



FACULTY OF MAANGEMENT
SRM UNIVERSITY
COURSE SYLLABUS – EVEN SEMESTER 2014-15
SUBJECT CODE & TITLE: MB13201 FINANCIAL MANAGEMENT

LESSON PLAN
MB13201 FINANCIAL MANAGEMENT

LEARNING OBJECTIVES:

To obtain the subject knowledge and ability to use basic business financial management concepts and tools of analysis such as valuation, risk-return relationships, financial statement analysis, capital budgeting, cost of capital, capital structure and working capital management, and to become familiar with the various types of financing available to a firm.

LEARNING OUTCOMES:

1. Apply techniques to project financial statements for forecasting long-term financial needs.
2. Identify the major sources of short-term financing available and Working capital management of the firm.
3. Apply time value, risk, and return concepts. Apply valuation techniques to bonds.
4. Identify relevant cash flows for capital budgeting projects and apply various methods to analyze projects.
5. Apply techniques for estimating the cost of each component of the cost of capital and understand how to assemble this information into a cost of capital.
6. Explain the concept of leverage and the benefits and costs associated with debt financing.
7. Identify the various long-term sources of funds for a firm.

8. Explain the role of short-term financial management, and the key strategies and techniques used to manage cash, marketable securities, accounts receivable and inventory.

Unit-Hr.	TOPICS	INPUT Students Preparation	PROCESSES Delivery Mode	OUTPUT Students Learning	Assessment/ Measurement
I/2	Introduction. Nature, scope and objectives of finance functions. Organization of finance functions. Financial management relationship with other functions of management.	TB- pg- 1.3-1.16	Faculty students Interactive session	To understand the relationship between financial accounting, Management Accounting, Financial Management, and other functions of management. To Understand the Key decision areas in financial management – investment, financing, dividend, and WC Management	Surprise Test.
I/1	Role of finance managers in general and in India. Agency conflicts.	Refer reference books	Faculty Students Interaction	To understand finance manager role in the organization.	
I/1	Risk and Return –Analysis(Theory Only)	TB-pg- 10.11- 10.13	Students Faculty Discussion	To know the meaning of risk and return	

I/5	Risk analysis in Capital Budgeting – Risk adjusted discount rate, Certainty equivalent co-efficient, sensitivity analysis, probability techniques, standard deviation method, and Decision tree analysis.	TB-pg-13.1-13.17	Practical Demonstration of problems	<p>To understand risk-adjusted discount rate, and how can it be used for handling risk in investment proposals.</p> <p>To know what is certainty equivalent and how to use the approach to incorporate risk in capital budgeting and how to take care of risks in capital budgeting through – Sensitivity analysis, Probability techniques, SD method and Decision Tree analysis.</p>	Faculty gives exercise problems to students and evaluate in class room itself.
I/3	Case Study Discussion in Capital Budgeting in Risk Analysis	Material supplied by faculty	Class room discussion	To understand the practical difficulties of capital budgeting.	To assess students participation in case discussion
	Students are asked to go the nearest bank. Find out Interest rate offered by the bank to depositors in current account, savings account and FD. Find out methods of interest calculations and house loan's terms		Students Project	Students to meet real time challenges in banking sectors	To conduct Q & A Session and assess the students

	and conditions. Submit a report.				performance
II/2	Short term and long term sources of financing decisions – primary and secondary market.	TB-pg-19.3-20.22	Faculty Students Interaction	To understand the various sources of finance – Long term, Short term.	Surprise Test.
II/5	Cost of various components of capital – WACC.	TB-pg-14.1-14.19	Practical Demonstration of problems	To understand how to calculate cost of capital (specific cost to WACC) To understand the types of shares and debentures	Faculty gives exercise problems to students and evaluate in class room itself.
II/2	Venture capital financing, Angel investors – Private Equity.	Refer Reference Book	Faculty Students Interaction	To understand the venture capital funding and it's utility for financing the newer and riskier project. To know the financial products available and the services offered by financial markets	Presentation & Discussion
	Students are instructed to identify a small or medium size company closer to their location and find out the investment criteria used by company. Ask the company the reasons for using a particular		Students Project	Students to get knowledge in practical difficulties in capital budgeting of small and medium companies	Students discussion and Q & A Session

	critterion or criteria.				
II/3	Case study discussion in Cost of Capital	Material supplied by Faculty	Class room discussion	To get practical exposure of the value of money	To assess students participation in case discussion
III/3	Capital structure théories – Leverages concept and Types.	TB-pg-16.1-16.16	Practical Demonstration of problems	To understand what is capital structure and leverages	Evaluate the students performance doing exercise in class room
III/6	Capital structure – Practical considerations and Indifference points between debt, equity and preference. Leverages – Financial and Operating leverages.	Refer reference books	Practical Demonstration of problems	To understand how taxes change the value of the firm and its capital structure and what are the advantages of debt when personal taxes exist	
	Identify 3 different companies and obtain information on their capital structure and analyze it. Further, interview the senior financial managers of these companies to		Students Project	To know the reality of capital structure formation	Students discussion and Q & A

