



MBA (INTEGRATED) NAME JESY

M.A. M.Sc. Exam. Dec. 2018 2018

IX

First/Third Semester

Pages (01) to (06)

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MBA I 901 - Management Information System

UNIT-I

MIS Introduction - Need, Purpose and Objectives - Contemporary Approaches to MIS - Information as a strategic resource - Use of information for competitive advantage - MIS as an instrument for the organizational change. Models of Decision Making - Classical, Administrative and Herbert Simon's Models - Attributes of information and its relevance to Decision Making Process.

UNIT-II

Management Information Systems and Decision Making Models - Concept of Data and Information, Information Systems, Types of Information Systems, Operations Support System (OSS), Management Support System(MSS), Transaction Processing System(TPS), Process Control System(PCS), Enterprise Collaboration System(ECS), Management Information System(MIS), Decision Support System(DSS). Artificial Intelligence (AI), Applications Of Artificial Intelligence: Neural Networks, Fuzzy Logical Control System, Expert System (ES), Executive Information System (EIS).

UNIT-III

Developing MIS Systems- System, System Characteristics, and System Types with examples, System Development Life Cycle, Investigation Phase, Prototyping, Feasibility Analysis, System Analysis (use of DFD and ER Diagram), System Design, Implementing Business Systems, Testing, Documenting, Training, Conversion and Maintenance, Rapid Application Development Model. End User Computing, CASE Tools and Object Oriented Systems.

UNIT-IV

Management Issues in MIS - Information Security and Control - Quality Assurance -Ethical and Social Dimensions - Intellectual Property Rights as related to IT Services / IT Products - Managing Global Information Systems. Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), Security and Ethical Challenges Of IT, Ethical Responsibility - Business Ethics, Technology Ethics; Cyber Crime and Privacy Issues.

UNIT V

Strategic MIS Characteristics of Strategic MIS, Strategic Planning for MIS, Development of SMIS, MIS Strategy and Implementation of SMIS.

Applications of MIS in functional areas as well as in the service sector should be covered with the help of minimum 3 case studies. Emphasis should be given on management oriented problems and cases as compared to technical problems expected from computer science/ computer management students.

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MBA I 902 - TOTAL QUALITY MANAGEMENT

Unit – 1 Principles of Quality Management

Principles of quality management, definitions of quality, Quality philosophies of Deming, Juran and Crosby, Concept of cost of quality, Dimensions of quality, Quality approaches, Service vs Product quality, Customer focus, quality and business performance, Vision and mission statements and Quality policy.

Unit – 2 Total Quality Management

TQM and evolution of TQM, TQM models, Human and system components, Continuous improvement strategies, Deming wheel, Customer concept, Customer satisfaction index, Quality circle, 5s principle, Top management commitment and involvement.

Unit – 3 Quality Management Tools for Business Applications

Principle and applications of quality function deployment, Failure mode and effect analysis, Taguchi techniques, Seven old QC tools and seven new management tools, Statistical quality control techniques, Mistake proofing, Capability analysis, reliability prediction analysis, Total productive maintenance.

Unit - 4 Quality Imperatives for Business Improvement

Leadership for quality management, Quality planning, Designing for quality and manufacturing for quality, Malcolm Baldrige National Quality award, Rajeev Gandhi national quality award, Quality assurance and ISO 9000, QS 9000 and ISO 14000 certification.

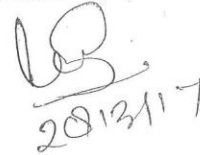
Unit- 5 TQM Implementation Strategies

Organizational structure and mindset of individuals, Motivation aspects of TQM, change management strategies, Training for TQM, TQM road map, Quality improvement index, Bench marking, Contemporary issues in quality, JIT, Six sigma.



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MBA 903 - Strategic Financial Management

UNIT - I : Strategic Financial Management

Concept, Objectives, Components & Goals, Capital Structure decision, Determination of optimum capital structure, Trade off model, Planning for Capital Structure, EBIT-EPS analysis, ROI-ROE analysis, Capital Structure policies in practice, Cost volume profit analysis & Operating Leverage, Financial Leverage & its effect on shareholder's return.

UNIT -II : Expansion & Corporate Restructuring

Mergers & Amalgamation: Reasons, Legal procedure, Benefits & cost of merger, Evaluation of merger & takeover, Managing an acquisition programme, Restructuring through divestitures, Spin-off & Split up, Leverage buyouts, Buyback of Shares.

