



ANNA UNIVERSITY COIMBATORE REGULATION 2009- SYLLABUS

III- TRIMESTER

Code No.	Course Title	L	T	P	M	Credits
MBA09 31	Production Management	3	1	0	100	3
MBA0932	International Business Management	4	0	0	100	3
MBA0933	Entrepreneurship Development	4	0	0	100	3
MBA0934	Research Methods in Business	3	1	0	100	3
MBA0935	Disaster Management	4	0	0	100	3
MBA0936	Emerging Trends in Management – Practical	0	0	4	100	2

MBA 0931 –PRODUCTION MANAGEMENT

Unit	Topics	No. of hours
1	Introduction and Operations Strategy : Significance of Operations Function - Products and Services concepts- Characteristics and different systems- Concept of Productivity- Evolution of operations management discipline.- Competitive Positioning of Products and Services- Strategic and tactical decisions of Operations Management	8
2	Product and Process Strategy : Product life cycles and strategies- Approaches to product development - Value Engineering- Group technology- Design for manufacturability- Special approaches and strategies in designing service products.- Process focus, product focus, and repetitive focus- Special considerations and approaches in service strategies.	8
3	Layout and Location Strategy : Types of layout- Focused work centres and focused factories- Layouts in service / retail sectors- Line balancing.- Factors affecting location decisions- Methods of evaluating location alternatives - Location considerations in service / retail sectors	8
4	Materials Requirement Planning : Nature, Strategies and Methods of Aggregate planning- Dependant Inventory Model Requirements - MRP Structure - Lot-sizing Techniques - Distribution Resource Planning	8
5	Quality Management and World Class Manufacturing : Quality Systems and ISO 9000 Standards series- Statistical Quality Control- Total Quality Management-Just-in-Time Systems- Lean Manufacturing- Agile Manufacturing- E-Manufacturing- Virtual and Collaborative Manufacturing	8
Total		40

REFERENCE BOOKS :

- S N Chary Productions and Operations Management Tata McGraw- Hill Publishing 2004
- Norman Gaither & Gregory Frazier Operations Management With CD' Cengage Learning 2007
- Buffa Modern Production and Operations Management 8ed Wiley India 2007
- James R. Evans David A. Collier Operations Management: An Integrated goods and Services Approach Cengage Learning 2007
- Paneer Selvam Production and Operations Management Prentice Hall of India 2009
- Saxena .J.P Production and Operations Management Tata McGraw- Hill Publishing 2009
- Muhelemann, Oakland, Loakyer, Sudhir, kalyani, Production and Operations Management, Pearson, 2009
- Richard B Chase Robert Jacobs Nicholas J Aquilano Nitin K Agarwal Operations Management for Competitive advantages Tata McGraw- Hill Publishing 2000
- Ray Wild Operations Management Sixth Edition Cengage Learning 2003
- William J. Stevenson Operations Management Eighth Edition Tata McGraw-Hill Publishing 2005
- Joseph S. Martinch Production and Operations Management Wiley India 2008
- Starr, Production and Operations Management, Biztantra, 2008
- S.A. Chunawalla D.R. Patel Production and Operations Management Himalaya Publishing House 2008
- Aswathappa, Bhat, Production and Operations Management, Himalaya Publishing House, 2009
- Kanishka Bedi Production and Operations Management Oxford University Press 2004
- Upendra Kachru Production and Operations Management : Text and Cases Excel Books 2007

MBA 0932 – INTERNATIONAL BUSINESS MANAGEMENT

Unit	Topics	No. of hours
1	Introduction: Nature and characteristics - Forms -International trade – exports and imports-Organizations facilitating International trade-WTO, IMF, etc.,	8
2	Trade Theories: Mercantilism, Absolute advantage theory- Comparative cost theory- Heckseher-Ohlin theory- Product Life cycle theory- The New trait theory- Porter’s Diamond	8
3	International Business Environment : Globalization of Business- Economic, Political, Technological, Cultural and Ecological environment of International business	8
4	Multinational Corporations: Features – Classification- Role of MNCs in developing countries-Drawbacks - Conflict – FDI and Portfolio Investment	8
5	Trade Blocks: Types of Regional Groupings-Inter-regional trade among regional groups	8
Total		40

REFERENCE BOOKS:

- Francis Cherunilam International Business Text and Cases Prentice Hall Publishing 2009
- Daneils, Rade baugh, Sullivan, Salwan, International Business, Pearson 2009
- Michael R. Czinkota Ilkka A. Ronkainen Michael H. Moffett International Business Seventh Edition Cengage Publishing 2000
- Charles W L Hill Arun Kumar Jain International Business Tata McGraw- Hill Publishing 2005
- K Aswathappa International Business Second Edition Tata McGraw- Hill Publishing 2009
- Justin Paul International Business Prentice Hall Publishing 2009
- Charry, Elements of International, Business, Wiley India, 2004
- Ball, Mcculloch, Geringer, Minor, Mcnett, International Business: The Challenge of Global Competition, Tata McGraw Hill, 2009
- Mike W. pang, International Business, Cengage Learning, 2007
- Cavusil, Knight, Riesenberger, International Business: Strategy, Management and the new realities, Pearson, 2008
- Shajahan, International Business, Macmillan India, 2008
- Oded Shanker, Yadong Luo, International Business, Wiley India, 2009
- Synha, International Business Management, Excel Books , 2009
- Subbarao, International Business, Himalaya Publishing House, 2009
- Shukla, International Business, Excel books 2008

