101 – MANAGEMENT AND ORGANISATIONAL BEHAVIOUR

UNIT – I

Introduction to Management – Schools of Management Thought - Fundamentals of Planning, Organising Staffing, Leading, and Controlling – Decision Making

UNIT – II

Introduction to Organisational Behaviour – Foundations of Individual Behaviour – Personality Theories and Personal Effectiveness – Perceptual Process – Learning Process and Theories – Values and Attitudes

UNIT – III

Motivation Process and Theories – Managing Motivation at Work – Effective Groups and Teams – Leadership Theories and Styles – Conflict Management – Sources, Types and Management Styles of Conflict – Resolving Conflict through Negotiation

UNIT – IV

Organisational Culture and Climate – Organisational Ethos – Functionality and Dysfunctionality of Culture – Power and Politics – Organisational Change – Process and Implementation of Change – Managing Resistance to Change

UNIT – V

Organisational Development – Phases and Interventions of OD – Coping with Frustration, Stress, and Burnout – Transactional Analyses and Managerial Interpersonal Styles – Communication in Organisations

REFERENCES:

1. Sushama Khanna : "Udai Pareek's Understanding Organisational Behaviour" (Oxford)
2. Ramesh B Rudani : "Management and Organisational Behaviour" (Mc Graw Hill)
3. Steven L McShane, Mary ANN Von Glinow and Radha R Sharma: "Organisational Behaviour" (Tata McGraw Hill)
4. Robbins, Judge and Vohra : "Organisational Behaviour" (Pearson)
5. Fred Luthans: Organisational Behaviour (McGraw Hill)
6. Dipak Kumar Bhattacharyya : "Organisational Behaviour – Concepts and Applications" (Oxford)

NOTE TO THE PAPER SETTER:
(i)   The questions shall cover all the units of the syllabus.
(ii) In regard to Part – A of the question paper, one question with internal choice from each unit of the syllabus shall be set.
(iii) For Part – B of the question paper, the CASE shall be not less than 500 words.

102 - MANAGERIAL COMMUNICATION

UNIT – I

Foundations of Business Communication – Nature and Scope – Communication Process – Communication Networks – Barriers to Communication

UNIT – II

Oral Communication – Importance – Business Presentations and Public Speaking – Effective Listening – Meetings and Conferences – Group Discussions and Team Presentations. Types of interviews – preparing for interviews

UNIT – III

Written Communication – Importance – Reading and Writing Skills – Business Letters – Business Reports and Proposals –Resume Building ; E-mail – Circulars and Notices. Speed reading, and time management.

UNIT – IV

Non-Verbal Communication – Significance – Types of Non-verbal Communication – Interpersonal Communication: Transactional Analysis – Johari Window – Group Communication

UNIT – V

Corporate Communication – Ethics in Business Communication – Technology based Communication Tools – Cross Cultural Communication , Business Etiquette.

REFERENCES:

1. Bovee C.L., Thill J.V. and Chatterjee A: "Business Communication Today" (Pearson)
2. Meenakshi Raman and Prakash Singh: "Business Communication" (Oxford)
3. Lesikar V.R., and Flatley M.E. : "Basic Business Communication" (Tata McGraw Hill)
4. Krizan et al.: "Business Communication" (Thomson)
5. Scot Ober: "Contemporary Business Communication" (Biztantra)

NOTE TO THE PAPER SETTER:

(i) The questions shall cover all the units of the syllabus.

(ii) In regard to Part – A of the question paper, one question with internal choice from each unit of the syllabus shall be set.

(iii) For Part – B of the question paper, the CASE shall be not less than 500 words.

103-MANAGERIAL ECONOMICS

UNIT-I

Nature and scope of Managerial economics-Objectives of the firm - profit maximisation - sales maximisation - satisfying and optimising firms.

UNIT-II

Demand analysis: Theory of demand- demand function- Price, income, promotion, and cross elasticity of demand - Forecasting- sources of data-survey methods-statistical methods.

