

MBA SYLLABUS

The Course of Study

Year/ Semester	Subject	Paper	Title of the Paper	Max. Marks
				Total
I Year 1 st Sem.	Core (eight papers)	1330302 101	Management Concepts and Practices	100
		1330302 102	Business Regulatory Frame Work	100
		1330302 103	Financial Accounting	100
		1330302 104	Quantitative Methods for Management	100
		1330302 105	Human Resource Management	100
		1330302 106	Marketing Management	100
		1330302 107	Financial Management	100
		1330302 108	Organization Behaviour	100
I Year 2 nd Sem.	Core (eight papers)	1330302 109	Managerial Economics	100
		1330302 110	Corporate Tax Law	100
		1330302 111	Business Policy & Strategic Management	100
		1330302 112	Management of Change & Strategic Issues	100
		1330302 113	Cost and Management Accounting	100
		1330302 114	Research Methodology	100
		1330302 115	Retail Management	100
		1330302 116	Production & Operation Management	100
II Year 3 rd Sem.	Elective (Select any six Papers) Select	1330302 201	Management Communication & Skill Development	100
		1330302 202	Business Ethics & Corporate Governance	100
		1330302 203	Entrepreneurship Development	100
		1330302 204	Banking & Insurance Management	100

papers shall be offered by DDCE	1330302 205	E- Business	100
	1330302 206	International Business	100
	1330302 207	Management Information System	100
	1330302 208	Indian Ethos & Value	100
	1330302 209	Business Economic Environment	100
	1330302 210	Marketing Services	100
	1330302 211	Business History	100
	1330302 212	Project Management	100
	1330302 213	Indian Economy	100
	1330302 214	Event Management	100
	1330302 215	Accounting Information System	100
	1330302 216	Odiahan Studies(Geography/Economy/ Developmental Issues)	100
	1330302 217	Indian Society & Culture	100

- Under the third Semester a student may choose a paper from MA Economics /Public admn./ Political Sc./ Sociology / MSW offered by DDCE subject to prior approval by the Director DDCE.

II Year 4th Sem	GROUP- A --HRM		
	13303022 18	HRPD	100
	13303022 19	MERRL	100
	13303022 20	MTD	100
	13303022 21	IHRM	100
	GROUP- B --FM		
	133030222 2	FMI	100
	133030222 3	MBFS	100
	133030222	SAPM	100

	4		
	133030222	IF	100
	5		
GROUP- C --MM			
	1330302226	CB	100
	1330302227	APM	100
	1330302228	SDM	100
	1330302229	PBM	100
GROUP- D --BIM			
	1330302230	MBIC	100
	1330302231	RCM	100
	1330302232	BIL	100
	1330302233	BIM	100
GROUP- E --TTM			
	1330302234	TTT	100
	1330302235	HM	100
	1330302236	TMEM	100
	1330302237	TOTM	100
GROUP- F --DNM			
	1330302238	DTM	100
	1330302239	HSM	100
	1330302240	MMFI	100
	1330302241	DDNM	100
GROUP- G --POM			
	1330302242	TQM	100
	1330302243	PMM	100
	1330302244	OPC	100
	13303022	TM	100

	45		
	GROUP- G --ISM		
	13303022 46	DBMS & RDBMS	100
	13303022 47	ERP	100
	13303022 48	SAD	100
	13303022 49	TB	100
	1330302 117	Project Viva	100
<p>➤ In the fourth Semester, we offer eight groups of special papers A-H. Each group consists of four papers. One has to opt one group. Besides one has to choose four other Papers (as Free Elective) from other 7 groups (i.e excluding the specialization/ Elective paper group). These four papers can also be drawn from a single group.</p>			

2YEAR MBA COURSE STRUCTURE

1ST SEMESTER

1330302101 MANAGEMENT CONCEPTS AND PRACTICES

- Unit-1** Concept of Management, Functions, Skills of a Manager, Process of Management, Development of management (Scientific Management- Taylor, Modern Approach- Fayol, Human Relations Approach - Mayo)
- Unit-2** Planning: Concept, Process, Type, Importance; Decision making: types of Decision, Process of decision making, Models & Issues.
- Unit-3** Principles of Organisation: structure & Types of Organisation; Departmentation, Decentralisation, Delegation, Span of management. Line & Staff Organisation, Matrix Organisation.
- Unit-4** Coordination and Controlling: Principle of Coordination –Process of Coordination, Control – Tools and Techniques, -MBO.
- Unit-5** Contemporary Issues: -Recent Trends and Challenges, -Role of Managers in Changing environment, -Contemporary Organisational Structure, Trends in Management, Challenges in today’s global environment and competitiveness.

