DEPARTMENT OF HUMANITIES & MANAGEMENT, MIT Manipal

M.Tech. ENGINEERING MANAGEMENT

Program Structure (Applicable to 2019 admission onwards)

Year	FIRST SEMESTER						SECOND SEMESTER					
	Sub Code	**Subject Name**	**L**	**T**	**P**	**C**	**Sub Code**	**Subject Name**	**L**	**T**	**P**	**C**
I	MAT 5153	Statistics, Probability and Reliability	4	0	0	4	HUM 5251	Operations Research	3	1	0	4
	HUM 5151	Research Methodology and Technical Communication	1	0	3	2	HUM 5252	Project Management	3	1	0	4
	HUM 5152	Accounting and Financial Management	3	1	0	4	HUM ****	Elective I	3	1	0	4
	HUM 5153	Managerial Economics	3	1	0	4	HUM ****	Elective II	3	1	0	4
	HUM 5154	Operations Management	3	1	0	4	HUM ****	Elective III	3	1	0	4
	HUM 5155	Organizational Behaviour and Human Resources Management	3	1	0	4	*** *****	Open Elective	3	0	0	3
	HUM 5161	Data Analysis Lab – I	0	0	3	1	HUM 5261	Data Analysis Lab – II	0	0	3	1
	HUM 5162	Modelling and Simulation Lab	0	0	3	1	HUM 5262	Enterprise Resource Planning Lab	0	0	3	1
							HUM 5263	Project Management Lab	0	0	3	1
	Total		**17**	**4**	**9**	**24**	**Total**		**18**	**5**	**9**	**26**
II	THIRD AND FOURTH SEMESTER											
	HUM 6098	Project Work							0	0	0	25
							Total		0	0	0	**25**

PROGRAM ELECTIVES			
HUM 5001	Complex Business Dynamics	HUM 5007	Management Information Systems
HUM 5002	Creativity and Innovation Management	HUM 5008	Marketing Management
HUM 5003	Enterprise Resource Planning	HUM 5009	New Venture Strategy
HUM 5004	International Business Management	HUM 5010	Strategic Management and Business Planning
HUM 5005	Knowledge Management	HUM 5011	Supply Chain Management
HUM 5006	Maintenance Management	HUM 5012	Technology Management

OPEN ELECTIVES			
HUM 5051	Risk Management and Insurance	HUM 5053	Total Quality Management
HUM 5052	Services Marketing	HUM 5054	Valuation of Real Estate Properties

SEMESTER I

MAT 5153 STATISTICS, PROBABILITY AND RELIABILITY [4 0 0 4]

Basics of Statistics, correlation coefficient, peakedness in context with industries and quality control problems. Dependent variables, independent variables and their significance. Probability of discrete and continuous variables. Distributions and their properties. Measures of probability and concepts of quality control. Applications of frequency distribution and probability, tests for goodness-of-fit. Reliability analysis.

References:

1. Blank Leland, "Statistical Procedure for Engineering, Management and Science", Mc-Graw Hill.
2. Angand Tang, "Probability Concepts in Engineering Planning and Design", Wiley International.
3. Kottegoda N.T., Rosso R., "Statistics, Probability and Reliability for Civil Engineers", Mc-Graw Hill.

HUM 5151 RESEARCH METHODOLOGY & TECHNICAL COMMUNICATION [1 0 3 2]

Mechanics of Research Methodology: Basic concepts: Types of research, Significance of research, Research framework, Case study method, Experimental method, Sources of data, Data collection using questionnaire, Interviewing, and experimentation. Research formulation: Components, selection and formulation of a research problem, Objectives of formulation, and Criteria of a good research problem. Research hypothesis: Criterion for hypothesis construction, Nature of hypothesis, need for having a working hypothesis, Characteristics and Types of hypothesis, Procedure for hypothesis testing, Sampling methods- Introduction to various sampling methods and their applications. Data Analysis: Sources of data, Collection of data, Measurement and scaling technique, Different techniques of Data analysis. Thesis Writing and Journal Publication: format of journal and conference papers writing, IEEE and Harvard styles of referencing, Effective Presentation, Copyrights, and avoiding plagiarism.

