

| MBA (FT), Non CBCS, 4th SEM | | |
|---|-----------------------------------|---|
| Course Name International Business | Course Type Core | Course Code 40100 |
| <p>OBJECTIVE: To understand the concept of 'Globalization' and 'International Business', To understand the various International Trade Theories and their differences, to understand the various environmental factors affecting International Business and to understand the difference between National and International Marketing, Finance and HRM.</p> | | |
| <p>Unit: 1 Globalization and International Business (IB) Concept of globalization, factors influencing globalization, criticism of globalization, concept of IB, reasons for IB expansion, Domestic versus IB, Managing business in the global era Group Assignment / Presentation</p> <p>Unit: 2 Theories of International Trade Mercantilism, Absolute Advantage , Comparative Advantage, Factor Endowment (Heckscher- Ohlin) Theory, Country Similarity Theory, The New Trade Theory, International Product life Cycle Theory, Theory of Competitive Advantage; implications of Trade Theories Case Study 1.</p> <p>Unit: 3 International Business and the environment Factors affecting International Business – Political & legal, Economic, Cultural Environment ; WTO, GATT, IMF, World Bank Case Study :2 & 3</p> <p>Unit: 4 International Marketing, Finance and HRM International Marketing – Setting objectives, Market identification, Segmentation and Targeting; Entry mode decision; International Marketing Mix Decision. International Finance – International Monetary system, Contemporary Exchange Rate Arrangements, Prevailing Currencies and Markets, Foreign Exchange Market, Foreign Exchange Risk and Exposure International Human Resource Management – Concept, International Organizational Structures, International Recruitment, Selection and Training. Case Study: 4</p> <p>Unit: 5 Group Project: Prospect of International Business in North East India</p> | | <p>Marks</p> <p>15</p> <p>15</p> <p>15</p> <p>15</p> |
| <p>References:</p> <ol style="list-style-type: none"> 1. International Business, Rakesh Mohan Joshi, Oxford University Press. 2. International Business Management, N. Venkateswaran, New Age International Publishers. 3. International Business, P. Subba Rao, Himalaya Publications | | |

Pedagogy: Lecture, Discussion, Brain storming, Assignment, Case study, 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 relevant industry which has scope for international Business. The group has to develop a business plan as to how to go ahead with a prospective venture in International Business. The presentation of the group assignments will be done during the assigned class hours towards the end of the semester.

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, 4 th Sem | |
|--|---------------------|---|-------|
| Course Name Information Systems | Course Type Core | Course Code 40200 | |
| <p>Objective: The main objective of the course is to introduce students to a whole range of Computer Based Information Systems (CBIS) with a good look at managerial issues concerning these.</p> | | | |
| | | | Marks |
| <p>Unit 1:CBIS – definition and types, approaches, scope; management issues and impact thereof, infrastructure; concept of balanced IS; CBIS and MIS – conceptual similarities</p> | | | 8 |
| <p>Unit 2:Important Steps - SDLC; Database design – ER Modelling, normalisation (till 3NF); Basic SQL queries – creating tables, select and insert statements; Interface Design – important concepts, guidelines</p> | | | 16 |
| <p>Unit 3:TPS – need, types and applications; Office Systems – role in knowledge management; MIS – its differentiation as a special type of IS and its role in operations management; SCM – role of IS; CRM – role of IS</p> | | | 12 |
| <p>Unit 4:DSS – types, components, applications; ESS – benefits, Expert Systems – rule based systems; Artificial Intelligence – basic concepts on fuzzy logic, neural networks, genetic algorithms</p> | | | 12 |
| <p>Unit 5:Information Systems Security and Control – basic concepts; International Information Systems – architecture, technology and strategies for implementation; Web-based Information Systems – infrastructure, intranets and extranets; ERP I & ERP II – basic concepts</p> | | | 12 |
| <p>Practicals:MS Access 2007/2010 would be used to design databases, develop forms, reports and queries through SQL.</p> | | | |
| <p>References:</p> <ol style="list-style-type: none"> 1. Management Information Systems-- Managing the Digital Firm, K C Laudon, J P Laudon, 11th Edition, Pearson 2 Management Information Systems: Conceptual Foundations, Structure and Development, G B Davis, M H Olson, 2nd Edition, Tata McGraw Hill – 3. Introduction to Artificial Intelligence and Expert Systems, D W Patterson, PHI 4. Fundamentals of Database Systems :R Elmasri, SB Navathe, D V Somayajulu, S K Gupta,Pearson | | | |