References

1. Essentials of Management – Koontz, O’Donnel & Weihrich (Tata Mc.Graw)- Reading in Management Peter Ducker
2. Management – Robbins & Coulter (Pearson)
3. Principles of Management – Stoner & Freeman

4. Principles of Management – Chandra Bose (PHI)

1330302102 **BUSINESS REGULATORY FRAME WORK**

Unit-1 Law of contract:Nature of Contract, Classification of Contracts, Offer and Acceptance, Consideration, Special Contract, Indemnity & Guarantee, Bailment and Pledge.

Unit-2 Sale of Goods Act:Contract of sale, Condition and Warranties, Transfer of Ownership, Performance of the Contract, Unpaid Seller and his rights

Unit-3 Negotiable instruments:Definition, Types, Parties to the Negotiable Instrument, Dishonour and Discharge of Negotiable Instruments.

Unit-4 Consumer Protection Act:Definition, Consumer Protection Council, Consumer Dispute Redressal Agencies, Findings of District Forum and Appeals, Environment Protection Act.

Unit-5 Foreign Exchange Management Act, Information Technology Act.

References

1. Mercantile Law – By N. D. Kapoor
2. Commercial Law – Chawla and Garg - Mercantile Law - Avtar singh (for Cases)
3. Mercantile Law – S.S. Gulsan
4. Business and Corporate Law – Gyna, PPS (S.Chand)

1330302103 **FINANCIAL ACCOUNTING**

Unit-1 Accounting; The Language of Business; Accounting: An Information System; Users of Accounting information; Branches of Accounting; Financial Accounting; Generally Accepted Accounting Principles; Accounting Standards; The Accounting Equations; Financial Statements

Unit-2 Recording Business Transactions: Classification of Accounts; The Double Entry System; Journal And Ledger; Process of Recording; Cash and Bank; Bank Reconciliation Statement.

Unit-3 Trial Balance; Measuring Business Income: Revenue from sales, Cost of Goods Sold; Inventory valuation; Fixed Assets; Depreciation, Liabilities & Share holders Equities.

Unit-4 Preparation of Financial Statements: Profit & Loss Account, Balance Sheet, Cash Flow Statement.

Unit-5 'Analysis and Interpretation of Financial Statements, Financial Ratios, Corporate Disclosure, Annual Report.

References

1. Narayanaswamy – Financial Accounting: A managerial perspective (2nd Edn) – PHI.
2. Bhattacharya – Financial Accounting for Business Managers – PHI.
3. Meigs & Meigs :Accounting: The Basic for Business Decisions (McGraw Hill)Source and Negotiated Source,

1330302104 **QUANTITATIVE METHODS FOR MANAGEMENT**

Unit -1 Permutation and Combination, Matrices and Determinants, Functions.

- Unit-2** Meaning and Classification of Quantitative techniques, Statistics: Meaning, Scope and Limitations, Collection, Classification, Tabulation and Presentation of Statistical Data, Characteristics of Frequency Distributions, Measures of Central Tendency, Partition Values, Measures of Dispersion.
- Unit-3** Probability: Concepts, Sample Space, Rules of Probability, Independent Events, Bayes' Rule, Random Variable, Simple-Correlation and Regression analysis.
- Unit-4** Time Series: Analysis and its Components, Measurement of Secular Trend, Measurement of Seasonal Variation, Forecasting with Moving Average.
- Unit-5** Linear Programming, formulation and Graphical Solution, Transportation problems and Solutions by North-West Corner rule, Least Cost method and Vogel's approximation method, Optimum Solution by MODI method, Assignment Problem and its solution.

References

1. Gupta & Khanna –Quantitative Techniques for Decision Making (Prentice Hall of India)
2. Statistical Methods. S. P. Gupta, (S.Chand & Co.)
3. Mathematics and Statistics, N.K. Nag, (Kalyani Publishers.)
4. Quantitative Techniques, C.R. Kothari, (Vikash)
5. Statistics for Management, Levin & Rubin (Pearson)
6. S.C.Gupta : Fundamentals of Statistics- HPH

1330302105 **HUMAN RESOURCE MANAGEMENT**

- Unit-1** Concept, Importance of HRM Emergence of HRM, Feature, Scopes, Relationship with line function, Role and functions of HR Managers, HRM Practices in India,
- Unit-2** Human Resource Planning, Concept, Need, Method and Techniques, Market and HR Planning, Recruitment: Concept, Policy and Procedures, Sources, Selections, Concept, Policy, Types, Procedures, Induction: Concept, Objective.
- Unit-3** Internal Mobility and Evaluation, Promotion: Purpose, types, Methods, Transfer: Concept Purpose, Types, Separation; Different Schemes and Practices. Performance Appraisal: Concept, Objective, Method. Practice with cases. Potential Appraisal: Practices with cases.
- Unit-4** Compensation Management: Concept, Objectives Wages & Salary and incentives: Types and Practices Impact on Motivation.
- Unit-5** Training & Development – Concept, Objective, Types, Methods and practices. Training Need Assessment & Evaluation Motivational impact, Skill up gradation, Competence building.