References:

1. Dr Ranjit Kumar, (2005). Research Methodology: A Step-by-Step Guide for Beginners, SAGE.
2. Geoffrey R. Marczyk, David DeMatteo and David Festinger, (2004). Essentials of Research Design and Methodology, John Wiley & Sons.
3. John W. Creswel, (2004) Research Design: Qualitative, Quantitative, and Mixed Methods Approaches, SAGE.
4. Suresh C. Sinha and Anil K. Dhiman, (2006). Research Methodology (2 Vols-Set), Vedam Books.
5. C. R. Kothari, (2008). Research Methodology: Methods and Techniques, New Age International Publisher.

HUM 5152 ACCOUNTING & FINANCIAL MANAGEMENT [3 1 0 4]

Functions of accounting and its relevance to decision making. Preparation and analysis of financial statements to evaluate the health of an organisation. Capital budgeting and its relevance to managerial decision making. Estimating working capital requirements. Relevance of costing in a typical business environment.

References:

1. Narayanaswamy, R, (2011), "Financial Accounting: A Managerial Perspective", PHI Learning Pvt. Ltd.
2. Raman B.S, (1993), "Advanced accountancy", United Publications, Bangalore.
3. Prasanna Chandra, (2006), "Fundamentals of Financial Management", Tata Mc-Graw Hill Companies, New Delhi.
4. Riggs J. L., Bedworth D. D. and Randhawa S. U., (2004), "Engineering Economics", Tata McGraw – Hill Publishing Company Ltd., New Delhi.
5. Ramachandran T., (2001), "Accounting and Financial Management", Scitech Publications Pvt. Ltd. India.

HUM 5153 MANAGERIAL ECONOMICS [3 1 0 4]

Roles and responsibilities of a managerial economist. Analysing the demand and supply for a product and/or service in the market and predicting the consumer behaviour. Demand and Supply and Elasticity, Production and cost analysis, Applying concepts of short-run and long-run cost, economies and diseconomies of scale. Understanding the market structure to strategize for competitive market conditions. National Income, GDP, Inflation, International Trade theories, Modern Trade theory, Foreign exchange.

References:

1. Mehta P L., (2007), "Managerial Economics: Analysis Problems Cases", Sultan Chand & Sons, New Delhi.
2. Varshney R. L. and Maheshwari K. L., (1994), "Managerial Economics" Sultan Chand.
3. Mankiw G., (2008), "Principles of Economics", Cengage-Learning.
4. Samuelson P. A. and Nordhaus W. D., (2010), "Economics", Tata McGraw Hill

HUM 5154 OPERATIONS MANAGEMENT [3 1 0 4]

Concepts of operations management in a general manufacturing scenario. Demand forecasting Capacity planning in dynamic manufacturing and servicing requirements. Importance of aggregate planning and its implications. Scheduling the jobs in manufacturing and service sectors for optimal utilization of resources. Designing and developing an effective inventory management system.

References:

1. Krajewski L. J. and Ritzman L. P., (2002), "Operations Management: Strategy and Analysis", 6th ed., Pearson Education.
2. Norman G. and Greg F., (2005), "Operations Management", South West Learning.
3. Heizer J. and Barry R., (2006), "Operations Management", 8th ed., Prentice Hall.
4. Wild Ray, (2003), "Operations Management", 6th ed., Thomson Learning.
5. Panneerselvam R., (2006), "Production and Operations Management", Prentice Hall of India, New Delhi.

HUM 5155 ORGANISATIONAL BEHAVIOUR & HUMAN RESOURCE MANAGEMENT [3 1 0 4]

Concepts, scope, objectives, functions, roles, issues and challenges in OB and HRM. Individual, motivation, attitude, perception, attribution theories, group dynamics. Leadership theories, Organization culture, development, organization change management, training and development.