	ascertain.				Session
	Get the annual report of company. From the information given in the profit and loss statement and various annexure, identify the company's fixed and variable costs. Make reasonable assumptions in doing show. Collect information about the company's capital structure and interest paid. Calculate the company's operating and financial leverage.		Students Project	To understand the types of leverage (High gearing low gearing ratio)	Students discussion and Q & A Session
III/3	Case Study discussion in Capital Structure	Material supplied by Faculty	Class room discussion	To get clear understanding of optimization of capital structure and theories	To assess students participation in case discussion
IV/5	Working capital management - Meaning, Types and Factors determining working capital – Estimation of working capital	TB-pg-22.3-22.19	Practical Demonstration of problems	To understand the need and importance of investing in current assets and the concept of operating cycle and its relevance	Evaluate the students performance doing exercise in

	requirements			in the management of WC. To know how to estimate WC requirements.	class room
IV/4	Regulation of Working Capital Finances-EOQ –Cash Management(Boumal’s Model/Receipts and Payments Model. – Receivable management.	TB-pg-25.1-25.16, 26.1-26.18	Practical Demonstration of Problems	To understand the reasons why inventory management assumes importance in overall functioning of firm. To understand the credit policy and its constituents – credit term, credit standards, and collection efforts.	Evaluate the students performance doing exercise in class room
	Obtain 5 years annual reports for BHEL and Hindustan Unilever Ltd., Analyze the working capital management of the two companies. Give reasons for the difference in two company’s working capital positions and policy.		Students Project	To understand Why working capital management differ from company to company	To conduct Q & A Session and assess the students performance
IV/3	Case Study Discussion in working Capital Management	Material supplied by faculty	Class room discussion	To understand how working capital management differ from company to company	To assess students participation in case discussion

V/4	Dividend Decisions, concept , theories , Types.	TB-pg-17.1-17.17	Practical Demonstration Of Problems	To understand the types of dividend and advantages and disadvantages of share buyback in comparison to cash dividend payment etc.,	Evaluate the students performance doing exercise in class room
V/5	Dividend Decision and Bonus Issues-	TB-pg-18.1-18.12	Practical Demonstration Of Problems	To know when company issue bonus shares and what is the procedure and this is good or bad for companies.	
V/3	Case study Discussion in Dividend Decision	Material Supplied by Faculty	Class room discussion	To understand dividend policy of companies.	To assess students participation in case discussion

*Faculty instructors are advised to supply handouts to the students for Numerical and Cases.

Note: 70% of weight age to Numerical and 30% to Theory

Doing exercise in class	45 hours
Case Discussion	15 hours

	60 hours



Text Book:

1. Prasanna Chandra – Fundamentals of Financial Management- Tata Mc.Graw Hill – New Delhi.

Reference Books:

1. I M Pandey – Financial Management - Vikas publishing house PVT. Ltd. New Delhi.
2. Rajiv Srivastava & Anil Mishra – Financial Management - Oxford University Press, New Delhi.
3. Prasanna Chandra – Financial Management – Tata Mc. Graw Hill, New Delhi.
4. M.y.Khan & PK.Jain – Financial Management– Tata Mc. Graw Hill, New Delhi
5. S.N.Maheswari – Financial Management principles and practice – Sultan Chand & Sons, New Delhi.
6. James C Van Horne& MMWachowicz, Jr. – Fundamentals of Financial Management – PHI Learning Private Limited – New Delhi.

INTERNAL ASSESSMENT:

(i) Cycle test	10 marks
(ii) Surprise test	05 marks
(iii)Model exam	15 marks
(iv)Mini project	15 mark
(v) Class Participation	05marks

TOTAL	50 marks

T.Velmurugan

Dr.S.Vasumathy

Dr Jayshree Suresh

Course	MB 13202	MANAGEMENT INFORMATION SYSTEMS	L	T	P	C
			2	2	0	3
Coordinator	Head –Finance		Dean			

Management Information System will help the students to understand how Business can be integrated with Technology.

By completing the course, students will be able to demonstrate business knowledge, application software proficiency, and Internet skill. This subject can be used by instructors as learning assessment tools and by students as demonstrations of business, software, and problem-solving skills to future employers. Here are some of the skills and competencies students using this will be able to demonstrate:

I. Business Application Skills: Use of both business and software skills in real-world business applications. Demonstrates both business knowledge and proficiency in spreadsheet, database, and web page/blog creation tools.

