2.1 OPERATIONS MANAGEMENT

AIM: To focus on key analytical methods and provide practical insight for operations management.


References:
4. Production and Operations Management – Pannerselvam, PHI

Questions: 40% of the questions shall be problems
60% of the questions shall be theory based.
2.2 MARKETING MANAGEMENT

**Subject Description:** To enable the students to understand the market and marketing concepts, functions and systems by emphasizing on strategies and global market. **Goals:** To enable the students to learn the basic functions, principles and concepts of marketing for effective managerial function. **Objectives:** On successful completion of the course the students should have: Understand the marketing concepts and tasks in the global economy. To learn the buyer behaviour and factors influencing the buyer behaviour. To understand the marketing communication process and mix along with the marketing channels. **Unit I** Marketing Concepts and Tasks, Defining and delivering customer value and satisfaction - Value chain - Delivery network, Marketing environment-Digitalisation, Customisation, Changing marketing practices, Marketing Information System, Strategic marketing planning and organization. **Unit II** Buyer Behaviour, Market Segmentation and Targeting, Positioning and differentiation strategies, Product life cycle strategies, New product development, Product Mix and Product line decisions, Price setting - objectives, factors and methods, Price adapting policies, Initiating and responding to price changes. **Unit III** Marketing channel system - Functions and flows; Channel design, Channel management - Selection, Training, Motivation and evaluation of channel members; Channel dynamics - VMS, HMS, MMS. **Unit IV** Integrated marketing communication process and Mix; Advertising, Sales promotion and Public relation decisions. Direct marketing , Telemarketing; Sales force objectives, structure, size and compensation. **Unit V** Identifying and analysing competitors, Designing competitive strategies for leaders, challengers, followers and nichers : Customer Relationship Marketing - Customer database, Attracting and retaining customers, Customerism in India, MBA – 2011-12 & Onwards -Colleges Annexure No.67A Page 8 of 12 SCAA - Dt. 23.03.2011

**References:**

2.3 FINANCIAL MANAGEMENT

**Subject Description:** Financial Management emphasizes the functions of financial management explaining the investment, finance, dividend and working capital function along with the practical management problems. **Goals:** To enable the students to learn the basic functions, principles and concepts of finance in management. **Objectives:** On successful completion of the course the students should have: To learn the various functions of financial management along with the application. To learn capital budgeting and cost of capital. To understand capital structure, dividend policy and working capital management. **UNIT I** Objectives and functions of Financial Management - Role of Financial Management in the organisation - Risk-Return relationship- Time value of money concepts – An introduction to Indian Financial System - Role of SEBI in Capital Issues - Valuation of Bonds and Shares **UNIT II** Capital Budgeting - methods of appraisal - Conflict in criteria for evaluation - Capital Rationing - Problems - Risk analysis in Capital Budgeting. **UNIT III** Cost of Capital - Computation for each source of finance and weighted average cost of capital - EBIT -EPS Analysis - Operating Leverage - Financial Leverage - problems. **UNIT IV** Capital Structure Theory - Net Income Approach - Net Operating Income Approach - MM Approach - Dividend Policy - Types of Divided Policy. **UNIT V** Working Capital Management - Definition and Objectives - Working
Capital Policies - Factors affecting Working Capital requirements - Forecasting Working Capital requirements (problems) - Cash Management - Receivables Management and - Inventory Management - Working Capital Financing - Sources of Working Capital and Implications of various Committee Reports. MBA – 2011-12 & Onwards - Colleges Annexure No.67A Page 10 of 12 SCAA - Dt. 23.03.2011

2.4 HUMAN RESOURCE MANAGEMENT

Unit I: Human Resource Function

Unit II: Recruitment & Placement
Job analysis: Methods - IT and computerised skill inventory - Writing job specification - HR and the responsive organisation.
Recruitment and selection process: Employment planning and forecasting - Building employee commitment - Promotion from within - Sources, Developing and Using application forms - IT and recruiting on the internet.
Employee Testing & selection: Selection process, basic testing concepts, types of test, work samples & simulation, selection techniques, interview, common interviewing mistakes, Designing & conducting the effective interview, small business applications, computer aided interview.

Unit III: Training & Development
Orientation & Training: Orienting the employees, the training process, need analysis, Training techniques, special purpose training, Training via the internet.
Performance appraisal: Methods - Problem and solutions - MBO approach - The appraisal interviews - Performance appraisal in practice.
Managing careers: Career planning and development - Managing promotions and transfers.

Unit IV: Compensation & Managing Quality
Benefits and services: Statutory benefits - non-statutory (voluntary) benefits - Insurance benefits - retirement benefits and other welfare measures to build employee commitment.

Unit V: Labour relations and employee security
Labour Welfare: Importance & Implications of labour legislations - Employee health - Auditing HR functions, Future of HRM function.

References:
2.5 QUANTITATIVE TECHNIQUES

AIM
To enable the students to learn the techniques of operation Research and resources
Management and their application in business management.

UNIT I
Mathematical Models – deterministic and probabilistic – simple business examples – OR and
optimization models – Linear Programming – formulation – graphical solution – Dual of linear
programming problem – Economic interpretation

UNIT II
Transportation model – Initial Basic Feasible solutions – optimum solution for non –
degeneracy model – Trans-shipment Model – Assignment Model

UNIT III
Network Model – networking – CPM – critical path – Time estimates – critical path – crashing,
Resource levelling, Resources planning. Waiting Line Model – Structure of model – M/M/1 for
infinite population.

UNIT IV
Inventory Models – Deterministic – EOQ – EOQ with Price Breaks – Probabilistic Inventory
Models - Probabilistic EOQ model

UNIT V
Decision Theory – Pay off tables – decision criteria – decision trees.

References:
1. Operations Research – An Introductions – Hamdy A Tata
2. Operations Research – Kanti Swarup, Gupta And Man Mohan
5. Operations Research, Concepts and cases – Fredrick S Hillier and Herald J Lieberman, 8th

Questions : 80% of the questions shall be problems
20% of the questions shall be theory based.
2.6 RESEARCH METHODS FOR MANAGEMENT

Subject Description:
Research Methods of Management is emphasizing on the methodology of research and its application in managerial decision making, explaining hypothesis, meaning and types, sampling design along with the various parametric and non-parametric test.

Goals:
To familiarize the students with methodology of research and its application in managerial decision making situations.

Objectives:
On successful completion of the course the students should have:
Understood the scope and significance of research in business decisions. Studied and understood sampling techniques along with hypothesis testing. Understood various scaling techniques and measurement scales.

UNIT I
Research - meaning - scope and significance - Types of research - Research Process - Characteristics of good research - Scientific method - Problems in research - Identifying research problem – concepts, constructs and theoretical framework.

UNIT II
Hypothesis:- meaning - sources - Types - formulation Research design - Types - case study - features of good design - measurement - meaning - need Errors in measurement - Tests of sound measurement Techniques of measurement - scaling Techniques - meaning - Types of scales - scale construction techniques.

UNIT III
Sampling design - meaning - concepts - steps in sampling - criteria for good sample design - Types of sample designs - Probability and non-probability samples. Data collection:- Types of data - sources - Tools for data collection methods of data collection - constructing questionnaire - Pilot study - case study - Data processing:- coding - editing - and tabulation of data - Data analysis.

UNIT IV

UNIT V

References:
1. Rao K.V. Research methods for management and commerce - sterling
2. Zigmund, Business Research Methods
Note : 20% of the questions shall be problems
80% of the questions shall be theory based.