

**Annamalai University
Twinning Programme**

**Acme Business School
Chromepet, Chennai**

**MBA - Syllabus
ANNAMALAI UNIVERSITY**

**DEPARTMENT OF BUSINESS ADMINISTRATION
MASTER OF BUSINESS ADMINISTRATION (MBA)
(CHOICE BASED CREDIT SYSTEM)
TWINNING PROGRAM**

ACME BUSINESS SCHOOL, CHENNAI
(2017–2018)
REGULATIONS - MBA

MASTER’S PROGRAMME

Acme Business School’s (ABS) Master’s Programme consists of a number of specialised courses. Master’s Programme contains a set of compulsory courses (Core Courses) and some optional courses i.e. specialization and elective courses.

Core courses are basic courses required for each programme. The number and distribution of credits for core courses will be decided by the respective faculties.

Elective courses will be suggested by the respective departments. Elective courses may be distributed in the semesters II-IV.

A course is divided into FIVE units to enable the students to achieve modular and progressive learning.

M.B.A. - Dual Specialization:

The candidates can choose any two of the following specialization and take two elective subjects each in the respective specializations:

- Human Resource Management
- Marketing Management
- Financial Management
- Digital Marketing

SEMESTERS

An academic year is divided into two semesters, odd semester and even semester. The normal semester periods are:

Odd Semester: July to November (90 Working days)

Even Semester: December to April (90 Working days)

CREDITS

The term credit is used to describe the quantum of syllabus for various programmes in terms of weight-age and hours of study. It indicates differential weight-age given according to the contents and duration of the courses in the curriculum design.

The minimum credit requirement for a two year Master’s Programme shall be 90.

Semester	Credits
I	24
II	27
III	27
IV	17
Total Credits	95

COURSES

Each course may consist of lectures/ cases discussion / tutorials/ laboratory work / assignment / seminars /project work/ practical training/ report/ viva-voce etc.

COURSE WEIGHT

Core and Elective courses may carry different weights. For example, a course carrying two credit for lectures will have instruction of one period per week during the semester, if three hours of lecture is necessary in each week for that course, the 3 credits will be the weight-age.

Thus normally, in each of the courses, credits will be assigned on the basis of the lectures / tutorials / laboratory work / field and industrial visits and other forms of learning in a 15 week schedule.

Two credit for each lecture period per week

Two credit for each tutorial per week

Two credit for every three periods of laboratory or practical work per week

Two credit for 3 contact hours of project work in a week

Two credit for every two period seminar

Three credits for project work / dissertation.

Three credits for tour and industrial visits

ELIGIBILITY FOR ADMISSION

A candidate who has passed the Bachelor's Degree in any subject including the Professional Courses of this University or an examination of any other University accepted by the Syndicate as equivalent thereto.

GRADING SYSTEM

The term grading system indicates a 10 point scale of evaluation of the performance of students in terms of marks, grade points, letter grade and class.

DURATION

The duration for completion of a two year Master's Programme in any subject is of four semesters.

STRUCTURE OF THE PROGRAMME

The Master's Programme consists of:

- Core courses which are compulsory for all the students
- Specialization or Elective courses which students can choose amongst from courses approved within the department or in other departments of the faculty and other faculties.
- Dissertation / Project Work / Practical Training / Field work, which can be done in an organization (Government, Industry, Firm, Public Enterprise etc.)
- Students can take any two elective subjects each from any of the two specializations selected and appear for examination of four elective subjects in all in the II, III and IV semesters.

Project Work

Each student shall be required to prepare a project report on the basis of investigations carried out by him/her in a business or industrial organization and offer possible solutions for a typical problem of current interest in the area of Management. The report should demonstrate the capability of creative thinking with original approach to solve the identified problem(s) duly taking in to account the internal & external environment cost effectively. The report should include field studies, surveys, interpretation, planning and design of improved integrated management systems, presented in a comprehensive manner with recommendations for solutions logically.

Attendance

Acme Business School (Acme) is responsible for the maintenance of attendance register for candidates who have registered for the course.

‘Acme’ must intimate the University at least Seven Calendar days before the last instruction day in the semester about the particulars of all students who have secured an attendance of less than 80%.

A candidate who has attendance less than 80% shall not be permitted to sit for the End–Semester examination in the course in which the short fall exists. Based on the percentage of attendance reported for every student, internal marks shall be awarded for each course as given below:

Attendance %	Marks
90 and more	5
80-89	4
70-79	3

EXAMINATION

There will be two Assessment Tests and one End-Semester examination during each semester. Assessment Test-I will be held during sixth week for the syllabi covered till then. Assessment Test-II will be combination of a variety of tools such as class test, assignment, and paper presentation that would be suitable to the course. This requires an element of openness. The students are to be informed in advance about the nature of assessment and the procedures. However the tests are compulsory. Test I may be for one hour duration. The pattern of question paper will be decided by the respective Faculty. Assessment Test-I will carry 20% of marks out of the session marks 25.

Assessment Test-II will be held during eleventh week for the syllabi covered between seventh and eleventh weeks.

Assessment Test-II will be conducted with a variety of assessment tools. It will also have an element of openness. The students are to be informed in advance about the nature of assessment and the procedures. However the tests are compulsory. Test-II may be for two hour duration. The pattern of question paper will be decided by the respective faculty. Assessment Test-II carries 20% of marks out of the Assessment marks 25.

There will be one End-Semester examination of 3 hours duration in each course.

The End-Semester Examination will cover full syllabus of the course for 75% of marks.

EVALUATION

Evaluation will be done on a continuous basis. Evaluation may be by objective type questions, quiz, short answers, essays or a combination of these, but at the End Semester Examination, there has to be a written examination.

The performance of a student in each course is evaluated in terms of Percentage of marks (PM) with a provision for conversion to Grade Point (GP). The sum total performance in each semester will be rated by GPA while the continuous performance from the 2nd Semester onwards will be marked by (OGPA).

MARKS AND GRADING

A Student cannot repeat the assessment of Assessment Test-I and Assessment Test-II. However, if for any compulsive reason, the students could not attend the test, the prerogative of arranging a special test lies with the teacher in consultation with the Head of the Departments.

A minimum of 50% marks in each course is prescribed for a pass. A student has to secure 50% minimum in the End-Semester Examination.

If a candidate who has not secured a minimum of 50% of marks in a course shall be deemed to have failed in that course.

The Student can repeat the End Semester Examination when it is offered next in the subsequent odd / even semester till the regulations are in force.

A candidate who has secured a minimum of 50 marks in all the courses prescribed in the programme and earned a minimum of 90 credits will be considered to have passed the Master's Programme.

GRADING

A ten point rating scale is used for the evaluation of the performance of the student to provide letter grade for each course and overall grade for the Master's Programme.

Marks	Grade Point	Letter Grade	Class
90 and more	10	S	Exemplary
85–89	9.0	D	Distinction
80–84	8.5	D	Distinction
75–79	8.0	D	Distinction
70–74	7.5	A	First Class
65–69	7.0	A	First Class
60–64	6.5	A	First Class
55–59	6.0	B	Second Class
50–54	5.5	C	Second Class
49 or Less	–	F	Fail

The Successful candidates are classified as follows:

1. First Class-60 % Marks and above in overall percentage of Marks (OPM).
2. Second Class-50-59% Marks in overall percentage of marks.
3. Candidates who obtain 75% and above but below 90% of marks (OPM) shall be deemed to have passed the examination in Distinction provided he/she passes all the courses prescribed for the programme at the first appearance.

Candidates who obtain 90% and above (OPM) shall be deemed to have passed the examination in FIRST CLASS Exemplary provided he/she passes all the courses prescribed for the programme at first appearance.

For the Internal Assessment Evaluation, the break up marks shall be as follows:

Test	: 10 Marks
Assignment/ Seminar/ Case Study/ Role Play/ Viva Voce / Short Answers	: 10 Marks
Attendance	: 5 Marks
Total	: 25 Marks
The award of marks shall be as below:	
Faculty of Arts, Indian Language and Education	: 3000 Marks

Practical examination and Viva-voce

Practical Examination shall be conducted by the External Examiner(s) as approved by the University. All the External Examiners shall be from the University or such examiners as approved by the University.

**SCHEME OF EXAMINATIONS
M.B.A. (DUAL SPECIALIZATION)**

Semester	Course No.	Course Code	Course Title	Course Type	Credit	University Exam Marks	Internal Marks	Total Marks
Semester I								
I	1.	AMBAC 101	1. Management Process	Core	3	75	25	100
I	2.	AMBAC 102	2. Managerial Economics	Core	3	75	25	100
I	3.	AMBAC 103	3. Organizational Behaviour	Core	3	75	25	100
I	4.	AMBAC 104	4. Accounting for Managers	Core	3	75	25	100
I	5.	AMBAC 105	5. Research Methodology	Core	3	75	25	100
I	6.	AMBAC 106	6. Business English - Lab	Core	3	75	25	100
I	7.	AMBAC 107	7. Project Entrepreneurship and Small Business Management	Core	3	75	25	100
I	8.	AMBAC 108	8. Comprehensive Viva-voce (Industrial Visits and Subjects)	Core	3	75	25	100
			Total		24	600	200	800
Semester II								
II	1.	AMBAC 201	1. Financial Management	Core	3	75	25	100
II	2.	AMBAC 202	2. Marketing Management	Core	3	75	25	100
II	3.	AMBAC 203	3. Human Resource Management	Core	3	75	25	100
II	4.	AMBAC 204	4. Production and Materials Management	Core	3	75	25	100
II	5.	AMBAC 205	5. Statistical Packages on Business Decision - Lab	Core	3	75	25	100
II	6.	AMBAC ***	6. Elective subject	Elective	3	75	25	100
II	7.	AMBAC ***	7. Elective subject	Elective	3	75	25	100
II	8.	AMBAC 206	8. Professional Skill Development - Practical 1	Core	3	75	25	100
II	9.	AMBAC 207	9. Project and Viva-voce(Exposure to Small and Medium Enterprises)	Core	3	75	25	100
			Total		27	675	225	900

Semester III								
III	1.	AMBAC 301	1. Operations Research	Core	3	75	25	100
III	2.	AMBAC 302	2. Case Study and Analysis	Core	3	75	25	100
III	3.	AMBAC 303	3. Business Legislations	Core	3	75	25	100
III	4.	AMBAC 304	4. International Business and Export Management	Core	3	75	25	100
III	5.	AMBAC 305	5. Business Policy & Strategic Management	Core	3	75	25	100
III	6.	AMBAE ***	6. Elective subject	Elective	3	75	25	100
III	7.	AMBAE ***	7. Elective subject	Elective	3	75	25	100
III	8.	AMBAC 306	8. Professional Skill Development - Practical 2	Core	3	75	25	100
III	9.	AMBAC 307	9. Project and Viva– voce (Industrial Visits and Subjects)	Core	3	75	25	100
			Total		27	675	225	800
Semester IV								
IV	1.	AMBAC 401	1. Project Work	Project	5	150	50	200
IV	2.	AMBAC 402	2. Behavioural Science Experiments and Testing - Practical	Core	3	75	25	100
IV	3.	AMBAC 403	3. Computer Application in Business - Lab	Core	3	75	25	100
IV	4.	AMBAE ***	4. Elective subject	Elective	3	75	25	100
IV	5.	AMBAE ***	5. Elective subject	Elective	3	75	25	100
					17	450	150	600
Specialization - Elective Subjects Human Resources Management								
II	1.	AMBAE 211	1. Performance Management	Elective	3	75	25	100
III	2.	AMBAE 311	2. Compensation and Rewards	Elective	3	75	25	100
IV	3.	AMBAE 411	3. Labour Laws in India	Elective	3	75	25	100

Marketing Management								
II	1.	AMBAE 221	1. Consumer Behaviour	Elective	3	75	25	100
III	2.	AMBAE 321	2. Advertising and Sales Promotion	Elective	3	75	25	100
IV	3.	AMBAE 421	3. Brand Management	Elective	3	75	25	100
Financial Management								
II	1.	AMBAE 231	1. Investment Security and Portfolio Management	Elective	3	75	25	100
III	2.	AMBAE 331	2. Banking and Insurance Management	Elective	3	75	25	100
IV	3.	AMBAE 431	3. Capital Markets	Elective	3	75	25	100
Digital Marketing Management - Elective Subjects								
II	1.	AMBAE 241	1. Social Media Marketing	Elective	3	75	25	100
III	2.	AMBAE 341	2. Mobile marketing	Elective	3	75	25	100
IV	3.	AMBAE 441	3. Internet Marketing	Elective	3	75	25	100
Elective Subjects - Semester II								
II	1.	AMBAE 211	1. Performance Management	HR	3	75	25	100
II	1.	AMBAE 221	2. Consumer Behaviour	MRK	3	75	25	100
II	1.	AMBAE 231	3. Investment Security and Portfolio Management	FIN	3	75	25	100
II	1.	AMBAE 241	4. Social Media Marketing	D-MKT	3	75	25	100
Elective Subjects - Semester III								
III	2.	AMBAE 311	1. Compensation and Rewards	HR	3	75	25	100
III	2.	AMBAE 321	2. Advertising and Sales Promotion	MRK	3	75	25	100
III	2.	AMBAE 331	3. Banking and Insurance Management	FIN	3	75	25	100
III	2.	AMBAE 341	4. Mobile marketing	D-MKT	3	75	25	100
Elective Subjects - Semester IV								
IV	3.	AMBAE 411	1. Labour Laws in India	...	3	75	25	100
IV	3.	AMBAE 421	2. Brand Management	MRK	3	75	25	100
IV	3.	AMBAE 431	3. Capital Markets	FIN	3	75	25	100
IV	3.	AMBAE 441	4. Internet Marketing	D-MKT	3	75	25	100

SYLLABUS
FIRST YEAR: FIRST SEMESTER
AMBAC 101: MANAGEMENT PROCESS

Objective

The Objective of this paper is to familiarize the student with basic management concepts and behavioural process in the organization. Management by Objectives is a personnel management technique where managers and employers work together to set, record and monitor goals for a specific period of time. Organizational goals and planning flow top-down through the organization and are translated into personal goals for organizational members.

