



**DEPARTMENT OF BUSINESS MANAGEMENT
OSMANIA UNIVERSITY, HYDERABAD**

**Proposed MBA (Day& Part – time – Evening 2 years) Structure and Syllabus As Per CBCS
with Guidelines Effective From 2016-2017**

Year-I Semester –I

Course Code	Course Title	Nature	Credits	HPW	Max Marks (IA+UE) 100
MB101	Management & Organizational Behaviour	Core	5	5	20+80
MB102	Accounting for Management	Core	5	5	20+80
MB103	Marketing Management	Core	5	5	20+80
MB104	<u>Generic Elective-I</u> 1.Business Law &Ethics 2.Fundamentals of Technology Management 3.Managerial Economics	Generic	4	4	20+80
MB105	<u>Generic Elective –II</u> 1. IT Applications for Management 2. Business Communication 3. Customer Relationship Management	Generic	4	4	20+80
MB106	Computer Practical's and Seminars	Practical	1	2	25
Semester Credits			24	25	525

Year-I Semester –II

Course Code	Course Title	Nature	Credits	HPW	Max Marks (IA+UE) 100
MB201	Human Resources Management	Core	5	5	20+80
MB202	Financial Management	Core	5	5	20+80
MB203	Business Research Methods	Core	5	5	20+80
MB204	<u>Generic Elective-III</u> 1.Economic Environment and Policy 2.Bussines Process Re-engineering 3.International Business 4.Financial Market & Services	Generic	4	4	20+80
MB205	<u>Generic Elective-IV</u> 1. Total Quality Management 2. Strategic Management Accounting 3. Start Up Management 4. Retail Management	Generic/	4	4	20+80
MB206	Seminar/ Work Shop/ Case Studies	-----	1	2	Grade
Semester Credits			24	25	500
Yearly Credits			48	50	1025

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Year-II –Semester-III

Course Code	Course Title	Nature	Credits	HPW	Max Marks (IA+UE) 100
MB301	Operations Management	Core	5	5	20+80
MB302	E- Business	Core	5	5	20+80
MB303	Interdisciplinary Courses 1.Managerial Communication 2.Entrepreneurial Development 3.Management Theory and Practice	ID	5	5	20+80
MB305	Discipline Specific Elective- I 1. Financial Risk Management(F) 2.Product & Brand Management (M) 3.Compensation Management (HR) 4.Decision Support Systems (SYS)	DSE	4	4	20+80
MB306	Discipline Specific Elective – II 1.International Finance(F) 2.Promotion & Distribution Management(M) 3.Organization Development(HR) 4. Business Analytics (SYS)	DSE	4	4	20+80
MB307	Tutorials Project work Tutorials/Case Study/ Programming R		1	2	-----
Semester Credits			24	25	500

Year-II –Semester IV

Course Code	Course Title	Nature	Credits	HPW	Max Marks (IA+UE) 100
MB401	Strategic Management	Core	5	5	20+80
MB402	Operations Research	Core	5	5	20+80
MB403	Supply Chain Management	Core	5	5	20+80
MB404	DS Elective- III 1.Investment Management(F) 2.Consumer Behaviour(M) 3.Performance Management (HR) 4.Data Base Management Systems (SYS)	DSE	4	4	20+80
MB405	DS Elective- IV 1.Banking & Insurance (F) 2.Services & Global Marketing(M) 3.Talent & Knowledge Mgt (HR) 4.Software Project Management (SYS)	DSE	4	4	20+80
MB406	Project Work	-----	1	2	Grade
MB407	Comprehensive Viva - Voce	-----	1	--	Grade
Semester Credits			25	25	500
Yearly Credits			49	50	2025
Total Credits for the course			97	100	

Note :

1. A Comprehensive Viva – Voce Examination will be Conducted at the end of the fourth semester.

Master of Business Administration (MBA) Syllabus

Paper Code – MB101

Course: MANAGEMENT AND ORGANIZATION BEHAVIOUR

Unit – I: Management Process and Functions, Scientific and Modern Management, 3D Model of Managerial Behavior – MBO – MBWA – Line and Staff – The Peter’s Principle – Parkinson’s Law – Main Approaches to Organisation Structure-Management – Classical, Human Relations, Systems and Contingency Approaches, Hawthorne’s Experiments – Human Engineering.

