



BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI – 620 024.

M.Phil. MANAGEMENT (FT/PT) PROGRAMME

(For the candidates to be admitted from the academic year 2018-19 onwards)

ELIGIBILITY : A pass in MBA

PROGRAMME OBJECTIVES :

To make the learners

1. To identify key issues in business.
2. To impart research knowledge.
3. To understand the theoretical and practical underpinnings of OD as a core area of practice within HRD.
4. To examine the issues and problems associated with supply chain in a changing business environment.
5. To develop a problem solving approach.
6. To impart knowledge of financial analysis and corporate valuation.
7. To acquaint with the broad framework of financial decision making in a business UNIT.
8. To recognize the best outcomes of the digitalized information systems.
9. To identify the major influences in consumer behaviour.
10. To find complex corporate problems using sales promotion techniques.

PROGRAMME STRUCTURE

Seme ster	Course	Title of the Paper	Exam Hours	Cre dits	Marks		
					IA	UE	Total
I	Course I	Research Methods in Management	3	4	25	75	100
	Course II	Advanced Elective Paper (The Scholar should choose any ONE PAPER from the following streams of the elective) a) Marketing Management i) Advertising and Sales Promotion ii) Consumer Behaviour b) Human Resource Management i) Strategic Human Resource Management ii) Organisational Development c) Financial Management i) Advanced Financial Management ii) Financial Services and Markets d) Systems and Operation Management i) Supply Chain Management ii) Management Information System	3	4	25	75	100
	Course III	Teaching and Learning Skills (Common Paper)	3	4	25	75	100
	Course IV	Paper on Topic of Research (The syllabus will be prepared by the Guide and the examination will be conducted by the COE)	3	4	25	75	100
	Dissertation & Viva-Voce	Dissertation 150 Marks Viva 50 Marks	---	8	---	---	200
Total				24	---	---	600

PROGRAMME OUTCOMES :

On successful completion of this programme the researcher will be able to

1. Acquaint knowledge and skills to solve business problems.
2. Compare and contrast alternative models of financial and market information.
3. Understand how HRM contribute to organizational strategy and planning.
4. Develop an understanding the practical knowledge and the tactics in the marketing through Advertising and Sales Promotion.
5. Expose extensive knowledge in consumer behavior.
6. Impart about financial markets and services.
7. Inculcate knowledge on computer based information system MIS support for the functions of management.
8. Explore the strategic value of HRM.
9. Gain knowledge in research.

COURSE- I

RESEARCH METHODS IN MANAGEMENT

Course Objectives :

1. To familiarize the research-students with the advances in the field of management research.
2. To develop research proposal and broad comprehension of research area work with research problem.
3. To enable research-students to design and conduct research, execute and report research and to train the research-students to use appropriate quantitative methods in the field of management.
4. Enable the research-students to use computers in various phases of research and to analyze data using SPSS software.
5. To develop inquisitive mind and spirit of inquiry in research-students.

UNIT I: Research: Meaning – Objectives – Purpose – Types of research – Significance of research – Research in Management – Steps in research – Criteria of Good Research – Identification – Selection and formulation of research problem – Research Design – Classification – Issues of Research Design – Hypothesis – Concepts, Sources and Types – Formulation of Hypothesis – Research Proposal – Review of literature: Nature and Purpose.

UNIT II: Sampling Methods: Need for Sampling – Sampling theory – Sampling techniques – Probability and Non-Probability Sampling – Advantages and disadvantages of sampling – Internet Sampling – Sampling and Non-Sampling errors – Estimation of sample size – Determinants of sample size.

UNIT III: Collection of Data: Sources of data – Primary and Secondary data – Methods of data collection – Data mining Techniques – Searching the World Wide Web for Information – Case study, observation, survey method – Experimentation – Tools of data collection – Questionnaires and Interview Schedule – Pre-testing and pilot study.

Measurement and Scaling Techniques: Types of Scale – Nominal Scale – Ordinal Scale – Interval Scale – Ratio Scale – Guttman Scale – Likert Scale – Semantic Differential – Index Measures – Criteria for Good Measurement – Reliability and Validity.

