



BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI – 620 024.
M.Sc. Information Science & Management - Course Structure under
CBCS Effective 2008-09 batch

(applicable to the candidates admitted from the academic year 2008-2009 onwards)

Sem ester	Course	Course Title	Ins. Hrs / Week	Credit	Exam Hrs	Marks		Total
						Int.	Extn.	
I	Core Course – I (CC)	Principles of Management	6	4	3	25	75	100
	Core Course – II (CC)	Statistics for Management	6	4	3	25	75	100
	Core Course – III (CC)	Accounting for Management	6	4	3	25	75	100
	Core Course – IV (CC)	Object Oriented Programm- ing with C++.	6	4	3	25	75	100
	Core Course – V (CC)	Management Information System.	6	4	3	25	75	100
	Total			30	20			
II	Core Course – VI (CC)	Operations Research	6	4	3	25	75	100
	Core Course – VII (CC)	Business Economics	6	4	3	25	75	100
	Core Course – VIII (CC)	Applied database systems.	6	4	3	25	75	100
	Core Course – IX (CC)	Web technology	6	4	3	25	75	100
	Elective – I	Data Mining & Warehousing	6	4	3	25	75	100
	Total			30	20			
III	Core Course – X (CC)	Operations Management	6	5	3	25	75	100
	Core Course – XI (CC)	Financial Management	6	5	3	25	75	100
	Core Course – XII (CC)	Enterprise Software Systems	6	5	3	25	75	100
	Elective - II	Multimedia Systems	6	5	3	25	75	100
	Elective – III	Human Resource Management	6	5	3	25	75	100
	Total			30	25			
IV	Core Course – XIII (CC)	Marketing Management	6	5	3	25	75	100
	Core Course – XIV	Decision Support Systems	6	5	3	25	75	100
	Project Work		6	5	-	20 Revi ew-I +	20 Viva+ 40	100

						20 Revi ew- II	Report	
	Elective - IV	System Analysis & Design	6	5	3	25	75	100
	Elective - V	Web Design	6	5	3	25	75	100
		Total	30	25				500
		Grand Total	120	90				2000

Note:

For this batch, it is decided to offer compulsory elective courses to help focus students skills.

Core Courses include Theory, Practical & Project

No. of Courses	14 - 17
Credit per Course	4 - 5
Total Credits	70

Elective Courses

(Major based / Non Major / Internship)

No. of Courses	4 – 5
Credit per Course	4 – 6
Total Credits	20

	Internal	External
Theory	25	75
Practicals	40	60

Project

Dissertation	80 Marks	[2 reviews – 20+20 Report Valuation]	=	40 marks
Viva	20 Marks		=	20 marks

Passing Minimum in a Subject

CIA	40%	} Aggregate 50%
UE	40%	

Programme	M.Sc Information Science & Management
Effective from	2008-2009
Semester no:	1
CC-I	Principles of Management

UNIT I INTRODUCTION TO MANAGEMENT AND HISTORICAL DEVELOPMENT

Definition of Management -Science or Art -Management and Administration -Development of Management Thought -Contribution of Taylor and Fayol -Functions of Management -Managerial roles-Levels of management-Types of Business Organization.

UNIT II PLANNING

Nature and Purpose -Steps involved in Planning -Objectives -Setting Objectives -types of plan- Process of Managing by Objectives -Strategies-Policies and Planning Premises- Forecasting - Decision-making.

UNIT III ORGANISING AND HUMAN RESOURCE MANAGEMENT

Nature and Purpose -Formal and informal organization -Organization Chart -Structure and Process - Departmentation by difference strategies -Line and Staff authority -Benefits and Limitations -De-Centralization and Delegation of Authority -Introduction to Human resource management.

UNIT IV DIRECTING

Scope -Human Factors -Creativity and Innovation -Harmonizing Objectives -Leadership -Types of Leadership-leadership theories- Motivation -Hierarchy of needs -Motivation theories -Motivational Techniques -Job Enrichment .

UNIT V CONTROLLING AND INTERNATIONAL MANAGEMENT

System and process of Controlling -Requirements for effective control -The Budget as Control Technique -Information Technology in Controlling -Use of computers in handling the information - Productivity -Problems and Management -Control of Overall Performance -Direct and Preventive Control -Reporting -The Global Environment -Globalization and Liberalization -International Management and Global theory of Management.

TEXT BOOK

1. H. Koontz, H. Weihrich, and Ramachandra Aryasri A., “Principles of Management”, 1st Edition, Tata McGraw -Hill Publishing Company Ltd., 2006.