Books Recommended

1. Pattanayak – Human Resource Management. (PHI)
2. Kandula – Human Resource Management in Practice with 300 models, Techniques & Tools (PHI)

3. Personnel Management and Industrial Relations – R.S. Davar: Vikash Publishing House Pvt. Ltd.
4. Human Resource Management – Subba Rao: HPH

1330302106 **MARKETING MANAGEMENT**

Unit-1 Introduction to Marketing: Meaning, Importance, Scope, Core Concept, Marketing Management Process, Marketing in Economic Development Process, Marketing Environment.

Unit-2 Marketing Planning: Identification of market, Market Segmentation, MIS, and M.R. Studying of Consumer Behaviour.

Unit-3 Product Pricing Strategy: Product, Product Classifications, Product Strategies, Product Life Cycle and Marketing Mix Strategy, Branding, Levelling and Packaging Strategies, Methods of Pricing and Strategy.

Unit-4 Promotion and Placement Management: Meaning, importance, scope and tools of Promotion and Promotional Strategy, Meaning and Importance of Distribution System, Strategic functions of whole seller and retailer.

Unit-5 Strategic Marketing: in Practice, Marketing of Services, Rural Marketing, International Marketing and Cyber Marketing.

References

1. Philip Kotler - Marketing Management, 12th Edn , PHI
2. Sherlekar, S.A. Marketing Management, HIMALAYA.
3. Stanton : Fundamentals of Marketing.
4. Kotler & Arm Strong : Principles of Marketing (Asian Perspective)
5. Rajan Saxena - Marketing Management, Tata - McGraw Hill
6. Ramaswarny & Namakumari - Marketing Management, McMillan

1330302107 **FINANCIAL MANAGEMENT**

Unit-1 Financial Management :Meaning, nature and scope of finance, Financial goal-Profit vs. wealth maximization, Finance functions- Investment, Financing and Dividend Decisions, Innovative finance functions.

Unit-2 Capital Budgeting : Nature of investment decisions, Investment evaluation criteria- Net present value, Internal rate of return, Payback period, Accounting rate of return, Capital rationing, Risk analysis in capital budgeting.

Cost of Capital:Meaning and significance of cost of capital, Calculation of cost of debit, Preference capital, Equity capital and Retained earnings, Combined cost of capital (weighted).

Unit-3 Operating and Financial Leverage: Measurement of leverages, Effects of operating and financial leverage on profit, Analyzing alternate financial plans, combined financial and operating leverage.

Capital Structure Theories: Traditional and M.M. hypotheses- Determining capital structure in practice.

Unit-4 Dividend Policies: Issues in dividend decisions, Walter's model, Gordon's model, M-M hypothesis, Dividend and uncertainty, Relevance of dividend, Dividend policy in practice, Forms of dividends, Stability in dividend policy, Corporate dividend behaviour.

Requirement of Working Capital & Financing : Meaning, significance and types of working capital, Calculating operating cycle period and estimation of working capital requirements, Financing of working capital, Source of working capital, Spontaneous Source and Negotiated Source,

Unit-5 Management of Working Capital: Dimensions of Working Capital Management, Management of Cash, Management of receivables and Management of Inventory.

References

1. Van Horn : Financial Management- Pearson Education.
2. I M Pandey - Financial Management, Vikash
3. Prasanna Chandra - Financial Management, TMH
4. Khan & Jain - financial Management, Tata McGraw - Hill
5. Banerjee: Financial policy and Management Accounting (PHI)
6. Sahoo, P K - financial Management, Pen Point Communication

1330302108 ORGANISATIONAL BEHAVIOUR

Unit-1 The Study of Organizational Behaviour: Focus and Purpose, Nature, Scope and Development, OB Models and Models of Man.

Unit-2 Personality: Determinants of Personality, Theories of Personality, Individual Difference, Matching Personality and Jobs, Personality and Organization, Perception: Meaning, Perceptual process, perception and O B

Unit-3 Learning and Behaviour Modification: Learning process, Theories of Learning, Attitude - Characteristics and Components of Attitude, Attitude and Behaviour, Attitude Formation, Measurement of Attitude, Attitude and Productivity

Unit-4 Motivation: Nature of Motivation, Motivation Process, Theories of motivation; Need Priority Theory, Theory X and Theory Y, Two Factor Theory, E R G Model, Limitations and Criticisms of Motivation Theories.

