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**VEER NARMAD SOUTH GUJARAT UNIVERSITY**

University Campus, Udhna-Magdalla Road, SURAT - 395 007, Gujarat, India.

**વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી**

યુનિવર્સિટી કેમ્પસ, ઉધના-મગદલા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.

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### **-: પરિપત્ર :-**


વાણિજ્ય વિદ્યાશાખા હેઠળની સંલગ્ન તમામ કોમર્સ કોલેજોનાં આચાર્યશ્રીઓને જણાવવાનું કે, શૈક્ષણિક વર્ષ ૨૦૨૩-૨૪ થી અમલમાં આવનાર અનુસ્નાતક અભ્યાસક્રમ Master of Management Studies (MMS) Sem.-2 ના અભ્યાસક્રમ અંગે બીબીએ વિષયની નિયુક્ત એડહોક સમિતિની તા.૧૬/૦૧/૨૦૨૪ની સભાનાં ઠરાવ ક્રમાંક:૨ અન્વયે વાણિજ્ય વિદ્યાશાખાને કરેલ ભલામણ વાણિજ્ય વિદ્યાશાખાના અધ્યક્ષશ્રીએ વાણિજ્ય વિદ્યાશાખાની મંજૂરીની અપેક્ષાએ વાણિજ્ય વિદ્યાશાખાવતી વાણિજ્ય વિદ્યાશાખાનાં અધરધેન ડીનશ્રીએ મંજૂર કરી એકેડેમિક કાઉન્સિલને કરેલ ભલામણ એકેડેમિક કાઉન્સિલની તા.૦૭/૦૮/૨૦૨૩ ની સભાના ઠરાવ ક્રમાંક: ૯૯ અન્વયે માન.કુલપતિશ્રીને આપેલ સત્તા અંતર્ગત માનનીય કુલપતિશ્રી દ્વારા મંજૂર કરેલ છે. જેનો અમલ કરવા આથી જાણ કરવામાં આવે છે.

#### **બીબીએ વિષયની નિયુક્ત એડહોક સમિતિની તા.૧૬/૦૧/૨૦૨૪ ની સભાના ઠરાવ ક્રમાંક:૨**

:: આથી ઠરાવવામાં આવે છે કે, શૈક્ષણિક વર્ષ ૨૦૨૩-૨૪ થી અમલમાં આવનાર Master of Management Studies (MMS) Sem.-2 નો અભ્યાસક્રમ સર્વાનુમતે મંજૂર કરી તે મંજૂર કરવા વાણિજ્ય વિદ્યાશાખાને ભલામણ કરવામાં આવે છે.

બિડાણ: ઉપર મુજબ

ક્રમાંક : એસ./પરિપત્ર/MMS-Syllabus/૧૯૧૪/૨૦૨૪  
તા.૨૩-૦૧-૨૦૨૪

  
કુલસચિવ

પ્રતિ,

- ૧) વાણિજ્ય વિદ્યાશાખા હેઠળની સંલગ્ન તમામ કોલેજોનાં આચાર્યશ્રીઓ.  
.....આપશ્રીની કોલેજ સંબંધિત શિક્ષકોને જાણ કરી અમલ કરવા સારું.
- ૨) અધરધેન ડીનશ્રી, વાણિજ્ય વિદ્યાશાખા.
- ૩) પરીક્ષા નિયામકશ્રી, પરીક્ષા વિભાગ, વીર નર્મદ દ. ગુ. યુનિવર્સિટી, સુરત.
- ૪) પીજી વિભાગ, વીર નર્મદ દ. ગુ. યુનિવર્સિટી, સુરત.

.....તરફ જાણ તેમજ અમલ સારું.