References:

1. Pareek Udai et al., (2002), "Human Resource Development in Asia: Trends and Challenges", Oxford and IBH Publishing.
2. Robbins, S. P. (2001), Organisational Behaviour: Concepts, Controversies and Applications Australia and New Zealand. Prentice Hall.
3. Luthans F., (2010), 12th Edition "Organisational Behaviour", Tata McGraw Hil: Singapore.

HUM 5161 DATA ANALYSIS LAB I [0 0 3 1]

Statistics: Application of standard statistical package for data analysis. Computing statistical measures - frequency tables, graphs, diagrams, normality check, identification of outliers, transformations. Descriptive statistics - Skewness, Kurtosis. Univariate analysis - Testing of hypothesis, parametric and nonparametric tests, bivariate correlations, simple linear regression, curve fitting. Multivariate analysis - Multiple regression analysis, data reduction techniques. Working on the time series models. Quality control: Calculate average, sample standard deviation, sample median, and quartiles of a randomly sampled data using standard packages. Quality improvement in the modern business environment and introduction to statistical computing, methods and philosophy of statistical process control, control charts for variables and attributes, process and measurement system capability, acceptance sampling for attributes. Conduct quality exercise and plotting different charts. Validating the methods carried.

References:

1. Gerber S. B. and Finn K. V (2006). "Using SPSS for Windows – Data analysis and graphics", Springer.
2. Zagumny M. (2001). "The SPSS Book: A Student Guide to the Statistical Package for the Social Sciences", iUniverse.
3. Field A. (2012). "Discovering statistics using SPSS for Windows", SAGE publications.
4. R.A Johnson and D.W. Wichern, (1992). "Applied Multivariate Statistical Analysis", PHI, New Delhi.
5. Montgomery D. C (2013). Introduction to Statistical Quality Control, 7th ed., John Wiley & Sons, Inc., New York.

HUM 5162 MODELING & SIMULATION LAB [0 0 3 1]

System Dynamics: Dynamics of multiple loop systems, the modeling process, structure and behavior of systems, tools for systems thinking, causal loop diagram, stock and flow diagram, dynamics of simple structures, dynamics of growth, S-shaped growth, delays, path dependence, co-flows and aging chains, modeling decision making, formulating nonlinear relationships, instability and oscillation, and model testing. Design of Experiments: Techniques of collecting experimental data, experimental designs, corresponding methods of the analysis by means of the linear model, simple comparative experiments, single factor experiments, randomized blocks, Latin square designs and extensions, factorial designs, 2 ^ k designs, confounding and blocking in 2 ^ k designs, 2-level fractional factorial designs, 3-level and mixed-level factorials and fractional factorials, regression models, response surface methodology, random effects models, and validating the experimental results.

References:

1. Montgomery D. C., (2010) "Design and Analysis of Experiments", 7th ed., John Wiley & Sons.
2. Fisher R. A., (1966), "The Design of Experiments", 8th ed., Oliver and Boyd, Edinburgh.
3. Hinkelmann K. and Kempthorne O., (1994), "Design and Analysis of Experiments", John Wiley & Sons.
4. Sterman. J (2017). "Business Dynamics", Mc Graw Hill Education.

SEMESTER II

HUM 5251 OPERATIONS RESEARCH [3 1 0 4]

Applying the concepts of decision theory and risk analysis in managerial problems. Linear programming technique for manufacturing and service situations. Resolving transportation, assignment and traveling salesman problems in organisational situations. Application of dynamic programming and queuing theory in decision making. Monte-Carlo simulation in system analysis.

References:

1. Taha H. A., (2002), "Operations Research" 7th ed., Pearson Education.
2. Sharma S. D., (2005), "Operations Research", 14th ed., Kedar Nath Ramnath Publications.
3. Vohra N. D., (2007), "Quantitative Techniques in Management", TMH, New Delhi.
4. Wagnor H. M., (1993), "Principles of Operations Research", Prentice Hall of India Private Ltd.
5. Philips, Ravindran, and Solberg., (2006), "Operations Research: Principles and Practice", 2nd ed., John Wiley and Sons.

