



## ANNA UNIVERSITY COIMBATORE

### REGULATION 2009- SYLLABUS

| <b>II – TRIMESTER</b> |                                |          |          |          |          |                |
|-----------------------|--------------------------------|----------|----------|----------|----------|----------------|
| <b>Code No.</b>       | <b>Course Title</b>            | <b>L</b> | <b>T</b> | <b>P</b> | <b>M</b> | <b>Credits</b> |
| MBA0921               | Decision Models in Business    | 3        | 0        | 0        | 100      | 3              |
| MBA0922               | Financial Management           | 3        | 1        | 0        | 100      | 3              |
| MBA0923               | Marketing Management           | 4        | 0        | 0        | 100      | 3              |
| MBA0924               | Human Resources Management     | 3        | 0        | 0        | 100      | 3              |
| MBA 0925              | Management Information Systems | 3        | 1        | 0        | 100      | 3              |
| MBA 0926              | Business Application Software  | 4        | 0        | 0        | 100      | 2              |

## MBA 0921 - DECISION MODELS IN BUSINESS

| Unit         | Topics  | No. of hours |
|--------------|---|--------------|
| 1            | <b>DECISION MODELS</b> : Introduction to Decision Models & Decision variables- Steps involved in developing a model- Need for problem formulation- Application, Scope and Advantages of Decision models   | 7            |
| 2            | <b>LINEAR PROGRAMMING:</b> Essentials of Linear Programming Model- Formulation of Linear Programming- Solving LPP using Graphical Method- Solving LPP using Simplex method and Big M method- Sensitivity Analysis   | 9            |
| 3            | <b>TRANSPORTATION &amp; ASSIGNMENT MODELS:</b> Initial solution-North West Corner, Least Cost and Vogel's Approximation methods- Balanced and Un-balanced Transportation problem- Maximization and Prohibited Routes problem- Optimal solution using Modified Distribution method- Assignment Problems-Balanced, Un-balanced and Restricted problems- Hungarian Method of solving assignment problem- Travelling-Salesman problem   | 8            |
| 4            | <b>SEQUENCING &amp; NETWORK MODELS:</b> Processing $n$ jobs through two machines- Processing $n$ jobs through three machines- Processing $n$ jobs through $m$ machines- Application of network models- Rules in constructing a network diagram- Critical Path Method – Calculation of critical path, project duration- PERT analysis and problems-Project Crashing  | 8            |
| 5            | <b>REPLACEMENT THEORY&amp; QUEUING THEORY:</b> Types of replacement model- Replacement of items that deteriorates gradually –with and without change in money value- Replacement of items that fails suddenly – Individual and group replacement policy- Characteristics of MM1 queuing system – Queue discipline- Single server queuing model - Poisson and exponential distributions-Application and advantages of queuing models | 8            |
| <b>Total</b> |   | <b>40</b>    |

## REFERENCE BOOKS:

- ND Vohra, Quantitative Techniques in Management Tata McGraw Hill, 2009
- Ravindran, Phillips, Solberg, Operations Research- Principles and practice, Wiley India, 2009.
- Hamdy A.Taha, Operative Research –An Introduction, Pearson, 2009
- Render, Starr, Hanna, Badri, Quantitative Analysis for Management, Pearson, 2009
- Sharma J.K, Operations Research: Theory & Applications, Macmillan India Ltd, 2009
- Anderson, Sweeney & Williams, Quantitative Methods for Business, Cengage Learning, 2008
- Jaisankar, Operations Research: Decision Model Approach , Excel Books, 2009
- R. Panneerselvam, Operations Research, PHI, 2009
- Selvaraj, Management Science: Decision Models and Approach, Excel Books, 2009
- Richard Bronson Govindasami Naadimuthu, Operations Research, Tata McGraw Hill, 2007
- Tulshan, Pandey, Quantitative Techniques, Pearson, 2009
- Sharma, Quantitative Techniques, Macmilan India Ltd., 2009
- Hiller S. Frederick and Lieberman J.Gerald, Introduction to Operations Research: Concepts and Cases Tata McGraw hill 2007
- Harvey M. Wagner Principles Of Operations Research PHI 2007
- Gupta, Hira, Operations Research, S.Chand, 2009