Pedagogy: Lectures, Presentations, Case Studies &Practical

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 | Course Type | Course Code |
|--|-------------|--------------|
| Business Ethics, Corporate Governance and Social Responsibility | Core | 40300 |
| <p>Objective: The course has been designed to make students acquainted with ethical aspect of the businesses. The learning from the paper will make them responsible and accountable future Corporate Managers or Entrepreneurs</p> | | |
| | | Marks |
| Unit: 1 Introduction to Business ethics: Importance, Issues, Need, Details of Utilitarianism vs Universalism | | 10 |
| Unit: 2 Ethical Decision Making: Implication, Need and Steps of Ethical Decision making | | 10 |
| Unit: 3 Professional ethics: Objectives, Need, Attributes, Qualities of a professional Manager, Professional ethics as directed by All India Management Association (AIMA) | | 10 |
| Unit: 4 Corporate Governance: Definition, Mechanism, Corporate Obligations, Corporate Governance in India | | 10 |
| Unit: 5 Corporate Social Responsibility: Objectives of CSR, Need of CSR Activities | | 10 |
| Unit: 6 Environmental Protection: Approaches to Environment Protection, Legislations, Government and Corporate Initiatives | | 10 |
| <p>References:</p> <ol style="list-style-type: none"> 1. Business Ethics: An Indian Perspective: A. C. Fernando, Pearson Education 2. Business ethics concepts and cases, Manuel G. Velasquez, PHI Learning 3. Corporate Governance in India: An Evaluation, SubhasChandra Das , PHI 4. Corporate Governance- Emerging Issues, Dr VandnaDangi, PrabhatPrakashan 5. Corporate Governance: Principles, Policies and Practices, A C Fernando, Pearson India | | |

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

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), NonCBCS, 4 th semester | |
|---|---|---|-------|
| Course Name Strategic Marketing | Course Type Marketing Specialisation | Course Code 405100 | |
| Objective: : The course has been designed to make students comfortable with the concepts and strategies of marketing and their practical implication in business | | | |
| | | | Marks |
| Unit: 1Introduction Understanding Strategic Marketing; Internal Competencies or Organisational Capabilities, The External Environment; Constructing Plans and Selecting Strategies. Case Study: 1 | | | 12 |
| Unit: 2Market Strategies Market Leader Strategies; Market Follower Strategies; Market Nicher Strategies; Market Challenger Strategies ; Competitor’s Reactive Strategies Competitive Market Strategy for Emerging Industries, Declining Industries and Fragmented Industries. Case Study: 2 | | | 12 |
| Unit: 3Dealing with Competition Competitor Analysis, Sustainable Competitive Advantage (SCA), Growth Strategies – Product-Market Development and Diversification. Case Study: 3 | | | 12 |
| Unit: 4Segmentation, Targeting and Positioning Strategic Market Segmentation, Market Targeting and Strategic Positioning, Strategic Relationships, Strategic Brand Management. Case Study: 4 | | | 12 |
| Unit: 5Strategic Marketing Mix Planning for new product, Pricing Strategy and Management, Promotion, Advertising and Sales Promotion Strategies Case Study: 5 | | | 12 |
| References: 1. Strategic Marketing, David W. Cravens and Nigel F. Piercy, Eight Edition, Tata McGraw-Hill 2. A. Strategic Marketing, Nag, Second Edition, Macmillan India td 3. Strategic Management- Text and Cases, VSP Rao and V. Hari Krishna, Excel Books. | | | |

