

COURSE STRUCTURE & SYLLABUS

FOR

B.TECH WITH MINOR IN

- (I) FINANCIAL MANAGEMENT**
- (II) OPERATIONS MANAGEMENT**
- (III) MARKETING MANAGEMENT**
- (IV) HUMAN RESOURCE MANAGEMENT**

(Effective from Session 2015-2016)



**Department of Management Studies
Indian School of Mines
Dhanbad – 826 004.**

B.Tech with Minor in Financial Management

| Semester | Course No. | Name of the Course | L T P | Credit Hours |
|----------------------|-------------------|--|--------------|---------------------|
| Semester V | MSM 41101 | Financial Accounting and Reporting | 3 0 0 | 6 |
| | MSM 41201 | Business Communication –I (Lab) | 0 0 2 | 2 |
| | | Total Credit Hours | | 8 |
| Semester VI | MSM 42101 | Corporate Finance | 3 0 0 | 6 |
| | MSM 42106 | Advanced Data Analysis (S) | 2 0 0 | 4 |
| | | Total Credit Hours | | 10 |
| Semester VII | MSM 43112 | Security Analysis and Portfolio Management | 3 0 0 | 6 |
| | MSM 43102 | Entrepreneurship Management (S) | 2 0 0 | 4 |
| | | Total Credit Hours | | 10 |
| Semester VIII | MSM 44111 | Merchant Banking and Financial Services | 3 0 0 | 6 |
| | MSM 44102 | International Business (S) | 2 0 0 | 4 |
| | | Total Credit Hours | | 10 |

MSM 41101 - Financial Accounting and Reporting

Introduction to accounting, Accounting equation, Preparation of financial statements, Accounting Standards – US GAAP, Indian GAAP, IFRS, Accounting Cycle, Journal, Ledger, Trial Balance, Final Accounts, Introduction to Accounting for Inventories, Accounting for Receivables, Fixed Assets, Depreciation and Amortization, Accounting for Liabilities, Accounting for Shareholder Equity, Statement of Cash Flows, Preparation of Budget and Budgetary control, Analysis of Financial Statements, Comparative Statements, Common Size Statements, Ratio Analysis, Du-Pont Analysis, Introduction to Cost and Management Accounting, Cost concepts: Absorption & Marginal Costing, CVP Analysis.

MSM 41201 - Business Communication – I

Concept, Significance and Practice of Business Communication, Types & Elements of Communication, Channels of Organizational Communication, Oral and Written Communication, Barriers to Communication, Role Play

MSM 42101 - Corporate Finance

Introduction to Financial Management, Time Value of Money, The Cost of Capital, Basics of Capital Budgeting, Leverage, Management of Working Capital, Introduction to Optimal Capital Structure, Sources of Finance, Introduction to Dividend Decisions.

MSM 42106 - Advanced Data Analysis (SESSIONAL)

Multiple Regression, Discriminant Analysis, Factor Analysis, Cluster Analysis, Conjoint Analysis, Multiple Dimensional Scaling.

MSM 43112 - Security Analysis and Portfolio Management

Investment scenario, Financial Markets: Capital and Money Market, Primary and Secondary Market, Fundamental Analysis, Technical Analysis, Risk and Return of Individual Assets and Portfolio, Portfolio Selection Models: Markowitz Theory, Sharpe's Single Index Model, Efficient Market Hypothesis, CAPM, Portfolio Construction and Optimization, Measuring Portfolio Performance.

MSM 43102 - Entrepreneurship Management (SESSIONAL)

Concept and Evolution of Entrepreneurship, Classification and type of entrepreneurs, nature and importance of Entrepreneurs, Opportunity Assessment in Entrepreneurship: Feasibility Plan Outline, Environmental Assessment in Entrepreneurship, Entrepreneurial Ventures and Financial Analysis, Writing an Effective Business Plan, Financial Sources for Entrepreneurial Ventures: Venture Capital financing, Angel investors and others, Entrepreneurial issues in various cultural context.

MSM 44111 - Merchant Banking and Financial Services

Merchant Banking Activities, Capital Issue Management: Pre and Post Issue Management, Role of NBFCs, Financial Services Industry in India-An Overview, Role of SEBI, RBI in Financial Sector, Leasing: Lease Evaluation and Accounting, Hire Purchase and its Evaluation, Factoring and Bill Discounting, Consumer Finance, Insurance, Mutual Funds, Venture capital, Credit Rating.

MSM 44102 - International Business (SESSIONAL)

Introduction, Entering Foreign Markets – Strategies and Challenges, International Business Environment, International Trade Theories, WTO & Global Liberalization, Foreign Direct Investment, International Monetary Systems, Balance of Trade and Balance of Payments, Disequilibrium in the Balance of Payments Account and Adjustment Mechanism, Foreign Exchange Market, India's Trade Profile, International Marketing, International Human Resources Management and Labour Relations.

