types of digital signatures, role of intermediaries like Verisign

Internet audience: study of internet audience, online consumer behavior, Online research: Click stream analysis, Search log analysis, emails, pop-ups, online focus group

Online payment systems: On-Line Electronic Cash, Electronic Payment Schemes, Credit card secure electronic transaction, e-cheque, accumulating balance payment system, stored value payment system, digital wallets

References

1. E-commerce Management, Text and cases, Sandeep Krishna Murthy, Cengage
3. Ecommerce, Strategy, Technology and Implementation, Gary P.Schneider, Cengage
4. Web commerce Technology Handbook, Daniel Minoli, Emma Minoli, TMH

IT PROJECT MANAGEMENT

Course: BE-MBA IX th Semester

Paper: Elective-IT

Paper Code: IBM-910 Time: 3 Hours
Course Duration: 45 Lectures of one hour each.

**Part-A**

Software development process: waterfall model, prototyping, spiral model, software configuration management process, process management- capability maturity model

Software requirement analysis and specification: problem analysis, data flow diagram, entity-relationship modeling, decision tables, creating a requirement document

Planning a software project: cost estimation-COCOMO model, schedule and milestones, personnel plan, software quality assurance plans, configuration management plans, project monitoring plans, risk management

**Part-B**

Function-Oriented design: Modularity, Top-down and bottom-up strategies, structure charts, first-level factoring, design heuristics, Metrics- network metrics, stability metrics, information flow metrics

Object oriented design (OO): classes and objects, encapsulation, inheritance and polymorphism, OO design notation and specification, dynamic modeling, metrics- Weighted Methods per Class (WMC), Depth of Inheritance (DIT), Number of Children (NOC), Coupling between Classes (CBC)

Software testing: error, fault and failure, top-down and bottom-up approaches, test cases and test criteria, functional testing- equivalence class partitioning, cause-effect graphing, structural testing-control based criteria, data flow based criteria

Software delivery: models, managing IT project teams

**References:**

1. Software Engineering, Ian Sommerville, Addison-Wesley
2. Software Engineering Project Management, R. Thayer, Wiley

**DECISION SUPPORT SYSTEMS**

Course: BE-MBA  IX th Semester

**Paper: Elective-IT**

*Paper Code: IBM- 911*  
*Time: 3 Hours*

Course Duration: 45 Lectures of one hour each.

**Part-A**

Distinction between Transaction Processing System (TPS), Management Information System (MIS), Expert System (ES) and Decision Support System (DSS)
Architectures of DSS system: components, classifications, backend and front end components of DSS, Web based DSS, Group Decision Support System (GDSS), technologies and infrastructure for group decision making, distributed computing

Modeling for DSS: the decision making modeling process, Intelligence, design and choice phases, design under certainty, risk and uncertainty, sensitivity analysis, what-if, goal-seek and scenario analysis with spreadsheets

DSS design to support operational, tactical and strategic decision making

DSS design methodology for Healthcare, Insurance, Manufacturing and Education sectors

**Part-B**

Enterprise Decision Support System (EDSS): Characteristics and capabilities of EDSS, integrating DSS and EDSS, Computerized systems like CRM, ERP, MRP and their design basics, EDSS and supply chain, Corporate Enterprise portals and their design, Electronic Document Management (EDM) systems

Importance of Knowledge Management Systems (KMS) and its integration with DSS, Design of Knowledge Management System for different sectors, Artificial Intelligence based DSS systems.

Reference

1. Decision Support Systems and Intelligent Systems, E.Turban, J.E.Aronson, Pearson

**TRAINING AND DEVELOPMENT**

Course: BE-MBA IX th Semester

**Paper: Elective-HR**

*Paper Code: IBM-912*  
*Time: 3 Hours*

Course Duration: 45 Lectures of one hour each.

**Note:** Examiner shall set eight questions, four from Part-A and four from Part-B of the syllabus. Candidate will be required to attempt any five questions selecting at least two questions from Part-A and two from Part-B.