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**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**  
**MASTER OF MANAGEMENT STUDIES (MMS)**

**Semester - II**

<b>Subject</b>	Legal & Tax Aspects of Business	<b>Semester</b>	II
<b>Credits</b>	04	<b>Contact Hours</b>	40

**Learning Outcomes:**

<b>LO1</b>	Basic understanding of contract, sale of goods and companies act.
<b>LO2</b>	Creating legal awareness among business students.
<b>LO3</b>	Understand legal environment of business.
<b>LO4</b>	Discuss basics of Direct and Indirect Taxes along with filing of IT return.

**Course Content**

Module	Content	Weightage	Contact Hours
<b>I</b>	<b>Forms of Business Organisations (FBO) &amp; Indian Contract Act 1872</b>	<b>25%</b>	<b>10</b>
	<ul style="list-style-type: none"> <li>Meaning &amp; Characteristics of: Sole Proprietorship, Partnership, Joint Stock Company, Cooperatives, MNCs, Joint Ventures, Public Enterprises</li> <li>Definitions, classification of contracts, essentials of a valid contract, Offer and acceptance, capacity to contract, free consent, legality of object, void agreements, Performance of contract, discharge of contract, remedies for breach of contract. Quasi Contracts</li> </ul>		
<b>II</b>	<b>Sale of Goods Act 1930</b>	<b>25%</b>	<b>10</b>
	<ul style="list-style-type: none"> <li>Introduction, formation of a contract of sale,</li> <li>essentials of a contract of sale, Sale and agreement to sell, sale vs. hire purchase, sale and barter, exchange, bailment, contract for work and materials. Condition and warranties, transfer of property. Performance of a contract, rights of an unpaid seller.</li> </ul>		
<b>III</b>	<b>The Companies Act 1956 &amp; The Competition Act 2002</b>	<b>25%</b>	<b>10</b>
	<ul style="list-style-type: none"> <li>The companies act 1956: Nature and types of companies, Formation of Companies, Memorandum of association. Articles of association, prospectus, Membership in a company, shares and share capital. Borrowing powers, meeting, auditing, Prevention of oppression and mismanagement, winding up</li> </ul>		

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	mismanagement, winding up <ul style="list-style-type: none"> <li>• The competition act 2002: Definitions, anti-competitive agreements, Competition commission of India (CCI).</li> <li>• Penalties, appellate tribunal MODULE</li> </ul>		
<b>IV</b>	<b>Introduction to Taxation</b>	<b>25%</b>	<b>10</b>
	<ul style="list-style-type: none"> <li>• IT slabs for individuals, Tax planning hints with reference to residential status, salary income, property income, capital gains</li> <li>• Overview of deductions Under Chapter – VI (A) for individuals 80C, 80CCC, 80CCD (1), 80CCD (1B), 80D, 80DD, 80E, 80EE, 80G, 80GG, 80TTA, 80TTB, Form 16 Structure, Overview of AS – 26</li> <li>• Basics of GST, CGST and IGST</li> <li>• E-Filing of IT Return</li> </ul>		

#### Reference Books:

Sr. No.	Book Title	Author(s)	Publisher
1	Personal Finance	Jack R Kapoor	McGraw-Hill
2	Taxman's Direct Taxes planning and management	V K Singhania	Taxmann
3	Mercantile Law	N D Kapoor	Sulatan Chand



# VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

## MASTER OF MANAGEMENT STUDIES (MMS)

### Semester - II

<b>Subject</b>	<b>Marketing Management</b>	<b>Semester</b>	<b>II</b>
<b>Credits</b>	<b>4</b>	<b>Contact Hours</b>	<b>40</b>

#### Learning Outcomes:

<b>LO1</b>	To provide students with a solid foundation in marketing management and equip them with the knowledge, skills and perspectives necessary to succeed in the dynamic field of marketing
<b>LO2</b>	To help students to understand the importance of efficient and effective distribution to ensure product availability and customer satisfaction and role of distribution channels in marketing
<b>LO3</b>	To make students understand how consumer insights can be used to develop effective marketing strategies
<b>LO4</b>	To enable students aware about role of product differentiation, branding, packaging and how pricing decision impact consumer perception and purchase behaviour