Teaching Methods

Lecture, Seminar, Role Play and Case Study

Unit-I: Introduction

Definition of Management – Science or Art – Manager Vs Entrepreneur - types of managers - managerial roles and skills – Evolution of Management – Scientific, human relations , system and contingency approaches – Types of Business organization - Sole proprietorship, partnership, company public and private sector enterprises - Organization culture and Environment – Current trends and issues in Management.

Unit-II: Planning

Distinction between operational and strategic planning – Types of plans –Grouping of various types of plans – Steps in planning – Importance of policies – Types of policies – Principles of policy making – Policy formulation and Administration – Basic area of policy making

Unit-III: Organising

Authority Relationships – Line authority – Staff authority – Line organization – Pure line and Departmental line organization – Staff relationships – Line and Staff organization – Functional organization – Committee organization – Definition of Authority – Components of authority – Rational authority – Traditional authority – Charismatic authority – Limits of authority – Delegation of authority – Process of delegation – Principles of Delegation – Centralization and Decentralization

Unit-IV: Staffing and Directing

Staffing Function – Nature and Purpose of staffing – Importance of staffing – Components of Staffing – Selection and Training – The Direction Function – Leadership – Co-ordination – Need for co-ordination – Types of Co-ordination – Pooled, Sequential, Reciprocal and Interdependence – Principles of Co-ordination – Approaches achieving effective Co-ordination – Problems of Co-ordination

Unit-V: Supervising Control and MBO

Supervision Function – Position of a supervisor – Qualities of a good supervisor – Role of a Supervisor – Key Man – Man in the middle – Middle marginal man – Human relations specialist – Essential requirements of effective supervision – Rensis Likert studies of supervision – Effectiveness – Concept of control – Importance of control – Span of control – An Integrated Control System – Management By Objective – Hierarchy of Objective – Qualitative and Quantitative Objective – Process of MBO – Management by Exception

References

1. Bhushan, Y.K., Fundamentals of Business Organization and Management, Sultan Chand & Sons, New Delhi, 2013.
2. Gupta, C.B., Management Theory and Practice, Sultan Chand & Sons, New Delhi, 2011.
3. Heinz Wehrich, and Mark V. Cannice, Harold Koontz, Management, (12th Edition) Tata McGraw Hill, New Delhi, 2008.
4. Radha R Sharma, Change Management and Organizational Transformation, 2nd Edition, McGraw Hill, New Delhi, 2012.
5. Ramasamy T., Principles of Management, Himalaya Publishing House, Mumbai, 2004.
6. Samuel C. Certo and S. Trevis Certo, Modern Management, PHI learning, New Delhi, 2008.
7. Stoner J., Management, 6th Ed., New Delhi, Prentice Hall of India, 1996.
8. Williams Chuck, MGMI, Cengage Learning, New Delhi, 2013.

AMBAC 102: MANAGERIAL ECONOMICS

Objective

To integrate the basic concepts of micro and macro economic theories to apply the subject knowledge in future planning and business decision - Understanding the economic goals of the firms to attain optimal decision making and acquire business skills

Teaching Methods: Lecture, Case Method, Seminar and GD

Unit-I: Basic Concepts

Introduction, Meaning, Scope and importance of Study of Managerial Economics - Demand Analysis: Introduction, Meaning and Law of Demand, Elasticity of Demand - Demand Forecasting: Introduction, meaning and Forecasting, Level of Demand Forecasting, Criteria for a Good Demand Forecasting, Methods or Techniques of Demand Forecasting, Survey Methods, Statistical methods, Demand Forecasting for a New product

Unit-II: Cost Analysis

Cost concepts and classifications – Cost output relationship in the long run and short run – Economies (Internal and External) and Diseconomies of scale – Cost control and Cost reduction – Production function – Isoquants, Isocost curves and Least cost combination

Unit-III: Pricing Decisions

Pure competition – Perfect competition – Policies and Practices – Pricing and output decisions under imperfect competition – Pricing Policies – Price discrimination – Methods of Pricing – Monopolistic Competition – Oligopoly

Unit-IV: Profit Analysis

Concepts - Profit theories – profit policy – Profit budget – Break even analysis – Break even chart – - Cost-Volume-Profit Analysis -Theory of profit maximization - Economies of Scale - Internal, External Economies - Profit Management and Risk Analysis

Unit-V: Macro Economics and Business Decision

Business Cycle and Business Policies – Current Industrial Policy and Monetary Policy and Fiscal Policy – National Income and Methods of its Estimation - Large Scale Industries and Small Scale Enterprises – Financial Institutions – Inflation: Nature and Causes – Meaning: Effects and cost – Inflation: Anticipated and Unanticipated – Inflation: Measures to control inflation.

References

1. Ahuja, H.L., Managerial Economics, S. Chand & Company Ltd., New Delhi, 2007.
2. Joel Dean, Managerial Economics, PHI Learning Private Ltd., New Delhi, 2008.
3. Maheshwari, Managerial Economics, Sultan & Chand, New Delhi, 2003.
4. Mithani, D.M., Managerial Economics, Himalaya Publishing House, New Delhi, 2009.
5. Moti Paul S. Gupta, Managerial Economics, Tata McGraw Hill Pub., New Delhi, 2007.
6. Narayanan Nadar, E. and S. Vijayan, Managerial Economics, PHI Learning Private Ltd., New Delhi, 2009.
7. Petersen & Lewis, Managerial Economics, 4th edition, Prentice Hall of India (P) Ltd., New Delhi, 2003.

AMBAC 103: ORGANIZATIONAL BEHAVIOUR

Objective

The aim of this course is to understand organisational behaviour concepts and models, moving from individual behaviour to group behaviour and to an organisation as a whole. At the end of the course the students will have the ability to understand concepts of organizational behaviour and develop best Human Relations Policies for effective performance.

Teaching Methods

Lectures, Case Studies, Business Games and Role Play

Unit-I: Introduction and Individual Behaviour

Organization Behaviour – Definition and Meaning – Models of Organizational Behaviour – Hawthorne Experiments – Personality Determinants – Type A/B personality – Theories of Personality – Values – Types of Values – Perception – Elements of Perception – Perceptual Errors – Learning – Theories of Learning – Learning Curve.

Unit-II: Work Attitude, Motivation and Job Satisfaction

Personality & Attitudes- Meaning of personality- attitude - Development of personality - Attributes of personality- Transactional Analysis - Ego states - Johari window - Nature and dimensions of attitude - Developing the right attitude - The ABC Model – Work attitudes – Motivation – Process – Theories of Motivation – Job Satisfaction – Causes of Dissatisfaction EVLP framework.

Unit-III: Leadership and Counselling

Leadership – Leaders Vs Manager – Leadership theories – Leadership styles – Power – Sources of power – Conflict – Causes – Resolution strategies and Types of conflict – Interpersonal / Intra Group Conflict – Transactional Analysis – Johari Window – Counselling – Types of Counselling.

Unit-IV: Group Dynamics

Defining and Classifying Groups – Work group behaviour – Techniques for group decision making – Advantages and disadvantages of group decision making – Participation in decision making – Factors that influence group effectiveness – Empowerment and self managed teams.

Stress – Causes of stress – Stress reduction strategies.

Unit-V: Organisation Change and OD

Organization change – Meaning – Models of change – Resistance to change – Managing planned change organizational culture – Factors influencing Organizational Culture – Organizational Climate – Dimensions of Organizational Development – OD Cycle.

References

1. Debra L. Nelson, James Campbell Quick, Preetam Khandelwal, Organizational Behavior, Cengage Learning, New Delhi, 2012.
2. Jarold Greenberg, Robert A Baron, Organizational Behavior, PHI Learning, New Delhi, 2010.
3. John Newstrom, Keith Davis, Organizational Behavior – Human Behaviour at Work, Tata McGraw Hill Publication, New Delhi, 2006.
4. Kavita Singh, Organizational Behavior, Pearson, New Delhi, 2012.

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6. Ricky W. Griffin, Gregorej Moorhead, Organizational Behavior, Biztantra, New Delhi, 2009.
7. Stephen P. Robbins, Timothy Judge, Organizational Behavior, Phi Learning, New Delhi, 2007.
8. Thomas Kalliath, Paula Brough, Michael O'Driscoll, Mathew J Manimalla, 01.Ling Siu, Organizational Behavior, Tata McGraw Hill, New Delhi, 2011.

AMBAC 104: ACCOUNTING FOR MANAGERS

Objective

At the end of learning this subject the student will be able to understand various concepts, techniques, methods, process of accounts, data analysis, interpret financial information, decision making in the areas of Financial and Management Accounting and arrive solution for strategic business problems.

Teaching Methods

Lectures and Balance sheet Analysis. Students are to be examined on 60% theory and 40% on problem aspects

Unit-I: Introduction to Management Accounting and Financial Accounting

Introduction - Principles - Concept - Accounting conventions - Importance and Scope -Generally Acceptable Accounting Principles - Management accounting - Its origin - Role - Function - Growth - Cost accounting - Financial accounting - Difference between various accounting - Financial Accounting - Journal - Ledger - Trial Balance, Trading, P&L account – Balance sheet

Unit-II: Financial Statement Analysis, Ratio Analysis, Fund and Cash Flow Analysis

Analysis and interpretation of financial statements – Concepts, Objectives and Types - Analysis of Comparative Balance sheet – Common size statement (simple problems) – Ratio Analysis – Nature – Classification – Limitations – Interpretations of Ratios – Funds flow analysis – Concept – Merits and Demerits – Cash flow analysis – Concept – Merits and Demerits (simple problems)

Unit-III: Marginal Costing, Budget and Budgetary Control

Marginal Costing – Concept – Advantages and Disadvantages – Break even analysis – Cost volume profit analysis – Budget and Budgetary control – Objectives – Type of budgets – Preparation of Sales, Cash, flexible and master budgets (simple problems)

Unit-IV: Capital Budgeting

Capital Budgeting – Methods of ranking Investment proposals – Payback method – Average Rate of Return method – Discounted Cash Flow Method – IRR method – NPV method – Excess present value method (simple problems)

Unit-V: Reporting

Reporting to management – Objectives of reports – Reports for different levels of management – Preparation of reports – Uses of Reports – General Principles of a good reporting - Presentation of Reports

References

1. Bhattacharya. Ashishik, Financial Accounting for Business Managers, Prentice Hall of India, 2003.
2. Gunasekaran, E., Accounting for Management, Lakshmi Publication, Chennai, 2012.
3. Khan. M.Y. and P.K. Jain, Management Accounting, Tata McGraw Hill Pub., 2004.
4. Maheswari, S.N., Corporate Accounting for Managers, Vikas Publishing House, New Delhi, 2004.
5. Pandikumar, Management Accounting, Excel Books, New Delhi, 2008.
6. Sharma. R.K. and Shashi. K. Gupta, Management Accounting, Kalyani Publishers, 2004.
7. Srinivasan, N.P. and M. Sakthivel Murugan, Accounting for Management, S. Chand & Co., New Delhi, 2004.

AMBAC 105: RESEARCH METHODOLOGY

Objective

To equip the students with the basic understanding of research methodology and to provide an insight into the application of modern analytical tools and techniques for the purpose of management decision making

Teaching Methods

Group Discussions, Role play, Lectures, Seminar Presentations, Computer Aided Teaching

Unit-I: Introduction to Research and Research Methodology

Research – Meaning – Types – Nature and scope of research – Problem formulation – Statement of research Objective – Value and cost of information – Importance of research in Management – Research process – Research design

Unit-II: Data Collection

Methods of data collection and Techniques – Quality of Data Collection – Research Integrity – Observational and Survey methods – Field work plan – Administration of surveys – Training for field investigators – Sampling methods – Sample size

Unit-III: Research Tools

Source of Data – Primary – Secondary data – Questionnaire Design; Types and Techniques for Data Analysis – Attitude measurement techniques – Scaling Techniques - Difference between Qualitative Research and Quantitative Research

Unit-IV: Application of Statistics in Research

Introduction to Statistics – Estimation of Population parameters – Point of Internal estimates of means and proportions – Correlation – Regression – Hypothesis testing – Chi-square test – T test – F test – Tabulation of data – Analysis of data – Advanced techniques – ANOVA – Discriminate Analysis – Factor analysis – Multidimensional Scaling – Cluster Analysis

Unit-V: Report Preparation

Research Applications – Types of Report – Report preparations – Format – Pre Defined Goals – Summary of the Work – Methodology of the Research – Description of Questionnaires Used – Methodology used in the Interview – Languages – Tables – Pictures & Graphs – Bibliography Comments

References

1. Kothari, C.R., Research Methodology, New Age International (P) Ltd, New Delhi, 2004.
2. Arora, P.N. & S. Arora, Statistics for Management, S. Chand & Company Ltd., New Delhi, 2007.
3. Bhandarkar Wilkinson Laldas, Methodology and Techniques of Social Research, Himalaya Publishing House, Mumbai, 2004.
4. Donald R. Cooper and Pamela S. Schindler, Tata McGraw Hill, 9th Edition, New Delhi.
5. Dwiedi, R., Research Methods in Behaviour Science, Macmillan India Ltd., New Delhi, 2001.
6. Krisnasamy, O.R. and M. Ranganathan, Methodology of Research in Social Science, Himalaya Publishing House, Mumbai, 2005.
7. Vohra, N.D., Business Statistics, McGraw Hill, New Delhi, 2013.

