Management Studies

Master of Management (M.Mgt) Program

Duration: 2 years

Hard Core: 24 credits
MG 201 3.0 Economics
MG 211 3.0 Human Resource Management
MG 212 2.1 Behavioral Science
MG 221 2.1 Applied Statistics
MG 232 3.0 Principles of Management
MG 241 3.0 Marketing Management
MG 251 3.0 Finance & Accounts
MG 261 3.0 Operations Management

Stream Core: 12 Credits (to be chosen from either one of the two streams)

Stream 1: Business Analytics Stream
MG 223 3.0 Applied Operations Research
MG 225 3.0 Decision Models
MG 226 3.0 Time Series Analysis and Forecasting
MG 265 2.1 Data Mining

Stream 2: Technology Management Stream
MG 271 3.0 Technology Management
MG 274 3.0 Management of Innovation and Intellectual Property
MG 281 3.0 Management of Technology for Sustainability
MG 298 2.1 Entrepreneurship for Technology Start-ups

Electives: 12 credits

Project:

MG 299 0:16 Management Project

Summer Internship: No credits. Every student is required to spend a minimum of eight weeks in an identified industrial enterprise or public sector organization during the summer period after the first two semesters. Alternatively students have the option to get exposure to business incubators, venture capital firms and successful start-ups.

MG 201 (AUG) 3.0 Economics

Introduction to managerial economics, demand theory and analysis, production theory, cost theory, market structure and product pricing, Pricing of goods and services, pricing and employment of inputs. Micro and macro economics, national income accounting, GDP measurement, inflation and price level, aggregate demand and supply, fiscal and monetary policy.

M H Bala Subrahmanya

MG 202 (AUG)  3:0

Macroeconomics


M H Bala Subrahmanya

Reserve Bank of India: Annual Reports.

MG 203 (JAN) 3:0

Industrial Policy & Development

Scope and method of industrial economics, industrialization, change in economic and industrial structure, industrial policy, industrial structure and assessment of industrial performance in India. Small scale industry, industrial location policy, labour policy, environmental policy, R&D in industry, Trans National Corporations (TNCs). Food processing industry, electronics industry. How to set up a firm. Industry case studies.

M H Bala Subrahmanya

Ministry of Finance: Economic Survey, Recent issues.

MG 205 (JAN) 3:0

The Economics of Indian Cities

Introductory: Conceptualizing the economic dimensions of Indian cities, economic drivers of urbanization, rural-urban linkages, global linkages. Concept of resource cities, autonomy and uniformity in Indian cities, the economics of identity, trade unionism, fan clubs and other mass organizations. Villages within cities and the political economy of land. Urban poverty, housing in a high-cost urban environment, demand for urban transportation, supply of urban transportation. Economics of urban water supply, water and the privatization of public goods. Economics of urban energy, Economics of the urban environment, urban culture and its economics. Gender and the urban economy, Eeconomics of urban security. The Indian policy framework: From decongesting cities to cities as engines of growth, financing the city: public institutions, private initiatives.

Faculty


MG 211 (JAN) 3:0

Human Resource Management

Historical development - welfare to HRM in India. Personnel functions of management. Integrated HRPD system, human resource planning, job analysis, recruitment and selection, induction, performance appraisal and counseling, career planning and development, assessment center, wage and salary administration, incentives, benefits and services. Labour legislation - Industrial Disputes Act, Indian Trade Unions Act, Industrial Employment (Standing Orders) Act, dealing with unions, workers
participation and consultation, grievance handling, employee relations in a changing environment, occupational health and safety, employee training and management development, need analysis and evaluation, managing organizational change and development. Personnel research, human resource management in the future.

K B Akhilesh


MG 212 (AUG) 2:1
Behavioral Science

Understanding human behaviour; functionalist, cognitive, behaviouristic and social learning theories; perception; learning; personality; emotions; defense mechanisms; attitude; communication; decision making; groups and social behaviour; intra-personal and inter-personal differences; managing conflicts.

Anjula Gurtoo

Makin P., Cooper C. and Cox C., Organizations and the Psychological Contract, University Press, 1999.

