

MBA(FT), Non CBCS 3 rd Sem.		
Course Name: ORGANIZATIONAL EFFECTIVENESS AND CHANGE	Course Type Core	Course Code 30100
Course Objectives: The objective of this course is to familiarize the students with basic organizational process to bring about organizational effectiveness and change.		
		Marks
Unit 1. <u>Meaning of effectiveness and efficiency;</u> Measuring effectiveness - goal approach, resource approach, multi constituency approach, behaviour approach. Determinants of organization effectiveness		12
Unit 2. <u>Organisation change</u> - Kinds of change, Human resistance to change, causes, ways to prevent, process of organizational change, Lewins model change, force field analysis, Kotters Model		10
Unit 3. <u>Organisational Development</u> – Meaning, Characteristics, assumptions of OD, Benefits of OD, some important OD interventions, techniques – sensitivity training, role playing, MBO, survey feedback, Grid development, Job enrichment, process consultation, team building, career planning, stress management		14
Unit 4. <u>Organisational learning</u> – Nature, types, levels: Knowledge management – role of IT in KM, Factors affecting organizational learning – strategies for OL, Managing innovation and creativity in organisation		12
Unit 5. <u>Organisation climate and culture</u> – Concept and features of organizational climate, factors affecting organization climate, developing sound organization climate Meaning, characteristics, types of organizational culture, organizational culture effectiveness, changing organizational culture.		12
References:		
<ol style="list-style-type: none"> 1. Theory of Organization Development and Change, Cummings & Worley, CENGAGE Learning 2. Organisation Development, French and Bell, Prentice Hall of India 3. Changing Organisation, W. G. Bennis, Tata McGraw Hill 4. Organisation Theory, Change and Design, Richard & Daft, CENGAGE Learning 		

Pedagogy: Lecture, Discussion, Brain storming, Assignment, Case study, Audio-visual teaching learning, Group Project in an organization.

Evaluation: Internal assessment:40 marks (2 Sessional Examinations – 10 marks each totalling 20 marks, Home Assignment- 15, Attendance- 5)

End Semester Examination :60 Marks

MBA(FT), Non CBCS 3 rd Sem.		
Course Name: Operations Management	Course Type Core	Course Code 30200
Objective: The course looks at the importance of Operation Management in the context of the present times and intends to give the students a broad overview of the subject's necessity from the managerial point of view.		
		Marks
Unit 1: Operations Management:History, Competitiveness, Operations strategy. Operational decision making tools: Decision Analysis		5
Unit 2: Facility Location and Layout of Facilities: Linear Transportation Model and Line Balancing		10
Unit 3: Materials Management: Purchasing, Inventory, and JIT Systems		10
Unit 4: Operations Analysis and Maintenance: SPC, Learning Curve Effects, Queuing Analysis, Simulation.		10
Unit 5 : Project Management:Elements of Project Planning, Network Models		15
Unit 6: Supply Chain Management: Supply Chain Drivers, Distribution in Supply Chain. Distribution Network. Coordination in Supply Chain.		10
References:		
1. Supply Chain Management, Chopra &Meindel, Pearson		
2. Operations Management- Strategy & Analysis, Lee J Krajewski& Larry P Ritzman, Prentice Hall		
3. Operations Management – Theory and Practice, B Mahadevan, Pearson		
4. Operations Research, Hamdy A Taha, Prentice Hall		

Pedagogy:Lecture Method, Assignments, Discussions, Audio-Visual teaching learning and industrial visits.

