MBA Program in Management

Course Structure

	Code	Course Name	Credits*
FOUNDATION	MBA 501	Financial Statement Analysis	3
	MBA 502	Microeconomics	3
	MBA 503	Macroeconomics	3
	MBA 504	Managerial Communication	3
	MBA 511	Management Information Systems	3
	MBA 531	Principles of Management and the Business Enterprise	3
	MBA 541	Organizational Behaviour	3
	MBA 561	Business Statistics	3
CORE	MBA 611	Enterprise Resource Planning I	3
	MBA 621	Corporate Financial Management	3
	MBA 641	Human Resource Management	3
	MBA 651	Marketing Management	3
	MBA 661	Production and Operations Management	3
ADVANCED	MBA 711	Enterprise Resource Planning – II	3
	MBA 811	Enterprise Resource Planning – Business Case	3
	MBA 730	Research Methodology	3
	MBA 733	Business, Government and Society	3
	MBA 837	Case Problems in Business Policy and Strategy	3
	MBA 761	Quantitative Methods in Business	3
	MBA 8X6	Software Applications in the student's area of Specialization	3

ELECTIVES

Financial Management

MBA 721	Corporate Financial Theory	3
MBA 722	Financial Markets and Institutions	3
MBA 723	International Finance	3
MBA 821	Portfolio Theory and Investment Management	3
MBA 822	Financial Derivatives	3
MBA 826	Software Applications in Finance	3
MBA 827	Case Problems in Finance	3
MBA 828	Directed Readings in Finance	3
MBA 829	Advanced Topics in Finance	3

General Management

MBA 731	Business Policy	3
MBA 732	Strategic Management	3
MBA 734	Small Business Management and Entrepreneurship	3
MBA 838	Directed Readings in Management	3
MBA 839	Advanced Topics in Management	3

Human Resource Management

MBA 741	Training and Development with Competence Management	3
MBA 742	Industrial Relations, Collective Bargaining and Negotiation	3
MBA 841	Strategic and International Human Resource Management	3
MBA 842	Performance and Compensation Management	3
MBA 846	Software applications in HRM	3
MBA 847	Case Problems in HRM	3
MBA 848	Directed Readings in HRM	3
MBA 849	Advanced Topics in Human Resource Management	3

Marketing Management

MBA 751	Consumer Behaviour	3
MBA 752	Retail Marketing and Management	3
MBA 753	Services Marketing	3
MBA 754	Direct Marketing	3
MBA 755	Advertising and Promotion	3
MBA 851	International Marketing	3
MBA 856	Software Applications in Marketing	3
MBA 858	Directed Readings in Marketing	3
MBA 859	Advanced Topics in Marketing	3

Production and Operations Management

MBA 762	Production Planning and Control	3
MBA 866	Software Applications in POM	3
MBA 867	Case Problems in POM	3
MBA 868	Directed Readings in POM	3
MBA 869	Advanced Topics in POM	3

Project MBA 901: Internship / Mini Project 3

** 1 Credit Hr = 16 Class Hrs / 32 Lab Hrs in a semester*

SCHOOL OF MANAGEMENT TECHNOLOGY

MBA Program in Information Technology

" To turn really interesting ideas and fledgling technologies into a company that can continue to innovate for years, it requires a lot of disciplines."

- Steve Jobs

Information and Communication Technology has forayed into every facet of life including the way in which businesses are conducted throughout the world. Consequently, businesses have transformed themselves from the conventional models into technology-enabled models. Business administration has therefore become technology enabled.

Conventional business management education typically focuses on the basic areas of Production, Marketing, HR and Finance practices. With the advent of IT and the use of IT in business, the need for running enterprises from an IT perspective has emerged. Business managers of today are expected to run their businesses based on skills derived from IT and ITeS coupled with conventional norms of business enterprise. The industry in India today boasts of a turnover of US $ 20 billion, and will continue to grow consistently. Today, one in four Fortune 1000 companies outsource their software requirements to India. IT enabled Services (ITeS) has emerged as the key IT growth driver with 10.6% of the total IT software and service industry revenues. Services in the country have also increased to about 56% of the total IT services facilitated by improved infrastructure and ambitious entrepreneurship.