MG 213 (AUG) 3:0
Organizational Behavior

Organization - its characteristics, objectives (nature of goals, independence and interdependence), structure (size, centralization, formalization, standardization), process (decision making, leadership motivation, etc., authoritative vs participative styles), technology. Organization and its environment, power dynamics, conflict management, organizational learning and growth, organizational development, interventions at job, individual, group and organizational levels.

K B Akhilesh


MG 221 (AUG) 2:1
Applied Statistics


Chiranjit Mukhopadhyay

MG 222 (AUG) 3:0
Advanced Analytics


Chiranjit Mukhopadhyay / Abinanda Sarkar


MG 223 (JAN) 3:0
Applied Operations Research


M Mathirajan


MG 225 (Aug) 3:0
Decision Models


Parthasarathy Ramachandran

MG 226 (JAN) 3:0
Time Series Analysis and Forecasting

Stationary stochastic processes, auto-covariance function, random walk, Moving Average (MA) and Autoregressive (AR) models. Integration (I) & Differencing, autocorrelation functions, partial autocorrelation functions, unit root tests, ARIMA modeling. Frequency domain analysis, seasonality modeling, SARIMA Models, forecasting using ARIMA models, vector auto regressive models, co-integration and vector error correction models, generalized autoregressive conditional heteroscedastic model, state space modeling.

Chiranjit Mukhopadhyay


MG 232 (AUG) 3:0
Principles of Management

Scientific techniques of management, Evolution of management thought, contributions of Taylor, Gilbreth, Henri Fayol and others. Levels of authority and responsibilities. Types of managerial organizations, line, staff, committee, etc. Social responsibilities of management, internal and external structure of organizations, charts and manuals, formulation and interpretation of policy, Issue of instructions and delegation of responsibility, functional team-work, standards for planning and control.

Yadnyvalkya


MG 241 (JAN) 3:0
Marketing Management


R Srinivasan


MG 242 (AUG) 3:0
Strategic Management

Strategic management process, challenge of globalization, strategic planning in India. Corporate governance, board of directors. Role and functions of top management. Environmental scanning; industry analysis; internal scanning; organizational analysis. Strategy formulation: situation analysis and business strategy, corporate strategy, functional strategy, strategy implementation and control, strategic alternatives. Diversification, mergers and acquisition.

R Srinivasan

MG 243 (JAN) 2:0
International Marketing

Scope and size of international markets, conceptual framework, trade theories, institutional and policy framework, cultural environment for international business, political and legal environment, international markets - selection, market planning, control, product policy, market research, advertising, promotion, pricing and distribution.

R Srinivasan


MG 244 (AUG) 3:0
Services Marketing

Basic issues, conceptual framework, service strategy, service design and mapping, perceived service quality. Customer satisfaction, product support services. Pricing. After service strategy, customer retention and relationship marketing. Service profitability and loyalty.

R Srinivasan


MG 251 (AUG) 3:0
Finance and Accounts


P Balachandra


MG 261 (AUG) 3:0
Operations Management

Introduction to Production/Operations Management (P/OM), P/OM strategy, forecasting, process management, facility layout, capacity planning and facility planning, aggregate planning, material requirement planning, scheduling, inventory management, waiting line, project management, management of quality. Introduction to simulation and to supply chain management.

M Mathirajan

MG 265 (AUG) 2:1
Data Mining


Parthasarathy Ramachandran

Jiawei Han and Micheline Kamber, Data Mining: Concepts and Techniques, Morgan Kaufman Publishers 2001.
Richard J. Roiger and Michael W Geatz, Data Mining: A Tutorial-Based Primer, Addison-Wesley 2003

MG 271 (JAN) 3:0
Technology Management

Definition of technology, technological transformation process, adaption. Adaption and innovation experiences in selected developed and developing countries. Technology transfer and its relation to technology transformation, diffusion and commercialization, rural technology management. Forward and backward integration. Some concepts in relation to technology management – productivity, employment, human resource and organizational development and corporate strategy. MOT scope and focus, measuring technology content and intensity, organizing the high technology enterprise. Concurrent engineering and integrated product development, managing technology based projects, technology evaluation and selection, leading technology teams.

K B Akhilesh


MG 272 (AUG) 3:0
R & D Management

Strategic human resources; understanding and managing R&D personnel, selection, recruitment and human resource policies suitable for different kinds of establishments. Leadership, uncertainty, creativity and innovation; creative processes, group interaction, problem solving, organizational climate, team building. Individual, interpersonal and group factors, neurotic teams, organizational development, organizational structures and functioning, competence building at the individual, group and organizational levels.
Evaluation of R&D Projects; pre-initiation evaluation, need, risks associated with project selection.

