Fourth Semester

Curriculum

MBA (Full Time) 2 Yrs. Program of D.A.V.V., Indore

For

Affiliated Institutions

2009-2011
## Fourth Semester

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### E. Production and Operations Management

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FT 401C Corporate Governance & Global Business Environment

Objective
To acquaint the participants with the fundamentals and practices of corporate governance in India and other countries in the light of the prevailing legal provisions and codes to good governance, and contemporary changes in the global business environment

Examination
Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation. The Semester Examination will be worth 80 marks, it will have two Section, A and B. Section A, worth 60 marks will comprise of seven theory questions out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain Cases.

Course Contents

2. Nature of International Business, Multinational Corporations, International Business Theories, Liberalization: Tariff & Non–tariff barriers; World Trade Organization; Recent Trends and main Drivers of international Trade, Foreign Direct Investment,

3. Political and Legal Environment, Cultural Environment, Managing Across Cultures, Negotiating Across Cultures, Economic. Technological Environment


7. Business Ethics; Corporate Social Responsibility World Economic Growth and the Environmental Issues; Future of International Business, E-Business

Text books
Parthasarthy Corporate Governance, Bizetantra
Sumit Khurana, Corporate Governance Dreamtech,Wiley

**Reference Books**

Daniels, Globalization & Business, PHI Learning

Tamer Cavusgil-International Business-(Indian Reprint) Pearson

Mandal, SK Ethics in Business and Corporate Governance 1e2010Tata McGraw Hill

V. Sharan-International Business-(Indian Original) Pearson

Hamilton The International Business Environment, Oxford Press
FT 402C  Strategic Management

Course Objective
This is a top-level management course, and the objective of teaching this course is to enable students to integrate knowledge of various functional areas and other aspects of management, required for perceiving opportunities and threats for an organization in the long-run and second generation planning and implementation of suitable contingency strategies for seizing / facing these opportunities & threats.

Examination Scheme:
Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation. The Semester Examination will be worth 80 marks, it will have two Section, A and B. Section A, worth 60 marks will comprise of seven theory questions out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain Cases.

Course Contents
1. Meaning, Need and Process of Strategic Management; Business Policy, Corporate Planning and Strategic Management; Single and Multiple SBU organizations; Strategic Decision–Making Processes – Rational–Analytical, Intuitive-Emotional, Political – Behavioral; Universality of Strategic Management; Strategists at Corporate Level and at SBU Level; Interpersonal, Informational and Decision Roles of a Manager.
3. SWOT Analysis, General, Industry and International Environmental Factors; Analysis of Environment, Diagnosis of Environment – factors influencing it; Environmental Threat and Opportunity Profile (ETOP); Internal Strengths and Weaknesses; Factors affecting; Techniques of Internal Analysis; Diagnosis of Strengths and Weaknesses; Strategic Advantage Profile (SAP).
4. Strategy Alternatives, Grand Strategies and their sub strategies; Stability, Expansion, Retrenchment and Combination; Internal and External Alternatives; Related and Unrelated Alternatives, Horizontal and Vertical Alternatives; Active and Passive Alternatives; International Strategy Variations.
7. Strategy Evaluations and Control, Control and Evaluation Process; Motivation to Evaluate; Criteria for Evaluation; Measuring and Feedback; Evaluation and Corrective Action.

Text books
Kazmi, Ajhar  Strategic Management and Business Policy, 3e, 2009Tata McGraw Hill
Lomash & P.K. Mishra Business Policy & Strategic Management Vikas Publication
Alpana Trehan Strategic Management 1st edn 2010 Dreamtech, Wiley
Parthasarthy, Fundamentals of Strategic Management, 2008, Wiley India

Reference Books

Pankaj Ghemawat-Strategy and the Business Landscape, 2/e. Pearson
Thompson Strickland, Crafting & Executing Strategy (SIE), 16e 2011 Tata McGraw Hill
Haberberg Strategic Management, 2010 Oxford Press
Wheelen/Rangarajan, Concepts in Strategic Management and Business Policy, 9/e Pearson
FT 403M International Marketing

Course Objectives
The objectives of this course are to help the student to gain an understanding of concepts of International Marketing, types of international markets, demand and supply position in international markets, import-export documentation, policies and procedures of foreign trade.

Examination Scheme:
Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation. The Semester Examination will be worth 80 marks, it will have two Section, A and B. Section A, worth 60 marks will comprise of seven theory questions out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain Cases.