#### Course Content

<b>Module</b>	<b>Content</b>	<b>Weightage</b>	<b>Contact Hours</b>
<b>I</b>	<b>Understanding Marketing Management</b>	<b>20%</b>	<b>08</b>
	<ul style="list-style-type: none"><li>Core Concepts of Marketing, Nature &amp; Scope, Holistic Marketing, Marketing Philosophies, Marketing Mix, Value Chain Analysis and Value Delivery Process</li><li>Marketing Environment: Micro and Macro factors</li></ul>		
<b>II</b>	<b>Understanding of Buying Behavior</b>	<b>30%</b>	<b>12</b>
	<ul style="list-style-type: none"><li>Consumer Buying Behavior: Process, Factors affecting,</li><li>Bases for Segmenting consumer markets, Targeting Strategies, Positioning: Concept and Strategies</li><li>Marketing Strategies for Leaders, challengers, Followers and Nichers</li><li>Process of Marketing Research</li></ul>		
<b>III</b>	<b>Designing Values for Marketing Management</b>	<b>25%</b>	<b>10</b>
	<ul style="list-style-type: none"><li>Product decisions: Levels, New Product Development Process,</li></ul>		

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	<ul style="list-style-type: none"> <li>• Product life cycle and strategies for new products,</li> <li>• Branding &amp; Labelling, Role of IIP,</li> <li>• Pricing factors and strategies</li> </ul>		
<b>IV</b>	<b>Communicating and Delivering Values of Marketing Management</b>	<b>25%</b>	<b>10</b>
	<ul style="list-style-type: none"> <li>• Distribution Channels, and physical distribution decisions</li> <li>• Promotional mix elements, Sales management process</li> <li>• Concept of Digital Marketing</li> </ul>		

#### Reference Books:

Sr. No.	Book Title	Author(s)	Publisher
1	Marketing Management	S.A. Sherlekar	Himalaya
2	Principles of Marketing	P. Kotler, and Gary Armstrong	Pearson
3	Marketing Management	P. Kotler and K.L. Keller	Pearson
4	Marketing Management	Ramaswammy and Namakumari	McMillan Publisher India ltd.
5	Digital marketing	Seema Gupta	McGraw Hill

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**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**  
**MASTER OF MANAGEMENT STUDIES (MMS)**

**Semester - II**

Subject	Financial Management	Semester	02
Credits	04	Contact Hours	40

**Learning Outcomes:**

LO1	Demonstrate understanding of goals of Finance manager.
LO2	Explain Fundamentals of Financial Management.
LO3	Perform Analytical reviews of financial results, Proposals and Plans.
LO4	Analyze various ways of raising Long Term and Short-Term Capital.

**Course Content**

Module	Content	Weightage	Contact Hours
1	<b>Introduction to Corporate Finance</b>	20%	8
	<ul style="list-style-type: none"> <li>Definition, Nature, Goals, and Scope of Corporate Finance,</li> <li>The Time Value of Money and its applications,</li> <li>Introduction to Financial Statement Analysis</li> </ul>		
2	<b>Capital Budgeting</b>	30%	12
	<ul style="list-style-type: none"> <li>Making Capital Investment Decisions: Project Cash Flows, Incremental Cash Flows,</li> <li>Investment Appraisal Criteria: Accounting Rate of Return, Payback Period, Net Present Value, and Internal Rate of Return,</li> <li>Capital Rationing</li> </ul>		
3	<b>Raising Long Term Finance</b>	25%	10
	<ul style="list-style-type: none"> <li>Capital Structure: Determinants of Capital Structure, Capital Structure theory,</li> <li>Long Term Financial Instruments: Equity, Debt, Hybrids,</li> <li>Degree of Operating, Financial and Combined leverage</li> </ul>		
4	<b>Working Capital Management</b>	25%	10
	<ul style="list-style-type: none"> <li>Nature of Working Capital and Determinants of Working Capital requirements,</li> <li>Short-Term Financial Planning: Determination of Working Capital Requirements,</li> <li>Sources of Short-Term Finance</li> </ul>		