Evaluation: Internal assessment:40 marks (2 Sessional Examinations – 10 marks each totalling 20 marks, Home Assignment- 15, Attendance- 5)

End Semester Examination: 60 Marks

MBA(FT), Non CBCS 3 rd Sem.		
Course Name Business Policy and Strategic Analysis	Course Type Core	Course Code 30400
<p>Objective: This course is designed to share the stimulating, challenging, and sometimes frustrating world of research supported decision making with post graduate students preparing to be future managers</p>		
<p>Unit 1: Introduction to business policies and Strategic Analysis: Vision, mission, goals and objectives-their importance and Business Policy and Strategic analysis.</p>		Marks 10
<p>Unit 2: Tools and Techniques for Strategic Analysis: SWOT/ETOP; PLC; Learning/Experience curves; BCG matrix; Kano Model; GEC model</p>		20
<p>Unit 3: Industry Analysis: Strategic group Analysis; Competitor Analysis; Porter's 5 forces</p>		10
<p>Unit 4: Types of Strategies: Corporate and Business level strategies.</p>		10
<p>Unit 5: Supply chain Management: Value chain concept; Strategic evaluation and control</p>		10
<p>References:</p> <ol style="list-style-type: none"> 1. Strategic Management, A. C. Hax, N.S. Majluf , PHI 2. Strategic Management and Business Policy, Glueck&William, TMH 3. Cases in Strategic Management, S. B Budhiraja and M. B Athreya, Tata McGraw Hill 4. Strategic Management and Business Policy, AzharKazmi, Tata McGraw Hill 		

Pedagogy: Lecture Method, Assignments, Discussions, Audio-Visual teaching learning, industrial visits.

Evaluation: Internal assessment:40 marks (2 Sessional Examinations – 10 marks each totalling 20 marks, Home Assignment- 15, Attendance- 5)

End Semester Examination :60 Marks

		MBA (FT), NON CBCS, 3 rd Sem.
Course Name Consumer Behaviour	Course Type Marketing Specialisation	Course Code 30510
<p>Objective: The course has been designed to make the students familiar with the various aspects of consumer behaviour in the market and the various factors impacting it.</p>		
		Marks
<p>Unit: 1 Introduction Consumer Behaviour – its origin, importance and strategic application, consumer decision making.</p>		12
<p>Unit: 2 Consumer Research: Quantitative and Qualitative Research – Consumer research Process – Quantitative and Qualitative research design.</p>		12
<p>Unit: 3 Consumer as an individual: Consumer motivation – needs and goals, types of motives, goal substitution and frustration. Consumer personality – nature, personality traits and consumer behaviour, materialism to compulsive consumption, brand personality., Perception – sensation, absolute threshold and differential threshold and marketing implications.</p>		12
<p>Unit: 4 Attitude, Reference Group and Culture Attitude - attitude formation and change. Reference group and family influence on consumer behaviour. Influence of culture, learning culture, consumer behaviour and rituals.</p>		12
<p>Unit: 5 Diffusion and Opinion Leadership Diffusion of innovations – the diffusion process, Opinion Leadership – importance and need, motivation behind opinion leadership</p>		12
<p>References:</p> <ol style="list-style-type: none"> 1. Consumer Behaviour, Schiffman and Kanuk, PHI. Eastern Economy Edition 2. Consumer Behaviour, Dinesh Kumar, Oxford University Press 3. Consumer Behaviour, Schiffman, Wisenblit and R Kumar, Pearson India Education Services Pvt. Ltd 4. Consumer Behaviour, Rajneesh Krishna, Oxford University Press 		

Pedagogy:Lecture Method, Assignments, Discussions, Audio-Visual teaching learning, industrial visits.

Evaluation: Internal assessment:40 marks (2 Sessional Examinations – 10 marks each totalling 20 marks, Home Assignment- 15, Attendance- 5)

End Semester Examination :60 Marks

MBA (FT), NON CBCS, 3 rd Sem.		
Course Name Marketing of Services	Course Type Marketing Specialisation	Course Code 30610
Objective: To appreciate the differences between services and physical goods and to understand how these differences translate into strategic direction.		
		Marks
Unit: 1 The Service Economy: Nature of Services, Service Marketing Mix, Service Management Trinity, Case Study		10
Unit: 2 The Service Consumer Behaviour: Customer Expectation of services, Customer perceptions of services, Case Study		10
Unit: 3 Service Quality: Monitoring and Measuring customer satisfaction –SERVQUAL & GAP model, Service Failure, Service Recovery, Building Customer Relationship, Case Study		15
Unit: 4 Service Development and Design: Distributing service, Setting service price, Service Promotion and Customer Education, Physical Evidence and the Servicescape, Case Study		15
Unit: 5 Field based assignment/ Project		10
References:		
1. Services Marketing, C. Bhattacharjee, Excel books 2. Services Marketing ,NargundkarRajendra , Tata McGraw Hill 3. Services Marketing- the Indian perspective, R. Shanker, Excel books 4. The Essence of Services Marketing,Newton&. Payne, PHI 5. Services MarketingThe Indian Context, R. Srinivasan, PHI		

