

COURSE STRUCTURE AND DETAILED SYLLABUS

For

MASTER OF BUSINESS ADMINISTRATION



**JAWAHARLAL NEHRU TECHNOLOGY UNIVERSITY KAKINADA
KAKINADA - 533 003, Andhra Pradesh, India**

**JAWAHARLAL NEHRU TECHNOLOGY
UNIVERSITY KAKINADA
MASTER OF BUSINESS ADMINISTRATION
Course Structure (Regular) 2013-2014**

(Effective for the students admitted into first year from the academic year
2013-2014)

SEMESTER - III

Subject	Title	Marks	Credits
1	Strategic Management	100	3
2	Legal Aspects of Business	100	3
3	Retail Management	100	3
4	Elective-I	100	3
5	Elective-II	100	3
6	Elective-I	100	3
7	Elective-II	100	3

Dual Electives:

The elective papers will be offered in the areas of Marketing, Finance, Human Resource Management (HRM), and Systems. The students should choose any **Two** of the following **elective areas** in the beginning of the third semester of MBA. Specialization will be offered subject to a minimum of 20 students.

Marketing (Elective-I)

- I. Product Management
- II. Promotion and Distribution Management
- III. Services Marketing
- IV. Consumer Behavior

Finance (Elective-II)

- I. Investment Management
- II. Banking and Insurance
- III. International Financial Management
- IV. Financial Risk Management

I – III	L	P	Credits
	4	-	3
STRATEGIC MANAGEMENT			

UNIT-I

Introduction: Concepts in Strategic Management, Strategic Management as a process –Developing a strategic vision, Mission, Objectives, Policies – Factors that shape a company’s strategy – Crafting a strategy - Industry and Competitive Analysis

UNIT-II

Environmental Scanning and leadership: Methods. SWOT Analysis – Strategies and competitive advantages in diversified companies and its evaluation. Strategic Analysis and Choice: Tools and techniques- Strategic Leadership: Leadership and Style – Key Strategic Leadership Actions - Developing Human Capital and Social Capital – Balanced Scorecard.

UNIT-III

Strategy Formulation : Strategy Framework For Analyzing Competition, Porter’s Value Chain Analysis, Competitive Advantage of a Firm, Exit and Entry Barriers - Formulation of strategy at corporate, business and functional levels. Types of Strategies – Tailoring strategy to fit specific industry – restructuring and diversification strategies – different methods Turnaround strategy and diversification strategies.

UNIT-IV

Strategy Implementation : Strategy and Structure, Leadership, culture connection - Strategies for competing in Globalizing markets and internet economy – Organizational Values and Their Impact on Strategy – Resource Allocation – Planning systems for implementation.

UNIT-V

Strategy Evaluation and control – Establishing strategic controls - Measuring performance – appropriate measures- Role of the strategist – using qualitative and quantitative benchmarking to evaluate performance - strategic information systems – problems in measuring performance – Strategic surveillance -strategic audit

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

REFERENCES

1. Vijaya Kumar P., Hitt A : **Strategic Management**, Cengage learning, New Delhi,2010
2. John A PearceII, Amita Mital: “**Strategic Management**”, TMH, New Delhi, 2012.
3. Sanjay Mohapatra: “**Cases Studies in Strategic Management**”, Pearson, New Delhi,2012
4. Adrian Haberberg&Alison: **Strategic Management**, Oxford University Press, New Delhi, 2010
5. P.Subba Rao: “**Business Policy and Strategic Management**” Text and Cases, Himalaya Publishing House, New Delhi, 2011
6. Appa Rao, Parvatheshwar Rao, Shiva Rama Krishna: “**Strategic Management and Business Policy**”, Excel Books, New Delhi, 2012
7. Edward Freeman R: “**Strategic Management**”, Cambridge University Press,New Delhi, 2011.
8. U.C.Mathur: “**Strategic Management**”, MacMillan Pulishers, New Delhi, 2010
9. R.Srinivasan: **Strategic Management**, PHI Learning, New Delhi, 2012
10. Nag A: “**Strategic Management**”, Vikas Publishing House, New Delhi, 2011.
11. S.K.Sarangi:”**Modern Strategic Management**”, Everest Publishing House,New Delhi, 2010.