REFERENCES

1. Stephen P Robbins, “Fundamentals of Management: Essential Concepts and Applications”, 5th Edition, Pearson Education.
2. R. Sivarethinamohan and P. Aranganathan, “Principles of Management”, 1st Edition, CBA/Tata McGraw -Hill Publishing Company Ltd., 2005.
3. JamesA F Stoner ,Edward Freeman and Gilbert, “Management”, 6th Edition, Pearson Education, 1995./ Prentice Hall of India Pvt. Ltd., 2007.
4. Durbin, “Essentials of Management” 7th Edition, Cengage Learning India Pvt. Ltd., 2007.

Programme	M.Sc Information Science & Management
Effective from	2008-2009
Semester no:	1
CC-II	Statistics for Management

UNIT I FUNDAMENTALS OF PROBABILITY

Basic definitions and rules for probability - conditional probability independence of events-Bayes's theorem and random variables - Probability distributions - Binomial-Poisson and Normal distributions.

UNIT II SAMPLING DISTRIBUTION AND ESTIMATION

Introduction to sampling distributions - sampling distribution of sample mean and sample proportion - application of central limit theorem - sampling techniques- Estimation and confidence intervals - Point and confidence Interval estimates for population parameters of large sample and small samples - determining the sample size.

UNIT III TESTING OF HYPOTHESIS

Hypothesis testing - general procedure for hypothesis testing -errors in hypothesis testing - one sample and two sample tests for means and proportions of large samples (z-test)-one sample and two sample tests for means of small samples (t-test)- F-test for two sample standard deviations.

UNIT IV NON-PARAMETRIC METHODS

The Chi-square test-statistic-applications of Chi-square tests -test of independence of attributes goodness of fit, Yates correction for continuity Sign test for paired data. Rank sum test: Mann - Whitney U test and kruskal Wallis test. One sample run test, rank correlation.

UNIT V CORRELATION, REGRESSION AND TIME SERIES ANALYSIS 9

Correlation analysis - Estimation of regression line- Time series analysis-Variations in time series trend analysis- cyclical variations- seasonal variations and irregular variations

TEXT BOOK

1. Richard I. Levin and David S. Rubin, "Statistics for Management", 7th Edition, Pearson Education, 1998. / Prentice Hall of India Pvt. Ltd, 2001.

REFERENCES

1. T N Srivastava and Shailaja Rego, "Statistics for Management", 1st Edition, Tata McGraw - Hill Publishing Company Ltd., 2007.
2. Levine D.M., Krehbiel T.C. and Berenson M.L., "Business Statistics: A First Course", Pearson Education Asia, 2nd Edition, 2007.
3. S.P.Gupta, "Statistical Methods", 7th Edition, S. Chand and Co. Ltd., 2004.
4. Anderson and Skini, "Statistics for Business and Economics", 9th Edition, Cengage Learning India Pvt. Ltd., 2007.

Programme	M.Sc Information Science & Management
Effective from	2008-2009
Semester no:	1
CC-III	Accounting for Management

UNIT I BASIC FINANCIAL ACCOUNTING

Accounting Principles - Concepts And Conventions -Accounting Standards -preparation of Journal, Ledger -Trial balance and final accounts –trading and Profit and loss Account and Balance sheet.

MANAGEMENT ACCOUNTING AND COST MANAGEMENT

UNIT II FINANCIAL STATEMENTS ANALYSIS AND INTERPRETATIONS

Meaning and types of financial statements- Financial ratio analysis- cash flow and funds flow statement analysis

UNIT III COST ELEMENTS AND MATERIAL CONTROL

Costing as an aid to management-Methods of costing- Types or techniques of costing-Elements of cost- cost sheet- Cost classification- techniques of material control -Re-order level- minimum and maximum level - Danger level- average stock level -Economic ordering quantity- ABC and JIT inventory system. Methods of valuing material issues-FIFO, LIFO, HIFO, simple average and weighted average.

UNIT IV COST ACCOUNTING SYSTEMS

Job order costing-Batch costing-Contract costing -Process costing- Activity Based costing- Target costing.

UNIT V COST ANALYSIS

Marginal costing and profit planning- managerial applications- Budgetary control (classification of budgets)- Standard costing –Variance analysis –Direct material variances- Direct labour Variances overhead variances and sales variances

TEXT BOOK

1. M.Y.Khan & P.K.Jain, “ Management Accounting”, 4th Edition, Tata McGraw -Hill Publishing Company Ltd., 2007.

REFERENCES

1. Horngren Charles T., Sundem Gary L., Stratton William O. “Introduction to Management Accounting” 13th Edition, Pearson Education, 2005. / Prentice Hall of India Pvt. Ltd., 2006.
2. M.P Pandikumar, “ Management Accounting: Theory and Practice”, 1st Edition, Excel Books Pvt. Ltd., 2008.
3. Hensen, “Management Accounting”, 7th Edition, Cengage Learning India Pvt. Ltd., 2007.
4. S.N Maheswari, “Financial & Management Accounting”, 7th Edition, Sultan Chand & Sons Pvt.Ltd., 2004.