Unit – II: Decision Making and Negotiations: Approaches to Decision making – Rational, Behavioral, Practical, and Personal Approaches – Open and Closed Models of Decision Making, Types and steps in planning, Authority, Responsibility, Centralisation, Decentralisation and Recentralisation, Bureaucracy.

Unit – III: Psychological contract – Personality Traits, Big 5 personality traits, MBTI inventory, the Process of Perception – Perceptual distortions and errors, Kelly’s personal construct Theory, Motivation – Content Theories: Maslow, Alderfer, Herzberg, McClelland. Process Theories: Vroom, Porter and Lawler, Equity Theory – Goal Theory – Attribution Theory.

Unit – IV: Models of OB – Autocratic, Custodial, Supportive, Collegial and System Models, Transactional Analysis, Johari Window. Group Dynamics: Typology of Groups – Conflicts in groups – The nature of conflict – Reactions to conflict – A model of conflict. Trait and Behavioral Approaches to Leadership, Managerial Grid, Path-Goal Theory, Vroom’s Decision Tree Approach to Leadership – Hersey and Blanchard Model.

Unit – V: Organisation Design, organisation culture and organisation climate. Stress Management and Counseling, Management of change and organisation development. Communication – Emerging aspects of OB.

Suggested Readings

1. Harold Koontz and Heinz Weihrich, 2010, Essentials of Management, TMH
2. Michael A. Hitt, J. Stewart Black, and Lyman W. Porter 2010, Management, Pearson
3. Curtis W. Cook and Phillip L. Hunsaker, 2010, Management and Organisational Behaviour, McGraw-Hill Irwin.
4. Robbins & Judge, 2010, Organisational Behaviour, Prentice Hall of India.
5. Gregory Moorhead and Ricky W. Griffin 2010, Organisation Behaviour, Biztantre.
6. VSP Rao, V. Harikrishna 2010, Management – Text and Cases, Excel Books
7. K. Aswathappa, 2010, Organisational Behaviour – Text, Cases and Games, Himalaya Publishing House.
8. Udai Pareek 2010, Understanding Organisational Behaviour, Oxford University Press
9. Lauriel J Mullins, 2010, Management & Organisational Behaviour, Pearson
10. Robin Finchem and Peter Rhodes 2010, Principles of Organisational Behaviour, Oxford University Press.
11. B.R. Virmani, 2010, Managing People in Organisations, Response Books.

Business Administration (MBA) Syllabus
Paper Code – MB102

Course: ACCOUNTING FOR MANAGEMENT

Unit - I:

Meaning, Definition and Scope of Financial Accounting; Accounting concepts and conventions, their implications on accounting system –Double Entry Accounting System – Accounting Process – Types of Accounts – Primary and Secondary Record – Preparation of Journal, Ledger Posting Balancing and Preparation of Trial Balance (Including Numerical Problems) – Errors Disclosed and Not disclosed by Trial Balance – Suspense Account - Accounting Equation – Static and Dynamic view - Accounting standards – their rationale and growing importance in global accounting environment, International Financial Reporting Standards (IFRS).

Unit – II:

Distinction between capital and revenue expenditure; Preparation and presentation of financial statements – Trading, Profit and loss account, Balance Sheet(Including Numerical Problems); provisions of the Indian Companies Act regarding preparation and presentation of financial statements;

Depreciation concept, Depreciation methods – their impact on measurement of business income- external auditor’s report, the report of the Board of Directors, and voluntary disclosures

Unit – III

Financial Statement analysis – Ratio analysis – Rationale and utility of ratio analysis – classification of ratios -calculation and interpretation of ratios-liquidity ratios-activity / turn over ratios – Profitability ratios – leverage and structural ratios (Including Numerical Problems)-Diagnostic and Predictive Power of ratio; common size statement analysis.

Unit – IV

Cash Flow Statement – Advantages and Utility of Cash flow statement – Preparation of Cash flow statement (Including Numerical problems) - Tax planning – Tax Avoidance – Tax evasion–Balance score card, methodology of BSC and its importance.