I – III	L	P	Credits
	4	-	3
LEGAL ASPECTS OF BUSINESS			

UNIT-I

Importance of Commercial Law: The Indian Contracts Act, 1872 – Nature of the Act and Classification of Contracts – Essentials of a Valid Contract – Offer and Acceptance – Capacity – Consideration –Free Consent –Legality of Object –Performance of a Contract – Discharge of a Contract – Breach of a Contract and Remedies.

UNIT-II

Sales of Goods Act: Distinction between Sales and Agreement to Sell – Conditions and Warranties – Performance of Contract of Sale –Transfer of Ownership – Rights of an Unpaid Seller. Consumer Protection Act, 1986: Consumer Right –Machinery for Redressal of Consumer Grievances.- Information Technology Act 2000.

UNIT-III

Contract of Agency: Kinds of Agents –Creation of Agency- Duties and Rights of Principal and Agents- Principal’s Liability for the Acts of the Agent-Liability of Agent –Termination of Agency. Negotiable Instruments Act, 1881- Kinds of a Negotiable Instruments and endorsement- Presentation and discharge of Negotiable Instrument.

UNIT-IV

Indian Partnership Act, 1932: Meaning and Essentials of Partnership- Registration – Tests of Partnership-Duties and Rights of Partners – Dissolution of Partnership.

UNIT-V

Company Act 1956-Nature and Types of Companies – Formation – Memorandum of Association-Articles of Association –Kinds of Shares – Duties of Directors-Winding up.

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

REFERENCES

1. Ravindra Kumar: “**Legal Aspects of Business**”, Cengage Learning, New Delhi, 2011
2. Kuchhal M C, Deepa Prakash: “**Business Legislation for Management**”, Vikas Publishing House, New Delhi, 2012
3. Pathak: “**Legal Aspects of Business**”, Tata McGraw Hill, New Delhi, 2010
4. S.N.Maheshwari, S.K.Maheshwari: “**A Manual of Business Laws**”, Himalaya Publishing House, 2013.
5. P.K.Padhi: “**Legal Aspects of Business**”, PHI Learnings, New Delhi, 2013
6. S.S Gulshan: “**Business Law**”, Excel Books, New Delhi, 2012
7. Daniel Albuquerque: “**Legal Aspects of Business**”, Oxford University Press, New Delhi, 2013
8. S.S.Gulshan, G.K.Kapoor: “**Business Law Including Company Law**”, New-Age Publishers, New Delhi, 2011
9. Tejpal Sheth: “**Business Law**”, Pearson, New Delhi, 2012.
10. N.M.Vechalekar: “**Business Law**”, Everest Publishing House, New Delhi, 2011.

I – III	L	P	Credits
	4	-	3
RETAIL MANAGEMENT			

UNIT-V

Basic concept of retailing – retail development – types and functions of retailers – multi channel retailing – organized retailing in India – special characteristics of retailing

services retailing- legislation for retailing in India.

UNIT-II

Retail strategy: market strategy – retail format and target market – building sustainable competitive advantage – growth strategies – strategic retail planning process.

UNIT-III

Retail location – types, location opportunities – selection of location and Site analysis - financial strategy – strategic profit model – setting and measuring performance objectives.

UNIT-IV

Store layout and design, store operations and inventory management-merchandise planning and control, buying merchandise – developing assortment plan.

UNIT-V

Retail pricing strategy, category management, customer services – retail branding- International retailing – promotional strategies – advertising, sales promotion, store atmosphere.