AMBAC 106: BUSINESS ENGLISH - LAB

Objectives

To develop oral and written language skills in a business context of reading, listening, speaking and writing. Some of the important objectives of business English are: writing effective business reports, developing fluency in speaking, acquiring negotiation skills, developing systematic argument, highlighting significant points, describing things and building vocabulary

Teaching Methods

Role Play, Group Discussion, Presentations, Activity based games, Practice speaking and writing on various topics

Unit-I: Brush-up on Grammar

Brush-up on grammar: Tenses - Irregular verbs - Eight parts of speech - Spelling - Articles - Punctuation - Homophones - Homographs - Change of voice - Change of speech; Building word power: Practising useful vocabulary - word games - synonyms & antonyms-Confusing words and common errors in English

Unit-II: Speaking Skills

Speaking skills: Overcoming nervousness - Acquiring oral fluency - Initiating conversation - Simple talk & expression - Adding flavour in speaking - Developing phrases - Framing questions and answering - Express opinions - Giving directions - Describing things - Story telling - Speaking with imagination/creativity -Speaking extempore on a topic and answer queries - Elements of good talking and acquiring public speaking skills

Unit-III: Writing Skills

Writing skills: Sentence structuring - Spelling guidelines - Sentence order - Spotting errors & sentence improvement - Paragraph writing - Acquiring clarity and brevity in writing - Writing with flavour, feel and in depth - Internal company communication - Writing emails, letters, memos, memorandums, circulars and reports - Familiarize with a variety of business correspondences - Ability to respond to a business correspondence - Reminders and follow-up letters

Unit-IV: Listening Skills

Listening skills: Listening to a short conversation or monologue - Understanding of spoken English - Extracting factual information - Answering multiple choice questions - Filling missing information - Writing correct spelling for the names spelt in the recording - Understanding longer texts - Extracting specific information as required; Understanding variety of voices, styles of delivery and accents to make predictions about what they are likely to hear

Unit-V: Reading Skills

Reading skills: Practising to improve reading speed - Analysing structural and coherence of language - Working in pairs - Extracting relevant information from texts - Form filling and note completion exercises - Exposure to a wide range of notices and short text to business - Practise answering simple questions -

Interpreting graphic data - Understanding different parts of heading, sub-heading and different parts of the text - Familiarise with relevant topics and business terms

References:

1. Dr.S.RM.Sokkalingam - The Art of Speaking English - Versatile Publishing House 3rd revised edition 2016
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5. Robert L.Shurter, Effective letters in business Third Ed. 1983.
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7. Halliday, M.A.KyR.Hasan, Cohesion in English, Longman, London 1976.

MBAC 107: PROJECT, ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

Objectives

The basic purpose of this course is to provide students with necessary skills that can enable them to meet the need of effective management of public and private enterprises. This course will help them to understand the frame work for planning, analyzing and evaluating the project and to prepare a ground where the students build the necessary competencies and to motivate for a career in Entrepreneurship.

Teaching Methods: Lectures, Case Study, GDs and Seminar

Unit-I: Project Planning

Definition of project – Classifications of projects – Importance – Scope – Project Identification – Idea generation and Screening – Project selection and Planning – Project Formulation – Project life cycle – Project Organisation – Time, Cost and Resource Constraints -Roles and Responsibilities of project manager – Managing project team - Balancing Work, Time Resource and Cost

Unit-II: Project Feasibility and Project Finance and Evaluation

Pre-feasibility study – Market and Demand analysis – Feasibility Study: Technical – Commercial – Environmental – Socio economic – Managerial and Financial analysis – Detailed Project Report – Resource Survey – Selection of plant location – Project contracts – Insurance for projects – Project Implementation: Pre-investment phase; investment phase, the use phase of evaluation and pilot operation and preparation of productive operation, productive phase of operation, customer service, maintenance and upgrade applications/services.

Unit-III: Project Finance and Evaluation

Estimating project time and cost – Cost of capital – Source of finance – Cost control – Project Scheduling and Monitoring – Project Information System and Documents – Project Report – Social Cost Benefit Analysis – Project Evaluation and Performance Review Techniques.

Unit-IV: Introduction to Entrepreneur

Definition – Concept – Classification and types of entrepreneurs – Entrepreneurial Traits – Need and Important – Roles and Responsibilities of Entrepreneurs in Indian business context – Entrepreneurial Motivation – Entrepreneurial Development Programme: Role and objectives of the programme – Contents – Institutions aiding Entrepreneurs – Central and State level Institutions.

Unit-V: Entrepreneurship Environment and Challenges

Entrepreneurship environment: Social – Cultural – Political – Natural – Geographic – Technological – Economic Environment and its impact on Entrepreneurship – Factors affecting entrepreneurial growth – Globalization and its challenges – Steps to face global challenges – Strategies for the development of women entrepreneurs.

Unit-VI: Small Business Management

Small Enterprises – Definition – Classification – Characteristics – Ownership Structures – Steps involved in setting up a small business – Identifying and selecting a good Business opportunity – Market

potential analysis – Marketing methods: Pricing and Distribution methods. Sickness in small Business: Concept – Magnitude – Causes and Consequences – Corrective Measures – Government Policy on Small Scale Enterprises – Growth Strategies in small industry: Expansion – Diversification – Joint Venture – Merger and Sub Contracting.

References

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3. Khanka, S.S., *Entrepreneurial Development*, S. Chand & Company, New Delhi, 2008.
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AMBAC 108: COMPREHENSIVE VIVA-VOCE (INDUSTRIAL VISITS AND SUBJECTS)

Objective

The objective of conducting comprehensive Viva-voce on the industries visited and the subjects learnt during the first semester will help the students to consolidate and understand what actually they learnt out of these exercises.

Teaching method and awarding marks

Students must visit at least three manufacturing or service industries during the semester. The student should submit an industry visit report within three days of such visits. The class teacher will have to evaluate such reports and ask questions relevant to such industrial visit and award marks. All such reports and evaluation shall be kept on record. Similarly Viva-voce should be conducted on all the subjects handled during the first semester by a select panel of lecturers and marks should be awarded. The internal and external marks shall be 25: 75. The industrial visits and subjects shall be allotted marks in the ratio of 25:75.

FIRST YEAR: SEOND SEMESTER
AMBAC 201: FINANCIAL MANAGEMENT

Objective

The main objective of Financial Management are proper mobilization and utilization of funds, Earning more profits, maintaining liquidity, maximising shareholders wealth and increasing overall efficiency. This subject seeks to develop and acquaint the students with the various concepts, techniques, planning methods, forecasting and effective utilisation of funds deployed. This will develop and improve the decision making ability in the area of finance.

Teaching Methods

Lectures, Seminar Presentation, GD, Role Play and Balance Sheet Analysis

Students are to be examined on theoretical aspects 80% and problem aspects 20%

Unit-I: Introduction to Financial Management

Finance function: Introduction - Meaning – Definition – Goals of Financial Management - Scope of Finance function – Interface between Finance and other Business Functions - Executive functions and Incidental functions – Goals of Financial Management – Profit maximisation and Wealth maximisation - Time Value of Money: Introduction - Rationale - Future Value and Present Value

Unit-II: Short – Term Financing

Sources of short term financing: Meaning of working capital – Net working capital – Financing mix approaches – Sources of working capital financing – Management of cash and marketable security: Importance of cash and liquidity – Cash balance deciding factors – Determination of cash cycle – Receivable management – Objectives – Formulation of Credit and collection policies - Inventory management – Objectives of Inventory – Determination of optimum level of inventory – Types of Inventory

Unit-III: Long – Term Financing

Sources of long term financing – Nature of long term financing – Common stock – Preferred stock – Debt financing: Secured and Unsecured debts – Repurchase of shares – Under writing of shares – Rights issue: Meaning – Procedure – Pricing – Underwriting of rights – Dilution of market price rights – Market price of shares

Unit-IV: Dividend Policy Decision and Cost of Capital

Dividend policy decision: Dividend and Retained earnings – M.M. Model – Walters Model – Dividend practices – Factors affecting dividend policy – Dividend payout ratio – Stock dividend and Stock splits – Issue of bonus shares and its procedure

Cost of Capital – Significance – Determining component of Cost of Capital – Weighted Average Cost of Capital – Flotation Costs

Unit-V: Capital Structure and Leasing

Capital Structure: Features of an appropriate capital structure – Determinants of the capital structure – Modigliani–Miller Hypothesis under No taxes – MM Hypothesis under corporate taxes – Analysis of capital structure in practice (simple problems)

Leasing: Characteristics of leasing – Leasing as a source of finance – Types of Leasing – Leasing arrangements – Advantages and Disadvantages – Hire-Purchase – Meaning and Characteristics – Hire-purchase Vs Instalment payment – Fixation aspects

References

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8. Srivastava. R.M., Financial Management, Himalaya Publication House, Mumbai, 2010.
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AMBAC 202: MARKETING MANAGEMENT

Objective

Some of the major objectives of marketing management are creation of demand, attaining customer satisfaction, gaining market Share, generation of profits, creation of goodwill and public Image. The basic purpose of marketing management is to achieve the objectives of the business.

Teaching Methods

Case Study, Role Play, Seminar, Group Discussion, Visit the company, Audio Video Visual, In-basket exercise, Minor project and Meet the consumers

Unit-I: Marketing and its Environment

Definition – Role of marketing – Concepts of marketing – Production concept – Product concept – Selling concept – Marketing concept – Societal marketing, Relationship Marketing concept; Tasks of Marketing; Marketing Environment – Macro and Micro Environment – Marketing strategies – Market Leader Strategies – Market follower Strategies – Market Challenger Strategies and Market Niche Strategies

Unit-II: Market Analysis and Segmentation

Market Analysis – Types of Markets – Marketing mix elements – Market Portfolio Planning – Demand forecasting methods – Survey – Buyer's opinion – Composite Sales force opinion – Experts opinion – Market test method

Market Segmentation – Bases of Segmenting Consumer Market and Industrial Market – Target Marketing – Product differentiation – Market Positioning Strategy

Unit-III: Product and Pricing Strategies

Product – Classification of consumer goods and Industrial goods – Product lines – Product Life Cycle – New Product Development – Launching New Product – Product Innovation; Brand – Types; Packaging – Labelling Trade Marks – Copyrights – Patents. Pricing Strategy – Methods of Setting Price – Discounts and Allowance – Price of

Unit-IV: Physical Distribution and Promotion

Marketing Channels – Direct Marketing – Industrial Marketing – Network Marketing – e-marketing – B2B – B2C – Distribution Network – Channel Management – Retailing – Wholesaling – Promotions– Advertising – Publicity – Sales Promotion Methods – Sales force Management – Qualities of Sales Manager – Performance Evaluation of Marketing Programmes; Marketing Research – Process – MIS; Ethics in Marketing – Consumerism – Environmentalism – Global Marketing – Services Marketing

Unit-V : New Concepts

Green Marketing- Global Marketing- Guerrilla Marketing - Buzz marketing-viral Marketing- Customer Relationship Management (CRM)-Strategic marketing vs. marketing management- Strategic marketing processes Commerce: Marketing in the digital age - Strategies on marketing attacks

References

1. Carl Mc. Daniel, Charles W. Lamb and Joseph F. Hair, MKTG, Cengage Learning, New Delhi, 2011.
2. Dhruv Grewal, Michael Lerg, Marketing Management, Tata McGraw Hill, New Delhi, 2011.
3. Gupta, G.B. and N. Rajan Nair., Marketing Management, Sultan Chand & Sons, New Delhi, 2011.

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9. Russel S. Winer, Marketing Management, Tata McGraw Hill, New Delhi, 2012.

AMBAC 203: HUMAN RESOURCE MANAGEMENT

Objective

The primary objective of HRM is to ensure the availability of competent and willing workforce for an organization. Beyond this, there are other objectives too. Specifically, HRM objectives are four fold: Societal, Organization, Functional and personal. HRM involves the application of management functions and principles which are applied towards acquisition, development, retention and compensation of employees in organization.

Teaching Methods

Lecture Case Study, Role-play, Management Games and Group Discussion

Unit-I: Introduction

Human Resource Management – Nature, Scope and Importance of HRM – Managerial Functions – Challenges – Line and Staff aspect – HR management activities – Role of personnel manager – Images and qualities of HR manager – Integration of employee/management interests –Environment of Human Resource Management – External forces, Internal forces

Unit-II: Job Analysis, Job Design and Human Resource Planning

Job analysis – Content, steps in job analysis, methods of collecting job data, potential problems with job analysis – Factors affecting job design – Job design approaches – Job specification – Human resource Planning – Importance – future personnel needs, creating talented personnel, foundations for personnel functions – Factors affecting HRP – HR supply/demand forecast – Recruitment – Factors affecting recruitment – Recruitment policy – Internal/External sources of recruitment – Methods of recruitment – Selection procedure – Orientation program

Unit-III: Training and Performance Appraisal

Distinction between training, development education – Inputs in T&D – Skills, Development, Ethics, Attitudinal Changes, Decision making skills – Gaps in training – Principles of learning – Learning curve –Training process – Evaluation of the job and off the job training methods. Training techniques – Management Development – Factors of Appraisal – Traditional methods – Modern methods – MBO process – Appraisal techniques failure – Ethics of appraisal – Potential appraisal – Potential attributes – Career planning and development – Succession planning – Retention determinants – Organizational components and organizational career opportunities – Attrition

Unit-IV: Promotion, Job Evaluation and Compensation

Promotion – Promotion policy – Types of Promotion – Basis of Promotion – Seniority – Merit – Ability – Transfers – Reasons, principles and types – Separation – Lay off, Resignation, Dismissal, Retrenchment, Voluntary retirement scheme – Job evaluation – Procedure, Advantages, Limitations – Job evaluation methods – Components of remuneration – Wages and salary, incentives, fringe benefits – Factors affecting employee remuneration – Minimum wage, fair wage and living wage – Executive remuneration

Unit-V: Employee welfare

Meaning and Definition of Employee Welfare - Statutory and Non-statutory Welfare Measures - Providing essential amenities - Toilets - Wash Stations - Clean Drinking Water - Refreshments - Medical

Facility/Reimbursement for self and family - Uniforms - Personnel Accident Insurance Cover - Maintaining Safe and Healthy Work Environment - Employee Welfare and its Effect on the Performance of Employees - Provision of Loans - Free Medical Facility - Educational Facilities for Employees and their Families - Housing Benefits - Retirement Benefits

References

1. Aswathappa K., and Sadhna Dash, International Human Resource Management, 2nd Edition, Mc Graw Hill, New Delhi, 2013.
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AMBAC 204: PRODUCTION AND MATERIALS MANAGEMENT

Objective

The key objective of this course is to acquaint students with the needed skills and knowledge for making effective and efficient purchase, Decision storage and flow of materials in manufacturing and service organizations; Cost–reduction techniques in Pre–Purchase and Post–Purchase systems

Teaching Methods

Industrial visit, Lecture, Seminar and Case Study

Unit-I: Production Function

Introduction – Production functions – Design of production system – Types of production – Types of process – Productivity – Ergonomics.