Program

This autonomous four, semester, 24-month, 78 Credits, full-time MBA Program in Information Technology is designed to equip the students to accept the responsibilities in:

- Convergence of business and IT
- Impact of the digital economy on organization
- Role of IT in organizational strategy, growth and competitive advantage
- IT projects management
- Manage IT-related changes through understanding of organizational and human impacts
- International Business and Marketing for Software Solutions and Products

Program Structure

- Successful completion requires 78 Credits.
- The program is distributed over **four** semesters.
- The curriculum is distributed over four levels to aim at transcending the students' level of understanding for corporate readiness. The levels are Foundation, Core, Advanced, and Project.

Program Pedagogy

All courses are designed to cover theoretical foundations, practical applications and the real life problem solving approach. To achieve this courses will be delivered using collaborative learning process through class room lectures, laboratory sessions, assignments, student seminars, lectures by industry experts, case studies, relevant industry visits and research / industry projects.

Distinctive Features

- Case study based delivery, through theoretical understanding and hands-on sessions for better assimilation of knowledge
- Thorough understanding of IT requirements in business environments
- Expert lectures, seminars, and case studies by leading experts from industries
- Exposure to Cyber Law and Security Audits
- Hands-on experience in project management tools
- In depth knowledge in enterprise resource planning and e-business
- Emphasis on business communication and presentation skills
- Option to work on projects that require working with faculty members and students from other streams such as advanced networking and telecom, Embedded Systems and VLSI.

Eligibility

Graduates with any recognized Bachelors Degree of minimum three years duration with focused education in IT, with at least 50% marks at the graduation level. Programming background in C /C++ is desired.

Program Commencement

The program commences in July / October

Evaluation and Certification

- Continuous evaluation and performance improvement program
- Course-wise Credits
- Balanced assessment based on internals, laboratory and final theory examinations and project
- Detailed transcripts along with certificate

Selection Process

The selection of an applicant for the course is based on the following:

- Application forms shall be scrutinized for academic profile in line with the eligibility criteria
- Scores received at the Graduation level
- Scores received at the "Accepted Qualifying Examinations" like GRE / GMAT / XAT / CAT / GATE & Performance

in the Entrance Test
- Personal Interview

Evaluation and Certification

- Continuous evaluation
- Balanced assessment based on assignments, examinations and reports.
- Detailed transcripts
- Certificate

Placement Assistance

- Career guidance
- Active interaction with potential employers
- Pre-placement facilitation
- Campus interviews by leading employers as per their convenience and needs

Note on pre-requisites:
The common requirements for all first semester courses are university level mathematics including basic differential and integral calculus, solution of simultaneous linear equations, elementary matrix algebra, proficiency in English to the level of reading, writing and analyzing passages, and basic familiarity with computers including word processing, web navigation and handling e-mail.

In addition, for all courses beyond the first semester the basic pre-requisite is the successful completion of all first semester courses with a minimum of 65% marks in each course and an overall average of 70% in all first semester courses. Students failing to meet this requirement may have to repeat their first semester before being allowed to proceed further.

Basic Course

ICOM001: LIFE SKILLS DEVELOPMENT
This basic course prepares students for the rigors of the masters' level Program and professional careers that will follow. The course is divided into 9 sections, which will be conducted throughout the Program.

The Program stresses on: communication and presentation, leadership development, working in teams, time management, negotiation skills, stress management through yoga, multicultural and diversity management and offsite experiential learning. The ultimate objective of this course is to develop individuals with high Intelligence, Emotional and Spiritual Quotients (IQ, EQ and SQ).

COM002: FOREIGN LANGUAGE (LEVEL 1)
In order to equip students to take up global careers, a choice of foreign languages as a major subject is offered. Medium of instruction is English.

Foundation Courses

MBA 501: FINANCIAL STATEMENT ANALYSIS (3 Credit)
This course focuses on the service activity designed to gather and communicate financial information about business entities to make informed decisions as to how best to use available resources. Students will be introduced to basic accounting principles and conventions, accounting standards, costing and budgeting, financial reporting and recent developments in accounting. This course will also emphasize the understanding, interpretation and use of important accounting statements such as the Profit & Loss, Balance Sheet, Sources and Application of Funds and Cash Flow Statements.

MBA 504: MANAGERIAL COMMUNICATIONS (3 Credit)
An in depth, intensive and practically oriented study of the effective use of Managerial Communications in an organization. Topics include writing skills, presentation skills, group discussion skills, interview skills, soft skills, interpersonal skills, communication in organizational settings, communicating in teams and meetings, group dynamics, business etiquette and cross cultural communication.

