### ANNA UNIVERSITY OF TECHNOLOGY MADURAI
#### MADURAI
#### REGULATIONS 2010
#### CURRICULUM AND SYLLABI
#### MASTER OF BUSINESS ADMINISTRATION

### SEMESTER I

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**PRACTICAL**

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**TOTAL CREDITS TO BE EARNED FOR THE AWARD OF THE DEGREE = 95**
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SEMESTER I

10488MB101 PRINCIPLES OF MANAGEMENT L T P C
3 0 0 3

UNIT I INTRODUCTION TO MANAGEMENT AND HISTORICAL DEVELOPMENT
Definition of Management - Science or Art or Profession - Management and Administration - Development of Management Thought - Contribution of Taylor and Fayol - Functions of Management – Managerial Roles - Levels of Management.

UNIT II PLANNING

UNIT III ORGANISING AND HUMAN RESOURCE MANAGEMENT

UNIT IV DIRECTING

UNIT V CONTROLLING AND INTERNATIONAL MANAGEMENT

Total: 45 Periods

TEXT BOOK

REFERENCES
UNIT I  
FUNDAMENTALS OF STATISTICS & PROBABILITY  
12 
Statistics – Definition, Types. Types of variables – Organising data - Descriptive Measures. Basic definitions and rules for probability, conditional probability independence of events, Baye’s theorem, and random variables, Probability distributions: Binomial, Poisson, Uniform and Normal distributions

UNIT II  
SAMPLING DISTRIBUTION AND ESTIMATION  
12 
Introduction to sampling distributions, sampling distribution of mean and proportion, application of central limit theorem, sampling techniques. Estimation: Point and Interval estimates for population parameters of large sample and small samples, determining the sample size.

UNIT III  
TESTING OF HYPOTHESIS  
12 
Hypothesis testing: one sample and two sample tests for means and proportions of large samples (z-test), one sample and two sample tests for means of small samples (t-test), F-test for two sample standard deviations. ANOVA one and two way – Design of experiments.

UNIT IV  
NON-PARAMETRIC METHODS  
12 

UNIT V  
CORRELATION, REGRESSION, INDEX NUMERS AND TIME SERIES ANALYSIS  
12 
Correlation analysis, estimation of regression line. Time series analysis: Variations in time series, trend analysis, cyclical variations, seasonal variations and irregular variations. Index Numbers – Laspeyre’s, Paasche’s and Fisher’s Ideal index

Total: 60 Periods

TEXT BOOK

REFERENCES
UNIT I  INTRODUCTION

UNIT II  CONSUMER AND PRODUCER BEHAVIOUR

UNIT III  PRODUCT AND FACTOR MARKET

UNIT IV  PERFORMANCE OF AN ECONOMY – MACRO ECONOMICS

UNIT V  AGGREGATE SUPPLY AND THE ROLE OF MONEY

Total: 60 Periods

TEXT BOOK

REFERENCES
UNIT I  INTRODUCTION TO QUALITY MANAGEMENT  9

UNIT II PRINCIPLES AND PHILOSOPHIES OF QUALITY MANAGEMENT  9

UNIT III STATISTICAL PROCESS CONTROL AND PROCESS CAPABILITY  9

UNIT IV TOOLS AND TECHNIQUES FOR QUALITY MANAGEMENT  9
Quality functions development (QFD) – Benefits, Voice of customer, information organization, House of quality (HOQ), building a HOQ, QFD process. Failure mode effect analysis (FMEA) – requirements of reliability, failure rate, FMEA stages, design, process and documentation. Seven old (statistical) tools. Seven new management tools. Bench marking and POKA YOKE.

UNIT V QUALITY SYSTEMS ORGANIZING AND IMPLEMENTATION  9

Total: 45 Periods

TEXT BOOK

REFERENCES
UNIT I  FOCUS AND PURPOSE
Definition, need and importance of organizational behaviour – Nature and scope – Frame work - Organizational behaviour models.

UNIT II  INDIVIDUAL BEHAVIOUR

UNIT III  GROUP BEHAVIOUR
Organization structure – Formation – Groups in organizations – Influence – Group dynamics – Emergence of informal leaders and working norms – Group decision making techniques – Team building - Interpersonal relations – Communication – Control.

UNIT IV  LEADERSHIP AND POWER

UNIT V  DYNAMICS OF ORGANIZATIONAL BEHAVIOUR

Total: 45 Periods

TEXT BOOK

REFERENCES
UNIT I COMMUNICATION IN BUSINESS

Importance and Benefits – Components – Concepts & Problems – 7C’s – Barriers to Communication – Interpersonal Perception – Johari Window – Transactional Analysis

UNIT II NON-VERBAL AND INTERCULTURAL COMMUNICATION

Importance of non-verbal communication - personal appearance - facial expressions – movement – posture – gestures - eye contact – voice - beliefs and customs - worldview and attitude.

