

LIST OF SUBJECTS

**MBA(EXECUTIVE)RISK AND INSURANCE SEM.III
2008-09**

1. Operations Research
 2. Business Ethics
 3. Business Research Methods
 4. Financial Products and Services
 5. Investment Analysis
 6. Fundamentals of Derivatives
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LIST OF SUBJECTS

MBA(EXECUTIVE)RETAIL SEM.III 2008-09

1. Operations Research
 2. Business Ethics
 3. Business Research Methods
 4. Supply Chain Management
 5. Integrated Marketing Communication
 6. Retail Product Management
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LIST OF SUBJECTS

MBA(EXECUTIVE) SEM.III 2008-09

1. Operations Research
2. Business Ethics
3. Business Research Methods
4. Corporate Governance
5. Knowledge Management
6. Service Management

Institute of Management Studies
Devi Ahilya Vishwavidyalaya, Indore
M.B.A. (Executive)/ MBA (Executive) Retail Management/ MBA(Executive)
Risk and Insurance Management
SEMESTER – IIIrd
Business Research Methodology

Course Content

01. **Introduction:** Introduction to Research, Formal Science and Empirical Science, Scientific Research in Management, Research Types, Research Design Process, Errors in Research.
02. **Research Problem:** Type of problem, thinking process, formulation of research problem, decisions and objectives of research, hypothesis, hypothesis generation, concepts and characteristic of good hypothesis, null and alternate hypothesis.
03. **Research Design:** Types of research, Experimental research, action Research, Mathematical modeling research, survey research.
04. **Data collection:** Primary and secondary data, interview technique, questionnaire design, language, measurement scales nominal, ordinal ratio and interval, sampling, different probability (random, systematic, cluster and stratified) and non Probability (snowball, judgmental, convenience, quota) based sampling techniques.
05. **Data Analysis:** Data presentation use of various charts like bar charts histograms etc hypothesis testing: Introduction to univariate analysis: Parametric tests (t test and z test) Non parametric tests (chi-square test), bivariate analysis: correlation and simple linear regression.
06. **Overview of other techniques and Report writing:** Introduction to factor analysis, path analysis, discriminant analysis, report writing considerations, prewriting considerations, style and composition of reports, format of reports.

Text Readings:-

1. Management Research Methodology Krishnaswamy, Sivakumar and Mathirajan, Pearson Education, New Delhi.
2. Research Methodology, Kothari C R, New Age Publications, New Delhi.

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M.B.A. (Executive)/ MBA (Executive) Retail Management/ MBA(Executive)
Risk and Insurance Management

SEMESTER – III

Business Ethics

Course Content:

1. **Ethics and Business** – Introduction, Moral Development and Moral Reasoning, Argument Moral Responsibility, Rights and Duties, Integrative Utility, Right Justice, Morality in International Concept.
2. **Ethical Principles in Business:** Utilitarianism, Rights and Duties, Justice and Fairness, Ethics of Care, Integrating Utility, Rights, Justice and Caring, Virtue Ethics, Morality in International Contexts
3. **The Market and Business** – Government, Markets and International Trade, Free markets, Competition- perfect, monopoly and oligopolistic, Globalization, Economic Systems, Ethics in the Market Place.
4. **Business and its External Exchanges** – Ethics and environment, Ecology and Consumers, the Ethics of Consumer, Production and Marketing, social costs, manufacturers duties.
5. **Business and its Internal Constituencies** – Introduction, Discrimination The Ethics of Job Discrimination, Desirable Occupation Comparisons, Discrimination rational and caring organization.
6. **Indian Ethos in Business:** Introduction, Ethical business practices in India, Ethics , business conduct practices, some illustrative cases.

Text Readings:-

1 Business Ethics – Manuel G. Velasquez., Pearson Education Ltd, New Delhi

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M.B.A. (Executive) MBA (Executive) Retail Management/ MBA(Executive)
Risk and Insurance Management

SEMESTER – III

OPERATIONS RESEARCH

Course Content:

1. **Introduction:** Development of operation research, definitions and scope of operations research, applications.
2. **Linear Programming:** Concept of Linear Programming- Graphical Method, Simplex Method, Big M Method formulation and solution of Linear Programming problem.
3. **Transportation Model:** Introduction, Definition of transportation model, formulation and solution of transportation models (N-W, row minima, column minima, least cost and Vogel's approximate method), Optimality considerations.
4. **Assignment Model:** Introduction, definition of assignment model, comparison with transportation model, Formulation and solution of balanced and unbalanced assignment problems
5. **Theory of Games:** Introduction, terminology, pure strategy, dominance principle, mixed strategies 2×2 games , $2 \times n$ games and $m \times 2$ games , Graphical approach of solution.
6. **Sequencing Models:** Introduction, Sequencing problems, processing n jobs through two machines, processing n jobs through 3 machines.
7. **Replacement:** Introduction to replacement, applications of replacement model individual and group replacement of items.

