Circulars file - 16 -

DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY

CIRCULAR NO.SU/ MGT./C.B.C.& G.S./P.G. Syll./03/2018

It is hereby informed to all concerned that, the syllabi prepared by the Board of Studies & recommended by the Dean, Faulty of Commerce & Management the **Academic Council at its meeting held on 30 June & 02 July 2018 has decided that to adopt the Choice Based Credit and Grading System which are already run in University Campus from the Academic Year 2011-12 to 2018-2019 & onwards that the same Curriculum should be implement to the affiliated colleges at Post Graduate level from the academic Year 2018-2019 Under the Faculty of Commerce & Management.**

Sr. No.	Name of the Course	Semester
1]	M.B.A.	I & II
2]	M.C.A.	I & II
3]	M.C.A. (Lateral Entry for Direct II year)	I & II
4]	M. Phil	Annual

This is effective from the Academic Year 2018-2019 & onwards as appended herewith.

All concerned are requested to note the contents of this circular and bring the notice to the students, teachers and staff for their information and necessary action.

University Campus,
Aurangabad-431 004.
REF.NO. SU/ MGT/2018-19/15698-16098

Date:- 19-07-2018.

19.7.18

Pro. Vice-Chancellor.

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Copy forwarded with compliments to :-

1] The Principals, affiliated concerned Colleges, Dr. Babasaheb Ambedkar Marathwada University.

2] The Director, University Network & Information Centre, UNIC, with **a request to upload this Circular on University Website.**

Copy to :-

1] The Director, Board of Examination & Evaluation,
2] The Section Officer, [Commerce Unit] Examination Branch,
3] The Section officer, [Eligibility Unit],
4] The Programmer [Computer Unit-1] Examinations,
5] The Programmer [Computer Unit-2] Examinations,
6] The In-charge, [E-Suvidha Kendra], Rajarshi Shahu Maharaj Pariksha Bhavan, Dr. Babasaheb Ambekar Marathwada University.
7] The Public Relation Officer,
8] The Record Keeper.

REGULATIONS SPECIFIC TO

MASTER IN PHILOSOPHY (M. Phil) COURSE

IN

UNIVERSITY DEPARTMENT OF MANAGEMENT SCIENCE

Dr. Babasaheb Ambedkar Marathwada University,
Aurangabad.

(2018-2019)

REGULATIONS
Specific to
M.Phil. Programme
In
Management

1. ELIGIBILITY FOR ADMISSION:

Master of Philosophy: - Here after referred as M. Phil

a) The Candidates shall be admitted to the M.Phil course in Management Science who have passed M.B.A. M.C.A MPM/MCM and MIB course from this University or any other recognized University or equivalent there to. The candidate should have passed the Post Graduate Degree examination of any recognized University with not less than 55% for Open Category & 50% for SC/ST category belonging to Maharashtra State only

b) The admissions will be on the basis of Departmental CET as per norms laid down by Departmental Committee.

c) If, at any time after admission, it is found that candidate had not in fact fulfilled all the requirements stipulated in the offer of admission, in any form whatsoever, including possible misinformation etc., this matter shall be reported to the respective committee, recommending revoking the admission of the candidate.

d) The institute reserves the right to cancel the admissions of any student and ask him to discontinue his studies at any stage of his career on the grounds of unsatisfactory academic performance, indiscipline or any misconduct.

2. DURATION

The duration of study shall be a minimum of $1^{1/2}$ years and maximum of 3 years.

3. ADMISSION/PROMOTION CRITERIA

If candidate **gets** selected for UDMS M. Phil course through Departmental CET admission process, he/she have to apply on the application form of the University provided with the prospectus. Once the candidate is admitted to the M. Phil course, he/she will be declared as past subject to completion of the course within the stipulated period ($1^{1/2}$Years) & Maximum of 3 Years the admission students gets automatically cancelled if he/she fails to complete the course in the maximum period (3 years).

4. MEDIUM OF INSTRUCTION:

The medium of instruction shall be in English.

5. CREDITS AND DEGREES

i. A candidate who has successfully completed all the Core courses, Elective courses and Dissertation work prescribed accordingly approved by the University for the M. Phil Course with prescribed CGPA shall be eligible to receive the degree.

ii. One Credit shall mean one teaching period of one hour per week for theory courses.