HUM 5252 PROJECT MANAGEMENT [3 1 0 4]

Relevance of project management in monitoring, controlling and executing a project. Defining the goals, objectives and scope of the project. Designing the project and work breakdown structure, and building the project teams. Optimizing the resources using project evaluation and review technique and critical path method. Estimating project time and cost budgeting. Dealing with situational factors that influence execution of the project. Formulation and evaluation of a project.

References:

1. Gray C. F., Larson E. W. and Desai G. V., (2009), "Project Management - The Managerial Process", Tata McGraw Hill.
2. Prasanna C., (2002), "Projects-Planning, Analysis, Financing, Implementation and Review",
3. Vasant D., (2000), "Project Management & Entrepreneurship", Himalaya Publishing House, Mumbai.
4. Nicholas J., (2002), "Project Management for Business & Technology", Pearson Education, Delhi.

HUM 5261 DATA ANALYSIS LAB II [0 0 3 1]

Structural Equation Modelling: Develop a conceptual model so as to analyse and evaluate the measurement, specification, identification and modification, testing of path analysis. Apply the model fit indicators to fit conceptual model with validation. Analytical Hierarchy Process: Developing multi criteria decision modelling in a business scenario, gauge multiple criteria decision and test analytic network, develop a pairwise comparison scale, measure inconsistency and sensitivity analysis. Utilize the validated model behaviour in decision criteria. Data Envelope Analysis: Conceptualizing linear, non-linear and mixed programming modules by measuring efficiency in a multiple input-output business scenario. Design input and output graphical representation to radial efficiency measures, interpretation of efficient targets and sets. Apply weight restrictions, assessing variables on a return scale and target setting, develop a super efficiency and category selection. Apply efficiency, productivity, and Malmquist index tools to validate.

References:

1. Schumacker R. E. and Lomax R.G. (2015), "A beginner's guide to Structural Equation Modelling". Routledge, UK
2. Saaty, T. L., (1980), "The analytic hierarchy process: planning, priority, resource allocation". McGraw-Hill, New York.
3. Cooper W. W., Seiford, L. M. and Tone K. (2006), "Introduction to Data Envelopment Analysis and its Us", Springer, New York.
4. Thanassoulis E., (2001), "Introduction to the Theory and Application of Data Envelopment Analysis", Springer, US.

HUM 5262 ENTERPRISE RESOURCE PLANNING LAB [0 0 3 1]

Introduction to ERP software and its features, ERP functional modules and technical areas. Data management, programs and execution of business process transactions using ERP software. Functions of accounting and its relevance to decision making. Preparation and analysis of financial statements to evaluate the health of an organisation.

References:

1. Kumar V. G. and Venkitakrishnan N K., (2003), "Enterprise resource planning concepts and practice", PHI Learning Pvt. Ltd.
2. Leon A., (2008), "ERP demystified", Tata McGraw-Hill Education.
3. Brady J. A., Monk E. F. and Wagner B., (2001), "Concepts in Enterprise Resource Planning Thompson Course Technology", USA.
4. Ray R., (2012), "Enterprise Resource Planning", Tata McGraw-Hill Education Pvt. Ltd.
5. Raman B. S., (1993), "Advanced accountancy", United Publications, Bangalore.

HUM 5263 PROJECT MANAGEMENT LAB [0 0 3 1]

Business Plan presentation, Project selection, Internal Rate of Return, NPV, IRR, Scheduling of resources, Project network, Estimating project time, cost budgeting, Project monitoring and control, sensitivity analysis., Application of project management tools with resource allocation for measuring the economies of scale.

References:

1. Abrams R., (2010), "Successful Business Plan Secrets and Strategies". 5th ed. New York, Planning Shop.
2. Prasanna C., (2002), "Projects-Planning, Analysis, Financing, Implementation and Review", Tate McGraw, Hill, New Delhi.
3. Vasant D., (2000), "Project Management & Entrepreneurship", Himalaya Publishing House, Mumbai.
4. Clifford F Gray., (2013), "Project Management" Mc Graw Hill Education Pvt Ltd.
5. Gopalan M R., (Second Indian Edition), "Project Management" Wiley Publication.