UNIT III ORAL COMMUNICATION

Listening - types and barriers to listening - speaking - planning and audience awareness - persuasion - goals - motivation and hierarchy of needs - attending and conducting interviews participating in discussions, debates - and conferences - presentation skills

UNIT IV BUSINESS CORRESPONDENCE


UNIT V BUSINESS PROPOSALS AND REPORTS

Project proposals- characteristics and structure- Project reports – types- characteristics.- structure - Process and mechanics of report writing- visual aids- abstract - executive summary recommendation writing- definition of terms.

Total: 45 Periods

TEXT BOOK


REFERENCES

UNIT I BASIC FINANCIAL ACCOUNTING

UNIT II FINANCIAL STATEMENTS ANALYSIS AND INTERPRETATIONS
Meaning and types of financial statements - Financial ratio analysis - cash flow and funds flow statement analysis

UNIT III COST ELEMENTS AND MATERIAL CONTROL
Costing as an aid to management - Methods of costing - Types or techniques of costing - Elements of cost - cost sheet - Cost classification - techniques of material control - Re-order level - minimum and maximum level - Danger level - average stock level - Economic ordering quantity - ABC and JIT inventory system. Methods of valuing material issues - FIFO, LIFO, HIFO, simple average and weighted average.

UNIT IV COST ACCOUNTING SYSTEMS
Job order costing-Batch costing - Contract costing - Process costing - Activity Based costing – Target costing.

UNIT V COST ANALYSIS
Marginal costing and profit planning - managerial applications - Budgetary control (classification of budgets)- Standard costing – Variance analysis – Direct material variances - Direct labour Variances - overhead variances and sales variances

Total: 60 Periods

TEXT BOOK

REFERENCES
UNIT I  MERCANTILE AND COMMERCIAL LAW


NEGOTIABLE INSTRUMENTS ACT 1881: Nature and requisites of negotiable instruments. Transfer of negotiable instruments and liability of parties, enforcement of secondary liability, holder in due course, special rules for Cheque and drafts, discharge of negotiable instruments.

AGENCY: Nature of agency – Creation of agency, types of agents, Agent’s authority and liability of principal and third party: Rights and duties of principal, agents and third party, liability of agents torts, termination of agency.

UNIT II  COMPANY LAW

Major principles – Nature and types of companies, Formation, Memorandum and Articles of Association, Prospectus, Power, duties and liabilities of Directors, winding up of companies, Corporate Governance.

UNIT III  INDUSTRIAL LAW

An Overview of Factories Act, Payment of Wages Act, Payment of Bonus Act, Industrial Disputes Act.

UNIT IV  INCOME TAX ACT AND SALES TAX ACT (Theory only)


UNIT V  CONSUMER PROTECTION ACT AND INTRODUCTION OF CYBER LAWS


Total: 45 Periods

TEXT BOOK


REFERENCES

2. Dr. Vinod, K. Singhania, Direct Taxes Planning and Management, 2008.
SEMESTER II

10488MB201 OPERATIONS MANAGEMENT L T P C
3 1 0 4

UNIT I INTRODUCTION TO PRODUCTION AND OPERATIONS MANAGEMENT


UNIT II FORECASTING, CAPACITY AND AGGREGATE PLANNING

Demand Forecasting – Need, Types, Objectives and Steps. Overview of Qualitative and Quantitative methods. Capacity Planning – Long range, Types, Rough cut plan, Capacity Requirements Planning (CRP), Developing capacity alternatives. Aggregate Planning – Approaches, costs, relationship to Master Production schedule. Overview of MRP, MRP II and ERP.

UNIT III DESIGN OF PRODUCT, SERVICE AND WORK SYSTEMS


UNIT IV MATERIALS MANAGEMENT


UNIT V PROJECT AND FACILITY PLANNING


Total: 60 Periods

TEXT BOOK


REFERENCES

UNIT I  FOUNDATIONS OF FINANCE:
Financial management – An overview- Time value of money- Introduction to the concept of risk and return of a single asset and of a portfolio- Valuation of bonds and shares-Option valuation.