B.Tech with Minor in Operations Management

| Semester | Course No. | Name of the Course | L T P | Credit Hours |
|----------------------|-------------------|---------------------------------|--------------|---------------------|
| Semester V | MSM 41104 | Decision Sciences | 3 0 0 | 6 |
| | MSM 41201 | Business Communication –I (Lab) | 0 0 2 | 2 |
| | | Total Credit Hours | | 8 |
| Semester VI | MSM 42103 | Operations Management | 3 0 0 | 6 |
| | MSM 42106 | Advanced Data Analysis (S) | 2 0 0 | 4 |
| | | Total Credit Hours | | 10 |
| Semester VII | MSM 43122 | Materials Management | 3 0 0 | 6 |
| | MSM 43102 | Entrepreneurship Management (S) | 2 0 0 | 4 |
| | | Total Credit Hours | | 10 |
| Semester VIII | MSM 44101 | Project Management | 3 0 0 | 6 |
| | MSM 44102 | International Business (S) | 2 0 0 | 4 |
| | | Total Credit Hours | | 10 |

MSM 41104 - Decision Sciences

Application of Operations Research Models in Management Decision problems; Classification of Decision making situations: Pay-off matrix, Opportunity Cost Matrix, Decision Making under risk and uncertainty; Linear Programming Model and its applications, Solution methods, Duality theory and applications, Post-Optimality Analysis; Transportation and Assignment Problems-solutions Methods; Non-Linear programming models and applications; Concepts and principles of Network Analysis; Concept of Game Theory; Replacement Analysis.

MSM 41201 - Business Communication – I

Concept, Significance and Practice of Business Communication, Types & Elements of Communication, Channels of Organizational Communication, Oral and Written Communication, Barriers to Communication, Role Play

MSM 42103 - Operations Management

Introduction to Operations Management, Operations Strategy, Product Design, Process Design, Facility Layout, Facility Location, Quality Management, Forecasting Models, Production Planning and Control – Aggregate and Operations Planning, Job Shop Scheduling and sequencing, Introduction to inventory management.

MSM 42106 - Advanced Data Analysis (SESSIONAL)

Multiple Regression, Discriminant Analysis, Factor Analysis, Cluster Analysis, Conjoint Analysis, Multiple Dimensional Scaling.

MSM 43122 - Materials Management

Materials Management – Functions & Objectives, Systems approach to Materials Management, Inventory management and techniques, Purchasing policy and sourcing strategies, Supplier Rating, Selection and Development, Stores Management Principles and Practices, Learning Curve, MRP I, MRP II & ERP, JIT systems, Materials Accounting and Information Systems.

MSM 43102 - Entrepreneurship Management (SESSIONAL)

Concept and Evolution of Entrepreneurship, Classification and type of entrepreneurs, nature and importance of Entrepreneurs, Opportunity Assessment in Entrepreneurship: Feasibility Plan Outline, Environmental Assessment in Entrepreneurship, Entrepreneurial Ventures and Financial Analysis, Writing an Effective Business Plan, Financial Sources for Entrepreneurial Ventures: Venture Capital financing, Angel investors and others, Entrepreneurial issues in various cultural context.

MSM 44101 - Project Management

Project Management – an Overview, Market and Demand Analysis, Technical Analysis, Economic and Financial Analysis, Concept of Social Cost-Benefit Analysis, Detailed Project Report, Project Planning and Scheduling: Planning Time Scales, Project Planning using Network techniques, Scheduling of Project with Limited Resources, Implementation and Control, Project Organization, Project Management Information Systems, Project Evaluation, Basics of Project Management Software.

MSM 44102 - International Business (SESSIONAL)

Introduction, Entering Foreign Markets – Strategies and Challenges, International Business Environment, International Trade Theories, WTO & Global Liberalization, Foreign Direct Investment, International Monetary Systems, Balance of Trade and Balance of Payments, Disequilibrium in the Balance of Payments Account and Adjustment Mechanism, Foreign Exchange Market, India's Trade Profile, International Marketing, International Human Resources Management and Labour Relations.