II. Internet skills: Ability to use Internet tools to access information, conducts research, or performs online calculations and analysis.

III. Analytical, writing and presentation skills: Ability to research a specific topic, analyze a problem, think creativity, suggest a solution, and prepare a clear written or oral presentation of the solution, working either individually or with others in a group.

Learning Outcomes through Software/Soft Skills:

1. Finance and Accounting: Financial statement analysis, Pricing hardware and software, Technology rent vs. buy decision, Total Cost of ownership(TCO) analysis and Risk assessment through Spreadsheet charts, formulas, downloading and formatting.
2. Human Resources: Employee training and skills tracking and Job posting database and Web Page through Database design, querying, reporting, Web page design and creation.

3. Manufacturing and Production: Analyzing supplier performance and pricing and Inventory management through Spreadsheet data functions, database functions, Data filtering, importing data into a database and Database querying and reporting.
4. Sales and Marketing: Sales and analysis, Customer profiling and Blog creation and design through Database querying and reporting, Database design, querying and reporting and Blog creation tool.
5. Internet Skills: Using online a) software tools to calculate shipping costs. b) Interactive mapping software to plan efficient Web sites for auto sales. c) Using Internet newsgroup for marketing.
6. Analytical, Writing and Presentation Skills (Business Problem): Management analysis of a business, formulating a corporate privacy policy, Disaster recovery planning and developing an e-commerce strategy.

Objectives:

To understand the basic concepts of Information Systems applicable to Management.

To study the design, development and security of Management Information Systems.

To learn about the various modules in ethical and social issues in using Information Systems to Practice Data processing using MS-Excel and MS-Access.

Units	S. No	Topics	Session (Periods)	Pedagogy (Seminar/Case study/Discussion)	Reference
I	1	Information System in the Global Business – Role of Information in the Business Today - Perspectives on information systems	2	Case Study: Enabling affordable healthcare systems in developing countries	R1:2-29 R2: 4-9

	2	Contemporary Approaches to Information Systems- Business Processes and Information Systems - Types of Information Systems	2	Case Study : Domino's sizzles with pizza tracker	R1:29-44 45-57
	3	Systems for Collaboration and Team work – IS function in Business	2	Lecture/ Discussion	R1:57-73
II	4	Information Technology Infrastructure	1	Lecture/ Discussion	R1:165-180 R2:9-14
	5	Infrastructure Components – Contemporary Hardware Platform Trends Contemporary Software Platform Trends	2	Case Study : Is green computing good for business	R1:180-200
	6	Management Issues – Data bases and Information Management – Traditional file vs. Database approach	1	Case Study : Beyond street smarts: Data-driven crime fighting	R1:201-227 R2:245- 247
	7	Using Database to improve Decision making – Managing Data resources – Ensuring Data Quality	2	Case Study : Credit bureau errors- Big people problem	R1:228-242
III	8	Ethical and Social Issues in Information Systems - Understanding ethical and social issues related to systems	1	Case Study : Too much Technology	R1:123-131 R1:152
	9	Ethics in an information society	1	Discussion	R1:132-134
	10	Moral Dimensions of Information Systems	2	Case Study : The Perils of Texting	R1:134-157
IV	11	Securing Information Systems – System Vulnerability and abuse	1	Case Study : When antivirus software cripples your computers	R1:299-316
	12	Business value of security & control	2	Lecture/ Discussion	R1:316-319
	13	Establishing a framework for security and control	2	Case Study : Managing your privacy for their profit	R1:319- 325
	14	Technologies and tools for protecting information resources	2	Case Study : How secure is the cloud	R1:325- 336

V	15	E-commerce : Digital markets and digital goods – Ecommerce and the internet	1	Case Study : Twitter searches for a Business model	R1:381-392 R2:488-504
	16	Ecommerce: Business and Technology	1	Lecture/ Discussion	R1:392-410
	17	Mobile Digital platform and mobile e-commerce	2	Lecture/ Discussion	R1:410-412
	18	Building an e-commerce website	3	[Lab. Practice]	R1:413-421

LAB Exercises:

S.No	Exercise	Periods	Page No. (Lab Manual)
1	Tables and Charts	3	5
2	Break Even Analysis	3	6
3	Functions and formulas- logical test	3	7

4	Creation of Employee Database	3	16
5	Creation of Forms	3	16
6	Creation of Student Report	3	16
7	Preparation of resume using basic HTML tags	3	23
8	Creation of Website	3	23
9	Creation of E-Commerce Website	3	23
10	Viva-voce	3	-

Reference Books:

1. Kenneth C. Laudon & Jane P.Laudon– Management Information Systems-Managing the Digital Firm-Twelfth Edition, Pearson 2012.
2. James O Brien, George M Marakas, Ramesh Behl- Management Information System, Tenth Edition, Tata McGraw Hill Co. Ltd, New Delhi,2012
3. Alexis Leon, Enterprise Resource Planning – Tata McGraw Hill Publishing Co. Ltd., New Delhi – 2005
4. Raymond Meleod, JR Information Systems – Mac Millan Publishing Co. ltd – 4th Edition,2012
5. Gerald V.Post David L. Anderson, Management Information System-Solving Business Problems with Information Technology – Tata McGraw Hill Publishing Co. ltd, New Delhi,2012
6. Gordan B.Davis Margrette H.Olsan, Management Information System, Conceptual Foundations, Structure & Development – Second Edition – Tata McGraw Hill Co. Ltd, New Delhi,2012
7. Lab Manual given by the department.

Internal marks:



Cycle test: 10 marks

Surprise test: 5 marks

Model Exam: 15 marks

Class participation: 5 marks

Lab: 10 marks

Viva-voce: 5 marks

Mr.Edwin TS
Course Coordinator

Dr.T.Vijayakumar
Head/Systems

Dr.Jayshree Suresh
Dean

MB 13203	MARKETING	L	T	P	C
		3	2	0	4

COURSE RATIONALE:

Marketing is the process for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large. Marketing is crucial to understanding of most businesses and a vital ingredient for business success. This course is designed to develop vision on concepts and their applications to deliver value with a lot of real time examples.

COURSE OBJECTIVES:

After studying this course learners will be able to:

- Understand Market, Marketing and Marketing Management
- Develop the selling skills

Know how Marketing strategies drive businesses
 Sketch the marketing environment
 Draw insights in marketing information through research
 Differentiate Markets
 Group, divide and focus marketing attention to deliver value to target customers
 Differentiate products and services and build brands
 Design and develop new products to deliver value
 Price, distribute and communicate through offers and build up customer value
 Be responsive to customer, government, public and environment

LESSON PLAN

Unit	Sessions	TOPICS	Input /Student Preparation	Process / Methodology	Outcome/ Learning of the unit	Assessment Method
I	1 &2	Understanding Marketing Management: Marketing – Definition, Scope, Importance and New Marketing realities – Core marketing concepts- Market orientations	B1 – pg 3-17 B2 – pg 23-39	Discussion	Conceptual skill	Test
	3 4 & 5	Delivering and implementing marketing strategies and plans that deliver value Case study : (1) Maruti Suzuki (2) Selling coffee in the land of tea	B1 – pg 34-48 B2 – pg 43-58 B1 – pg 16-17			

	6 & 7	Understanding Markets, Market Demand, and the Marketing Environment	<p>B1 – pg 84-85</p> <p>B1 – pg 70-81</p> <p>B2 – pg 61-79</p>			
II	8, 9 & 10 11 & 12	<p>Connecting with customers – creating customer value, satisfaction and Loyalty:</p> <p>Customer Value and Satisfaction – Maximizing Customer Lifetime Value – Cultivating Customer Relationships – Customer Database and Database marketing</p> <p>Case study</p> <p>(1) Videocon Industries</p> <p>(2) Zee Telefilms Limited</p> <p>Analyzing Consumer markets, Business Markets</p>	<p>B1 – pg 218-234</p> <p>B2 – pg 81-95</p> <p>B1 – pg 163-164</p> <p>B1 – pg 212- 213</p>	<p>Discussion on different types of customers and their needs</p> <p>Group discussion</p>	<p>Conceptual reasoning</p>	<p>Quiz</p>

	13, 14 & 15	– Identifying Market Segments and Targets	B1 – pg 132 – 158 B1 – pg 169-210 B2 – pg 99-147		Debating and Communication Skill Judgment and Decision Making	Class participation
III	16 & 17 18 & 19 20 & 21 22 & 23	<p>Building strong brands: Creating and Building Brand equity – Measuring and managing Brand equity – Brand Strategy and Customer equity</p> <p>Creating Brand Positioning and dealing with competition – Competitive strategies</p> <p>Shaping the market offerings: Setting product strategy and Marketing through the life cycle</p> <p>Case study</p> <p>(1) Garnier Fructis Fortifying Shampoo + oil (2) Akash Tablet</p>	<p>B1 – pg 263-274 B2 – pg 150-164 B2 – pg 169-181</p> <p> B1 – pg 282 - 297 B2 – pg 191- 209</p> <p> B1 – pg 277</p>	<p>News Paper analysis</p> <p>Group activity</p> <p> Role play</p>	<p>Application Skill</p> <p>Communication Skill</p> <p> Critical Thinking Skill</p> <p> Negotiation</p>	<p>Create a brand and explain the USP in group</p> <p> Class participation</p>

