MANAGEMENT INFORMATION SYSTEM

Course Objective: To understand the importance of information systems in organization for decision making

Course Outcome: Students will be able to understand
a) Concepts & applications of Management Information Systems
b) Information Systems Planning & Implementations.
c) Cyber crime and information security

UNIT - I: Introduction : MIS importance, definition, nature and scope of MIS, Structure and Classification of MIS, Information and Systems Concept, Types of Information, Information systems for competitive advantage

UNIT - II: Business Applications of Information Systems: E-Commerce ERP Systems DSS Business Intelligence, and Knowledge Management System.

UNIT- III: Management of IS: Information system planning, system acquisition, systems implementation, evaluation & maintenance of IS, IS Security and Control.

UNIT- IV: Building of Information Systems: System Development Stages, System Development Approaches, Systems Analysis and Design- Requirement Determination, Strategies for Requirement Determination, Structured Analysis Tools, System Design – Design Objectives, Conceptual Design, Design Methods, Detailed system design.

UNIT - V: Introduction to Cyber Crime: Cyber space, cyber law, e-business, e - consumers, spam, phishing, Cyber crime and information security, cyber criminals , Classification of cyber criminals – Indian Perspectives - Cyber crimes and Indian IT Act 2000, Global perspective on cybercrime – Cybercrime era

Suggested Readings:

1. Management Information Systems, Laudon & Laudon, Pearson, 2015.

2. Management Information Systems Text and Cases, Jawadekar, Tata Mc Graw Hill, 2012

3. Management Information Systems, Kelkar, Prentice Hall India, 2012

Department of Management
Sardar Patel University Balaghat

DATA ANALYTICS

Course Objective :To understand the importance of ever-increasing volume, variety and velocity Of data in organization and application of data analytical tools for decision making.

Course Outcome: Students will be able to understand
a) Importance of Analytics
b) Understanding the analytical tools
c) Application of Analytical tools to solve business problems.

UNIT - I: Introduction to Data Analytics: Introduction to Data- Importance of Analytics- Data for Business Analytics –Big Data - Business Analytics in Practice. Data Visualization – Data Visualization tools,Data queries, Statistical methods for Summarizing data, Exploring data using pivot tables.

UNIT - II: Descriptive Statistical Measures – Population and samples, Measures of location, Measures of Dispersion, Measures of variability, measures of Association. Probability, distribution and Data Modeling – Discrete Probability distribution, Continuous Probability distribution, Random sampling from Probability Distribution, Data Modeling and Distribution fitting.

UNIT - III: Predictive Analytics: Karl Pearson Correlation Techniques - Multiple Correlation-Spearman's Rank correlation-Simple and Multiple regression-Regression by the method of least squares – Building good regression models – Regression with categorical independent variables - - Linear Discriminant Analysis-One way and Two Way ANOVA

UNIT - IV: Data Mining : Scope of Data Mining, Data Exploration and Reduction, Unsupervised learning – cluster analysis, Association rules, Supervised learning- Partition Data, Classification Accuracy, prediction Accuracy, k-nearest neighbors, Classification and regression trees, Logistics Regression.

UNIT - V: Simulation: Random Number Generation, Monte Carlo Simulation, What if Analysis, Verification and Validation, Advantages and Disadvantages of Simulation, Risk Analysis, Decision Tree Analysis.

Suggested Readings:

1. James Evans, Business Analytics, 2e, Pearson, 2017.
2. Thomas Eri, Wajid Khattack & Paul Buhler : Big Data Fundamentals, Concepts, drivers and Techniques by Prentice Hall of India, New Delhi, 2015
3. Akil Maheswari: Big Data, Upskill ahead by Tata McGraw Hill, New Delhi, 2016

Department of Management
Sardar Patel University Balaghat

STRATEGIC MANAGEMENT

Course Objective: To provide a strategic orientation in conduct of the business.

Course Outcome: Students will be able to understand
a) Strategic management concepts
b) Tools and Techniques for Strategic analysis
c) Strategies for competing in globalised markets
d) Strategy Evaluation and Control.

