

BHARATHIAR UNIVERSITY, COIMBATORE-641 046
M.B.A (CBCS Pattern)
(For the students admitted from the academic year 2017-18 &Onwards)
SCHEME OF EXAMINATIONS – CBCS Pattern

Course Title	Ins.hrs / week	Examinations				credits
		Dur.	CIA	Marks	Total	
SEMESTER –1						
Management Principles and Practice	4	3	25	75	100	4
Organizational Behaviors	4	3	25	75	100	4
Managerial Economics	4	3	25	75	100	4
Financial and Management Accounting	4	3	25	75	100	4
Quantitative Methods for Management	4	3	25	75	100	4
Corporate Communication	4	3	25	75	100	4
Computer Applications in Management using SAP*	2	-	-	-	-	-
SEMESTER –II						
Operations Management	4	3	25	75	100	4
Marketing Management	4	3	25	75	100	4
Financial Management	4	3	25	75	100	4
Human Resource Management	4	3	25	75	100	4
Quantitative Techniques	4	3	25	75	100	4
Research Methods for Management	4	3	25	75	100	4
Computer Applications in Management using SAP* - Practical	2	3	40	60	100	4
SMESTER – III						
Business Ethics and Global Business Environment	4	3	25	75	100	4
Management Information System	4	3	25	75	100	4
Elective	4	3	25	75	100	4
Elective	4	3	25	75	100	4
Elective	4	3	25	75	100	4
Elective	4	3	25	75	100	4
Summer Placement Project Report & Viva-Voce **	-	-	-	-	100	4
SEMESTER – IV						
Strategic Management : Indian Global Context	4	3	25	75	100	4
Elective	4	3	25	75	100	4
Elective	4	3	25	75	100	4
Elective	4	3	25	75	100	4
Elective	4	3	25	75	100	4
TOTAL					2500	100

* The Course will be taught during I and II Semesters.

** For Project Report 80% Marks, Viva-Voce 20% Marks

Electives for III Semester
Students can choose any four of the following:

MARKETING

1. Integrated Marketing Communication (Promotion Management)
2. Export Management
3. Consumer Behaviour
4. Rural Marketing

HUMAN RESOURCE

5. Staffing in Organizations
6. Performance Management
7. Managing Interpersonal Effectiveness

FINANCE

8. Financial Services
9. Equity Research and Portfolio Management
10. Derivatives Management
11. Banking Regulations and Services

SYSTEMS

12. Electronic Commerce
13. System Analysis and Design

PRODUCTION

14. Advanced Production Management
15. Integrated Materials Management

HEALTH CARE MANAGEMENT

16. Hospital Operations Management
17. Hospital Architecture and design

ENTREPRENEURSHIP

18. Entrepreneur Development

GENERAL

19. Hospitality Management

SHIPPING & LOGISTICS MANAGEMENT

20. Logistics Management
21. Export-Import Trade and Documentation

MEDIA MANAGEMENT

22. Mass Communication
23. Advertising Management

Electives for IV Semester

Students can choose any four of the following:

MARKETING

1. Services Marketing
2. Brand Management
3. Distribution Management
4. Retail Management

HUMAN RESOURSE

5. Employee Training and Development
6. Organizational Development
7. Labour Welfare and Industrial Relations(Legislations)

FINANCE

8. International Financial Management
9. Principles of Insurance
10. Cost Management
11. Banking Risk Management

SYSTEMS

12. Software Project Management
13. Enterprise Resource Planning

PRODUCTION

14. Total Quality Management
15. Supply Chain Management

HEALTH CARE MANAGEMENT

16. Public Health system and health insurance
17. International Health Management

ENTREPRENEURSHIP

18. The Successful Business Plan

GENERAL

19. Event Management

SHIPPING & LOGISTICS MANAGEMENT

20. Logistics and Supply Chain Management
21. International Logistics & Shipping Management

MEDIA MANAGEMENT

22. Public Relations, Principles and Practices
23. Media Laws and Ethics

NOTE: The Practical paper Computer Applications in Management using SAP is revised .The III Semester Elective papers Integrated Marketing Communication(Promotion Management), Export Management and Export Import Trade and Documentation are revised.. Also introduced Banking as electives for Finance specialization and Enterprise Resource Planning as Elective in Systems specialization(in the place of E-Marketing).