Pedagogy: Lecture, Discussion, Brain storming, Assignment, Casestudy, Audio-visual teaching learning.**Group Project:** The group project is to be completed by team of five to six students. The group will be assigned a service industry and their job is to identify two service providers within that industry. The first firm is to be a very successful service firm – one from which they document quality service and the customer orientation and the other is just the opposite. The group has to compare and contrast the service strategies employed by the two firms and the customer’s reaction to these strategies. The project report has to be submitted by the end of the session and a presentation has to be made.

Evaluation: Internal assessment:40 marks (2 Sessional Examinations – 10 marks each totalling 20 marks, Home Assignment- 15, Attendance- 5)

End Semester Examination:60 Marks

MBA (FT), NON CBCS, 3 rd Sem.		
Course Name ADVERTISING AND BRAND MANAGEMENT	Course Type Marketing Specialization	Course Code 30710
<p>Objective: The course has been designed to introduce and to understand the basic intricacies of Advertising and Brand management and to understand its importance in the marketing of a business concern.</p>		
		Marks
Unit 1. Concept, Role, importance and types of advertising Legal, Ethical and Social aspect of advertising.		12
Unit 2. Primary and Secondary Demand, Objective Setting and Market Positioning DAGMAR Approach. Building of advertising program - Message, Headline, Copy, Logo, Illustration, Appeal, Layout, Campaign Planning, Media Planning, Budgeting		14
Unit 3. Advertising Evaluation: Testing Techniques. Advertising organization – Selection, Compensation & Appraisal of Agency		12
Unit 4. Understanding Brands - Brand Creation, Brand Extension Brand Hierarchy, Brand Personality, Brand Image, Brand Identity, Brand Positioning, Brand Equity, Brand Portfolio, Brand Revitalization. Value addition from branding – Brand customer relationship, Brand loyalty & customer loyalty		12
Unit 5. Financial aspect of Branding, Branding in different sectors- Customer, Industrial, Retail and Service Brands.		10
<p>References:</p> <ol style="list-style-type: none"> 1. Advertising Management: C.L Tyagi, Arun Kumar-- Atlantic Publications 2. Brand Management: Harsh V Verma, 3rd Edition-- Excel Books 3. Advertising Management, R. Batra, J G Myers, D. A. Aaker,.5th Edition-- Pearson India Educational Services Pvt. Ltd 4. Advertising Management, J. Jethwaney, and S. Jain, Oxford University Press 5. Brand Management, K. Dutta, Oxford University Press 		

Pedagogy: Lecture Method, Assignments, Discussions, Audio-Visual teaching learning, industrial visits.

Evaluation: Internal assessment: 40 marks (2 Sessional Examinations – 10 marks each totalling 20 marks, Home Assignment- 15, Attendance- 5)