SECOND YEAR

HUM 6098 PROJECT WORK [0 0 0 25]

Students are required to undertake innovative and research oriented projects, which not only reflect their knowledge gained in the previous two semesters but also reflect additional knowledge gained from their own effort. The project work can be carried out in the institution/ industry/ research laboratory or any other competent institutions. The duration of project work should be a minimum of 36 weeks. There will be a mid-term evaluation of the project work done after about 18 weeks. An interim project report is to be submitted to the department during the mid-term evaluation. Each student has to submit to the department a project report in prescribed format after completing the work. The final evaluation and viva-voice will be after submission of the report. Each student has to make a presentation on the work carried out, before the departmental committee for project evaluation. The mid-term & end semester evaluation will be done by the departmental committee including the guides.

ELECTIVES - I

HUM 5007 MANAGEMENT INFORMATION SYSTEMS [3 1 0 4]

Systems approach to management information system. Understanding the importance of various information systems in manufacturing and service organisations. Role of management information in decision making. Development of a customised management information system to suit various client requirements and system implementation and maintenance.

References:

1. Gordon B. D. and Margrethe H. O., (2005), "Management Information Systems", McGraw-Hill, New York.
2. Kenneth L. and Price J. P., (2003), "Management Information Systems", Macmillan.
3. Jawadekar W. S., (2000) "Management Information System", Tata McGraw Hill.
4. Senn J. A., (2003), "Analysis & Design of Information System", McGraw Hill International Student Edition.

HUM 5008 MARKETING MANAGEMENT [3 1 0 4]

Marketing concept for the twenty-first century. Drivers of modern economy and the changes in the business practices. Developing market oriented strategies leading towards value creation and customer satisfaction. Relevance of modern marketing information system and database. Consumer behaviour, Identifying market segmentation, targeting and positioning of product or service. PLC strategies, applying competitive market differentiation tools to identify the pricing strategies. Developing distribution and promotion strategies.

References:

1. Kotler P., Kevil keller., Abraham Koshy and Mithileshwar Jha (2012), "Marketing Management – A South Asian Perspective, Planning, Implementation and Control", Prentice Hall of India Private Limited, New Delhi.
2. "Marketing Management", ICFAI, Hyderabad, 2003.
3. Varshney R. L. and Gupta S. L., (2004), "Marketing Management", Sultan Chand & Sons, New Delhi.
4. Palmer A., (2000), "Principles of Marketing", Oxford University Press, New York.

HUM 5010 STRATEGIC MANAGEMENT AND BUSINESS PLANNING [3 1 0 4]

Concepts of strategic management and its importance in a business environment, overview of strategic management process and its role in developing learning organization. Environmental analysis in a dynamic business setting for effective strategy formulation, role of corporate strategy and corporate governance in achieving organisational objectives. Strategic options and its implications towards business growth. Significance of analysis of industry, competition, and competitive advantage in the globalised market. Understanding the implementation, and control process in strategic planning and its evaluation criteria in an organisation.

References:

1. Thompson, (2012), "Crafting and Executing Strategy, the Quest for Competitive Advantage: Concepts and Cases", 14th ed., McGraw-Hill, New Delhi.
2. Porter M. E., (1980), "Competitive Strategy", Free Press, New York.
3. Barney J., (2014), "Gaining and Sustaining Competitive Advantage", Prentice Hall of India,
4. Kazmi A., (2008), "Strategic Management and Business Policy" 3rd ed., McGraw-Hill, New Delhi.

ELECTIVES - II

HUM 5002 CREATIVITY AND INNOVATION MANAGEMENT [3 1 0 4]

Importance of creativity and innovation in current business scenario. Applying key principles of leadership for unlocking and nurturing creativity, and, managing and developing the creative organisation. Relevance of fostering creativity within the organization and the "human equation". Understanding tools for Problem-solving, ideation, brainstorming and lateral thinking. Discussion and analysis in innovative business modelling with relevant case studies. Importance of strategic considerations in developing technology and nurturing innovation. Systematic inventive thinking in globalized scenario. Conceptualize new product development process, product launch, marketing and diffusion of innovation.