Programme	M.Sc Information Science & Management
Effective from	2008-2009
Semester no:	1
CC-IV	OBJECT ORIENTED PROGRAMMING WITH C++

UNIT I

Principles of Object- Oriented Programming – Beginning with C++ - Tokens, Expressions and Control Structures – Functions in C++

UNIT II

Classes and Objects – Constructors and Destructors – New Operator - Operator Overloading and Type Conversions

UNIT III

Inheritance: Extending Classes – Pointers- Virtual Functions and Polymorphism

UNIT IV

Managing Console I/O Operations – Working with Files – Templates – Exception Handling

UNIT V

Standard Template Library – Manipulating Strings – Object Oriented Systems Development

TEXT BOOK:

1. Balagursamy E - “Object Oriented Programming with C++”, Tata McGraw Hill Publications, 2006 Third edition.,

[**Unit-1** (Chapters - 1, 2, 3, 4) ; **Unit-2** (Chapters – 5, 6,7 ,16) ; **Unit-3** (Chapters – 8.9) ; **Unit-4** (Chapters – 10, 11, 12, 13); **Unit-5** (Chapters – 14, 15, 16, 17)]

REFERENCE BOOK:

1. Barbara Johnston, C++ Programming today, Pearson education/Prentice-Hall of India, ISBN 81-317-1079-3, 2007

2. Steve Oualline, Practical C++ programming, O’Reilly/Shroff publishers & distributors, ISBN 81-7366-682-2.

Programme	M.Sc Information Science & Management
Effective from	2008-2009
Semester no:	1
CC-V	MANAGEMENT INFORMATION SYSTEMS

UNIT I

Foundations of Information systems in Business – Competing with Information technology.

UNIT II

Computer hardware in Enterprise computing – Role of computer software in enterprise computing (end user applications – System software – Database management software)- .

UNIT III

Role of computer network in Information systems – Enterprise business systems – Functional business systems.

UNIT IV

Electronic commerce systems – Decision support systems – Development process of Information systems.

UNIT V

Security, ethical, societal challenges of Information systems – Enterprise and global management of Information technology.

TEXT BOOK:

1. O'brien James. A, Introduction to information systems, Tata-McGraw hill , 12th edition, 2005.[ISBN 0-07-058971-2]
[**Unit-1** (Chapters - 1,2) ; **Unit-2** (Chapters –3,4,5) ; **Unit-3** (Chapters –6,7) ; **Unit-4** (Chapters – 8,9,10); **Unit-5** (Chapters –11,12)]

REFERENCE BOOK:

1. Laudon. Kenneth C., Jane P. Laudon, Management information systems, Pearson education /Prentice-Hall of India, 9th edition, 2006.
2. Rajaraman.V, Analysis and design of Information systems, Prentice-Hall of India, Second edition, 2007 [ISBN 978-81-203-1727-7]

Programme	M.Sc Information Science & Management
Effective from	2008-2009
Semester no:	2- TWO
Core Course –VI	OPERATIONS RESEARCH

UNIT I

Linear Programming: Introduction – Mathematical Formulation of the Problem – Graphical Solution – General LPP- Canonical & Standard Forms of LPP – Simplex Method – Big M Method – Two Phase Simplex Method.

UNIT II

Duality in linear programming – Primal & Dual Problems – Duability & Simplex Method – Dual Simplex Method. The transportation PROBLEM: Mathematical Formulation of the problem - Initial Basic Feasible Solution (Method, North-West Corner Rule & VAM) - Moving towards Optimality – unbalanced Transportation Problems.

UNIT III

Inventory Control: Introduction – Various Costs involved in Inventory EOQ Models with shortage – EOQ Models with Shortage – Buffer Stock & Reorder Level – EOQ Problems with Price Breaks – Inventory problem with uncertain demand.

UNIT IV

Replacement Problems: Introduction – Replacement of Equipments that Deteriorates Gradually – Replacement of equipment that fails Suddenly. PERT-CPM: Introduction – Time cost optimization – Project planning – Resource allocation & scheduling.

UNIT V

Queuing Theory: Introduction – Characteristics of Queuing System – Traffic intensity – Poisson Process & Exponential Distribution – Classification of Queues – Problem from Single Server Infinite & finite population Model.