6. COURSES

Two kinds of courses are offered-

i. Core Course: A core course is course that a candidate admitted to particular P.G. programme must successfully complete to receive the degree.

ii. Elective Course: Elective courses identified by the Departmental Committee of the department offering the programme. Means these courses given to the candidate as optional from which he/she have to opt for specialization.

iii. Each course shall include lectures/tutorials/laboratory or field work/ seminar/practical training/assignments and annual examinations/paper/report writing or review of literature and any other innovative practice/ Dissertation work etc., to meet effective teaching and learning needs.

iv. Each course shall have a unique alphanumerical code.
For eg.
MANP401- Advances in Management
Here,
MAN means Management Science
P means M. Phil course
401 means Subject Code

v. The departmental committee shall design the core and elective courses including the detailed syllabus for this M. Phil course offered by the department. The department committee shall have the freedom to introduce new courses and / or to modify / redesign existing courses and replace any existing course with a new course to facilitate better exposure and training for the candidates.

vi. **Attendance:** A student must have 75% of attendance in each Core and Elective Course for appearing the examination. In the event of Non-Compliance of Attendance criteria (75%), students will have to seek admission next year so as to complete the course. However Student having 65% attendances with medical certificate can apply to the H.O.D. for condonation of attendance.

8. DEPARTMENTAL COMMITTEE

As an autonomous department, M. Phil course is monitored by Departmental Committee. The Committee consists of H.O.D. (Director) as Chairman and some/all Respective Faculty of the Department as its members..

9. GRIEVANCE REDRESSAL SCHEME

The University shall form a Grievance Redressal Committee for this course in UDMS with the course teacher and HOD, which shall solve all grievances relating to the Assessment of the student.

10. GRADEAWARDS

i. In order to pass the examination following credit based grading system will be followed. Ten point rating scale shall be used for evaluation of performance of the student to provide Letter Grade for each course and overall grade for this course. Grade points are based on the total number of marks obtained by him / her in all the heads of the examination of the course. These grade points and their equivalent range of the marks are shown separately in following:

Table – I: Ten Point grades and grade description

Sr. No.	Equivalent Percentage	Grade points for SGPA and CGPA	Grade	Grade Description
1.	90 – 100	9.00 – 10	O	Outstanding
2.	80 – 89.99	8.00 – 8.99	A++	Excellent
3.	70 – 79.99	7.00 – 7.99	A+	Exceptional
4.	60 – 69.99	6.00 – 6.99	A	Very Good
5.	55 – 59.99	5.50 – 5.99	B+	Good
6.	50 – 54.99	5.00 – 5.49	B	Fair
7.	45 – 49.99	4.50 – 4.99	C+	Average
8.	40.01 – 44.99	**4.01** – 4.49	C	Below Average
9.	40	4.00	D	Pass
10.	Below 40	0.00	F	Fail

ii. **Table – II: Classification for the degree is given as follows**

Classification	Overall letter grade
First Class with distinction	*A+ and above*
First Class	*A*
Higher Second Class	*B+*
Second Class	*B*
Pass	*C+ to D*
Fail	*F*

iii. In the event of student registered for the examination Annual Examination/Practical/Seminar/Project Viva-voce/Dissertation work), non-appearance shall be treated as the student deemed to be absent in the respective course.

iv. Minimum D grade shall be the limit to clear /pass the course/subject. A student with F grade will be considered as 'failed' in the concerned course and he/she has to clear the course by reappearing in the next successive semester examinations. There will be no revaluation or recounting scheme under this system.

v. Using table – I, Semester Grade Point Average (SGPA) and then Cumulative Grade Point Average (CGPA) shall be computed. Results will be announced at the end of each semester and Cumulative Grade Card with CGPA will be given on completion of the course.

