



FATIMA COLLEGE (AUTONOMOUS), MADURAI-18

DEPARTMENT OF MBA

For those who joined in June 2019 onwards
Syllabus 2019-2020

PROGRAMME CODE: MBA

COURSE CODE	COURSE TITLE	HRS / WK	CREDIT	CIA Mks	EXE Mks	TOT. MKs
SEMESTER – I						
19MBA101	Management Principles and Practice	4	4	50	50	100
19MBA102	Management Accounting	4	4	50	50	100
19MBA103	Digital Management	4	4	50	50	100
19MBA104	Managerial Economics	4	4	50	50	100
19MBA105	Organizational Behaviour	4	4	50	50	100
19MBA106	Quantitative Techniques	4	4	50	50	100
19MBA107	Executive Communication	2	1	25	25	50
19MBA108	Comprehensive Viva	-	1	-	50	50
Total		26	26	700		

COURSE CODE	COURSE TITLE	HRS / WK	CREDIT	CIA Mks	EXE Mks	TOT. MKs
SEMESTER – II						
19MBA201	Production & Operations Management	4	4	50	50	100
19MBA202	Human Resource Management	4	4	50	50	100
19MBA203	Marketing Management	4	4	50	50	100
19MBA204	Financial Management	4	4	50	50	100
19MBA205	Management Information System	4	4	50	50	100
19MBA206	Business Research	4	4	50	50	100
19MBA207	Managerial Skills	2	1	25	25	50
19MBA208	Comprehensive Viva		1	-	50	50
Total		26	26	700		

COURSE CODE	COURSE TITLE	HRS / WK	CREDIT	CIA Mks	ESE Mks	TOT. MKs
SEMESTER – III						
19MBA301	Strategic Management	4	4	50	50	100
19MBA302	Entrepreneurship	4	4	50	50	100
Electives (any Three of the following functional area courses) 3*5 =15						
Marketing Area:						
19MBA303	Marketing Research	5	5	50	50	100
19MBA304	Advertising Management	5	5	50	50	100
19MBA305	Sales and Distribution Management	5	5	50	50	100
19MBA306	Customer Relationship Management	5	5	50	50	100
19MBA308	Brand Management	5	5	50	50	100
19MBA309	Digital Marketing	5	5	50	50	100
System Area:						
19MBA311	E-Commerce	5	5	50	50	100
19MBA312	Introduction to GUI & Visual Basic	5	5	50	50	100
19MBA313	Enterprise Resource Planning	5	5	50	50	100
19MBA314	Knowledge Management	5	5	50	50	100
Finance Area:						
19MBA322	Project Financing	5	5	50	50	100
19MBA323	Strategic Financial Management	5	5	50	50	100
19MBA324	Fundamentals of Insurance Management	5	5	50	50	100
19MBA325	Banking and Financial	5	5	50	50	100

COURSE CODE	COURSE TITLE	HRS / WK	CREDIT	CIA Mks	ESE Mks	TOT. MKs
	Institutions					
19MBA326	Derivatives & Markets	5	5	50	50	100
HR Area:						
19MBA331	Total Quality in Human Resource	5	5	50	50	100
19MBA332	Advanced Industrial Relations	5	5	50	50	100
19MBA333	Training & Development	5	5	50	50	100
19MBA334	Labour Legislation	5	5	50	50	100
19MBA335	Strategic Human Resource Management	5	5	50	50	100
19MBA336	Career Management	5	5	50	50	100
Production and Operations Area:						
19MBA341	Total Quality Management	5	5	50	50	100
19MBA342	Materials Management	5	5	50	50	100
19MBA343	Advanced Manufacturing System	5	5	50	50	100
Hospital Management:						
19MBA351	Hospital Administration	5	5	50	50	100
19MBA352	Health Insurance	5	5	50	50	100
19MBA353	Hospital Accounting and Finance	5	5	50	50	100
International Business Management:						
19MBA321	International Financial Management	5	5	50	50	100
19MBA371	Logistics and Supply Chain Management	5	5	50	50	100
19MBA372	Import Procedures and	5	5	50	50	100

COURSE CODE	COURSE TITLE	HRS / WK	CREDIT	CIA Mks	ESE Mks	TOT. MKs
	Documentation					
19MBA359	Live Project	3	5	50	50	100
19MBA360	Business Ethics	2	1	25	25	50
19MBA361	Summer Training / Project	-	4	50	50	100
19MBA362	Comprehensive Viva	-	1	-	50	50
Total		28	34	800		