K B Akhilesh


MG 273 (JAN) 2:0
Management of Change


K B Akhilesh
MG 274 (AUG) 3:0
Management of Innovation and Intellectual Property

Organizational and technological innovation — definition of innovation vs inventions, role of organizational design and processes — strategic role of intellectual property protection in case studies, the R&D value chain, stage gates, differences in priority with the R&D value chain, NPD - international, national, organizational, individual actors, organizations and vehicles to manage intellectual property, critical steps in managing R&D, process management during stage gates for patent searches, technology landscaping, specification writing, timeline management, rights and responsibilities in competitive technology environments, innovative inventions, commercial potential, processes to enhance technological know-how transfer, open source approach, incubators, assessing patent value, information technology support systems in managing innovation and intellectual property, prior art laboratories sessions and working with a client.

Mary Mathew


MG 275 (JAN) 3:0
Knowledge Management for Innovation


Mary Mathew


MG 276 (AUG) 3:0
Energy Policy

Introduction to concepts on energy sources, carriers and energy flows in the economy, issues in energy supply from both short and long term perspectives. Energy consumption from sectoral and end-use perspectives. Linkages between energy and economic development. Energy modeling, energy economics, energy efficiency and renewable energy, interactions between energy and environment, integrated approaches to energy planning, energy policy instruments and institutions.

P Balachandra

MG 277 (JAN) 2:0
Public Policy Theory and Process

Introduction to policy; conceptual foundations; practice of policy making; theories: social, institutional rational choice, punctuated equilibrium, and stages; frameworks and models; government and politics; rationality and governance; role of rules, strategies, culture and resources; member dynamics (institutional and non-institutional); analysis: meta, meso decision and delivery levels.

Anjula Gurtoo


MG 281 (JAN) 3:0
Management of Technology for Sustainability


P Balachandra


MG 283 (AUG) 3:0
Science & Technology Policy

Introduction to science, technology and society; sociology and politics; science and environment; religion and modernity; technology creation and diffusion; social and economic perspectives; ethics; life sciences and biotechnology (policy development and dynamics); genetics, nature and society; analytical frameworks: impact analysis and qualitative issues in research.

Anjula Gurtoo

Crow, M. (2000). Linking scientific research to societal outcomes. 25th AAAS Colloquium of Science and Technology Policy, held April, 11-13, Washington D.C.

MG 286 (AUG) 3:0
Project Management

The systems approach, project organization, work definition, scheduling and network analysis, PERT and CPM, resource–constrained scheduling, project costing and assessment, project control and management, software for project management, management of hi-tech projects, including software projects, quality and risk management.

Parameshwar P Iyer

MG 298 (JAN) 2:1
Entrepreneurship for Technology Start-ups

Opportunity recognition, new product development, business models, marketing and positioning, business plans and financial requirements, finance and venture capital. The entrepreneurial team, managing strategy and innovation. IPR and contracts. Developing a personal entrepreneurship strategy.

Parameshwar P Iyer

Thomas W. Zimmer and Norman M. Scarborough, Essentials of Entrepreneurship and Small Business Management, Prentice Hall of India, New Delhi, 2005

MG 299 (JAN) 0:16
Management Project

The project work is expected to give intensive experience for a student with respect to industrial organizations or institutions in the context of chosen field of specialization. Students are encouraged to carryout individual project works.

Faculty

MG 301 (AUG) 3:0
Methodology of Management Research


Chiranjit Mukhopadhyay and M. Mathirajan


MG 311 (JAN) 2:0
Advanced Human Resource Management

Structure & dynamics of personnel practices in relation to technology, productivity, gold collar workers etc., integrating organizational and human concerns, HRM accountability and audit, personnel and behavioural information system. competency mapping, leadership, assessment centres, performance-linked compensation systems, ability development, mentoring and success pilots.

K B Akhilesh

Marketing research – role in decision making, characteristics. Industry – structure, evaluation and ethics. Marketing research process, problem definition and determination of research objectives. Research design, syndicated services, measurement, sampling plan. statistical analysis and interpretation.

R Srinivasan