Unit – V:

Cost concepts – Fixed and Variable cost – Classification of Costs – preparation of cost sheet.- CVP analysis – Break-even Point - concept of contribution and PV Ratio(Including Numerical problems) - Managerial uses of Break-even concept – product mix, make or buy decision, capacity utilization, plant shut down decision.

Nash Equilibrium in Game Theory – Prisoner’s Dilemma Re visited.

Reference:

1. Grewal T. S. Introduction to Accounting, 2009, S Chand Publishers
2. Ramachandran, Ramkumar Kakani, Financial Accounting for Management, 2009, 2nded, Tata McGraw Hill Publishing , Pvt., Ltd.
3. Shah Paresh, Basic Financial Accounting for management , 2009, 5th Ed, Oxford University Press
4. Shashi K. Gupta & R.K. Sharma Management Accounting Principles and Practice Kalyani Publishers, 12th Revised . Ed.
5. Bhattacharyya Asish K, Financial Accounting for Business Managers, 2nd edition, PHI
6. Ambarish Gupta, Financial Accounting for Management, 2009 An Analytical Perspective, 3rd Ed. Pearson education.
7. Earl K. Stice and James. D. Stice, Financial Accounting – Reporting and Analysis, 2009, 7th Ed. South Western, Cengage Learning.

Master of Business Administration (MBA) Syllabus

Paper Code – MB103

Course: MARKETING MANAGEMENT

Unit – I: Basics:

Marketing, Market, Marketing Management. Tasks, Philosophies, Marketing Mix-expanded Marketing Mix, Marketing Program and Marketing Strategy, Managing marketing effort, Global marketing, Marketing Environment - Company's Micro and Macro Environment – Interface with other functional areas.

Unit – II: Market Segmentation:

Levels and Bases for Segmentation, Segmenting Consumer Markets, Business Markets, International Markets, Market Targeting - Evaluating Market Segments, Selecting Market Segments– Differentiation, Product Positioning, Positioning Strategies, Demand Measurement and Sales Forecasting Methods, Estimating Current and Future Demand. Competitive strategies.

Unit – III: Marketing Programme:

Decisions Involved in Product, Branding, Packaging, Product Line and Product Mix Decisions. New Product development, Product Life Cycle, Pricing, Strategies, Distribution Channels, Channel Management Decisions, Promotion Mix - Advertising, Sales Promotion. Public Relations, Personal Selling. Online Marketing.

Unit – IV: Consumer Markets:

Model of Consumer Behavior, Seven Os Structure, Factors Affecting Consumer Behavior. Stages in the Adoption Process, Industrial Markets - Characteristics, Industrial Buyer Behavior, Services Markets-Characteristics, and Strategies.

Unit – V: Marketing Organization and Control:

Types of Marketing Organization Structures and Factors affecting Global marketing Organization, Marketing Organization Annual plan Control, Efficiency Control. Profitability Control and Strategic Control. Marketing Audit.

Suggested Books:

1. Kotler Philip, Garyarmstrong, Prafullay. Agnihotri, EU Haque, “Principles of Marketing”, 2010,13th Ed, Pearson Education Prentice Hall of Indi.
2. Paul Baines, Chris fill, Kelly page, “Marketing Management”, 2009, 1st Ed. Oxford UniversityPress.
3. Roger j. best, “Market- Based Management”, 2009, 1st Ed. PHI Learning Pvt. Ltd.
4. Kurtz & Boone, “Principles of Marketing”, 2010, 12th Ed. Cengage Publications.
5. Tapan k panda, “Marketing Management”. 2010, 1st Ed. Excel books.
6. Ramaswamy V.S. Namakumari S, “Marketing Management”, 2009, The Global perspective-Indian Context Macmillan India Ltd.

Master of Business Administration (MBA) Syllabus

Paper Code – MB104– Generic Elective -I

1. BUSINESS LAW & ETHICS

Unit - I: Law of Contracts:

Definition of Contract and Agreement – Classification of Contracts, Essential elements of a valid Contract – Offer - Acceptance - Consideration - Capacity to Contract - Free consent, void Contracts– Legality of Object - Performance of Contract – Remedies for breach of Contract - Quasi Contracts.