SEMESTER – IV						
19MBA401	International Business Management	4	4	50	50	100
Electives (any Two of the following functional area courses) 2*5 =10						
Marketing Area:						
19MBA403	Rural Marketing	5	5	50	50	100
19MBA404	Services Marketing	5	5	50	50	100
19MBA405	Consumer Behaviour	5	5	50	50	100
19MBA406	Retail Management	5	5	50	50	100
System Area:						
19MBA410	Relational Database Management System & Oracle	5	5	50	50	100
19MBA411	Internet & Java Programming	5	5	50	50	100
19MBA412	Computer Networks	5	5	50	50	100

Finance Area:

19MBA420	Security Analysis and Portfolio Management	5	5	50	50	100
19MBA422	Management of Financial Services	5	5	50	50	100
19MBA423	Mergers, Acquisitions and Corporate Restructuring	5	5	50	50	100

HR Area:

19MBA431	Industrial Psychology & Counseling	5	5	50	50	100
19MBA432	Human Resource Accounting and Audit	5	5	50	50	100
19MBA433	Management Consultancy	5	5	50	50	100
19MBA434	Disaster Management	5	5	50	50	100
19MBA435	Human Resource Information System	5	5	50	50	100

Production and Operations Area:

19MBA440	Value Engineering & Waste Control	5	5	50	50	100
19MBA441	Production Planning & Control	5	5	50	50	100
19MBA442	Project Management	5	5	50	50	100

Hospital Management:

19MBA450	Hospital Services Management	5	5	50	50	100
19MBA451	Quality Management in Hospital	5	5	50	50	100
19MBA452	Marketing of Hospital Services	5	5	50	50	100

International Business Management:

19MBA402	International Marketing	5	5	50	50	100
19MBA421	Export Finance & Documentation	5	5	50	50	100
19MBA430	International Human Resource Management	5	5	50	50	100
19MBA459	Dissertation	5	5	50	50	100
19MBA460	Managerial Environment	2	1	25	25	50
19MBA461	Project Report & Viva Voce	-	6	50	50	100
19MBA462	Comprehensive Viva	-	1	-	50	50
Total		21	27	700		

SEMESTER – III
MAJOR CORE
STRATEGIC MANAGEMENT -19 MBA 301
 (For those who joined in 2016 onwards)

HOURS/WEEK:4

CREDIT: 4

COURSE DESCRIPTION

The primary concern of this course is to introduce a strategic orientation among the participants in formulating and implementing strategies at corporate level.

COURSE OBJECTIVE/S

This Course is aimed at providing insight on strategies in all functional areas.

COURSE OUTCOMES (CO)

No.	Course Outcome	Knowledge Level(According to Bloom's Taxonomy)
CO 1	Provide framework on strategic management.	K1
CO 2	Analyse the environment for suitable strategies.	K1
CO 3	Explain various strategies that corporate can adapt.	K2
CO 4	Identify the process of implementing a strategy	K2
CO 5	Assess the strategic Control process and suggest suitable ways for effective implementation of strategies	K3

UNIT I : STRATEGIC MANAGEMENT

[12 HRS]

Introduction – definition – Levels of strategic management – Core competence – strategic management process – Limitations and misgivings – Principles of good strategy.

UNIT II : ENVIRONMENTAL ASSESSMENT

[12 HRS]

Environmental analysis – importance, types of environments – environmental factors – methods of scanning, Resource profile – SAP analysis — analysis of management concern – SWOT analysis - value chain approach

UNIT III : STRATEGIES

[12 HRS]

Strategic formulation – strategic options – 17 grand strategies – choice of strategy, portfolio analysis – BCG growth share matrix – GE multifactor portfolio matrix – ANSOFF's products – market matrix – competitive analysis - 7 s framework.

International operations – globalization of business – complexity of international environmental analysis

UNIT IV : STRATEGIC IMPLEMENTATION

[12 HRS]

Activating strategy – structural implementation- functional implementation – behavioural implementation – procedural implementation

UNIT V:STRATEGIC CONTROL

[12 HRS]

Process – operational control – Types of operational control Management of Change - Barriers to change – Change requirements – Implementation of strategic change

SELF STUDY:

7 s Framework

TEXT BOOK :

1. Kazmi, Azhar., Kazmi Adela., Strategic Management.-4th , Chennai;Mc-Graw Hill Education(India) Private Limited., 2018

REFERENCE BOOKS :

1. Kazmi, Azhar., Strategic Management and Business Policy. –4th ed., New Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 2017.
2. Pearce li, John A.,Richard B. Robinson and Amita Mital., Strategic Management. -- 12th ed., New Delhi, Mcraw Hill Pvt.,2016.
3. Kesho PrasadStrategic Management Text and Cases., PHI Learning Private Limited., 2015
4. Francis Cherunilam, Strategic Management – 3rd revised ed., Mumbai, Himalaya Publishing House Pvt. Ltd., 2014

PROGRA MME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/W EEK	CREDITS
MBA	19MBA301	Strategic Management	Major Core	4	4

COURSE DESCRIPTION

The primary concern of this course is to introduce a strategic orientation among the participants in formulating and implementing strategies at corporate level.