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

REFERENCES

1. Sheikh and Kaneez Fatima, “**Retail Management**”, Himalaya Publishing House, Mumbai, 2012
2. A.J. Lamba:”**The Art of Retailing**”, Tata McGraw Hill Education Pvt. Ltd. New Delhi.2011
3. Sivakumar, A, “**Retail Marketing**”, Excel Books, New Delhi, 2007
4. Swapna Pradhan, “**Retail management**”, Tata McGraw Hill Education Pvt. Ltd. New Delhi, 2012
5. Berman Barry, Joel R. Evans and Mini Mathur, “**Retail Management-A Strategic Approach**”, Pearson Education, New Delhi, 2011.
6. Chetan Bajaj RajnishTuli, Nidhivarma Srivastava:”**Retail Management**”, Oxford University Press, New Delhi, 2012.
7. Gibson G Vedamani, “**Retail Management**”, Jaico Publishing House, New Delhi.
8. Dunne: “**Introduction to Retailing**”, Cengage Learning, New Delhi, 2013

I – III	L	P	Credits
	4	-	3
(HRM-ELECTIVE-I) COMPENSATION AND PERFORMANCE MANAGEMENT			

UNIT-I

Compensation: concept and definition – objectives and dimensions of compensation program – factors influencing compensation – aligning compensation strategy with business strategy – concept of reward - non-financial compensation system - Managing Compensation: Designing a compensation system – internal and external equity– pay determinants - frame work of compensation policy - influence of pay on employee attitude and behavior - the new trends in compensation management at national and international level.

UNIT-II

Wage concepts and theories: minimum wages, fair wages, living wages – money and real wages – wage theories – wage incentives - classification of incentives, incentive systems, wage incentives in India, recommendations of the National Commission on Labor – fringe benefits - wage differentials – linking wage with productivity. Executive compensation – trends – welfare measures – statutory and non-statutory.

UNIT-III

Wage and Salary administration: Nature and importance – job analysis – methods - job evaluation - wage determination process – methods of wage fixation – wage structure - multi-dimensional approach – wage problems – wage surveys – wage administration –economic objectives of wage policy – legal frame work – The payment of Wages Act 1936, The Minimum Wages Act 1948 and other similar act and amendments – institutional mechanism for wage determination

UNIT-IV

Performance Management: Importance - methods- process- Definition, concepts and scope – Goal Setting- Linkages to Strategic Planning- Competency mapping- Performance Management System: objectives –

Functions- Performance Management Cycle- Competency based Performance Management Systems- Reward based Performance Management Systems- Electronic Performance Management Systems- Performance Management Tools: Importance- Traditions and Modern Techniques- Balanced Score Card- 360 Degree Performance Appraising- Merit Rating- MBO- BARS

UNIT-V

Unit 6: Appraising for Recognition & Reward: Purpose of Appraising – Methods of appraisal – appraisal system design – Implementing the appraisal system –Organizational effectiveness - Performance management skills – Building and leading High performing teams – Performance Monitoring and Counseling: Introduction- Supervision- Objectives and Principles of Monitoring- Monitoring Process- Periodic reviews- Problem solving- Role efficiency- Coaching- Counseling and Monitoring- Performance Audit.

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

REFERENCES

1. T.V.Rao: “**Performance Management Appraisal Systems**”, Sage Publications, 2008
2. A.M.Sarma, N.Sambasiva Rao: “**Compensation and Performance management**”, Himalaya Publishing House, Mumbai
3. Dewakar Goel:”**Performance Appraisal and Compensation Management**”, PHI Learning, New Delhi, 2012
4. B.D.Singh: “**Performance Management Systems**” Excel Books, New Delhi,2010
5. A.S. Kholi: “**Performance Management**”, Oxford University Press, New Delhi,2012
6. Prem Chadha: “**Performance Management**”, Macmillan India, New Delhi, 2008.
7. Bagchi: “**Performance Management**”, Cengage Learning, New Delhi, 2012.
8. Topomoy DEB: “**Compensation Management**”, Excel Books, New Delhi, 2009
9. George T Milkovich, JerryM Newman, C.S.Venkatratnam: “**Compensation**”, TMH, New Delhi, 2013

