

SINGHANIA UNIVERSITY

MBA- HOTEL

MANAGEMENT

SYLLABUS

SINGHANIA UNIVERSITY
MBA-HOTEL MANAGEMENT

FIRST YEAR

Semester 1			
Subject Code	Subject Type	Subject Name	Credits
MBAHM101	Theory	Accounting for Business Decision	6
MBAHM102	Theory	Basic of Marketing	6
MBAHM103	Theory	Business Research Methods	6
MBAHM104	Theory	Economics Analysis for Business Decisions	6
MBAHM105	Theory	Legal Aspects of Business	6
MBAHM106	Theory	Organisational Behaviour	6
Semester 2			
Subject Code	Subject Type	Subject Name	Credits
MBAHM201	Theory	Decision Science	6
MBAHM202	Theory	Financial Management	6
MBAHM203	Theory	Human Resource Management	6
MBAHM204	Theory	Marketing Management	6
MBAHM205	Theory	Management Information System	6
MBAHM206	Theory	Operation and Supply Chain Management	6

SEMESTER-I

MBAHM101 :ACCOUNTING FOR BUSINESS DECISIONS

OBJECTIVE

To enable the students to understand business decisions using the accounting information.

Unit 1: MARGINAL COSTING 12 Hrs Meaning – Advantages & Disadvantages – Need for Marginal Costing – Meaning and Definition of Marginal Costing – Features – Uses and Limitation of Marginal Costing – Absorption Costing V/s Marginal Costing – Problems

Unit 2: STANDARD COSTING 12 Hrs Introduction – Meaning & Definition of Standard Cost and Standard Costing - Analysis of Variances – Advantages & Disadvantages of Standard Costing - Problems on Material Variances, Labor Variances and Overhead Variances.

Unit 3: BUDGETARY CONTROL 12 Hrs Introduction – Meaning & Definition of Budget and Budgetary Control – Objectives of Budgetary Control – Classification of Budgets – Flexibility Classification – Functional Budgets – Problems on Flexible Budgets and Cash Budgets.

UNIT4. INTERNATIONAL FINANCIAL REPORTING STANDARDS (IFRS):
Introduction - Interpretations by International Financial Reporting Interpretation Committee (IFRIC), Significant difference vis-a-vis Indian Accounting Standards, Understanding of US GAAP and Indian Gap, Applications of IFRS and US GAAP and Indian GAAP.

UNIT 5: CORPORATE FINANCIAL REPORTING: Issues and problems with special reference to published financial statements. SKILL DEVELOPMENT • Preparation of Income Statement using Absorption Costing and Marginal Costing Technique • Illustrate make or buying decisions. • Illustrate accept or reject decisions. • Preparation of Flexible Budget with Imaginary Figures • List any 10 industries where Standard Costing is used.

BOOKS FOR REFERENCE

1. S P Iyengar, Cost Accounting.
2. B.S. Raman, Cost Accounting.
3. M.N. Arora, Cost Accounting.
4. N. Prasad, Costing.
5. Palaniappan & Hariharan : Cost Accounting
6. Jain & Narang, Cost Accounting.
7. Gouri Shankar; Practical Costing.
8. K.S. Thakur: Cost Accounting.

MBAHM102 : BASIC OF MARKETING

Objective

To acclimatize the participants about the environment of market, consumer behavior and to develop the ability to design the best marketing strategy by analyzing the factors influencing the consumer decision.

Unit–I : Marketing and its Environment

Definition – Role of marketing – Concepts of marketing – Production concept – Product concept – Selling concept – Marketing concept – Societal marketing, Relationship Marketing concept; Tasks of Marketing; Marketing Environment – Macro and Micro Environment – Marketing strategies – Market Leader Strategies – Market follower Strategies – Market Challenger Strategies and Market Niche Strategies.

Unit–II : 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–III : Product and Pricing Strategies

Product – Classification of consumer goods and Industrial goods – Product lines – Product Life Cycle – New Product Development – Launching New Product – Product Innovation; Brand – Types; Packaging – Labeling Trade Marks – Copyrights – Patents. Pricing Strategy – Methods of Setting Price – Discounts and Allowance – Price of.