UNIT – III

Cost analysis: Production function - returns to scale-cost concepts cost curves - break even analysis - profit forecasting-make or buy decisions. Cost behaviour in short and long terms. Learning curve. Supply function

UNIT - IV

Pricing decisions: Objectives- Basic factors in Pricing-pricing under perfect, monopoly, oligopoly, and monopolistic competition-discriminatory pricing-multiple product pricing-price control by government - pricing of new products – pricing practices.

UNIT – V

Investment decisions: Nature and significance of capital budgeting- types of investments-methods of evaluation-criteria for selection – Business cycles – Response of firms to business cycles.

References:
1. G.S.Gupta**: Managerial Economics** (Tata McGraw Hill)
2. Damodaran S., **Managerial Economics** (Oxford**)**
4. H.Craig Peterson, W. Cris Lewis**: Managerial Economics** (Pearson Education)
5. Keat. P.G., Young. P.Y**: Managerial Economics** (Pearson Education)
6. Geetika, Ghosh P, Choudhury PR **Managerial Economics** (Tata McGraw Hill)
7. Mithani D.M**: Managerial Economics** (Himalaya)
8. Dwivedi D.N., **Managerial Economics** (Vikas)
9. Ahuja.H.L., **Managerial Economics** (S.Chand)

NOTE TO THE PAPER SETTER:

(i) The questions shall cover all the units of the syllabus.

(ii) In regard to Part – A of the question paper, one question with internal choice from each unit of the syllabus shall be set.

(iii) For Part - B of the question paper, the CASE shall be not less than 500 words.

104 – ACCOUNTING FOR MANAGERS

UNIT – I

Accounting principles: Concepts functions, book keeping, Double entry system, accounting standards, functions of accounting standards, journal, ledger, posting, rules regarding posting, trail balance, final accounts – Trading accounts, profit and loss accounts, balance sheet, adjustments. (Problems & Cases)

UNIT – II

Depreciation Accounting: concept of depreciation, causes of depreciation, depreciation accounting, fixation of depreciation amount, methods of depreciation – depletion method, machine hour-rate method, written down value method, accelerated method, sinking fund method. (Problems & Cases)

UNIT – III

Budgets and Budgeting control: Objectives, characteristics and essentials of budgetary control, classification of budgets – production budget, sales budget, cash budget, flexible budget, and master budget. (Problems & Cases)

UNIT- IV

Computer applications in business: Role of computer in accounting, accounting information systems, software package for accounting, tally. (Theory and Lab) (No Problem)

UNIT – V

Emerging concepts in accounting: Human resource accounting, inflation accounting, responsibility accounting and government accounting. IFRS. (No Problem)

References:

1. S.N. Maheswari: **"Financial Accounting"** (Vikas)
2. Jelsy Joseph Kuppapally, **"Accounting for Managers"** (PHI)
3. Ambrish Guptha, **"Financial Accounting for Management",** (Pearson)
4. Jawaharlal **:Accounting for Managers** (Himalaya)
5. Namrata Agrawal**: Financial Accounting on Computers** (Dreamtech)
6. Shashi K. Guptha, **"Accounting for Managerial Devision"** (Kalyani Publishers)

NOTE TO THE PAPER SETTER:

(i) The questions shall cover all the units of the syllabus.

(ii) In regard to Part – A of the question paper, one question with internal choice from each unit of the syllabus shall be set.

(iii) For Part - B of the question paper, the CASE shall be not less than 500 words.

(iv) At least one numerical problem must be asked from the chapters which have the topics related to numerical problems.

105 – QUANTITATIVE ANALYSIS FOR MANAGEMENT DECISIONS

UNIT – I

Introduction to Quantitative Techniques. Functions and its applications to business, limits of function and continuity.

UNIT – II

Concept of derivative, Techniques of Differentiation, Maxima and Minima, Integration and its applications in managerial decisions.