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

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 4th Semester | | |
|---|---|-----------------------------|
| Course Name International Marketing | Course Type Marketing Specialization | Course Code 40610 |
| Objectives: The course has been designed to introduce and to understand the importance of International Trade and Marketing of products internationally. | | |
| | | Marks |
| Unit: 1 Concept, Definition of International Marketing. Distinction between International Trade, Marketing and Business. Modes of entering International Markets. | | 12 |
| Unit: 2 Constraints of International Marketing – Tariff and Non-Tariff barriers. Trading partners and Trade Agreements. | | 12 |
| Unit: 3 India and World Trade – Import and Export Policies – Direction and Quantum of India’s Exports. Institutional Infrastructure – Export Promotion Councils, Public Sector Trading agencies, ECGC, Commodity Boards. | | 12 |
| Unit: 4 Procedure and Documentation – Registration of Exporters, Export Quotation. Production and Clearance of goods for export – Shipping and Transportation, Insurance, Negotiation of Documents, Instruments of payment – Open Account, Bills of Exchange, Letter of Credit, Export finance. | | 12 |
| Unit: 5 International Marketing Mix – Identification of Markets, Product Policy, International Product Life Cycle, Promotion Strategy and Distribution Strategy. | | 12 |
| References: | | |
| <ol style="list-style-type: none"> 1. Export Marketing Strategies for Success, B. Bhattacharya, Global Business Press 2. International Marketing, Onkvisit, Sak, Shaw, John, Prentice-Hall of India 3. International Business : K Nathappa, Tata -McGraw Hill 4. International Marketing, F Cherunilam, Himalaya Publishing House 5. International Marketing: R. M. Joshi, Oxford University Press | | |

Pedagogy: Lecture Method, Case Study Based Learning, Resource/Research Based Learning, Group Discussion, Story Telling, and Audio-Visual Tools.

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

End Semester Examination :60 Marks

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|--|---|------------------------------------|
| Course Name: Sales and Distribution Management | Course Type Marketing Specialization | Course code 40710 |
| Objective: The course has been designed to make students aware about the concepts and practices of sales and distribution management | | |
| Unit:1 Introduction to Sales Management, Types of Selling Functions, selling Skills, Personal Selling Process, Self Management, Sales Forecasting | | Marks 12 |
| Unit:2 Management of Sales Territory and Sales Quota | | 12 |
| Unit:3 Recruitment, Selection, Training, Motivation, Compensation, Control, Supervision and Evaluation of the Sales Force | | 12 |
| Unit:4: Introduction to Distribution Management; Marketing Channels—Its Need, Structure and Levels; Channel Management—Channel Relationship and Conflict Management | | 12 |
| Unit:5 Retailer , Wholesalers and Franchisees | | 12 |
| References: | | |
| 1. Sales Management,R.S.Still, E.W.Cundiff, N.A.P.Govoni, Pearson | | |
| 2. Selling and Sales Management, .Jobber&G.Lancaster , Pearson | | |
| 3. Sales and Distribution Management, Tapan Panda & SunilSahadev,Oxford University Press | | |
| 4. Sales and Distribution Management, K. Havaladar& V. Cavale, McGraw Hill | | |
| 5. Marketing Channels, L.W.Stern&A.I.El-Ansary , Prentice Hall | | |

Pedagogy—Class lecture, Case study

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: Compensation Management | Course Type HR Specialisation | Course Code 40520 |
|---|----------------------------------|----------------------|
| <p>Objective: The course has been designed to make the students familiar with the various aspects of remuneration and compensation administration and design, wage differential issues and the various factors impacting it.</p> | | |
| | | Marks |
| <p>Unit: 1 An overview of wages; Meaning of Compensation – Intrinsic and Extrinsic compensation, compensation function & other HR functions, objectives of good compensation strategy, Factor influencing Compensation Strategies, concept of money & real wages.</p> | | 12 |
| <p>Unit: 2 Wages differentials: Occupational, skill, Inter-industry, intra-industry, regional, sex & sectoral wages differentials.</p> | | 12 |
| <p>Unit: 3 Compensation designing Designing Compensation Package for Supervisors, Directors, Executive, Sales forces, Scientists and Engineers</p> | | 12 |
| <p>Unit: 4 Strategic Compensation Alignment with business plan, different business strategy, different compensation approaches. Sources of competitive advantages. The concept of “best fit” Vs “best practices”</p> | | 12 |
| <p>Unit: 5 Incentives, International compensation issues Incentives – importance, advantages and disadvantages of using incentives, methods of incentive calculation. International Compensation - Host Country Nationals (HCNs), Third Country Nationals (TCNs) and expatriates and their relevance for Compensation Issues.</p> | | 12 |
| <p>References:</p> <ol style="list-style-type: none"> 1. Strategic Compensation – a HRM approach, Joseph J Martocchio, Pearson Education, 2. Compensation, Milkovich & Newman, Tata McGraw-Hill 3. Understanding Wage System, AM Sharma, Himalaya Publishing House 4. Compensation Management in a Knowledge Based World, Richard I Henderson, Pearson India Education Services Pvt. Ltd | | |