Unit–IV : Physical Distribution and Promotion

Marketing Channels – Direct Marketing – Industrial Marketing – Network Marketing – e-marketing – B2B – B2C – Distribution Network – Channel Management – Retailing – Wholesaling – Promotions– Advertising – Publicity – Sales Promotion Methods – Sales force Management – Qualities of Sales Manager – Performance Evaluation of Marketing Programmes; Marketing Research – Process –

MIS; Ethics in Marketing – Consumerism – Environmentatism – Global Marketing – Services Marketing.

Unit-V : 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.

References

- 1) Carl Mc. Daniel, Charles W. Lamb and Joseph F. Hair, *MKTG, Cengage Learning*, New Delhi, 2011.
 - 1) Dhruv Grewal, Michael Lerg, *Marketing Management*, Tata McGraw Hill, New Delhi, 2011.
 - 2) Gupta, G.B. and N. Rajan Nair., *Marketing Management*, Sultan Chand & Sons, New Delhi, 2011.
 - 3) Joel R. Evans and Barry Berman, *Marketing Management*, Cengage Learning, New Delhi, 2007.
 - 4) Karen Webb, *Consumer Behaviour*, 2nd Edition, Tata McGraw Hill, New Delhi, 2011.
 - 5) Philipkotler, Kevinkeller, Abraham Koshy and Jha, *Marketing Management*, 14th Edition, Pearson Education, New Delhi, 2012.
 - 6) Philipkotler, Keller, *A Frame Work of Marketing Management*, 5th Edition, Prentice Hall, 2011.
 - 7) Ramaswamy, V.S. and S. Namakumari, *Marketing Management, Global Perspective Indian Context*, Macmillan, New Delhi, 2009.
- Russel S. Winer, *Marketing Management*, Tata McGraw Hill, New Delhi,

MBAHM 103 : BUSINESS RESEARCH METHODS

Objectives: To impart knowledge to evaluate and conduct research on management problems/issues, to provide skills necessary for the conduct of student research projects as a part of the programme requirement and to highlight importance of research in management

UNIT I: Business Research – Definition and Significance – the research process – Types of Research – Research questions / Problems – Research objectives – Research hypotheses – characteristics – Research in an evolutionary perspective – the role of theory in research.

UNIT II: Research Process- Research design – Definition – types of research design – exploratory and causal research design – Descriptive and experimental design – different types of experimental design – Validity of findings – internal and external validity – Variables in Research – Measurement and scaling – Different scales – Construction of instrument – Validity and Reliability of instrument.

UNIT III: Types of data – Primary Vs Secondary data – Methods of primary data collection – Survey Vs Observation – Experiments – Construction of questionnaire and instrument – Validation of questionnaire – Sampling plan – Sample size – determinants optimal sample size – sampling techniques – Probability Vs Non-probability sampling methods.

UNIT IV: Data Preparation – editing – Coding – Data entry – Validity of data – Qualitative Vs Quantitative data analyses – Bivariate and Multivariate statistical techniques – Factor Analysis - multiple regression and correlation – Application of statistical software for data analysis.

UNIT V Research report – Different types – Contents of report – need of executive summary – cauterization – contents of chapter – report writing – the role of audience – readability – comprehension – report format – title of the report – ethics in research – ethical behaviour of research

REFERENCES

1. Alan Bryman and Emma Bell, Business Research methods, OUP.
2. Cooper and Pamela Business Research methods , Tata Mc Graw Hill, 2006.
3. Uma Sekaran, Research methods for Business, Wiley India, New Delhi, 2006.

MBAHM104 : ECONOMICS ANALYSIS FOR BUSINESS DECISIONS

UNIT1.

Introduction To managerial Economics Definition, Scope Of Managerial Economics, Interdisciplinary Approach To Managerial Economics Activity, Nature Of The Firm Profit In Market System, Economics And Decision Making, Economic Model

UNIT2.

Demand Theory and Analysis Individual And Market Demand, Total and Marginal Revenue, Price Income, Cross Elastic ties, Imperfect information And Advertising Utility Indifference Curves and Maps, The Consumers Budget Constraints, Utility Maximization. Empirical Demand Function: Regression Techniques, Demand Estimation. Business And Economic Forecasting: Source Of Data, Time Series Analysis, Barometric Forecasting, Input/output/Analysis Economic Models And Forecasting Under Risk.