MBA 531: PRINCIPLES OF MANAGEMENT AND THE BUSINESS ENTERPRISE (3 Credit)
An introduction to the principles and practices of management so as to understand the tasks and functions of management in a global environment. Topics include Evolution of management, Functional areas of business, the team concept, MBO, Organization Structure, PERT, JIT, TQM, Quality Circles, Motivation, Business Ethics and policy making.

MBA 541: ORGANIZATION BEHAVIOR (3 Credit)
An introduction to how individuals, groups and structure affect the behavior within organizations and how such knowledge can be used to improve the organization's effectiveness. Topics include values, attitudes ,personality, perception, motivation, leadership, communication, ethics, power and politics and foundations of group behavior.

MBA 561: BUSINESS STATISTICS (3 Credits)
This course focuses on basic statistics – theory and methods to be applied in most of the other MBA courses that follow. Topics include univariate and bivariate descriptive statistics, elementary probability theory, the Bernoulli, Poisson and Normal data generating processes, the Binomial, Poisson and Normal probability distributions, the concepts of population and sample, elementary sampling theory and methods, population parameters and sample statistics, introduction to estimation, inference and hypothesis testing, and introductory regression analysis.

ITM 501: PROGRAMMING METHODOLOGIES (2 Credits, T=1 L=1)
This course introduces to different types of programming structures and program processing like interpretation and compilation. Focuses on the procedural and object oriented programming techniques using C and C++ with objective to learn basic data types, control structures, iterations, functions, arrays, pointers and object oriented programming using concepts of classes, inheritance, polymorphism, and memory management.

ITM 502: INTRODUCTION TO ICT INDUSTRY (1 Credit)
This course aims at improving students understanding of how the Information and Communication Technologies (ICT) contribute to sustainable growth in business and social well-being. The evolution, advancement and the trends in the ICT industry with respect to technologies are discussed.

ITM 503: APPLICATION DEVELOPMENT TECHNOLOGIES (3 Credits, T=2 L=1)
This course delivers the knowledge and skills required to use the Java language and its libraries to develop efficient applications. Focuses on features and syntax of the Java language, Object-oriented concepts in Java:

MBA Program in Information Technology

basic principles, packages and modifiers, String and System classes, Class hierarchies and abstract classes: inheritance, Standard Java library, exception handling, managing files, using filters and serialization, Creating user interfaces with the AWT library and Swing, Java event handling, Creating and using multithreaded applications, database connectivity, networked applications and java servlets

ITM 504: DATABASE TECHNOLOGY (2 Credits, T=1 L=1)
This course focuses on of the role of database systems in information management, and the theoretical and practical issues that influence the design and implementation of database management systems and languages. The entity-relationship modeling, normalization of data and SQL to create, update, modify and query a database are extensively covered.

ITM 505: INTERNET TECHNOLOGIES (2 Credits)
This course covers a broad range of techniques in today's Internet and World Wide Web. Emphasis is given on the major protocols for internetworking in Internet, client-server architecture, website design, client side programming, server side programming.

Core Courses

MBA 611: ENTERPRISE RESOURCE PLANNING – I (3 Credits)
The course would enable the students to understand the concept of Enterprise Resource Planning or ERP; its functional modules and their inter-relationship. The managerial and technical issues in planning, designing, implementing, and extending enterprise systems and technologies will be an integral part of the course. Further, the course will include orientation to the use of software for modeling and mapping business processes.

MBA 621: CORPORATE FINANCIAL MANAGEMENT (3 Credits)
An introduction to the fundamental valuation techniques used in finance. Topics include the wealth maximization perspective, time value of money, capital budgeting and project evaluation, introduction to capital markets, risk, security valuation, corporate capital structure and the 'no arbitrage' argument.

MBA 641: HUMAN RESOURCE MANAGEMENT (3 Credits)
An introduction to the HRM (also known as Personnel Management) function in organizations. Topics include job and content analysis, selection, recruitment, compensation, orientation, training and development of the work force, performance management, workplace and occupational health and safety, industrial relations and their legal framework.