References:

1. Maital S, and Shesadri. DVR, (2013), "Innovation Management: Strategies, concepts and tools for growth and profit", Sage Publications, New Delhi.
2. Maital S, and Shesadri. DVR, (2007), "Innovation Management – Text and cases", Sage Publications, New Delhi.
3. Trott P, (2008), " Innovation Management and New Product Development", Prentice Hall.
4. Kandwalla P, (1988), "Fourth eye – Excellence through creativity", SAGE publications, New Delhi.

HUM 5006 MAINTENANCE MANAGEMENT [3 1 0 4]

Importance of maintenance, distinction between repair and maintenance, maintenance as a business proposition, design, evaluation and methods of maintainability, Importance of preventive maintenance and reliability centred maintenance, significance of spare parts management, total productive maintenance as an approach to enhance plant efficiency, planning and scheduling shutdown maintenance, measurement of maintenance effectiveness.

References:

1. Venkataraman V., (2010), "Maintenance Engineering and Management", PHI Learning Private Limited, 978-81-203-3130-3.
2. Mishra R. C. and Pathak K., (2012), "Maintenance Engineering and Management", 2nd ed., PHI Learning Private Limited, ISBN; 978-81-203-4573-7.
3. Mohamed D., Jezdimir K, & Abdul R., (2011), "Hand Book of Maintenance Management and Engineering", Springer, Dordrecht H, ISBN: 978-1-84882-471-3.
4. Mobley K., Higgins L., and Darrin W., (2008), "Maintenance Engineering Handbok, 2nd ed, McGraw Hill Publications.

HUM 5011 SUPPLY CHAIN MANAGEMENT [3 1 0 4]

Understanding of all the operational processes that create value for the firm. Identifying the key drivers of supply chain performance. Designing distribution networks for an effective supply chain. Evaluating strength and weakness involved in different modes of transportation, vehicle scheduling, role of information technology in supply chain. Understand the importance of coordination in supply chain, supply chain Integration, agile supply chain, green supply chain.

References:

1. Janat Shah., (2016) "Supply chain Management- Text and cases", Pearson education.
2. Chopra S. and Meindl P., (2016), "Supply Chain Management. Strategy, Planning & Operation", Pearson.
3. Handfield R. B. and Nichols E. L., (1999), "Introduction to Supply Chain Management", Upper Saddle River, NJ: prentice Hall.
4. Simchi-Levi D., (2007), "Designing and Managing the Supply Chain", Mcgraw-Hill College.
5. Monczka R., Handfield R., Giunipero L. and Patterson, J., (2011), "Purchasing and Supply Chain Management". Cengage Learning.

HUM 5012 TECHNOLOGY MANAGEMENT [3 1 0 4]

Management of technology-description, scope and implications, technology strategy-need, importance, crafting technology strategy, strategic thinking and generic competitive strategies, targeted basic research-industry university partnerships, forecasting and planning technology, s-curve dynamics, kondratieff waves and long wave hypothesis. Managing innovation-introduction, competing through innovation: invention, innovation and entrepreneurship, types of innovation, approaches to innovation, choosing and profiting from innovation, managing innovation within firms. New product development-product strategy, technology life cycle, managing new product development teams. Managing intellectual property-technology transfer and strategic alliances, patents.

References:

1. Baltzan, P. (2012). "Business driven technology", McGraw-Hill.
2. Schilling and Melissa. (2010). "Strategic Management of Technological Innovation", 3rd Ed, McGraw-Hill. New York.
3. Gerald H Gaynor. (1996). "Handbook of Technology Management", McGraw Hill, New York.
4. Frederick Betz. (1987). "Managing Technology", Prentice Hall Publication, New Jersey.
5. Paul Trott. (2008). "Innovation Management and New Product Development", Pearson Education.