UNIT3

. Production and Costs Basic Concepts in Production Theory: The Production Function, Production with One Variable Input Two Variable Inputs Economies Of Sales And Scope. Estimating The Production Function: Production in the Short Run Short Run Cost Relationships .Production Isoquants, Iso Cost Curves, Optimal Combination of Inputs, Returns to Scale Relationship between Short Run and Long Run Costs. Empirical Analysis of Production and Cost. Specification of Short Run Liner, Cubic Production Functions, Estimation and Problem.

UNIT4.

Market Structure A. Perfect Competition Characteristics Of The Market ,Basic Principles Of Profit Maximization In the short Run And Long Run Demand Profit maximizing Input Usage, Maximizing Expected Profit Under Risk . Equilibrium price, Losses and Shut down Decisions, Evaluation of Perfect Competition Monopoly Characteristics, Profit Maximizing Prices And Outputs In The Short Run and Long Run, Allocative In Efficiency And Income Distribution, Technical Efficiency And Rent Seeking .Measurement And Determinants Of Market Power. Monopolistic Competition, Oligopoly, Barriers to Entry Monopolistic Competition Characteristics, Profit Maximizing Prices And Outputs In The Short Run and Long Run Evaluation Of Monopolistic competition Oligopoly Characteristics, Price Rigidity,(The Kinked Demand Model), Interdependence(The Cornell Model), Cartel And Collusive Price Leadership, Non Co Operative Oligopoly Strategic Interaction In Oligopoly Markets. Strategic Entry Deterrence Sources and Spectrum of Market Structures. D.Game Theory and Strategic Behaviour: Introduction To Game Theory, Game Theory And Oligopoly, Strategic Behaviour

UNIT5.

Pricing Decision Pricing Of Multiple Products, Price Discrimination, Product Bundling, Peak Load Pricing, Cost Plus Pricing and Other Pricing Theories. Pricing In Global Integration Pricing and Employment of Inputs. Input Pricing and Employment, Correspondence between Output and Input Decision, Economic Rent, Wage and Income Differential, Labour Union

Reference Book

1. Managerial Economics Joel Dean Prentice Hall Of India
2. Managerial Economics M.S. Subramanian
3. Managerial Economics Koutsoyiannis
4. Managerial Economics Mote, Paul, Gupta Tata McGraw Hill

MBAHM105 : LEGAL ASPECTS OF BUSINESS

UNIT I

The Indian Contract Act, 1872 - Introduction – Definition of contract – agreement – offer – acceptance – consideration capacity to contract – contingent contract – Quasi contract – performance – Discharge – Remedies to breach of contract.

UNIT II

Partnership- essentials of partnership, Rights and duties of partner, types of partners. Dissolution of partnership. Sale of Goods Act: Sale and Agreement to sell, Conditions and Warrantees, Transfer of property, Finder of goods, Performance of contract of sale, Rights of an unpaid seller.

UNIT III

Contract of Agency- Essentials of Contract of Agency – Creation of Agency – Kinds of Agents – Comparison Between an Agent and Servant – Comparison Between an Agent and Independent Contractor – Relationship of Principal and Agent – Duties of an Agent – Rights of an Agent – Duties and Rights of the Principal – Delegation of authority by an Agent – Sub Agent – Position of Principal and Agent in relation to third Parties – Termination of Agency.

UNIT IV

The Companies Act, 1956 - Company - Definition, Meaning, Features and Types of companies - Incorporation of a company - Memorandum of Association, Articles of Association and Prospectus - Share Capital - Accounts and Audits - Company Meetings.

UNIT V

The Consumer Protection Act, 1986; Object – Rights of Consumers –Important Terms Consumer Complaint - Consumer Protection Councils – Redressal Machinery – District Forum – State Commission - National Commission. Cyber Law -Need for Cyber laws – Cyber law In India – Information Technology Act – 2000 – Defining Cyber Crime – Types of Cyber Crimes – Preventing of Computer Crime.