UNIT – I: Introduction - Concepts in Strategic Management, Strategic Management Process, Developing a strategic vision, Mission, Objectives, Policies – Factors that shape a company's strategy, Environmental Scanning: Industry and Competitive Analysis – Methods. Evaluating company resources and competitive capabilities – SWOT Analysis – Value Chain Analysis and Competitive advantage.

UNIT – II: Tools and Techniques for Strategic Analysis - Porter's Five Force Model, BCG Matrix, GE Model, TOWS Matrix, IE Matrix, The Grand Strategy Matrix. Market Life Cycle Model – and Organizational Learning, Impact Matrix and the Experience Curve, Generic Strategies- Strategy Formulation - Types of Strategies – offensive strategy, defensive strategy, Exit and entry barriers - Tailoring strategy to fit specific industry and company situations.

UNIT – III: Strategy Implementation: Strategy and Structure, Strategy and Leadership, Strategy and culture connection - Operationalising and institutionalizing strategy - Strategies for competing in Globalising markets and internet economy - Organizational Values and Their Impact on Strategy – Resource Allocation as a vital part of strategy – Planning systems for implementation.

UNIT – IV: Turnaround and Diversification Strategies: Turnaround strategy - Management of Strategic Change, strategies for Mergers, Acquisitions, Takeovers and Joint Ventures - Diversification Strategy: Why firms diversify, different types of diversification strategies, the concept of core competence, strategies and competitive advantage in diversified companies and its evaluation.

UNIT – V: Strategy Evaluation and control – Establishing strategic controls for Measuring performance – appropriate measures- Role of the strategist – using qualitative and quantitative benchmarking to evaluate performance - strategic information systems – problems in measuring performance – Guidelines for proper control- Strategic surveillance -strategic audit - Strategy and Corporate Evaluation and feedback in the Indian and international context.

Suggested Readings:

1. Hitt & Ireland el al., Strategic Management: A South Asian Perspective, Cengage Learning, 9e, 2013.
2. V.S.P. Rao, V. Hari Krishna; Strategic Management, 1e, Excel Books, 2012
3. S K Sarangi, Modern Strategic Management, Everest Publishing, 2012.
4. Thompson & Strickland: Strategic Management, Concepts and Cases. TMH, 2009.

Department of Management
Sardar Patel University Balaghat

SUPPLY CHAIN MANAGEMENT

Course Objective: To understand the various strategies and networks that are used in business.

Course Outcome: Students will be able to understand a) the supply chain strategies b) the supply chain network designing and distribution network c) the demand forecasting for supply chain.

Unit I:
Supply Chain Management : concept, objectives & importance, Decision Phases in a Supply Chain, Competitive and Supply Chain Strategies, Drivers of Supply Chain Performance, Framework for Structuring Drivers, competitive advantages through supply chain management.

Unit II:
Supply Chain Network : Designing Distribution Networks and Applications to Business: Role of distribution in a supply chain, Factors influencing distribution network design, design options for a distribution network, e-supply chain, factors influencing network design decisions, framework for network design decisions, models for facility location and capacity allocation, Network Design in an Uncertain Environment: Impact of uncertainty on network design.

Unit III:
Network Design in the Supply Chain: Network Design & Optimization Approach and Techniques Role of Transportation in Supply Chain- Factors influencing Transportation Decisions - Modes of Transportation - Transportation mode, Selection Process

Unit IV:
Advanced Fleet Management System Inter modal Freight Technology Transportation Security Initiatives and Role of Technology;

Unit V:
Introduction to Air Cargo: Aviation and airline terminology - IATA areas - Country – Currency– Airlines - Aircraft lay out - different types of aircraft - aircraft manufacturers - ULD - International Air Routes - Airports - codes – Consortium –Hub & Spoke – Process Flow

Suggested Readings:

1. Logistics and Supply Chain Management, MacMillan 2003, 1st Edition

2. Rahul V Altekar, Supply Chain Management concepts and case, PHI, New Delhi.

3. Robert B Handfield and Ernest L Nichols, Supply Chain Management PHI, New Delhi.

4. G Raghuram & N Rangaraj, Logistics and Supply Chain Management - Cases and Concepts. Mac Millan.

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