	24 & 25	Designing and Managing services – Developing pricing strategies and programs	<p>B1 – pg 557-558</p> <p>B1 – pg 304-317</p> <p>B1 – pg 514 - 553</p> <p>B2 – pg 213 - 249</p>	Role play	<p>Skill</p> <p>Judgment and Decision Making Skill</p>	
IV	26 & 27	<p>Delivering value: Marketing channels and value networks – Channel design and management decisions – Channel Integration and Systems – E-Commerce Marketing Practices</p>	<p>B1 – pg 338- 352</p> <p>B2 – pg 253-268</p>	Discussion	Analytical Skill	Test
	28 & 29	<p>Case study</p> <p>(1) Can the Icon of the logistics Industry succeed in India?</p> <p>(2) Tanishq</p> <p>Managing Retailing, Wholesaling and Logistics</p>	<p>B1 – pg 382-383</p> <p>B1 – pg 408</p>		<p>Application</p>	Quiz

	30 & 31		B1 – pg 360 - 404 B2 – pg 270-285	Discussion on various types of retailers, wholesalers and logistics Group Discussion	skill	Class Participation
V	32, 33 & 34 35 & 36	Integrated Marketing Communication: Communicating value – Role of Marketing communications – Deciding on Marketing Communications Mix Managing Mass Communications, Personal communications Managing Marketing in the Global economy	B1 – pg 428 - 443 B2 – pg 287-301 B1 – pg 452 - 494 B2 – pg 304-340	Discussion on IMC Group Discussion News paper	Analytical skill Creative Thinking Judgment and	Class participation Class Participation Report on latest

37 & 38	Case study	B1 – pg 90 - 110	analysis	Decision Making	marketing strategy
	(1) Hero Motocorp	B2 – pg 345-358			
39 & 40	(2) Idea Cellular	B1 – pg 446-447			
		B1 – pg 472 - 473			

Delivery mode: The course is discussed through a combination of Lectures - Case studies- Presentations, Field visits- Discussions and Debates - Assignments-Mini Projects-Experiential Learning through Internships

TEXT BOOKS (T):

- B1. Charles W.Lamb, Joseph F.hair, Sharma, McDaniel, ‘MKTG South Asian Perspective, Cengage Learning 2012
- B2. Philip Kotler, Kevin Lane Keller, ‘A framework for marketing management’, 4th edition, Pearson, 2012

REFERENCES (R):

1. Philip Kotler, Kevin Lane Keller, Abraham Koshy, and Mitheswar Jha, ‘Marketing Management, 13th edition, Pearson Publications Limited, 2012.
2. Kenneth E.Clow, Donald Baack, ‘ Cases in marketing management’ sage Publications, 2012.
3. Arun Kumar & Meenakshi, ‘Marketing Management’, Vikas Publishing House, 2011.
4. Ramasamy & Namakumari. ‘Marketing Management – Global Perspective – Indian Context, 4t Edition, Macmillan Publishers India Ltd. 2011.

Internal Mark: 50 Marks

Cycle Test	:	10 Marks
Surprise Test	:	5 Marks
Class Participation	:	5 Marks
Project	:	15 Marks
Model Exam	:	15 Marks
Total	:	50 Marks

E.Pradeep

Course Coordinator

Dr. Premlatha

Head - Marketing

Dr.Jayshree Suresh

Dean - MBA

MB 13204	HUMAN RESOURCE MANAGEMENT	L	T	P	C

LEARNING OBJECTIVES

1.To understand HRM functions in organizations through communication skills.

- 2.To understand the human resource requirements by using decision making skills.
- 3.Understanding the execution of HR activities using leadership skills.
- 4.To know the components of compensation by use of negotiation.
- 5.To learn motivation practices using team working.

MB 13204 HUMAN RESOURCE MANAGEMENT

Sl. No	Unit	Session	Topic	Student Preparation	Learning	Measurement of assessment
1	I	1,2	Human resource management- Introduction, meaning, scope and importance. Functions of HRM	Studies on HRM , its scope and importance. Operative and managerial functions (TB: 1-79)	Concepts about HRM and its functions.	Open discussion/case study.
2	I	3,4,5	Diversity issues, People process, HR Strategy and Operations.	(TB: 1-79)	What is diversity and how to manage diversity issues, HR strategy formulation.	Case: Managing Diversity:Johnson Chemical International.Pg.No.27
3	II	6,7,8	Human resource requirements – overview.Job analysis/Planning/Outsourcing/ Mergers/Layoffs.	HR Planning (TB: 83-151)	Meaning of Job analysis, Procedure of HR planning.Requirement of outsourcing.Impact	Presentation on Job analysis & Planning