End Semester Examination : 60 Marks

		MBA (FT), NON CBCS, 3 rd Sem.	
Course Name: Management of Industrial Relations	Course Type HR. Specialisation	Course Code 30520	
Objective: Organisational effectiveness and performance are interlinked with industrial relation in a business enterprise. This course provides the conceptual and practical aspects of industrial relation at macro and micro levels.			
			Marks
Unit: 1 Industrial relation: Understanding IR, its objectives, nature of IR, forms of IR, evolution of IR in India, theories of IR, basic postulates of IR			10
Unit: 2 Trade Union - Definition, Origin, function and activities of TU, bases and structure of TU, theories of TU, Growth of TU in India, Challenges of TU (internal and external) in India, ways to overcome the challenges.			10
Unit: 3 Industrial disputes – Strike, causes, forms, factors conditioning the outcomes of strikes, effects of strike, different methods of settlement of dispute in India, machinery for prevention and settlement of Industrial dispute in India – statutory, machinery, non statutory bodies.			10
Unit: 4 Workers’ Participatory in Management - Meaning, goals, forms and different degrees of labour management cooperation, schemes of workers’ participation in management in India like works committee, joint management council, board level participation, shop council, joint council, unit council etc.			10
Unit: 5 Collective Bargaining – Meaning, importance, factors affecting bargaining, unit/levels of collective bargaining, process of collective bargaining, hurdles of collective bargaining in India			10
Unit 6: Few important topics of IR – Management of grievances, causes, ways to find out grievances, grievance handling procedure, management of discipline, causes of indiscipline/ misconduct, signs of misconduct, disciplinary proceedings, minor and major punishment available in organization, alternatives to punishment, management of sexual harassment, background, meaning, anti-sexual laws in India			10
References:			
1. Industrial Relation, Trade Union and Labour Legislation – P.R. Sinha, IndubalaSinha, SeemaPriyadarshiniShekhar , Pearson			
2. Industrial Relation Emerging Paradigm , B.D. Singh, Excel			
3. Industrial Relation, C.S.VenkataRatnam , Oxford Higher Education			

Pedagogy: - Lecture Method, Assignments, , Discussions, Audio-Visual teaching learning, industrial visits.

Evaluation: Internal assessment:40 marks (2 Sessional Examinations – 10 marks each totalling 20 marks, Home Assignment- 15, Attendance- 5)

End Semester Examination :60 Marks

MBA (FT), NON CBCS, 3 rd Sem.		
Course Name Industrial Relations: Legal Framework	Course Type H R Specialization	Course Code 30620
<p>Objective: The course has been designed to make students aware about the legal provisions related to Labour and Industrial Law.</p>		
<p>Unit: 1: Working Condition Law: The Factories act,1948; The Mines Act,1952; The Plantation Labour Act,1951.</p>		Marks 10
<p>Unit:2: Social Security Laws: The Workmen’s Compensation Act,1923; The Employees’ State Insurance Act,1948; The Employees’ Provident Funds and Miscellaneous Provisions Act,1952; The Payment of Gratuity Act, 1972; The Maternity Benefit Act,1961</p>		15
<p>Unit:3: Wages and Bonus Laws: The Payment of Wages Act,1961; The Minimum Wages Act,1948; The Payment of Bonus Act,1965</p>		10
<p>Unit:4: Industrial Relations Laws: The Industrial Dispute Act,1947; The Trade Unions Act,1926; The Industrial Employment (Standing Orders) Act,1946; The Contract Labour (Regulation and Abolition) Act,1970</p>		15
<p>Unit:5: Legal Provisions Related to Misconduct and Disciplinary Action: Domestic Enquiry and Discharge</p>		10
<p>References:</p> <ol style="list-style-type: none"> 1. Labour & Industrial Law Manual—Universal Law Publishing 2. Handbook of Industrial Law—N.D.Kapoor; Sultan Chand & Sons 3. Labour and Industrial Laws—P.K.Padhj; PHI 4. Industrial Sociology—Deepak Mathur, Biztantra 5. Domestic Enquiry and Punishment—K.P.Chakravarty, Eastern Law House 		

Pedagogy—Class lecture, Decided Case discussion

Evaluation: Internal assessment:40 marks (2 Sessional Examinations – 10 marks each totalling 20 marks, Home Assignment- 15, Attendance- 5)