TEXT BOOK:

1.Natarajan.A.M, Balasubramani.P, Tamilarasi.A, Operations Research, Pearson education,2007, ISBN 81-317-0000-3

[**Unit-1** (Chapters – 1,2) ; **Unit-2** (Chapters – 3,4) ; **Unit-3** (Chapters –10) ; **Unit-4** (Chapters – 9,12); **Unit-5** (Chapters –11)]

REFERENCE BOOKS:

1. Pannerselvam, Operations research, Second edition, Prentice Hall of India, ISBN 978-81-203-2928-7.
2. Bronson Richard, Naadimuthu. G, Operations research, Schaum's outlines, Second edition, Tata McGrawHill, ISBN 0-07-058400-1, 2004
3. Hamdy A.Taha : Operation Research – An introduction, 5th edition, Prentice Hall of India/Pearson education, New Delhi – 1996.

Programme	M.Sc Information Science & Management
Effective from	2008-2009
Semester no:	2- TWO
Core Course –VII	BUSINESS ECONOMICS

UNIT I NATURE AND SCOPE OF ECONOMIC ISSUES

Micro and Macro economic variables -law of demand, elasticity, demand forecasting -diminishing marginal utility-consumer surplus, break even -point -perfect and imperfect competition - market equilibrium. role of economic planning-indian economic planning

UNIT II ANALYSIS OF MACRO ECONOMICS

National income-Determination of national income -circular flow of income -Keynesian perspective - consumption, savings, investment, multiplier , accelerator -business cycle.

UNIT III ANALYSIS OF MONEY MARKET

Demand and supply of money -money market equilibrium -the role of money - monetary policy - Indian perspectives.

UNIT IV INFLATION AND ECONOMIC POLICIES

Analysis of inflation and unemployment, Fiscal policy, EXIM policy -balance of payments, exchange rate - the role of economic policies -Indian experiences.

UNIT V ANALYSIS OF EXTERNAL SECTOR

International trade -trade multiplier -linkage model -free trade and protection -analysis of performance of Indian economy in external sector-Broad perspective of liberalization, privatization and globalization

TEXT BOOK

1. Paul A .Samuelson and William D.Nordhaus, “Economics”, 18th Edition, Tata McGraw -Hill Publishing Company Ltd., 2006.

REFERENCES

1. Dwivedi, “Macro Economics”, 2nd Edition, Tata McGraw -Hill Publishing Company Ltd., 2007.
2. KA Chrystal, RG Lipsey , “Economics for Business and Management”, 2th Edition, Oxford University Press New York, 2007.
3. Maheswari, “Managerial Economics”, 2th Edition, Prentice Hall of India Pvt. Ltd., 2005.
4. Mankiw, “Principles of Macroeconomics”, 4th Edition, Cengage Learning India Pvt. Ltd., 2007.

Programme	M.Sc Information Science & Management
Effective from	2008-2009
Semester no:	2- TWO
Core Course –VIII	APPLIED DATABASE SYSTEMS

UNIT I

Introduction to Database systems - Database System Architecture – Physical data organization.

UNIT II

Relational query language SQL.- Entity-Relational model – Enhanced ER model.

UNIT III

Introduction to database design & Normalization - Query processing – Query Optimization.

UNIT IV

Transaction processing – Concurrency control – Database recovery -Database security.

UNIT V

Object oriented databases- Object Relational databases – Parallel & distributed database systems – Decision support systems – Emerging Database technologies –Introduction to MySQL.

TEXT BOOK:

1. S.K.Singh, Database systems – Concepts, design and application, First edition , Pearson education, 2006

[**Unit-1** :(Chapters 1,2,3,5); **Unit-2** : (Chapters 5,6,7); **Unit-3** (Chapters 8,10,11); **Unit-4** (Chapters 12,13,14); **Unit-5** (Chapters 15,16,17,18,19,21, 27)]

REFERENCE BOOK:

1.Date.C.J, An Introduction to database systems, Eight edition, Pearson Education, India, 2003

Programme	M.Sc Information Science & Management
Effective from	2008-2009
Semester no:	2- TWO
CC-IX	WEB TECHNOLOGY

UNIT-I

OSI Model – Internetworking concepts – IP, ARP, RARP, ICMP, TCP, UDP protocols and their internal details.

UNIT-II

DNS, SMTP/Email, FTP, TFTP, WWW, HTTP, TELNET protocols and their details – Introduction to electronic commerce.