I – III	L	P	Credits
	4	-	3
(HRM-ELECTIVE-II)			
MANAGEMENT OF INDUSTRIAL RELATIONS			

UNIT-I

Industrial Relations Management – Concept- Evaluation –Background of industrial Relations in India- Influencing factors of IR in enterprise and the consequences. Economic, Social and Political environments- Employment Structure –Social Partnership-Wider approaches to industrial relations- Labour Market.

UNIT-II

Trade Unions- introduction-Definition and objectives-growth of Trade Unions in India-trade Unions Act , 1926 and Legal framework-Union recognition-Union Problems-Employees Association-introduction ,Objective Membership, Financial Status.

UNIT-III

Quality of Work Life: Workers’ Participation in Management - Worker’s Participation in India, shop floor, Plant Level, Board Level- Workers’ Welfare in Indian scenario- Collective bargaining concepts & Characteristics – Promoting peace.Wage and Salary administration: Nature & Significance of wage, salary administration, essentials- Minimum wage- Fair wage, Real wage, Incentives & fringe benefits. Issues and Constraints in Wage Determination in India.

UNIT-IV

Social Security: introduction and types –Social Security in India, Health and Occupational safety programs- Salient features of Workmen Compensation Act and Employees’ State Insurance Act relating to social security – Workers’ education objectives -Rewarding.

UNIT-V

Employee Grievances – Causes of Grievances –Conciliation, Arbitration and Adjudication procedural aspects for Settlement of Grievances –Standing

Orders- Code Discipline. Industrial Disputes: Meaning, nature and scope of industrial disputes - Cases and Consequences of Industrial Disputes – Prevention and Settlement of industrial disputes in India.

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

REFERENCES

1. C.S Venkataratnam: “**Industrial Relations**”, Oxford University Press, New Delhi, 2011
2. Sinha: “**Industrial Relations, Trade Unions and Labour Legislation**”, Pearson Education, New Delhi, 2013
3. Mamoria: “**Dynamics of Industrial Relations**”, Himalaya Publishing House, New Delhi, 2010
4. B.D.Singh: “**Industrial Relations**” Excel Books, New Delhi, 2010
5. Arun Monappa: “**Industrial Relations**”, TMH, New Delhi. 2012
6. Prof. N.Sambasiva Rao and Dr. Nirmal Kumar: “**Human Resource Management and Industrial Relations**”, Himalaya Publishing House, Mumbai
7. Ratna Sen: “**Industrial Relations**”, MacMillon Publishers, New Delhi, 2011
8. S.C.Srivatava: “**Industrial Relations and Labour Laws**”, Vikas Publishing House, New Delhi, 2013.
9. R.Sivarethnamohan: “**Industrial Relations and Labour Welfare**”, PHI Learning, New Delhi, 2010.
10. Amandeep Kaur: “**Industrial Relations**”, Kalyani Publishers, New. Delhi,2010.

I – III	L	P	Credits
	4	-	3
(MKT-ELECTIVE-I)			
PRODUCT MANAGEMENT			

UNIT-I

Basic concept of Product- Product planning – Defining Market strategies for leaders, challengers, Followers. Product life Cycle and market evaluation – product differentiation and deletions. Product Portfolio Analysis

UNIT-II

New Product Development: Categories of New Product – New product Development - New Product Launch – product modification – pricing decision – customer and competitor analysis – product forecasting and financial analysis

UNIT-III

Concept of Branding: Traits of Successful Brands – Brand Positioning – Anatomy of Brand – Leveraging Brands, Brand equity, Brand extension and Brand Building. Model for Global Brand Building

UNIT-IV

Marketing Organisation: Market Testing – Launch Management – Marketing Metrics – Public policy Issues – Product liability- Environmental needs – Sale methods- Brand Repositioning - Channel Management – Customer Relationship Management

UNIT-V

Packaging: Introduction – Advantages and Importance of Packaging - Packaging design – Consumer protection. Product Piracy, Worthy Products - Personal ethics and Residual Issues - Packaging trends in India.