MBA 0933 - ENTREPRENEURSHIP DEVELOPMENT

Unit	Topics	No. of hours
1	Introduction : Entrepreneur: Meaning – Functions - Concept - Characteristics – Types, Entrepreneur Vs Intrapreneur. Approaches to Entrepreneur Development, Entrepreneurial Environment, Entrepreneurship and Economic Development	8
2	Entrepreneurial Process and Approaches Process of Entrepreneurial Development – Entrepreneurial Development Cycle- Strategies for Entrepreneurship Development, Institutions in aid of Entrepreneurs- MDI, NIESBUD, EDBI, NAYE. Search of Business Idea, Project identification and Formulation,- Feasibility analysis, Techno Economic Analysis , Project Design and Net work Analysis, Input and Financial Analysis	8
3	Financial Analysis Financial Appraisal, Ratio Analysis, Investment Process , Cost Benefit Analysis, Break Even Analysis and Profitability Analysis. Project Report and Appraisal	8
4	Sources of Finance Sources of Development Finance, Project Financing. Institutional Finance to Entrepreneurs- Central and State Level Institutions- Development of Financial Plan.	8
5	Launching & Management of Small Business Location of Enterprise and steps in setting SSI. Monitoring and Evaluation of Business – Preventing Sickness and Rehabilitation of Business Units – Effective Management of Small Business.	8
Total		40

REFERENCE BOOKS:

- Robert D Hisrich, Michael P Peters, Dean A Shepherd, Entrepreneurship, Tata McGraw-Hill 2009
- Vasanth Desai ,Dynamics of Entrepreneurial Development and Management Himalaya Publishing House,2009
- Kurakto, Entrepreneurship-Principles and practices, Cengage Learning, 2007,
- Poornima Charantimath, Entrepreneurship Development-Small Business Enterprise, Pearson Education, 2007
- P.Saravanelu ,Entrepreneurship Development, Eskapee publications,2008
- Sahay, Entrepreneurship and new venture creation, Excel Books,2009
- Kurota, Hodgetts, Entrepreneurship in new millennium, Cengage Learning, 2007
- S.S.Khanka ,Entrepreneurial Development, S.Chand & Company Ltd.,2008
- Mohanty, Fundamentals of Entrepreneurship, Prentice Hall of India,2009
- Dr. Mathew J. Manimala, Entrepreneurship theory at crossroads,Biztantra, 2007
Lall, Entrepreneurship, Excel Books, 2009
- Ramachandran, Entrepreneurship Development, Tata Mcgraw Hill, 2008
- N.P.Srinivasan ,G.P. Gupta ,Entrepreneurial Development, Sultan Chand & Sons, 2008
- Vidya Hattangadi, Entrepreneurship, Himalaya Publishing House,2009

MBA 0934 –RESEARCH METHODS IN BUSINESS

Unit	Topics	No. of hours
1	<p>Business Research: Introduction,- Definitions- Nature & Scope- Concept- Importance – Process</p> <p>Research Problem: Defining – Formulation- Identification and selection of problems in Management-Research design and experimental design in Management</p>	8
2	<p>Methods of data collection: Primary data collection: Qualitative & Observation Research-Collection techniques-Qualitative Research Techniques-Focus Groups-Depth Interviews- Projective Techniques-Observation Research Techniques-Survey Techniques-Questionnaire Design and Testing.</p> <p>Secondary data collection: Role of secondary data in management research-Sources & Limitations</p>	8
3	<p>Measurement & Scaling Techniques: Measurement in Research- Basic Scaling Techniques: Nominal – Ordinal - Interval – Ratio- Measuring Attitude : Comparative Rating Scale – Non Comparative - Rating Scale- Itemized Rating Scale- Meaning & Relationship of Reliability & Validity</p> <p>Sampling: Basis of sampling – Process –Types- Determination of Sample – Sampling error</p>	8
4	<p>Data Analysis: Hypotheses Testing – Univariate- Bivariate- Multivariate - Factor -Cluster -Correspondence - Conjoint Analysis- Application of SPSS</p>	9
5	<p>Report Preparation: Interpretation and report writing- Meaning and techniques of interpretation- Significance of report writing- Different types and steps in report writing</p>	7
Total		40

REFERENCE BOOKS:

- Donald R.Cooper Pamela S.Schindler Business Research Methods, Tata McGraw- Hill Publishing 2009
- Uma Sekaran Research Methods for Business Wiley India 2009
- Nandagopal,Arul Rajan ,Vivek Research Methods in Business Excel Books 2007
- William G.Zikmund Business Research Methods Cengage Learning 2008
- Kothari Research Methodology New Age Publishers 2008
- Paneerselvam, Research Methodology, Prentice Hall of India,2009
- Dipak Kumar Bhattacharyya Research Methodology Excel Books 2006
- Krishnaswamy, Sivakumar, Mathirajan, Management Research Methodology, Pearson, 2009
- Alan Bryman Emma Bell Business Research Methods Oxford 2003
- Murthy Business Research Methods for Business, Excel Books 2008
- Teresa Brannick William K.Roche Business Research Methods Jaico Publishing House 2007
- Trochim, Research Methods Biztantra, 2009
- Bhatacharaya, Research Methodology, Excel books,2009

MBA 0935 –DISASTER MANAGEMENT

Unit	Topics	No. of hours
1	Introduction : Dimensions of Natural & Anthropogenic Disasters, Principles /Components of Disaster Management, Organisational Structure for Disaster Management, Disaster Management Schemes/SOPs, Natural Disasters and Mitigation Efforts, Flood Control, Drought Management, Cyclones, Avalanches, Mangroves, Land Use Planning, Inter-Linking of Rivers, Role of Union/States, Role of Armed Forces/Other Agencies in Disasters, Important Statutes/ Legal Provisions, IEDs /Bomb Threat Planning, NBC Threat and Safety Measures, Forest Fires, Oil Fires, Crisis in Power Sector, Accidents in Coal Mines, Terrorism and Emergency Management	8
2	Operations Management (OM), Risk Assessment and Disaster Response, antifriction Techniques, NGO Management, SWOT Analysis based on Design &Formulation Strategies, Insurance & Risk Management, Institution Awareness and Safety Programmes	8
3	Psychological and Social Dimensions in Disasters, Trauma and Stress, Emotional Intelligence, Electronic Warning Systems, Recent Trends in Disaster information Provider, Geo Informatics in Disaster Studies, Cyber Terrorism, Remote Sensing & GIS Technology, Laser Scanning	8
4	Applications in Disaster Management, Statistical Seismology, Quick Reconstruction Technologies, Role of Media in Disasters, Management of Epidemics, Bio-Terrorism, Forecasting / Management of Casualties.	8
5	Disaster Management in India: Disaster preparedness, Disaster mitigation, Forecasting and warning of disasters, Assessing risk and vulnerability, Disaster management in India, Role of news media in Disaster management, Rehabilitation of victims.	8
Total		40

REFERENCE BOOKS

- Singh, Disaster Management: Future Challenges, IK International , New Delhi
- Goel, S. L, Encyclopedia of Disaster Management. Deep & Deep Publications Pvt Ltd, New Delhi
- Sahni, Disaster Mitigation : Experiences and Reflections, PHI Learning, New Delhi
- Sathish Modh, Introduction to Disaster Management, Macmillan, New Delhi
- Shaw, Disaster Management, Orient Longman , New Delhi, PHI Learning, New Delhi
- Sahni, Disaster Risk Reduction in South Asia, PHI Learning, New Delhi
- Sundar, Disaster Management , Sarup & Sons, New Delhi
- G.K. Ghosh , Disaster Management A.P.H. Publishers, New Delhi.
- Sathish Modh, Disaster Management, Macmillan, New Delhi
- Ayaz Ahmad, Disaster Management: Through the New Millennium Anmol Publications, New Delhi
- Gaur, Disaster Management, Authors Press, New Delhi
- Arvind Kumar Disaster Management - Recent Approaches Anmol Publications, New Delhi

MBA 037 EMERGING TRENDS IN MANAGEMENT

(CASE ANALYSIS & SEMINAR) – PRACTICAL

S.No	Topics	No of hours
1	Business Ethics	08
2	Marketing	08
3	Human Resource	08
4	Finance	08
5	Operation and Systems	08
	Total	40

REFERENCE BOOKS

- Marianne M. Jennings Business Ethics: Case Studies and Selected Readings Cengage Learning 2006
- Francis, Business Ethics, Tata Mcgraw Hill,2009
- Saiyadain, Sodhi, Joshi, Cases in Human Resources Management, 2009
- Hartman, Chatterjee, Perspectives in Business Ethics, Tata MCgraw Hill,2009
- Neepa Baporikar, Cases in Management, Himalaya Publishing House,2009
- Pandey Contemporary Indian Marketing Cases Wiley India 2007
- Mukesh Pandey, Contemporary Cases in Marketing, Biztantra, 2008
- Murthy, Business Ethics, Himalaya Publishing House,2009
- Kaushal, Case study solutions- Finance, Macmillan India,2007
- Kaushal, Case study solutions- Marketing, Macmillan India,2007