Internal Assessment: 50  
External Assessment: 100

**Part-A**

National Training Interventions: Training as an economic instrument, achievements and challenges, National initiatives: 1964 to the present day, the European scene, which way forward.
Attitudes Towards Education and training: Education, training and work, changes in attitudes to training and development, Philosophies of training. Learning and Training: What do we understand by learning, Reinforcement theories, cybernetic and information theories, cognitive theories and problem solving, experimental learning. Learning to learn and self-development, Mental process, other horizons.

The Learner and the Organization: The learner, the organization as a learning environment, the learning organization. Approaches to Training Interventions: Organization learning systems, Generalized approaches, Planned training interventions, the costs and benefits of training interventions.

**Part-B**

The Training Function in Organizations: The training function, Management's responsibility for training, Creating and appropriate structure, The training of training staff, Ethical standards

Assessing Organizational Training Needs: The levels of organizational needs, types of organizational reviews, before starting the review, reasons for an organizational review, carrying out an organization-wide review.

Training Policy, Plans and Resources: Training policy, policy development, annual training plan, training resources, from policy to training plan and budget, Assessing Training Needs-the job and the individual: Job training analysis, Analytical techniques, Carrying out an individual training needs analysis, assessing performance.

Determining and evaluating training interventions: Training interventions, determination of training objectives, determination of the appropriate training strategy, planning and implementation of the training, evaluation of the programme.

**ORGANIZATIONAL CHANGE AND DEVELOPMENT STRATEGIES**

Course: BE-MBA IX th Semester

**Paper: Elective-HR**

*Paper Code: IBM-913*  
*Time: 3 Hours*

Course Duration: 45 Lectures of one hour each.

**Note:** Examiner shall set eight questions, four from Part-A and four from Part-B of the syllabus. Candidate will be required to attempt any five questions selecting at least two questions from Part-A and two from Part-B.

Internal Assessment: 50  
External Assessment: 100

**Part-A**

The Field of Organization Development- Overview of the Field of Organization Development,

Values, Assumption, And Beliefs in OD- Chronology of Events in Management and organization Thought, early Statement of OD values and assumptions, A Values Study.


OD Interventions: Thinking about OD Interventions, Classifying OD Interventions.

**Part-B**


Intergroup and Third-Party Peacemaking Interventions: Intergroup Team-Building Interventions, Third party Peacemaking Interventions, organization Mirror Interventions, Partnering.


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**INDUSTRIAL PSYCHOLOGY**

Course: BE-MBA IX th Semester

**Paper: Elective-HR**

*Paper Code: IBM-914*  
*Time: 3 Hours*

Course Duration: 45 Lectures of one hour each.

**Note:** Examiner shall set eight questions, four from Part-A and four from Part-B of the syllabus. Candidate will be required to attempt any five questions selecting at least two questions from Part-A and two from Part-B.

Internal Assessment: 50  
External Assessment: 100
Nature and scope of Industrial Psychology: Psychology and management, contributions of Freud and post Freudian development of Psychology

Factory organization: industrial bureaucracy, formal and informal groups, status system, balancing of social power, union and employer’s organizations

Psychology of leadership, understanding and motivating employees, industrial morale and job satisfaction, counseling, Psychology of industrial conflict, stress management

**Part-B**

Personality: Idiographic approach, Nomothetic approach, psychoanalytical perspectives, levels of awareness, defence mechanism, projective tests, Rorschach test, Thematic Appreciation Test (TAT), Role playing or visualization, stereotyping, brand personality

Trait perspective: Allport’s trait categories, Catell’s 16 PF test, personality tests, personality questionnaire, Type perspective- four humours, Sheldon’s typology, Eysenck’s typology, Factor theory, Jung’s typology, Allport’s typology

Intelligence: models, Stanford-Binet intelligence scale, Wechsler scale, Emotional intelligence

**References:**

1. Psychology in Organizations, S.Alexander Haslam, Sage publications

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**STRATEGIC MANAGEMENT**

Course: BE-MBA X th Semester

**Paper – Compulsory**

*Paper Code: IBM-1001*  
*Time: 3 Hours*

Course Duration: 45 Lectures of one hour each.