Course Contents
3. Factors Affecting International Trade: Methods of Entry, Types of Regional Agreements, Role of IMF and WTO in International Trade.
5. Export Documentation and Procedures and Institutional support for export promotion in India.

Text Books
Cateora Phillip, International Marketing (SIE) 13e 2011 Tata McGraw Hill
Czinkota, International Marketing, 8th 2008 Cengage Learning
Gillespie International Marketing South-Western©2009
Kotabe, International Marketing: An Asia Pacific Focus, Wiley India
Onkwisit & Shaw, International Marketing, 2010, PHI Learning

Reference Books
Paul, Justin, International Marketing : Text & Cases 1e 2011 Tata Mcgraw Hill
FT 404M Service and Retail Marketing

Course Objective
The objectives of the course are to expose students to the nature of retail and service markets and develop abilities to help them apply marketing concepts in these markets.

Examination Scheme:
Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation. The Semester Examination will be worth 80 marks, it will have two Section, A and B. Section A, worth 60 marks will comprise of seven theory questions out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain Cases.

Course Contents


7. Retail Service Quality: Quality audit. Managing People Retail: HRM, CRM, IT in Retailing & Future trends

Text Books
Zeithmal, Bitner, Service Marketing (SIE), 4e Tata Mcgraw Hill
Hoffman, Marketing of Service 1st 2008 Cengage Learning
Cullen, Retailing: Environment & operation, 1st 2008 Cengage Learning
A Sivakumar Retail Marketing Excel Books
C BhattachryaRavi Shanker, Services Marketing, Excel Books
Reference Books
Nargundkar Rajendra, *Services Marketing*, 3e Tata Mcgraw Hill
FT 405M Consumer Behaviour and Rural Marketing

Course Objectives
The objectives of this course are to help students gain an understanding of various aspects of Consumer Behaviour and their applications & rural marketing as an integral part of marketing management, and developed an understanding of rural marketing

Examination Scheme:
Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation. The Semester Examination will be worth 80 marks, it will have two Section, A and B. Section A, worth 60 marks will comprise of seven theory questions out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain Cases.

Course Contents

4. Individual Determinants of Consumer Behavior: Demographics Psychographics,
5. Environmental Influences on Consumer Behavior: Culture, Cross cultural understanding, social class, family. Family life-cycle group and personal influence, word of mouth communication, opinion leadership. Future of consumer behaviour.
6. Rural Marketing: Concept, importance and scope of rural marketing, Understanding rural market, rural environment, infrastructure and rural trade practices, Rural consumer behaviour, factors affecting consumer behaviour and psychology of rural customers,
7. Product, branding and packaging, Distribution in the rural markets, types of rural channels, selection and management of channels, factors influencing channel decisions, retailing, transportation, warehousing, Promotion in Rural Markets: role of advertising, sales promotion, publicity, and personal selling in rural markets.

Text Books
Shri Prakash Theory of Consumer Behaviour Vikas Publication, 2010
Hawkins, David, Consumer Behavior, 11E Tata Mcgraw Hill
Dogra, B. L Rural Marketing 1e, Tata Mcgraw Hill
Blackwell, Consumer Behavior 1st 2008 Cengage Learning
Gopalaswamy, T P Rural Marketing- Environment, Problems & Strategies Vikas
Kashyap, The Rural Marketing Book (Text & Practice), Wiley
Reference Books
Satish Batra and Kazmi **Consumer Behaviour** Excel Books
U C Mathur **Rural Marketing** Excel Books
Assel, H., “**Consumer Behaviour**”, 2008 Cengage Learning
Solomon M.R., “**Consumer Behaviour**”, PHI
FT 403F  International strategic Finance

Course Objective
To provide a conceptual framework of the Working of International Financial Institutions, Money Markets, Exchange Transactions and Capital Markets.

Examination Scheme:
Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation. The Semester Examination will be worth 80 marks, it will have two Section, A and B. Section A, worth 60 marks will comprise of seven theory questions out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain Cases.

Course Contents

2. The Foreign Exchange markets- Functions of the Foreign Exchange Market, The Foreign Exchange rates -direct and indirect quotations. Spot market and forward market - forward premiums and discounts, Bid - ask spread, Interest Arbitrage - Covered Interest Arbitrage and Interest Parity theory,


4. Financial Management of the Multinational Firm - Cost of Capital and Capital Structure of the Multinational Firm - determining capital structure components, Cost of Capital for MNCs VS Domestic Firms,

5. Multinational Capital Budgeting - Problems and issues in foreign investment analysis. Techniques of capital budgeting - NPV, IRR. APV.