					of mergers and layoffs.	
4	II	9,10,11	Recruitment & Selection	(TB:83-151)	Sources of Recruitment and Selection Process	Test & Case study
5	III	12,13,14	Effectiveness in Human resources, Orientation/Training/Career Development	(TB:157-193)	Importance of Orientation, Methods of Training. Process of career development.	Class Participation/case study .
6	III	15,16,17, 18	Coaching, Link between rewards and Performance, Leadership, Operationalising Culture.	(TB:157-193)	Performance appraisal methods, Effectiveness of rewards based on performance.	Group discussion/case study
7	IV	19	Compensation Management- an introduction	(TB:197-249)	Components of compensation	Exercises /case study
8	IV	20,21,22	Security and other benefits, Implementation of compensation and benefits.	(TB:197-249)	Various benefits and security features.	Group discussion
9	V	23,24	Employee Relations	(TB:257-302)	Concepts on ER	Case study: Union organizing at SGA Industries.
10	V	25,26	Organizational Discipline	(TB:257-302)	Procedure for Disciplinary action	Discussion

11	V	27,28,29	Employee's Motivation	(TB : 257-302)	Theories in motivation.Practical implications.	PPT Presentation on Methods of motivation. Case study
12	V	30	HR in International arena	(TB:257-302)	Development of global leadership	Discussion on global business.Case Study:Pg 297.

TEXT BOOK

1. Larry Bossidy, Ram Charan, Charles Burck, Execution: The discipline of getting things done, Crown Business, 2009.

REFERENCES

1. Nkomo, Fottler, McAfee, Human Resource Management Applications, Cengage, 7th Edition © 2011
2. Kesho Prasad , Getting the Right People, Macmillan, 2009
3. DeNisi Angelo S., HRM: An Introduction, Cengage, 2013
4. Rod Jones, HRM Fundamentals, Pearson, 2012

PRIYA XAVIER

DR.K.VASANTHAKUMARI

DR.JAYSREE SURESH

CO-ORDINATOR

HEAD/HR

DEAN/MBA

MB 13205	PRODUCTION AND OPERATIONS MANAGEMENT	L	T	P	C
		3	2	0	4

LEARNING OBJECTIVES

1. To build the students with the capability of accomplishing maximum productivity by using various strategies and quality management techniques
2. To improve the analytical ability of students by solving numerical problems in order to solving problem situations and making wise decisions
3. To bring up the students with the ability of right decision making on product design, plant location, lay out techniques, purchase and inventory decisions and maintenance activities
4. To make the students to do perfect production planning and control activities in manufacturing plants and operational planning and control activities in service based organizations

LEARNING OUTCOME:

End of this semester students

1. Acquire fundamental knowledge on production and operations activities in both manufacturing and service based organizations
2. Get exposure on manufacturing and operational activities through industrial visits
3. Obtain ideas for implementation (application) of production and operational based conceptual techniques in to real time situations
4. Could build innovated strategies for improving productivity of an organization
5. Gain confidence on taking decisions based on numerical calculations as well as perfect planning and control activities

LESSON PLAN:

Session No.	Unit No.	Topic	No. of Hrs.	Input	Process	Output	
				Student preparation	Delivery process	Learning Objective	Measurement
1	I	Production & Operations Management – Meaning, Scope, Functions of POM and production manager; Systems and sub systems – Relationship between POM and other functional areas of Management; Productivity – Factors influencing and improvement strategies	3	T1	Teaching	F1	Quiz
2	I	Classification of Production Systems – Intermittent, Job shop, Batch, Continuous, Flow and Mass Production Systems	1	R1	Video presentations	F3	
3	I	Product Design – Definition, Need, characteristics, Stages - Preliminary Design, Final Design, Modular Design and Reverse Engineering	1	R1	Video presentations	F3	Class test
4	I	Process Planning – Definition and Steps	1	R2	Teaching	F3	
5	I	Make or Buy Decision – Factors under which a make or buy decision is being made Problems on <ul style="list-style-type: none"> <input type="checkbox"/> Simple cost analysis <input type="checkbox"/> Economic analysis <input type="checkbox"/> Break even analysis 	3	T1	Case study - Solving example problems in class and Providing assignment problems	F2	Results of Assignment problem