11. COMPUTATION OF SGPA (SEMESTER GRADE POINT AVERAGE) & CGPA (CUMULATIVE GRADE POINT AVERAGE)

The computation of SGPA and CGPA will be as below:

i. Semester Grade Point Average (**SGPA**) is the weighted average of points obtained by a student in a semester and will be computed as follows:

$$\text{SGPA} = \frac{\textit{Sum(Course Credit * Number of Points in concern course gained by the student)}}{\textit{Sum (Course Credit)}}$$

The SGPA for all the six semesters will be mentioned at the end of every semester.

ii. The Cumulative Grade Point Average (**CGPA**) will be used to describe the overall performance of a student in all semesters of the course and will be computed as follows:

$$\text{CGPA} = \frac{\textit{Sum(All Six semester SGPA)}}{\textit{Total number of semesters}}$$

The SGPA and CGPA shall be rounded off to the second place of decimal.

12. EVALUATIONSCHEME

Each subject in the course (Core & Elective) will be of 100 Marks

For Theory Course

i. Annual Examination Evaluation Scheme

- English shall be the medium of instruction and examination.
- Examination shall be conducted at the end of Second Semester of the course as per the academic calendar notified by department itself.
- In annual Examination, theory question paper will have two parts (20 + 80 = 100)Marks

PART A will carry a compulsory question of 20 marks

PART B will carry 5 questions out of which, student will have to answer any four questions out of 5.

ii) For submission and evaluation dissertation work, students has to pass in the annual examination accordingly for 4 theory subjects (3 core + 1 optional).

a) For Dissertation Work:

i. The student will work on the topic with the consent of project guide and as per the norms laid down by the department, in the area of specialization(Elective) each student will be required to submit the progress report to the department/project guide for the work undertaken as per the schedule of the department

ii. The Dissertation topic should be in the area of specialization and should necessarily include field work and library work.

iii. The student will be expected to make a presentation/viva-voce of the dissertation work towards the end of the last semesters.

iv. Out of aggregate 200 marks assigned to the dissertation work, the report preparation will be assigned 100 marks, its presentation will carry 50 marks and viva voce will carry 50 marks. The dissertation report, presentation and viva-voce will be evaluated jointly by the internal and external examiner.

v. Two typed copies of dissertation Report shall be submitted by the candidate to the concerned teacher for Evaluation.

vi. Dissertation work will be evaluated based upon the satisfactory report of external examiner of other university.

vii. On receipt of such report, viva- voce examination of dissertation work will be conducted in consultation with project guide, external examiner, departmental

committee *etc.* The student will be declared as successful accordingly (ie. On clearance annual examination and dissertation work)

b) At the end of the course Committee of Department shall assign grades to the students and will prepare the result. Also, the Department will display the grade points and grades for the notice of students.

c) Every student shall have the right to scrutinize answer sheets of year end examinations and seek clarifications from the teacher regarding evaluation of the sheets immediately thereafter or within 3 days of declaration of results.

13. RULE FOR OFFERING ELECTIVES

The number of students required for offering an Elective /Specialization/ Option shall be a batch of minimum of 05 students.

15. GRADE CARD

The University shall issue at the End of Annual Examination a grade card for the student, containing the grades obtained by the student and his Semester Grade Point Average (SGPA)

The grade card shall list:

(a) The title of the courses along with code taken by the student
(b) The credits associated with the course,
(c) The grade and grade points secured by the student,
(d) The total credits earned by the student in the annual examination.
(e) The SGPA of the student,
(f) The CGPA of the student (on successful submission of Dissertation work).

(g) Cumulative Grade Card

The grade card issued on completion of the Course shall contain the name of the Course, the department / school offered the Course, the titles of the courses taken, the credits associated with each course, grades awarded, the total credits earned by the student, the CGPA and the class in which the student is placed.

16. GENERAL CLAUSE

It may be noted that beside the above specified rules and regulations all the other rules and regulations in force and applicable to semester system in Post-Graduate courses in Dr. Babasaheb Ambedkar Marathwada University will be applicable as amended from time to time by the University. The students shall abide by all such Rules and Regulations.