Text Book
Apte, PG *International Financial Management* 5e, Tata Macgraw Hill
Madura *International Financial management* 1st, 2008 Cengage Learning
Shapiro, *Multinational Financial Management*, 8ed, Wiley India

Reference Book
Eun & Rusnik *International Financial Management*, 4e, Tata Macgraw Hill
R M Srivastava *Multinational Financial Management*, Excel books
Bhalla. V.K. *International Financial Management: Text and Cases*, Anmol Publi
Kevin, *Fundamentals of International Financial management*, PHI Learning
FT 404F Financial Engineering & Risk Management

Course Objective
The objectives of this course are to explain to the student the risk return tradeoff and manage financial risk through the use of various derivatives and to make them understand operations of derivatives market.

Examination Scheme:
Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation. The Semester Examination will be worth 80 marks, it will have two Section, A and B. Section A, worth 60 marks will comprise of seven theory questions out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain Cases.

Course Contents

2. Interest rate Swaps - rationale, liability and asset based interest rate swaps, pricing of swaps, forwards and options on swaps.
3. Creating value with risk management- financial distress and investment, risks in banking- credit risk, foreign exchange risk, political risk and country risk, liquidity risk
4. Financial Engineering; Construction of option strategies in various market situations and their pay off; Betting on a large price decrease, betting on a small price increase
6. Exotic options: Compound, binary, barrier and Asian options, options involving several assets. Swaps Transactions: Interest rate swaps, currency swaps, commodity swaps and equity swaps; Pricing and valuation of swaps. credit default swaps.

TEXT BOOKS
Hull. J. C Options Futures and Other Derivatives 7ed,2009 PHI New Delhi
Varma, Jayanth Derivatives and Risk Management 1e TataMcgrawHill
Stulz Risk management and Derivatives,1st,2008 Cengage Learning
Parasuraman Fundamentals Of Financial Derivatives, 2nd Ed,Wiley
Reference Book
Bhalla. V. K. Financial Derivatives: Risk Management: S. Chand & Company
Chance, Derivatives and Risk Management Basics 1st 2008 Cengage Learning
Dorfman, Introduction To Risk Management, PHI New Delhi
Johnson, Introduction to Derivatives - Options, Futures, and Swaps, Oxford Press
FT405F Investment Analysis & Portfolio Management

Course Objective
The objectives of this course is to provide the students indepth understanding of investment techniques as applied to various forms of securities and acquaint them with the functioning of mutual funds, investment strategies and portfolio management services.

Examination Scheme:
Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation. The Semester Examination will be worth 80 marks, it will have two Section, A and B. Section A, worth 60 marks will comprise of seven theory questions out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain Cases.

Course Contents

TEXT BOOKS
Bodie & Mohanty, Investments: An Indian Perspective, 8, Tata Mcgraw Hill
Reilly, Investment Analysis and portfolio management 2009 Cengage Learning
Bhalia. V.K Investment Management.2008 Sultan Chand New Delhi:
Sudhindra Bhat Security Analysis and Portfolio Management Excel books

Reference Book
Maheshwari, Investment Management, PHI Learning
V.A. Avadhani, Securities Analysis & Portfolio Management Himalaya Publi House
Mayo An Introduction to Investments 1st 2009 Cengage Learning
Luenberger Investment Science Oxford Press
FT 403H  Compensation Management

Course Objective
The objective of this course is to familiarize students with the dynamics of wage and salary administration and current trends in India.

Examination Scheme:
Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation. The Semester Examination will be worth 80 marks, it will have two Section, A and B. Section A, worth 60 marks will comprise of seven theory questions out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain Cases.

Course Contents
2. Incentive Plans: individual and group incentive plans, Productivity Gain sharing plans, Profit Sharing Plans, Non-Financial and Financial incentives, Measuring Cost- to – Company (CTC).
3. Employee Benefits: Supplemented Pay benefits (pay for time not worked) insurance benefits, Retirement benefits, Employees’ service benefits, ESOPs, Flexible benefits and Benefit Surveys.
7. Designing compensation for Chief Executives, senior managers, knowledge workers etc.