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

REFERENCES

1. K.S.Chandrasekar: Product Management-Text, Applications and Cases, Himalaya Publishing House, New Delhi.
2. Donald R. Lehmann, Russell S.Winer: Product Management, TaTa McGraw-Hill, New Delhi.
3. S.A. Chunawalla: Product Management, Himalaya Publishing House, New Delhi.
4. Merle Crawford, Anthony Di Benedetto, New Product Management, TaTa McGraw-Hill, New Delhi.
5. Ramanuj Majumdar: "Product Management in India", PHI Learning, New Delhi.

I – III	L	P	Credits
	-	-	3
(MKT-ELECTIVE-II)			
PROMOTION AND DISTRIBUTION MANAGEMENT			

UNIT-I

Sales Promotion: Definition, role, types, consumer sales promotion, dealer display contests, discounts, bonus offers, retail merchandising techniques. Publicity: Public relations campaign, use of press, radio and TV, opinion building, customer service and community service.

UNIT-II

Advertising: Changing concept, role of advertising in a developing economy, a critical appraisal, types of advertisement for consumer, industrial, institutional, retail, trade and professional, advertisement in marketing mix. Pre-testing, post testing, experimental designs

UNIT-III

Organizing for Advertising: Advertising department , objectives and functions - Role of advertisement agencies, skills and service, client agency relationship. Public Relations, Publicity and corporate advertising. Publicity, power of publicity, control and dissemination of publicity, advantages and disadvantages.

UNIT-IV

Advertisement budgets: Types, determining optimal expenditure, decision models, sales response and decay, communication, Ad media: media selection, optimizing approaches, scheduling, research- Sources of themes: Adapting presentation to medium campaign, USP, brand image, positioning, purchase proposition and creative interpretation, insertions, contract.

UNIT-V

Contours of Distribution Management – Wholesaling – Retail theories and Formats – Physical Distribution Management – Transportation and Traffic Management – Warehousing and Storage.

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

REFERENCES

1. Krishna K Havaldar, Vasant M Cavale: “**Sales and Distribution Management**”, TMH, 2011.
2. S.L.Gupta: “**Sales and Distribution Management**”, Excel Books, New Delhi, 2010
3. S.A.Chunawalla: “**Advertising, Sales and Promotion Management**”, Himalaya Publishing House, New Delhi, 2012
4. Richard R. Still, Edward W. Cundiff, Norman A. P. Govoni: “**Sales Management**”, Pearson New Delhi, 2013
5. George E Belch, Michael A Belch, Keyoor Purani: “**Advertising and Promotion: An Integrated Marketing Communication Perspective**”, TMH, New Delhi, 2012
6. A.S.Gupta: “**Advertising and Sales Promotion**”, Everest Publishing House, New Delhi, 2010
7. Tapan K.Panda, Sunil Sahadev: “**Sales and Distribution Management**”, Oxford University Press, New Delhi, 2010
8. Pingali Venugopal: “**Sales and Distribution Management**”, SAGE Publication, New Delhi, 2012

I - III	L	P	Credits
	4	-	3
(FIN-ELECTIVE I)			
INVESTMENT MANAGEMENT			

UNIT-I

Investments: Definition of investment, Investment Decision Process; Sources of investment information; Real investment vs. financial investment, Investment vs. Speculation; Factors to be considered in investment decision: Liquidity, Return, Risk, Maturity, Safety, Tax and Inflation. The concept and measurement of realized return and expected return. Ex-ante and ex-post returns. Measurement of risk-range. Risk-return trade-off. Risk premium and risk aversion. Approaches to investment analysis-Fundamental and Technical Analysis; Efficient Market Hypothesis.