## MBA 0922 - FINANCIAL MANAGEMENT

| Unit         | Topics  | No. of hours |
|--------------|---|--------------|
| 1            | <p><b>Introduction to Financial Management:</b> Definition – Nature &amp; Scope-Finance Functions – Goals of Financial Management - Financial Manager's Role.</p> <p><b>Time value of money-</b> Compounding &amp; Discounting-Risk and Return</p> <p><b>Valuation of shares and bonds</b></p>  | 8            |
| 2            | <p><b>Capital Budgeting:</b> Nature and Principles- Cash Flows-Discounting cash flow techniques: Net present Value, Internal rate of return, Profitability Index- Comparison of Discounting Cash Flow Techniques- -Non- Discounting cash flow techniques: Pay back and Accounting Rate of Return. Project selection under capital rationing, Inflation and Capital budgeting.</p> | 8            |
| 3            | <p><b>Cost of Capital:</b> Concept of cost of capital- Determining Component Cost of Capital- Specific Cost of Capital- Overall cost of capital - Financial and Operating leverages- Indifference point</p>   | 8            |
| 4            | <p><b>Capital Structure:</b> Theories-Designing Capital structure-Cost of Capital</p> <p><b>Dividend Policy:</b> Objectives -Practical Consideration -Types – theories-Share splits.</p>  | 8            |
| 5            | <p><b>Working Capital Management:</b> Principles and Concepts- Determinants - Operating Cycle - Receivables Management-Inventory Management-Cash Management-Short Term finance</p>  | 8            |
| <b>Total</b> |   | <b>40</b>    |

## REFERENCE BOOKS:

- James C. Van Horne Financial Management & Policy Prentice Hall of India, .2009
- I M Pandey Financial Management Ninth Edition Vikas Publishing House2006
- Prasanna Chandra Fundamentals of Financial Management Tata McGraw- Hill 2009.
- Eugene F.Brigham Michael C.Ehrhardt Financial Management Theory and Practice Cengage Learning 2008
- Khan Jain Financial Management Tata McGraw- Hill 2009.
- Bhat Financial Management Principles and Practice Excel Books 2009
- Lawrence J.Gitman Principles of Managerial Finance Pearson Education 2009
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- Periyaswamy, Financial Management, Tata McGraw- Hill 2009
- I M Pandey ,Bhat Cases in Financial Management Tata McGraw- Hill 2009
- Robert F.Bruner Case Studies in Finance , Tata McGraw- Hill 2007
- Paresh P Shah Financial Management Biztantra 2007
- Kothari,Dutta, Contemporary Financial Management, Macmillan India ,2009
- Sudarsana Reddy, Financial Management, Himalaya Publishing House2009
- Geoffrey Knott Financial Management Fourth Edition Palgrave Macmillan 2007
- P.V. Kulkarni B.G. Satyaprasad Financial Management Himalaya Publishing House2007
- Vyuptakesh Sharan, Fundamentals of Financial Management , Pearson,2009

## MBA 0923 - MARKETING MANAGEMENT

| Unit         | Topics  | No. of hours |
|--------------|---|--------------|
| 1            | <b>Introduction to Marketing-</b> Definition -Nature and Scope – Process-Philosophies- Marketing environment- Marketing Interface with other Functional Areas Marketing in a Globalised Environment.  | 8            |
| 2            | <b>STP</b> -Market segmentation-Targeting and Positioning<br>–Marketing Mix<br><b>Buying behavior</b> -Definition-Buying population-Buying decision-Buying participants-Buying process  | 8            |
| 3            | <b>Product Planning:</b> Product Life Cycle-Product Line & Product Mix-Product-line-Branding-New Product Development-Packaging<br><b>Pricing Strategy</b> :Methods of Pricing-Selecting the final price-Adopting price-Responding to Competitor’s price changes | 8            |
| 4            | <b>Marketing channels:</b> Channel design-Channel flows- Distribution Management-Retailing & Wholesaling.<br><b>Sales Management:</b> Sales force- Advertising- Publicity<br>– Personal Selling- Public relations   | 8            |
| 5            | <b>Current Trends:</b> On line Marketing –Web based Marketing programmes - Customer Relationship Management -Marketing of non- business organization  | 8            |
| <b>Total</b> |   | <b>40</b>    |