17. STRUCTURE OF M. Phil COURSE UNDER CHOICE BASED CREDIT SYSTEM

M. Phil – Ist Semester (July - December)

Courses/subjects	Instruction hrs/week	Duration of Exam	CREDITS
3 Core Subjects, 1 Elective Subject	4 x 4 = 16	3 hrs.	4 x 4
TOTAL	**16**		**16**

M. Phil – IInd Semester (January - May)

Courses/subjects	Instruction hrs/week	Duration of Exam	Marks		CREDITS
			EXAM	TOTAL	
3 Core Subjects, 1 Elective Subject(Same subjects as in first Semester)	4 x 4 = 16	3 hrs.	4 x 100	400	4 x 4
TOTAL	**16**		**400**	**400**	**16**

M.Phil – IIIrd Semester

Courses/subjects		Marks		CREDITS
		EXAM	TOTAL	
Dissertation Work		1 x 200	200	8
TOTAL	**8**	**200**	**200**	**8**

Note :- *Examinations for 3 core subjects and 1elective respectively will be undertaken at the end of second semester. Subsequently the student will be declared as passed only after the successful completion of Dissertation Work*

M.Phil Course (Credits)

Subject Code	Subject Title	No. of Hours / Week	Duration of Exam in hours	Total Marks	Credits
MANP-401	Advances in Management	4	3	100	8
MANP-402	Research Methodology	4	3	100	8
MANP-403	Statistical Analysis	4	3	100	8
MANP –	(Optional any one)	4	3	100	8
MANP-551	Dissertation Work			200	16
			Total	600	48

Optional – Group A (Any One)

Subject Code	Subject Title	No. of Hours / Week	Duration of Exam in hours	Total Marks	Credits
MANP-404A	Marketing Management	4	3	100	8
MANP-405A	Financial Management	4	3	100	8
MANP-406A	Human Resource Management	4	3	100	8

Optional – Group B (Any One)

Subject Code	Subject Title	No. of Hours / Week	Duration of Exam in hours	Total Marks	Credits
MANP-404B	Data Warehouse & Data Mining	4	3	100	8
MANP-405B	Advance Web Technology	4	3	100	8
MANP-406B	Advance Network & Security	4	3	100	8

Note:-

1. Maximum total no. of marks at the end of Course – 400 + 200 =600
2. Maximum total no. of credits at the end of course (4 subjects x 8 = 32 + 1 Dissertation = 16) = 48

Subject Title : Advances in Management
COURSE CODE. : MANP 401

No. of Credits: 8
No. of Periods / Week :4
Annual: 100 Marks

Course Objectives : The objectives of this course is to expose students to the Advance Practices and Techniques in Management

Unit	Course Content
I	**Foundation of Management Thoughts** Historical Development, Definition of Management, Science or Art, Management and Administration, Development of Management Thought Contribution of Taylor and Fayol, Functions of Management, Types of Business Organization, Business Ethics and Social Responsibility: Concept, Shift to Ethics, Tools of Ethics
II	**Recent Trends in Financial Management** · Corporate Governance and Corporate Disclosure · Micro Finance · Corporate Social Responsibility · Behavioural Finance and Ethical Issues · Shareholders Value Creation
III	**Recent Trends in Marketing Management** · Green Marketing · Ethical Issues in Marketing · Environmental Marketing · Innovations in Marketing · Event Marketing
IV	**Recent Trends in Human Resource Management** · Global Human Resource Management · Technology in Human Resource Management · Employer Branding · Best practices to manage Human Capital · Future directions for HRM research, and Practice
V	**Recent Trends in Information Technology** · E-Business and Competitive Strategy · IT and Service Management · Knowledge Management · Business Intelligence · Human Behavior in IT Adoption and Use

Suggested Readings:

· Stoner, Freeman & Gilbert Jr. - Management (Prentice Hall of India, 6th Edition or later edition)

· Weihrich Heinz and Koontz Harold - Management: A Global and Entrepreneurial Perspective, Tata Mc Graw Hill, 12th Edition 2008)

· Efraim Turban, R. Kelly Rainer Jr. & Richard E. Potter, "Introduction to Information Technology", 2nd Edition, John Wiley & Sons, Inc.