UNIT – III

Progressions: Arithmetic and Geometric progressions and their applications. Annuities and Present values

UNIT – IV

Vectors and Matrices,: Geometrical and physical interpretation of vectors, Introduction to Matrices Multiplication of Matrices, Inverse of a Matrix, Rank of a Matrix and Matrix applications in management.

UNIT – V

Gamification: Games- Game Elements- Two-person zero-sum games, Methods with and without saddle point, Dominance rule and mixed strategies

References:

1. Jaisankar S **: Quantitative Techniques for Management,** (Excel)
2. N. Ragava Chari **:Mathematics for Management,** (Tata McGraw Hill)
3. C.R.kothari **: Quantitative Techniques,** (Vikas)
4. David R. Anderson **: Quantitative Methods for Business,** (Thomson learning)
5. N D Vohra **: Quantitative Techniques for Management,** (McGraw Hill)
6. Werbach   : For the Win   (Wharton Digital Press) E- Book

NOTE TO THE PAPER SETTER:
(i) The questions shall cover all the units of the syllabus.
(ii) In regard to Part – A of the question paper, one question with internal choice from each unit of the syllabus shall be set.
(iii) For Part - B of the question paper, the CASE shall be not less than 500 words.

106-INFORMATION TECHNOLOGY FOR MANAGERIAL APPLICATIONS

UNIT-I

Network topologies, LAN, WAN, Net Work Management and Distributed Data Processing. Introduction to Internet, Business Process Outsourcing and Call Centre Management.

UNIT-II

Introduction to E- Commerce, E- Business, CRM, Supply Chain Management and ERP.

UNIT-III

Introduction to Microsoft Office – Common office tools and techniques, MS Word environment, working with word documents, working with text, working with tables, Language selction, Spelling and grammar check, Adding graphics, Mail merge, Advanced features of MS Word, Applying bullets and numbering, Insertion of objects.

UNIT-IV

Introduction to MS Excel - Working with Excel workbook– working with worksheet – Calculating features – Formatting – Formulae & Functions – Using charts – Working with graphics – Creating pivot table – Goal seek – Solver- Macros.

UNIT-V

Presenting with PowerPoint–Working with slides, Modifying & Customizing presentation, Inserting pictures, Tables, charts, viewing presentation – Menu & toolbars – Customizing menus and Tool bars.

References:
1. Vinod Babu Bandari: Fundamentals of Information Technology (Pearson Education.)
2. Ramesh Behl: Information Technology for Management (Tata McGraw-Hill Companies.)
3. Sanjay Saxena: MS Office 2007(Vikas Publishung)
4. Dhiraj Sharma **:** Foundations of IT (Excel)

NOTE TO THE PAPER SETTER:

(i) The questions shall cover all the units of the syllabus.

(ii) In regard to Part – A of the question paper, one question with internal choice from each unit   of the syllabus shall be set.

(iii) For Part - B of the question paper, the CASE shall be not less than 500 words.

107 – BUSINESS STATISTICS

Unit –I

Introduction to Statistics – Meaning, Application of Statistics in Business and Limitations of Statistics.

Data – Data Sources, Data Classification and Data Presentation (Tables and Graphs).

Data Analysis – Measures of Central Tendency, Measures of Dispersion.

Unit-II

Correlation analysis – Meaning, Types of Correlation, Scatter Diagram, Karl Pearson and Spearman Rank Correlation., Coefficient of Determination.

Regression analysis – Meaning, Regression Coefficients and properties, Simple and Multiple Regression.

Unit - III

Time Series Analysis – Introduction to time series, Components of time series, Methods of Trend Analysis.

Index Numbers - Meaning, Types of Index Numbers, Construction of price, quantity and volume index, consumer price index.

Unit –IV

Probability – Meaning and concept, Addition theorem, Multiplication theorem, Bayes' theorem. Probability theoretical distributions – Binomial, Poisson and Normal.

Sampling Theory – Complete enumeration vs Sample survey, Determination of Sample size, Sampling techniques, Sampling distributions of statistics.