The syllabi for the papers Computer Applications in Management, Integrated Marketing Communication(Promotion Management), Export Management, Export Import Trade and Documentation, Banking Regulations and Services, Banking Risk Management and Enterprise Resource Management are furnished below and for the remaining papers existing syllabi to be followed.

COMPUTER APPLICATIONS IN MANAGEMENT - PRACTICAL

Aim: To introduce the concepts of information technology and their application in management decision making.

Components of a Computer - Hardware and Software – Operations Systems – Directories and File properties.

MS OFFICE – Introduction to WORD, EXCEL and POWERPOINT

WORD – Creating a new document with templates & Wizard – Creating own document – Opening/modifying a saved document – converting files to and from other document formats – Using keyboard short-cuts & mouse – Adding symbols & pictures to documents – header and footers – Finding and replacing text – spell check and Grammar check – Formatting text - paragraph formats - adjusting margins, line space – character space – Changing font type, size – Bullets and numbering – Tables – Adding, editing, deleting tables – Working within tables – Adding, deleting, modifying rows and columns – merging & splitting cells.

EXCEL – Working with worksheets – cells – Entering, editing, moving, copying, cutting, pasting, transforming data – Inserting and deleting of cells, rows & columns – Working with multiple worksheets – switching between worksheets – moving, copying, inserting & deleting worksheets – Using formulas for quick Calculations – Working & entering a Formula – Formatting a worksheet – Creating and editing charts – elements of an Excel Chart – Selecting data to a chart – Types of chart – chart wizard – Formatting chart elements – Editing a chart – Printing charts. Excel Function – Mathematical, logical, Lookup & Reference, Financial, statistical and other functions. Rudimentary data analysis - sort, filtering, conditional formatting and Pivot tables etc.

POWERPOINT – Creating new presentations – Auto content wizard – Using template – Blank presentation – Opening existing presentations – Adding, editing, deleting, copying , hiding slides – Presentations – Applying new design – Adding graphics – Using headers and footers – Animations text – Special effects to create transition slides – Controlling the transition speed – Adding sounds to slides – Using action buttons.

TALLY – Introduction and Installation, Required Hardware, Preparation for installation of Tally software, installation, Working in Tally: Opening new company, Safety of Accounts or Password, Characteristics, Making Ledger Accounts, Writing voucher, voucher entry, Making different types of vouchers, Correcting sundry debtors and sundry creditors accounts, Preparation of Trial Balance, Books of Accounts, Cash Book, Bank Books, Ledger Accounts, Group summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts & Balance Sheet.

ERP & SAP : Introduction – Need for ERP – Advantages – Major ERP Packages – SAP: Features – ABAP: Logon to SAP Environment – ABAP Dictionary – Functions – Objects – Managing SAP Application

Practicals: Simple problems to be done in WORD, EXCEL and POWERPOINT using all the above-mentioned topics **with more emphasis on EXCEL s to develop simple business applications.**

References:

OFFICE 2000 Complete – BPB

Windows 98 Complete – BPB

Windows 98 6 in one by Jane Calabria and Dorothy Burke – PHI

Using Microsoft Office 2000 by Ed, Bott – PHI

Enterprise Resource planning (ERP): Text and case studies by Murthy, C S V, HPH

Teach yourself SAP in 24 hours by George Anderson; Danielle Larocca - Pearson Education

Modifications in the last unit of the following subjects :

ELECTIVE PAPERS FOR III SEMESTER

A) MARKETING

1. INTEGRATED MARKETING COMMUNICATION(PROMOTION MANAGEMENT)

UNITI:PROMOTIONMIX&PERSONALSELLING:PromotionMixTools,StepsinCommunicationprocess,Factorsindecidingpromotionmix.

Personalselling-SalesforceDesign-

objectives,strategysix,structureandcompension.PrinciplesofPersonalSelling-

Salesmanship,stepsinsellingprocess,Negotiation-

Models,Strategy&Tactics,CustomerRelationshipManagement.Evaluationofpersonalselling.