## REFERENCE BOOKS:

- Kotler, Keller, Koshy, Jha, Marketing Management: A South Asian perspective, Pearson Education 2009
- Philip Kotler & Gary Armstrong Principles of Marketing Pearson 2008
- Ramaswamy, Namakumari, Marketing Management: Global Perspective in India Macmillan India Ltd., 2009
- Ranjan Saxena Marketing Management Tata Mcgraw Hill 2006
- Tapan K Panda Marketing Management – Text and Cases Excel Books 2008
- William, Ferrell, Marketing, Cengage Learning, 2009
- Joel R. Evans, Barry Berman, Marketing Management Cengage Learning 2007
- Dhruv Grewal & Michael Levy Marketing Tata Mcgraw Hill 2008
- SHH Kazmi Marketing Management – Text and Cases Excel Books 2008
- Michael J. Etzel Bruce J. Walker Marketing concepts and cases Tata Mcgraw Hill 2009
- Dholakia, Marketing Management: Cases and Concepts, Macmillan India 2008
- Rajiv Lal & V. Kasturi Rangan Marketing Management: Text and Cases Tata Mcgraw Hill 2005
- Pride, Ferrell, Marketing : Concept and Strategies, Biztantra, 2009
- Mc Daniel, Lamb & Hair Introduction to Marketing Cengage Learning 2006
- Adrian Palmer Introduction to Marketing: Theory Oxford University Press 2004
- Zikmund and D'Amico Marketing Cengage Learning 2006
- Biplab. S. Bose, Marketing Management , Himalaya Publishing House 2009

## MBA 0924 - HUMAN RESOURCE MANAGEMENT

| Unit         | Topics  | No. of hours |
|--------------|---|--------------|
| 1            | <b>Introduction &amp; Scope</b> : Nature – Scope – Functions and Objectives – Evolution of HRM – HRM and Overall Organization (Business) - Human Resource Information System (HRIS)   | 8            |
| 2            | <b>Human Resource Planning</b> : Importance – Factors affecting HRP – Process of HRP.<br><br><b>Job Analysis</b> : Process and Outcomes<br><br><b>Recruitment and Selection</b> : Sources of recruitment – Methods of selection – Induction and Placement   | 8            |
| 3            | <b>Training and Development</b><br><br>Training need Analysis – Designing Training Programme – Types of Training – Difference between Training and Development – Importance – Assessment of Training effectiveness – Improving the Effectiveness of Training  | 8            |
| 4            | <b>Performance Management and Reward</b><br><br>Objectives – Developing performance appraisal system – KRA – Types of Appraisal system – 360 degree Appraisal – Managing performance through various reward system  | 8            |
| 5            | <b>New concepts in HRM</b> : (Need to have basic understanding of the following topics)<br><br>Assessment and development centers – Competency mapping – Human resource Accounting – KNOWLEDGE Management – Learning organization – Outsourcing of HRM processes – Application of IT in various HRM functions | 8            |
| <b>Total</b> |   | <b>40</b>    |

## REFERENCE BOOKS

- David A. Decenzo & Stephen P. Robbins Fundamentals of Human Resource Management Wiley Publications 2009
- Gary Dessler Human Resource Management Pearson Education 2009
- K Aswathappa Human Resource & Personnel Management Tata Mcgraw Hill 2009
- Bratton Human Resource Management Palgrave Macmillan 2007
- Scott Snell & George Bohlander Human Resource Management Cengage Learning 2008
- VSP Rao Human Resource Management – Text and Cases Excel Books 2006
- Lepak, Gowan, Human Resource management , Pearson, 2009
- Raymond A. Noe John R. Hollenbeck Patrick M Wright Human Resource Management – Gaining a competitive advantage Tata Mcgraw Hill 2006
- Jon M. Werner & Randy L. Desimone Human Resource Development Cengage Learning 2006
- Korczynski Human Resource Management in Service Sector Palgrave Macmillan 2007
- Biswajeet Pattanayak Human Resource Management Prentice Hall of India, 2009
- Robert L. Mathis & John H. Jackson Human Resource Management Cengage Learning 2003
- Klerman, Human Resource Management, Biztantra, 2008
- Raymond A. Noe John R. Hollenbeck Patrick M Wright Fundamentals of HRM Tata Mcgraw Hill 2007
- H John Bernardin Human Resource Management – An experimental Approach Tata Mcgraw Hill 2009
- Jyothi Venkatesh Human Resource Management Oxford University Press 2006
- T V Rao Human Resources Development Response Books (Sage Publications Ltd) 1996