REFERENCES:

1. Business legislation for management M.C. Kuchal and Deepa Prakash, Vikas Publish House PVT Ltd.,
2. Legal aspects of Business, Ravinder kumar, Cengage learning.
3. Business law, Sathish B, Matur Tata Mcgraw Hill.
4. Business law, D. Chandra Bose, PHI learning PVT Ltd.,
5. Legal aspects of Business by Akhileshwar Pathak. Tata Mcgraw Hill.
6. Legal aspects of Business by kubendran.

MBAHM106 : ORGANIZATIONAL BEHAVIOUR

Objective

The aim of this course is to understand organizational behaviour concepts and models, moving from individual behaviour to group behaviour and to an organization as a whole. At the end of the course the students will have the ability to understand concepts of organizational behaviour and develop effective Human Relations Policies for effective performance.

Unit-I : Introduction and Individual Behaviour

Organization Behavior – Definition and Meaning – Models of Organizational Behavior – Hawthorne Experiments – Personality Determinants – Type A/B personality – Theories of Personality – Values – Types of Values – Perception – Elements of Perception – Perceptual Errors – Learning – Theories of Learning – Learning Curve.

Unit-II : Work Attitude, Motivation and Job Satisfaction

Attitudes – The ABC Model – Work attitudes – Motivation –Theories of Motivation – Job Satisfaction – factors - Causes of Dissatisfaction.

Unit-III : Leadership and Counselling

Leadership – Leaders Vs Manager – Leadership theories – Leadership styles – Power – Sources of power – Conflict – Causes – Resolution strategies and Types of conflict – Interpersonal / Intra Group Conflict – Transactional Analysis – Counselling – Types of Counselling.

Unit-IV : Group Dynamics

Defining and Classifying Groups – Work group behaviour – Techniques for group decision making – Advantages and disadvantages of group decision making – Participation in decision making – Factors that influence group effectiveness – Empowerment and self managed teams.

Stress – Causes of stress – Stress reduction strategies.

Unit-V : Organisation Change and OD

Organization change – Meaning – Models of change – Resistance to change – Managing planned change organizational culture – Factors influencing Organizational Culture – Organizational Climate – Dimensions of Organizational Development – OD Cycle.

References

- 1) Debra L. Nelson, James Campbell Quick, Preetam Khandelwal, *Organizational Behavior*, Cengage Learning, New Delhi, 2012.
- 8) Jarold Greenberg, Robert A Baron, *Organizational Behavior*, PHI Learning, New Delhi, 2010.
- 9) John Newstrom, Keith Davis, *Organizational Behavior – Human Behaviour at Work*, Tata McGraw Hill Publication, New Delhi, 2006.
- 10) Kavita Singh, *Organizational Behavior*, Pearson, New Delhi, 2012.
- 11) Margie Parikh, Rajen Gupta, *Organizational Behavior*, Tata McGraw Hill, New Delhi, 2010.
- 12) Ricky W. Griffin, Gregorej Moorhead, *Organizational Behavior*, Biztantra, New Delhi, 2009.
- 13) Stephen P. Robbins, Timothy Judge, *Organizational Behavior*, Phi Learning, New Delhi, 2007.
- 14) Thomas Kalliath, Paula Brough, Michael O’Driscoll, Mathew J Manimalla, 01.Ling Siu, *Organizational Behavior*, Tata McGraw Hill, New Delhi, 2011.

SEMESTER-II

MBAHM 201 : DECISION SCIENCE

Course Objectives:

- 1 To understand role of quantitative techniques in managerial decision making.
- 2 To understand process of decision problem formulation.
- 3 To understand applications of various quantitative techniques in managerial settings.

Unit 1

- 1.1 Introduction: Importance of Decision Sciences & Role of quantitative techniques in decision making.
- 1.2 Assignment Models: Concept, Flood's Technique/ Hungarian Method, applications including restricted & multiple assignments.
- 1.3 Transportation Models: Concept, Formulation, Problem types: Balanced, unbalanced, Minimization, Maximization Basic initial solution using North West Corner, Least Cost & VAM, Optimal Solution using MODI.

Unit 2

- 2.1 Linear Programming: Concept, Formulation & Graphical Solution
- 2.2 Markov Chains & Simulation Techniques: Markov chains: Applications related to management functional areas, Implications of Steady state Probabilities, Decision making based on the inferences Monte Carlo Simulation, scope and limitations.