· Kotler and Koshy, Marketing Management, A South Asian Perspective, Pearson Education, New Delhi, 12/e

· Pandy I.M., Financial Management, Vikas Publishing House, New Delhi, 9th Edition

· Aswathappa K. Human Resource and Personnel Management Tata McGraw Hill, New Delhi, 1997

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Subject Title : Research Methodology
COURSE CODE. : MANP402

No. of Credits: 8
No. of Periods / Week :4
Annual: 100 Marks

Course Objectives: The major objective of this course is to make the students understand significance, need of research, its concepts, meaning, research process and preparation of research project and also to increase inquisitiveness about the research areas which needs focus leading to deeper insights on chosen research area.

Unit	Course Content
I	**Introduction to Research**: Scope, Objectives, Motivation, significance, Types, Research Applications, Criteria, characteristics of ideal research, Dissemination of research, Research methods and Research Methodology, selection of an appropriate research methods, Deductive and inductive logic, qualitative and Quantitative research. Research Proposal.
II	**Research Problem**: Components of a Problem, Conditions for selecting Problem , Research Problem identification, Necessity of defining the problem, Problem Formulation and Statement of Research Objectives; Techniques of defining research Problem; Preliminary study.
III	**Research designs and Sample Design**: Need, Features, concepts relating to research design, Significance, Types-exploratory, descriptive & experimental research designs; Hypothesis formulation. Introduction to Sample Design, Steps in sample design, Sampling & Non sampling errors, Sample Survey vs. Census Survey, types- Probability & Non Probability sample design.
IV	**Data collection**: Methods –Primary Data & Secondary Data, Survey methods, Observation, Interview, Telephone Interview, Questionnaire, Main aspects of a Questionnaire, Schedule, Questionnaire design, Warranty cards, Pantry Audits, Distributors Audit, Consumer Panels, Mechanical Devices, Projective Techniques, Pictorial techniques, Depth Interviews, Content Analysis, selection of an appropriate data collection method, conditions before using secondary data, Case Study method.
V	**Data Processing, Analysis, Interpretation & Report Writing**: Questionnaire checking, Editing, Coding, classification, Tabulation, Graphical representation, Data cleaning, Data Adjusting. Introduction to Analysis of Data; Basic concepts concerning testing of hypothesis, Basics of ANOVA, Introduction to SPSS, Research ethics, Meaning, Techniques, & Precautions of Interpretation; Research process, Significance of Report Writing, Layout of Research Report, Types of Report.

Suggested Readings:

1. Research methodology methods & techniques by C.R. Kothari
2. Business Research Methodology by T.N. Srivastava and Shailaja Rego.
3. Statistical methods: Dr. S.P. Gupta-sultan Chand & sons New Delhi.
4. Research methodology by Gupta
5. Research methodology in social science by Giridhari

6. Management Research Methodology by K.N. Krishnaswamy, Appa Iyer Sivakumar and M. Mathirajan.
7. Management Research by Andrews, F.M. and S.B. Withey Social Indicators of Well Being. Plenum Press. NY, Bennet, Roger
8. Survey Methods by Fowler, Floyd J. Jr.,
9. Exploring Research by Salkind, Neil J.,

Subject Title : Statistical Analysis
COURSE CODE. : MANP-403

No. of Credits: 8
No. of Periods / Week :4
Annual: 100 Marks

Course Objectives : The objectives of this course is to expose students to the Statistical Analysis Techniques for research.

Unit	Course Content
I	DATA COLLECTION: - Application of Statistics in Management Science, Sources of Data: Primary Data, Secondary Data, Procedure – To learn the reasons for sampling, Discuss steps in sample design, Sampling and Non-Sampling Error, Distinguish between probability & non probability sampling, Different sampling methods (Simple random sampling stratified sampling, systematic sampling, cluster sampling, etc.) Discuss the relative advantages & disadvantages of each sampling methods
II	STATISTICS ANALYSIS: Testing of Hypothesis – One sample and Two Sample Z & t tests for means and variances, Chi-Square Test, Association of attributes, Time series analysis, ANOVA.
III	STATISTICAL APPLICATIONS: Correlation and Regression Analysis – Partial and Multiple Correlation Analysis, multiple regression, logistic regression, Completely
IV	Randomized Design, Randomized Complete Block Design, Latin Square Design, Factorial Design, Introduction to Discriminate Analysis, Cluster Analysis, Factor Analysis; Optimization techniques: Linear (Simplex method and graphical method) and Non-linear basic method LPP, Transportation problem, Assignment Problem, PERT/CPM
V	Statistical software: SPSS: Introduction, SPSS windows, enter data, edit data, manipulate data, descriptive statistics using SPSS. Hypothesis testing using SPSS (Chi-square, t-test, ANOVA), correlation, regression with SPSS R-programming: basic introduction,

SUBJECT : Marketing Management (Elective)
COURSE CODE : MANP- 404A

No. of Credits: 8
No. of Periods / Week :4
Annual: 100 Marks

COURSE OBJECTIVES : Update the subject knowledge among the students at corporate level.