## MBA 0925 - MANAGEMENT INFORMATION SYSTEMS

| S.No         | Topics  | No of hours |
|--------------|---|-------------|
| 1            | <b>Introduction</b><br>Information System - Establishing the Framework - Business Model - -Architecture - Evolution   | 8           |
| 2            | <b>Systems Development</b><br>Modern Information System - System Development Life Cycle - Structured Methodologies - Designing Computer Based Method, Procedures Control, Designing Structured Programs                                   | 8           |
| 3            | <b>Information Systems</b><br>Functional Areas, Finance, Marketing, Production, Human Resource - Levels, Concepts of DSS, EIS, ES -Comparison, Concepts and Knowledge Representation - Managing International Information System.         | 8           |
| 4            | <b>Implementation and Control</b><br>Testing Security - Coding Techniques - Detection of Error - Validation - Cost Benefits Analysis - Assessing the Value and Risk Information Systems   | 8           |
| 5            | <b>Database Management System</b><br>Hierarchy of Data – Data Entities, Attributes and Keys – Database Approach – Relational Database Model – Types of Database – DDL – DML – DCL – Popular Database Management System – Data warehousing | 8           |
| <b>Total</b> |   | <b>40</b>   |

## REFERENCE BOOKS:

- James O'Brien Management Information System TMH 2009
- Ralph Stair & George Reynolds Principles of Information Systems Cengage Learning, 8th Edition, 2008
- Kenneth C. Laudon & Jane P. Laudon Management Information System Pearson Education 2007
- Gordon B. Davis & Margrethe H. Olson Management Information System Tata Mcgraw Hill 2009
- Tuban, Liedner, Mclean, Wetherbe, Information Technology for Management. Wiley India, 2008
- Balasubramanian, Management Information Systems, Excel Books,2009
- Joseph, Mohapatra, Management Information Systems in Knowledge Economy, Prentice Hall of India,2009
- Mcleoad, Schell, Management Information Systems, Pearson 2009
- Jawadekar Management Information System Tata Mcgraw Hill 2007
- Goyal Management Information Systems Macmillan India 2008
- Gupta, Sharma, Management of Systems, Macmillan India 2008
- Sekhar ,Management Information System Excel Books 2008
- Schultheis Management Information systems: The Manager's View TMH 2007
- Arora, Management Information system Excel Books 2008
- Frenzel Management of Information Technology Cengage Learning 2007
- Jessup, Valacich, Information Systems Today, Prentice Hall of India,2009

## **MBA 0926 - BUSINESS APPLICATION SOFTWARE- -PRACTICAL**

| <b>Unit</b>  | <b>Topics</b>  | <b>No. of hours</b> |
|--------------|--|---------------------|
| <b>1</b>     | <b>MS Office:</b> MS Word- Power Point-Excel-Access            | <b>10</b>           |
| <b>2</b>     | <b>Accounting Packages:</b> Tally, Metastock                   | <b>10</b>           |
| <b>3</b>     | <b>Marketing Research Packages:</b> SPSS or MINITAB or SYSTAT. | <b>10</b>           |
| <b>4</b>     | <b>Production Management Packages :</b> POM & TORA             | <b>10</b>           |
| <b>Total</b> |  | <b>40</b>           |

### **REFERENCE BOOKS:**

- Norman Gaither Operations Management with POM Software CD Thomson Learning 2007
- Sudalaimuthu, Anthonyraj, Computer Application in Business, Himalaya Publishing House,2008
- Carver Doing Data analysis with SPSS Thomson Learning 2006
- Ajai S. Gaur Sanjaya S. Gaur Statistical methods for Practice and research – A guide to data analysis using SPSS Sage Publications Ltd(Response Books) 2006
- AK Nadhani KK Nadhani Implementing Tally 9: Comprehensive guide for Tally 9 & 8.1 BPB Publications 2007
- Alexis Jeon Introduction to computers with MS Office Tata- McGraw-Hill 2007
- Ramon A Mata – Toleda Pauline K. Cushman Database Management system Tata-McGraw-Hill 2007
- Rob & Coronel Database systems Thomson Learning 2006
- Namrata Agrawal Financial Accounting using Tally 6.3 Dreamtech Press 2006
- George, SPSS for windows, step by step15.0, Pearson,2008
- Sundaraman, Create-10G Programming a Premier, Pearson.2008