Text Books
Milkowich, Newman Compensation(SIE )9eTata Mcgraw Hill
Armstrong & Murlis Reward Management A Handbook of Salary administration. London Kegan Paul
Bhattacharya, Compensation Management; Oxford Press
Tapomoy Deb Compensation Management, Excel Books

Reference Books
Garry Dessler, Human Resource Management, 11e, Pearson Education
B D Singh Compensation and Reward Management Excel Books
Henderson Compensation Management in a Knowledge Based World New Pearson Edu
FT 404H  Business Process Transformation

Course Objectives
The objective of the course is to study business transformation through managing people with special emphasis on innovation, Creativity, team building, TQM and BPR.

Examination Scheme:
Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation. The Semester Examination will be worth 80 marks, it will have two Section, A and B. Section A, worth 60 marks will comprise of seven theory questions out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain Cases.

Course Contents

1. Innovation and Creativity: Theories of innovation and creativity, Managing People Side of innovation, Resistance To innovation, the Creative Process, Releasing creativity, Creative Techniques of Problem Solving, the Creative Environment, Creative Organization, Creativity Training, Introduction To Learning Organizations, Architecture of Learning Organization.


7. Knowledge Management: Meaning, Application, Creating Knowledge Organization, Role of Chief Knowledge officer in organization.

Text Book

Grover Business process Transformation, 2010, PHI Learning

Poirier Business process management Applied 1st 2008 Cengage Learning

Evans, Total Quality management 1st 2009 Cengage Learning

Tapan Panda Knowledge Management Excel Books
FT 405H  ORGANISATIONAL DEVELOPMENT

Course Objectives
The objectives of this course are to acquaint the students with the importance of Organization Development, and to offer insights into design, development and delivery of OD programmes.

Examination Scheme:
Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation. The Semester Examination will be worth 80 marks, it will have two Section, A and B. Section A, worth 60 marks will comprise of seven theory questions out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain Cases.

Course Contents
1. Introduction: Definition, History, Assumptions, Values and Beliefs in O.D, Organization Development & Transformation
3. OD interventions: Overview, Types, Team interventions, inter-Group interventions, Comprehensive and Structural interventions. Choosing the Depth of Organizational Intervention.
5. Emerging Trends in OD with special emphasis on future organizations.
7. Organisation Development Planned change strategy Managing Change in Times of Turbulence.

Text Books
Kavita Singh Organisation Change and Development, Excel Books
Wendell L. French and Cecil N. Bell Jr., Organization Development Prentice Hall
FT 403I  UNIX and Linux Operating System

Course Objective
The objective of this course is to help students to understand the concepts of Multi-user, Multitasking Operating System Unix and related issues and their use in organization and processing complex business information.

Examination Scheme:
Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation. The Semester Examination will be worth 80 marks, the question paper will comprise of eight questions out of which a student will be required to attempt any five questions.

Course Contents:


5. Communicating and Scheduling: Bulletin Board, Message of the day, Two way communication, Insulation from the other users, using Mailbox, Address all users, Delay, Execute in shell script later, running jobs periodically.

6. System Administration: Super user, security, user services, floppy disk management, operation, file system administration, backups.


Text Readings:
Ambawade & Shah Linux Lab: Hands on Linux, 2011, Dreamtech Press
Mike Mcgrath *Linux in easy steps*, 2010 Dreamtech Press
Forouzan, *Unix and Shell programming*, 1st 2009 Cengage Learning

Diaz, *Introduction to Unix/ Linux With DVD*, 1st 2009 Cengage Learning
Bach, *Design of the UNIX Operating System*, PHI Learning
Stevanse, *Unix Programming*, PHI Learning

**Reference Books**
- Peter Norton, *Guide to Unix*, New Delhi BPB Publication
- Promod Koparkar, *Unix for you*, New Delhi, Tata McGraw Hill.
FT 404I Visual Basic Programming

Course Objective

The objective of this course is to help students to understand the visual Programming and concepts of front-end tool using visual basic and their use in organization and processing complex business information.

Examination Scheme:

Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation. The Semester examination will be worth 80 marks, the question paper will comprise of eight questions out of which a student will be required to attempt any five questions.

Course Contents

1. Introduction to Visual Basic: enhanced features, introduction to graphical user interface, introduction to front end tools. Event driven programming, object and controls. Attributes and events of objects, form events and properties, and using control: text box control, command buttons, list box, combo box and Scroll bars, working with control array.