Books Recommended:

1. Operations Research by Natrajan, Balasubramani and Tamilarasi, Pearson Edition.
2. Operations research by N.D. Vohra , Tata Mc Graw Hills,
3. Operations Research by Hira and Gupta, S Chand New Delhi.

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**M.B.A. (Executive)
SEMESTER – IIIrd
KNOWLEDGE MANAGEMENT**

Course Content:

1.The Basics of knowledge Management: Concept of Knowledge Management, KM Myths And Life Cycle, Intelligence, Experience and common sense, Data Information and Knowledge, Types of Knowledge and Expert Knowledge, KM system Life Cycle

2. Knowledge Creation and Knowledge Architecture: Knowledge Creation, Knowledge Architecture, Nonaka's Model of Knowledge Creation and Transformation, Knowledge Capture, Evaluating and developing a relationship with the expert, Interview as a tool, Guide to a successful interview, Capture Techniques- On-Site Observation, Brainstorming, Protocol Analysis, Delphi Method, Concept Mapping

3.Knowledge Codification and System Implementation: Knowledge Codification, Why Codify? Codification Tools and Procedures, Knowledge Testing, User Acceptance Testing, Deployment Issues, Knowledge Transfer, Transfer Methods, Role of internet in Knowledge Transfer, Knowledge Transfer in E-world.

4. Knowledge management System Tools and Portals: Learning Concept and Data Visualization, Neural Networks, Classification Trees, Data Mining, Data Mining and Business Intelligence, Data Management, Role of DM in CRM, Concept of portal, Knowledge Portals

5.Ethical Issues : Knowledge Owners, Legal Issues, Ethics Factor,Improving the climate

6. Managing Knowledge Workers: Knowledge Worker, Business Roles in the Learning Organization, Work Adjustment and the Knowledge Worker, Technology and the Knowledge Worker, Role of Ergonomics, Role of the CKO

Text Readings:

1. Elias M. Awad and Hassan M. Ghaziri, 2008, Knowledge Management, Pearson Education, New Delhi

Institute of Management Studies
Devi Ahilya Vishwavidyalaya, Indore
M.B.A. (Executive)
SEMESTER – IIIrd
Service Management

Course Content

1. **Introduction:** Service overview, manufacturing v/s services, nature of services service classification, characteristics of service operations, competitive environment, strategic service vision, value chain.
2. **Service strategy:** service benchmarks, use of information technology, measuring service productivity, data envelopment analysis, strategic planning.
3. **Service Design:** New service development, service design overview, customer as co producer, process quality, service benchmarks, use of technology self service, e-business service concepts.
4. **Service quality:** Introduction, definition, need/importance of service quality, measurements, dimensions, Gap model, SERVQUAL, critiques, associated concepts, customer satisfaction, loyalty, retention, Quality by design, Taguchi method.
5. **Facility location and design:** Nature and objectives of service organization, process analysis, product layout and work allocations, center of gravity model, location considerations, locating a retail outlet.
6. **Managing service operations:** Resources constraints, project monitoring, forecasting demand for services, yield management, role of uncertainty in services, characteristics of inventory related costs.
7. **Globalization of services:** Introduction, domestic growth, strategies, franchising, international strategies, Multi country operations, importing, service off shoring.

Text Readings:

1. **Service Management , Fitzamann and Fitzamann, Tata Mc Graw Hills, New Delhi**
2. **Service Operations, Hexaware , Pearson Education, New Delhi.**

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M.B.A. (Executive)
SEMESTER – III
CORPORATE GOVERNANCE**

Course Content:

1. Corporate Governance an overview.
2. The Theory and Practice of Corporate Governance
3. Landmarks in the Emergence of Corporate Governance.
4. Corporate Governance and other Stack holders.
5. Corporate Social Responsibility.
6. Environmental Concerns and Corporations.
7. The Role of the Media in Ensuring Corporate Governance.
8. Monopoly, Competition and Corporate Governance.
9. The Role of the Public Policies in Governing Business.
10. The Role of The Government in Ensuring Corporate Governance.
11. Corporate Governance The Indian Scenario.
12. The Corporation in a Global Society.