6	II	Plant Location – Definition, Need, Factors Influencing Plant Location, Advantages and Disadvantages of city, town and rural location, Relocation	1	T1	Student Presentation	F3	Class participation
7	II	Problems on Plant Location: <input type="checkbox"/> Return on Investment method <input type="checkbox"/> Single Facility Location <input type="checkbox"/> Gravity Location <input type="checkbox"/> Mini max Location <input type="checkbox"/> Transportation model – IBFS, VAM and MODI methods of optimality	6	T1 R3	Case study - Solving example problems in class and Providing assignment problems	F2	Results of Assignment problem
8	II	Plant Layout – Principles, Flow Patterns, Types (Product, Process, Combined, Cellular and Fixed position Layouts) - Concept, Advantages, Disadvantages and Applications	1	T1	Models and Mini projects	F3	Innovation in model and quality of project report
9	II	Capacity Planning – Definition, Design capacity, System capacity and capacity planning strategies <input type="checkbox"/> Problems on capacity planning	2	T1	Case study - Solving example problems in class and Providing assignment problems	F3	Results of Assignment problem
10	III	Material Handling – Definition, Need, Principles, Various types of material handling equipments	1	R1	Student presentation and Industrial visit	F3	Class test
11	III	Production Planning & Control – Definition, Importance, Functions of production planning, Functions of production control - Forecasting,	2	R1	Teaching and Industrial visit	F3	

		Preplanning, Scheduling, Routing, Loading, Dispatching and Expediting					
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12	III	<p>Problems on Production planning and control:</p> <ul style="list-style-type: none"> <input type="checkbox"/> M Job 2 machines and M Job 3 Machines (Johnson's Algorithm) – Sequencing, Make span and Gantt chart <input type="checkbox"/> Assignment Problems <input type="checkbox"/> Formulation of LPP and Graphical solution 	5	T1 R3	Case study - Solving example problems in class and Providing assignment problems	F2	Results of Assignment problem
13	IV	Inventory Management – Meaning, Definition, Functions, Types of inventory, Inventory models – Purchase Model (EBQ) and Manufacturing Model (EOQ), P & Q Systems, Inventory management associated definitions	2	T1	Teaching	F3	Class test
14	IV	Selective inventory control techniques (ABC, VED, XYZ, FSN, HML, SDE, SOS, and GOLF), Material requirement planning (MRP-I) and Manufacturing Resource Planning (MRP-II)	2	T1 R1	Case study analysis	F3	
15	IV	<p>Problems on Inventory Management:</p> <ul style="list-style-type: none"> <input type="checkbox"/> EOQ & EBQ – Without shortage <input type="checkbox"/> Quantity discount model <input type="checkbox"/> P & Q Systems <input type="checkbox"/> ABC Analysis 	5	T1	Case study - Solving example problems in class and Providing assignment problems	F2	Results of Assignment problem
16	IV	Maintenance Management – Definition, Need, Functions, Types of maintenance management,	1	T1	Industrial visit	F3	Quiz

		maintenance cost balance, failure analysis (Bath-Tub curve)					
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17	IV	Problems on Maintenance Management: <input type="checkbox"/> Individual replacement problems	1	R3 T1	Case study - Solving example problems in class and Providing assignment problems	F3	Results of Assignment problem
18	V	Work study – Definition, steps; Method study – Definition, steps, symbols, diagrams and charts; Time study – Definition, steps, measurement, types of rating, types of allowances; Work sampling	2	T1	Case study analysis	F3	Class participation
19	V	Problems on Work study <input type="checkbox"/> Time study <input type="checkbox"/> Work sampling	3	T1 R1	Case study - Solving example problems in class and Providing assignment problems	F2	Results of Assignment problem
20	V	Quality Management - Definition, Need, Importance, Associated definitions (Quality control, Quality assurance, Total quality management), Dimensions of Product and Service quality, Seven old and new QC tools	4	R4	Case study analysis	F1	Surprise test
21	V	Operating characteristics (OC) curve – (Type I, Type II error, Producers’ risk, Consumers’ risk, Lot Tolerance Percent Level (LTPL), Average quality level (AQL)	2	T1	Case study analysis	F1	
22	V	Statistical Quality Control Charts - Definition, Importance, Mean and Range charts, Number of Defect and	2	T1	Case study analysis	F1	

		Defectives chart (P & C Charts), U chart and Single sampling plan					
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23	V	Problems on Quality management (Statistical Quality Control): <input type="checkbox"/> Mean and Range charts <input type="checkbox"/> Number of Defect chart (P Chart) <input type="checkbox"/> Number of Defectives chart (C Charts) <input type="checkbox"/> U Charts <input type="checkbox"/> Single sampling plan	5	T1	Case study - Solving example problems in class and Providing assignment problems	F1 & F2	Results of Assignment problem
24	V	Purchase Management – Definition, Need, Steps in purchase process, Principles of purchasing, Special methods of purchasing	2	T1	Student presentation and Industrial visit	F3	Quiz
25	V	Stores Management – Definition, Functions, Types of stores, Location of stores, Layout of stores, Documentation, Types of store verification and Stores accounting (FIFO and LIFO)	2	T1	Student presentation and Industrial visit	F3	