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

| Course Name: Cross Cultural and Global Human Resource Management | Course Type H R Specialisation | Course Code 40620 |
|---|-----------------------------------|--|
| Objective : The course has been designed to make students acquainted with the diversity in the work environment, importance of cultural multiplicity and challenging global work environment. | | |
| <p>Unit: 1Global Perspective of the Human Resource Management : Importance, Challenges, Issues , New Dimensions, trends of IHRM, Challenges.</p> <p>Unit: 2Cultural Shock: Definition, Reasons, Situations, Common Problems, Stages, Remedies and Re-entry and Career Issues: Reverse Cultural Shock, Challenges, Management of Smooth Re-entry.</p> <p>Unit: 3Multiculturalism and Managing Diversity in International Working environment: Definition, Importance, Rules, Benefits, How to manage cultural diversity</p> <p>Unit: 4International Labour Relations: Key Players, Key Issues, Different Approaches of IR, Different types of Trade Unions</p> <p>Unit: 5International Dispute Handling Machine</p> <p>Unit:6Leadership and Management Behaviour in Multinational companies: Character of a Successful Global Leader, Classic Models, GLOBE theory of Leadership</p> | | <p>Marks</p> <p>10</p> <p>10</p> <p>10</p> <p>10</p> <p>10</p> <p>10</p> |
| <p>Reference:</p> <ol style="list-style-type: none"> 1. Intercultural Business Communication, Lillian H Chaney, Jeanette S Martin Pearson Education 2. International Human Resource Management, R.V. Badi, S. G. Hunderkar, Vrinda Publication 3. International Human Resource Management, Managing People in a Multinational Context, Peter J Dowling, Denice Welch, Randall S Schuler, Cengage Learning 4. International Human Resource Management- A Global Perspective, S K Bhatia, Deep and Deep Publication Pvt Ltd 5. International Human Resource Management, K Aswathappa, Tata McGraw-Hill Education | | |

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

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 ORGANIZATIONAL CHANGE AND INTERVENTION STRATEGIES | Course Type HR Specialization | Course Code40720 |
|---|----------------------------------|--|
| Objective: The objective of this paper is to make the students understand the applicability of the various organization models and intervention strategies so to make organization change and development effective. | | |
| <p>Unit 1: Understanding Change, .Role of change agents, pros and cons of internal and external change agents. Images of Managing Change-Director, Navigator, Caretaker, Coach, Interpreter, Nurturer</p> <p>Unit 2: Models of Change_Six box model, Congruence model, Burke-litwin model, Schein model, ADKAR Model, Action Research Model, BULLOCK-Batten model, Edgar Huse model ,Bridges Transition model</p> <p>Unit 3: Strategies and skills for communicating change_Strategies and models for communicating change, communication process, communication skills for engaging others in change process</p> <p>Unit 4: Human Process interventions_T group, process consultation, team building, intergroup relation, organization confrontation ,grid organization development and Human resource mgt interventions- goal setting ,performance appraisal, reward system, career planning, managing workforce diversity, employee wellness</p> <p>Unit 5: Techno Structural interventions_ Structural design, reengineering, high involvement organization, TQM, work designtransactional org development, mergers and acquisitions, culture change, self design org, integrated strategic change, org learning and knowledge management</p> | | <p>Marks</p> <p>10</p> <p>10</p> <p>12</p> <p>14</p> <p>14</p> |
| <p>References:</p> <ol style="list-style-type: none"> 1. Images of Organisation, Gareth Morgan, Sage Publication 2. Organisation Development and Change by Cummings and Worley, CENGAGE LEARNING 3. Organisational Development: Behavioural Science intervention for Organisational Improvement, Cecil H. Bell, Wendel L French, 6th Edition, Pearson 4. Organisational Development: A process of Learning and Changing by W. Burke, DebrahNounair. P. H. Professional Business | | |

Pedagogy: Lecture, Discussion, Brain storming, Assignment, Case Study, Audio Visual Aids, Group Project in an organization