COURSE OBJECTIVES

This Course is aimed at providing insight on strategies in all functional areas.

UNITS

UNIT –I STRATEGIC MANAGEMENT (12 HRS.)

Introduction – definition – Levels of strategic management – Core competence – strategic management process – Limitations and misgivings – Principles of good strategy.

UNIT –II ENVIRONMENTAL ASSESSMENT (12 HRS.)

Environmental analysis – importance, types of environments – environmental factors – methods of scanning, Resource profile – **Conceptualisation of SAP** – SAP analysis — analysis of management concern – SWOT analysis - value chain approach.

UNIT –III STRATEGIES (12 HRS.)

Strategic formulation – strategic options – 17 grand strategies – choice of strategy, portfolio analysis – BCG growth share matrix – GE multifactor

portfolio matrix – ANSOFF's products – market matrix – competitive analysis
- 7 s framework.

International operations – globalization of business – complexity of international environmental analysis

UNIT –IV STRATEGIC IMPLEMENTATION (12 HRS.)

Activating strategy – structural implementation- functional implementation – behavioural implementation – procedural implementation

UNIT –V STRATEGIC CONTROL (12 HRS.)

Process – operational control – Types of operational control Management of Change - Barriers to change – Change requirements – Implementation of strategic change

SELF STUDY:

7 s Framework

TEXT BOOK :

2. Kazmi, Azhar., Kazmi Adela., Strategic Management.-4th , Chennai;Mc-Graw Hill Education(India) Private Limited., 2018

REFERENCE BOOKS :

5. Kazmi, Azhar., Strategic Management and Business Policy. –4th ed., New Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 2017
6. Pearce Ii, John A.,Richard B. Robinson and Amita Mital., Strategic Management. --12th ed., New Delhi, Mcraw Hill Pvt., 2016
7. Kesho PrasadStrategic Management Text and Cases., PHI Learning Private Limited., 2015
8. Francis Cherunilam, Strategic Management – 3rd revised ed., Mumbai, Himalaya Publishing House Pvt. Ltd., 2014

SEMESTER – III
ELECTIVE
ADVERTISING MANAGEMENT - 19 MBA 304
 (For those who joined in 2016 onwards)

HOURS/WEEK:5

CREDIT: 5

COURSE DESCRIPTION

This course introduces integrated communication – advertising public relations – process and practices.

COURSE OBJECTIVE/S

This course prepare the students to design advertisement programme for an organisation

COURSE OUTCOMES (CO)

No.	Course Outcome	Knowledge Level(According to Bloom's Taxonomy)
CO 1	To discuss the need for advertisement and current scenario in advertising.	K1
CO 2	To explain the role of advertising agencies.	K1
CO 3	To create advertisement for a product.	K2
CO 4	Assess the various media for advertising.	K2
CO 5	Compile research and advertising effectively.	K3

UNIT I : INTRODUCTION

[12 HRS]

Introduction, Objectives, Activities included – excluded - Communication & Advertising Objectives - Communication Models, Advertising psychology principles of learning - Economic criticisms, Advertising, cost, & demand – Consumerism, Cultural values & Ethics in Advertising - Advertising in India.

UNIT II : ADVERTISING APPEAL

[12 HRS]

Advertising Appeal – Issues of Motivation, Appeals, Use of Personalities, Humor - Advertising Budget - Objectives, Sales generating effects, Marginal Analysis - Budgetary process, Budget period, Flexibility, Factors influencing budget allocation, Budget Approaches for appropriation.

UNIT III : MEDIA PLANNING**[12 HRS]**

Advertising Media Planning – Concept, Factors determining frequency levels, Media Selection considerations, Media weight theories, computers & models, Media selection - Classification – Introduction, Classification of Media.

UNIT IV : LAYOUT OF ADVERTISEMENT**[12 HRS]**

Creative strategy - Planning and Development – advertising creativity – the creative individual- creative process- creative strategy development.-copy writing- copy structure- characteristic of effective copy-advertisement layout - layout procedure- principles of effective layout.