Unit – V

Testing of Hypothesis – Basic concepts, testing procedure. Parametric tests – z test, t-test, one way and two way ANOVA.

Non Parametric tests – Chi square analysis, Sign test, Median test, Wilcoxon test, Kolmogorov Smirnov test, Mann – Whitney U test and Kruskal Wallis test.

References:

1. Richard I. Levin & David S. Rubin: **STATISTICS FOR MANAGEMENT,** (Pearson Education)
2. Glyn Davis & Branko Pecar: **BUSINESS STATISTICS Using Excel,** (OXFORD)
3. David Whigham: **BUSINESS DATA ANALYSIS Using Excel,** (OXFORD)
4. David M. Levine et al: **BUSINESS STATISTICS,** A First Course (Pearson Education)
5. S.P. Gupta & M.P. Gupta: **BUSINESS STATISTICS,** (Sultan Chand)
6. Beri, G.C: **BUSINESS STATISTICS, (**Tata McGraw Hill)

NOTE TO THE PAPER SETTER:

(i)   The questions shall cover all the units of the syllabus.

(ii) In regard to Part - A of the question paper, one question with internal choice from each unit of the syllabus shall be set.

(iii) For Part - B of the question paper, two questions shall be set from any of the units.

108 -HUMAN VALUES AND PROFESSIONAL ETHICS

UNIT –I

Definition and Nature of Ethics- Its relation to Business, and Environment. Need and Importance of Professional Ethics - Goals - Ethical Values in various Professions-Ethical theories about right action

UNIT –II

Nature of Values- Good and Bad, Ends and Means, Actual and potential Values, Objective and Subjective Values, Analysis of basic moral concepts- right, ought, duty, obligation, justice, responsibility and freedom, Good behavior and respect for elders- moral development theories

UNIT –III

Value education-definition and its relevance to present days- Concept of human values- self introspection-self esteem–family values-components-structure-and responsibilities of family-neutralization of anger- adjustability-threats of family life-Time allotment for sharing ideas and concerns.

UNIT –IV

Business ethics- Ethical standards of business- Immoral and illegal practices and their solutions- characteristics of ethical problems in management- causes of unethical behavior-ethical abuses and work ethics

UNIT –V

Environmental and social ethics: ethical theory, man and nature, ecological crisis issues related pollution, waste, climate change, energy and population, social issues –human rights violation and social disparities

References:

1. R. S. Naagarazan -**A TEXT BOOK ON PROFESSIONAL ETHICS AND HUMAN VALUES**- -New age International (p) Ltd.
2. **M. Govindarajan, S. Natarajan, V.S. Senthil kumar- PROFESSIONAL ETHICS & HUMAN VALUES.**
3. **R. R. Gran, R. Sangal, G. P. Bagania -FOUNDATION COURSE IN HUMAN VALUES & PROFESSIONAL ETHICS**
4. Jayshree Suresh, B.S. Raghavan- **HUMAN VALUES AND PROFESSIONAL ETHICS**

NOTE TO THE PAPER SETTER:

(i) The questions shall cover all the units of the syllabus.

(ii) In regard to Part - A of the question paper, one question with internal choice from each unit of the syllabus shall be set.

(iii) For Part - B of the question paper, two questions shall be set from any of the units.

201-MARKETING MANAGEMENT

UNIT – I

Definition, importance and scope of Marketing - Company orientation towards Marketing - Core Concepts of marketing – Marketing Management Tasks – Indian Marketing Environment: Demographic, Economic, Socio-Cultural, Politico-Legal and Technological Environment – Marketing and Customer Value - Corporate Strategic Planning – Marketing Research Process – Forecasting and Demand Measurement – Consumer Behavior – Market Segmentation – Market Targeting – Brand Positioning.

UNIT – II

Product strategy: - product concept – product characteristics and classifications – differentiation – Product and brand relationships – packaging, labelling, warranties and guarantees.- product life cycle and marketing strategies- new product development process– branding- brand equity - trademark.-significance of marketing of services.