UNIT IV: Data Analysis: Data preparation and preliminary analysis – Editing – Field Editing – Central Editing – Coding – Tabulation – Cross Tabulation – Differences between Parametric and Non-Parametric tests – Mann – Whitney ‘U’ test, Rank Sum Test (Sign Test) – Chi-Square test – t-Test , z-Test – Kruskal wallis test for Independent Samples – Kendall’s Test – ANOVA – Factor analysis – Cluster analysis – Discriminate Analysis – Multiple Regression – Correlation – Canonical Correlation – Data Analysis through SPSS.

UNIT V: Report Writing: Format of Reporting – Components – Pagination – Indentation – Using Quotations – Presenting Footnotes – Abbreviations – Presentation of tables and figures – Referencing – Documentation – Use and format of Appendices – Indexing – Techniques – Avoiding plagiarism in research - Style and linguistic aspects of Report Writing – Online Reporting.

Suggested Readings:

1. Donald R.Cooper and Pamela S.Schindler, 2013, 12th Ed., **Business Research Methods**, Tata McGraw Hill Publishing Company Limited.
2. D.K. Bhattacharyya, 2010, 2nd Ed., **Research Methodology**, Excel Books.
3. C.R.Kothari, 2009, **Research Methodology**, Methods and Techniques, New Age International Publishers.
4. William G. Zikmund, 7th Ed.,2007, **Business Research Methods**, Thomson-South-Western.
5. William M.K.Trochim, 2nd Ed., **Research Methods**, BIZTANTRA.
6. S.P. Gupta, **Statistical Methods**, Sultan Chand and Sons, Reprint 2009.

Course Outcomes :

After completion of this course the researcher will become familiar about

- Advance areas of research in management.
- Identifying research problem and to develop research proposals
- Design, conduct research, execute and report research and exposed to use of appropriate quantitative methods.
- Computers and SPSS in various phases of research.

COURSE II - ADVANCED ELECTIVE

A) MARKETING MANAGEMENT

i) Advertising and Sales Promotion

Course Objectives :

1. To motivate the learner to appreciate the enormous and powerful influence advertising and sales promotion hold in the marketplace and society.
2. To create in depth knowledge on advertising and media in the backdrop of changing marketing environment.
3. To familiarize the learner with the intricacies of sales promotion as an effective tool of marketing.

UNIT I

ADVERTISING - AN INTRODUCTION- Origin and Development - Definition and Classification - Planning Framework - Organizing Framework - Advertising - Purpose and Functions - Advertising Process - Advertising in the marketing mix

UNIT II

STRATEGIC ADVERTISING DECISIONS - Setting Advertising Objectives - The Budget Decision - COPY DECISIONS - Visualization of Ad Layout - Elements of Ad Copy and Creation -Principles of verbal versus visual thinkers, Styles and Stages in advertising copy creation -Copy (Pre-) Testing methods and measurements. Ad agency – role – functions - organization and Importance.

UNIT III

MEDIA DECISIONS - Media Objectives - Media Plan - Factors influencing media selection - Types of Media - Concepts of Reach, Frequency, Continuity, and Selectivity - Measures of Media Cost Efficiency – Media (Readership / Viewership) Research. The Internet as an Advertising Medium: Tracking Website visits, page views, hits, and click-stream analysis, permission marketing and privacy, ethical concerns.

UNIT-IV

ADVERTISING EFFECTIVENESS – Measures - Control of Advertising by practitioners - media and the market - Advertising in the International Market-place - Advertising and Principles of Integrated Marketing Communication and Image Building. Media Research - Planning – Sources of Media Research.

UNIT V

SALES PROMOTION - Sales Promotion as a Promotion Tool - Types of Sales Promotion Techniques - Evaluation of Sales Promotion Schemes - Consumer and Trade Promotions - Sales Promotion Strategies and Practices, Cross Promotions, Surrogate Selling, Bait and Switch advertising issues.