UNIT II  INVESTMENT DECISIONS:
Capital Budgeting: Principles and techniques - Nature of capital budgeting- Identifying relevant cash flows - Evaluation Techniques: Payback, Accounting rate of return, Net Present Value, Internal Rate of Return, Profitability Index - Comparison of DCF techniques - Project selection under capital rationing - Inflation and capital budgeting - Concept and measurement of cost of capital - Specific cost and overall cost of capital

UNIT III  FINANCING AND DIVIDEND DECISION:
Financial and operating leverage - capital structure - Cost of capital – designing capital structure. Dividend policy - Aspects of divid

UNIT IV  WORKING CAPITAL MANAGEMENT

UNIT V  LONG TERM SOURCES OF FINANCE
Indian capital and stock market, New issues market Long term finance: Shares, debentures and term loans, lease, hire purchase, venture capital financing,

Total: 45 Periods

TEXT BOOK

REFERENCES
UNIT I  FOUNDATIONS OF MARKETING
Marketing conceptual frame work - marketing environment - customer oriented organization – Marketing interface with other functional areas marketing in a globalised environment.

UNIT II  MARKETING MIX
Product planning and development - product life cycle - brand management, developing new Product- market segmentation - targeting and positioning, pricing decisions - channel design and management -retailing and wholesaling - promotion methods. Advertisement, sales promotion and personal selling,public relations.

UNIT III  BUYING BEHAVIOUR
Customer value - Understanding Industrial and individual buyer behavior - influencing factors – customer decision making process

UNIT IV  MARKETING RESEARCH
Types – process – application of marketing research - preparation of marketing research report -sample case studies

UNIT V  INFORMATION TECHNOLOGY IMPACT ON MARKETING DECISIONS
Online marketing - web based marketing programmes - emerging new trends and challenges to marketers.

Total: 60 Periods

TEXT BOOK

REFERENCES
UNIT I  PERCEPTIVE IN HUMAN RESOURCE MANAGEMENT  12

UNIT II  THE CONCEPT OF BEST FIT EMPLOYEE  12

UNIT III  TRAINING AND EXECUTIVE DEVELOPMENT  12
Types of training methods purpose benefits resistance. Executive development programmes –Common practices - Benefits – Self development – Knowledge management.

UNIT IV  SUSTAINING EMPLOYEE INTEREST  12

UNIT V  PERFORMANCE EVALUATION AND CONTROL PROCESS  12

Total: 60 Periods

TEXT BOOK

REFERENCES
UNIT I  INTRODUCTION
Data, Information, Intelligence, Information Technology, Information System, evolution, types based on functions and hierarchy, System Analyst – Role, Functions.

UNIT II  SYSTEMS ANALYSIS AND DESIGN

UNIT III  INFORMATION SYSTEM

UNIT IV  SECURITY AND CONTROL
Security, Testing, Error detection, Controls, IS Vulnerability, Computer Crimes, Securing the Web, Intranets and Wireless Networks, Software Audit, Ethics in IT.

UNIT V  NEW IT INITIATIVES
e- business, e-governance, ERP, SCM, e-CRM, Data ware housing and Data Mining, Business Intelligence, Pervasive Computing, CMM.

Total: 45 Periods

TEXT BOOK

REFERENCES
UNIT I INTRODUCTION TO LINEAR PROGRAMMING (LP) 12
Introduction to applications of Operations Research in functional areas of Management. Linear Programming - Formulation - Solution by Graphical and Simplex Methods – Special cases of LP

UNIT II DUALITY AND SENSITIVITY ANALYSIS OF LP 12

UNIT III TRANSPORTATION AND TRANSHIPMENT MODELS 12

UNIT IV ASSIGNMENT MODELS AND INTEGER LINEAR PROGRAMMING 12
Assignment Models (Minimising and Maximising Cases) – LP Formulation - Solution by Hungarian Method - Traveling Salesman problem, Crew Assignment Models.

UNIT V GAME THEORY AND DYNAMIC PROGRAMMING 12
Game Theory -Two person Zero-Sum and Constant-Sum Games - Saddle Points, Dominance Rule and Graphical Solution – LP and Zero-Sum Games, Two-Person Non-Constant-Sum Games
Dynamic Programming - Belman’s Principal of Optimality, Deterministic Model – Forward and Backward recursion and its applications

Total: 60 Periods

TEXT BOOK

REFERENCES
5. LINDO - www.lindo.com (a student version of LINDO/LINGO/Solver can be downloaded freely)
UNIT I INTRODUCTION


UNIT II RESEARCH DESIGN AND MEASUREMENT


UNIT III DATA COLLECTION


UNIT IV DATA PREPARATION AND ANALYSIS


UNIT V REPORT DESIGN, WRITING AND ETHICS IN BUSINESS RESEARCH


Total: 45 Periods

TEXT BOOK


REFERENCES

Note: Each Student should be advised to present a research paper, taken from the literature, related to his/her own specialization.