UNIT V:ADVERTISING EFFECTIVENESS**[12 HRS]**

Advertising Research -Evaluating Advertising Effectiveness- reasons for testing advertising- measuring effectiveness of advertising – pretesting - theme testing – copy research - post testing.

SELF STUDY:

Measuring effectiveness of advertising

TEXT BOOK :

1. Advertising Management – An Indian Perspective P.K. Agarwal, Pragati Prakashan Publication, 2019 , Chapters: 10,11,12,13,14,16,17,18,19,21,22

REFERENCE BOOKS :

1. Advertising Management – V Edition - Rajeev Batra, John G. Myers, David A. Aaker Prentice Hall of India Pvt. Ltd., New Delhi.,2013
2. Advertising Management concepts and cases – Manendra Mohan, 1st ed., Tata McGraw- Hill publishing Company Limited, 2017
3. Advertising Management –Rathor, Himalaya Publishing House.,2013

PROG MME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA304	Advertising Management	Major Elective	5	5

COURSE DESCRIPTION

This course introduces integrated communication – advertising public relations – process and practices.

COURSE OBJECTIVES

This course prepare the students to design advertisement programme for an organisation

UNITS

UNIT –I INTRODUCTION (12 HRS.)

Introduction, Objectives, Activities included – excluded - Communication & Advertising Objectives - Behavioral principles of Advertising -Communication Models- psychological principles of Advertising - Economic Effects of advertising – Ethics in Advertising.

UNIT –II ADVERTISING APPEAL (12 HRS.)

Advertising Appeal – Issues of Motivation, Appeals, Use of Personalities, Humor - Advertising Budget - Objectives, Sales generating effects, Marginal Analysis - Budgetary process, Budget period, Flexibility, Factors influencing budget allocation, Budget Approaches for appropriation.

UNIT –III MEDIA PLANNING (12 HRS.)

Advertising Media Planning – Concept, Factors determining frequency levels, Media Selection considerations, Media weight theories, computers & models, Media selection - Classification – Introduction, Classification of Media.
Digital Media – Introduction & Planning.

UNIT –IV LAYOUT OF ADVERTISEMENT**(12 HRS.)**

Creative strategy - Planning and Development – advertising creativity – the creative individual- creative process- creative strategy development.-copy writing- copy structure-characteristic of effective copy-advertisement layout - layout procedure- principles of effective layout.

UNIT –V ADVERTISING EFFECTIVENESS**(12 HRS.)**

Advertising Research -Evaluating Advertising Effectiveness- reasons for testing advertising-measuring effectiveness of advertising – pretesting - theme testing – copy research - post testing.

SELF STUDY:

Ethics in Advertising

TEXT BOOK :

1. Advertising Management – An Indian Perspective P.K. Agarwal, Pragati Prakashan Publication, 2019 , Chapters: 10,11,12,13,14,16,17,18,19,21,22

REFERENCE BOOKS :

1. Advertising Management – V Edition - Rajeev Batra, John G. Myers, David A. Aaker Prentice Hall of India Pvt. Ltd., New Delhi.,2013
2. Advertising Management concepts and cases – Manendra Mohan, 1st ed., Tata McGraw- Hill publishing Company Limited, 2017
3. Advertising Management –Rathor, Himalaya Publishing House.,2013

SEMESTER – III
ELECTIVE
DIGITAL MARKETING -19 MBA 309
 (For those who joined in 2016 onwards)

HOURS/WEEK:5

CREDIT: 5

COURSE DESCRIPTION

This course enables the students to learn and master the complete landscape of online marketing and associated channels.

COURSE OBJECTIVE/S

This course makes the students integrate recent technology in marketing.

COURSE OUTCOMES (CO)

No.	Course Outcome	Knowledge Level(According to Bloom's Taxonomy)
CO 1	Explain the evolution of digital marketing.	K1
CO 2	Revise consumer buying behaviour and process.	K1
CO 3	Analyse segmentation, Targeting and positioning in digital marketing.	K2
CO 4	Assess digital marketing mix.	K2
CO 5	Discuss relevant issues related to digital marketing.	K3

UNIT I : FUNDAMENTALS OF DIGITAL MARKETING

[12 HRS]

Introduction – Past, present and future scenario of digital marketing – fundamentals of digital marketing

UNIT II : CONSUMER BEHAVIOR

[12 HRS]