UNITII:ADVERTISING MANAGEMENT:

Meaning, Objectives, Importance, Classification of advertisement, Economic and Social Effects of Advertising, Organisation of Advertising Department, Advertising Agency Management, Campaign Planning, Advertising Budget.

UNITIII:ADVERTISING MEDIAMANAGEMENT:

Types-Print, Radio, TV, Cinema Outdoor and other forms-

Advantages, Limitations, Availability, Media Rates, Media Planning and Scheduling.

UNIT IV: ADVERTISING CREATIVITY:

Advertising Copywriting for Print and Broadcast Media- Principles, Styles, Advertising Visualization and Design, Production of Print, Broadcast and other Advertisements, Evaluation of Advertising.

UNIT V: SALES PROMOTION AND PUBLIC RELATIONS SALES PROMOTION:

Objectives, Tools, Planning, Implementation and Control, Evaluation of Sales Promotion.

PUBLIC RELATIONS:

Objectives, Tools, Media and Message, Evaluation of Public Relations. Case Analysis

Goods and sales tax (GST) and its implications

References:

Promotion Management- John. J. Burnett- AITBS.
Advertising- Theory & Practice- Vernon Fryburger- AITBS.
Advertising Excellence- Bovee & Thill- McGraw Hill International.
Advertising and Promotion: An Integrated Marketing Communications Perspective- George E Belch and Michael E Belch, 6th Edition, TMH, 2006
Sales Promotion- Tony Dakin.
Sales Promotion- Julian Cummins.
Successful Sales Promotion- Pran Chowdhry. et. al. - MacMillan
Sales Management- Cundiff, Stil & Govani- PHI/Pearson.
Practical Public Relations- Sam Black- Universal Book.
Managing Public Relations- Gruning and Hunt- CBS College Publishing.

2. EXPORT MANAGEMENT

AIM: To help students acquire familiarity of the knowledge and process of export and import trade.

UNIT I: Export-meaning -scope-functions-Role of export in economic development-Planning for export-market analysis:-market intelligence and market Research-market selection and entry strategies for export.

UNIT II: Legal aspects of export trade:-International law:Private Law-Transport contracts-Payment and credit-settlement of disputes-Indian Laws:EXIM policy-Law relating to packaging-pricing-Advertising-distribution.

UNIT III: Export financing: methods and sources of export finance-Terms of payment for export-Letter of credit-Institutional aid for export financing:RBI, EXIM Bank, ECGC-commercial banks.Export pricing: Factors influencing export price-Forms of pricing-pricing approaches-Transfer pricing-Dumping-International price quotation-Inco terms.

UNIT IV: India's export performance-Problems in export trade-Export promotion-Need-Export promotion in India:-Institutional support for export promotion-Export promotion incentives-EPZ & FTZ, 100% EOU, Export houses, Trading houses-Star Trading houses-Project and consultancy export

UNIT V: Export Procedure and documentation:Export order execution-Product preparation-quality control and Pre-shipment inspection-Packaging-freight forwarders-Cargo insurance-customs clearances-Documentation Procedure and clearing Export bills.Import Procedure:-

Importlicensing-Replenishmentlicense-Advanceimportlicense-Passbookscheme-Importofcapitalgoods.
Goods and sales tax(GST) and its implications

References:

TASBalagopal-Exportmanagement-Himalaya
Varshney&Battacharya-InternationalMarketingSultanchand&sons
Francischernmilam-InternationalTradeandExportmanagement-Himalaya
B.SRathor-ExportManagement-Himalaya.
S.Shivaramu-ExportMarketing-Himalaya

SEMESTER III - Elective -21. EXPORT IMPORT TRADE AND DOCUMENTATION

Unit I:

Generation of Foreign enquiries, obtaining local quotation & offering to overseas buyers
Scrutinizing export order, opening L/C by buyers

Unit II:

Export Finance - Forex - Major currencies, Exchange rates, relations & impact –
Export costing - Export Pricing – Influencing factors – forms of export pricing , pricing approaches -
incoterms

Unit III:

Export Packaging - Preparation of pre shipment documentation - Inspection of Export
Consignment - Export by Post, Road, Air & Sea - Claiming for Export benefits and Duty drawbacks

Unit IV:

Shipment & Shipping documents - Complicated problems in shipments & negotiation of
Shipping documentations - Corporate marketing strategies - 100% EOU & Free trade zone - Deemed
Export, Export Marketing

Unit V:

Introduction - Exim policy - customs act - other acts relating to export/import - formalities for
commencing - customs formalities - export documentation - project exports - export of services – export
of excisable goods - import documentation - clearance of import goods - 100% export oriented units -
export processing zones - special economic zones - duty drawback procedure - export/import by post
customs house agents - import of different products - import/export incentives - import licenses etc.