UNIT-II

Fixed Income Securities - Analysis, Valuation and Management Features and types of debt instruments, Bond indenture, factors affecting bond yield. Bond yield measurement-Current yield, holding period return, YTM, AYTM and YTC. Bond valuation: Capitalization of income method, Bond-price theorems, Valuation of compulsorily/optionally convertible bonds, Valuation of deep discount bonds. Bond duration, Macaulay's duration and modified Macaulay's duration. Bond immunization, active and passive bond portfolio management strategies.

UNIT-III

Common Stocks - Analysis and Valuation: Basic Features of Common Stock, Approaches to valuation-Balance sheet model, dividend capitalization models; earnings capitalization models; Price-Earnings multiplier approach and capital asset pricing model, Free Cash flow model, relative valuation using comparables-P/E,P/BV, P/S; Security Market Indexes, their uses; computational procedure of Sensex and Nifty.

UNIT-IV

Portfolio Theory: Concept of portfolio. Portfolio return and risk. Harry Markowitz's Portfolio theory, construction of minimum risk portfolio, the single-index model. Capital market theory: Introduction of risk-free asset, Capital Market Line (CML), Security Market line (SML). Capital asset pricing model (CAPM): over-pricing and under-pricing securities. Arbitrage pricing theory (APT): The Law of one price, two factor arbitrage pricing, Equilibrium risk-return relations. A synthesis of CAPM and APT.

UNIT -V

Mutual Funds and Portfolio Evaluation: Mutual funds: genesis, features, types and schemes. NAVs, costs, loads and return of mutual funds, Problems and prospects in India, Regulation of mutual funds and investor's protection in India. Performance measures- Sharpe's reward to variability index, Treynor's reward to volatility index, Jensen's differential index, Fama's decomposition of returns.

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

REFERENCES

1. Alexander. G.J, Sharpe. W.F and Bailey. J.V, "**Fundamentals of Investments**", PHI,
2. Reilly, Brown: "**Analysis of Investments and Management of Portfolios**", Cengage Learning, New Delhi, 2013
3. Prasanna Chandra, "**Investment Analysis and Portfolio Management**", TMH, New Delhi, 2013
4. Charles.P.Jones, "**Investments: Analysis and Management**", John Wiley & Sons, Inc. 9th Ed.
5. Francis. J.C. & Taylor, R.W., "**Theory and Problems of Investments**". Schaum's Outline Series, TMH, New Delhi,
6. Preeti Singh, "**Investment Management**", Himalaya Publishing House. New Delhi.

7. Peter L. Bernstein and Aswath Damodaran, “**Investment Management**”, Wiley Frontiers in Finance.
8. Shashi and Rosy: “**Security Analysis and Portfolio Management Investment Management**”, Kalyani Publishers, New Delhi 3rd ed.
9. Dhanesh Khatri, “**Investment Management and Security Analysis;Text and Cases**”, Macmillan Publishers. New Delhi, 2011
10. Sudhindra Bhat, “**Security Analysis and Portfolio Management**”, Excel Books.32
11. Punithavathy Pandian, “**Security Analysis and Portfolio Management**”, Vikas Publishing House, New Delhi.
12. V.K.Bhalla: “**Fundamentals of Investment Management**”, S.Chand, New Delhi, 2013

I - III	L	P	Credits
	4	-	3
(FIN-ELECTIVE-II) BANKING AND INSURANCE			

UNIT -I

Introduction to Banking: Introduction to Indian Financial System - Meaning of a Bank and Customer- Bank and customer Relationship - Role of commercial banks in Economic Development - Evolution of Banking in India – origin, nationalization, reforms and Financial Inclusion in India - Financial statements of banks with special focus on Indian banks - Financial statement analysis of banks: CAMEL Approach, Key Performance indicators- Sources of Bank Funds.