BRAND EQUITY - Concepts and Criteria, Building, Measuring and Managing Brand Equity, Linking Advertising and sales promotion to achieve 'brand-standing' - Leveraging Brand Values for business and non-business contexts. Event Management - Techniques and Significance

Suggested Readings:

1. Wells, Burnett & Moriarty: ADVERTISING PRINCIPLES AND PRACTICES, Prentice-Hall
2. Wright, Winter & Zeigler: ADVERTISING; Tata McGraw Hill.
3. Aaker, Batra & Myers: ADVERTISING MANAGEMENT; Prentice Hall, India.
4. Subroto Sengupta: BRAND POSITIONING; Tata McGraw Hill.
5. Pran Nath Chowdhury: SUCCESSFUL SALES PROMOTION.

Course Outcomes :

By the completion of the course learners should be able to

- Explain use of advertising and sales promotion as a marketing tool.
- Understand the advertising and sales promotion strategies leads business today.
- Describe advertising and sales promotional appeals.
- Understand the communication objectives behind advertising and sales promotions.
- Critically evaluate the effectiveness of various advertisement and promotions and their attempts to influence the behaviour of individuals.

COURSE II - ADVANCED ELECTIVE

A) MARKETING MANAGEMENT

ii) Consumer Behaviour

Course Objectives :

1. To develop an understanding of consumer behaviour from a variety of perspective.
2. To explore and compare the core theories of consumer behaviour.
3. To appraise the individual and group influence on consumer behaviour.

UNIT I

Consumer Behaviour : Introduction- Meaning & Definition of CB, Difference between Consumer & Customer, Nature & Characteristics of Indian Consumers, Consumer Movement and Consumer Rights, Marketing Ethics and Social Responsibility, Social and Societal Marketing Concepts, Consumer Movement in India, Rights of the Consumer, Responsibilities of consumers, Benefits of consumerism, Emerging Trends in Consumer Behaviour

UNIT II

Role of Research in understanding consumer behaviour: The consumer research process - Developing research objectives, collection of data : Primary and Secondary, data analysis and reporting - research findings. Input-Process-Output Model of Consumer Behaviour - Internal Influences: Motivation, Personality, Perception, Learning, Attitude, Communications, External Influences - Social Class, Culture, Reference Groups, Family Levels of Consumer Decision Making.

UNIT III

Individual and Group influence on consumer behavior : Motivation - Basics of Motivation, Needs, Goals, Positive & Negative Motivation, Rational Vs Emotional motives, Motivation Process, Arousal of motives, Selection of goals, Motivation Theories - Measurement of Motives.

Personality - Basics of Personality, Theories of Personality and Marketing Strategy, Applications of Personality concepts in Marketing, Personality and understanding consumer diversity Brand Personality.

UNIT IV

Perception - Basics of Perception & Marketing implications – Role of stimuli in perception - Elements of Perception, Dynamics of Perception, Consumer Imagery, Product positioning and repositioning, Positioning of services, perceived price, perceived quality, price/quality relationship, Perceived Risk.

Learning - Elements of Consumer Learning, Motivation, Cues, Response, Reinforcement, Marketing Applications of Behavioral Learning Theories, Classical Conditioning , Instrumental Conditioning, Strategic Marketing Applications of Instrumental Conditioning.

UNIT V

Attitude -Basics of attitude, the nature of attitude, Models of attitude and Marketing Implication, Attitude change strategies, Attitude change based on the tri-component model, other attitude change strategies, changing beliefs about competitors brands, Fishben's Behavioural Intentions Model.

Suggested Readings:

1. Consumer Behaviour- Satish k Batra & S H H Kazmi, Excell Books
2. Consumer Behaviour in Indian Perspective – Suja Nair – Himalaya Publishers, 2004
3. Customer Relationship Management- Peeru Ahamed & Sagadevan Vikas Publishing
4. Customer Behaviour – A Managerial Perspective – Sheth, Mittal- Thomson
5. Consumer Behaviour An Indian Perspective Text & Cases – Dr.S.L.Gupta & Sumithra Pal – Sultan Chand & Sons
6. Consumer Behaviour – Leon G.Schiffman & Leslie Lazar Kanuk – Prentice Hall of India Private Limited.

Course Outcomes :

On successful completion of the course, learners should be able to:

- Determine the key sociological factor impacting on consumer behaviour.
- Appreciate the role of consumer insights/research in communications design.
- Demonstrate how concepts may be applied to marketing strategy.
- Develop a customer profile using appropriate segmentation bases.
- Develop an understanding of consumer motivations and decision processes.

