

SYLLABUS

MANONMANIAM SUNDARANAR UNIVERISTY, TIRUNELVELI-12

PG - COURSES – AFFILIATED COLLEGES

Course Structure for

Master of Business Administration (MBA)

(Choice Based Credit System)

(with effect from the academic year 2021- 2022 onwards)

Semester-II				
Part	Subject Status	Subject Title	Subject Code	Credit
III	Core -7	Human Resource Management	ZBAM21	4
	Core -8	Financial Management	ZBAM22	4
	Core -9	Marketing Management	ZBAM23	4
	Core -10	Production and Logistics Management	ZBAM24	4
	Core -11	Research Methodology	ZBAM25	4
	Core -12	Data Analysis Skills - Lab	ZBAL21	2



HUMAN RESOURCE MANAGEMENT

Course Objectives:

- To acquaint students with different subsystems of Human Resource Management and their importance.
- The students would also be able to appreciate the importance and applications of industrial relations and different legislations related the same.
- Providing knowledge related to managing the manpower and attracting them to retain in the organization.

UNIT 1:

Perspectives in Human Resource Management

Evolution of human resource management – The importance of the human factor – Challenges – Inclusive growth and affirmative action -Role of human resource manager – Human resource policies – Computer applications in human resource management – Human resource accounting and audit.

UNIT 2:

The Concept of Best Fit Employee

Importance Of Human Resource Planning – Forecasting Human Resource Requirement – Matching Supply And Demand - Internal And External Sources. Recruitment - Selection – Induction – Socialization Benefits.

UNIT 3:

Training and Executive Development

Types of training methods –purpose- benefits- resistance. Executive development programmes – Common practices - Benefits – Self-development – Knowledge management.

UNIT 4:

Performance Evaluation and Control Process

Method of performance evaluation – Feedback – Industry practices. Promotion, Demotion, Transfer and Separation – Implication of job change. The control process – Importance – Methods – Requirement of effective control systems grievances – Causes – Implications – Redressal methods.

UNIT 5:

Industrial Relation, Health and safety

Industrial Relation, Health and safety measures Industrial Relations - Meaning & Characteristics Industrial Relations - Parties to Industrial relations - Nature of Trade Unions - Problems of Trade Union - Measures to Strengthen Trade Union Movement in India - Causes for Industrial Disputes - Settlement of Industrial Disputes, Occupational Security and Safety : Accidents, Workplace Health Hazards: Problems and Remedies



Course Outcomes:

- To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration and compliance with human resource requirements.
- Designing the appreciate role of HR specialist for implementing HRM policies.
- Develop the responsibility of employer and legal system to manage the employment relation.

Reference:

1. A George W. Bchlander, Scott A. Snell, (2014), Principles of Human Resource Management, 16th edition, Cengage Learning.
2. B Gary Dessler, BijuVarkkey, (2018), Human Resource Management, 15th edition, Pearson Education.
3. Denisi, Griffin, Sarkar, (2016), Human Resource Management, 2nd edition Cengage Learning.
4. Aswathappa K, (2013), Human Resource Management: Text and Cases, 17th edition, Tata McGraw-Hill.



FINANCIAL MANAGEMENT

Course Objectives:

- This Course aims is to provide an understanding (from both a theoretical and an empirical standpoint) of some of the central decision problems in corporate finance: capital raising, capital structure decisions, the effects of conflicts between different types of stakeholders within the firm and corporate ownership and governance issues.
- This course will help students to apply theoretical concepts to real case scenarios and develop their analytical skills in analyzing and discussing case studies of real companies

UNIT 1:

Financial valuation

Financial objectives of the firm – income – profit - Time value of money – present value – future value financial instruments – Debt – equity – derivatives. Valuation of debt instruments – debt cash flows – bond yield. Valuation of equity instruments – Dividend discount models – Relative valuation – efficient market hypothesis Cost of capital – opportunity cost of capital – marginal cost of capital – weighted average cost of capital Valuing a business-discounted cash flow method.

UNIT 2:

Financial Structure

Corporate source of finance – long term – public issue – venture capital - Capital structure theory - net income approach – net operating income approach – traditional approach - Modigliani and Miller approach. Leverage and financial decisions – trade-off theory – pecking order theory – financial leverage Designing capital structure – EBIT – EPS analysis – ROI – ROE analysis

UNIT 3:

Capital Budgeting Decisions

Corporate project types – unequal lifetime – replacements Projected cash flows – free cash flows Techniques of evaluation –accounting rate of return – payoff period - net present value – internal rate of return Conflict in evaluation – NPV vs. IRR – modified IRR Capital rationing Sensitivity analysis.