End Semester Examination :60 Marks

		MBA (FT), NON CBCS, 3 rd Sem
Course Name: HRD- Concepts and Strategies	Course Type H R Specialisation	Course Code 30720
<p>Objective : The course aims at making the students aware about the need of strategic management of human resources to adjust with the changing business environment. It also tries to make them acquainted with the latest strategic steps taken by different organizations to manage their workforce.</p>		
		Marks
Unit: 1 Strategic Human Resource Management Perspective and Managerial Role		8
Unit: 2 Human Resource Forecasting: Human Resource Planning, Various Methods of H R Forecasting		8
Unit: 3 Talent Management and Employee Engagement: Acquiring, Retaining, Nurturing Talent		10
Unit: 4 Working in a Team		8
Unit: 5 Work Life Balance: Organization and Individual Level Interventions, Current Practices and Trends and Job Stress -- Counselling, Coaching and Mentoring		10
Unit: 6 Management Development: Meaning, Need, Various methods of Management Development and their effectiveness		8
Unit: 7 Career Management and Development: Importance, Career Transitions, Types of Corporate Career Management, Steps in Career Development System.		8
<p>References:</p> <ol style="list-style-type: none"> 1. Human Resource Management :Desseler, B Verkkey-- Pearson 2. Essentials of Human Resource Management and Industrial Relations- Text, Cases and Games : P S Rao -- Himalaya Publishing House 3. Human Resource Management- Concepts and Issues: T N Chabra, DhanpatRai and Company 4. Human Resource Management – A South Asian Perspective: Snell, Bohlander, Vohra, CENGAGE Learning 5. Strategic Human Resource Management - A General Managerial Approach: Charles R Greer-- Pearson Education 		

Pedagogy :Classroom lectures, Field study, Seminar, Group activities, Case Analysis, Group

Evaluation: Internal assessment:40 marks (2 Sessional Examinations – 10 marks each totalling 20 marks, Home Assignment- 15, Attendance- 5)

End Semester Examination :60 Marks

Course Name: Strategic Financial Management	Course Type: Finance Specialization	Course Code: 30530
Objective: The course has been designed to provide basic understanding of different concepts of financial decision analysis and to acquire the analytical skill for managerial decision making.		
		Marks
Unit: 1 INTRODUCTION: Strategic Financial Management- Meaning, Decision Making, Strategic Business objectives; Strategic Objectives of Non Profit Organisation; Challenges in Strategic Financial Management.		10
Unit: 2 JOINT VENTURE: Objectives, necessity and methods of accounting- recording transactions in the books of one co-venture; recording transactions in the books of all co-ventures; recording of transactions in separate set of books.		10
Unit: 3 DIVIDEND POLICY: Dividend policy decision—Introduction Irrelevance of dividends, Modigliani & Miller Hypothesis, assumptions & crux of the argument, relevance of dividends, Walter’s model, Gordon’s model, determinants of dividend policy.		10
Unit: 4 FINANCIAL RESTRUCTURING: Mergers & acquisitions- demerger- companies act—joint venture; Financial restructuring—leverage buyout; Symptoms of financial restructuring; Sick industries companies act 2003.		10
Unit: 5 VALUATION: Goodwill & Valuation of shares; Leasing and Hire Purchase Decision.		15
Unit: 6 FINANCIAL JARGONS: Financial Inclusion; Financial Exclusion; Financial Engineering; Time value of money; Cash Reserve Ratio; Statutory Liquidity Ratio.		5
References:		
<ol style="list-style-type: none"> 1. Strategic Financial Management: Saravanan, Jayaprakash & Bharathy; Oxford 2. Financial Management: Khan & Jain, Tata McGraw Hill 3. Strategic Financial Management: G. P. Jakhotiya, Vikas Publications 4. Financial Management: P. Chandra, Tata McGraw Hill 		

Pedagogy : Lecture, Case Analysis, Field Activities, Business Plan Preparation, Group Discussion

Evaluation: Internal assessment: 40 marks (2 Sessional Examinations – 10 marks each totalling 20 marks, Home Assignment- 15, Attendance- 5)

