

Third Semester

MBA 031 : SUPPLY CHAIN MANAGEMENT

Max. Hours : 40

Unit I (8 Sessions)

Introduction: Basic Concept & Philosophy of Supply Chain Management; Essential features, Various flows (cash, value and information), Key Issues in SCM, benefits and case examples.

Unit II (12 Sessions)

Logistics Management: Logistics as part of SCM, Logistics costs, different models, logistics sub-system, inbound and outbound logistics, bullwhip effect in logistics, Distribution and warehousing management.

Purchasing & Vendor management: Centralized and Decentralized purchasing, functions of purchase department and purchase policies. Use of mathematical model for vendor rating / evaluation, single vendor concept, management of stores, accounting for materials.

Unit III (12 Sessions)

Inventory Management: Concept, various costs associated with inventory, various EOQ models, buffer stock (trade off between stock out / working capital cost), lead time reduction, re-order point / re-order level fixation, exercises –numerical problem solving , ABC, SDE / VED Analysis, Just-In-Time & Kanban System of Inventory management.

Unit IV (8 Sessions)

Recent Issues in SCM : Role of Computer / IT in Supply Chain Management, CRM Vs SCM, Benchmarking concept, Features and Implementation, Outsourcing-basic concept, Value Addition in SCM-concept of demand chain management.

SUGGESTED READINGS

1. Raghuram G. (I.I.M.A.) - Logistics and Supply Chain Management (Macmillan, 1st Ed.)
2. Krishnan Dr. Gopal - Material Management, (Pearson, New Delhi, 5th Ed.)
3. Agarwal D.K. - A Text Book of Logistics and Supply chain management (Macmillan, 1st Ed.).
4. Sahay B.S. - Supply Chain Management (Macmillan, 1st Ed.)
5. Chopra Sunil and Peter Meindl - Supply chain management (Pearson, 3rd Ed.)

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MBA 032 : STRATEGIC MANAGEMENT

Max. Hours : 40

UNIT I (8 Sessions)

Introduction, Strategic Management, Business Policy, Corporate Strategy, Basic Concept of Strategic Management, Mission, Vision, Objectives, Impact of globalization, Basic Model of Strategic Management, Strategic Decision Making, Impact of Internet and E-Commerce, Role of Strategic Management in Marketing, Finance, HR and Global Competitiveness.

UNIT II (10 Sessions)

Environmental Scanning, Industry Analysis, Competitive Intelligence ETOP Study, OCP, SAP Scanning, Corporate Analysis, Resource based approach, Value-Chain Approach, Scanning Functional Resources, Strategic Budget and Audit.

UNIT III (10 Sessions)

SWOT Analysis, TOWS Matrix, Various Corporate Strategies: Growth/ Expansion, Diversification, Stability, Retrenchment & Combination Strategy. Process of Strategic Planning, Stages of corporate development, Corporate Restructuring, Mergers & Acquisitions, Strategic Alliances, Portfolio Analysis, Corporate Parenting, Functional Strategy, BCG Model, GE 9 Cell, Porters Model: 5 Force and Porters Diamond Model, Strategic Choice.

UNIT IV (12 Sessions)

Strategy Implementation through structure, through Human Resource Management: through values and ethics.

Mc Kinsey's 7S Model, Organization Life Cycle, Management and Control, Activity based Costing, Strategic

Information System.

Case Study related to the Entire Syllabus.

Suggested Reading:

1. Lawrence R.Jauch., Glueck William F. - Business Policy and Strategic Management (Frank Brothers)
2. Pearce II John A. and Robinson J.R. and Richard B. - Strategic Management (AITBS)
3. Wheelen Thomas L., Hunger J. David and Rangaragjan Krish - Concepts in Strategic Management and Business Policy (Pearson Education, 1st Ed.)
4. Budhiraja S.B. and Athreya M.B. - Cases in Strategic Management (Tata Mc Graw Hill, 1st Ed.)
5. Kazmi Azar - Business Policy and Strategic Management (Tata Mc Graw Hill, 2nd Ed.)
6. Thomson - Strategic Management: Concepts and Cases (Tata Mc Graw Hill)
7. Cliff Bowman - Business Policy and Strategy (Prentice Hall of India)
8. Mc Carthy D.J., Minichiello Robert J., and Curran J.R. - Business Policy and Strategy (AITBS)

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MBA 033 : MANAGEMENT INFORMATION SYSTEM

Max. Hours : 40

Unit I (12 Sessions)

Introduction: Concept of Data and Information, Information Systems, Classification, Operations Support System

(OSS), Management Support System(MSS), Transaction Processing System(TPS), Process Control