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

End Semester Examination :60 Marks

| Course Name | Course Type | Course Code |
|---|------------------------|-------------|
| Management of Financial Services | Finance Specialization | 40530 |
| Objective: The course has been designed to introduce and to understand the basic intricacies of financial services, intermediaries and institutions that are predominant in present business environment. | | |
| | | Marks |
| Unit: 1 Financial System: An Overview of Financial System, Financial Markets and Financial Services, Regulatory Framework for Financial Services, Management of Risk in Financial Services | | 12 |
| Unit: 2 Banking: Banking Institutions, Development of Banking in India, Scheduled Commercial Banks, Reforms in the Banking Sector, Risk Management in Indian Banks, Financial Inclusion, Non-banking Financial Companies | | 12 |
| Unit: 3 Insurance: Introduction, Basic Characteristics of Insurance, Insurance Company Operations, Reinsurance, Purpose and Need of Insurance, Present Market Scenario of Insurance Industry in India and Abroad, Insurance Regulatory and Development Authority (IRDA) | | 12 |
| Unit: 4 Microfinance: Fundamental Concepts, Clients and Services, Micro Credit Methodologies, Effects of the Local Environments, Key Financial Factors. | | 12 |
| Unit: 5 Other Constituents of the Financial System: Merchant Banking, Leasing & Hire- Purchase, Mutual Funds, Credit Rating, Credit Card, Venture Capital, E- Finance | | 12 |
| References: | | |
| <ol style="list-style-type: none"> 1. Management of Financial Services, V. K. Valla, Anmol 2. The Indian Financial System, Pathak and Bharati, Pearson Education 3. Management of Financial Institutions and Services, S. K. Matta, Vrinda Publication | | |

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, 4 th Semester | | |
|---|--|---|
| Course Name TAXATION | Course Type Finance Specialisation | Course Code 40630 |
| Objective: The objective of this course is to acquaint the students with the basics of Direct and Indirect Tax structure of Companies and its Tax Planning. | | |
| Unit I: Income Tax introduction: Basic concept of income Tax, Basis of charge, Gross total income and taxable income, some common exempted incomes and Residential status and tax incidence of an individual and a company including various types of companies Unit II: Income under various heads: Computation of income under different heads Basics of Income from Salary and House Properties. Unit III: Taxation of companies and Deductions: Taxation of Companies, MAT, Double Taxation Relief, A study of some common deductions available under Sec 80 C to 80 U (which are applicable to individual and companies) Unit IV: Tax planning with special reference to companies: Tax Planning with special reference to location of a business, nature of Business, Financial Management, Amalgamation, merger or Demerger of Companies Unit V: Goods and Service Tax: Introduction to goods and service tax, nature, objective, scope and its importance. | | Marks 12 12 12 12 12 |
| References: 1. Direct Taxes - Laws and Practices, V. K. Singhania & K. Singhania, Taxmann. 2. Fundamentals of Taxation, G Gupta & Ahuja A, Bharat Publications. 3. Corporate Tax Planning & Business Tax Procedures With Case Studies, Vinod K. Singhania, Dr Monica Singhania, Taxmann Publications. 4. Corporate Tax Planning: Kaushal Kumar Agrawal, Atlantic Publishers and Distributors. 5. Goods & Service Tax: NK Gupta & Sunaina Bhatia, Bharat Law House 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, 4th Semester | | |
|---|---|------------------------------------|
| Course Name: International Financial Management | Course Type Financial Specialization | Course Code 40730 |
| Objective: The course has been designed to impart knowledge about the International Finance and the practical happenings in the international financial sphere. | | |
| | | Marks |
| Unit: 1 International Financial Management- Introduction, Overview, Evolution of Monetary System, Foreign exchange market. | | 10 |
| Unit: 2 Concept of exchange rate and its determination, International arbitrage and Interest Rate Parity, Relationship between Inflation, Interest rate and Exchange rate | | 20 |
| Unit: 3 Management of Short term Assets and liabilities, Long term Investment decisions- The Foreign Investment decision, Multinational capital Budgeting, Cost of Capital and capital structure. | | 10 |
| Unit: 4 Country risk analysis, Political risk analysis, Foreign exchange risk and its management, Foreign exchange exposure and risk. | | 20 |
| References: | | |
| 1. International Financial Management: MadhuVij Excel Books. | | |
| 2. International Financial Management V.K Bhalla, S. Chand Publishing. | | |
| 3. Financial Management: Khan & Jain Mc. Graw Hill Education. | | |
| 4. Financial Management: P. Chandra Mc. Graw Hill Education. | | |
| 5. Multinational Financial Management: R.M. Srivastava, Excel Books | | |

Pedagogy: Lecture Method, Brain Storming, Assignments, Presentation, Group Discussion and Audio-Visual Tools.