UNIT-III

Introduction to Web technology – Java script – ASP.NET – Java web technologies

UNIT-IV

Web security – Network security

UNIT-V

Online payments –Introduction to XML- Web services & Middleware – wireless Internet

TEXT BOOK:

1. Godbole Achyut S. , Kahate, Atul, Web technologies, Tata McGrawHill, 2nd edition, 2008(ISBN 0-07-066905-x)

[**Unit-1** :(Chapters 1,2,3,4); **Unit-2** : (Chapters 5,6); **Unit-3** (Chapters 7,8,9); **Unit-4** (Chapters 10, 11) ; **Unit-5** (Chapters 12,13,14)]

Programme	M.Sc Information Science & Management
Effective from	2008-2009
Semester no:	2- TWO
Elective - I	DATA MINING AND WAREHOUSING

UNIT-I

Introduction to data mining – Association Rule Mining.

UNIT-II

Classification – Cluster analysis.

UNIT-III

Web Data Mining – Search engines.

UNIT-IV

Data warehousing – Algorithms & operations to create data warehouse – Designing data warehouse- Applications of data warehouse.

UNIT-V

Online analytical processing – Information Privacy.

TEXT BOOK:

1. **G.K.Gupta**, Introduction to Data mining with case studies ,Prentice Hall India , 2006 (ISBN 81-203-3053-6) [**Unit-1** :(Chapters 1,2); **Unit-2** : (Chapters 3,4); **Unit-3** (Chapters 5,6); **Unit-4** (Chapters 7), **Unit-5** (Chapters 8,9)].

REFERENCE BOOK:

1.**K.P.Soman & Shyam Diwakar and V. Ajay**, Insight to Data Mining Theory and Practice, Prentice Hall of India, 2006. (ISBN -81-203- 2897-3)

2. **Jiawei Han and Micheline Kamber** , Data Mining Concepts and Techniques ,Elsevier, Second Edition, 2007 (ISBN: 81-312-0535-5)

Programme	M.Sc Information Science & Management
Effective from	2008-2009
Semester no:	3- THREE
CC-X	OPERATIONS MANAGEMENT

UNIT I INTRODUCTION TO PRODUCTION AND OPERATION MANAGEMENT

Production and Operations Management (POM) -Need -History -System - Types- functions and communication in POM. Computer Integrated Manufacturing and Services Systems. Global /trade operations and supply network applications.

UNIT II MATERIAL AND INVENTORY MANAGEMENT

Material Management (MM) -Handling Technology (Robots, Automated storage and retrieval systems (ASRS) and methods (JIT, / Kanban, ABC Systems) Independent Demand Inventory Models - Fixed order system- Basic EOQ- EBQ Models- Quantity discount models. Dependent Demand Inventory models -MRP-I and MRP-II systems Introduction to ERP- e-business and e-operations strategies.

UNIT III PLANNING AND FORECASTING

Introduction to Strategic- Tactical- Operational- Aggregate and Capacity Planning. Planning Product design and development -Applications of CAD- Expert systems- Standardization- Group Technology (GT) and Research and Development. Forecasting -Types, Methods (Qualitative and Quantitative)- Types of variation in data- Minimizing forecasting errors and selection of forecasting methods.

UNIT IV SCHEDULING AND PROJECT MANAGEMENT METHODS

Johnson's Algorithm for job sequencing (n job thro' 2 machines, n jobs thro' 3 machines, n jobs thro' m machines and 2 jobs thro' m machines). Use of Gantt charts- Queuing analysis and Critical Ratios as methods for job scheduling. PERT / CPM -Drawing the network- computation of processing time-floats and critical path. Resource leveling techniques.

UNIT V FACILITY, LAYOUT LOCATION AND WORK MEASUREMENT

Facility Location Decisions (FLcD) -Selections of country- region and site. Facility Layout Decision (FlyD) -Types (Fixed Position, and Production, Process, Flexible), Methodologies (Distance Minimising- Computer software systems (CRAFT, CORELAP, ALDEP), Line Balancing and performance ratios- work measurement methods (WM) - Time study- methods-time measurement- Work Sampling- White collar measurement and learning curves- Using WM to increase productivity.

TEXT BOOK

1. William J. Stevenson, "Operations Management", 8th Edition, Tata McGraw -Hill Publishing Company Ltd., 2006.

REFERENCES

1. Lee J. Krajewski, Larry P. Ritzman and Manoj K. Malhotra, "Operations Management", 8th Edition, Pearson Education, 2007 [Indian Adapted Edition].
2. Martand T Telsang, "Production Management", 2nd Edition, S Chand and Company, 2007.
3. Gaither, "Operations Management", 9th Edition, Cengage Learning India Pvt. Ltd., 2007.
4. S.Mahadevan, "Operations Management", 1st Edition, Pearson Education, 2007.