Implications of GST (Goods and Services Tax)

Reference Books:

- 1.Export Import Procedures- Documentation and Logistics, Publisher: New Age International, By: Shri C Rama Gopal, Chartered Accountant.
- 2.Export Management, P K Khurana
- 3.Export Import Management, Justin Paul & Rajiv Aserkar.

BANKING REGULATIONS AND SERVICES - ELECTIVE SEMESTER III (2017 ONWARDS)

Course Objectives

- To provide an overview of the regulatory framework and the structure of Banking system.
- To familiarize the students with the various services provided by banks and the role of Information Technology to enable the same.

UNIT - I

Banking Services

Fund Based Business – Deposit Products – CASA and Term Deposits – Different types of Commercial Loans, Retail Loans and Wholesale Loans – Trade finance – Overdraft Facilities – Primary and Collateral Securities – Modes of creating charges on securities – Hypothecation, Pledge, Mortgage, Lien and Assignment.

Non-Fund Based Business – Bank guarantee and Letter of Credit

UNIT - II

Role of IT

Banking Technology – Electronic Banking – Core Banking, Mobile Banking, Online Banking – Remittance Facilities and Clearing system : National Electronic Fund Transfer (NEFT), RTGS, ECS, SWIFT, MICR – ATMs, Credit / Debit / Smart Cards – Technology Initiatives of RBI/IDRBT – Electronic Benefit Transfers.

UNIT - III

Structural Framework

Indian Banking System : an Overview – Banking Structure – Different types of Banking – Investment Banking and Commercial Banking – Central Bank – Need and establishment – Organisation and Administration of RBI – Functions of RBI – State Level Banking Committees (SLBCs) – Banking Ombudsman.

UNIT - IV

Regulatory Framework

Banking Regulations Act – RBI Act – Credit control measures and Monetary policy of RBI : CRR, SLR, REPO rates, Reverse REPO rates and Base Lending Rate – Bank Capital : Tier I & Tier II – Base I III and Capital Adequacy norms (CAR AND CRAR) – Liquidity Adjustment Facility (LAF) – IBA – Payment and Settlement System Act.

UNIT - V

Marketing of Banking Services

Marketing Strategies : Segmentation, Marketing Mix for Banking Services – Product and Services Innovation – Cost effective pricing, One stop shop, Cross selling of products, value added services, Marketing Information System – Importance of Finance Planning – Identification of Investment needs for retail investors – Studying Investment Behaviour - Household Vs Institutional Investors.

Reference Books

1. *Introduction to Banking*, Iyengar Vijayaragavan, Excel Books.
2. *Modern Banking*, Muraleedharan. D, PHI.
3. *Modern Banking*, Sundharam K.P.M, Sultan Chand & Co.
4. *Modern Commercial Banking*, Machiraju H.R, Vikas Publishing House.
5. Tanna M.L., *Tanna's Banking Law and Practice in India*, Jain Book.
6. MacDonald Scott S., Koch Timothy W, *Management of Banking*. 6th Edition, Indian : Centage learning.
7. *Banking and Finance*, Sreekantaradhy, B.S, Deep and Deep Publications Pvt. Ltd.

BANKING RISK MANAGEMENT - ELECTIVE SEMESTER IV (2017 ONWARDS)

Course Objectives

- To understand the various types of risks faced by banks.
- To study the various tools and techniques of measuring and managing bank risks.
- To understand the management of Non-performing assets by the banks.

UNIT - I

Risk Types

Financial Risks faced by bankers – Credit Risk: Liquidity Risk and Interest Risk – Measures of Risk : Liquidity risk, Interest rate risk, credit risk and capital risk – organizational structure for Risk Management in banks – Risk management process – ALCO.