COURSE II - ADVANCED ELECTIVE
B) HUMAN RESOURCE MANAGEMENT
i) Strategic Human Resource Management

Course Objectives :

1. To facilitate the students to have clear understanding on the strategic human resource as the most important resource of an organization.
2. To help students understand the transformation in the role of HR functions from being a support functions to strategic function
3. To familiarize various techniques and models of strategic human resource Management.

UNIT I

Strategic Human Resource - An overview – The concept of strategic HRM – strategic Fit, Resource Based strategic HRM .

UNIT II

Intellectual capital – Human Capital – Social Capital – Organizational Capital– Impact of Strategic HRM .

UNIT III

Models of Strategic HRM - Performance appraisal methods - General models - High performance working model – High commitment management model – High involvement management model – trends in compensation management .

UNIT IV

Organizational HR Strategies - strategies for cultural change – strategies for knowledge management – organizational changes and development - organizational HR Strategies in action.

UNIT V

HR Strategy - Characteristics – Integrating the business and HR strategies – Implementation of HR Strategy - Overall content of HR strategy - Strategic International HRM – International SHRM Strategic Issues.

Suggested Readings:

1. Strategic HRM – MICHAEL ARMSTRONG, ANGELA BARON – Jaico Book
2. ARMSTRONG'S Handbook of Strategic Human Resource Management – 5th Edition – Michael Armstrong – Koganpage , 2011.

Course Outcomes :

After completion of this course, the learners will have:

- Clear understanding and its importance as a resource.
- Clear picture on the role of HR function as strategic function in HR.
- Thorough knowledge in the techniques and models of SHRM in light of HR.
- An experience in the field of human resource and their effective management in organizations.

COURSE II - ADVANCED ELECTIVE
B) HUMAN RESOURCE MANAGEMENT
ii) Organizational Development

Course Objectives :

1. To understand the basic concepts and theories of the emerging specialised subject, which is an indispensable part of any organisation in the present challenging scenario.
2. To know the various OD intervention methods and approaches to improve the effectiveness of varied organisations.
3. To learn the techniques of OD that leads to change and quality enhancement in all respects with participative and collaborative approach.

UNIT I

Definition – Characteristics of Organization Development – An overview of OD – Second generation OD – Values – Beliefs – assumptions in OD - Models and theories of planned change – applied behavioural science.

UNIT II

OD Diagnosis – action component – OD interventions – action research – application and approach.

UNIT III

OD interventions – methods – classifications of interventions – team interventions – Gestalt approach of team building – inter group interventions – comprehensive interventions.

UNIT IV

MBO – quality circle – TQM – QWL - Physical setting - Training – T groups coaching and mentoring and other methods -Technology and OD.

UNIT V

Consultant – Client relationship – power, politics and OD - Ethical Dilemmas in Practicing OD - Factors that Influence Ethical Judgment – Research on OD-Future of OD.

Suggested Readings:

1. Wendell L. French, Cecil H. Bell. Jr “Organization Development”, Prentice Hall of India New Delhi 2008.
2. Organization Development: Behavioural Science, Interventions for Organization Improvement, 6th Edition, Wendell.L.French CecilBell,Prentice Hall.
3. Organization Development – The process of Leading Organizational Change, Donald Anderson, SAGE Publications, 2010.

Course Outcomes :

At the end of this course, the learners will have

- A clear understanding on concepts and theories associated with Organization Development.
- Thorough knowledge on various OD intervention methods and approaches.
- A complete picture on techniques of OD in the present challenging scenario.
- Understanding of possible change instruments and their field of use.

COURSE II- ADVANCED ELECTIVE
C) FINANCIAL MANAGEMENT
i) Advanced Financial Management

Course Objectives :

1. This course makes students competent for the field of financial planning, analysis and management.
2. To understand and apply theories of dividend policy.
3. To impart knowledge about various facets of corporate valuation and governance.

UNIT I:

Advanced Financial Analysis – Financial Statement Analysis – Ratio Analysis – Fund Flow and Cash Flow Analysis – Cost – Volume - Profit analysis.