Unit - II: Law relating to Special Contracts:

Salient features of Contract of Agency, Bailment and Pledge, Indemnity and Guarantee. Sale of Goods Act – Distinction between Sale and agreement to sell - Conditions and Warranties. Negotiable Instruments Act – Definition and Characteristics of a Negotiable Instrument – Definitions, Essential elements and distinctions between Promissory Note, Bill of Exchange, and Cheques - Types of crossing.

Unit - III: Companies Act:

Definition of company – Characteristics - Classification of Companies- Formation of Company -Memorandum and Articles of Association – Prospectus - Share holders meetings - Board meetings -Law relating to meetings and proceedings- Company - Management - Qualifications, Appointment, Powers, and legal position of Directors - Board - M.D and Chairman - Their powers.

Unit - IV: Consumer Protection Law:

Introduction to consumer protection law in India - Consumer councils - Redressal machinery -Rights of consumers - Consumer awareness. Pollution Control Law - Air, water, and environment pollution control, Role of public awareness. Laws relating to Intellectual Property Rights. Competition Law. Arbitration and conciliation.

Unit - V: Ethical and Value based Considerations – Need and Justification – Business ethics and efficiency – Social responsibility of business – Fair and just cooperation among owners, managers, workers and customers – Fair Market Wages – Integrity and ethical consideration in business operations – Indian value system and it’s relevance in Management.

Suggested Books:

1. N.D. Kapoor, “Elements of Mercantile Law”, 2007, Sultan Chand & Co.
2. Akhileshwar Pathak, “Legal Aspects of Business”, 2007, 3rd Ed. Tata McGraw Hill.
3. K.R. Bulchandani, “Business Law for Management”, 2009, HPH.
4. PPS Gogna, “A Text Book of Company Law”, 2006, S. Chand
5. Paul Wetherly and Dorron Otter, “The Business Environment – Themes and Issues”, 2010, Oxford University Press.
6. Marianne moody Jennings, “The Legal, Ethical and Global Environment of Business”, 2009, South western Cengage learning, New Delhi.
7. Richard Schaffer, Agusti & Earle.
8. K. Aswathappa, “Essentials of Business Environment”, 2009, HPH.
9. V. Ramakrishna Raju, “Business Laws and Economic Legislations”, 2005, HPH.
10. S.S Gulshan, Business laws, 2010, Excel Books.

Master of Business Administration (MBA) Syllabus

Paper Code – MB104– Generic Elective –I

2. FUNDAMENTALS OF TECHNOLOGY MANAGEMENT

Unit – I: Introduction , Definitions Role and Importance, Technology Development, Implications of Technology Management , Technology change, TLC, Diffusion and Growth of Technologies Technological Transformation Alternatives, Technology Policy and Planning, Technolog development _Options & Strategies, Socio- Economic Planning, Production Functions & Technological Change, Macro effects of Technology change

Unit – II: Technology Development and Acquisitions – Forecasting and Technology Innovation Chain, Role of technology Forecasting approaches and methodologies Technology Strategy , Generations, an Development

Unit – III: Technology Transfer – Models Modes, Technology search strategy, Dimensions of Technology Transfer, features & Routes of Technology Transfer, Technology absorption capabilities, Pricing of Technology Transfer agreements, Code of Conduct for Technology Transfer , Government initiative Technology transfer and absorption Process at Unit Level,

Unit – IV: Technology absorption and Diffusion - Technology – Package and Technology Dependence, Concepts Constraints of Technology absorption, Technology Import in India, Government initiative, Benefit Technology absorption. Technology Assessment (TA) Organization and Management of Technology Assessment, Technology Evaluation. Diffusion – Major Diffusion activates, Diffusion strategy.

Unit – V: Technology Environment – Science & Technology in India, R&D, Technology Missions, Trade Policy, Education, and other Policies, Linkages, Technology Support System Financing – Venture Capital, Technology Gaps and needs Evaluation of Technology option Rutes, R & D Resource Management.