UNIT -II

Uses of Bank Funds: Features of Bank Credit - types of lending - assessment of credit worthiness of a prospective borrower - management of credit process - different types of loans and their features - Loan Pricing: The basic model, pricing fixed & floating rate loans, cost-benefit loan pricing, Customer Profitability Analysis - Non Performing Assets: - gross and net concept of NPAs, causes, implications & recovery of NPAs.

UNIT -III

Regulation and Innovations in Banking System: Regulation of Bank Capital: The need to regulate Bank Capital - Concept of Economic Model - Concept of Regulatory Capital, Basel Accords I,II and III.

Banking Innovations:-Core Banking Solution - Retail Banking - Products & Services: Nature, Scope, Future and Strategies - Plastic Money - National Electronic Funds Transfer - ATM - Mobile Phone Banking - Net Banking- Banc-assurance. Changing role of Banks as Financial Intermediaries. Customer service quality in Indian banking industry.

UNIT-IV

Introduction to Insurance: Insurance as a Risk Management Tool- Principles of Insurance - Characteristics of Insurance contract - Functions of Insurers:

Production, Underwriting, Rate Making, Managing Claims and Losses, Investment & Financing, Accounting & Record Keeping and other miscellaneous functions - Types of Insurers- Concept of Reinsurance, uses and advantages - Marketing channels: Agents & brokers –professionalism, remuneration, responsibilities, classification, criteria for appointment and capital adequacy norms for broker - an overview of IRDA.

UNIT-V

Life Insurance and General Insurance: The concept of Life Insurance - types of Life Insurance contracts - Tax treatment of Life Insurance- Life Insurance Products- Classification of Life Insurance - The Actuarial Science- Provisions of Life Insurance contracts - Special Life Insurance forms - Health and General insurance–Overview, Types, Third Party Administrators- Micro Insurance in India

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

REFERENCES

1. Vijayakumar P., Srinivasa Subbarao P., Himalaya Publication, New Delhi.
2. Peter.S.Rose & Sylvia. C. Hudgins: “**Bank Management & Financial Services**”, Tata McGraw Hill New Delhi, 2010,
3. James S. Trieschmann, Robert E. Hoyt & David. W. Sommer B:”**Risk Management & Insurance**”, Cengage Learning, New Delhi
4. Reddy K S and Rao R N: “**Banking & Insurance**”, Paramount Publishing House 2013.
5. Vasant Desai: “**Banks & Institutional Management**”, Himalaya Publishing House 2010.
6. R.K.Sharma, Shashi and Jagwant: “**Banking and Insurance**”, , Kalyani Publishers, 16th edition.
7. Emmett J. Vaughan & Therese M. Vaughan: “**Fundamentals of Risk & Insurance**”, Wiley, India Edition.

8. H. Narayanan: “**Indian Insurance – A Profile**”, Jaico Publishing House, New Delhi.
9. Harold. D. Skipper & W. Jean Kwon: “ **Risk Management & Insurance, Perspectives in a Global Economy**”, Blackwell Publishing New Delhi.
10. S. Aruna Jatesan, T.R. Viswanathan: “ **Risk Management & Insurance**”, MacMillan New Delhi.
11. Mark. S.Dorfman: “**Introduction to Risk Management & Insurance**”, Prentice-Hall of India Private Limited
12. NIA: “**Life Insurance Principles and Practices**”, Cengage Learning, New Delhi,2013.
13. Neelam C.Gulati: “Banking and Insurance: Principles and Practice”, Excel Books, New Delhi 2011.

I – III	L	P	Credits
	4	-	3
(SYS-ELECTIVE-I)			
E-BUSINESS			

UNIT-I

Introduction to e-Business: Transitioning to the Web – E-Business and E-Commerce overview History of Internet and World Wide Web – Web development Internet and World Wide Web Resources. A Framework for understanding E-Business.