Plant Location – Factors influencing plant location – Multi Plant location – Foreign Location – Relocation – Plant location trends

Unit-II: Plant Layout and Maintenance

Plant Layout – Types of layouts – Process layout – Product layout – Layout of service facilities – Office layout – Use of service facilities – Use of drawings, templates and models in layout physical facilities

Maintenance – Objective of maintenance – Elements of maintenance – Types of maintenance – Breakdown time – Distribution time – Preventive maintenance Vs Breakdown maintenance – Optimum crew size – Maintenance records

Unit-III: Production Planning and Control

Production Planning and Control – Routing – scheduling – Despatching – Expediting – GANTT charts – Work study and Motion study and Method study analysis – Use of Computers in PPC – Design and Implementation of PPC System

Unit-IV: Materials Management and Materials Management Information System

Materials Management – Objective of Materials management – Materials forecasting and planning – Inventory control – Fixed order size, P&Q Inventory System – Deterministic probabilistic models, Static inventory models – Spare parts management – Materials requirement planning – Aggregate inventory management – Implementation aspects of inventory systems – Materials accounting and budgeting evaluation of materials management performance. Information systems and computers in materials management

Unit-V: Store and Purchase Function

Standardization, simplification, codification, stores layout, storage systems and equipment, stores preservation, stores procedures and Automation of warehouses – Materials handling equipments – Stores Account – Price – Cost analysis and Negotiation forward buying – Speculation and Commodity markets – Capital equipment buying, imports and customs – Clearance – Purchasing research

Purchasing function – Purchasing policies and procedures, legal aspects of purchasing, tax considerations in purchasing, selections and sources of supply and make or buy decisions – Vendor evaluation and rating – vendor development

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Shridhara Bhat, K., Production and Materials Management, Himalaya Publishing house, Mumbai, 2003.

AMBAC 205: STATISTICAL PACKAGES ON BUSINESS DECISION - LAB

Objective

The objective of the Lab is to provide basic knowledge and experience in using statistical packages to make managerial decisions. The lab extends hand on experience in SPSS to carry out statistical analysis. The student will be able to apply the techniques learnt in a number of areas in management effectively and will be able to describe the model business relationships using simple and multiple regression analysis.

Practical Exam: University Exam will be conducted through practical

Teaching Method

Hands on practice on SPSS and other related software, Computer aided teaching

Unit-I: Introduction – Basic Research Process

Research methods – Data – Evaluation of measuring Instrument – Scale of measurement – Types of Questions – Sampling methods – Reliability and validity of Questionnaire – Filed Procedures

Unit-II: Data Editor

Processing of Data – Coding – Variables and variables labels – Rules in Creating Variables Name – Variable Format – Value Labels – Recode Command – Missing Data – Creating and Editing a Data File

Unit-III: Hypothesis Testing and Probability Values

Approaches to analyzes – Types of Analysis – Hypothesis Formulation – Hypothesis Testing – Checking of Data – Purification – Modification – Dependent and Independent Variable

Unit-IV: Simple Tabulation and Cross Tabulation

Simple Tabulation – Frequencies – Percentage – Charts – Simple Tabulation for ranking type questions – Cross Tabulation – Calculating percentage in a cross tabulation – Cross tabulation of more than two variables – chi-square test for cross tabulation – Measures of the strength of association between variables

Unit-V: ANOVA and Design of Experiments

Application – Methods – Variables – Completely randomized design in a one-way ANOVA – Factorial Design with two or more factors – Pair wise test – Independent t-test – Correlation – Regression – Interpretation of Result

References

1. Kothari, C.R., Research Methodology, New Age International Pvt. Ltd., Publishers, New Delhi, 2004.
2. Naresh Malhotra, Marketing Research, Pearson Publication, 7th Edition, 2012, New Delhi.
3. Vijay Gupta, SPSS for Beginners, VJ Books Inc., 1999.
4. Julie Pallant, SPSS, Survival Manual: A step by step guide to Data Analysis Using SPSS, 3rd Edition, McGraw Hill.
5. Vohra, N.D., Business Statistics, McGraw Hill, New Delhi, 2013.

AMBAC 206: PROFESSIONAL SKILL DEVELOPMENT - PRACTICAL 1

Objectives

It helps the students to identify their skill gaps and enable them to develop and hone these skills to the desired levels. Skill building is important to increase the efficiency in handling things qualitatively.

Teaching Method

Role Play, Seminar, GD, Simulation Techniques, Guest Lectures

Unit- I: Attitude

Introduction - Meaning - Features of Attitude - Attitude and Behaviour - Formation of Attitude, Types of attitude - Negative, Reactive, Victim, Planning, Entrepreneurial, implicit & explicit, Rational, Irrational, Positive attitudes; Characteristics of Positive Attitude and Optimism - Change of Attitude - The Power of Positive Attitude - Steps to overcome Challenged Attitudes and Negative Attitudes - Dealing with Attitudes - Balanced Life - Developing Positive Attitude; Professional Attitude: Accountability - Caring - Desire for self-improvement - Diversity - Honesty - Open-minded - Respect - Responsibility to learn - Team Player - Value new experiences

Unit-II: Motivation

Introduction - Meaning - Self Awareness - Motivation - Common Misconception about Motivation - Making Motivation as a Habit - Staying Motivated for long - Use of Goldilocks Rule - Staying Motivated in Life and Business - Reaching Peak Motivation - Steps to take when Motivation Fades - Maslow's Theory of Hierarchy and Needs: Psychological Needs, Safety Needs, Needs of Love, Affection and Belongingness, Esteem Needs, Needs for Self-Actualization; Self Analysis through SWOT - The Johari Window - Goal setting on Principle of SMART - Smart Goal Setting and Goal Setting Systems - Crafting Compelling Goals

Unit-III:

Etiquette

Introduction - Modern Etiquette - Benefits of Etiquette - Classification of Etiquette - Accompanying Women - Taboo Topics - Proposing the Toast

Manners

Introduction - Poor manners noticed in youth - Necessity of practicing good manners - Manners at the wheel: Driving - Manners in the flight - Respecting the sacred: Visiting holy places - Dealing with the challenged - Attending funeral - Professional manners - Social skills (manners) - Getting along with people - Manners to get respect from others: Corporate grooming tips, Mind your mobile manners, Annoying office habits - Activity: Testing your etiquette and manners

Unit-IV: Body language

Introduction - Body talk - Voluntary and Involuntary Body language - Forms of Body language - Parts of Body language - Origin of Body language - Uses of Body language - Body language in Building Interpersonal Relations - Body language in Building Industrial Relations - Reasons to Study Body language - Improving your Body language - Types of Body language - Gender Differences - Female

Interest and Body language - Shaking hands with Women - Interpreting Body language - Developing Confidence with correct Body language

Unit-V: Team Building and Teamwork

Introduction - Meaning - Traits of Leadership: Honesty - Integrity - Dedication - Responsibility - Goal Setting; Aspects of Team Building - Skills Needed for Teamwork - Knowledge of Self and Team - Decision Making - Need of Team Building - A Model of Team Building - Team Vs Group - Team Building Exercises - Characteristics of Effective Team - Role of Team Leader - Role of Team Members - Team Building Activity - Stages of Team Building - Inter-group Collaboration - Advantages of Inter-group Collaboration - Difficulties faced in Inter-group Collaboration - Factors shaping Inter-group Collaboration

References

1. Dr.K.Alex, Soft Skills, S.Chand & Co. Pvt. Ltd. Third revised edition 2014, New Delhi
2. Jeff Butterfield, Soft Skills for Everyone, Cengage Learning India Pvt. Ltd. First India Edition 2011, Delhi
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4. Allan Pease, Body language, Sheldon Press, London, Tenth Impression 1988
5. Allan Pease, How to Read Others Thoughts by Their Gestures, Sheldon Press, 1981
6. K.Collins, e-book, 'Quit Talking, Start Doing - Motivate Yourself When no one Can', 2015
7. Derek Stanzma, Team Building, e-book, 2014

AMBAC 207: PROJECT AND VIVA-VOCE (EXPOSURE TO SMALL AND MEDIUM ENTERPRISES)

Objective

Students should make use of first semester holidays and other holidays to learn from small and medium business units and establishments.

Student should get versatile exposure in all specialization areas.

Guidelines

1. The duration of the program is 40 hours.
2. Though the students attend eight hours shift in the small business will be taken only three hours credit per day (So that students can have the touch with real business for longer time).
3. Students should learn in a Tiny/Village/Rural/ Industry (e.g. Poultry, Pottery, Nursery, Artisan, Agarbathi, Plantation, Fish processing, Bags, Micro finance, Pre-casting, NGO, Small and Medium Shops and the like).
4. Students can submit the report about one or more firms in each report.
5. Students should get the attendance from the firm(s) and attach the same in the report.
6. Students can choose a guide of their choice from regular department faculty.
7. Faculties have ceiling of equal distribution of wards which will be done by the concern committee. Each student must perform their Main Project, Case study base report-1, Case study base report-2. If any violation on this then the project will not be considered for evaluation during the period, the students must complete their work in the next period.
8. Students should submit a case study based projects/ report in the end of the said periods (First case study base report should submit at the end of second semester and the second report should submit at the end of fourth semester. The students should do the work under the guidance of one faculty member of Dept. of Business Administration.
9. These case study reports can be submitted by the students with the minimum of 100 pages of typed script and soft binding each one.
10. Each report should be evaluated under the central evaluation centre and not by their guide.
11. Each case study based report can be awarded 100 marks inclusive of 25 marks as internal (Awarded by guide).

SECOND YEAR: THIRD SEMESTER
AMBAC 301: OPERATIONS RESEARCH

Objective

The central objective of operations research is optimization, i.e., "to do things best under the given circumstances." Following the general optimization paradigm, when applying operations research, a decision-maker selects the key decision variables that will influence the overall quality of decisions. The students will develop an understanding on basic management techniques and their role in managerial decision making.

Teaching Methods

Lectures, Case Study, Seminar, GD, Role Play

Unit-I: Introduction

Introduction - historical background - Scope and Features of Operations Research -Phases and Types of Operations Research Models - Operations Research methodology, Techniques and Tools - Structure of Mathematical Model - Limitations of Operations Research

Unit-II: Linear Programming

Introduction – Meaning – Requirements of Linear Programming Applications – Problem Formation – Graphical methods and Simplex method of solving optimization problems – Duality – Technical issues in Simplex method

Special Purpose Algorithms

Transportation model – Balanced and Unbalanced problems – North–West Corner rule – Least Cost Method – Vogels Approximation method – MODI method – Assignment model – Hungarian model – Travelling Salesman Problem

Unit-III: Inventory Models

Inventory costs – Cost of average inventory – Optimum Number of orders per year – Optimum days supply per order – Optimum rupee value per order – Assumptions – Applications of EOQ in Production process – Reorder point – Lead Time – Safety Stock

Waiting Line Models – Definitions of waiting lines – Single channel Queue models (Poisson Distributed arrivals and Exponentially Distributed Service Time) – Multiple channel Queue models (Poisson Distributed Arrivals and exponentially distributed Service Times) – Simulation of Queuing System

Unit-IV: Game Theory & Network Models

Game Theory: Two person Zero sum Games – Pure Strategy – Mixed Strategy – Dominance – Mix N Games – Graphical solution - Network Models: PERT – CPM – PERT cost – Resource allocation – Float and slack – Other network models

Unit-V: Replacement Models and Sequencing

Replacement Models: Capital equipment replacement – Replacement of terms that fail completely – Individual Vs Group replacement; Sequencing: Problems with 'n' jobs and 2 machines problems with 'n' jobs and 3 machines

References

1. Budnik, Frank S. Dennis MgKaney and Richard Mojena, Principles of Operations Research, All India Traveller Bookseller, New Delhi, 1995.

2. Gould, F.C. etc., Introduction to Management Science, Englewood Chiffs, Prentice Hall Inc., New Jersey, 1993.
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8. Taha, Operations Research – An Introduction, Prentice Hall of India, New Delhi, 2003.

AMBAC 302: CASE STUDY AND ANALYSIS

Objective

After exposing to case study analysis the students will be able to get real expertise and understanding as well as could judge or predict possible business decisions. The Objective of this course includes developing an appreciation of different cases and analysis in all possible directions. This will give exposure about the industry among the students and build up the experience of knowing the business organizations in depth.

Teaching Methods

Lecture/Discussion, Executive and Invited Lectures, Group Discussion, Seminar/Presentation and Video Cases

Unit-I: Case Study Fundamentals

Case Based Learning – Role – Expectations – Classroom Discussions – Participation – Fundamentals – Arguments – Types of Cases – Methods – Groups – Preparations – Techniques – Problem Identification – Case Study Data Banks

Unit-II: Case Development and Analysis Techniques

Developing Cases – Lead Generation – Documentation – Approval – Finalization – Key Process Areas – Clearance – Class room Preparation – Lead Questions – Approaches on Problem Identification, Solving, Approach – Questions – Assumptions – Concluding the Case

Unit-III: Case Study Steps

Titling – Introduction – Synopsis – Case Premises – Problem Identification – Central Issue – Analysis – Alternatives/Strategies Development – Feasibility Study (SWOT) – Selection of Best Alternatives/Strategy – Action Planning – Recommendation/Suggestion – Predicted Outcome – Conclusion

Unit-IV Cases in Management

Cases related to Finance – Marketing – Human Resource – Organization Behaviour – Production - Materials – International Business – Business Policy – Systems - Entrepreneurship - Logistics - Digital Marketing - Retail - Renewable Energy

Unit-V: Contemporary Cases

Current Cases of Indian Business and Industry – International Business and MNC - Monetisation - GST Implementation - Bank Frauds - Child Abuse - Drugs Abuse - Small Businesses - Background Checks for Job Candidates

References

1. Amita Mital., Cases in Strategic Management, Volume II, McGraw Hill, New Delhi, 2013.
2. Anu SinghLather, and Meenakshi Handa, Cases in Management, Wisdom Publications, Delhi, 2009.
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7. Natarajan. B., and Nagarajan. S.K., Developing Analytical Skills: Case Studies in Management, Shroff Publishers and Distributors Ltd., Mumbai, 2008.
8. Nikhilesh Dholakia, Rakesh Khurana, Labdhi Bhandari, Abhinandan K Jain., Marketing Management: Cases and Concepts, Macmilan India Ltd., New Delhi, 2007.

AMBAC 303: BUSINESS LEGISLATIONS

Objective

The course is designed to assist the students in understanding basic laws affecting operations of a business enterprise. Students of diverse backgrounds will become effective, ethical and professional paralegals who are employable in a variety of legal settings.