End Semester Examination : 60 Marks

MBA (FT), NON CBCS, 3 rd Sem.		
Course Name: Security Analysis, Investment and Portfolio Management,	Course Type: Finance Specialization	Course Code: 30630
<p>Objective: The objective of this course is to acquaint the students with the basics of investment alternatives and to help them to know the various techniques of investment analysis and portfolio management.</p>		
		Marks
<p>Unit 1: Introduction of investments: Meaning of investment, Investment and speculation, investment and gambling, various investment alternatives, Investment process and elements of investment, objectives of investment.</p>		12
<p>Unit 2: Security analysis: Meaning of securities analysis, fundamental analysis and technical analysis. Valuation of bonds and shares.</p>		12
<p>Unit 3: Portfolio management: Capital asset pricing model, its assumptions, benefits and limitations, capital market line, security market line, efficiency frontier and efficient market theory.</p>		12
<p>Unit 4: Portfolio Theory: Portfolio analysis, portfolio selection and management, portfolio evaluation, concept of diversification, Markowitz's theory of diversification, analysis of return & risk in the context of portfolio</p>		12
<p>Unit 5: Introduction to derivatives: Meaning of derivatives, players in derivatives, components of derivatives (options and futures)</p>		12
<p>References:</p> <ol style="list-style-type: none"> 1. Security analysis and portfolio management: M. Ranganatham and R. Madhumathi, Pearson Publication. 2. Security Analysis and Portfolio Management, V.A. Avadhani, Himalaya Publishing House. 3. Financial Management: I. M. Pandey, Vikas Publishing House 4. Security Analysis and Portfolio Management: K Sasidharan and Alex K Methews, McGraw Hill 5. Security Analysis and Portfolio Management: V. Gangadhar, Anmol Publication Pvt. Ltd. 		

Pedagogy: Practical, class assignment, lectures, presentations and group project.

Evaluation: Internal assessment: 40 marks (2 Sessional Examinations – 10 marks each totalling 20 marks, Home Assignment- 15, Attendance- 5)

End Semester Examination :60 Marks

MBA (FT), NON CBCS, 3rd Sem.

Course Name: Working Capital Management	Course Type: Finance Specialisation	Course Code: 30730
<p>Objective: The objective of this course is to acquaint the students with the basics of working Capital management and to help them to know the various techniques and tools of working capital management.</p>		
		Marks
<p>UNIT I - Introduction – Meaning, Concept, Importance and Kinds of Working Capital Management; factors determining Working Capital Management; estimating Working Capital requirement (Practical Problem)</p>		14
<p>UNIT II - Management of Cash – Introduction, motives for holding cash, factors determining cash flow, cash flows, types and methods of cash forecast, cash concentration strategies, determining the optimum level of cash balance – Baumol Model, Berank model, Miller – Or model, Stone ,odel</p>		14
<p>UNIT III - Inventory Management – Introduction, types of inventory, objectives of inventory management, factors influencing inventory, advantage of holding inventory, inventory policies, Economic order quality, different methods of inventory</p>		12
<p>UNIT IV - Receivable Management – Introduction, determinants of size receivables, advantage, forecasting of receivables, Importance of five C’s in formulating policy.</p>		10
<p>UNIT V - Short term financing – trade credit, accrued expenses and deferred income, commercial paper, bank credit arrangements factoring</p>		10
<p>References:</p> <ol style="list-style-type: none"> 1. Financial Management Theory and practice: PrasannaChandra,Tata McGraw Hill 2. Financial Management Text, Problems and Cases:Khan And Jain, McGraw Hill. 3. Fundamentals of Financial Management:Chandra Bose, PHI Learning Pvt. Ltd. 4. Essential of Business Finance:R.M. Srivastava, Himalaya Publishing 5. International Financial Management: V.K. Bhall, S. Chand. 		

Pedagogy: Practical, class assignment, lectures, presentations and group project.

Evaluation: Internal assessment:40 marks (2 Sessional Examinations – 10 marks each totalling 20 marks, Home Assignment- 15, Attendance- 5)