Unit 3

- 3.1 Decision Theory: Concept, Decision under risk (EMV)& uncertainty
- 3.2 Game Theory: Concept, 2 by 2 zero sum game with dominance, Pure & Mixed Strategy
- 3.3 Queuing Theory: Concept, Single Server (M/M/I , Infinite, FIFO) and Multi Server (M/M/C , Infinite, FIFO)

Unit 4

- 4.1 CPM & PERT: Concept, Drawing network, identifying critical path Network Calculations: Calculating EST, LST, EFT, LFT, Slack & probability of project completion
- 4.2 Sequencing problems: Introduction, Problems involving n jobs- 2 machines, n jobs- 3 machines & n jobs-m machines; Comparison of priority sequencing rules.

Unit 5

- 5.1 Probability: Concept, Addition, Conditional Probability theorem based decision making, (Numerical based on functional areas of business expected).
- 5.2 Probability Distributions: Normal, Binomial. Interval estimation, standard errors of estimation.

Learning Resources:

1 Text Books

Quantitative Techniques in Management by N.D. Vohra Tata, McGraw Hill Publications, 4th Edition

Quantitative Approaches to Management by Levin, Rubin, Stinson & Gardner

Operations Research Theory & Applications by J K Sharma- MacMillan Publishers India Ltd., 4th Edition

Quantitative techniques & statistics By K L Sehgal Himalaya Publications

2 Reference Books

An introduction to management science: Quantitative approach for decision making- Cengage Learning-Anderson

Introduction to Operations Research by Willey E. Gillett, TMGH

Operations Research by Nita Shah, Ravi Gor, Hardik Soni, PHI

Managerial Decisions Modeling with Spreadsheets by Bal Krishnan, Render, Stair, Jr., Pearson Education.

Operations Research by R. Pannerselvam, Prentice Hall India, 2nd Edition.

MBAHM 202 : FINANCIAL MANAGEMENT

Objective

Finance is concerned with everything that takes place in the conduct of the business. Obviously this subject seeks to develop and acquaint the students with the various concepts, techniques, methods of planning, forecasting, effective utilisation of appraisal evaluations. This will develop and improve the decision making ability in the area of finance.

Unit-I : Introduction to Financial Management

Finance function: Meaning – Definition – Scope of Finance function – Goals of Financial Management – Profit maximisation and Wealth maximisation.

Unit-II : Short – Term Financing

Sources of short term financing: Meaning of working capital – Net working capital – Financing mix approaches – Sources of working capital financing – Importance of cash and liquidity – Determination of cash cycle – Receivable management – Objectives – Formulation of Credit and collection policies - Inventory management – Objectives of Inventory – Determination of optimum level of inventory – Types of Inventory.

Unit-III : Long – Term Financing

Sources of long term financing – Nature of long term financing – Common stock – Preferred stock – Repurchase of shares – Under writing of shares – Rights issue: Meaning – Procedure – Pricing – Underwriting of rights

Unit-IV : Dividend Policy Decision and Cost of Capital

Dividend policy decision: Dividend and Retained earnings – M.M. Model – Walters Model – Dividend practices – Factors affecting dividend policy – Dividend payout ratio – Stock dividend and Stock splits – Issue of bonus shares and its procedure.

Cost of Capital – Significance – Determining component of Cost of Capital – Weighted Average Cost of Capital.

Unit-V : Capital Structure and Leasing

Capital Structure – Features of an appropriate capital structure – Determinants of the capital structure – Modigliani–Miller Hypothesis – Analysis of capital structure in practice (simple problems).

Leasing: Characteristics of leasing – Types of Leasing – Advantages and Disadvantages – Hire-Purchase – Meaning and Characteristics – Hire-purchase Vs Instalment payment.