Advanced Financial Planning – Meaning – Financial forecasting – Budgeting – Inter firm comparison – Financial Analysis and Inflation – Recent Developments in Financial Management

UNIT II:

Dividend Policy – Types of Dividend – Dividend Theories – Dividend policy and Share Valuation – Factors influencing Dividend policies – Dividend policies in practice – Bonus Issue and Rights Issue

UNIT III:

Measurement of Business Performance – Rationale – Financial Measures and Non – Financial Measures – Balanced Scorecard – Parta system – Performance Excellence Awards – Divisional Performance Measurement.

UNIT IV:

Corporate Valuation: Approaches to Valuation- Adjusted Book Value Approach – Stock and Debt Approach – Direct Comparison Approach – Discounted Cash Flow Approach Business Valuation

UNIT V:

Corporate Governance and Executive Compensation: Agency problem – Devices to control agency costs – Corporate Governance in Developed Countries and in India – Share Holder Value – Corporate Restructuring.

Suggested Readings:

1. Prasanna Chandra, 2001 **Financial Management: Theory and Practice**, 5th Ed., McGraw Hill.
2. Ross, Westerfield, Jaffe, 1999 **Corporate Finance**, 5th Ed., McGraw Hill.
3. Brigham, Gapenski, and Ehrhardt, 1999 **Financial Management: Theory and Practice**, 9th Ed., Dryden Press.
4. Pandey, I.M., 11th Edition, 2016, **Financial Management**, Vikas Publishing House.
5. Vishwanath, S.R., 2000 **Corporate Finance: Theory and Practice**, Response Books.
6. Fred J. Weston, Kwang S. Chung, and Susan E. Hoag, 1997, **Mergers, Restructuring and Corporate Control**, Prentice Hall of India.
7. M.Y.Khan & P.K.Jain, 6th Edition, **Financial Management – Text, Problems & Cases – Mc Graw Hill**

Weightage: Problems-40% and Theory – 60%

Course Outcomes :

By the completion of the course learners should:

- Compete in the field of financial planning, analysis and management.
- Understand and apply theories of dividend policy.
- Impart knowledge about various facets of corporate valuation and governance.
- Acquaint with the broad framework of financial decision making in a business UNIT.
- Familiarize various techniques and models of Financial Management.

COURSE II - ADVANCED ELECTIVE
C) FINANCIAL MANAGEMENT
ii) Financial Services and Markets

Course Objectives :

- 1) To provide an in depth knowledge about various financial services.
- 2) To enable the students to understand the concepts of money, capital, Foreign exchange and commodities market.
- 3) To know the mechanism of credit rating and rating of financial instruments.

UNIT I:

Indian Financial System: Nature, role, functions of financial system – Indian Financial System – Structure and Overview – Government Intervention in Indian Financial System.

UNIT II:

Money, Capital, Foreign Exchange and Commodities Market: Importance – Instruments –Recent Developments – Rules and Regulations – Regulatory Authorities – Procedures.

UNIT III:

Leasing and Hire purchase – Fund Mobilization – Types – Procedures – Legal aspects –Problems and prospects in India.

Mutual Fund – Meaning – Types – Advantages – Private & Public Sector Mutual Fund, Performance Measurement- SEBI guidelines.

UNIT IV:

Merchant banking: Introduction – Rules and Regulations – Services – Issue Management: Pricing – Pre issue & Post issue activities – Book Building – Portfolio Management – Underwriting – Project Appraisal – Corporate Advisory Services- SEBI Guidelines.

UNIT V:

Other Services: Bills Discounting- Factoring – Features – Mechanism of Factoring – Housing loan - Bank Cards – Depository services – Banc assurance – Net Banking. **Credit Rating:** Rating Agencies- National and International Agencies- Functions- Process - Letter of credit - Rating of Financial Instruments and Countries.