UNIT	COURSE CONTENT
I	**INTRODUCTION :** Evolution of Marketing – Nature and Scope – Marketing Philosophies - Core concepts of marketing – Marketing process - Marketing Mix
II	**ANALYSING MARKETS AND S-T-P STRATEGIES :** Analysis of marketing opportunities – Marketing Intelligence - Competitors - Analysis of micro and macro environment – Understanding individual and industrial buyer behavior – Buying decision process – Consumerism - Strategies for market segmentation, targeting and positioning
III	**MARKETING MIX STRATEGIES:** Product planning – product life cycle – New product development – brand management -Packaging - Pricing strategies - Pricing methods - Distribution channel selection and management - Promotion Mix - Marketing Communication - Advertising – Personal selling - Sales force management - Sales promotion – Publicity and Public Relations.
IV	**MARKETING RESEARCH :** Types, process – tools and techniques – application of marketing research – product launching, demand estimation, advertising, brand preferences, customer satisfaction, retail stores image, customer perception, distribution, competitor analysis and related aspects – preparation of marketing research report – sample case studies.
V	**OTHER AREAS OF MARKETING AND EMERGING TRENDS** :International marketing – Rural Marketing - Online marketing – Web based marketing programmes - Marketing to non-profit organizations - Marketing to organizations Marketing of services – Event marketing – Emotional marketing – Holistic marketing -Emerging new trends and challenges to marketers - Building customer satisfaction -Database marketing - Customer Relationship Management

Suggested Readings:-

1) John W. Ernest Richard D. Ashmun : Salesmanship fundamentals Hohn S. Wright and others advertising
2) Charles J. Dirksen, Advertising principles and problems.
3) Robin B. Evans: Production and creativity in advertising

Subject: Financial Management – (Elective)
COURSE CODE. : MANP -405A

No. of Credits: 8
No. of Periods / Week :4
Annual :- 100 Marks

Course Objectives : The major objective of this course is to make the students aware about the significance and need of research, its concept and meaning, research process and preparation of research project

Unit	Course Content
I	Financial Management Objectives – Profit Vv wealth Maximization goals, finance function, Investment-Financing-Decisions
II	Working Capital – Principles & Concept of working Capital- Structures – Size of Working capital – Operating Cycle and techniques of working Capital, Accounts Receivable – Cash management inventory control models.
III	Project Evaluation – Project formulations and feasibility analysis, Project Appraisal, Sensitivity & Uncertainty Analysis.
IV	Cost of Capital – Types of capital, methods of computing cost of capital
V	Capital structure theories – Factors influencing capital structure, optional capital structure.
VI	Financial statement analysis – Break even chart, value analysis, Ratio analysis, Leverages Profit Planning & Control (PPC) Corporate Restructuring, Theories of Restructuring Reorganization.

Books –

1. Van- Horne – F. M.
2. Pande – F. M.
3. Truckkar – Break-even Analysis
4. Financial Management – Khan- Jain
5. Financial Management – Kulkarni.