2. Managing Projects: control structures, scope and life time of variables, arrays, static array, Dynamic array, User defined data type, Collections understanding projects, structure of visual basic application, variables, methods, procedures, functions.

3. Working with Forms: loading, showing and hiding a form, controlling one form, from with in another, creating menus using menu editor, menu control array, creation of objects during run time. MDI (Multiple Document Interface)

4. Files: sequential file, random file, Binary file, File controls: Drive list box, directory list box, and file list box.

5. Creating graphical applications: timer object, mouse events, drag and drop event, image box and picture box, shape control.

6. Active X control: common dialog box, grid control, tool bar & status bar, animation control, tree view control, list view control, image list control, Tabstrip, SSTab control, Slider and Progress bar control.

7. Database Management: Introduction to MS-Access & Oracle 8i, Properties of Data controls, Navigating Database through data control, using DB combo & dblist with data control, using DB grid with data control, data control and SQL.

8. ADO: Creating application using ADO, understanding ADO, hierarchy using methods and properties of ADO objects, ADO and SQL, Introduction to client server environment connecting to oracle with data control.

9. Crystal Report 8.0: Creating simple reports, using crystal reports control, simple application with crystal reports, properties of crystal report query.

Text Books
Steven Holzner Visual Basics ,Net Programming Black Book, Dreamtech Press
Allert *Visual C++ Programming* 1st 2009 Cengage Learning
Evangelos Petroutsos, *Mastering VB 6.0*, BPB Publications, New Delhi
Mohammed Azam *Programming With Visual Basic 6.0* Vikas Publication

**Reference Books**
Peter Norton, *A guide to Visual Basic*, Techmedia, New Delhi
Eric Brierley, Anthony Prince and David Rinaldi, *Visual Basic 6 How To*, Techmedia,
Course Objective
The objective of this course is to help students to understand the concepts of Data Communication and Computer Networks and related issues and their use in organization and processing complex business information.

Examination Scheme:
Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation. The Semester examination will be worth 80 marks, the question paper will comprise of eight questions out of which a student will be required to attempt any five questions.

Course Content
1. Computer Networks: Introduction, Distributed Systems, Network Goals & its Applications, Protocol Hierarchies, network architecture, design issues for the layers, simplex, half-duplex, full-duplex, interfaces and services, connection oriented and connection less services, service primitives.
4. Data Link Layer: Framing, error control, flow control, unrestricted simplex, simplex stop-and-wait protocol, sliding window protocols, HDLC, SLIP, PPP.
5. Network Layer: Internal organization, routing, congestion, routing-shortest path, multipath, congestion control algorithms, preallocation of buffers, choke packets, deadlocks and Services of network layer.
8. Transmission Technology: Broadcast networks, Point-to-Point Networks, LAN, MAN & WAN topologies, Wireless networks, Internetworking, Introduction to Bridges, Routers,
Switches, Gateways, and Repeaters, Introduction, Functioning and Services- Novell Netware, Window NT, NOS (Network Operating Systems)

Text Books
- Gallo Computer communication & networking technologies 1st 2009 Cengage Learning
- Andrew S Tanenbaum, Computer Networks, PHI, New Delhi
- ISRD Group Data Communications & Computer Networks TataMcgrawHill, 2010
- Rajneesh Agarwal & B Tiwari Data Communication & Computer Networks Vikas Pub.
- Miller Introduction to Data & Network Communications Delmar Cengage, 2010

Reference Books
- Martin, J., “Computer Networks and Distributed Processing”, Prentice-Hall,
- William Stallings, Data and Computer Communication, Prentice Hall India,
- William A. Shay, “Understanding Data Communications and Networks”, Vikas Publishing
FT 403P  Production Planning and Control

Course Objective
The course is designed to equip the students with the concepts of Production Planning and Control (PPC). The emphasis will be on the application of concepts and tools used in PPC for achieving efficiency and quality superiority.

Examination Scheme:
Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation. The Semester examination will be worth 80 marks, the question paper will comprise of eight questions out of which a student will be required to attempt any five questions.

Course Contents

1. Introduction to Production Planning and Control: Need of PPC, Functions of PPC, Factors Influencing PPC in the Organization, Manufacturing Methods and Managerial Policies and Pre-requisites of PPC.
2. Materials Planning and Control: Input Required for Materials Planning and Control, Steps in Materials Planning and Control, Techniques of Materials Planning and Control,
3. Machining Allowances, Make or Buy Decision, Scientific Stock Control Techniques (Inventory Control Models).
5. Manufacturing resource planning (MRP II): Introduction, Aggregate production planning, master production scheduling, MRP II (Introduction, concepts), MRP II with Just in Time, choice of software, making MRP II system work, achieving business objectives with MRP II.
6. Scheduling: Factors Influencing Scheduling, Working and Scheduling Charts, Job Sequences (n job on two machines, n job on three machines), Project Scheduling, Critical Ratio Scheduling, Assignment Techniques (Assignment - Model).