ELECTIVES - III

HUM 5001 COMPLEX BUSINESS DYNAMICS [3 1 0 4]

The laws of fifth discipline and its significances in an organizational culture, system archetypes and its relevance to systems thinking, understanding the five disciplines of building a Learning Organisation (LO). Studying the principles of openness, localness, manager's time, and work-life balance in a LO. Learning about complex systems, system dynamics modelling process, and its tools for system thinking. Analysing structure and behaviour of a complex system. Dynamics of simple structures, S-shaped growth, delays, and path dependence. Studying the complexities involved in manufacturing and supply chain system. Developing and analysing a system dynamics model for a real world system.

References:

1. Sterman J. D., (2004), "Business Dynamics: Systems Thinking And Modeling for a Complex World", McGraw Hill, International Edition.
2. Senge P., (1990), "The fifth discipline, Currency Doubleday", New York, NY.
3. Mella P., (2012), "Systems Thinking: Intelligence in Action: 2 (Perspectives in Business Culture)", 1st ed., Springer Milan Publisher.
4. Ranganath B. J. and Rodrigues L. R., (2012), "System Dynamics: Theory and case studies", 2nd Edition, IK Book Publishers, New Delhi.

HUM 5003 ENTERPRISE RESOURCE PLANNING [3 1 0 4]

Understanding the concepts of Enterprise Resource Planning (ERP) systems. Identifying the trade-off between capabilities, costs, and risks of enterprise systems. Developing different approaches to select, implement, and realize the benefits of enterprise systems. Studying the functional and technical modules of ERP. Identifying the types of data and information needs in major functional areas. Understanding different technologies related to ERP and its implementation in various industries.

References:

1. Ray R., (2012), "Enterprise Resource Planning", Tata McGraw-Hill Education Pvt. Ltd.
2. Kumar G. V. and Venkitakrishnan N. K., (2003), "Enterprise resource planning concepts and practice", PHI Learning Pvt. Ltd.
3. Leon A., (2014), "ERP demystified", Tata McGraw-Hill Education.
4. Brady J. A., Monk E. F. and Wagner B., (2001), "Concepts in Enterprise Resource Planning Thompson Course Technology", USA.

HUM 5004 INTERNATIONAL BUSINESS MANAGEMENT [3 1 0 4]

Understanding international business and identifying the impact of globalization and liberalization on international trade and its management. Multi-culturalism and the implications of convergence and divergence issues. Applying different trade theories for managing trade relations internationally. Understanding the functioning of World Trade Organization, international monetary system, and general agreement on trades and services for managing organizations globally, learning about GST in Global scenario.

References:

1. Grifin R. W. and Pustay M. W., (2008), "International Business", Addison-Wesley Publication.
2. Wild and Han., (2009), "International Business the Challenges of Globalization", Vangonotes Publishers.
3. Feraro G., (2009), "The cultural Dimension of International Business", Amazon.

HUM 5009 NEW VENTURE STRATEGY [3 1 0 4]

Relevance of entrepreneurship, creativity, invention and innovation from market perspective. Market dynamics and business model dynamics for a new start-up. Understanding the factors influencing the consumer buying behaviour and its processes. Analysing a business and developing a business plan oriented towards the business idea. Government schemes, feasibility study, characteristics of entrepreneur, success and failure cases of entrepreneurs.

References:

1. Maital S. and Shesadri DVS., (2013), "Innovation Management: Strategies, concepts and tools for growth and profit", Sage Publications, New Delhi.
2. Maital S. and Shesadri DVR., (2007), "Innovation Management – Text and cases", Sage Publications, New Delhi.
3. Khalil T. M., (2000), "Management of technology", McGraw Hill, Boston.
4. Bansal R., (2010), "Connect the dots" Eklavya Education Foundation, India.
5. Karl.H.Vesper (1980), New Venture Strategies, Prentice Hall Inc, NJ.