System(PCS), Enterprise Collaboration System(ECS), Management Information System(MIS), Decision

Support System(DSS), Artificial Intelligence(AI) , Applications Of Artificial Intelligence : Neural Networks, Fuzzy

Logical Control System, Virtual Reality , Expert System(ES), Executive Information System(EIS), Cross

Functional Information Systems

Unit II (10 Sessions)

Role of MIS: Strategic Advantage with MIS, Competitive Strategy Concept, The Value Chain and Strategic IS,

Using IT for Strategic Advantage: Business Process Re-engineering, Creating a Virtual Company, Improving

Business Quality: Total Quality Management, Becoming an Agile Company, Building a Knowledge Creating

Company

Unit III (10 Sessions)

Developing MIS Systems: System Development Life Cycle. , Investigation Phase, Prototyping, Feasibility

Analysis, System Analysis (DFD and ER Diagram), System Design, Implementing Business

Systems, Testing,
Documenting, Training, Conversion and Maintenance

Unit IV (8 Sessions)

Applications: Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), Security and

Ethical Challenges Of IT, Ethical Responsibility - Business Ethics, Technology Ethics; Cyber Crime and Privacy Issues.

Suggested Readings :

1. Laudon K C and Laudon J P - Management Information Systems: Managing the Digital Firms (Prentice Hall, 1st Ed.)

2. O'Brien James - Management Information System (Tata Mc Graw Hill, 12th Ed.)

3. Jawedkar W S - Management Information System (Tata Mc Graw Hill, 3rd Ed.)

4. Arora Ashok, Bhatia Akshaya – Management Information System (Excel, 1st Ed.)

5. Davis & Olson – Management Information System (TMH, 2nd Ed.)

6. Murdick, Ross, Claggett – Information System For Modern Management (PHI, 3rd Ed.)

7. Stair & Reynolds – Fundamentals of Information Systems (Thompson, 2nd Ed.)

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MBA 034 : CONSUMER BEHAVIOR & MARKETING COMMUNICATION

Max. Hours : 40

UNIT I (8 Sessions)

Introduction: Defining consumer Behaviour, Reasons for Studying Consumer Behaviour, Understanding

Consumer and Market Segments, Environmental Influences on Consumer Behaviour: Culture, Subcultures,

Social Class, Reference Group and Family Influences, Personal Influences and Diffusions of Innovations.

UNIT II (8 Sessions)

Individual determinants of Consumer Behaviour, Motivation, Personality and Self Concept, Consumer

Perception, Consumer Learning, Consumer Attitude Formation and Change.

Consumer Decision Process: Problem Recognition, Search and Evaluation, Purchasing Processes, Post-

Purchase Behaviour, Consumer Behaviour Models, Consumerism, Organization Buying Behaviour.

UNIT III (8 Sessions)

Communication, Process of Communication, Marketing Communication, Objectives of Marketing Communication, Integrated Marketing Communication (IMC), Factors contributing to IMC, Participants in IMC,

IMC Promotion Mix, IMC Management & Planning Model, Challenges in IMC, Promotion Mix, Sponsorship:

POP: Supportive Communication, Role of E-Commerce in Marketing Communication.

UNIT IV (16 Sessions)

Advertising Management, Overview: Meaning, Nature and Scope of Advertising, Advertising and Other

Promotional Tools, Role of Advertising in Promotion Mix, Process of Advertising, Customer and Competitor

Analysis, STP Strategies for Advertising.

Campaign Planning: Message Creation, Copywriting. Role of Creativity in Copywriting Media Planning, Testing

of Advertising Effectiveness, Preparation and Choice of Methods of Advertising Budget, Ethical and Social

Issues in Advertising, Management of Advertising Agencies, Role of Advertising in Natural Development.

Suggested Readings

1. Batra Myers and Aker - Advertising Management (Pearson/ Prentice Hall, 5th Ed.)
2. Loudon D.L. and Bitta Della - Consumer Behaviour (Tata Mc Graw Hill, 4th Ed.)
3. Schiffman Leon G. and Kanuk Leslie Lazar - Consumer Behaviour (Pearson/ Prentice Hall, 9th Ed.)
4. Belch MA and Belch GE - Advertising and Promotion- An Integrated Marketing Communication Perspective (Tata Mc Graw Hill, 6th Ed.)
5. Clow and Baack - Integrated Advertising, Promotion and Marketing Communication. (Pearson Education, 3rd Ed.)
6. Hawkins, Best and Coney - Consumer Behaviour (Tata Mc Graw Hill, 9th Ed.)
7. Semenik Richard J - Promotion & Integrated Marketing Communications (Thomson, 2004)