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**Reference Books:**

Sr. No.	Book Title	Author(s)	Publisher
1	Financial Management 7th Edition	M.Y. Khan and P. K Jain	McGraw Hill Education (2017)
2	Financial Management 6th Edition	Prasanna Chandra	McGraw Hill Education (2017)
3	Corporate Finance 11th Edition	Stephen A Ross, Randolph W. Westerfield, Jeffrey Jaffe, Bradford D. Jordan	McGraw Hill Education (2015)
4	Financial Management	P.V Kulkarni and B.G Satyaprasad	Himalaya Publishing House
5	Financial Management	I.M. Pandey	Vikas Publishing House



# VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

## MASTER OF MANAGEMENT STUDIES (MMS)

### Semester - II

<b>Subject</b>	Operations Management	<b>Semester</b>	II
<b>Credits</b>	04	<b>Contact Hours</b>	40

#### Learning Outcomes:

<b>LO1</b>	Basic understanding of theories and practices of operations management.
<b>LO2</b>	Applying Operations Management concepts and their influence on business decisions
<b>LO3</b>	Help in conducting summer project in manufacturing and Industry Setup.
<b>LO4</b>	Evaluate Quality Control measures and safety measures for production and operations systems.

#### Course Content

Module	Content	Weightage	Contact Hours
<b>I</b>	<b>Introduction to Operations Management and Facility Location</b>	<b>25%</b>	<b>10</b>
	<ul style="list-style-type: none"><li>Definitions,</li><li>Product and Services, Transformation Process,</li><li>Different types of process with its merits and demerits,</li><li>Product Design: Types, Merits and Demerits,</li><li>Facility Location: Meaning, Concept, Factors affecting choice, Various methods to select facility locations</li></ul>		
<b>II</b>	<b>Operations Planning</b>	<b>30%</b>	<b>12</b>
	<ul style="list-style-type: none"><li>APP methodology (Objectives and Strategies),</li><li>MPS Methodology (Process),</li><li>MRP and CRP Methodology (Inputs and Outputs, Process)</li></ul>		
<b>III</b>	<b>Operations Scheduling</b>	<b>30%</b>	<b>12</b>
	<ul style="list-style-type: none"><li>Meaning, Definitions, Objectives, Strategies,</li><li>Sequencing Problems ('n' jobs, 'm' machines),</li><li>Assignment Problems,</li><li>Queuing Systems/M/I Model</li></ul>		
<b>IV</b>	<b>Quality Management</b>	<b>15%</b>	<b>06</b>

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	<ul style="list-style-type: none"> <li>• Meaning of Quality, Quality Control, Reasons for Quality Control,</li> <li>• Statistical Quality Control (Acceptance Sampling: AOQ, LTPD, OC Curve &amp; Process Control),</li> <li>• TQM, Six Sigma, ISO 9000, ISO 14000, Taguchi's QLF, Zero Defect Approach, Quality Circles,</li> <li>• Just-in-Time (JIT) Production System</li> </ul>		
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**Reference Books:**

Sr. No.	Book Title	Author(s)	Publisher
1	Production and Operations Management	Kanishka Bedi	Oxford
2	Operations Management	S A Chunawala, R Patel	Himalaya
3	Production & Operations Management	S. N. Chary	Tata McGraw Hill
4	Operations and Supply Chain Management	Russel and Taylor	Wiley
5	Production and Operations Management	Martin K. Starr	Cengage
6	Elwood S Buffa and Rakesh Sarin	Modern Production and Operations Management	Wiley

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**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**

**MASTER OF MANAGEMENT STUDIES (MMS)**

**Semester - II**

<b>Subject</b>	Business Research Methods	<b>Semester</b>	II
<b>Credits</b>	04	<b>Contact Hours</b>	40

**Learning Outcomes:**

<b>LO1</b>	Basic understanding of research of social science.
<b>LO2</b>	Various methodological understanding of various research designs, data collection methods and data analysis tools.
<b>LO3</b>	Help in conducting final year research project in their chosen specialization.
<b>LO4</b>	Giving hands on experience of various data analytical software.