Suggested Readings:

1. Gordon and Natarajan, 2001, ***Financial Markets and Services***, Himalaya Publishing House.
2. Jeff Madura, 2001, ***Financial Markets and Institutions***, 5th Ed., South-Western College Publishing.
3. Varshney P.N., and D.K. Mittal, 2000 ***Indian Financial System***, Sultan Chand & Sons.
4. Bhole L.M, ***Financial Institutions and Markets***, 3rd Ed. Tata McGraw Hill,
5. Kamath K.V, Kerkar S.A, and Viswanth T., 1990 ***The Principles and Practice of Leasing***, Lease Asia, England.
6. Vinod Kothari, ***Lease Financing and Hire Purchase (Including Merchant Banking and Mutual Funds)***, Wadwha and Co. Pvt. Ltd., Nagpur.
7. Albert J. Fredman and Russ Wiles, 1997, ***How Mutual Funds Work***, Prentice Hall of India, New Delhi.
8. Khan, M.Y, 1998 ***Financial Services***, Tata McGraw Hill.

Course Outcomes :

On successful completion of the course learners should:

- Provide an in depth knowledge about various financial services.
- Understand the concepts of money, capital, Foreign exchange and commodities market.
- Gain the mechanism of credit rating and rating of financial instruments.
- Understand contemporary theories and empirical evidence concerning financial markets and institutions.

COURSE II- ADVANCED ELECTIVE
D) SYSTEMS AND OPERATIONS MANAGEMENT
i) SUPPLY CHAIN MANAGEMENT

Course Objectives :

1. This course aims to highlight the strategic importance of Supply Chain Management and discuss the paradigm shift taking place in the process of decision making.
2. 2) To provide an in-depth coverage of management issues, challenges and practices in different subsystems of Supply Chain Management and their inter-relationships.
3. To expose students to the state of the art developments in Management concepts and techniques and Information Technology Relevant for effective and efficient Supply chain Management.

UNIT I :

Introduction to Supply Chain Management Frameworks - Evolution - Goals - Principles-Strategies- and Drivers of Supply Chain Performance - Integrated Framework using SCOR model .

UNIT II:

Supply chain Facilities network design - Distribution Network design – Design options – E business and distribution network – Factors influencing design – Role of IT - Demand forecasting and management

UNIT III:

Strategic Sourcing and Supply Chain Management (In-Bound Logistics) Supply scheduling – Purchasing - Outsourcing, Relationship Management, Supplier Development and rating. - Inventory Management in Supply chain – Objectives – Types of inventory – Inventory control

UNIT IV:

Transportation Management in Supply chain – Service choices and characteristics – Service selection – Vehicle routing and scheduling - Warehouse Management – Facility location decisions – Design and operations.

UNIT V:

Supply Chain Metrics and Benchmarking - Information Technology and Supply Chain Management – Integration, Concepts of ERP, E-Business and Decision Support Systems, role of RFID - Coordination in supply chain – Bullwhip effect - Issues In International Logistics and Global Supply Chain Management. - Best practices from Global and Indian companies .

Prescribed Text:

Purchasing & Supply Chain Management by Monczka, Trent & Handfield (Thomson)-3rd Edi.

Suggested Readings:

1. “Supply Chain Management: Strategy, Planning and Operation” by Sunil Chopra and Peter Meindl, Prentice-Hall, 6th edition.
2. Operation and supply chain Management by F.Robert Jacobs, Richard B chase, Ravi Shankar, McGrawHill, 14th edition.
3. Logistics & Supply chain Management by Martin chnstopher, Prentice Hall, 4th edition.

Course Outcomes :

The learners should be able to

- Gain overall knowledge about the modern business practices of Supply Chain Management and its emerging trends and best practices at global level.
- Know and understand the basic concepts, principles, functions and models of various components of Supply Chain Management.
- Understand and analyse the operations and logistics management through IT – Internet and web.
- Apply supply chain strategies in various functions of production and logistics management in allthroughout the process .
- Analyse and evaluate the issues related to the integrated supply chain management in practice.
- Understand the operational/functional aspects of the business and can provide an integrated solution combining IT, Engineering and Business.

COURSE II - ADVANCED ELECTIVE
D) SYSTEMS AND OPERATIONS MANAGEMENT
ii) MANAGEMENT INFORMATION SYSTEMS

Course Objectives:

1. To understand the fundamentals of Information Systems, IT Infrastructure for a Digital Firm and its management.
2. To understand the various applications of Information Systems in an organization.
3. To appreciate how Information Systems can be used in business operations and for strategic advantage.