Suggested Books:

1. Sharif Nawaz : Management of Technology Transfer & Development, APCFT, Bangalore, 1983
2. Rohtagi P.K, Rohatagi K and Bowonder B: Technological Forecasting, Tata MCGraw Hill, New Delhi
3. Detz Fredrick: Managing Technology, Prentice Hall, New Jersey.
4. Gaynor: Handbook of Technology Management, McGraw Hill.
5. Track Khalil: Management of Technology, McGraw Hill International, 2000.

Master of Business Administration (MBA) Syllabus

Paper Code – MB104– Generic Elective –I

3: MANAGERIAL ECONOMICS

Unit – I: Nature & Scope of Managerial Economics:

Fundamental Economics Concepts: Opportunity Cost, Discounting principle, Time perspective, Incremental reasoning, Equi-marginal concept. Marginal concept Theory of Firm- profit and wealth maximization. Econometrics- Use of Econometric Models in decision making.

Unit – II: Demand Analysis:

Basis for demand ; Concept of Utility- cardinal and ordinal approaches of utility, Law of marginal utility,. Maximization of consumer utility, Consumer-Surplus Demand Analysis: Determinants of demand, Law of demand-Price, Income and cross elasticity of demand. Managerial applications of elasticity of demand- Demand forecasting and measurement methods.

Unit – III: Production and Cost Analysis:

Production Function; Cobb Douglas and CES Production functions. Laws of diminishing marginal returns to scale, Returns to scale. Optimal combination of input factors. Optimization of two inputs and single output through graphic method. Expansion path and ridge lines. Economies & and Diseconomies of scale. Economies of scope. Learning curve. Cost analysis: Economic and Accounting Costs. Role of time in cost analysis. Cost-volume Profit Analysis.

Unit – IV: Market Structure and Modern Pricing Practices:

Price determination under perfect competition. Monopoly, oligopoly and Monopolistic competition. . Game theory basics, dominant strategy, Nash equilibrium, prisoners dilemma. pricing and non pricing strategies. Sophisticated market pricing: price discrimination–using coupons and rebates for price discrimination. Peak load pricing. Transfer pricing: A perfectly competitive market for upstream product. The global use of transfer pricing.

Unit – V: Macro economics & Business:

Nature, Concept and measurement of National Income. Classical and Keynesian approaches to Income, Employment and Investment. Inflation: Types, causes and measurement of inflation. Philips curve, stagflation. Trade cycles causes and policies to counter trade cycles.

Suggested Books:

1. Dominik Salvatore, “Managerial Economics”, 2016, 8th Ed. Oxford University Press
2. Mark Hirschey, Log “Managerial Economics – An Integrative Approach”, Cengage Learning.
- 3 Allen, Wegelt, Doherty & Mansfield, “Managerial Economics - Theory, Application & Cases”, 2010, 7th Ed. Viva-Norton Student E
4. D.M. Mithani, “Managerial Economics” 2008, Himalayan Publishing House.
5. P L Mehatha , “Managerial Economics”, 8th Ed S.Chand Publishing.
6. Trunett & Trunett, “Managerial Economics”, 2009, 8th Ed Weiley India.
7. Samuelson & Nordhaus, “Economics” 2010, 19th Ed., Tata McGraw Hills.
8. Atmanand, “Managerial Economics”, 2009, Excel Publishing.
9. Sumitra Paul, “Managerial Economics”, 2008, Macmillan.
10. Jospeh G. Nellis & David Parter “Principles of Business Economics”, 2009, 2nd Ed. Pearson Ed.,

Master of Business Administration (MBA) Syllabus

Paper Code – MBA 105 - Generic Elective -II

1. IT APPLICATIONS FOR MANAGEMENT

Unit – I: Concepts of Information Systems

Need for Information Systems – Business in the Information age, Information systems Concepts, Computer Based Information Systems – Categories of Information Systems- Operational Support Systems- Management Support Systems- Strategic Information Systems.

Unit – II: Technology for Information Systems.

Computer Hardware-I/O Devices, Memory Devices, Processor -Software-Application & Systems Software- Multimedia – Definition, Characteristics, Elements of Multimedia, Multimedia Applications. Data Communication & Computer Network – Definition, Types – Network Topologies-Network Devices, Wireless Networking. The Internet, Intranet.