MBA 651: MARKETING MANAGEMENT (3 Credits)
An introduction to the Marketing function in organizations. This course provides exposure to the basic concepts and terminology in Marketing Management – the 4 P's of Marketing, consumer behaviour, segmentation, channels, product life cycle, pricing and marketing strategy. It will serve as a base for other courses in Marketing, which are primarily application oriented in nature.

MBA 661: PRODUCTION AND OPERATIONS MANAGEMENT (3 Credits)
An introduction to the management of the operations function in organizations. Topics include capsule history of the development of operations management, demand management, planning, scheduling, layout, control over quality and quantity of output. Problems of production of both goods and services will be considered. This course will include an introduction to the use of quantitative techniques as an aid to organizational decision-making.

AST 602: OBJECT ORIENTED ANALYSIS & DESIGN USING UML (3 Credits, T=2 L=1)
This course focuses on the major techniques of the Unified Modeling Language (UML), object-oriented analysis and design notation and how these techniques can be applied to improve quality of productivity during the analysis and design of application. The topics covered include object models, analyzing system requirements, modeling concepts provided by UML, analysis and documentation of software designs using the unified process, identification of use cases, behavioral designs, design patterns to refine analysis and design models, implementation, testable and adaptable designs.

AST 605: DATA WAREHOUSING AND DATA MINING (3 Credits, T=2 L=1)
The main objective of this course is to unfold the concepts of data warehouse, OLAP, data mining and the design process. The topics include datamart, data mining, ETL process structure, data transformation services and OLAP service architecture. The course also focuses on the use of SAS (one of the world's leading data warehousing software) and includes topics such as SAS programming, SAS data sets, statistical analysis using ANOVA, regression, logistic regression, designing and creating data warehousing, querying and reporting using enterprise guide.

AST 608: SOFTWARE ENGINEERING (2 Credits, T=1 L=1)
This course provides a comprehensive analysis of software engineering techniques and shows how it can be applied in practical software projects, with an object-oriented approach. This course extensively covers software process technology, system integration and requirements management.

ITM 601: INFORMATION MANAGEMENT SYSTEM (2 Credits)
This course focuses on the various information management concepts and practice in the industry like MIS, EIS, DSS, GDSS. Students will learn the theory of these approaches and practical would be conducted on various tools providing a wide scope to understand the functioning and purpose of each of these concepts.

Advanced Courses

MBA 711: ENTERPRISE RESOURCE PLANNING – II (3 Credits)
This required course will enable the students to have a hands-on exposure to configuring and running some of the basic and core functional processes. The objective here is to make them understand the importance of business process integration with respect to the three basic business systems, namely, Accounting, Materials Management and Sales. The students will do a set of exercises using SAP as the ERP platform. The focus will be on the procurement and the sales

cycles.

MBA Program in Information Technology

Course Structure

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FOUNDATION	MBA 501	Financial Statement Analysis	3
	MBA 504	Managerial Communications	3
	MBA 531	Principles of Management and the Business Enterprise	3
	MBA 541	Organization Behavior	3
	MBA 561	Business Statistics	3
	ITM 501	Programming Methodologies	2
	ITM 502	Introduction to ICT Industry	1
	ITM 503	Application Development Technologies	3
	ITM 504	Database Technology	2
	ITM 505	Internet Technologies	2
CORE	MBA 611	Enterprise Resource Planning – I	3
	MBA 621	Corporate Financial Management	3
	MBA 641	Human Resource Management	3
	MBA 651	Marketing Management	3
	MBA 661	Production and Operations Management	3
	AST 602	Object Oriented Analysis & Design (UML)	3
	AST 605	Data Warehousing and Data Mining	3
	AST 608	Software Engineering	2
	ITM 601	Information Management System	2
ADVANCED	MBA 711	Enterprise Resource Planning – II	3
	MBA 761	Quantitative Methods in Business	3
	MBA 811	Enterprise Resource Planning – Business Case	3
	ITM 701	Business Process Management	1
	ITM 702	e-Business	2
	ITM 703	Business Intelligence	2
	ITM 704	Service Management	2
	ITM 705	Information Risk Management	2
	ITM 706	Software Project Management	3
	ITM 707	Software Quality Management	2
	ITM 708	Cyber Law	2
Internship/ Mini Project	ITM 901	Internship/Mini-Project	3

** 1 Credit Hr = 16 Class Hrs / 32 Lab Hrs in a semester.*