UNIT I:

Introduction to Information Systems - Need for IS, Perspectives on IS - Classification of IS - Impact of IS on Management Decision Making - IS and Business Strategy - Electronic Business and Electronic Commerce.

UNIT II:

Information Technology Infrastructure - IT Infrastructure Components - Hardware and Software - Data Resources – Telecommunications - Networks - Internet - Wireless Computing - Security and Control of Information Systems.

UNIT III:

Information Systems for the Digital Firm - Enterprise Systems - Information Systems for Business Operations - Supply Chain Management Systems - Customer Relationship Management Systems - Business Process Integration – Decision Support Systems. – Business Intelligence - Knowledge Management Systems.

UNIT IV:

Electronic Commerce: Introduction, E-commerce Technology, doing business over internet- networks-electronic data interchange (EDI)-online payment technology- Mobile commerce- ecommerce portals-search engines-direct selling- auctions- aggregators, E-business

UNIT V:

Building and Managing the Information Systems - Business Process Reengineering - Overview of Systems Development - Systems Building Approaches - Business Value of Information Systems – Change Management - Managing Global Systems - Beyond Information Systems - Ethical and Social Issues in the Digital Firm – Managing Outsourced Information Systems

Suggested Readings :

1. Management Information Systems-Managing the Digital Firm, 10th Edition, by Kenneth C. Laudon and Jane P. Laudon, Prentice-Hall India, 2006.
2. Management Information Systems-Managing Information Technology in the Business Enterprise, Sixth Edition, by James A. O'Brien, Tata McGraw-Hill Edition, 2004.
3. MIT Open Courseware

Course Outcomes :

The learners should be able to

- Understand that the new technology, MIS can be used to solve the business problems and create new business opportunities as competitive edge.
- Acquire core knowledge on fundamentals of Information Systems and understand the impact of IT on business.
- Identify and analyse the requirements for Information Technology and Information Systems for effective business management.
- Know about Information System solutions like ERP, SCM, CRM, BPI,DSS, Data Warehouses, etc. to apply in varied business operations.
- Understand and apply e-commerce activities in day to day life through internet and mobile.

COURSE III

TEACHING AND LEARNING SKILLS

Objectives:

- Acquaint different parts of computer system and their functions
- Understand the operations and use of computers and common Accessories
- Develop skills of ICT and apply them in teaching learning context and Research
- Appreciate the role of ICT in teaching, learning and Research
- Acquire the knowledge of communication skill with special reference to its elements, types, development and styles
- Understand the terms communication Technology and Computer mediated teaching and develop multimedia /e- content in their respective subject
- Understand the communication process through the web
- Acquire the knowledge of Instructional Technology and its Applications
- Develop different teaching skills for putting the content across to targeted audience

UNIT I : Computer Application Skills

Information and Communication Technology (ICT): Definition, Meaning, Features, Trends – Integration of ICT in teaching and learning – ICT applications: Using word processors, Spread sheets, Power point slides in the classroom – ICT for Research: On-line journals, e-books, Courseware, Tutorials, Technical reports, Theses and Dissertations-- **ICT for Professional Development**: Concept of professional development; institutional efforts for competency building; individual learning for professional development using professional networks, OERs, technology for action research, etc.

UNIT II : Communications Skills

Communication: Definitions – Elements of Communication: Sender, Message, Channel, Receiver, Feedback and Noise – Types of Communication: Spoken and Written; Non-verbal communication – Intrapersonal, interpersonal, Group and Mass communication – Barriers to communication: Mechanical, Physical, Linguistic & Cultural – Skills of communication: Listening, Speaking, Reading and Writing – Methods of developing fluency in oral and written communication – Style, Diction and Vocabulary – Classroom communication and dynamics.