**Note:** Examiner shall set eight questions, four from Part-A and four from Part-B of the syllabus. Candidate will be required to attempt any five questions selecting at least two questions from Part-A and two from Part-B.

Internal Assessment: 50  
External Assessment: 100

**Part -A**

Definition, nature, scope, and importance of strategy; and strategic management (Business policy), Strategic decision-making. Process of strategic management and levels at which strategy operates, Role of strategists, Defining strategic intent: Vision, Mission, Business definition, Goals and Objectives.
Environmental Appraisal—Concept of environment, components of environment (Economic, legal, social, political and technological).

Environmental scanning techniques- ETOP, QUEST and SWOT (TOWS) PEST.

Internal Appraisal – The internal environment, organisational capabilities in various functional areas and Strategic Advantage Profile. Methods and techniques used for organisational appraisal (Value chain analysis, Financial and nonfinancial analysis, historical analysis, Industry standards and benchmarking, Balanced scorecard and key factor rating). Identification of Critical Success Factors (CSF).

Part -B


Strategic Management of Technology and Innovation- Licensing new technology, imbibing new technology, searching for strategic partners in new business areas, Internal and external sources of technology, linking new technology and novel customer needs, building competence through new product development, technological innovation and strategy

Recommended Text Books


GLOBAL MARKETING

Course : BE-MBA Xth Semester

Paper: Elective-Marketing

Paper Code: IBM- 1002 Time: 3 Hours

Course Duration: 45 Lectures of one hour each.
Part-A

Global Marketing: Development of Global Marketing, market characteristics, Industry conditions, marketing infrastructure, regulatory framework, basis for trade- absolute vs comparative advantage, protectionism and trade restrictions, tariffs, quotas, GATT

Selecting markets: list of selection criteria, market index for country selection, grouping global markets, consumer market, business market and government market, categorizing global marketing mindsets, global market entry strategies- exporting, local production, ownership

Pricing for global markets: transportation cost, tariffs, taxes, local production costs, channel costs, market and environmental factors affecting price, determining transfer prices, dealing with parallel imports or gray markets, sources of finance- commercial banks, government sponsored financing

Part-B

Developing new products for global markets: three strategic choices – extension, adaptation, invention, role of foreign subsidiaries in R&D, acquisitions as a route to new products, joint venture route to new products, concept test, test marketing

Developing a global distribution strategy: distribution density, channel length, channel alignment, distribution logistics, locating and selecting channel partners

Planning and controlling global marketing: selecting control metrics, resolving conflicts between headquarters and subsidiaries

References:
2. Global Marketing, Johny K.Johansson, TMH

CONSUMER BEHAVIOR

Course: BE-MBA Xth Semester

Paper: Elective-Marketing

Paper Code: IBM- 1003 Time: 3 Hours

Course Duration: 45 Lectures of one hour each.

Part-A

Current trends in Consumer Behavior (CB), Consumer empowerment through the web, Information bank for understanding CB, consumer need arousal, need recognition, consumer Psychological set, consumer information search and processing, Brand evaluation, Purchase and post purchase behavior

Consumer learning, Habit and Brand Loyalty, unplanned purchase behavior, strategic implications of low-involvement decision making, situational influences, use of situational variables in marketing strategy,
consumer perception, perception interpretation, price perception, Attitude development for change, lifestyle and personality

**Part-B**

Group and culture influences, culture values, cross-culture values, subculture influences, reference group influences, House-hold decision making, group communication – word of mouth as diffusion process, Market segmentation and Micromarketing

Marketing communication process – source effects in marketing communication, message effects, media effects, consumer decoding of marketing communication, Alternatives evaluation and selection- how consumers make choices, evaluation criteria, decision rules for Attribute based choices

Consumer Rights and Social responsibility

1. Consumer Behavior – Insights from Indian Market, Majumdar, PHI
2. Consumer Behavior – A Strategic Approach, Henry Assael, Biztantra (Dreamtech)

**INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT**

Course: BE-MBA Xth Semester

**Paper: Elective-Finance**

*Paper Code: IBM- 1004*  
*Time: 3 Hours*

Course Duration: 45 Lectures of one hour each.