References

1. Prasanna Chandra, *Financial Management: Theory and Practice*, Tata McGraw Hill, 2012.
2. Chandra Prasanna, *Financial Management– Theory and Practice*, Tata McGraw Hill Publishing Co., 4th ed., New Delhi, 2007.
3. Eugene F. Brigham & Joel F. Houston, *Fundamentals of Financial Management*, Cengage, 2011.
4. Hanif M, A Mukherjee, *Financial Accounting, Volume III*, Mc Graw Hill, New Delhi, 2013.
5. Khan, M.Y. and P.K. Jain, *Financial Management – Text and Problems*, 4th ed., Tata McGraw Hill Publishing Co., New Delhi.
6. Kuchhal, S.C., *Financial Management*, Allahabad, Chaitanya Publishing House, 2004.
7. Pandey, I.M., *Financial Management*, (9th Edition), Vikas Publishing House, 2009, New Delhi.
8. Srivastava. R.M., *Financial Management*, Himalaya Publication House, Mumbai, 2010.
9. VanVan Horne. James C and Sanjat Dhamija, *Financial Management and Policy*, Pearson, New Delhi, 2012.

MBAHM 203 HUMAN RESOURCE MANAGEMENT

Unit 1

Human Resource Management – Importance – Challenges – Line and Staff aspect – HR management activities – Role of personnel manager – Images and qualities of HR manager – Integration of employee/management interests – Environment of Human Resource Management – External forces, Internal forces.

Unit 2

Job analysis – Content, steps in job analysis, methods of collecting job data, – Job design approaches – Job specification – Human resource Planning – Importance – Factors affecting HRP – Recruitment – Factors affecting recruitment – Recruitment policy – Internal/External sources of recruitment – Methods of recruitment – Selection procedure – Orientation program.

Unit 3

Distinction between training, development education – Inputs in T&D – Skills, Development – Gaps in training – Training process – on the job and off the job training methods. Training techniques – Management Development – Factors of Appraisal – Traditional methods – Modern methods – MBO process – Appraisal techniques failure – Retention determinants.

Unit 4

Promotion – Promotion policy – Types of Promotion – Basis of Promotion – Seniority – Merit – Ability – Transfers – Reasons, principles and types – Separation – Lay off, Resignation, Dismissal, Retrenchment, Voluntary retirement scheme – Job evaluation – Procedure, Advantages, Limitations – Job evaluation methods – Components of remuneration – Wages and salary, incentives, fringe benefits – Factors affecting employee remuneration – Minimum wage, fair wage and living wage – Executive remuneration.

Unit 5

Scope and ways of participation – Staff council, joint council, collective bargaining, Job enlargement/enrichment, suggestion schemes and quality circle – Total quality management – Structure of participative management – Nature and benefits of participation – Quality of work life.

References

- 1) Aswathappa K., and Sadhna Dash, *International Human Resource Management*, 2nd Edition, Mc Graw Hill, New Delhi, 2013.
- 2) Aswathappa, K., *Human Resource Management*, McGraw Hill, 2013.
- 3) Cynthia D. Fischer, Lyle F Schoenfeldt, James B Shaw, *Human Resource Management*, Biztantra, New Delhi, 2004.
- 4) Gary Dessler, *Human Resource Management*, Pearson Education, New Delhi, 2011.
- 5) Gupta. C.B., *Human Resource Management*, Sultan Chand & Sons, New Delhi, 2011.

MBAHM 204 : MARKETING MANAGEMENT

Objectives: It helps students to understand the basic concepts of Marketing Management, understand various marketing tools/models for solving marketing problems and to comprehend various situations and marketing terminologies.

UNIT I: Marketing conceptual frame work – marketing environment – customer oriented organization – marketing interface with other functional areas, marketing in a globalized environment.

UNIT II: Understanding Industrial and individual buyer behavior – influencing factors– responding to buyer behaviour – building customer satisfaction – marketing to organizations and marketing of services Market segmentation – targeting and positioning, developing marketing mix,

UNIT III: Product planning and development – product life cycle – brand management, developing new product -Pricing decisions – channel design and management – retailing and wholesaling – promotion methods. Advertisement and personal selling, public relations.

UNIT IV: Marketing Research- Types, process – tools and techniques – application of marketing research – product launching, demand estimation, advertising, brand preferences, customer satisfaction, retail stores image, customer perception, distribution, customer relationship, competitor analysis and related aspects

UNIT V: Online marketing – web based marketing programmes – emerging now trends and challenges to marketers.