Text Books
Jhamb, Production Planning and Control, Pune: Everest Publications.
Hari Raghu Rama Sharma, Production Planning and Control Concepts and Application, New Delhi: Deep and Deep Publications,
FT 404P  Total Quality Management

Course Objective
The key objective of this course is to acquaint the students with the conceptualization of Total Quality (TQ) from design assurance to processes' assurance to service assurance. Additional objective

Examination Scheme:
Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation. The Semester examination will be worth 80 marks, the question paper will comprise of eight questions out of which a student will be required to attempt any five questions.

Course Contents
1. Concept of Total Quality and its evolution, Components of a Total Quality Loop.,
2. Quality of Design; Taguchi’s Loss Function,
3. Quality of Purchasing; Supplier Qualification
4. Critical-to-Quality Characteristics: Attributes and Variables, Theory of Acceptance Sampling,
5. Statistical process control, Process Capability Studies, difference between inspection and quality control, application of quality control in industries.
6. Concepts & Application of 6 – Sigma Quality: Comparison between 3-sigma & 6-sigma quality, DMAIC approach to 6-sigma implementation application to service industry, link between 6-sigma & DOE.
7. ISO 9000 and ISO 14000 Series and SPC, Quality Circles

Text Books
Mitra A., Quality Control Applications, Pearson Education.
Basterfield, Total Quality Management, Pearson Education
Logothitis, Total Quality Management, PHI.
Janakiraman & Gopal Total Quality Management : Text and cases, PHI
FT 405P  Business Process Reengineering

Course Objective
The objectives of this course are to acquaint the student with understanding process orientation in business management and develop skills and abilities in re-engineering and business process for optimum performance.

Examination Scheme:
Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation. The Semester examination will be worth 80 marks, the question paper will comprise of eight questions out of which a student will be required to attempt any five questions.

Course Contents
1. Introduction to BPR: Concept, Philosophy of BPR, Fundamental tenets of BPR, Benefits & pitfalls of BPR, Drivers to BPR.
2. Process reengineering framework: Opportunity assessment, planning the process re-engineering project.
3. Organizing for process reengineering.
5. Planning and implementing the transition: Planning the transition, implementing the transition, tracking and measuring process performance.
6. Tools and techniques used in BPR: Case tools, Work flow systems, Imaging technology, Flowware, Business design facility tools, and Change management tools.
7. Risk and impact measurement.

Text Reading
Lon Roberts, Process Re-engineering: The Key to Achieving Breakthrough Success, Tata McGraw Hill,
Objective

The objective of Major Research Project is to enable to develop the understanding and implementation capabilities of research problems.

Examination

The Major Research Project (MRP) shall be compulsory. University will constitute an expert committee consisting of a professor and reader from UTD management institute to review and approve the synopsis. Duly approved synopsis shall be submitted by the respective colleges within 15 days from the completion of MBA III semester examination.

Committee will take the decision regarding the suitability of MRP. The decision about the suitability of the MRP will be taken before the start of IVth semester in which MRP is offered.

Before the end of MBA (Full-time) IVth semester the student will be required to submit the final MRP Report in the hard bound form in the number specified by the University. Major Research Project (MRP) will carry a maximum of 100 marks- out of which, 50 marks will be for the report and its contents and 50 marks will be for the presentation/viva-voce. A panel of external and internal examiners will jointly award both of these components of marks. The University appoints the external examiner and the Director/Head of the Institution appoints the internal examiner.
Objective

The objective of comprehensive viva-voce is to judge the overall development of the student during the MBA Programme.

Examination

Every student will be required to undergo comprehensive viva-voce at the end of fourth semester of MBA (FT). A panel of external and internal examiners conduct the comprehensive viva-voce examination. The external examiner appointed by the University and the internal examiner will be appointed by the Director / Head of the respective institute. The panel jointly award marks to the student out of a maximum of 100 marks.

Contents

The viva-voce shall normally cover the subjects taught in all the semesters of MBA Programme.