HUM 5005 KNOWLEDGE MANAGEMENT [3 1 0 4]

Concepts of knowledge management and its impact on strategic management and organizational learning. Types of organizational knowledge and knowledge transfer modes. Knowledge management frameworks, tools and processes. Critical success factors of knowledge management and case studies of KM implementation in various industries.

References:

1. Leibold M., Probst, and Gibbert M., (2002), "Strategic Management in the Knowledge Economy - New Approaches and Business Applications", Public Wiley Publication.
2. Davenport T. H. and Prusak L., (2000), "Working Knowledge: How Organizations Manage What They Know", Harvard Business School Press.
3. Tiwana A., (2000), "The Knowledge Management Toolkit", New Jersey: Prentice-Hall.
4. Awad E. M. and Ghaziri H. M. (2007), "Knowledge Management". Dorling Kindersley.

OPEN ELECTIVES

HUM 5051 RISK MANAGEMENT AND INSURANCE [3 0 0 3]

Familiarize with the current practices of financial risk management. Analyses of various sources of risk. Evaluation of business and personal risk using insurance as a risk management tool. Identify the role of agents, corporate agents, brokers, third party administrators, loss assessors in insurance market. Understand risk management in connection with life, health, property, and liability insurance. Underwriting of Insurance policy, claims documents, investigation, arbitration, and procedure of loss assessment.

References:

1. Magee J.H. and Bickelhaupt D.L., (1964), "General Insurance - Irwin Series in Risk and Insurance".
2. Vaughan E.J. and Vaughan T., (2003), "Fundamentals of risk and insurance", Ninth Edition, WSE Wiley Publications, Asia.
3. Agarwal A. and Rao P.R., (2002) "Study on Distribution Functions in General Insurance & Role of Intermediaries".

HUM 5052 SERVICES MARKETING [3 0 0 3]

Customer focus, service marketing mix, and gap model of service quality and their relevance to service marketing. Understanding consumer behaviour and expectations of services in marketing research. Identifying strategies for service innovation, design challenges and standards. Application service supply chain through electronic channels and direct or company owned channels. Managing the integrated financial and economic service promises.

References:

1. Lovelock., (2011), "Services Marketing- People, Technology, Startegy", Pearson Education Singapore, ISBN- 9788131759394.
2. Zeithaml., (2011), "Services Management", McGraw-Hill Education India Pvt.Ltd - New Delhi, ISBN-0070700990
3. Rajendra N., (2010), "Services Marketing", 3rd edition, Tata McGraw Hill Education.
4. Verma H. V., (2011), "Services Marketing- Text and Cases", 2nd edition, Pearson Education, ISBN-9788131754474.
5. Shital V., (2013), "Services Marketing-Concepts and Case Studies", Dattsons Publishers

HUM 5053 TOTAL QUALITY MANAGEMENT [3 0 0 3]

Understanding dimensions of quality, role of employee involvement, team dynamics, motivation, and performance appraisal in process improvement, quality planning, quality costs. Strategic planning. Applying the seven tools of quality, statistical fundamentals to learn six sigma and control chart concepts. Understanding benchmarking process and quality function deployment in the current business scenario. Learning the International Standards Organization concepts and its importance and application.

References:

1. Besterfiled D.H. (2015), "Total Quality Management", Pearson Education in South Asia.
2. Evans J.R. and Lidsay W.M., (2002), "The Management and Control of Quality", South-Western (Thomson Learning).
3. Feigenbum.A.V., (1991), "Total Quality Management", McGraw-Hill.

HUM 5054 VALUATION OF REAL ESTATE PROPERTIES [3 0 0 3]

Understanding the market analysis and techniques of real-estate valuation. The application of different approaches to valuation: income approach, market approach, and cost approach. The role of valuation in real-estate investment and government regulation. Factors affecting value of a building. Valuation procedure for insurance claim, life interest in property, and troubled debt restructuring concept.

References:

1. Gandhi R.K., (2002), "Elements of Valuation of Immovable Properties", S R Gandhi Publisher, India.
2. Datta D.S., (2004), "Valuation of Real properties Principles and Practice", Eastern Law House Private Ltd.