UNIT 4:

Dividend Decisions

Factors influencing dividend payment of a firm, Dividend models – Walter – Gordon – Modigliani and Miller Dividend policy of a firm Alternate forms of dividend – bonus shares – stock splits - stock options – stock repurchase. Working capital management decisions. Working capital cycle Inventory management Receivables management Cash management, Financing Working Capital



UNIT 5:

Financial Analysis Applications

Case studies in Financial Forecasting and valuation – asset based and discounted cash flow methods, forecasting models, analyst forecasts Financial Statement analysis – Industry and company analysis Consolidated financial statement analysis and Analysis of inter-corporate investments financial analysis of multinational corporations Cost control and pricing

Course Outcomes

1. This Course will elevate the understanding of financial concept values and principles.
2. This course examines the role of finance in supporting the functional areas of a firm, and fosters an understanding of how financial decisions themselves can create value.
3. To enhance the Basic analytical skills and principles of corporate finance

Reference:

1. Ross Stephan A., R.Westerfield, and D.J. Bradford, Fundamentals of Corporate Finance, Tata Mc-Graw Hill, 2008.
2. Gerald I. White, A.C. Sondhi and D.Fried, The Analysis and Use of Financial statements, Wiley India, 2007.
3. Pandey, I.M. Financial Management, Vikas publishing, 2013, Tenth edition.



MARKETING MANAGEMENT

Course Objectives:

- To understand the concepts of marketing management
- To learn about marketing process for different types of products and services
- To understand the tools used by marketing managers in decision situations
- To understand the marketing environment

UNIT 1:

Basic Concepts of Marketing

Definition, Concept of Exchange-Needs & Wants, Economic Utility, Evolution of Marketing, Marketing Concept, Marketing Myopia, Significance of Marketing, Delivering Values, Satisfaction & Retention: Business components, Customer satisfaction, Concept of value, Analyzing market opportunities: Marketing environment: Macro environmental factors

UNIT 2:

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 3:

Product Policy and Advertising

Product and product line, Product classification, product mix strategy, Product life cycle, New product development, Branding and packaging, Benefits of advertising, Developing and advertising program, Sales promotion, public relation, personal selling, Pricing, significance of pricing, Price adjustments, Effect of price change

UNIT 4:

Consumer Behaviour and CRM

Consumer Behaviour – Factors influencing Consumer Behaviour – Demographics – Psychographics – Behavioural – Psychological influence – Purchase decision process – Strategies – Family decision making – Stages in buying process – Dissonance behaviour. Customer Relationship Management

UNIT 5:

Marketing Channels and Distribution

Nature of marketing channels, Role of marketing channels, Functions of marketing channels, Designing distribution channels, Channel management, Channel dynamics



Course Outcomes:

On completion of this course, the students will be able to

- Students will demonstrate strong conceptual knowledge in the functional area of marketing management
- Students will demonstrate effective understanding of relevant functional areas of marketing management and its application
- Students will demonstrate analytical skills in identification and resolution of problems pertaining to marketing management.

Reference:

1. Philip Kotler, Keller, A Frame Work of Marketing Management, 5th Edition, Prentice Hall, 2011
2. Gupta, G.B. and N. Rajan Nair., Marketing Management, Sultan Chand & Sons, New Delhi, 2011
3. Ramaswamy, V. S., & Namakumari, S. (2017), Marketing Management: Indian Context with Global Perspective, McGraw hill
4. Dhruv Grewal, Michael Lerg, Marketing Management, Tata McGraw Hill, New Delhi, 2011.
5. Karen Webb, Consumer Behaviour, 2nd Edition, Tata McGraw Hill, New Delhi, 2011



PRODUCTION AND LOGISTICS MANAGEMENT

Course Objectives:

- Introducing the macro and micro concepts of Production and Logistics (P & L)
- Explaining the important decision points in P & L
- Providing knowledge on methods adopted in various decision points of P & L

UNIT 1:

Production and Operations Management – Definition – Scope – Importance. Systems View. Forecasting – Methods – Prerequisites and Pitfalls – Measures of error and correction. Plant Location – Selection techniques - Qualitative and Quantitative (new and expansion).

UNIT 2

Capacity Planning. JIT and lean systems. CIM. Layout – Types – Advantages – Applicability (CRAFT - CORELAP, ALDEP). Stores Location. Production Planning and Control – Aggregate Production / Operations planning, Master Production Schedule. EBQ – Joint Cycle. Value Engineering.

UNIT 3:

Materials Management – MRP – Budgeting - Inventory System – P & Q Systems. Classification of Materials (ABC, VED, and the like). Material Handling. Maintenance Management – Preventive – Breakdown.

UNIT 4:

Statistical Quality control - Acceptance Sampling - Operating Characteristic (OC) curve – QC Charts. TQM. Zero defect programme. Process flow Charts. Work Study – Procedures – Applicability. Industrial Safety.