**Note:** Examiner shall set eight questions, four from Part-A and four from Part-B of the syllabus. Candidate will be required to attempt any five questions selecting at least two questions from Part-A and two from Part-B.

Internal Assessment: 50  
External Assessment: 100

**Part-A**

Risk and Return: Concept of Risk, Components of Investment Risk, Measurement of Risk through Standard Deviation, Regression Equation, Covariance, Concept of Return, Expected Yield, Actual Yield, Holding Period Yield, Relationship between Risk and Return


**Part-B**


2. Investment Management - Lofthouse, Stephen , John Wiley & Sons Publications

**INTERNATIONAL FINANCIAL MANAGEMENT**

Course : BE-MBA X th Semester

**Paper: Elective-Finance**
Paper Code: IBM-1005

Course Duration: 45 Lectures of one hour each.

Note: Examiner shall set eight questions, four from Part-A and four from Part-B of the syllabus. Candidate will be required to attempt any five questions selecting at least two questions from Part-A and two from Part-B.

Internal Assessment: 50  External Assessment: 100

Part-A

Global Financial markets and interest rates: domestic and offshore markets, Euromarkets, Interest rates in the global money markets, money market instruments

Foreign exchange market: types of transactions and settlement dates, exchange rate quotations and Arbitrage, exchange rate determination and forecasting

Forwards, Swaps and Interest parity: Swaps and deposit markets, interbank forward dealing, option forwards, Exchange Rate Agreements and Foreign Exchange Agreements (FXA), Forward currency markets in India

Part-B

Currency and Interest rate futures: futures contracts, markets and trading process, future prices expected spot prices and forward prices, option pricing models, Over the Counter (OTC) market prices

Hedging, Speculation and Management of Transaction exposure: Hedging with money market, currency options, currency futures, internal hedging strategies

Management of Interest Rate Exposure: Forward Rate Agreements (FRAs), Interest

STRATEGIC FINANCIAL MANAGEMENT

Course: BE-MBA Xth Semester

Paper: Elective-Finance

Paper Code: IBM-1006

Time: 3 Hours

Course Duration: 45 Lectures of one hour each.

Note: Examiner shall set eight questions, four from Part-A and four from Part-B of the syllabus. Candidate will be required to attempt any five questions selecting at least two questions from Part-A and two from Part-B.

Internal Assessment: 50  External Assessment: 100
Part-A

Options, Futures and Corporate finance: call options, put options, valuing options, option –pricing formula, stocks and bonds as options, capital structure policy and options

Warrants and convertibles: difference between warrants and call options, warrant pricing and Black-Scholes model, value of convertible bonds

Derivatives and Hedging risk: forward contracts and futures contracts, interest-rate futures contracts, duration hedging

Part-B


International Corporate Finance: Foreign exchange markets and exchange rates, law of one price and purchasing-power parity, interest rates and exchange rates, interest rate parity, international bond marketing

References:

1. Mergers, Restructuring and Corporate Control, Weston, Chung, Hoag , PHI
2. Corporate Finance, Ross, Westerfield, Jaffe, TMH

ERP

Course : BE-MBA X th Semester

Paper: Elective-IT

Paper Code: IBM- 1007 Time: 3 Hours

Course Duration: 45 Lectures of one hour each.

Part-A

ERP Package selection : Need assessment ,Justifying ERP implementation, cost benefit analysis ,ERP package evaluation and selection, make or buy decision

ERP systems development process: ERP implementation life cycle ,planning, requirement analysis, reengineering vs customizing, transition strategies- big bang, phased, parallel ,hybrid, implementation-hidden costs

ERP systems: Sales and Marketing- sales and distribution, sales forecasting, product pricing systems, billing systems ERP and Customer Relationship Management ( CRM), Accounting and Finance- cash management
part-A

Data Warehousing (DW): components of DW, DW and data marts, planning for DW, specifying business requirements, DW and Meta Data, dimensional modeling, slowly changing dimensions type1, 2 and 3, factless fact tables, aggregate fact tables, data extraction, transformation and loading (ETL), ETL tools, indexing the DW, DW and OLAP.