UNIT III : Pedagogy

Instructional Technology: Definition, Objectives and Types – Difference between Teaching and Instruction – Lecture Technique: Steps, Planning of a Lecture, Delivery of a Lecture – Narration in tune with the nature of different disciplines – Lecture with power point presentation – Versatility of Lecture technique – Demonstration: Characteristics, Principles, planning Implementation and Evaluation – Teaching-learning Techniques: Team Teaching, Group discussion, Seminar, Workshop, Symposium and Panel Discussion

UNIT IV : E- Learning, Technology Integration and Academic Resources in India

Concept and types of e-learning (synchronous and asynchronous instructional delivery and means), m-learning (mobile apps); blended learning; flipped learning; E-learning tools (like LMS; software's for word processing, making presentations, online editing, etc.); subject specific tools for e-learning; awareness of e-learning standards- Concept of technology integration in teaching- learning processes; frameworks guiding technology integration (like TPACK; SAMR); Technology Integration Matrix- Academic Resources in India: MOOC, NMEICT; NPTEL; e-pathshala; SWAYAM, SWAYAM Prabha, National academic depository, National Digital Library; e-Sodh Sindhu; virtual labs; eYantra, Talk to a teacher, MOODLE, mobile apps, etc.

UNIT V : Skills of Teaching and Technology based assessment

Teaching skills: Definition, Meaning and Nature- Types of Teaching Skills: Skill of Set Induction, Skill of Stimulus Variation, Skill of Explaining, Skill of Probing Questions, Skill of Black Board Writing and Skill of Closure – Integration of Teaching Skills – Evaluation of Teaching Skills- **Technology for Assessment:** Concept of assessment and paradigm shift in assessment; role of technology in assessment 'for' learning; tools for self & peer assessment (recording devices; e-rubrics, etc.); online assessment (open source software's; e-portfolio; quiz makers; e- rubrics; survey tools); technology for assessment of collaborative learning like blogs, discussion forums; learning analytics

References

1. Bela Rani Sharma (2007), Curriculum Reforms and Teaching Methods, Sarup and sons, New Delhi
2. Brandon Hall , E-learning, A research note by Namahn, found in: [www.namahn.com/resources/ .../note-e-learning.pdf](http://www.namahn.com/resources/.../note-e-learning.pdf), Retrieved on 05/08/2011
3. Don Skinner (2005), Teacher Training, Edinburgh University Press Ltd., Edinburgh
4. Information and Communication Technology in Education: A Curriculum for schools and programmed of Teacher Development, Jonathan Anderson and Tom Van Weart, UNESCO, 2002.
5. Jereb, E., & Šmitek, B. (2006). Applying multimedia instruction in e-learning. Innovations in Education & Teaching International, 43(1), 15-27.
6. Kumar, K.L. (2008) Educational Technology, New Age International Publishers, New Delhi.
7. Learning Management system : https://en.wikipedia.org/wiki/Learning_management_system , Retrieved on 05/01/2016
8. Mangal, S.K (2002) Essential of Teaching – Learning and Information Technology, Tandon Publications, Ludhiana.
9. Michael,D and William (2000), Integrating Technology into Teaching and Learning: Concepts and Applications, Prentice Hall, New york.
10. Pandey,S.K (2005) Teaching communication, Commonwealth Publishers, New Delhi.
11. Ram Babu,A abd Dandapani,S (2006), Microteaching (Vol.1 & 2), Neelkamal Publications, Hyderabad.
12. Singh,V.K and Sudarshan K.N. (1996), Computer Education, Discovery Publishing Company, New York.

13. Sharma,R.A., (2006) Fundamentals of Educational Technology, Surya Publications,Meerut
14. Vanaja,M and Rajasekar,S (2006), Computer Education, Neelkamal Publications, Hyderabad.

Course Outcomes :

After completing the course, the students will

- Develop skills of ICT and apply them in Teaching Learning context and Research.
- Be able to use ICT for their professional development
- Leverage OERs for their teaching and research
- Appreciate the role of ICT in teaching, learning and Research.
- Develop communication skills with special reference to Listening, Speaking, Reading and Writing
- Learn how to use instructional technology effectively in a classroom
- Master the preparation and implementation of teaching techniques
- Develop adequate skills and competencies to organize seminar/conference/workshop/symposium/panel discussion
- Develop skills in e-learning and technology integration
- Have the ability to utilize Academic resources in India for their teaching
- Have the mastery over communication process through the web.
- Develop different teaching skills for putting the content across to targeted audience.
- Have the ability to use technology for assessment in a classroom