Programme	M.Sc Information Science & Management
Effective from	2008-2009
Semester no:	3- THREE
CC-XI	FINANCIAL MANAGEMENT

UNIT I FOUNDATIONS OF FINANCE

Financial management -An overview, time value of money. Introduction to the concept of risk and return of a single asset and of a portfolio, valuation of bonds and shares option valuation.

UNIT II INVESTMENT DECISIONS

Capital Budgeting: Principles and techniques, Nature of capital budgeting, Identifying relevant cash flows, Evaluation Techniques, Payback, Accounting rate of return, Net Present Value, Internal Rate of Return, Profitability Index, Comparison of DCF techniques, Project selection under capital rationing **Cost of capital :**Concept and measurement of cost of capital, Specific costs and overall cost of capital

UNIT III FINANCING AND DIVIDEND DECISION

Leverage : Financial and operating leverage, **capital structure:** determinants - theories, Cost of capital-types-specific and weighted average cost of capital **Dividend policy:** determinants - theories, forms of dividend policy, practical considerations, forms of dividends, share splits.

UNIT IV WORKING CAPITAL MANAGEMENT

Principles of working capital: Concepts need; Determinants, issues and estimation of working capital, Accounts Receivables Management and factoring, Inventory management, Cash management, Working capital finance, Trade credit, Bank finance and Commercial paper.

UNIT V CAPITAL MARKET AND LONG TERM FINANCE

Indian capital and stock market, New issues market, Derivatives and Risk Management-Types of Derivatives –future and forward contracts, Swaps, structured notes and inverse floaters. Options – types –strike price, call option, put option-the Black –Scholes option pricing models (theory only).Long term finance: Shares debentures and term loans, lease, hire purchase, project financing, venture capital financing (theory only).

TEXT BOOK

1. M.Y. Khan and P.K. Jain, “ Financial Management, Text, Problems and Cases”, 5th Edition, Tata McGraw -Hill Publishing Company Ltd., 2007

REFERENCES

1. Ross and Westerfield, “Fundamentals of Corporate Finance”, 8th Edition, Tata McGraw -Hill Publishing Company Ltd., 2007.
2. Van Horne, “Financial Management and Policy”, 12th Edition, Pearson Education, 2002 / Prentice Hall of India Pvt. Ltd., 2007.
3. Aswat Damodaran, “Corporate Finance Theory and Practice”, 2nd Edition, Wiley India, 2008.
4. I.M.Pandey, “Financial Management”, Vikas Publishing House Pvt. Ltd., 9th Edition, 2007.

Programme	M.Sc Information Science & Management
Effective from	2008-2009
Semester no:	3- THREE
CC-XII	ENTERPRISE SOFTWARE SYSTEMS

UNIT-I

A Foundation for Understanding Enterprise Resource Planning systems – Re- engineering and Enterprise Resource Planning Systems – Planning ,Design ,and Implementation of Enterprise Resource Planning Systems – ERP Systems: Sales and Marketing – ERP Systems: Accounting and finance ERP Systems :Production and Materials Management ERP Systems: Human Resources

UNIT-II

Managing an ERP Project – Supply chain Management and the marketplace – Rules of the game – Winning as a team.

UNIT-III

Solutions - Supply chains as Systems - Modeling the Supply Chain – Supply Chain Software - **Operations** – Meeting Demand – Maintaining Supply – Measuring Performance

UNIT-IV

Planning – Forecasting Demand – Scheduling Supply – Improving performance – Mastering Demand – Designing the Chain – Maximizing Performance

UNIT-V

Essentials of Customer relationship management – Designing CRM application – Various modules of CRM application - Advantages of CRM

TEXT BOOK:

1. **Sumner Mary**, Enterprise Resource Planning , First edition, Pearson education, 2006(ISBN 81-317-0240-5) (**Unit 1:** Chapters 1 to 7; **Unit 2:** Chapters 8,9 (continued on text book number TWO))
2. **Taylor David A.**, Supply Chains (A managers guide), Pearson education, 2004 (ISBN 81-297-0334-3) (**Unit 2:** Chapters 1,2,3; **Unit 3:** Chapters 4,5,6,7,8,9; **Unit 4:** Chapters 10,11,12,13)
3. **Tiwana**, Essential guide to knowledge management : The e-business and CRM applications, Pearson education (ISBN 81-780-8326-4) (**Unit 5**)

REFERENCE BOOK:

1. **ALTEKAR Rahul V.**, Enterprise wide resource planning (Theory and practice), Prentice Hall of India, 2005 (ISBN 81-203-2633-4)
2. **Garg Vinod K & Venkitakrishnan N.K**, Enterprise resource planning, Second edition, Prentice Hall of India, 2006 (ISBN 81-203-2254-1).
3. **Handfield R. B & Nichols. Ernest L.**, Introduction to supply chain management, Prentice Hall of India, 2006 (ISBN 81-203-2753-5)

Programme	M.Sc Information Science & Management
Effective from	2008-2009
Semester no:	3- THREE
Elective –II	MULTIMEDIA SYSTEMS

UNIT-I

Basics of multimedia – Making multimedia – Necessary multimedia skills needed - Text and Sound in multimedia system

UNIT-II

Images in Multimedia systems – using Animation – Role of video in multimedia

UNIT-III

Hardware used in multimedia systems – Basic software tools & multimedia authoring tools

UNIT-IV

Basics of Internet and how it works - Tools for WWW – Designing for the world wide web

UNIT-V

Planning & costing of multimedia projects – Designing & Producing multimedia – Content and talent , Delivering the multimedia.

1. **Tay Vaughan**, Multimedia systems – Making it work ,Seventh edition, Tata McGraw-Hill, 2007 • (ISBN-10: 0072264519 ISBN-13: 978-0072264517) [Unit-1 : (Chapters 1,2,3,4,5); Unit-2 : (Chapters 6,7,8); Unit-3 (Chapters 9,10,11); Unit-4 (Chapters 12,13, 14), Unit-5 (Chapters15,16,17,18)].

Programme	M.Sc Information Science & Management
Effective from	2008-2009
Semester no:	3- THREE
Elective -III	Human Resource Management

UNIT I PERCEPTIVE IN HUMAN RESOURCE MANAGEMENT

Evolution of human resource management -the importance of the human factor -objectives of human resource management -role of human resource manager -human resource policies –computer applications in human resource management.

UNIT II THE CONCEPT OF BEST FIT EMPLOYEE

Importance of human resource planning -forecasting human resource requirement -internal and external sources. Selection process screening -tests - validation -interview - medical examination - recruitment introduction -importance -practices -socialization benefits.

UNIT III TRAINING AND EXECUTIVE DEVELOPMENT

Types of training methods purpose benefits resistance. Executive development programs - common practices - benefits -self development -knowledge management.

UNIT IV SUSTAINING EMPLOYEE INTEREST

Compensation plan -reward -motivation -theories of motivation -career management -development mentor -protégé relationships.

UNIT V PERFORMANCE EVALUATION AND CONTROL PROCESS

Method of performance evaluation -feedback -industry practices. Promotion-demotion- transfer and separation -implication of job change. The control process -importance -methods -requirement of effective control systems grievances -causes -implications -redressal methods.

TEXT BOOKS

1. Decenzo and Robbins, “Human Resource Management”, 6th Edition Wiley, 2001.
2. Biswajeet Pattanayak, “Human Resource Management”, 3rd Edition, Prentice Hall of India Pvt. Ltd, 2006.

REFERENCES

1. Aswathappa, K. “Human Resource Management”, 5th Edition, Tata McGraw -Hill Publishing Company Ltd, 2007.
2. Dessalar, “Human Resource Management”, 11th Edition, Pearson Education, 2008. / Prentice Hall of India Pvt. Ltd., 2008.
3. Mathis, “Human Resource Management”, 10th Edition, Cengage Learning India Pvt. Ltd., 2007.
4. P. Jothi and D.N. Venkatesh, “Human Resource Management”, 5th Edition, Oxford University Press New York,

Programme	M.Sc Information Science & Management
Effective from	2008-2009
Semester no:	4- FOUR
CC-XIII	MARKETING MANAGEMENT

UNIT I FOUNDATIONS OF MARKETING

Marketing conceptual frame work -marketing environment -customer oriented organization - marketing interface with other functional areas marketing in a globalised environment.

UNIT II MARKETING MIX

Product planning and development -product life cycle -brand management, developing new product -market segmentation -targeting and positioning, pricing decisions -channel design and management -retailing and wholesaling -promotion methods. Advertisement, sales promotion and personal selling, public relations.

UNIT III BUYING BEHAVIOUR

Customer value-Understanding Industrial and individual buyer behavior -influencing factors – customer decision making process

UNIT IV MARKETING RESEARCH

Types –process –application of marketing research -preparation of marketing research report - sample case studies.

UNIT V INFORMATION TECHNOLOGY IMPACT ON MARKETING DECISIONS

Online marketing -web based marketing programmes -emerging new trends and challenges to marketers.

TEXT BOOK

1. Philip Kotler, Kevin Lane Keller, Abraham Koshy, and Mithileshwar Jha, “Marketing Management”, 13th Edition, Pearson Education [South Asian Edition].