Text Readings:-

1. Corporate governance – A.C. Fernando, Pearson education ltd New Delhi

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**M.B.A. (Executive) Risk and Insurance
SEMESTER – IIIrd**

Financial Products and Services

Course Content

1. **Introduction to Indian and Global Financial System:** Structure and Characteristics.
2. **Regulatory Institutions:** SEBI (Security Exchange Board of India) and RBI (Reserve Bank of India).
3. **Capital Markets:** Primary and Secondary Market, Structure, Nature, Significance and Players, Dematerialization, Major stock exchanges in India.
4. **Introduction to Money Market:** Structure, Operations, Players, Treasury Bills. Commercial Papers, Certificate of Deposit, Gilt Edged Securities and REPO's.
5. **Financial Services:** Nature and scope of financial Services, Fund based and fee based services.
6. **Mutual Funds:** Concepts, types of mutual funds-income, growth and balance funds, advantages and disadvantages, exit and entry load.
7. **Leasing:** Meaning, concepts and comparison, types of lease, financial evaluation of lease.
8. **Hire Purchase:** Concepts, Taxation aspects of hire purchase, Consumer credit, financial evaluation of hire purchase.
9. **Factoring and Forfeiting:** Concepts, types mechanism, advantages, disadvantages.
10. **Credit Rating:** Concepts, importance, method, advantages and disadvantages.
11. **Venture Capital Finance:** Concepts, Procedure and importance. American & Global Depository Receipts, Debt Securitization, Insurance (Life and non life).

Text Book:

1. Financial Market, Institutions & Services, N.K. Gupta Monika Chopra, Ane Books India., New Delhi.

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**M.B.A. (Executive) Risk and Insurance
SEMESTER – IIIrd**

Investment Analysis

Course Content

- 1. Introduction:** Concept of Investment, Investment V/S Speculation, Financial and Economic Aspect of Investment, Types, Characteristics and Objectives of Investment. Selecting Investment in a Global Market.
- 2. Risk Return:** Concept of Risk and Return, Systematic and Unsystematic Risk, Multifactor Model, Risk and Return, Efficient capital Markets, Concept of Beta, Capital Assets pricing model, SML and CML Valuations.
- 3. Securities Valuation:** An Introduction to Security Valuation, Macroeconomic & Market Analysis, The Global Asset Allocation Decision.
- 4. Valuation of Bonds:** Bond Fundamentals, Bond Valuation Models; PV Model, Bonds Yield, Measures Duration, Modified Duration, Immunization Convexity, bond Value.
- 5. Valuation of Equity:** Constant Growth Model, Multi-Stage Growth Model, P/E Ratio and Earnings Multiplier Models. Valuation of Preference Shares, Valuation of Warrants, Rights Issue.
- 6. Security Analysis:** Stock Market Analysis, Fundamental Analysis and Technical Analysis, Dow theory, Elliott Wave Theory, Efficient Market Theories and Testing.

Text Book

1. Frank K Reilly & Keith C, Brown; Investment Analysis and Portfolio Management, Thomson South Western, First Indian reprint 2007.

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**M.B.A. (Executive) Risk and Insurance
SEMESTER – IIIrd**

Fundamental of Derivatives

Course Content

1. **Financial Risk Management**: Concept of Risk, Types of Risk Types of Financial Risk, Risk Management Process.
2. **Introduction to Derivatives**: Derivatives Concepts, Types: Forwards, Future, Options. Comparison of Forward and Future, Participants: Types of Hedgers, speculators and Arbitragers.
3. **Feature Concepts**: Types of Orders, Introduction to Futures Market: Future contract, Specification of the Future Contract, Newspaper Quotes, Mechanism of Future Trading: Futures Exchange, Clearing house, Operations of Margin (Marketing to Market) Clearing house and Clearing Margins, Convergence to Future and Spot Prices, Interest Rate, Currency, Stock Index Futures.
4. **Option Market**: Type of Options, Payoff from Options, Trading Strategies, Involving Options, Factors Determining Option Valuation and Pricing, Black Scholes Models.
5. **SWAPS**: Introduction to SWAPS, Basic Swap Structure, Interest Rate Swaps, Currency Swaps, Commodity Swaps, Mechanics of Swaps Transactions, Swap options.