Unit – III: Intra organizational Systems – Management Information systems- Decision Support Systems- types of DSS, Architecture of DSS , Artificial Intelligence, Intelligent Systems, types of intelligent systems, intelligent agent. Data Base Concepts- Definition-Advantages, Disadvantages– Types of Data Bases –Definition of Distributed Databases.

Unit – IV: Inter organizational Systems

Inter organizational- Global information systems, Electronic Data Interchange (EDI), Electronic

Funds Transfer (EFT) –Extranets, E-Commerce Overview- E-commerce applications, Mobile Commerce, E-Governance- Emerging Trends in Computing – Cloud Computing, Grid computing, Mobile Computing, Mobile Applications-their advantages & disadvantages

Unit – V: Information Security & Laws

Need For Security - Security Threats& Attacks- Malicious Software, Hacking, Security Services-Security Mechanisms - Cryptography, Digital Signature, Firewall- Types of Firewall-Identification & Authentication–Biometric Techniques–Other Security Measures-Security Policy, Need for legislation, cyber policy- cyber laws- cyber security issues in India, salient features of IT ACT.

Suggested Books:

1. Turban, Rainer and Potter, “Introduction to Information Technology”, John & Wiley Sons.
2. Anita Goel, “Computer Fundamentals”, Pearson.
3. Ramesh Behl, “Information Technology for Management”, McGraw-Hill Companies.
4. Ken Laudon, Jane Laudon&RajnishDass, “Management Information System”, 11nd Ed. Pearson.
5. B. Muthukumaran, “Information Technology for Management”, 2010, Oxford.
6. Alex Leon & Mathew Leon, “Fundamentals of Information Technologies”, 2009, Leon Vikas, 2ndEd.
7. S. Sudalaimuthu& S. Anthony Raj, “Computer Applications of Business”, 2010, HPH.

2. BUSINESS COMMUNICATION

Unit – I:

The role of and process of communication. Barriers to communication Surmounting barriers to communication, Types of communication; Listening process–Elements of good listening–improving listening competence. Importance of feedback – Principles of feedback.

Unit – II:

Characteristics of non verbal communication–Types and functions of non verbal communication–Interpreting non verbal communication; Negotiations-Approaches to negotiations–Preparing for and conducting negotiations

Unit – III:

Making Presentations–Choosing a method of speaking–Analyzing the audience–Nonverbal dimensions of presentations–Speeches for commemorative occasions–Effective presentation strategies. Persuasive speaking.

Unit – IV:

Report writing–Types of reports–Structure of reports–Individual and committee reports–Essentials of good report writing .Business letters–Drafting letters relating to enquiries and replies; orders and replies; complaints and claims. Effective business correspondence .drafting a resume

Unit – V:

Media relations–Building better relations with media. Investor relations–Framework for managing investor relations. Managing government relations–ways and means of managing governing power. Crisis communication–Do’s and dont’s in the wake of a crisis.

Suggested Books:

1. Penrose, Rasberry and Myers, “Business Communication for Managers”, Cengage Learning.
2. Kathleen Fearn-Banks, “Crisis Communications, A Casebook Approach”, Routledge.
3. Mary Munter, “Guide to Managerial Communication” 6th Ed Pearson Education.
4. Lesikar, R.V. and M.E. Flatley, “Basic Business Communication”, 2008 11th Ed. New York, McGraw-Hill.
5. Disanza, “Business and Professional communication”, Pearson Education.
6. CSG Krishnamacharyalu and L.Ramakrishnan, “Business Communications”, 2009, HimalayaPublishing House.
7. Paul A Argenti, “Strategic Corporate Communications”, Tata McGraw Hill.
8. Krizan, Merrier, Logan and Williams, “Effective Business Communication”, 2008 CengageLearning.
9. Paul R.Timm, “Straight Talk: Written communication for career success”, Routledge Publication.
10. David Irwin, “Effective Business Communications”, 2009, Viva Books.
11. Kelly Quintanilla and Shawn T Wahl, “Business and Professional communication”, Sage Publications.
12. U S Rai& S M Rai, “Business Communication”, Himalaya Publishing House.