Introduction – consumers in 21st century - Online consumer behaviour: Hoffman's model – consumer buying process – environmental factors influencing customer choice – types of consumer buying behaviour- online consumer behavioural pattern – online behavioural targeting – web marketing

UNIT III : MARKETING STRATEGY**[12 HRS]**

E-Marketing research – Segmentation – Targeting – Differentiation and positioning strategies for digital marketing

UNIT IV : DIGITAL MARKETING MIX PLANNING**[12 HRS]**

Product decisions – pricing decisions – promotion decisions – internet for distribution

UNIT V:LEGAL AND ETHICAL ISSUES**[12 HRS]**

Overview – ethics and ethical codes- problem of self regulation – Privacy – Digital property: patents, copyright, trademarks, licenses, trade secrets and data ownership – electronic payment system - emerging issues

SELF STUDY:

Web marketing

TEXT BOOK :

1. e-Marketing – Judy Strauss and Raymond Frost – Prentice Hall of India,

REFERENCE BOOKS :

1. e- Marketing – Prof. Vinod V.Sople- Dreamtech publications
2. Understanding Digital marketing- Damian Ryan and Calvin Jones – Kogan Page India Pvt Ltd
3. e- Marketing – Malcolm McDonald and Hugh Wilson – Pearson.

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA309	Digital Marketing	Major Elective	5	5

COURSE DESCRIPTION

This course enables the students to learn and master the complete landscape of online marketing and associated channels.

COURSE OBJECTIVES

This course makes the students integrate recent technology in marketing.

UNITS

UNIT I : FUNDAMENTALS OF DIGITAL MARKETING [12 HRS]

Introduction – Past, present and future scenario of digital marketing – fundamentals of digital marketing

UNIT II : CONSUMER BEHAVIOR [12 HRS]

Introduction – consumers in 21st century - Online consumer behaviour: Hoffman's model – consumer buying process – environmental factors influencing customer choice – types of consumer buying behaviour- online consumer behavioural pattern – online behavioural targeting – web marketing

UNIT III : MARKETING STRATEGY [12 HRS]

E-Marketing research – Segmentation – Targeting – Differentiation and positioning strategies for digital marketing

UNIT IV : DIGITAL MARKETING MIX PLANNING [12 HRS]

Product decisions – pricing decisions – promotion decisions – internet for distribution – SEO – Blog promotion - CPC

UNIT V: LEGAL AND ETHICAL ISSUES [12 HRS]

Overview – ethics and ethical codes- problem of self regulation – Privacy – Digital property: patents, copyright, trademarks, licenses, trade secrets and data ownership – electronic payment system - emerging issues

SELF STUDY:

Web marketing

TEXT BOOK :

1. e-Marketing – Judy Strauss and Raymond Frost – Prentice Hall of India,

REFERENCE BOOKS :

1. e- Marketing – Prof. Vinod V.Sople- Dreamtech publications
2. Understanding Digital marketing- Damian Ryan and Calvin Jones – Kogan Page India Pvt Ltd
3. e- Marketing – Malcolm McDonald and Hugh Wilson – Pearson.

SEMESTER – III
ELECTIVE
TOTAL QUALITY IN HUMAN RESOURCE -19 MBA 331
 (For those who joined in 2016 onwards)

HOURS/WEEK:5

CREDIT: 5

COURSE DESCRIPTION

This course focuses on imparting knowledge about the role of TQM in HRM. It also helps to assess the various dimensions of performance to integrate implication plan for managing HR.

COURSE OBJECTIVE/S

This course aims at imparting TQM concepts and developing the HR for implication

COURSE OUTCOMES (CO)

No.	Course Outcome	Knowledge Level(According to Bloom's Taxonomy)
CO 1	Outline the significance of total quality management and analysing role of TQM in HRM.	K1
CO 2	Explain customer satisfaction strategy dimension and asses the various TQ HR strategy planning.	K1
CO 3	Demonstrate the continuous improvement process dimension	K2
CO 4	Analyse project dimension and assess TQHR projects, planning & Management	K2
CO 5	Assess various dimension of performance to integrate implication plan for managing HR	K3

UNIT I : TOTAL QUALITY MANAGEMENT

[12 HRS]

Meaning, Significance – Role of Total Quality in Human Resources Management

UNIT II : CUSTOMER SATISFACTION

[12 HRS]

Strategy Dimensions – Business Strategy Planning and management – Total Quality Human Resource Strategy, Planning and Management.

UNIT III : CONTINUOUS IMPROVEMENT**[12 HRS]**

Process Dimensions – Business Processes, Planning and Management – Total Quality Human Resource Processes, Planning and Management.