UNIT-III : Dividend Policy & Share Valuation

Walter model, Gordon model, The Bird in the hand model, MM hypothesis, Bonus shares & stock splits, Risk Analysis – Measure of risk, Sensitivity analysis, Simulation analysis, Selection of a project, Risk analysis in project.

UNIT - IV: Financial Engineering & Ethical Aspects

Meaning of financial engineering approaches, Economic value added & activity based costing, Holistic approach to innovative financial engineering, Ethical brand equity & long term gains, Assessment of ethical financial performance, Accounting disclosures & functional ethics in financial management.

UNIT-V: Case studies related to entire syllabus



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MBAI 904 - INTERNATIONAL FINANCE

Unit I

International Monetary and Financial System: Evolution & development of International organisations and monetary system, nature, function and scope of International finance, Balance of Payments: Principles, components, Current account deficit and surplus and Capital Account Convertibility.

Unit II

Exchange Rate Determination: Exchange rate movements, factors that influence exchange rates, Government influence on exchange rates, movements in cross exchange rates, concepts of international arbitrage, interest rate parity, and purchasing power parity and the International Fisher effect.

Unit III

Foreign Exchange Market & Risk: forwards, futures, swaps, and options. Currency Derivatives, Foreign Exchange Risk: Transaction Exposure; Accounting Exposure and Operating Exposure- Management of Exposures – Internal Techniques, Management of Risk in Foreign Exchange Markets.

Unit IV

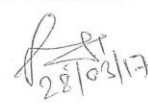
International Financial Market: basic concepts and feature of international market, International Sources of Finance, International Bonds and Process of Issue of GDRs and ADRs. Foreign Trade Finance, concepts of financing exports and financing imports and documentary collections, factoring, forfeiting and countertrade,

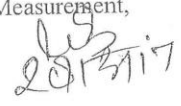
Unit V

Foreign Investment Decisions: Corporate Strategy and Foreign Direct Investment; Multinational Capital Budgeting; International Acquisition and Valuation, Adjusting for Risk in Foreign Investment. Multinational Transfer Pricing and Performance Measurement, financial crisis in world. Case studies.



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MBA I 905 - STRATEGIC HUMAN RESOURCE MANAGEMENT

- UNIT-I **The Strategic Approach-** The Strategic Approach to HRM – Overview of SHRM, SHRM: Aligning HR with Corporate Strategy and functional strategies, Strategy formulation, External Environment for HR. SHRM: Universalistic, Contingency and Configurational Approaches.

- UNIT-II **Strategies for Human Resource Acquisition and Placement-** Strategic HR Planning Acquisition and Development, Job analysis, Job design, Recruitment Methods, Selection process.

- UNIT-III **Strategies for Maximizing Human Resource Productivity-** Training and Development – Orientation, Evaluation of T & D, Strategies for Effective performance appraisal systems – Performance Appraisal Objectives, P A Process.

- UNIT-IV **Strategies for Maintaining Human Resources-** Strategies for improving Health and safety, Managing the problem Employee, Building a Good disciplinary climate, The strategic 'fit' proposition; Change, Restructuring and SHRM.

- UNIT-V **Strategies for Compensation & Labor Relations-** Strategic compensation & reward system, Managing Employee Relations



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MBA I 906 - SUPPLY CHAIN MANAGEMENT

UNIT - I Introduction

Basic Concepts of Supply Chain Management, Objectives, Essential features, Benefits, Key issues in Supply Chain Management, Case Examples.

UNIT -II Logistics and Warehousing Management

Logistics as part of SCM, Logistics Costs, Inbound and Outbound logistics, Different models, Bullwhip effect in logistics, Distribution and Warehousing Management.

UNIT-III Purchasing and Vendor Management

Centralized and decentralized purchasing, functions of purchase department, Use of mathematical model for vendor rating/evaluation.


UNIT - IV Inventory Management

Concept, Various costs associated with inventory, ABC, SDE, VED analysis, Economic Order Quantity, Re-order point, Just-in-time & Kanban System of Inventory Management.

UNIT-V Role of Information Technology in SCM

Role of Computer/IT, Customer Relationship Management, Outsourcing - Basic Concept, Benchmarking - Objectives, Classification and Implementation.


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