B.Tech with Minor in Marketing Management

| Semester | Course No. | Name of the Course | L T P | Credit Hours |
|----------------------|-------------------|--------------------------------------|--------------|---------------------|
| Semester V | MSM 41103 | Research Methodology and Statistics | 3 0 0 | 6 |
| | MSM 41201 | Business Communication –I (Lab) | 0 0 2 | 2 |
| | | Total Credit Hours | | 8 |
| Semester VI | MSM 42104 | Marketing Management | 3 0 0 | 6 |
| | MSM 42106 | Advanced Data Analysis (S) | 2 0 0 | 4 |
| | | Total Credit Hours | | 10 |
| Semester VII | MSM 43132 | Advertising and Promotion Management | 3 0 0 | 6 |
| | MSM 43102 | Entrepreneurship Management (S) | 2 0 0 | 4 |
| | | Total Credit Hours | | 10 |
| Semester VIII | MSM 44131 | Consumer Behaviour | 3 0 0 | 6 |
| | MSM 44102 | International Business (S) | 2 0 0 | 4 |
| | | Total Credit Hours | | 10 |

MSM 41103 - Research Methodology and Statistics

Research Process, Types of Research, Problem identification & Hypotheses formulation, Research Design: General Designs of Research, Randomized and Correlated Groups Design, Sampling Design, Measurement and Scaling, Methods of Data Collection, Reliability & Validity, Data Presentation and Report Preparation, Introduction to Qualitative Research Methods. Concepts, Purpose, Frequency Distribution, Presentation of Data, Measures of Central Tendency, Measures of Dispersion, Skewness, Kurtosis and Moments, Correlation and Regression, Probability Distributions – Binomial, Poisson, Normal, Sampling and Estimation, Hypotheses testing – t test, z test, Chi-square test, Analysis of Variance.

MSM 41201 - Business Communication – I

Concept, Significance and Practice of Business Communication, Types & Elements of Communication, Channels of Organizational Communication, Oral and Written Communication, Barriers to Communication, Role Play

MSM 42104 - Marketing Management

Marketing Concepts; Approaches to Marketing; Marketing Mix; Functions of Marketing; Marketing Environment, The changing marketing environment, Analyzing needs and trends in Macro Environment and Micro Environment; The Marketing Process, Market Segmentation, Market Targeting and Positioning strategies; B2B and B2C marketing; New Product Development; Packaging; Product Life Cycle; Physical Distribution – Importance and role of distribution in marketing, Introduction to the various channels of distribution;

Promotion Tools – Sales Promotion, Advertising, Personal Selling, Direct Marketing and Online Marketing; Pricing; Integrated Marketing Communication; Branding and Packaging; Recent Trends in Marketing.

MSM 42106 - Advanced Data Analysis (SESSIONAL)

Multiple Regression, Discriminant Analysis, Factor Analysis, Cluster Analysis, Conjoint Analysis, Multiple Dimensional Scaling.

MSM 43132 - Advertising and Promotion Management

Advertising: Basic Concepts, Models, Situational Analysis, Role of Advertising in the Marketing Mix and Positioning Decisions, Advertising Opportunities for different Product Situations, Setting Advertising Objectives and Formulating Advertising Strategies, Advertising Budgets, Media Planning, Copy Decisions, Copy Testing, Evaluating Advertising Campaigns, Advertising Research Techniques, The Social and Economic effects of Advertising, Advertising Agencies, PR as an element of Marketing Mix, Various PR tools, Ethical issues in advertising.

MSM 43102 - Entrepreneurship Management (SESSIONAL)

Concept and Evolution of Entrepreneurship, Classification and type of entrepreneurs, nature and importance of Entrepreneurs, Opportunity Assessment in Entrepreneurship: Feasibility Plan Outline, Environmental Assessment in Entrepreneurship, Entrepreneurial Ventures and Financial Analysis, Writing an Effective Business Plan, Financial Sources for Entrepreneurial Ventures: Venture Capital financing, Angel investors and others, Entrepreneurial issues in various cultural context.

MSM 44131 - Consumer Behavior

The Individual Perspective of Consumer Behavior, Learning, Perception, Motivation, personality and Psychographics, Social and Ethical Perspective of Consumer behavior – Family Influences, Social, Cultural and Developmental Influences, Models of Consumer Behavior, Innovation and the Product Life Cycle, Consumer Information Processing; Decision making and Choice, Organizational Buying Behavior, Current Trends and Developments in Consumer Behavior.

MSM 44102 - International Business (SESSIONAL)

Introduction, Entering Foreign Markets – Strategies and Challenges, International Business Environment, International Trade Theories, WTO & Global Liberalization, Foreign Direct Investment, International Monetary Systems, Balance of Trade and Balance of Payments, Disequilibrium in the Balance of Payments Account and Adjustment Mechanism, Foreign Exchange Market, India's Trade Profile, International Marketing, International Human Resources Management and Labour Relations.