**Course Content**

<b>Module</b>	<b>Content</b>	<b>Weightage</b>	<b>Contact Hours</b>
<b>I</b>	<b>Fundamentals of Business Research</b>	<b>25%</b>	<b>10</b>
	<ul style="list-style-type: none"><li>• Definitions,</li><li>• Classification/types of research,</li><li>• Process of Business Research,</li><li>• Various types of Variables and Hypothesis,</li><li>• Inductive and Deductive logic,</li><li>• Review of Literature: Concepts and Types</li></ul>		
<b>II</b>	<b>Research Designs and Data Collection</b>	<b>30%</b>	<b>12</b>
	<ul style="list-style-type: none"><li>• Types of Research Designs,</li><li>• Exploratory, Descriptive, Causal,</li><li>• Methods to Collect Primary Data: Survey, Experiment, Observation, In-Depth Interview</li></ul>		
<b>III</b>	<b>Sampling Techniques &amp; Measurement and Scaling</b>	<b>20%</b>	<b>08</b>
	<u><b>Sampling:</b></u> <ul style="list-style-type: none"><li>• Meaning of Sampling, Census vs. Sample, Reasons for Sampling,</li><li>• Probabilistic Sampling Techniques,</li><li>• Non-Probabilistic Sampling Techniques,</li></ul> <u><b>Scaling:</b></u> <ul style="list-style-type: none"><li>• Meaning and Definition of Scaling,</li><li>• Idea of Various Scales: Primary, Comparative and Non-Comparative,</li></ul>		

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	<ul style="list-style-type: none"> <li>• Reliability and Validity of scales</li> </ul>		
<b>IV</b>	<b>Various Data Analytical Tools using Computerized Packages</b>	<b>15%</b>	<b>07</b>
	<ul style="list-style-type: none"> <li>• Mean, Median, Mode, Standard Deviation, Variance,</li> <li>• Various Parametric and Non-Parametric Hypothesis Tests,</li> <li>• Correlation, Regression, Logistic Regression,</li> <li>• Various Multivariate Data Analytical Techniques</li> </ul>		
<b>V</b>	<b>Report Writing</b>	<b>10%</b>	<b>03</b>
	<ul style="list-style-type: none"> <li>• Format and Content of research report, various types of graphs and charts used in report, Ethics in Research</li> </ul>		

#### Reference Books:

<b>Sr. No.</b>	<b>Book Title</b>	<b>Author(s)</b>	<b>Publisher</b>
<b>1</b>	Marketing Research	Naresh Malhotra	Pearson
<b>2</b>	Business Research Methods	Dr. Snehal Mistry	New Horizon Research Group
<b>3</b>	Research Methodology	C R Kothari	New Age International Publishers
<b>4</b>	Business Research Methods	Zikmund, Babin, Carr	Cengage
<b>5</b>	Business Research	Kooper and Schindler	McGraw Hill Companies



VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

MASTER OF MANAGEMENT STUDIES (MMS)

Semester - II

Subject	Human Resource management	Semester	II
Credits	4	Contact Hours	40

Learning Outcomes:

LO1	To understand the basic concepts, functions and processes of human resource management;
LO2	To know the role and functions of human resource department of the organizations
LO3	To develop ways in which human resources management might diagnose a business strategy and then facilitate the internal change necessary to accomplish the strategy
LO4	To learn the concept of Industrial Relations and Employee health and Safety