UNIT IV : PROJECT DIMENSIONS**[12 HRS]**

Total Quality Human Resource Projects, Planning and Management.

UNIT V: PERFORMANCE DIMENSIONS**[12 HRS]**

Total Quality Human Resource Performance Planning and Management-Total Quality in Human Resource Management – Integrated Implementation Plan for Managing Human Resources – International Implementation of Total Quality in Human Resource Practices.

SELF STUDY:

Integrated Implementation Plan for Managing Human Resources

TEXT BOOK :

1. Cole, W E.,TQM: Creating a Continuously Improving Organisation., New Delhi: Infinity Books, 2010.
2. Ho, Samuel K.,TQM: An Integrated Approach., New Delhi: Kogan Page India Pvt.Ltd, 2009.

REFERENCE BOOK

1. Haberer, Joann, B.,TQM: 50 Ways to Make It Work for You / Joann, B Haberer and Marylov Wendel Webb., New Delhi: Viva Books Limited, 2004.
2. Ho, Samuel K.,TQM: An Integrated Approach.,New Delhi: Kogan Page India Pvt.Ltd, 2002.
3. Mohanty, RP.,TQM: in the Service Sector.,Mumbai: Jaico Publishing House, 2002.

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA331	Total Quality In Human Resource	Major Elective	5	5

COURSE DESCRIPTION

This course focuses on imparting knowledge about the role of TQM in HRM. It also helps to assess the various dimensions of performance to integrate implication plan for managing HR.

COURSE OBJECTIVES

This course aims at imparting TQM concepts and developing the HR for implication – Theoretical model of TQM – Barriers in implementing TQM.

5%

UNITS

UNIT I : TOTAL QUALITY MANAGEMENT [12 HRS]

Meaning, Significance – Role of Total Quality in Human Resources Management

UNIT II : CUSTOMER SATISFACTION [12 HRS]

Strategy Dimensions – Business Strategy Planning and management – Total Quality Human Resource Strategy, Planning and Management.

UNIT III : CONTINUOUS IMPROVEMENT [12 HRS]

Process Dimensions – Business Processes, Planning and Management – Total Quality Human Resource Processes, Planning and Management.

UNIT IV : PROJECT DIMENSIONS [12 HRS]

Total Quality Human Resource Projects, Planning and Management.

UNIT V: PERFORMANCE DIMENSIONS [12 HRS]

Total Quality Human Resource Performance Planning and Management- Total Quality in Human Resource Management – Integrated Implementation

Plan for Managing Human Resources – International Implementation of Total Quality in Human Resource Practices.

SELF STUDY:

Integrated Implementation Plan for Managing Human Resources

TEXT BOOKS :

1. Cole, W E.,TQM: Creating a Continuously Improving Organisation., New Delhi: Infinity Books, 2010.
2. Ho, Samuel K.,TQM: An Integrated Approach., New Delhi: Kogan Page India Pvt.Ltd, 2009.

REFERENCE BOOKS :

1. Haberer, Joann, B.,TQM: 50 Ways to Make It Work for You / Joann, B Haberer and Marylov Wendel Webb., New Delhi: Viva Books Limited, 2004.
2. Ho, Samuel K.,TQM: An Integrated Approach.,New Delhi: Kogan Page India Pvt.Ltd, 2002.
3. Mohanty, RP.,TQM: in the Service Sector.,Mumbai: Jaico Publishing House, 2002.

SEMESTER – III
ELECTIVE
MATERIALS MANAGEMENT -19 MBA 342
 (For those who joined in 2016 onwards)

HOURS/WEEK:5

CREDIT: 5

COURSE DESCRIPTION

The course introduces students to the basic concepts of material management. There will be a focus on appropriate theory and the course will aim to provide opportunities for the practical implementation of the main concept covered.

COURSE OBJECTIVE/S

This Course enables the students to understand the concept of material management and latest techniques

COURSE OUTCOMES (CO)

No.	Course Outcome	Knowledge Level(According to Bloom's Taxonomy)
CO 1	Outline the overview of material management and analyse the different type of techniques	K1
CO 2	Assess the price trends and identify the purchase policies in material management	K1
CO 3	Discuss the different inventory calculation techniques and compute EOQ	K2
CO 4	Identify the different level of stock and analyse cost optimization	K2
CO 5	Explain the concept of storage and preservation	K3

UNIT I : INTRODUCTION TO MATERIALS MANAGEMENT

[12 HRS]

Introduction to Integrated Materials Management – Organization for Materials Management, Material Planning. Budgeting, Application of forecasting techniques, exponential smoothing, Time series analysis in materials management – Purchase policies, Purchase procedures.