UNIT-II

E-Business Models: Storefront Models, Auction Model, Portal Model and Dynamic-Pricing Models. B2B E-Commerce and EDI. Understanding Online Communication and Behavior. Creating the Marketing Mix – Organizational and Managerial Issues. Implementation and Control of the E-Business Plan.

UNIT-III

Building an E-Business: Design and Development and Management – E-Business Solutions - Online Monetary Transactions. e-Wallets – Digital Currency and Alternate Consumer Payment Options .Smart Cards, e-Billing developing payment standards.

UNIT-IV

Internet Marketing: Branding, Promotions, E-Business Advertising – E-Customer Relationship Management – Tracking and Analyzing data, Personalization – Contact Centers Complete e-CRM Solutions

UNIT-V

Legal and Ethical Issues: Privacy and confidentiality on the Internet Other Legal areas like Defamation IPR and Patents, Trade mark Unsolicited Commercial e-Mail (Spam) Online Contracts and User Agreements. Cyber Crime – Internet Taxation Issues

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

REFERENCES

1. Hanson: “E-Commerce and Internet Marketing”, Cengage Learning, New Delhi, 2013
2. Harvey M. Deitel, Paul J. Deitel, Kate Steinbuhler: e-Business and e-Commerce for Managers, Pearson Publication.
3. David Whiteley: E-Commerce- Strategy technologies and Applications, Tata Mac-Graw Hill, New Delhi, 2000.
4. C.S.V.Murthy: E-Commerce–Concepts, Models & Strategies, Himalaya Publishing house, Mumbai, 2003.
5. Kamalesh K Bajaj & Debjani Nag: E-Commerce, the Cutting Edge of Business- Tata McGraw- Hill, New Delhi, 2002.
6. Bharat Bhaskar: Electronic Commerce, Tata Mc-Graw-Hill, New Delhi, 2003.
7. Schneider: “E.Commerce- Strategy, Technology and Implementation” Cengage
8. Christopher Westland J, Theodore H K Clark: “Global Electronic Commerce”, Universitites Press, Hyderabad, 2006.

I – III	L	P	Credits
	4	-	3
(SYS-ELECTIVE-II)			
ENTERPRISE RESOURCE PLANNING			

UNIT-I

Introduction to ERP: Overview of ERP – Introduction and Evaluation – advanced ERP-SCM and CRM systems and related technologies - ERP life cycle ERP implementation Life cycle-SDLC and ERP life cycle.

UNIT-II

ERP Implementation: reasons for ERP failure . pre – implementation Tasks – Implementation methodologies – Process definition – Dealing with employee resistance Training and Education – Project management and monitoring Success and failure factors of an ERP implementation.

UNIT-III

Post ERP implementation: Change Management – post implementation review, support, maintenance and security of ERP. Different business modules of an ERP package. ERP market place and market place dynamics

UNIT-IV

ERP System Options and Selection Methods: Optimal Means of Developing an ERP,

Measurement of Project Impact, IT Selection and Project Approval, ERP proposal Evaluation, Project Evaluation Techniques, Testing.

UNIT-V

ERP present and future: Turbo charge the ERP system- EAI - ERP. Internet and WWW- Future Directions and trends in ERP - Future Directions in ERP: New Markets, New Technologies, Faster Implementation Methodologies, New Business Segments, Trends in Security.

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

REFERENCES

1. Singla: “Enterprise Resource Planning”, Cengage Learning, New Delhi, 2013
2. Alexleon: “Enterprise Resource Planning”, TMH, New Delhi, 2011
3. Mahadeo Jaiswal, Ganesh Vanapalli: “Enterprise Resource Planning”, MacMillon, New Delhi, 2013
4. N.Venkateswaran: “Enterprise Resource Planning”, SCITECH Publiscation, NewDelhi, 2009
5. S.Kesharwani, SBodduluri, M Ashok Kumar: “Enterprise Resource Planning”, Paramount Publishing House, New Delhi, 2012