UNIT - II

Liquidity Risk and Operational Risk

Liquidity and liquidity risk – need for liquidity by banks – sources of liquidity risks – Static Liquidity Gap Analysis – Structural Liquidity Gap Analysis – Dynamic Liquidity Gap analysis – Scenario Analysis : Bank Specific and Market Specific – Liquidity Adjustment Facility.
Operational Risk and its types – organizational setup for operational risk – Operational Risk Management (ORM) Process in banks.

UNIT - III

Interest Rate Risk

Categories of interest rate risk – Theories on interest rates: Pure Expectation Theory.

Liquidity Preference Theory and Market Segmentation Theory

Methods used for measuring Interest Rate Risk: Traditional & Standardized Gap Analysis and its pros & cons, Duration Gap Analysis and its pros and cons, Simulation Method, Standard Deviation and Volatility, co-variance and correlation.

Techniques of management of interest rate risk: Derivatives, Interest Rate Options, Forward Rate Agreements (interest rate derivative), Interest Rate Features, Interest Rate Swaps, on balance sheet techniques and off-balance sheet techniques.

UNIT - IV

Credit Risk

Types of Credit Risk – Default risk, exposure risk, recovery risk, collateral risk, third party guarantee risk, legal risk – default, default probability – Measuring credit risk in banking transactions: Historical

frequencies of defaults, agency ratings and default frequencies, default rate volatility and horizon, interbank exposure, contingencies, expected exposures and the time profile – Credit risk management in banks.

UNIT - IV

Non-performing Assets Management

NPA – Definition and Concept – Managing NPAs – Income Recognition and Asset Classification (IRAC) – Recovery management : Financial and Physical Follow up – Effect of NPAs on Bank's Profitability – Provision for NPAs by banks – The Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002.(SARFAESI ACT).

Reference Books

8. *Bank Financial Management*, IIBF.
9. *Quantitative Methods for Banking and Finance*, Ramasastri, A. S. Macmilan.
10. *Professional Handbook of Financial Risk Management*, Mare Lore & LevBorodovsky, Butterworth and Heinemann Finance.
11. *Financial Risk Manager Handbook*, Phillippe Jorian, Global Association for Risk Professionals.
12. *Commercial Bank Management*, Peter S. Rose.
13. Gup Bentone, Kolari James W, *Commercial Banking – The Management of Risk*, 3rd Edition, Wiley India edition.
14. Hull John C., *Risk Management and Financial Institutions*, Pearson.
15. Dun Bradstreet, *Financial Risk Management*. Tata McGraw Hill.
16. Vivek, Asthana P.N, *Financial Risk Management*. Himalaya Publishing House.
17. RBI's Master Circulars on Risk Management.

ENTERPRISE RESOURCE PLANNING - ELECTIVE SEMESTER IV (2017 ONWARDS)

Course Objective

To understand the role of ERP in an organization, its various modules, implementation issues major vendors and the emerging trends.

Unit –I

Enterprise –An overview – Basic concepts of ERP-Risks and benefits of ERP-Related Technologies such as Business process Reengineering, Data warehousing, data Mining, Online analytical Processing, Product life cycle Management, Supply Chain Management and Customer Relationship Management.

Unit –II

ERP Modules – Manufacturing – Plant maintenance – Materials Management - Quality Management – Operations and Maintenance – Human Resources Finance – Marketing – Sales Distribution and services.

Unit –III

ERP Implementation basics – Life cycle- Package selection- implementation strategies – Implementation process, Project team, Success and failure factors of an ERP implementation- Maximizing ERP system.

Unit –IV

ERP Market place and Dynamics – SAP AG – People soft – Baan – JD Edwards – Oracle – SSA , MS Dynamics and others.

Unit – V

ERP and e-business – ERP, Internet and WWW – ERP II – Future direction and trends in ERP. Case studies in Indian and Global scenario.

References

Enterprise Resource Planning, Alexis Leon, TMH, 2010

Concepts in Enterprise Resource Planning, Joseph A. Brady, Ellen F Monk & Bret Wagner, Thomson Course Technology, 2006

Enterprise Resource Planning, Mary Sumner, Pearson, 2007

Managerial Issues in ERP System, David L. Olson, TMG, 2004