UNIT- III

Pricing strategy: - setting the price –adapting the price - initiating and responding to price changes.

Distribution strategy: - designing and managing channels- managing retailing, wholesaling and logistics.

UNIT – IV

Promotional strategy – designing and managing integrated marketing communications - managing mass communications and personal communications.

UNIT - V

Introducing New Market Offerings - Managing a holistic marketing organization – marketing implementation, evaluation and control- marketing audit.

References:
1. Philip kotler, Kevin Lane Keller, Abraham Koshy & Mithileswar Jha Marketing **:Management – A South Asian Perspective**(Pearson Education)
2. Philip Kotler, Gary Armstrong, Prafulla Y. Agnihotri & Ehsan ul Haque: **Marketing Management – A South Asian Perspective** (Pearson Education)
3. William D. Perreault, Jr. E. Jerome McCarthy **: Basic Marketing – A Global Management Approach** (Tata McGraw Hill)
4. John A. Quelch & V. Kasturi Rangan**: Marketing Management – Taxt and Cases** (Tata McGraw Hill)
5. P.K. Agarwal **: Marketing Management – An Indian perspective** (Pragati Prakasham)
6. S.S. Sherlekar**: Marketing Management** (Himalaya)
7. MC Carthy , Perrault, Quester**: Basic Marketing – A Managerial Approach** (IRWIN)

NOTE TO THE PAPER SETTER:
(i) The questions shall cover all the units of the syllabus.
(ii) In regard to Part – A of the question paper, one question with internal choice from each unit of the syllabus shall be set.
(iii) For Part - B of the question paper, the CASE shall be not less than 500 words.

202- FINANCIAL MANAGEMENT

UNIT –I
Goal of Financial Management – Fundamental Principles – Time value of money – Discounting, compounding - Risk-return trade off- Finance Function-Financial Decisions. Financial markets -intermediaries.

UNIT – II
Financial Statement Analysis (Numerical Problems): Analysis of Balance Sheet; Profit & Loss Account, Ratio analysis (Numerical Problems), common size analysis, cash flow statement, operating, financial, and combined leverage.

UNIT – III
Cost of debt (Numerical Problems), cost of equity (Numerical Problems) – dividend capitalization, CAPM, cost of preference shares (Numerical Problems), weighted average and multiple costs of capital (Numerical Problems) – valuation of bonds and shares. Capital structure planning – EBIT – EPS analysis (Numerical Problems), risks of financial leverage – margin of safety, interest and debt service. Long term sources of Finance: venture capital.

UNIT –IV
Capital budgeting (Numerical Problems): Cash flows - traditional methods, discounted cash flow methods, risk analysis, real options leasing.

UNIT – V

Dividend decisions, influencing factors, forms and special dividends. Walter, Gordon and MM models (Numerical Problems) Linter's model dividend practices in India. Buy back of shares, taxation of dividends and capital gains. Working capital Management (Numerical Problems): Operating cycle estimation (Numerical Problems), cash, inventory and receivables management (Numerical Problems).

References:
1. Srivastava R, Anil A: **Financial Management (Oxford)**
2. I.M.pandey: **Financial Management** (Vikas)
3. Prasanna Chandra: **Financial Management – Theory and Practice** (Tata McGraw Hill)
4. Pandey & Bhat: **Cases in Financial Management** (Tata McGraw Hill)
5. Khan & Jain: **Financial Management** (Tata McGraw Hill)
6. Brealey Myers: **Principles of Corporate Finance** (Tata McGraw Hill)

NOTE TO THE PAPER SETTER:
(i) The questions shall cover all the units of the syllabus.
(ii) In regard to Part – A of the question paper, one question with internal choice from each unit of the syllabus shall be set.
(iii) For Part - B of the question paper, the CASE shall be not less than 500 words.
(iv) At least one numerical problem must be asked from the chapters which have the topics related to numerical problems.