Subject Title : Human Resource Management (Elective)
COURSE CODE. : MANP-406A

No. of Credits: 8
No. of Periods / Week :4
Annual: 100 Marks

Course Objectives : The objectives of this course is to expose students to the Advance Practices and Techniques in Management

Unit	Course Content
I	Human Resource Planning; Process of HRP; Ethics in Human Resource Planning; Models and Techniques of Manpower Demand & Supply Forecasting; Employee Engagement: Drivers, Outcomes of engagement, Theory of engagement, Quality of Work Life; Work Life Balance
II	Training & Development; Training Techniques; Training Design; Training Evaluation; Return on Investment; Career Planning & Succession Planning; Redeployment; Exit Interviews
III	Human Capital Management: HR Accounting; Human Capital Measurement, Competency-based HRM: Types of competencies, Competency frameworks, application of competency based HRM, Behavioral competency modeling, People Resourcing: Talent Management: HIRS,
IV	Industrial Relations, Grievance Management; Trade Unions; Dispute Resolution; Compensation Management; Whistle Blowing; The Factories Act, 1948; The Minimum Wage Act,1948; The trade Union Act, 1926; The Industrial Dispute Act, 1947
V	HR Challenges: Sustaining High Performance Employees; Performance Management System (PMS); Pay for Performance; Potential Appraisal; Flexi-Time; Moonlighting, Glass Ceiling; Retention; Redeployment Strategies; Ethical HR Practices

Suggeted Reading:

1. Dessler, Gary Human Resource Management, Prentice Hall

2. Aswathappa K. Human Resources and Personnel Management Tata McGraw Hill New Delhi, 1997.

3. P. SubbaRao; Personnel And Human Resource Management" Text & Cases, Himalay Publishing House. 2009.

4. Sarma A.M., Performanc Management systems, Himalaya Publication House, 2008.

5. Kandula, Performance Management, straltgies, interventions, Drivers, Printice Hall of India, 2007.

B. Rathan Reddy, Effective Human Resource Training And Development Strategy, Himalaya Publishing House,2207

SUBJECT : Data Warehouse and Data Mining
COURSE CODE : MANP- 404B

No. of Credits: 8
No. of Periods / Week :4
Annual :- 100 Marks

COURSE OBJECTIVES : The course introduces the advanced concepts of Data warehousing and also gives the in depth knowledge of various principles related to Data Mining.

UNIT	COURSE CONTENT
I **Introduction Fundamentals of Data Mining**	✓ Data mining Functionalities, ✓ Classification of Data Mining Systems, ✓ Major issues in data Mining, ✓ Data Warehouse and OLAP Technology for data mining, ✓ Data Warehouse, Multidimensional Data Model. ✓ Data Warehouse architecture, Data Warehouse implementation, ✓ Development of data Cube Technology
II **Data Preprocessing , Data Mining Primitives, Languages and System Architectures**	✓ Needs Preprocessing the Data, ✓ Data Cleaning, Data Integration and Transformation, ✓ Data Reduction, Discretization Concept Hierarchy Generation. ✓ Data Mining Primitives, Data Mining Query Languages, Designing Graphical user Interface Based on Data Mining Query Language Architectures of Data Mining Systems.
III **Concepts Description and Mining Association Rules**	✓ Characterization and Comparison: Data Generation and Summarization ✓ Bases Characterization, Analytical Characterization : Mining Class Comparisons. ✓ Association Rule Mining . ✓ Rules from Relational Database and Data Warehouse.
IV **Classification, Prediction and Cluster Analysis Introduction**	✓ Issues Regarding Classification and Prediction ✓ Classification by Decision Tree, Classification by Backpropagation, Classification Based on Concepts From Association Rule Mining ✓ Types of Data in Cluster Analysis, A Categorization of Major Clustering Methods, Partitioning Methods, Density, Based Methods. ✓ Grid based Methods, Model- Based Clustering Methods, outlier analysis. Multidimensional Analysis and Descriptive
V **Mining Complex Types of Data** **Text Books**	✓ Mining of Complex, Data Objects, Mining Spatial Databases ✓ Mining Multimedia Database. ✓ Mining Time – Series and Sequence Data, Mining Text Databases, ✓ Mining the World Wide Web. ✓ Data Mining – Concepts and Techniques –Jiaweihan & Micheline Kamber Morgan Kaufamann Publishers. ✓ Data Ming Techniques – Arjun K Pujari, Universities Press.

SUBJECT : Advance Network and Security
COURSE CODE : MANP- 405B

No. of Credits: 8
No. of Periods / Week :4
Annual :- 100 Marks

COURSE OBJECTIVES : The course introduces the advanced concepts of networking and also gives the in depth knowledge security issue in computer networks with solutions.