Note: T – Text Book; R – Reference Book; F – Functional objectives

Question paper Pattern:

Part	Theory Questions (Nos)	Problem Questions (Nos)	Total Questions (Nos)	Marks per Questions	Total Marks
A	8	2	10	2	20
B	1 (Mandatory)	1 (Mandatory)	5	10	50
	3 (Either / Or – Theory or Problem)				
C	0	4	4	2 * (10+5)	30

	Total	100
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Theory Problem Ratio:

Theory	– 26% (Mandatory)
Problem	– 44% (Mandatory)
Theory/Problem	– 30% (Optional)

Internal Valuation Pattern:

Component	Marks
Cycle test	(5+5) 10
Surprise Test	5
Model Exam	15
Mini Project and Viva	15
Class Participation	5
Total	50

Text Book:

1. R. Panneerselvam, Production and Operations Management, Prentice hall India publications, 3rd Edition, 2012.

Reference Books:

1. K. Aswathappa and K. Sridhara bhat, Production and Operations Management, Himalaya publishing home, 2nd Edition, 2010.
2. O.P. Khanna, Industrial Engineering and Management, Dhapat rai publications, 2004
3. Operations Research by Sundaresan Ganapathy,
4. Poornima M. Charantimath, Total Quality Management, Pearson publication, Second edition, 2013
5. J.K.Sharma, Operations Research – Theory and Applications, Macmillan publications, 5th Edition, 2013
6. S.Kalavathy, Operations Research, Vikas publications, 2002
7. Norman Gaither and Greg Frazier, Operations Management, South western cengage learning India Pvt Ltd, India edition, 9th edition, 2008.
8. Elwood S. Buffa and Rakesh K Sarin, Modern Production / Operations Management, john wiley and sons Inc, 2005.
9. Joseph G. Monks, Operations Management – Theory and Problems, McGraw Hill International editions, Management series, 3rd edition, 1987.
10. Besterfield et.al., Total Quality Management, Pearson publication, Third edition, 2011.

Mr. R. Arivazhagan
Coordinator - POM

Dr. Sadasivam
HOD – Operations

Dr. V.M.Ponniah
Academic Associate

Dr. Jayshree Suresh
Dean – MBA

MB 13206	LEGAL ASPECTS OF BUSINESS	L	T	P	C
		2	2	0	3

LESSON PLAN

LEARNING OUTCOME				EXPECTED FORMATION OF SKILLS		
1. Attaining conceptual clarity in legal aspects 2. Acquiring legal document comprehension 3. Preparing for legally cautious business undertaking 4. Conscious of legal liability risk in business				1. Contextually relevant application of legal concepts 2. Legal obligation judging ability 3. Ethical reasoning 4. Societal values reckoning capacity		
Session	Unit	Reference	Topic	Pedagogic Approach		Assessment
1	I	R1.1-15	General principles of Law of contract	1. Interactive discussion		1. Class participation
2		26-42	Essentials of valid contract			

3		47-55	Consideration	2. Enacting contracts 3. Guest Lecture (Pre-requisites for understanding)		2. “Keywords Note Book” assignment
4		61-67	Capacity			
5		73-91	Free consent			
6		129-140	Discharge of contract			
7		146-152	Remedies of breach of contract			
8		123-125	Quasi contract and contingent contract			
9,10	CASE DISCUSSIONS					
11,12	II	R1.158-167	Special contracts – indemnity and guarantee			Multiple choice quiz
13,14		175-186	Bailment and Pledge			
15,16		192-212	Contract of agency			
17,18		220-276	Sale of Goods			
19,20,21	III	R2.Vol.3 (1-42)	Industrial law – Factories Act	Group discussion		Mini project
22,23		273-284	Indian Trade Union Act			
24,25	CASE DISCUSSIONS			Guest lecture		
26,27	IV	R1.449-541	Company Law – Formation of			Mock court

28,29			company Rights, Duties, Liabilities of Directors,Memorandum, Articles, Prospects of company, Winding up of company			
30,31						
32,33						
34,35	CASE DISCUSSIONS					
36	V	R1.559-577	Consumer Protection Act	Seminar		Mini project
37			Information Technology Act			
38			Right to Information Act			
39			SEBI Act			
40	CASE DISCUSSIONS					

References: R1 – Ravinder Kumar, “Legal Aspect of Business”, Cengage Learning

R2 – Kapoor, N. D, “Elements of Mercantile Law”, Sultan Chand & Company

Evaluation:

Marks

Class participation – 5

Surprise test – 5

Mini project – 15

Cycle test – 10



Model exam	–	15
Total	–	50

Co-ordinator

Head-GM

Dean/MBA