203 – HUMAN RESOURCES MANAGEMENT

UNIT – I

Human Resource Management – Significance and Scope – Objectives and Functions – Personnel Management *Vs* HRM – Global Human Resource Management – Strategic Human Resource Management

UNIT – II

Job Analysis*:* Job Description – Job Specification – Job Evaluation- Human Resource Planning - Human Resource Information System

UNIT – III

Recruitment: Objectives – Sources - *Selection:* Objectives – Selection Procedure – Selection Tests
Induction and Placement – *Performance Appraisal:* Objectives – Methods – Constraints

UNIT – IV

Training and Development: Objectives – Training Needs Assessment – Design of Training – Evaluation of Training – Human Resource Development - Career Planning and Development – Compensation Management – Employee Benefits

UNIT – V

Contemporary Issues in HRM: Knowledge Management – Work life balance – Ethics in HRM - Technology and HRM – Human Resource Audit – Quality Management and HRM

REFERENCES:
1. Uday Kumar Haldar and Guthika Sarkar – "Human Resource Management" (Oxford)
2. Aswathappa. K – "Human Resource Management" (Tata McGraw Hill)
3. David A. Decenzo and Stephen P. Robbins – "Personnel: Human Resource Management" (Prentice Hall of India)
4. Garry Dessler – "Human Resource Management" (Pearson Education)
5. John M Ivancevich - "Human Resource Management" (Tata McGraw Hill)
6. Subba Rao. P - "Personnel and Human Resource Management" (Himalaya)
7. Rao VSP **: Human Resource Management Text & Cases** (Excel)

NOTE TO THE PAPER SETTER:
(i) The questions shall cover all the units of the syllabus.
(ii) In regard to Part – A of the question paper, one question with internal choice from each
     unit   of the syllabus shall be set.
(iii) For Part - B of the question paper, the CASE shall be not less than 500 words.

---

204 – PRODUCTION MANAGEMENT

UNIT – I

Role and Relevance of Production Management – Concepts of Productivity – Production Systems – Work Study : Method study and Work Measurement.

UNIT – II

Plant location. Plant layout- Classification and merits. Plant Maintenance methods – Break Down, Preventive and Predictive maintenance. Replacement Policies – Unit and Group replacement policies.

UNIT – III

Production planning and control: Processes in PPC. Job shop and Flow shop scheduling- Johnson's Rule- Line Balancing. Quality Control: Control Charts and Acceptance Sampling.

UNIT – IV

Materials Management – Concepts – Classification of Inventory, Inventory Control Methods, Stores Management and Deterministic Inventory Models.

UNIT - V

Project Management: Concepts of project management,CPM, PERT and Project Network Crashing.

Reference:

1. Muheleman and Sudhir B**: Production/ Operations Management**, Pearson Education
2. S.N.Chary **: Production and Operations Management**, Tata McGraw Hill
3. R. Panneer Selvam**: Production and Operations Management,** Prentice Hall of India
4. Adam Ebert**: Production & Operetions Management,** Prentice Hall of India
5. K. Aswathappa K. Sriddhan Bhat**: Production and Operations Management** (Himalaya)
6. Kanishka Bedi: **Production and Operations Management (OXFORD)**

NOTE TO THE PAPER SETTER:
(i) The questions shall cover all the units of the syllabus.
(ii) In regard to Part – A of the question paper, one question with internal choice from each unit of the syllabus shall be set.
(iii) For Part - B of the question paper, the CASE shall be not less than 500 words.

205. BUSINESS RESEARCH METHODS

UNIT – I

Nature and Scope of business research- Research process-   Defining the research Problem and setting the objectives- Preparing research proposal-Review of literature.

UNIT – II

Research Designs: Exploratory Research Design and Qualitative Studies-Focus groups - Descriptive Research Design- Panel Research –Experimental Research Designs.

UNIT – III

Data sources: Secondary Vs Primary – Secondary data collection procedures- Primary Data Collection methods: Survey methods-Observational Studies.