UNIT 5:

Overview of Logistics – Responsibilities of the logistics operator – Multi-modal Transportation – Supply Chain Management (SCM) – Vendor Development – Bullwhip effect. Freight forwarding logistics – tracking of consignments – Introduction to Warehouse management.

Course Outcomes:

Enable the learners to

- Understand the issues related to P & L in the given situation
- Adopt appropriate qualitative or quantitative methods to make a P & L decision
- Plan the P & L activities of the organisation with an orientation to improve the efficiency and effectiveness

Reference:

1. E. S. Buffa, (2007), Modern Production / Operation Management, 8th edition, Wiley



2. R. Panneerselvam, (2013), Production and Operations Management, 3rd edition, PHI.
3. S. N. Chary, (2012), Production and Operations Management, 5th edition, Tata McGraw Hill.
4. Craig Voortman, (2004), Global Logistics Management, Juta Academic
5. S. K. Nandi & S. L. Ganapathi, (2015), Logistics Management, Oxford University Press



RESEARCH METHODOLOGY

Course Objectives:

- To understand the need for research and its process in business.
- To introduce the fundamentals of Scientific Research and the methods of data analytics.
- To enable the student to conduct research study and prepare the report.

UNIT 1:

Concepts of Research: Characteristics, Objectives, hypothesis and theory – Types of Research - measures of a good research. Research Process – Research Problem - Research Design - formulation of hypothesis - feasibility study.

UNIT 2:

Measurement and scaling techniques – Levels of scale measurement – Criteria for good measurement – Types of scales – survey instrument development – Pilot study - Reliability and Validity of data.

UNIT 3:

Data Collection - Primary versus Secondary data – methods of data collection – Sampling Design: Sampling methods –Probability and Non- Probability sampling - Sample size determination.

UNIT 4:

Qualitative and Quantitative Data Analysis: Data Preparation, Hypothesis testing, Univariate and Bivariate analysis - Introduction to multivariate techniques.

UNIT 5:

Research Reports – Structure and Components of Research Report – Research Results - Report Generation - Citation styles – Plagiarism – Presentation.

Course Outcomes:

- Identification of the research problem and the application of the appropriate research techniques.
- Practice of the ability to develop the survey instrument, data collection and data analytics.
- Expertise presentation of research report with the help of plagiarism software.

Reference:

1. Cooper D, Schindler P, Sharma J (2018), Business Research Methods, 12e edition, McGraw-Hill education.
2. Panneerselvam R, (2013), Research Methodology, Prentice Hall of India, New Delhi.
3. Kothari C R, Gaurav G (2019), Research Methodology – Methods and Techniques, New Age International (P) Limited.



DATA ANALYSIS SKILLS - LAB

Course Objectives:

- To enhance the analytical capability of the students using statistics.
- Describe the fundamental principles of hypothesis testing, define significance level and perform an appropriate test to identify sampling variation of sample means.
- To convert raw data into useful information using descriptive statistics such as measures of central tendency and dispersion.

SYLLABUS

Part I:

Data Entering and Editing

1. Familiarizing with different tool bar using MS Excel
2. Inserting, Changing & Deleting Columns & Rows using MS Excel
3. Entering data from MS Excel to SPSS
4. Familiarizing with different levels of measurement using SPSS

Part II:

Computing Using Formulas:

- 5: Arithmetic Calculations (Mean, Median, Mode) using MS Excel.
- 6: Arithmetic Calculations (Mean, Median, Mode) using SPSS.
- 7: Calculating Variance & S.D using MS Excel
- 8: Calculations using 'if' functions
- 9: Calculating Variance & S.D using SPSS

Part III:

Creating Charts:

- 10: Creating different Charts using MS Excel
- 11: Formatting Chart Objects, Changing the Chart Type using MS Excel
- 12: Pivot chart using MS Excel
- 13: Creating different Charts using SPSS

Part IV:

Validity and Reliability:

- 14: Data Validation & Basic Conditional Formatting using MS Excel
- 15: Goodness of fit using MS Excel
- 16: Reliability and Normality test using SPSS

Part V:

Uni variate Analysis:

- 17: One sample T Test using MS Excel
- 18: One sample T Test and Run test using SPSS



Part VI:

Inferential Analysis:

19: Chi Square test using SPSS

20: Independent Sample T Test using MS Excel

21: Independent Sample T Test using SPSS

22: One way ANOVA using MS Excel 23: One way ANOVA using SPSS

24: Correlation Analysis using MS Excel

25: Correlation and Regression Analysis using SPSS

Course Outcomes:

- Students shall know how to organize, manage, and present data.
- Students shall be able to perform validity and reliability test.
- Students shall be able to use and apply a wide variety of specific statistical methods