UNIT II : SOURCES OF MATERIAL MANAGEMENT**[12 HRS]**

Development of source, Import substitution, vendor rating, Price trends – make or buy decisions, Capital equipment purchases, International buying and import procedure, Legal aspects of purchase. DGS&D organization, policies and procedure, purchase ethics, Value analysis codification and standardization.

UNIT III : INVENTORY CONTROL**[12 HRS]**

Introduction to Inventory Control, Inventory Costs, Selective Control (ABC analysis , VED analysis, etc.) Inventory modes – EOQ Model – Modification of EOQ under different conditions. (Price discounts, working capital restrictions, space restrictions, no. of orders restrictions). Dynamic inventory modes, Q-System, P-systems, 2 bin system.

UNIT IV : SAFETY STOCK**[12 HRS]**

Concept of safety stock, Determination of safety stock for variation in consumption during lead time, variation in lead time. Determination of service level based on cost optimization. Application of simulation in, inventory control- Spare planning and control.

UNIT - 5 : STORAGE MANAGEMENT**[12 HRS]**

Storage and preservation, stores accounting, Verification, Valuation, disposal of surplus and scrap material. Performance evaluation of materials management-Material Sourcing.

SELF STUDY:

Performance evaluation of materials management

TEXT BOOK :

1. Materials Management a supply chain perspective : text and cases- Chitale A. K. & Gupta R. C.

REFERENCE BOOKS :

1. Materials Management: An Integrated Approach –P.Gopalakrishnan &M.Sundaresan –PHI Publisher .
2. Purchasing and Material'S Management -Jeet Patidar – S.Chand .
3. Latest Techniques like MRP I & MRP II, JIT Concepts, Kanban.

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA342	Materials Management	Major Elective	5	5

COURSE DESCRIPTION

The course introduces students to the basic concepts of material management. There will be a focus on appropriate theory and the course will aim to provide opportunities for the practical implementation of the main concept covered.

COURSE OBJECTIVES

This Course enables the students to understand the concept of material management and latest techniques.

UNITS

UNIT I : INTRODUCTION TO MATERIALS MANAGEMENT [12 HRS]

Introduction to Integrated Materials Management – Organization for Materials Management, Material Planning. Budgeting, Application of forecasting techniques, exponential smoothing, Time series analysis in materials management – Purchase policies, Purchase procedures.

UNIT II : SOURCES OF MATERIAL MANAGEMENT [12 HRS]

Development of source, Import substitution, vendor rating, Price trends – make or buy decisions, Capital equipment purchases, International buying and import procedure, Legal aspects of purchase. DGS&D organization, policies and procedure, purchase ethics, Value analysis codification and standardization.

UNIT III : INVENTORY CONTROL [12 HRS]

Introduction to Inventory Control, Inventory Costs, Selective Control (ABC analysis , VED analysis, etc.) Inventory modes – EOQ Model – Modification of EOQ under different conditions. (Price discounts, working capital

restrictions, space restrictions, no. of orders restrictions). Dynamic inventory modes, Q-System, P-systems, 2 bin system.

UNIT IV : SAFETY STOCK

[12 HRS]

Concept of safety stock, Determination of safety stock for variation in consumption during lead time, variation in lead time. Determination of service level based on cost optimization. Application of simulation in, inventory control- Spare planning and control.

UNIT - V : STORAGE MANAGEMENT

[12 HRS]

Storage and preservation, Store keeping, stores accounting, Verification, Valuation, disposal of surplus and scrap material. Performance evaluation of materials management-Material Sourcing.

5%

SELF STUDY:

Performance evaluation of materials management

TEXT BOOK :

1. Materials Management a supply chain perspective : text and cases- Chitale A. K. & Gupta R. C.

REFERENCE BOOKS :

1. Materials Management: An Integrated Approach –P.Gopalakrishnan &M.Sundaresan –PHI Publisher .
2. Purchasing and Material'S Management -Jeet Patidar – S.Chand .
3. Latest Techniques like MRP I & MRP II, JIT Concepts, Kanban.

SEMESTER – III
ELECTIVE
HOSPITAL ADMINISTRATION - I -19 MBA 351
 (For those who joined in 2016 onwards)

HOURS/WEEK:5

CREDIT: 5

COURSE DESCRIPTION

This is an introductory course in Hospital Administration with emphasis to cover key activities related to hospital operation.