UNIT – IV

Sampling Designs: Probability and Non-probability sampling methods and Sample Size determination-Attitude Measurement and Measurement Scales.

UNIT – V

Preliminary steps of data analysis: editing, coding and tabulation- Hypothesis testing – Tests of Significance for small and large samples- t-test, z-test, chi-square test, ANOVA: one-way, two-way - Presenting Results: Written and Oral Reports

References:

1. Donald R.Cooper and Pamela S.Schindler**: Business Research Methods** (Tata McGraw Hill)
2. Mark Saunders, Philip Lewis and Adrian Thornhill**: Research Methods for Business Students (**Pearson education)
3. Aditam Bhjuanaga Rao **: Research Methodology for Management & Social Sciences** (Excel)
4. William G**: Business Research Methods 8th Edition.** (South Western 2012).
5. Naval Bajpai: **Business Research Methods** (Pearson 2011).

 NOTE TO THE PAPER SETTER:
 (i) The questions shall cover all the units of the syllabus.
 (ii) In regard to Part - A of the question paper, one question with internal choice from each unit of the syllabus shall be set.
 (iii) For Part - B of the question paper, the CASE shall be not less than 500 words.

206 – MANAGEMENT INFORMATION SYSTEMS

UNIT –I

Information and systems concepts. Types of Information systems on organizations. Decision making process – Individual vs. Organizational models. Managing H/W, S/W and Data Resources. I.T. Infrastructure for the organization and Digital Firm.

UNIT –II

MIS Design: Importance of MIS Design, Approaches for the MIS design: Traditional and Modern Approaches. MIS Growth Model.

UNIT – III

Management support systems: Decision support systems, Expert systems. Concepts of Data mining, Data warehousing and OLAP.

UNIT – IV

Functional Information Systems: Marketing, Manufacturing, Financial and Human resource Information Systems.

UNIT – V

Information Systems Security and Control: Vulnerability and Abuse, Anti-Virus Packages and Systems Audit. Managing Global Information Systems.

References:

1. Kenneth C. Lauadon and Jane. P. Lauadon **: Management Information Systems** (Pearson Education)
2. James A O 'Brien **: Management Information Systems** (Tata McGraw Hill)
3. Murthy CSV **: Management Information Systems** (Himalaya)
   Giridhar Joshi**: Management Information Systems** (Oxford)

NOTE TO THE PAPER SETTER:
(i) The questions shall cover all the units of the syllabus.
(ii) In regard to Part – A of the question paper, one question with internal choice from each unit of the syllabus shall be set.
(iii) For Part - B of the question paper, the CASE shall be not less than 500 words.

2O7 – OPERATIONS RESEARCH

UNIT-I

Introduction to linear Programming – Model formulation, Graphical method, and Simplex method.
Linear programming using the Excel Solver

UNIT – II

Transportation problem Degeneracy – Transhipment model – Assignment model – Hungarian method

UNIT – III

Dynamic programming – Features, Structure and Applications.

UNIT –IV

Goal Programming: Concept, Application areas, model formulation. Modified simplex method.

UNIT –V

Queuing model (M / M / I ONLY): Components, basic Structure Assumptions, waiting line decision problem – Simulation – Its application.

References:
1. A.M. Natarajan, Balasubramani,tamilarasi, **Operations Research**, Pearson
2. Richard B. Chase**, Operations and supply chain management,** McGrawHill
3. S.D. Sharma **: Operations Research**
4. Taha M.A**: Operations Research** (Mac Millian)
5. Anand Sharma **: Operations Research** (Himalaya)
6. Sang M Lee**: Management Science**

NOTE TO THE PAPER SETTER:
(i) The questions shall cover all the units of the syllabus.
(ii) In regard to Part – A of the question paper, one question with internal choice from each unit of the syllabus shall be set.
(iii) For Part - B of the question paper, the CASE shall be not less than 500 words.

208- LEADERSHIP VALUES

Complete syllabus will be provided along with reference books later on.