Course Content

Module	Content	Weightage	Contact Hours
1	<b>Introduction to Human Resource Management</b>	10%	03
	<ul style="list-style-type: none"><li>Nature and Scope of Human Resource Management; Organizational Structure and Policies; Concept of Strategic Human Resource management</li></ul>		
2	<b>Functions of Human Resource management</b>	30%	12
	<ul style="list-style-type: none"><li>Employment of Human Resources: Human Resource Planning; Job Analysis and Design; Job description and Job specification; Recruitment; Selection; Placement; Induction and Socialization</li></ul>		
3	<b>Development of Human Resource</b>	25%	10
	<ul style="list-style-type: none"><li>Managing Careers; Performance Appraisal; Employee Training and Management Development; Compensation Management; Employee Empowerment.</li></ul>		
4	<b>Industrial Relations</b>	35%	15
	<ul style="list-style-type: none"><li>Industrial Relations, Trade Unions; Collective Bargaining and Workers' Participation in Management; Grievance Handling; Disciplinary Action; Quality of Work Life; Quality Circles. Occupational Health and Safety</li></ul>		

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**Reference Books:**

<b>Sr. No.</b>	<b>Book Title</b>	<b>Author(s)</b>	<b>Publisher</b>
1	Human Resource Management (7e)	K. Aswathappa	McGraw Hill Education. (2015)
2	Human resource management Text and Cases.	Gupta C.B.	Sultan Chand & Sons (2014)
3	Designing and Managing Human Resource Systems	Pareek Udai & Rao T.V.	CBS Publishers & Distributors, (2015)
4	Human Resource Management (15e)	Robert L. Mathis, John H. Jackson, Sean R. Valentine, Patricia Meglich.	Cengage Learning (2016)



**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**

**MASTER OF MANAGEMENT STUDIES (MMS)**

**Semester - II**

<b>Subject</b>	<b>BUSINESS ENVIRONMENT</b>	<b>Semester</b>	<b>II</b>
<b>Credits</b>	<b>4</b>	<b>Contact Hours</b>	<b>40</b>

**Learning Outcomes:**

<b>LO1</b>	To identify the definable aspects of business environment within which the business organization must function.
<b>LO2</b>	To develop an insight, to adapt to the changing trend of business environment.
<b>LO3</b>	To explore the pragmatic parameters which influence decision making process in business.
<b>LO4</b>	To sensitize the students about the impact of changing business environment on the performance of business

**Course Content**

<b>Module</b>	<b>Content</b>	<b>Weightage</b>	<b>Contact Hours</b>
<b>I</b>	<b>Basics of Business Environment</b>	<b>25%</b>	<b>10</b>
	<ul style="list-style-type: none"><li>Business: Concept, scope and characteristics of business, Types of business organization, Liberalization, privatization and globalization, Levels of Business Environment (Internal and External- Micro and macro), Environmental analysis process (Merits and demerits)</li></ul>		
<b>II</b>	<b>Socio –Cultural Environment</b>	<b>15%</b>	<b>05</b>
	<ul style="list-style-type: none"><li>Concept of culture, Nature, and impact of culture on business, Cultural elements, social responsibility concept, Models of Social responsibility, Arguments For and against social responsibility</li></ul>		
<b>III</b>	<b>Economic environment</b>	<b>25%</b>	<b>10</b>
	<ul style="list-style-type: none"><li>Nature of economy, elements of economy, Economic systems, Economic policies and Economic planning in India, Constituents of financial markets, Foreign direct investments: Need for FDI in developing countries and Factors influencing FDI</li></ul>		
<b>IV</b>	<b>Political and Legal Environment</b>	<b>20%</b>	<b>08</b>
	<ul style="list-style-type: none"><li>Types of political systems, Political institutions (Legislative, Executive and Judiciary), Major regulations pertaining to business, Intellectual property rights,</li></ul>		

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	<ul style="list-style-type: none"> <li>Consumer Protection Act: Definition, Consumer Protection Councils</li> </ul>		
V	<b>Natural and Technological Environment:</b>	15%	07
	<ul style="list-style-type: none"> <li>Nature of physical environment and impact on business, Impact of technology on Society, economy, organization, Management of technology, Transfer of technology, Digitalization of business, Ecological Environment, and its impact on business</li> </ul>		