3. CUSTOMER RELATIONSHIP MANAGEMENT

Unit – I: Evolution of Customer Relationship:

CRM- Definition, Emergence of CRM Practice, Factors responsible for CRM growth, CRM process, framework of CRM, Benefits of CRM, Types of CRM, Scope of CRM, Customer Profitability, Features Trends in CRM , CRM and Cost-Benefit Analysis, CRM and Relationship Marketing.

Unit – II: CRM Concepts:

Customer Value, Customer Expectation, Customer Satisfaction, Customer Centricity, Customer

Acquisition, Customer Retention, Customer Loyalty, Customer Lifetime Value. Customer Experience Management, Customer Profitability, Enterprise Marketing Management, Customer Satisfaction Measurements, Web based Customer Support.

Unit – III: Planning for CRM:

Steps in Planning-Building Customer Centricity, Setting CRM Objectives, Defining Data Requirements, Planning Desired Outputs, Relevant issues while planning the Outputs, Elements of CRM plan, CRM Strategy: The Strategy Development Process, Customer Strategy Grid.

Unit – IV: CRM and Marketing Strategy:

CRM Marketing Initiatives, Sales Force Automation, Campaign Management, Call Centers. Practice of CRM: CRM in Consumer Markets, CRM in Services Sector, CRM in Mass Markets, CRM in Manufacturing Sector.

Unit – V: CRM Planning and Implementation:

Issues and Problems in implementing CRM, Information Technology tools in CRM, Challenges of CRM Implementation. CRM Implementation Roadmap, Road Map (RM) Performance: Measuring CRM performance, CRM Metrics.

Suggested Books:

1. Francis Buttle, “CRM: Concepts and Technologies”, Elsevier, 2009, a division of Reed Elsevier India Pvt. Ltd., 2nd Ed.
2. Jagdish N. Sheth, Atul Parvatiyar & G. Shainesh, “Customer Relationship Management”, “Emerging Concepts, Tools and Application”, 2009, TMH.
3. Dilip Soman & Sara N-Marandi, “Managing Customer Value” 1st edition, 2009, Cambridge.
4. Alok Kumar Rai, “Customer Relationship Management: Concepts and Cases”, 2008, PHI.
5. Ken Burnett, the Handbook of Key “Customer Relationship Management”, 2005, Pearson Education.
6. Mukesh Chaturvedi, Abinav Chaturvedi, “Customer Relationship Management- An Indian Perspective”, 2008, Excel Books, 2nd edition.

Master of Business Administration (MBA) Syllabus

Paper Code – MB 106

Computer - Lab

1. MS-EXCEL

Unit – I: Introductory concepts of MS-EXCEL spreadsheet:

Creating, Naming Saving, Editing and Printing of Worksheets. Data Entry - Manual and Automatic Formatting cells and Cell referencing. Creating and using formulas and Functions Use of Copy, Move and Paste Options.

Unit II: Data And Graphical Options:

Filling a Series, Sorting data, querying of data. Working with graphs and charts.

Unit III: Advanced Options of MS-EXCEL:

- a) Statistical tools – use statistical functions such as average, Standard Deviation, ANOVA, etc.
- b) Financial Tools – use of Financial Functions such as NPV, IRR etc.
- c) Date Functions d) Building Simple Macros.

2. MS-ACCESS

Unit IV – Introduction to MS-ACCESS:

Creating a database and tables by different methods- Entering and Editing data- Sorting, Filtering and Displaying data. Creating & querying using forms. Creating & printing reports and labels.

Unit V: Transfer of data between Excel & Access.

Suggested Books:

1. David Whigham, “Business Data Analysis Using Excel”, Oxford University Press, Indian Edition.
2. Paul Cornell, “Accessing & Analyzing DATA with MS-EXCEL”.
3. R & D, “IT Tools and Applications”, Macmillan India Ltd.
4. Sanjay Saxena, “A First Course in Computers – Based on Windows Office XP”, Second Edition – Vikas Publishing House.
5. P. Sudharsan & J. Jeyabalan, “Computers Systems & Applications”, Jaico Student Edition- Jaico Publishing House.
6. D.P. Apte, “statistical Tools for Managers – using MS Excel”, 2009, Excel Books.