End Semester Examination :60 Marks

MBA (FT)Non CBCS: Third Semester

Course Name Software Environment in the Enterprise	Course Type Systems Management Specialization	Course Code 30550
Objective: This course is intended at presenting the software requirements of firms based on their size and operations		
		Marks
Unit I: Software Requirements of different kinds of Enterprises; Managerial Issues; Software Crisis;SoftwareObsolescence.		12
Unit II: Windows O/S in PCs; Windows Server O/S; Linux & Other O/S		12
Unit III: Standard Software; Customized Software; Software Versions		12
Unit IV: Anti-virus, Firewalls, Anti-spam Tools, Compression Tools, Disk & File Managers, Backup Tools, Monitoring Tools.		12
Unit V: Proprietary Software, Trial, Shareware, Freeware, Openware; Licences and Terms of Use; Piracy.		12
References:		
<ol style="list-style-type: none"> 1. Foundations of IT and Computers,H Barman, Mahaveer Publications 2. Management Information Systems, K C Laudon& J P Laudon, Managing the Digital Firm, Pearson 3. Software Licensing Handbook, J I Gordon, lulu.com 4. Open Source for the Enterprise – Managing Risks, Reaping Rewards, DWoods, &G Guliani, O’Reilly 5. Survey of Operating Systems, J Holcombe & C Holcombe, MGH 		

Evaluation: Internal Assessment: 40 marks (2 Sessional Examinations - 10 marks each totalling 20 marks; Attendance --- 5 marks, Assignments/ Presentation Class participation—15 marks);

End Semester Examination:60 marks.

MBA (FT)Non CBCS: Third Semester

Course Name System Analysis and Design	Course Type SystemsManagement Specialization	Course Code 30650
<p>Objective: The objective of this course is to equip students with the concepts, skills, methodologies, techniques, tools, perspectives and strategies essential for building information systems. <i>This course deliberately avoids Data Modelling and Database (Back-end) issues as a separate course on Database Management is already there. The instructor should however mention these as and where appropriate.</i></p>		
		Marks
Unit I: Systems Development Environment; Systems Project Management.		12
Unit II: Requirements Determination; Process Modelling; Logic Modelling; Use of CASE tools.		12
Unit III: Design of Forms & Reports; Designing Interfaces & Dialogues.		12
Unit IV: System Implementation; Maintenance; Role of System Audit in Maintenance; Quality Assurance.		12
Unit V: Designing Web Enabled Systems& Mobile Apps; Object Oriented Analysis & Design.		12
<p>References:</p> <ol style="list-style-type: none"> 1. Modern System Analysis and Design, J A Hoffer, J F George & J S Valacich, Pearson 2. System Analysis and Design, K E Kendall & J E Kendall, PHI 3. Software Engineering, J I Sommerville, Pearson 4. System Analysis and Design, A Goyal, PHI 5. Analysis and Design of Information Systems, V Rajaraman, PHI 		

Evaluation: Internal Assessment: 40 marks (2 Sessional Examinations - 10 marks each totalling 20 marks; Attendance --- 5 marks, Assignments/ Presentation Class participation—15 marks);

End Semester Examination:60 marks.

MBA (FT)Non CBCS: Third Semester

Course Name Database Management	Course Type Systems Management Specialization	Course Code 30750
<p>Objective: The objective of this course is to acquaint students with database design methodologies & tools, traditional and evolving database technologies along with managerial best practices for effective database management.</p>		
		Marks
<p>Unit I: Database Approach; Database System Concepts and Architecture; Database design.</p>		12
<p>Unit II: ER Diagram, Relational Database Concepts – Relational Model and Normalization; SQL.</p>		12
<p>Unit III: Distributed Databases; Object Databases; Emerging Database Technologies.</p>		12
<p>Unit IV: Data Warehousing; Data Mining.</p>		12
<p>Unit V: Data and Database Administrators; Data and Database Security; Database Backup; Database Recovery; Data Quality.</p>		12
<p>References:</p> <ol style="list-style-type: none"> 1. Modern Database Management, J A Hoffer, M B Prescott & F A McFadden, Pearson, 2. Management Information Systems, K C Laudon & J P Laudon, Managing the Digital Firm, Pearson 3. Fundamentals of Database Systems, R Elmasari & S B Navathe, Pearson 4. Fundamentals of Database Systems, A Raj, Pearson 5. Data Mining and Warehousing, S Prabhu & N Venkatesan, New Age Publishers 		

Evaluation: Internal Assessment: 40 marks (2 Sessional Examinations - 10 marks each totalling 20 marks; Attendance --- 5 marks, Assignments/ Presentation Class participation—15 marks);

End Semester Examination: 60 marks.