REFERENCES

1. Aakar Day, Kumar, Essential of Marketing Research.
2. Boyd Walker, Marketing Management, McGraw Hill, 2002.
3. Keith Flether, Marketing Management and Information Technology Prentice Hall, 1998
4. Philip Kotler: Marketing management (Millenium edidtion), Prentice hall of India.
5. Zikmand d’Amico, Marketing South western, Thomson Learning, 2000.

MBAHM205 : MANAGEMENT INFORMATION SYSTEM

Objectives: Make the students to understand the interface of the Human Resources function with Operations, Marketing, and Finance functions and to impart knowledge on information systems and its relevance to business decisions.

UNIT I :

Human Resource Philosophy - Changing environments of HRM - Strategic human resource management - Using HRM to attain competitive advantage - Trends in HRM - Organisation of HR departments - Line and staff functions - Role of HR Managers.

UNIT II: Employment planning and forecasting – Recruitment, selection process-Sources Induction-Orientation & Training - Management Development - On-the-job and off-the-job Management Developments - Performance appraisal in practice. Managing careers : Career planning and development - Managing promotions and transfers.

Unit III : Establishing Pay plans : Basics of compensation - factors determining pay rate - Statutory benefits - non-statutory (voluntary) benefits - Labour relations - Industrial relation Discipline administration - grievances handling - managing dismissals and separation.

UNIT IV: Foundations of Information Systems: A framework for business users - Roles of Information systems - System concepts - Organisation as a system - Components of Information Systems - IS Activities - Types of IS-HRIS: Function, Usage and Application.

UNIT V: DSS: DSS models and software: The decision making process - Structured, Semi Structured and Unstructured problems; Managing Information Technology: Managing Information Resources and technologies - Security and Ethical Challenges: IS controls - facility control and procedural control.

References

1. Gary Dessler, "Human Resource Management", Seventh edition, Prentice-Hall of India
2. James A O'Brien, "Management Information Systems", Tata McGraw Hill.
3. VSP Rao, Human Resource Management : Text and cases, First edition, Excel Books
4. Waman S Jawadekar , "Management Information System Text and cases", TMH

MBAHM 206 :OPERATIONS AND SUPPLY CHAIN MANAGEMENT

Objectives ⇨ To introduce process and functions of physical distribution system ⇨ To introduce the major building blocks, functions, business process, performance metrics and decision making in supply chain network, and ⇨ To provide an insight into the role of Internet Technologies and electronics commerce in supply chain management

UNIT - I Physical distribution : Participation in the physical distribution functions – The environment of physical distribution – Channel design strategies and structures – electing channel members – Setting distribution objectives and tasks – Target markets and channel design strategies.

UNIT - II Managing the marketing channel - Product, Pricing and Promotion issues in channel Management and Physical Distribution - Motivating channel members - Evaluating channel member performance - Vertical marketing systems - Retail co-operatives, Franchise systems and corporate marketing systems.

UNIT - III Supply Chain: Building Blocks of a Supply Chain Network – Performance Measures in Decisions in the Supply chain World – Models for Supply chain Decision Making.

UNIT - IV Supply Chain Inventory Management: Economic Order quantity Models – Recorder Point Models – Multichannel Inventory systems – Supply chain Facilities Layout – Capacity Planning – Inventory optimization – Dynamic Routing and Scheduling.

UNIT-V Relation to ERP: E-procurement – E-Logistics – Internet Auctions – E-markets – Electronic Business Process – Optimization Business Object in SCM.

REFERENCES N. Chandrasekaran, SUPPLY CHAIN MANAGEMENT, Oxford University Press, 2010 D.K. Agarwal, LOGISTICS & SUPPLY CHAIN MANAGEMENT, Macmillan India Pvt. Ltd. New Delhi, 2008 Sunil chopra, Meindl & Kalra, SUPPLY CHAIN MANAGEMENT, Pearson Education, India, 2009 Bowersox & Closs, LOGISTICAL MANAGEMENT, Tata McGraw Hill. New Delhi, 2008 Satish K. Kapoor & Purva Kansal, BASICS OF DISTRIBUTION MANAGEMENT - A LOGISTICAL APPROACH, Prentice-Hall India, 2003.

Richard R. Still, Edw