Teaching Methods: Lectures, Case Analysis and PowerPoint Presentations

Unit-I: Contract

Law – Definition – Sources – A brief Study on the Indian Contract Act, 1872: Essentials of a Valid Contract, Void Agreements – Performance of Contracts, Breach of Contracts and its Remedies – Discharge – Quasi- Contracts

Unit-II: Agency and Bailment

Law of Agency, Agent and Principal, Creation of agency, Classification, Relation of Principal at agent, Termination of agency – Bailment – Classification – Duties and Rights of Bailor and Bailee, Law relating to lien – Finder of Goods – Termination of Bailment – Pledge: Rights and Duties of Pawnor and Pawnee – Pledge by non-owner

Unit-III: Sales and Insurance Laws

The Sale of Goods Act, 1930: Formation of a Contract – Rights of an Unpaid Seller – Condition and Warranties, performance, Sale by Auction – Law of Insurance – Life, Fire, Marine and miscellaneous

Unit-IV: Negotiable Instruments, Partnership and Other Laws

The Negotiable Instruments Act, 1881, Nature and Types; Negotiation and Assignment – Holder in due course – Dishonour and Discharge of a Negotiable Instrument - Partnership Act – Law of Arbitration – Consumer Protection Act and Cyber Laws

Unit-V: Corporate Secretarial Practices

The Indian Company Law – Nature, Kinds, Formation of company, Memorandum of Association, Articles of Association, Prospectus, Membership in a company, Share capital, Borrowing Powers, Debentures and Changes, Company Mgt., Meetings and Proceedings, Accounts and Auditors, Prevention of Oppression and Mismanagement, Compromises, Arrangements and Reconstructions, Winding up

References

1. Gogna P.P.S., Business and Industrial Laws, S. Chand, New Delhi, 2010.
2. Gulshan, S.S. & G.K. Kapoor, Business Law, New Age International (P) Ltd., New Delhi, 1995.
3. Kapoor, N.D., Element of Mercantile Law, Sultan & Chand, New Delhi, 2012.
4. Saravanavel, P. and S. Sumathi, Legal aspects of Business, Himalaya Publishing House, Mumbai, 2012.
5. Tulsian, Business Law Questions and Answers, Tata McGraw Hill, New Delhi, 2005.
6. Varshney P.N. & K.P.M. Suntharam, Law and Practice Relating to Banking, New Delhi, Sutan Chand & Sons, 2001
7. Saravanavel P and S. Sumathi, Legal Systems in Business, Business law, Company Law, Labour Law, Himalaya Publishing House, New Delhi, 2004

AMBAC 304: INTERNATIONAL BUSINESS AND EXPORT MANAGEMENT

Objective

The International Business and Export Management subject puts students in a position to assume senior management and leadership functions in private and public sector organisations with a strong focus on export-related and international activities. The programme also aims to help students about Internationalisation and Globalisation of Business, the subject poses challenges to executives in Indian industries. Global perspective is needed to manage Indian business. Knowledge about the subject keeps the young management students mentally prepared to accept international assignments. Students can formulate strategies for overseas markets and they get orientation on export import procedures and foreign exchange including banking transaction.

Teaching Methods

Lectures, Case Method, Seminar and GD

Unit-I: Theories of International Trade and Nature of International Business and BOT/BOP

International Trade – Theories for basis of international trade (The comparative cost theory, opportunity cost theory, Heckscher ohlin theory) – Concepts of terms of trade – Balance of Payment – Balance of Payment disequilibrium and correction – International Orientation and Environment

Unit-II: Export Procedure and Export Documents and Tariff

Offer and receipt of confirmed orders – production clearance of the products – Excise duty rebate – shipment – Negotiation of documents – Export incentives – Bill of Lading, commercial invoice – Certificate of Origin and other export documents – Trade barrier – Tariffs – Classification, impacts – Non tariff barriers – Quantitative restrictions – Tariffs Vs Quota

Unit-III: International Finance and Foreign Exchange Market

Foreign exchange market – functions – methods of effecting international payments – Swap and forward exchange – Determination of Exchange rate – Exchange Control – Methods, Objectives – Exchange rate classifications – Foreign Direct Investment and Foreign Institutional Investments – Euro Dollar and Euro Currency – WTO

Unit-IV: Export Marketing and Pricing

Export marketing, Export pricing, costing and packaging factors influencing pricing – Structure of export price – Quotation – Export Contract – F.O.R – F.A.S. – F.O.B. – C&F – CIF – INCO Terms – FRANCO – Pricing Strategies – Impact of incentives on pricing – Labelling, packaging and marking of export consignments

Unit-V: Export and Import Finance

Export Finance – Payment by documentary credit – Letter of Credit – Parties, types – Advance payment – Cash against documents – Documents on Acceptance – Consignment basis – Pre-shipment Credit and Post shipment Credit – Scrutiny of Export Import Documents - Discrepancies in export documents - Need for export credit insurance – comprehensive and specific policies – Export credit and guarantee corporation – Risks covered and not covered – Import Finance – Export and Import Licence – Types

References

1. Ashwathappa. K., International Business, 3rd edition, Tata McGraw Hill, New Delhi, 2007.
2. Cherunilam, Francis., International Trade and Export Management, Himalaya Publishing House, Mumbai, 2010.
3. Francis Cherunilam, International Business, Wheeler Publishing, 2000.
4. James H. Taggart and Michael C. McDermott, The Essence of International Business, Prentice Hall of India, New Delhi, 2003.
5. Kapoor. D.C., Export Management, Vikas Publishing, New Delhi, 2009.
6. Nair, S.K., Contract Management, Vrinda Publications, New Delhi, 2008.
7. Natarajan, B. and S.K. Nagarajan, Developing Analytical Skills – Cases in Management, 1st edition, Shroff Publishers, Mumbai, 2007.
8. TAS Balagopal, Export Management, Himalaya Publishing House, Mumbai, 2013.

AMBAC 305: BUSINESS POLICY AND STRATEGIC MANAGEMENT

Objective

This course aims to develop the ability of the student in business environment and formulation of business strategies in the real life situation. A successful policy and strategy leads to sustainable development of organization in the competitive world.

Teaching Method

Case Studies, Role Play, Field Visits, interviewing middle and top level corporate executives and experienced guest speakers

Unit-I: Basic concepts of Business Policy

Business Policy: Meaning and definition – Importance – Scope – Need Essentials of An Effective Business Policy, Types and Classification of Policies – Organizational Direction: Vision – Mission – Objectives – Goals of business, Business Planning: Process – Benefits – Limitation

Unit-II: Business Analysis

Environment Analysis- SWOT analysis, porter's five forces model of competition -McKinney's 7s framework - GE nine cell model - distinctive competitiveness - selection of matrix - Grand strategies - stability strategies - expansion strategies - retrenchment strategies - combination strategies - restructuring of business - issues related with all these strategies

Unit-III: Basic concept of strategy

Evolution of Strategy – Strategic Management – Benefits – Strategy Vs Policy – Strategy Formulation – Strategic Planning – Strategic Management Process – Strategic Decision Making – Strategic Risks – Corporate Level Generic Strategies – Strategy Implementation: Functional Issues, Challenges of Strategy Implementation – Strategic Evaluation and Control Process – Monitoring Performance and Evaluating Deviations

Unit-IV: Business Development Strategies

Corporate Governance – Business Growth Strategies: Intensive – Integrative – Diversification Strategies, Functional Strategies: Marketing Strategies – Production Strategies – HR Strategies – Financial Strategies – Product Strategies, Business Process Re-engineering

Unit-V: Business Vs Social

Corporate Social Responsibility – Social Audit: Benefits – Procedures, Ethical and Social Considerations in Strategy Development – Business Organization in Society – Social issues in Business - Strategic Management in Non-Profit Organization

References

1. Arthur A Thompson, Crafting and Executing Strategy, 13th edition TMH, 2006.
2. Azhar Kazmi, Business Policy and Strategic Management, Tata McGraw Hill, New Delhi, 2008.
3. C.B. Mamoria, Cathis Mamoria and P. Subba Rao, Business Policy and Strategic Management, Himalaya Publishing House, Mumbai, 2011.
4. Charles W.I. Hill. Jareth R. Jones, An Integrated Approach to Strategic Management, Cengage Learning, New Delhi, 2009.
5. Francis Cherunilam, Strategic Management, Himalaya Publishing House, Mumbai, 2008.

6. Fred R. David, Strategic Management, PHI Learning, New Delhi, 2009.
7. Ghosh, P.K., Strategic Management Text & Cases, Sultan Chand & Sons, New Delhi, 2012.

AMBAC 306: PROFESSIONAL SKILL DEVELOPMENT - PRACTICAL 2

Objectives

The student will be exposed to develop expertise to build a resume for a specific job, understand the techniques/strategy to be employed in a Group Discussion, acquire proficiency to appear for a competency based interview and how to focus on the job rather than gossiping.

Teaching Methods

Lectures, Seminars, GDs, Presentations, Role Play, Mock Interview,

Unit-I: Preparing CV / Resume

Introduction - Meaning - Difference amongst Bio-data, CV and Resume - The terms - The Purpose of CV writing - Types of resumes - Interesting facts about resume - CV writing tips - CV/Resume preparation - the do's and don'ts in resume preparation - Resume check-up - Design of a CV - Entry level resume - The content of the resume - electronic resume tips - References - Power words - Common resume blunders - Key skills that can be mentioned in the resume - Cover letters - Cover letter tips

Unit-II: Group Discussion

Introduction - Meaning of GD - Purpose of group discussion - Characters tested in a GD - Tips on GD - Skills required in a GD - Structure of GD - Preparing for a GD - Consequences of GD - Behaviour in a GD - Essential elements of GD - Different characters in GD - Working with group members and avoiding problems in GD - Traits tested in a GD - GD etiquette - Initiating a GD - Techniques to initiate a GD - Non-verbal communication in GD - Movement and gestures to be avoided in a GD - Topics for GD: Topics based on Facts and Controversies, Abstract topics, Case-based GDs and Simulation-based GDs

Unit-III: Interview Skills

Introduction - why interviews conducted? - Types of interview - Interview panel - Types of questions asked - Reasons for selecting a candidate - Reasons for rejecting a candidate - On the day of interview - Facing actual interview - Attending job fair - Questions the candidate should not ask during interview - Post interview etiquette - How does one follow-up with the company that interviewed - Telephone interview - Dress code at interview - Interview mistakes - how to present well in interview - Tips to make good impression in an interview - Job interview - Basic tips -

Unit-IV: Winning Office Politics

Introduction - Meaning of office politics - Understand your company system - Identifying powerful people - Cooperation with decision makers - Developing diplomacy skills - Dealing with negative politics: - Cultivate allies: Seek mentors - Use a guardian angel, Create relationships with peers and support staff, Invest in your relationships, Keep a professional attitude - Develop power and influence

Unit-V: Negotiation Skills

Introduction - Meaning of negotiation - Necessity of negotiation - Types of negotiation - The process of negotiation - Archetype of negotiation - Improving negotiation skills - Impact of making Compromises in Negotiation - People skills that make a difference

References

1. Rob Yeung, Successful Interviewing and Recruitment, The Sunday Times, 2011, London, UK
2. Dr.K.Alex, Soft Skills, S.Chand & Co. Pvt. Ltd. Third revised edition 2014, New Delhi
3. Vaibhav Gupta, Job Winning Answers, Mahaveer Publishers, 2013, New Dehi
4. Heather Salter, Interview Secrets, Collins, 2010, London
5. Priyadarshi Patnaik, Group discussion and Interview Skills, Foundation Books, Cambridge University Press, Reprinted 2012, New Delhi
6. Jeff Butterfield, Soft Skills for Everyone, Cengage Learning India Pvt. Ltd. First India Edition 2011, Delhi
7. S.Hariharan, N.sundararajan, and S.P.Shanmugapriya, Soft Skills, MJP Publishers, 2010, Chennai

AMBAC 307: PROJECT AND VIVA– VOCE (INDUSTRIAL VISITS AND SUBJECTS)

Project Training

Summer project is an on-the-job training that inculcates practical knowledge and improves performance by giving an insight into business realities. As a part of the curriculum, the project is intended to input practical and conceptual knowledge to the students which is to be carried out for 45 days during May–June.

A committee is constituted for the overall Co-ordination of the students. The students undertake projects in various organizations all over the country. Faculty members also render their help in finding project placements. Students will be allotted faculty guides and they are advised to undertake projects based on their individual area of specialization. The topics are selected by consulting with their project guides and company guides.

MBA project will have 75 marks and viva will have 25 marks. It is resolved to abolish internal assessment mark for project work. The project dissertation will be evaluated for 75 marks (double valuation) and 38 marks is fixed as the minimum requirement for passing the project. If less than 38 marks scored by the candidate, he or she has to redo the project. The viva is for 25 marks and the minimum requirement is 12 marks. If a candidate has secured more than 12 and failed in the project, he has to once again carry over the project and reappear for the viva.

Project Related Activities

Project discussions for students with their guides have to be made once in a week.

Students can make use of the computer lab facilities for execution of their project work and for preparation of their report.

Frequent workshops and review meetings will be conducted with trainers and experts of various disciplines.

A formal interim – project presentation will be held before their juniors. This presentation acts as a good ground of experience on the part of the presenters while a good beginning of insight for the juniors.

A mock viva–voce will be held before appearing for their main project viva–voce examination to gain an experience.

Best Project Contest will be conducted every year to provide a platform to exhibit the skills they have acquired during the summer project training.

Students are encouraged to participate in the National Level Project contest held at various institutions.

Students are also encouraged to work towards publishing a paper along with the help of their faculty guide to add a real value to their project work.

SECOND YEAR: FOURTH SEMESTER

AMBAC 401: PROJECT WORK

Each student shall be required to prepare a project report on the basis of investigations carried out by him/her in a business or industrial organization and offer possible solutions for a typical problem of current interest in the area of Management. The report should demonstrate the capability of creative thinking with original approach to solve the identified problem(s) duly taking in to account the internal & external environment cost effectively. The report should include field studies, surveys, interpretation, planning and design of improved integrated management systems, presented in a comprehensive manner with recommendations for solutions logically.

AMBAC 402: BEHAVIOURAL SCIENCE EXPERIMENTS AND TESTING - PRACTICAL

Candidates are required to perform all the experiments from the areas given below. Prepare a record and the same should be submitted at the time of practical examination duly signed by the course teacher and with a bona-fide certificate from the Head of the Department.