Data mining: preprocessing data for data mining, descriptive data summarization, data cleaning, prediction modeling with simple linear regression and multiple regression, logistic regression.

Classification data mining modeling: classification by decision tree induction, tree pruning, Bayesian classification, classification by back propagation in Neural networks.

Part-B

Mining frequent patterns and associations: market basket analysis, Apriori Algorithm, web mining, web log analysis, text mining.

Cluster analysis: interval scaled variables and binary variables, cluster analysis by partitioning, hierarchical methods, density based methods, clustering based on distance.

Open source data mining software and proprietary software.
References:
1. Data Mining –Concepts and Techniques, J.Han, Micheline Kamber, Elsevier
2. Data Mining –Methods and Models, Daniel .T.Larose, Wiley
3. Data Mining- Galit Shimuli , Wiley

STRATEGIC HUMAN RESOURCE MANAGEMENT

Course : BE-MBA  X th Semester

Paper: Elective-HR

Paper Code: IBM- 1009 Time: 3 Hours

Course Duration: 45 Lectures of one hour each.

Note: Examiner shall set eight questions, four from Part-A and four from Part-B of the syllabus. Candidate will be required to attempt any five questions selecting at least two questions from Part-A and two from Part-B.

Internal Assessment: 50 External Assessment: 100

Part-A

Introduction to Strategic Human Resource Issues , Challenges of Career development, Diverse work force development, self development, Pay-for-performance systems, Types of Pay-for-performance plans-individual based, team based, plant wide and corporate level

Hofstede’s cultural orientation model , FIRO-B questionnaire , Johari Window questionnaire,HR metrics and importance, Factor analysis in HR Research, competency mapping models and framework

Part-B

Determining the mix of Host-country and expatriate employees, the challenges of expatriate assignments, selective training , career development and compensation of expatriate employees, developing a global HR system and pay system , international staffing managing diversity, off shoring, equal employment opportunities, repatriation –problems and solutions, HR strategies and orientation for Mergers

Managing employee separation, Downsizing and outplacement , cost and benefits of employee separation, types of early separation (voluntary and Involuntary) , features of early retirement policies, managing layoffs, alternatives to layoffs, the goals of outplacement.

3. Human Resource Research methods , Dipak Kumar Bhattacharyya , Oxford
MANPOWER PLANNING & PERFORMANCE APPRAISAL

Course : BE-MBA  X th Semester

Paper: Elective-HR

Paper Code: IBM-1010  Time: 3 Hours

Course Duration: 45 Lectures of one hour each.

Note: Examiner shall set eight questions, four from Part-A and four from Part-B of the syllabus. Candidate will be required to attempt any five questions selecting at least two questions from Part-A and two from Part-B.

Internal Assessment: 50  External Assessment: 100

Part-A

Manpower planning : setting up objectives, aligning manpower planning with strategic business goals, Role analysis, job analysis, job specification, job description

Recruitment and selection : recruitment and legislation, fair employment practices, recruitment, hiring procedure, forecasting human resource requirements, managing growth and replacement of top executives

Part-B

Performance appraisal : need for performance appraisal, parameters of performance appraisal, computerized performance appraisal systems, self appraisal questionnaire, 360 degree performance appraisal systems

Comparing performance appraisal and performance management, graphic rating scales, paired comparison method, forced distribution, critical incident, behavioral anchored rating scales, web-based performance appraisals, conducting appraisal interviews

SEMINAR

Course : BE-MBA  X th Semester

Paper: Compulsory

Paper Code: IBM-1011

The students are required to prepare and deliver a presentation to the class on a given topic. The topic will be related to current business scenario / specialization area.

Presentation - 40 minutes
Question Hour session - 20 minutes

The student will be evaluated on the basis of Presentation content, Communication ability and handling question’s.