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: 4 th Semester | | |
|--|---------------------------------------|----------------------|
| Course Name IT for Business | Course Type Systems Specialization | Course Code 40550 |
| Objective: This course looks at the importance of Information Technology with respect to today's business processes and models. | | |
| | | Marks |
| Unit I: Overview of IT, Importance of IT for Business, IT Evolution, IT Plan. | | 12 |
| Unit II: IT Hardware, IT Software, Communication Infrastructure. | | 12 |
| Unit III: Working of the Internet, Services on the Internet, Emerging Technologies. | | 12 |
| Unit IV: Foundations of E-Business, Payment Systems, Mobile Business. | | 12 |
| Unit V: Privacy, Code of Ethics, IPR. | | 12 |
| References: | | |
| <ol style="list-style-type: none"> 1. E-Commerce: A Managerial Perspective, P T Joseph PHI 2. Management Information Systems: Managing the Digital Firm, K C Laudon & J P Laudon, Pearson 3. The Internet Book, D E Comer, PHI 4. Information Technology in Business – Principles, Practices and Opportunities, J A Senn, PHI 5. The Ethics of Information Technology and Business, R T De George, Blackwell Publishing | | |

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: 4 th Semester | | |
|---|---------------------------------------|----------------------|
| Course Name Enterprise Resource Planning | Course Type Systems Specialization | Course Code 40650 |
| <p>Objective: The objective of this course is to bring about the importance of ERP in today's business processes, the challenges of implementing ERP solutions and the competitive advantage it brings to firms.</p> | | |
| | | Marks |
| <p>Unit I: Introduction to ERP, ERP Domain, ERP and Enterprise Productivity.</p> | | 12 |
| <p>Unit II: Functional Modules of ERP, An overview of SAP.</p> | | 12 |
| <p>Unit III: Business Process, Consultants, Vendors and Users, Implementation Strategies.</p> | | 12 |
| <p>Unit IV: Hardware & Software for ERP, People, Training needs.</p> | | 12 |
| <p>Unit V: ERP and Change Management, ERP and Organisational Strategy.</p> | | 12 |
| <p>References:</p> <ol style="list-style-type: none"> 1. Enterprisewide Resource Planning – Theory and Practice, R V Altekar, PHI 2. Enterprise Resource Planning – Concepts and Practice, V K Garg, & N K Venkitakrishnan, PHI 3. Enterprise Resource Planning – A Manager's Guide, P Diwan & S Sharma, Excel Books 4. Enterprise Resource Planning (ERP) – A Managerial and Technical Perspective, S Parthasarathy, New Age Publishers 5. Enterprise Resource Planning, M Summer, Pearson | | |

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: 4 th Semester | | |
|---|---------------------------------------|----------------------|
| Course Name IT Security | Course Type Systems Specialization | Course Code 40750 |
| Objective: This course focuses on key issues related to the security and control of the IT infrastructure in the context of a networked world and the information age. | | |
| | | Marks |
| Unit I: Threats and Attacks, Software, Malicious Software. | | 12 |
| Unit II: Physical Security, Logical Security, Human Factor. | | 12 |
| Unit III: Computer Security, Hardware Security, Emerging Technologies. | | 12 |
| Unit IV: Network and Communication Security, Intrusion Detection, Digital Signatures. | | 12 |
| Unit V: Security Planning, Security Policy, Security Audit, Computer Crimes. | | 12 |
| References: | | |
| <ol style="list-style-type: none"> 1. Cryptography and Network Security, W Stallings, PHI 2. Security Engineering, R Anderson, Wiley 3. Software Licensing Handbook, J I Gordon, lulu.com 4. Fundamentals of Database Systems, A Raj, Pearson 5. Management Information Systems, G M Marakas, J A O' Brien & R Behl, 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.