Objective

The students should know:

- How to use the general principles and aim of psychology – to verify certain problems in experimental situations.
- The method of giving instruction to the subjects and to conduct the experiments.
- To collect the data, interpret them using suitable statistical techniques.

Teaching Methods: Lecture and oral presentations

Unit-I: Creativity and Leadership

Creativity – Creative thinking – Divergent thinking – Stages in Creative thinking.

Leadership – Leadership Orientation – Task versus person orientation

Unit-II: Decision Making and Assertiveness

Decision Making – Styles – Importance stages in decision making.

Assertiveness – Assertiveness in communication – Benefits of assertiveness – Submissive Communication – Assertive Communication – Aggressive Communication.

Unit-III: Ego States and Stress Coping

Transaction analysis – Parent ego – Adult ego – Child ego – Characteristics

Stress coping – Eustress – Distress – Coping strategies

Unit-IV: Emotional Intelligence and Personality

Emotional Intelligence – Components of Emotional Intelligence – Influencing Emotions – Handling relationships. Personality – Extraversion – Introversion

Unit-V: Adjustment and Values

Adjustment – Home adjustment – Health adjustment – Social adjustment – Emotional adjustment – Occupational adjustment.

Values – Value system – Values in different cultures

Tests

Test will be conducted through practicals on the following aspects:

Emotional Quotient – Telephoning Skills – Creativity – Attitude Achievement – Motivation – Traits Personality – Stress – Money attitude – Tolerance of Change.

	Scheme of Examination	Marks
1.	Practical Examinations inclusive of answer papers and viva (output)	75
2.	Internal (Attendance, Assignment, Seminar)	25
		100

References

1. Khandwalla, P.N. Fourth eye-Excellence through creativity. New Delhi: Wheeler Publishing Co Ltd., 1994.
2. Schaefer, C.E. Manual for the creativity attitude survey. Jacksonville: Psychologists and Education, INC., 1971.
3. Robbins, S. P. Organizational Behaviour (6th Edn.) Concepts, controversies and Applications. New Delhi: Prentice Hall of India Pvt., Ltd 1995.
4. Turner, J.C., Haslam, S.A., Platow, M and Reicher, S.A. New Psychology of Leadership. OX: Psychology Press, 2008.
5. Rathus, S. A. "A 30 item Schedule for Assessing Assertive Behaviour" Journal of Behaviour Therapy, 4, 398-406, 1973.
6. Rathus, S. A. and Nevid, J. S. Adjustment and Growth - The challenges of Life (5th Edn). New York: Harcourt Brace College Publishers, 1992.
7. Carson, R. C. Butcher, J. N. and Mineka, S. Abnormal Psychology and Modern Life (10th Edn.,) New York : Longman, 1998.
8. Baron, A.R. and Byrne, D. *Social Psychology*. New Delhi: Prentice-Hall of India, 1988.
9. Brehm, S.S. and Kassir, M.S. *Social Psychology*. Boston: Houghton Mifflin Co, 1990.
10. Atwater, E. *Psychology of Adjustment* (2nd Ed.) Englewood Cliffs, New Jersey: Prentice Hall Inc., 1983.
11. Wolman, B. *Dictionary of Behavioural Sciences* (2nd Ed.) New York: Academic Press, 1989.

AMBC 403: COMPUTER APPLICATION IN BUSINESS - LAB

Objective: learn to input, review, design and present information in a productive and efficient manner

Unit-I: Introduction

Overview of Computer Applications in Business - Office Automation applications - Word Processor (MS-Word), Spreadsheet and Data Management (MS-Excel), Documentation Preparation, Graphics & Presentation (MS-PowerPoint), Microsoft Access -Microsoft Outlook, Database Programs, Web Browsers, Development Tools, Drawing, Paint, Image Editing and Communication Programs

Unit-II: DBMS

Introduction to DBMS concepts- Purpose of Database Systems - Data Abstraction - Instance, Schema, and Sub-Schema - Data Independence - Data Models - Creating a database - Basic queries - Responsibilities of Database Manager - Database Administrator - Database Users - Computerized Accounting

Unit-III: Tally

Fundamentals of accounting in Tally - Creating masters in Tally - Voucher entry - Tally value and security controls - P&L and Balance Sheet - Printing Reports - Tally - ERP - Integrated Business Management - Liability to Pay Unpaid GST - Liability for GST: Transfers, Mergers & Liquidation - Generating E-Way Bills - special GST Recovery position - Tax Planning Tips

Unit-IV: MIS

Meaning - Functional and Enterprise Management Systems - Introduction to Management Information System - Enterprise Value - Transaction Processing Information Systems - Enterprise Reporting System: Graphs, Texts and tables - Web Portals: Distributing Information on the Internet in the form of Updated Web Pages - Report Management Vendors

Unit-V: ERP

ERP Resource Management Perspectives- Accounting and Finance Systems - Marketing and Sales Systems - Production and Operations Management Systems - Human Resources Management

Note: Practical Examination to be conducted by the External Examiner as approved by the University.

Reference Books

1. ERP Demystified, Alexis, Leon, Tata McGraw Hill.
2. ERP Concepts and Practices, Garg, V.K. and Venket, Krishna, N.K., PHI Publications.
3. ERP: A Managerial perspective, Sadagopan, S ,Tata McGraw Hill.
4. Enterprise Resource Planning, Shankar, Ravi &Jaiswal, S.Galgotia Publications.
5. Enterprise Resources Planning and Beyond. Langenalter, A. Gary, St. Lucie Press, USA.
6. Soumya Ranjan Behera, Learn Tally ERP. 9 in 30 days, Third Edition, BK, Paperback 2014
7. Ashok K Nadhani, Tally ERP. 9 Training Guide - 4th revised and updated edition, 2018
8. Parag Joshi, Tally ERP. 9 with GST Solved Problems, Paperback 2017

ELECTIVE SUBJECTS
HUMAN RESOURCE MANAGEMENT
AMBAHE 211: PERFORMANCE MANAGEMENT

Objective

The fundamental goal of performance management is to promote and improve employee effectiveness. It is a continuous process where managers and employees work together to plan, monitor and review an employee's work objectives or goals and his or her overall contribution to the organization.

Teaching Method

Lectures, Role plays and case study

Unit I: Introduction

Introduction: Definition of Performance Management - History of Performance Management - Dimensions of Performance Management - Role of Performance management Systems in Organizations - Characteristics of an Ideal Performance Management System - Dangers of Poorly Implemented Performance Management System

Unit II: Performance Management Process

Identify organisational goals - Define Performance - Determinants of Performance - Set Performance Expectations/Standard - Approaches to Measuring Performance - Performance in performance Management - Monitor and Evaluate Performance - Performance and human Resource Management - Set New Performance Standards

Unit III: Performance Planning

Theories of Goal Setting - Performance Goals/Measurable Objectives - Career Growth and Development Plan - Setting Performance Criteria - Components of Performance Planning - Objective of Performance Analysis - Performance Analysis Process - Identify Key results Areas - Define Goals - Ensure Performance Delivery - Set Goals for Team and Individuals

Unit IV: Performance Review and Discussion

Significance of Performance Review in Performance Management - Process of Performance Review; Process Ratings: Factors Affecting Appraisals - methods and Errors - Reducing Biases in Appraisals; Performance Review Discussions: Objectives - process - Role of mentoring and Coaching in Performance Review

Unit V: Managing Team Performance

Types of Teams and Implications for Performance Management - Strategies or tips to managing your Team for a Peak Performance Rewarding Team performance; Implementing Performance Management System: Pitfalls of Implementation - Traditional practices in the Industry

Reference Books

1. Aguinis H. , Performance Management, 2nd Edition, Pearson, 2008
2. Armstrong M, Armstrong's Handbook of Performance management, 4th Edition, Kogan page, 2012
3. Bacal R, Performance Management, 2nd Edition Tata McGraw-Hill, 2012
4. Cokins G, Performance management, Integrating Strategy Evaluation, Methodologies, Risk Analytics, John Wiley and Sons, 2009
5. Daniels A, and Daniels J E, Performance Management: Changing Behaviour that Drives Organisational Effectiveness, 4th Edition, performance Management Publications, 2004
6. Kholi A S and Deb T, Performance Management, Oxford university Press, 2008
7. Rao T V, performance Management and Appraisal Systems, Response Books, 2004

AMBAHE 311: COMPENSATION AND REWARDS

Objectives

Compensation helps attract, recruit, focus, retain and motivate employees. Compensation is a reward for time, skills, effort and/or knowledge. Competitive compensation plan help attract top industry talent. Pay-for-performance models help reach new and higher goals and push performance further.

Teaching Methods: Role Play, Industrial Visits, Seminar and Workshops

Unit-I: Introduction

Concept & Elements; Types of compensation- Base & Supplementary compensation - Theories of wages - Compensation and Organisational Strategy - Lifestyle and Compensation - Pay and Social Class - Reward System - Compensation System - Compensation Dynamics - Rates of Pay - Compensation Program - Jobs and Pay in India

Unit-II: Compensation and Legal System

Strategic and Tactical Compensation Issues - Compensation at Micro level - Compensation Strategy at company level - Trend in Compensation Management - concept of internal equity & external parity - Employees: A critical Resource - Division of labour - Pay Relationships - Compensation Structure - Salary Structure, Salary Progression, Allowances, Competency based compensation - Legislation and Compensation - Indian Legal System - Minimum Wages Act, Apprentice Act, Bonus Act

Unit-III: Functions of HR

Job Analysis - Gaining Employee Acceptance - Collecting and Distributing Job Data - Job Facts - Job Contract - Elements of Job Description - Job Requirements and Pay - Job Evaluation - Appraisal of Performance and Promotion; Designing Pay Ranges & bands - Tax Planning, Job Ranking - Market Pricing Approach - Maturity Curve Method - Voluntary Retirement Schemes

Unit-IV: Job Evaluation

Point Factor Method of Job Evaluation - Job Evaluation in Relation to Other Jobs - Job Evaluation Committee - Determining the Need for Survey - Preparing for the Survey - Identifying Survey Methods - Designing the Survey - Using Third party Surveys

Unit-V: Managerial Remuneration and Compensation

Managerial Remuneration- Elements, Benefits, Strategies & Reward for Managerial compensation - Pay Structure Architecture - Pay for Performance - Application of Motivation Theories - Merit Pay - Performance Appraisal Issues and Opportunities - Designing a File Content - Short-term Incentives - Premium and Differentials - Individual Based Bonus and Rewards - Long-term Incentives and Deferred Compensation Plan - Executive Compensation - International Compensation - Benefits Administration - Employee Benefits - QWL and Pay Administration

Reference Books

1. Compensation Management - Text and Cases, Tapomoy Deb, Excel Books.
2. Salary Administration, McBeath and Rands, London Business Books
3. Personnel Management & Industrial Relations, Bhagoliwal, Sahitya Bhawan Publication
4. Personnel Management, C.B. Mamoria, Himalaya Publishing House
5. Compensation and Reward Management, B.D. Singh, Excel Books
6. Understanding Wage System, A.M. Sharma, Himalaya
7. Richard I Derson, 'Compensation Management' , Pearson Education

AMBAHE 411: LABOUR LAWS IN INDIA

Objectives

The main objectives of labour laws in India are 'fair' employment contracts, minimum labour standards to guarantee acceptable limits of social welfare and the permissibility of trade unions to counteract the greater power of employers.

Teaching Methods: Case Study, Role Play, Workshops and Guest Lectures

Unit-I: Labour Welfare

Definition - importance - Origin and Development - The History of Labour Legislation in India - Nature and Need - Objectives and Principles of Labour Laws - Legal Provision to wages - Working Conditions - labour Welfare - Industrial Relations - Social Security

Unit-II: Case Laws I

Definition, Scope, Important provisions and Case laws related to The Factories Act, 1948 - The Trade Unions Act, 1926 - The Payment of Wages Act, 1936 - The minimum Wages Act 1948 - The Industrial Disputes Act, 1947 - The Workmen's Compensation Act, 1923

Unit III: Case Laws II

Definition, Scope, Important provisions and Case laws related to The Payment of Gratuity Act, 1972 - The Payment of Bonus Act, 1965 - The Employees Provident & Miscellaneous Act, 1952 - The Employees State Insurance Act, 1948

Unit-IV: Case Laws III

Definition, Scope, Important provisions and Case laws related to The Industrial Employment (Standing Orders) Act, 1946 - The Apprentices Act, 1961 - The Equal Remuneration Act, 1976 - The Maternity benefit Act, 1961

Unit-V: Residual Case Laws

Definition, Scope, Important Provisions and Case laws related to Contract Labour Regulations and Abolition Act, 1970 - The Child labour Prevention and Regulation Act, 1986 - Application of Labour Laws in Special Economic Zones - Issues, Challenges and Strategies

References

1. Padhi P.K., Industrial laws, PHI Learning, 2008
2. Kapoor N.D., Elements of mercantile Law, Sultan Chand, 2008
3. Taxmann, Labour Laws, 2008
4. Sinha D.R.N., Indu Balasinha & Semma Priyadharshini Sekar, Industrial Relation, Trade Unions and Labour Legislation, 2004
5. Mamoria C.B. and Sathish Mamoria, 'Dynamics of Industrial Relations', Himalaya Publishing House, New Delhi, 1998.
6. Dwivedi. R.S. 'Human Relations & Organisational Behaviour', Macmillan India Ltd., New Delhi, 1997.
7. Ratna Sen, 'Industrial Relations in India', Shifting Paradigms, Macmillan India Ltd., New Delhi, 2003.
8. Srivastava, 'Industrial Relations and Labour laws', Vikas, 4th edition, 2000.

ELECTIVE SUBJECTS
MARKETING MANAGEMENT
AMBAME 221: CONSUMER BEHAVIOUR

Objectives

To understand the relationship between consumer behavior, customer value, satisfaction, trust and retention and as well as to understand how new technologies are enabling marketers to better satisfy the needs and wants of the consumers.

Teaching Methods

Team talk, cases, Workshops at the end of each unit, Games, Consumer behaviour audit, Sample survey and a Minor project

Unit I: Introduction

Introduction to Consumer Behaviour; Concepts - Significance - Dimensions of Consumer Behaviour - Consumer Behaviour and marketing Strategy - Methods of consumer research - Applications of consumer behaviour knowledge in marketing - Contributing disciplines and area like psychology - social psychology - economics - anthropology etc.