REFERENCES

1. Etzel, Stanton and Pandit, George Marakas, “Marketing Concepts and Cases”, 12th Edition, Tata McGraw -Hill Publishing Company Ltd., 2006.
2. Kurtz and Boone, “Principles of Marketing”, 12th Edition, Cengage Learning India Pvt. Ltd., 2007
3. Rajen Saxzena, “Marketing Management”, 3rd Edition, Tata McGraw -Hill Publishing Company Ltd., 2006.
4. Adrian Palmer, “Introduction to Marketing”, 1st Edition, Oxford University Press New York, 2004.

Programme	M.Sc Information Science & Management
Effective from	2008-2009
Semester no:	4- FOUR
CC-XIV	DECISION SUPPORT SYSTEMS

UNIT I

Decision Making and Knowledge-Managing to Excel-Decisions, Decisions, Decisions-Decision Makers and Processes-Knowledge Matters-Case Study

UNIT II

Foundations of Decision Support Systems-Decision Support System Overview-Decision Support System Architecture-Building Decision Support Systems-DSS Development Tools- Case Study

UNIT III

Knowledge-Management Techniques for Decision Support-Expression, Text, Hypertext, and Database Management-Solver, Spreadsheet, Program, and Menu Management-Forms, Reports, Graphics, Rule, and Message Management-Case Study

UNIT IV

Artificially Intelligent Decision Support Systems-Overview of Artificially Intelligent Decision Support Systems-Developing an Artificially Intelligent DSS-Advanced Reasoning Topics- Case Study

UNIT V

Multi participant and Executive Decision Support Systems-Organizational Computing for Decision Support-Multi participant Decision Support Systems-Executive Information Systems-Knowledge-Based Organizations

TEXT BOOK:

1.Clyde W. Holsapple, Andrew B. Whinston, Decision Support Systems - A Knowledge-Based Approach, Thomson learning publishers, ISBN 0-324-03578-0,

[Unit 1: Chap 1,2,3,4;Unit 2: Chap 5,6,7,8;Unit 3: Chap 9,10,11;Unit 4: Chap 12,13,14,15;Unit 5: Chap 16,17,18,19]

Instruction materials for this course is available at web link : <http://www.uky.edu/BusinessEconomics/dssakba/bkpg1.htm> [last visited Aug 21,2008)

Programme	M.Sc Information Science & Management
Effective from	2008-2009
Semester no:	4- FOUR
Elective –IV	SYSTEM ANALYSIS AND DESIGN

UNIT I

Context of Systems Analysis and Design methods – Information System building block – Strategies for information Systems development – Activities in Project management.

UNIT II

Detailed study of Phases of Systems analysis – Techniques for requirement discovery – Modeling the system requirements (only outline).

UNIT III

Detailed study of Process modeling – Feasibility analysis and the system proposal – Tasks in System design.

UNIT IV

Application architecture and modeling – Input/output design & Prototyping – User interface design.

UNIT V

System construction/Implementation - Operation and Support.- case study using “Employee monthly salary bill Generation system”

TEXT BOOK:

1. Whitten Jeffrey L. & Bentley Lonnie D., Systems Analysis and design methods, Seventh edition, Tata McGraw-Hill, , 2007

[**Unit-1** (Chapters 1,2,3,4) ; **Unit-2** (Chapters 5,6,7) ; **Unit-3** (Chapters 9,11,12) ; **Unit-4** (Chapters 13,15,16,17) ; **Unit-5** (Chapters 19,20)]

REFERENCE BOOK

1. Kendall. K.E & Kendall. J.E, System analysis and design, Fifth edition, Prentice Hall of India/Pearson education, 2006

Programme	M.Sc Information Science & Management
Effective from	2008-2009
Semester no:	4- FOUR
Elective –V	WEB DESIGN

Unit - I

What Is Web Design? -User-Centered Design -The Web Medium-The Web Design Process

Unit - II

Evaluating Web Sites-Site Types and Architectures-Navigation Theory

Unit - III

Basic Navigation Practices-Search-Site Maps and Other Navigational Aids

Unit – IV

Pages and Layout-Text-Color

Unit – V

Images-GUI Widgets and Forms-Web Technology Best Practices-Site Delivery and Management

TEXT BOOK:

1. **Thomas A. Powell**, Web Design: The Complete Reference, McGraw-Hill Companies, August 2002 ISBN-0070582521

[Unit 1: Chap 1,2,3,4;Unit 2: Chap 5,6,7;Unit 3: Chap 8,9,10;Unit 4: Chap 11,12,13;Unit 5: Chap 14,15,16,17]