COURSE OBJECTIVE/S

This course is aimed at imparting the application of management in hospital

COURSE OUTCOMES (CO)

No.	Course Outcome	Knowledge Level(According to Bloom's Taxonomy)
CO 1	Outline the overview of service industry and analysing characteristics and challenges	K1
CO 2	Demonstrate the healthcare revolution assess various type of health care organisations	K1
CO 3	Explain the different type of Hospitals and analysing role of Hospital in health care	K2
CO 4	Identify the different levels and roles in hospital management	K2
CO 5	Discuss the current issues and best practices in health care	K3

UNIT I : SERVICES

[12 HRS]

Services, Classification of Service Organizations, Characteristics, Challenges

UNIT II : HEALTH

[12 HRS]

History of Medicine, Healthcare Revolution, Health, Dimensions of Health, Indicators of Health, Types of Healthcare Organizations, Composition of Health Sector, Types of Care, Pyramidal Structure of Health Services, Regional Planning

UNIT III : HOSPITAL ORGANISATION**[12 HRS]**

Hospitals, Types of Hospitals and Role of Hospital in Healthcare, Complexity of Hospital Organization

UNIT IV: HOSPITAL MANAGEMENT: LEVELS AND ROLES**[12 HRS]**

Governing Board, Executive Board and Advisory Board - CEO, Medical Administration, Nursing Administration and Hospital Administration - Middle Level Managers in Hospital and their Responsibilities Structuring Hospital Organization

UNIT V: CURRENT ISSUES IN HEALTHCARE**[12 HRS]**

Accreditation – Tele health - Health Tourism - Health Insurance and Managed Care-
Hospital Wastes Management

SELF STUDY:

Hospital Wastes Management

TEXT BOOK :

1. J.E. Park and K. Park, Textbook of Preventive and Social Medicine (M/S Banarsidas Bhanot Publishers, Jabalpur)

REFERENCE BOOKS :

1. Syed Amin Tabish, Hospital and Health Services Administration Principles and Practice (Oxford University Press, New Delhi)
2. B.M. Sakharkar, Principles of Hospital Administration and Planning (Jaypee Brothers Medical Publishers Pvt. Ltd., New Delhi)
3. C.M. Francis and et al., Hospital Administration (Jaypee Brothers Medical Publishers Pvt. Ltd., New Delhi)

10%

PROGRA MME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA351	Hospital Administration	Major Elective	5	5

COURSE DESCRIPTION

This is an introductory course in Hospital Administration with emphasis to cover key activities related to hospital operation.

COURSE OBJECTIVES

This course is aimed at imparting the application of management in hospital.

UNITS

UNIT I : SERVICES

[12 HRS]

Services, Classification of Service Organizations, Characteristics, Challenges – Hospital Departments – Medical records, Reception, Housekeeping, and Marketing - WHO.

10%

UNIT II : HEALTH

[12 HRS]

History of Medicine, Healthcare Revolution, Health, Dimensions of Health, Indicators of Health, Types of Healthcare Organizations, Composition of Health Sector, Types of Care, Pyramidal Structure of Health Services, Regional Planning

UNIT III : HOSPITAL ORGANISATION

[12 HRS]

Hospitals, Types of Hospitals and Role of Hospital in Healthcare, Complexity of Hospital Organization

UNIT IV: HOSPITAL MANAGEMENT: LEVELS AND ROLES

[12 HRS]

Governing Board, Executive Board and Advisory Board - CEO, Medical Administration, Nursing Administration and Hospital Administration - Middle Level Managers in Hospital and their Responsibilities Structuring Hospital Organization

UNIT V: CURRENT ISSUES IN HEALTHCARE**[12 HRS]**

Accreditation – Tele health - Health Tourism - Health Insurance and Managed Care-Hospital Wastes Management

SELF STUDY:

Hospital Wastes Management

TEXT BOOK :

1. J.E. Park and K. Park, Textbook of Preventive and Social Medicine (M/S Banarsidas Bhanot Publishers, Jabalpur)

REFERENCE BOOKS :

1. Syed Amin Tabish, Hospital and Health Services Administration Principles and Practice (Oxford University Press, New Delhi)
2. B.M. Sakharkar, Principles of Hospital Administration and Planning (Jaypee Brothers Medical Publishers Pvt. Ltd., New Delhi)
3. C.M. Francis and et al., Hospital Administration (Jaypee Brothers Medical Publishers Pvt. Ltd., New Delhi)

HOD Signature

DEPARTMENT OF MANAGEMENT STUDIES
FATIMA COLLEGE (AUTONOMOUS)
MADURAI-625 018