Unit II: Consumer Behaviour

Diversity of consumers and their behaviours - Profiling the consumer and understanding their needs - Segmentation - Consumer Decision making process and decision making roles - Industrial and individual consumer behaviour models - Nicosia, Howard-Sheth, Engel-Kollat, Webster and Wind Consumer Behaviour Models - Implications of the models on marketing decisions

Unit III: Psychological Influences on consumer behaviour

motivation - perception - personality Learning and Attitude - Self Image and Lifestyles - Consumer expectation and satisfaction - Communication and Consumer Behaviour- Influences on Consumer behaviour: Celebrity influence - Word of Mouth - Opinion Leaders - Socio - Cultural, Cross Culture, Family group, Reference group influences - Influence of Social Media on Consumer purchase Behaviour

UNIT IV: Consumer Decision Processes

Initial Purchase - Repeat Purchase - Factors Influencing the Extent of Decision making - Culture - Need Recognition - Problem Recognition - Search and Evaluation - Individual Determinants of Consumer Behaviour: Motivation and Involvement - Information Processing -Learning - Personality and Self Concept - Attitude Theories and Change - Use of Unconventional Communication methods

Unit V: Consumers and E-Buying Behaviour

E-Buying behaviour - The e-buyer vis-a-vis the brick and mortar buyer, Influences of the Drivers of E-hopping and Purchase Decisions - High and low involvement- Pre-purchase and post-purchase behaviour - Online purchase decision process - Diffusion of Innovation - Managing Dissonance - Emerging Issues

References

1. Leon G.Schiffman and Leslie LasarKanuk, Consumer Behaviour, Pearson Education, India
2. Paul Peter et al., Consumer Behaviour and Marketing Strategy, Tata McGraw Hill, Indian Edition
3. Frank R.Kardes, Consumer Behaviour and Managerial Decision Making, Second Edition.
4. Assel, Consumer Behaviour - A Strategic Approach, Biztranza,2008.
5. Sheth Mittal, Consumer Behaviour- A Managerial Perspective, Thomson Asia(P) Ltd., 2003.
6. Abbael, Consumer Behaviour: A strategic approach, Indian edition 2005, Wiley2012.
7. Hed, Hoyer, Consumer Behaviour, 2008 edition, Wiley2012.
8. Das Gupta, Consumer Behaviour, 2008 edition, Wiley2012.
9. Shri Prakash, Theory of Consumer Behaviour, 1st edition,Vikas2012.
10. Srabanti Mukherjee, Consumer Behaviour, Cengage Learning, 2012.

AMBAE 321: ADVERTISING AND SALES PROMOTION

Objectives

The objectives of a sales promotion is to increase consumer demand, stimulate market demand, to get potential buyers to heed a call to action, increase the size of purchases and improve product availability using media and non-media marketing communications.

Teaching Methods

Advertising workshops, Creativity development exercises, Print Ad creations, cases, Sales promotion games

Unit-I: Advertising Fundamentals and Classification

Advertising – Concepts, objectives – Role of advertising in Modern Business – Advertisement Layout – Components of Layout – Economic Aspects of Advertising – Evolution of IMC – Marketing Communication Mix – High Control Message – Low Control Message – Strength and Weakness of Major IMC tools

Types and Classification of Ads – Advertising appeals: Humour, slice of life, Testimonials, Demonstrations, Problem solution, Talking heads, Characters, News, emotions – Persuasion matrix – Risks of using celebrity – Advertisement based on: demand influence level, audience Level and Timing of response – Advertisement based on geographic coverage.

Unit-II: Psychological Principles and Ethical Aspects of Advertising

Behavioural effects of advertising: Sensory level, Cognitive level, Personal and sociological level – Communication models: AIDA model, Hierarchy effect model – Innovation adoption model, Information processing Model, Operational model – DAGMAR philosophy – Unique selling proposition

Ethics in advertising – Advertising and Children – Advertising and cultural values – Advertising Standards Council of India

Unit-III: Media Selection, Creativity and Advertising Agencies

Types of media: print, broadcast, outdoor, transit, internet and other media – Media plan – Media mix – Media Scheduling – Advertising budget – Methods of determining advertising appropriation – Computers in media planning

Creative process: Preparation, incubation, elimination, verification – Jingles –Thematic classification – Creative strategy evaluation – Copy writing – Advertisement evaluation: Pre-testing – Concept testing, Theme Testing, Copy Research – Post testing – Advertisement agencies – types – functions – Selecting an agency – Client agency relationship – Agency compensation – Advertisement as a career

Unit-IV: Sales Promotion

Sales Promotion – Objectives – Promotional mix – Consumer oriented sales promotion techniques: Sampling, couponing, Premiums, Contests and sweepstakes, Refunds and Rebates, Bonus Packs, Price – off deals, Event marketing, – Trade oriented sales Promotion: Trade allowances – Display aesthetics – Types of Displays – Managing displays – Point of purchase materials – Trade shows – Cooperative advertising – Salesman trade promotion: Sales force contest – Evaluation of Sales Promotion – Coordinating sales promotion and advertisement

Unit-V: Public Relations and Corporate Advertising

Public relations – Integrating PR into the promotional mix – Establishing a PR plan – Advantages and disadvantages of PR – Measuring the effectiveness of PR – Publicity – The power of publicity – Control and dissemination of publicity – Objectives, types of corporate advertising

References

1. Arens, Contemporary Advertising, Tata McGraw Hill, New Delhi, 2007.
2. Chunawalla, S.A., Fundamentals of Advertising, Himalaya Publishing House, Mumbai, 2004.
3. George E. Belch and Michael A. Belch, Advertising & Promotion, Tata McGraw Hill, New Delhi, 2005.
4. Kapoor, D.C., Marketing and Sales Management, S. Chand & Company Ltd., New Delhi, 2004.
5. Ogilvy, David, Ogilvy on Advertising, Crown Publishers, New York, 1985.
6. Rajeev Batra, John G. Myers and David A. Aaker, Advertisement Management, PHI Learning, New Delhi, 2008.
7. Sangeetha Sharma and Raguvir Singh, Advertising Planning and Implementation, PHI Learning, New Delhi, 2008.

AMBAME 421: Brand Management

Objectives

Brand management, a highly skilled field requires a deep knowledge of marketing and experience with its application in the real world. It requires a combination of analytical and communication skills to be demonstrated continuously. Brand management includes managing the tangible and intangible characteristics of brand i.e. defining the brand, positioning the brand, and delivering the brand.

Teaching Methods

Brand management workshops, Branding exercises, Brand creations, cases, Brand management games

Unit-I: Introduction

Introduction - Meaning - Basic Understanding of Brands - Definitions - Branding Concepts - Functions of Brand - Significance of Brands - Brand Name - Different Types of Brands - Co-branding -Store brands Brand Mark Vs Trade Mark – Brand Loyalty – Brand Equity – Brand Extension Strategies – Characteristics of a Good Brand – Family Brand Vs Individual Brand.

Unit-II: Branding Strategies

Strategic Brand Management process - Building a strong brand - Brand positioning - Establishing Brand values–Brand vision–Brand Elements–Branding for Global Markets–Competing with foreign brands Product - Positioning–New Product Development - Effect of Branding Strategy on Consumer Needs, Emotions and Competitive Environment

Unit-III: Packaging

Packaging – Definition and Importance – Packaging Strategies – Packaging and Labelling – Uses of Packaging – Developments in Packaging – Multiple Packaging – Product Obsolescence – Style and Fashion – Fashion Cycle – Services Marketing – Origin and Growth – Classification of Services – Marketing of Financial Services – The Indian Scene – Designing of Service Strategy.

UNIT-IV: Brand Building - Brand Extension

Brand image Building - Brand Loyalty programs - Brand Promotion Methods -Role of Brand ambassadors, celebrities- Online Brand Promotions - Brand Adoption Practices - Brand Extension: Advantages and Disadvantages - Different type of brand extension - Factors influencing Decision for extension - Product Life Cycle - Re-branding and re-launching - Spin-off product - Implications of Launching New Products in the name of Existing Brand

UNIT-V: Brand Performance

Measuring Brand Performance - Brand Equity Management - Global Branding strategies - Brand Audit - Brand Equity Measurement - Brand Leverage - Role of Brand Managers - Branding challenges & opportunities - Create Brands, Activate Brands, Produce Brand Assets and Protect Brand Equities - Desirable to Consumers and Profitable to the Producer

References

1. Kevin Lane Keller, Ambi Parameswaran, Issac Joseph, Strategic Brand Management: Building, Measuring and Managing, Prentice Hall, 3 rd Edition, 2012
2. Moorthi Y LR, Brand - Management - 1st edition, Vikas Publishing House, 2012
3. Lan Batey, Asain Branding - A Great way to fly, PHI, Singapore, 2002.
4. Paul Tmepoal, Branding in Asia, John Willy, 2000.
5. Ramesh Kumar, Managing Indian Brands, Vikas Publication, India, 2002.
6. JagdeepKapoor,Brandex,Biztranza,India,2005
Mahim Sagar, Deepali Singh, D.P.Agarwal, Achintya Gupta. - Brand Management Ane Books Pvt.Ltd, 2009.

**ELECTIVE SUBJECTS
FINANCIAL MANAGEMENT**

AMBAFE 231: INVESTMENT IN SECURITY AND PORTFOLIO MANAGEMENT

Objective

The Objective of this course is to impose knowledge to students regarding the theory and practice of security analysis and making investment decisions

Teaching Methods

Lecture, Case Study and Seminar Presentation

Unit-I: Nature, Scope of Investment Management and Listing of Securities

Investments – Concept and objectives – Nature and Scope for Investment – Types of Investors – The Investment process – Stages of Investment – Speculation – Distinction between Investment and Speculation – Gambling – Features of Gambling - Listing of Securities: Advantages of Listing – Legal Requirements – Key provisions in listing agreement

Brokerage Business: Introduction – Functions of a brokerage firm – Functional specialization of members – Selecting a broker – Execution of orders – Types of transactions in a Stock Exchange – Mechanics of Share Trading – Carry forward Facility – Badla Transactions – Revised Carry Forward System (RCFS) – Brokerage Charges

Unit- II: Common Stock Analysis

Fundamental Analysis: Economic Analysis – Stock market and the economy – Business cycle and the stock market – SEBI’s New Regulations to Mutual Funds (1999) – Focus 1999 Amendment – Why?

Industry Analysis: Classification of industries – Industry life cycle – Methods of analysis – Key characteristics of an industry analysis

Company Analysis: Introduction – Internal information – External information – General aspects.

Financial Analysis: Introduction – Structure of a Balance sheet – Financial Ratios and their significance – Valuation of shares. (Simple Problems)

Unit-III: Technical Analysis and the Efficient Market Theory

Technical Analysis: Introduction – Tools for technical analysis – The Dow Theory – Advantages and limitations of technical analysis

Charting Techniques: Introduction – Meaning of Charts – Methods of preparing charts – Uses and limitations “P” and “F” (charts points and figure) – Pattern of charts and their uses

Dollar cost averaging: Introduction – Meaning of DCA – Guidelines for using DCA – Modified DCA plans

Unit-IV: Portfolio Management

Introduction – Meanings – Objectives of portfolio – Traditional portfolio analysis – Diversification of portfolio – Portfolio selection – Portfolio revision Techniques – Advantages and Limitations

Capital Asset Pricing Model – Security Market Line – Capital Market Line – SML Versus CML.
(Simple problems)

Unit-V: Financial Derivatives Markets

Warrants: Definition – Considerations for shares issued through warrants – Gearing effect – Valuing warrants – Lapse of warrants – Futures markets – Hedging using index futures – futures versus options – synthetic futures – futures versus forward markets – strategies for futures markets

Swaps – Basic Swap structures – Interest Rate Swap – Fixed Rate Currency Swaps – Currency Coupon Swap – Basis Rate Swaps

References

1. Bhalla, V.K., *Financial Derivatives*, 1st ed., S. Chand & Company Ltd., New Delhi, 2001.
2. Bhalla, V.K., *Investment Management; Security analysis and Portfolio Management*, 14th Ed., S. Chand and Company, New Delhi, 2008.
3. Nofsinger and R. John, *The Psychology of Investing*, Prentice Hall, 2005.
4. Perman and H. Stephen, *Financial Statement Analysis and Security Valuation*, McGraw Hill Irwin, 2001.
5. Prasana Chandra, *Investment Analysis and Portfolio Management*, 2nd Ed., Tata McGraw Hill Publishing Company Ltd, New Delhi, 2005.
6. Preetisingh, *Investment Management*, 13th Ed., Mumbai, Himalaya Publishing House, 2008.
7. Ranganathan, M. and R. Madhumathi, *Investment Analysis and Portfolio Management*, 1st Ed., Pearson Education (Singapore) Pvt. Ltd., New Delhi, 2005.
8. Trivoli and W. George, *Personal Portfolio Management*, Prentice Hall, 2000.

AMBAFE 331: BANKING AND INSURANCE MANAGEMENT

Objective

The main objective of this course is to help students to learn the various insurance and banking practices and their role in the overall financial sectors

Teaching Methods

Lectures, Case Study and Seminar presentation

Unit-I: Introduction

Evolution – Banking Regulations Act 1949 - Development of Banking in India – Meaning – Features of Banking – Classification of Banks – Banking System – Banks and Economic Development – Nationalisation of Banks – Achievements after Nationalisation - The Role of RBI in Governing Banks - RBI and the Effect of its Monetary Policy

Unit-II: Private Sector Banks

Private sector Banks in India – Importance of Private Sector Banks in India – Indigenous Bankers and Moneylenders – Function of Commercial Banks – Reserve Bank of India – Function – Role – Monetary Packing - New Private Sector Banks and their role in National Development - Payment Banks and their importance - Micro Finance and its Contribution for National Growth

Unit-III: Recent Trends in Indian Banking

Recent Trends in Indian Banking: Types of Financing – Repayment Method – Venture Capital – Factoring services – Bank net – Automated Teller Machines (ATM) – Phone Banking – Net Banking – Gold Deposit Scheme – Multi- Dimensional Developments

Unit-IV: Insurance Concepts

Introduction to Insurance: Definition and nature of Insurance – Evolution – Role and Importance of Insurance – Insurance contract – Insurance Device- Professional Approach – The basic principles of Insurance - Difference Between Health & Life and General Insurance - Type of Services Offered - General Growth of Life and Non-life Insurance Companies and their Future Trend in India

Unit-V: Classifications and Legal Aspects of Insurance Business

Life Insurance – Nature – Classification of policies – selection of Risk – Calculation of premium – Surrender Value – Investment of funds – Marine Insurance: Nature- Marine Insurance Policies – Premium calculation – Marine losses – Payment of claims

Fire Insurance: Nature – uses – Kinds of policies – Rate Fixation – Payment of claim –Re-insurance.