UNIT	COURSE CONTENT
I **Network Tools and Techniques**	✓ Protocol layering system design, multiple access, switching, scheduling, naming, addressing, routing, error control ;flow control ✓ Traffic Management – Data link layer protocols ✓ Internet : Concepts, history, Network layer, transport protocol UDP, TCP, Ipv4,Ipv6
II **Local Area Networks, Socket and Interprocess communication**	✓ Topologies, access techniques, LAN, 802. 11G wirless LANs. ✓ Application layer : DNS, Email, WWW. Multimedia. ✓ TCP sockets, UDP sockets name and address conversion, IPv4/IPv6, interoperability – Socket programming. ✓ Posix IPC, system V IPC, Pipes, FIFO, Posix message queen. ✓ System V semaphore, RPC in Sun systems. Unix Programming using IPe.
III **Classical Encryption, Block Cipher and the data Encryption standard**	✓ Classical Encryption Techniques : Symmetric Cipher Model, Substitution Techniques, Transportation Techniques, Rotor Machines, steganography. ✓ Simplified DES, Block Cipher Principles, The Data Encryption Standard ✓ Block Ciper Design Principles and Modes of Operation ✓ Advanced Encryption Standard : Evaluation Criteria, the AES Ciper.
IV **Contemporary Symmetric Ciphers and Confidentiality using Symmetric Encryption**	✓ Triple DES, Blowfish, RC5, Characteristics of Advanced Symmetric Blick Cipers RC4 Stream Cipher. ✓ Placement of Encryption function, Traffic Confidentiality, Key Distribution, Random Number Generation.
V **Introduction to Number Theory and Key Management**	✓ Prime Numbers, Fermat's and Euler's Theorems, Testing for Primality, ✓ The Chainese Remainder Theorem, Discrete Logarithms. Key Distribution, Random Number generation. Curve Arithmetic, Elliptic Curve Cryptography, ✓ Authentication application – Electronic Mail Security, IP Security – Web Security : Intruders –Malicious Software _ Firewalls.
Text Books	✓ Computer Networks A.S. Tanenbaum, PHI, 4th ed, ISBN 81-7808-785-5

SUBJECT : Advance Web Technologies
COURSE CODE : MANP- 406B

No. of Credits: 8
No. of Periods / Week :4
Annual :- 100 Marks

COURSE OBJECTIVES : The course introduces the advanced concepts of Web Technologies which is need of the day.

UNIT	COURSE CONTENT
I **HTML, DHTML and Scripting Language**	✓ Common tags – HTML Tables and formatting internal. ✓ Linking – Complex HTML forms. ✓ Java Scripts _ Control Structures ✓ DHTML –CSS – event model – filters & transitions.
II **Applets and AWT Programming**	✓ Review of Applets, Class, Event Handling. ✓ AWT Programming ✓ Introduction to swing: Japplet, Handling swing Controls ✓ Tables, Difference between AWT Control & Swing Control ✓ Developing a Home page using Applets & Swing multi Threading and RMI.
III **Java Beans and Servlets**	✓ Introduction & Advantages of Java beans. ✓ BDK, introspection, Using Bound properties, Bean Info Interface ✓ Constrained properties, persistence, Customize, Java Beans API ✓ Life cycle of a Servlet , JSDK. The Servlet API, The Javax, servlet Package ✓ Reading Servlet parameters, Reading Initialization Parameters ✓ The javax. Servlet HTTP package, Handling, Http Request & responses ✓ Using Cookies – Sessions Tracking, Security Issues.
IV **JSP**	✓ Introduction to JSP : The Problem with Servlets, The Anatomy of a JSP Page, ✓ JSP Processing, JSP Application Design with MVC. Tomcat Server & Testing ✓ Tomcat ✓ JSP Application Development
V	✓ Database Access, Database Programming using JDBC, ✓ Studying Javax.*package. ✓ Accessing a Database from a JSP page.
Text Books	✓ Internet and World Wide Web – How to program by Dietel. And Nieto Pearson Education Asia. ✓ The Complete Reference Java 2 third Edition by Patrick Naught on and Herbert Schildt.
Additional Referance Books	✓ Java Server Pages by Hans Bergstan