B.Tech with Minor in Human Resource Management

| Semester | Course No. | Name of the Course | L T P | Credit Hours |
|----------------------|-------------------|---|--------------|---------------------|
| Semester V | MSM 41102 | Management Theory and Practices | 3 0 0 | 6 |
| | MSM 41201 | Business Communication –I (Lab) | 0 0 2 | 2 |
| | | Total Credit Hours | | 8 |
| Semester VI | MSM 42105 | Human Resources Management | 3 0 0 | 6 |
| | MSM 42106 | Advanced Data Analysis (S) | 2 0 0 | 4 |
| | | Total Credit Hours | | 10 |
| Semester VII | MSM 43142 | Personnel Management and Industrial Relations | 3 0 0 | 6 |
| | MSM 43102 | Entrepreneurship Management (S) | 2 0 0 | 4 |
| | | Total Credit Hours | | 10 |
| Semester VIII | MSM 44142 | International Human Resource Management | 3 0 0 | 6 |
| | MSM 44102 | International Business (S) | 2 0 0 | 4 |
| | | Total Credit Hours | | 10 |

MSM 41102 - Management Theory and Practices

Management: Definition, The Evolution of Management Thought, Recent Contributors to Management Thought, Task & Responsibilities of a Professional Manager, the Functions of a Manager, Management Style, Managerial Decision Making, Corporate Social Responsibility, Schedule VII in Section 135 of Companies Act, 2013 relating to CSR, Introduction to corporate governance, Ethics in Management. Organizational Theory: Definition, Dimensions of Organizational Structure, Types, Determinants, Organizational Design: Issues.

MSM 41201 - Business Communication – I

Concept, Significance and Practice of Business Communication, Types & Elements of Communication, Channels of Organizational Communication, Oral and Written Communication, Barriers to Communication, Role Play

MSM 42105 - Human Resources Management

Definition and Concept; Challenges of HRM; HR as a factor of Competitive Advantage; Human Resource Planning; Job Analysis, Job Description, Recruitment and Selection; Performance Appraisal: Process and pitfalls; Compensation: Types & benefits; Maintenance & Separation; Training & Development; Gender Issues at work place.

MSM 42106 - Advanced Data Analysis (SESSIONAL)

Multiple Regression, Discriminant Analysis, Factor Analysis, Cluster Analysis, Conjoint Analysis, Multiple Dimensional Scaling.

MSM 43142 - Personnel Management and Industrial Relations

Personnel Management: Nature & Evolution, Personnel as a Specialist Function, Qualities of a Personnel Manager, Personnel Policies, Discipline & Grievance Procedure: Definition, Disciplinary Procedure Model, Termination of Employment: Retirement, Resignation & Termination of Contract, Layoff & Exit Interview, Dealing with Human Aspects of Termination, Cases in Indian & International Context. Industrial Relations: Definition, Approaches to IR, Parties to IR, Industrial Worker in India: Profile of Indian Workers in India, Problems of Industrial Workers: Absenteeism, Commitment, Work Ethics, Industrial Dispute: Causes, Types, Settlement of Disputes, Collective Bargaining: Prerequisites, Process, Growth of Collective Bargaining in India, Workers Participation in Management: Concept, Purpose, Workers Participation Scheme in India Trade Unions: Origin, Growth, Structure, Problems in India Labour Welfare: Concept, Purpose, Statutory & Non-Statutory Provisions: Contract Labour Act 1970, Laws related to Remuneration: Payment of Wages Act 1936, Minimum Wages Act 1948, Payment of Bonus Act 1965, Equal Remuneration Act 1976, Laws related to Industrial Relations: Industrial Disputes Act 1946, Industrial Employment (Standing Orders) Act 1946, Trade Union Act 1926, Laws related to Social Security: Workmen Compensation Act 1926, Employee State Insurance Act 1948, Employee Provident Funds & Miscellaneous Provisions Act 1952, Maternity Benefit Act 1961, Payment of Gratuity Act 1972, Current Developments & Amendments in various Laws.

MSM 43102 - Entrepreneurship Management (SESSIONAL)

Concept and Evolution of Entrepreneurship, Classification and type of entrepreneurs, nature and importance of Entrepreneurs, Opportunity Assessment in Entrepreneurship: Feasibility Plan Outline, Environmental Assessment in Entrepreneurship, Entrepreneurial Ventures and Financial Analysis, Writing an Effective Business Plan, Financial Sources for Entrepreneurial Ventures: Venture Capital financing, Angel investors and others, Entrepreneurial issues in various cultural context.

MSM 44142 - International Human Resource Management

Introduction, Management World in the New Millennium, Differences between Domestic HRM and International HRM, Issues in Cultural Diversity at Work, Global Business Environment - Human & Cultural Variables, Cultural Differences & Managerial Implications, Motivation for IHRM, Cross Cultural Leadership, Cross Cultural Communication, Recruitment, Selection, Development and Retention in Global Context.

MSM 44102 - International Business (SESSIONAL)

Introduction, Entering Foreign Markets – Strategies and Challenges, International Business Environment, International Trade Theories, WTO & Global Liberalization, Foreign Direct Investment, International Monetary Systems, Balance of Trade and Balance of Payments, Disequilibrium in the Balance of Payments Account and Adjustment Mechanism, Foreign Exchange Market, India's Trade Profile, International Marketing, International Human Resources Management and Labour Relations.