Legal and Financial Aspects of Insurance: Sources of Law – Tax Laws – Financial aspects of Insurance Business – IRDA Acts

References

1. Anand Ganguly, *Insurance Management*, New Age International (P) Ltd., 2009.
2. Balachandran, *Principles of Life Insurance*, Published by Insurance Institute of India, Mumbai.

3. Kiran, *Commercial Bank and Financial Management in the Financial Services Industry*, Fourth Edition, Macmillan Press, New Delhi 2001
4. Majmudar, *Principles of Insurance*, Published by Insurance Institute of India, Mumbai, 2000.
5. Mishra, *Insurance Principles and Practice*, Published by S.Chand & Company Ltd., New Delhi, 2000.
6. Nirmala Prasad, *Banking and Financial System*, Published by Himalaya Publishing House, Mumbai, 2007.
7. Paremewaran, *Indian Banking*, Published by S.Chand & Company Ltd., New Delhi, 2005.
8. Shekhar and Shekhar, *Banking Theory and Practice*, Vikas Publishing House (p) Ltd., 18th Edition, 2008.

AMBAFE 431: CAPITAL MARKETS

Objective

The objective of this course is to impose knowledge to students regarding the theory and practice of knowledge with business strategies – equity markets

Teaching Methods

Lectures, Case Study and Seminar presentation

Unit-I: Introduction

Capital Market – Evolution, need for regulatory mechanism, establishment of SEBI, SEBI Act/Rules and Regulations Role of Intermediaries in the Capital Market - Capital market Instruments: Stocks and Bonds - Treasury Bills - Foreign Exchange - Fixed Deposits - Debentures

Unit-II: Functions of Various Markets

Purpose of Capital markets - Meaning - Functions and Role - Trading in Financial Securities - Primary/Secondary markets, stock exchanges, National Stock Exchange, Bombay Stock Exchange, OTCEI - Merchant Banking – Role and functions - Difference between Money market and Capital Market - Capital Market Contribution in Mobilising Resources and Economic Development

Unit-III: Capital Issues

Capital issues – Equity and debt instruments, pricing, insider trading; Management of pre-issue and post-issue activities including issue of prospectus/offer documents; Rights issue, Bonus issue, Debenture Issue, private placements, Loan syndications, Euro Issues, ECBs and GDRs

Unit-IV: New Issue Market

Meaning - Definition - Raising Capital through Debt or Equity - New Issue Market (NIM): Initial Public Offer (IPO) - NIM and Secondary Markets, Role of the NIM, Methods of Raising funds, Bought- Out Deals Vs Private Placements, Intermediaries in NIM, Bankers to an Issue, Brokers to an Issue

Unit-V: Shares and Fixed Deposits

Capital Market Instruments: Meaning, Preference Shares, Equity Shares, Non-Voting Equity Shares, Convertible cumulative preference shares (CCPS) and Company fixed Deposits - Major Difference between Company Deposits and Bank Deposits - Investment in Equity or Bank Fixed Deposits: Which is more Profitable? Which is More Safer?

References

1. Avadhani V.A, *Capital Market Management*, Himalaya Publishing House, 2007.
2. Bharat's *Compendium on SEBI*, Capital issues and Listing, 2005.
3. Khan M.S, S.M. Faisal, *Capital Market and Investment Management*, Laxmi Publication, Pvt Ltd., New Delhi – 110002, First Edition, 2011.
4. *Manual of Merchant Banking*, 2003.
5. *Nabhi's Manual for Capital Issues*, SEBI and Mutual Funds, Nabhi Publications, 2004.
6. Verma J.C, *Normal Merchant Banking*, 2003.

ELECTIVE SUBJECTS
DIGITAL MARKETING MANAGEMENT
AMBAE 241: SOCIAL MEDIA MARKETING

Objectives

The most important aspect of any social media marketing strategy is to set S.M.A.R.T. (Specific, Measureable, Achievable, Realistic, and Timely) goals. Such goals help deliver more effective customer service experiences, manage human resources, perhaps reduce advertising costs and ultimately fulfill the mission and vision of the company.

Teaching Methods

Social media workshops, Seminar on social media strategy, Computer aided teaching, cases

Unit-I: Important Social Media Websites

Introduction - Meaning - Social Media Marketing: Types of Social Media Websites - Facebook: Creating a Facebook Page, Creating a Facebook Group; Twitter: Use Hastags, Retweet, Follow and get followed; Google+ - Create Your Google Page - LinkedIn - Profile Photo, Description, URL of Your Website; Other Social Network: Pinterest, Instagram, Flickr, YouTube, Vimeo, Foursquare, Yelp; Blogging: Types of Blogs - Blogging Platforms - Blogging Recommendations - The Importance of Social media in Marketing

Unit-II: Handling Social Media

Strategy to Increase Social Media Engagement; Social Media and Target Audience: Meaning - Learning about Target Audience - Use of URL Shortening Services to Track Audience - Analyse the Sales - Compare your audience; Sharing Content on Social Media: High Quality Content - Photos - Graphics -Videos - Review Videos, Tutorial Videos, Entering Videos and Live Chat, Links; Social Bookmarking Websites: Purpose of Bookmarking website - Most Popular Bookmarking websites; Approach to Social Media - Do's and Dos & Don'ts of Social Media

Unit-III: Social Media Marketing Strategy

Goals - Planning - Strategies - Monitoring - Analysis - Avoiding Mistakes -Tips on using Social Media in Marketing: Customization - Social Media Optimization - Guidelines to: Texts and URLS in the Cover Photo, Conditions when Organizing Online Promotions and Other Limitations - Evaluation; Tips on Social Media in Marketing - Using Social Media for Promotion - Social Media Promotion Techniques: Paid Advertising - Other Methods for Social promotion - Promote: Content, Product or Service, others; Hashtags, Use of Images, Share Quotes, Post Engaging Status Updates, Introduce Via Social media; Social Media ROI: Define Metrics, Set-up Goals - Quantitative and Qualitative Goals;

Unit-IV: Social Media Branding

Meaning - Branding - Personal Branding - Social Media Branding - Using Social Media for Establishing Relationship: Relationship with Customers (B2C), Other Business Relationship (B2B), Social Media Used for Customer Service - Build Your Own Community: Listen, Provide Quality, Focus on Your Community, Influence - Social Media and SEO: Increase ranking in the search results, Increase Traffic, Social Media and SEO; Tools for Managing Social Media: Tools for Planning, Managing and Monitoring; Management Tools: Automation and its Benefits and Disadvantages

UNIT-V: Social Analytics

Social Analytics: Facebook Insights, Google+ Insights, Other Ways to Track insights: Shortening Services, Google Analytics; Metrics for Social Media Marketing, The Benefits of Analysing Insights - Automation and social media - Social Media and Other Types of Marketing

References

1. Social Media Marketing Fundamentals, eMarketing Institute, Copy Right 2017
2. Social Media Strategy Execution, 10 Steps Digital Series, Siegmur Tittjung, Founder and CEO of KRAFTJUNGS GmbH
3. An Introductory Guide to Digital marketing, www.simpilearn.com
4. Digital marketing Handbook, PDF generated using open source, <http://Code.pediapress.com>
5. Social Media Marketing - Gaining Website Traffic - www.tutorialspoint.co - Simply Easy Learning - 2015
6. Social Media Marketing Jump, www.digitalmarketingtraining.co.in
7. The Six Fundamentals of Digital marketing, Netmark's Guide 2016

AMBAE 341: MOBILE MARKETING

Objective

Mobile marketing campaigns help advertisers to build brand awareness, changing brand image, increasing sales, establishing brand loyalty, building customer database, or motivating mobile viral marketing. The important mobile marketing campaigns are reputation management, demand creation, sales enablement and market intelligence.

Teaching Methods

Mobile marketing workshops, Seminar on mobile marketing, Computer aided teaching, cases

Unit-I: Introduction

Overview -Why Mobile Marketing and Why it's Important? Mobile Marketing Users - Evolution of Mobile Marketing - Future of Mobile Marketing - SMS Campaign - Mobile Website Campaign - Mobile Application Campaign - Mobile Advertisement Campaign - Mobile Social Media Marketing Campaign - M- Commerce Campaign

Unit-II: Mobile Marketing Technology Reach

Introduction - Definition - Overview - How Technologies have Changed the Way Users Interact with Mobile Devices - Anywhere Anytime Access: Personal, Always Carried and on, Has a Built-in-Payment System; Mobile Applications Easier than Websites - personalized Advertisement -Social media Accessed through Mobile - Mobiles Turning Into Mini-computers Limitations of Mobile Phone

Unit-III: Mobile Marketing Strategies and Privacy Standards

What is Mobile Marketing Strategy? Privacy Standards - Negating Spamming - Use Right Policy and Channels for Marketing - Mobile Website Marketing Strategies: Meaning - Mobile Responsive Websites - Functioning of Mobile Websites - Designing Your Mobile Website - Creating Mobile-friendly Web Content - Benefits of Mobile Websites - Mobile Application Marketing Strategies - Design Your Application for Multiple Devices and Platforms Benefits of Mobile Application

Unit-IV: Mobile Marketing Campaign:

SMS Campaign: Text Messaging Platform - Creating a User Flow Diagram - Carrier Approval Certification - Common Short Codes - An Opt-in Marketing Program - Benefits of SMS Campaign - Mobile Website Campaign: Eco System: Importance of Mobile Advertisement - Quick Reach of Largest Section - What is Mobile Advertising Eco System - How Does Mobile Advertisement Work - Benefits of Mobile Campaign - Mobile Social Media Campaign - How Does E-mail marketing Work?

Unit-V: Understanding Mobile Users:

Benefits of Mobile E-mail Marketing - M-Commerce: Meaning - Engaging Users to Buy and Sell - How Does M-Commerce Work? Decide Where to Sell - Set-up Mobile Billing - Benefits of M-Commerce - Mobile Users Statistics - Ways to Know Your Mobile Audience - Mobile Marketing ROI

References

1. Mobile Marketing -Personalized Marketing Solutions - tutorials point, Simply easy learning, www.tutorialspoint.com
2. TAPSENSE - A Complete Guide to Mobile Marketing for 2014
3. An Introduction to Mobile Marketing , The Past, Present and Future, Marketo
4. Simple Mobile Marketing Strategy - 6 Technologies and Tactics, Vivid Image, 2011, www.vimm.com
5. Understanding Mobile Marketing Technology & Reach, E Education, mma Mobile Marketing Association, Version 1.3, May 2007
6. Mobile Marketing, Tomi Ahonen, Tomi Ahonen Almanac, May 2010
7. Mobile Marketing - A guide to how you can market your business to mobile phone users - Failte Ireland, National Tourism Development authority, 2nd April 2012 Version 1.0

AMBAE 441: INTERNET MARKETING

Objectives

The internet provides plenty of opportunities for every business to improve their bottom-line. Search Engine Optimization (SEO) and Pay-per-click ads (PPC) enable a potential customer to find the advertisement online. Internet marketing helps increase revenue, build-a-brand, improves local SEO, increases qualified traffic, manages online reputation and becomes an influential in your field.

Teaching Methods

Internet marketing workshops, Seminar on internet marketing, Computer aided teaching, cases

Unit-I: Understanding the Internet:

Introduction - Meaning - How Does the Internet Work? - How Do I Connect? Understanding Internet Connection - A Brief History of Internet - What is a Browser and How Does it Work? What Browser Should I use - Getting the Best out of the Browser - How Search Engines Works? How to Search? - Which Search Engine? - Getting the Most out of the Google - Your Future as a Internet Super-user: Lifelong Learning - Web Culture and Being a Responsible Netizen

Unit-II: Communicating and Researching Online:

Communicating Online: Introduction - Internet - Internet Etiquette - How Does Email Work - Email best Practice - Calendaring - Online Forums - Instant Messaging - Voice over Internet Protocol (VoIP)

Researching Online: Introduction - Focus on Online Research - Wikipedia - Evaluating an Online source - Conducting Effective Online Research

Unit-III: Managing Information, Staying Safe in Transacting Online

Managing Information: Introduction - Folders and Tags - using Bookmarks - Using RSS - Using Web Portal - Document Sharing

Staying Safe Online: Introduction - Are You a Target - Malware - Firewalls and Antivirus Software - Phishing - Passwords

Transacting Online: Introduction - Introduction to Online Transacting - How a Typical Online Store Works - Online Banking - Payment Gateways - Mobile Payment - Online Auctions at eBay

Unit IV: Social Networking and Browsing the Web on Your Mobile

Social Networking: Introduction - What is Online Social Network? - Facebook, Twitter, LinkedIn, Your Google CV

Browsing the Web on Your Mobile: Introduction - Why Mobile? Using Your simple Mobile - Using Your Smartphone - Mobile Online Transacting - Mobile Social Networking - Mobile Web Safety

Unit V: Publishing Online

Introduction - Blogs - Planning Your Blog - Creating and Engaging Content - Interacting on Your Blog - Spreading the word - Creating and Maintaining the blog - Video Blogging - Buying and Selling with Etsy - Creating Your own Website - Podcasting

References

1. Social Media Marketing Fundamentals, eMarketing Institute, Copy Right 2017
2. Online Marketing Fundamentals , eMarketing Institute, Copy Right 2017
3. An Introductory Guide to Digital marketing, www.simpilearn.com
4. Digital marketing Handbook, PDF generated using open source, <http://Code.pediapress.com>
5. Internet Marketing Textbook, Alex Trengove Jones, Anna Malczyk and Justin Beneke, Published by GetSmarter under the Creative Commons BY-NC 3.0
6. Internet Super-User Textbook, Masha Du Toit & Anna Malczyk & Jean Paul Van Belle, Version 1.0, 2011, Published by GetSmarter