**Reference Books:**

Sr. No.	Book Title	Author(s)	Publisher
1	Essentials of Business Environment	K. Ashwathappa	Himalaya Publishing House
2	Business Environment	Vivek Mittal	Excel Books
3	Business Environment	Shaikh Saleem	Pearson Education
4	Business Environment: Text and cases	Francis Cherunilam	Himalaya Publishing House

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# VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

## MASTER OF MANAGEMENT STUDIES (MMS)

### Semester - II

<b>Subject</b>	Management Information System	<b>Semester</b>	II
<b>Credits</b>	04	<b>Contact Hours</b>	40

#### Learning Outcomes:

<b>LO1</b>	Comprehend the role of Management Information Systems in facilitating decision-making and improving organizational performance.
<b>LO2</b>	Evaluate the IT infrastructure required to support effective MIS implementation in diverse business environments.
<b>LO3</b>	Assess the benefits and challenges of ERP systems and recommend suitable ERP solutions for different organizational needs.
<b>LO4</b>	Recognize and discuss emerging trends in MIS, and their potential impact on businesses and society.

#### Course Content

Module	Content	Weightage	Contact Hours
<b>I</b>	<b>Introduction to Management Information Systems (MIS)</b>	<b>25%</b>	<b>11</b>
	<ul style="list-style-type: none"><li>Information Systems – meaning and four components; Categorization of Organizational Information Systems – hierarchical, process and functional perspective. Robert Anthony's Management Hierarchy,</li><li>Simon's Categorization of Decisions and phases of decision making, Gorry and Scott-Morton Framework of MIS, Information Systems in Organizational Context, Organizational change using IS, IS and Culture</li><li>Transaction Processing (TPS) versus Management Information System (MIS), Goals of MIS, Inputs and Outputs of MIS, functional and technical perspectives. MIS Approach - Design, Implementation and Monitoring aspects of MIS Systems</li></ul>		
<b>II</b>	<b>Information Technology Infrastructure for MIS</b>	<b>25%</b>	<b>09</b>

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	<ul style="list-style-type: none"> <li>Management Information Value Chain - Decision Support Systems, Decision Making System, Expert System, Executive Information Systems, Relationship, and role of MIS in network economy, IS Cycle, Dimensions of IS Integration, Enterprise Systems</li> </ul>		
<b>III</b>	<b>Enterprise Resource Planning (ERP) Systems</b>	<b>25%</b>	<b>11</b>
	<ul style="list-style-type: none"> <li>Introduction to ERP – Various Functional Modules</li> <li>Application of ERP with respect to Supply Chain Management, Customer Relationship Management, Financial Management, Human Resource Management, Business Intelligence</li> </ul>		
<b>IV</b>	<b>Applications and Practices in Management Information Systems</b>	<b>25%</b>	<b>09</b>
	<ul style="list-style-type: none"> <li>Enterprise Application Integration and Flexibility with service-oriented Architecture, The Economics of Information, Disruptive Technology,</li> <li>Challenges, Opportunities, Trends and Best Practices of MIS</li> </ul>		

#### Reference Books:

Sr. No.	Book Title	Author(s)	Publisher
1	Essentials of Management Information Systems	Kenneth Laudon, Jane Laudon	Prentice Hall
2	Management Information Systems: Managing the Digital Enterprise	James A. O'Brien, George M. Marakas	Pearson
3	Management Information Systems: Text and Cases	Waman S. Jawadekar	Tata McGraw-Hill Education
4	Enterprise Resource Planning: Concepts and Practice	Vinod Kumar Garg, N. K. Venkitakrishnan	PHI Learning Private Limited
5	Decision Support Systems and Intelligent Systems	Turban and Aronsan	Pearson Education Asia
6	Management Information Systems: Managing the Digital Firms	Laudon, Kenneth C. and Laudon, Jane P.	Pearson Education
7	Management Information Systems: For the Information Age	Stephen Haag, Maeve Cummings, Amy Philips	Tata McGraw Hill