Text Book

1. John C Hull, “Options, Futures and Others Derivatives” Pearson Education.

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SEMESTER – IIIrd**

Supply Chain Management

Course Content

1. **Introduction:** Introduction to logistics management, need, importance, specific components, traditional material flow system, recent trends-supply chains, supply chain management, introduction, overview, strategic fit & metrics.
2. **Strategies:** Supply chain planning, orientation, supply chain strategies, supplier selection, global suppliers, Kertsu network , management of inventory and information managing supply chain operations, uncertainties.
3. **Sourcing Decision in Supply Chain:** Supplier its role as a strategic partner, supplier selection and evaluation, supplier involvement, just in time, vendor management inventory (VMI), role of IT.
4. **Inventory Management:** Introduction, aggregate inventory management, cycle inventory, safety inventory and flow of materials, ABC and VED systems of inventory management, overview of associated costs, Recent trends in inventory management – Bar coding, smart cards, RFID's.
5. **Physical Distribution:** Introduction, physical distribution system, interfaces, ware house and its management, transportation, significance of transportation in inventory management, transportation issues strategic operational and tactical, transportation planning.
6. **Information Management:** Role of information for competitive advantage, strategic directions, information distortion BULL WHIP effect, customer service integration, procurement and tracking system, introduction to performance measures in supply chain.

Text Book:

1. Sunil Chopra and Peter Meindal 2002, Supply Chain Management; Strategy Planning, and Operation, Prentice Hall of India.
2. Devid Simchi- Levi, Philip Kaminsky, and Edith Simchi- Levi, 2000, Designing and Managing the Supply Chain; Concepts, Strategics, and Case Studies, Irwin McGraw Hill.
3. Browersox D J and Closs DJ, 2001, Logistic Management , Tata McGraw Hill Edition, New Delhi.
4. Mohanty R P and Deshmukh S G, 2005, Supply Chain Management; Theories and Practices, Bizztantra, New Delhi.
5. Gupta Milini 2005, Supply Chain Excellence; success Stories, SPJIMR, Mumbai

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M.B.A. (Executive) Retail Management
SEMESTER – IIIrd**

INTEGRATED MARKETING COMMUNICATION

Course Content

1. **Understanding Integrated Marketing Communication** ; Understanding Marketing, Understanding Marketing Communication, Integrated Marketing Communication, Marketing Strategy, Marketing Mix Strategies, Integrating IMC in the Marketing Mix, Communication, Communication Response Hierarchy, Consumer Involvement
2. **Advertising** : Fundamentals of an advertising campaign, Spelling out the Strategy, Choice of Strategic Approaches, Concept of Big Idea, Creativity for Big Idea, Creative Execution of Big Idea, Creativity in Ad. Execution, Preparing a creative brief, Creative execution elements, celebrity support in execution
3. **Other Promotion Tools: Sales Promotion:** Introduction to Sales Promotion, Types of sales promotions, Sales Promotion objectives and budget allocation, Direct Marketing Introduction, Elements, Media, Internet and Direct Marketing Publicity: Objectives and Tools
4. **Media Planning and Strategy** : Print media, Broadcast Media, Out of Home Media, Developing the media plan
5. **Promotion Objectives and Budget Determination** : Setting Communication objectives, The DAGMAR Approach, Budgeting for Marketing Communication, Arriving at Marketing Communication Budget, Allocating the Marketing Communication Budget
6. **Measuring IMC Performance:** Measuring Communication Effectiveness, Research to measure Communication Effectiveness, Advertising Testing Process, Post- Testing Tools and techniques

TEXT READINGS:

1. Advertising and Promotions-an IMC perspective-Kruti Shah and Alan D'Souza, 2008, Tata Mcgraw Hill, New Delhi

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M.B.A. (Executive) Retail Management
SEMESTER – IIIrd
RETAIL PRODUCT MANAGEMENT**

Course Content:

1. Understanding Retail Product Management.
2. The Role of Retail Product Managers.
3. Category Management
4. Product Range Planning and Selection
5. Managing the Supply Base
6. Product Quality Decisions and Stock Management
7. Allocating Retail Space to Products
8. Retail Design
9. Visual Merchandising.
10. Communicating the Product Officer.
11. Evaluating Retail Product Management Performance .

Text Reading:

Retail Product Management by Rosemary Varley: Rautledge, Taylor and Francis Group 2006.