Unit-5 Leadership: Importance, Functions, Style, Theories of Leadership, Types. Communication: Importance of communication, communication Process, Barriers to Communication, Steps for improving Communication, Transactional Analysis

References

1. Stephen P Robbins - Organization Behaviour, (PHI)
2. L M Prasad - Organizational Behaviour, (Sultan Chand)
3. R Aswathappa - Organizational Behaviour, Himalaya Pub House
4. Michael, V.P. : Organisational Behaviour & Managerial Effectiveness (S.Chand)
5. S.S.Khanka-Organisational Behaviour (S.Chand).

2ND SEMESTER

1330302109 MANAGERIAL ECONOMICS

- Unit-1** Significance and Scope of Managerial Economics: Role of Managers in Business, Economic paradigms applicable to business analysis.
- Unit-2** Market Demand: Determinants of Demand and Supply, Elasticity of Demand, Indifference Curve Analysis, Consumer's Equilibrium, Price, Income and Substitution Effects, Demand Forecasting.
- Unit-3** Production Function: Production decision making, Short Run Long Run Production Functions.
- Unit-4** Market Analysis: Cost Structure, Various Cost Concepts, Cost Estimation, Pricing and Output decisions in Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly.
- Unit-5** Profit Analysis: Theories of Profit, Break Even Analysis, Managerial Decisions, Business Cycle.

References

1. Managerial Economic , Dwivedi, Vikas
2. Petersen & Lewis – Managerial Economics (PHI)
3. Maheswari – Managerial Economics (PHI)
4. Gupta G S Managerial Economics, TMH

1330302110 CORPORATE & TAX LAWS

- Unit-1** Nature of Company; Definition of Company, Characteristic of a Company, Kinds of Company, Formation of Company, MOA, AOA, Prospectus, Shares, Issue of Shares and its Forfeiture.
- Unit-2** Company Management, Appointment, Powers and Duties of Directors, Meetings, Proceedings, Resolution, Winding up of Company.
- Unit-3** Direct tax, Concept of Total Income, Agricultural Income, Assesse, Person, Income, Assessment Year.
- Unit-4** Corporate Tax Laws: Computation of Total income of a Company, Assessment of Companies, Computation of Tax on Income, Tax on Profits.
- Unit-5** Indirect Tax , VAT – Meaning and Concept, Levy of Tax on sale, Levy of Tax on Purchases, rates of VAT, TIN, SRIN, Payment of Tax.

References

1. Company Law – V S Datey

2. Company Law – Tulsian
3. Income Tax Law and Practice – Singania – Taxman

1330302111 **BUSINESS POLICY & STRATEGIC MANAGEMENT**

Unit-1 Business Planning & Strategic Management: Stages of Planning. Strategic Management: Definition, Need, Dimensions, Levels, Characteristics of Strategic Decisions and Role of Strategic Manager, Strategic Management Process: Elements & Model.

Unit-2 Company Mission & Vision: Setting of Objectives, Environment Analysis, Types of Components of Environment, Importance of SWOT Analysis.

Unit-3 Industry Analysis, Competitive form & Strategies, Forecasting the Business Environment: Need, Step Techniques & management Forecasts. Multinational Environment: Characteristic of MNC's, Challenges.

Unit-4 Strategy & Objective: Long term objectives, Analysis & Implementation of Strategies: Techniques.

Unit-5 Guiding, Evaluating & Controlling Strategies Challenges of Change, The key success factors.

Reference Books

1. Sukul Lomesh PKMishra BPSM, (Vikas)
2. Gupta, Gollakota & Srinivasan – Business Policy and Strategic Management – Concepts (PHI)
3. Russel Ackoff : Democratic Corporation.
4. Ansoff, Corporate Strategic, Polican.
5. Bhasker Chopra, Business Policy for Indian Industry, Time Foundation.

1330302112 **MANAGEMENT OF CHANGE AND STRATEGIC ISSUES**

Unit-1 Concept of Change – Relevance for Organisation Nature, Forces & Types of Changes, Impact on Management, Organisational Vision and Strategic Planning.

Unit-2 Managing Change - Concept, Transformation Planning, Managing Transitions, Change Agent-Role and Skills of a change Agent., Resistance to Change and minimising the resistance.

Unit-3 Intervention Strategies: OD Model, TQM and Other Quality improvement Programmes.

Unit-4 Corporate Social responsibilities Issues, Cross- Cultural Issues in management.

Unit-5 Merger & Acquisition (Restructuring), LPG Model, Recent Trends, EPRG Model.

Suggested Readings

1. SEN GUPTA – Managing Change in Organisations (PHI)
2. Organisational Change and Development K.Singh Excel Books
3. Management of Organisational Change: K. Harigopal (Response)
4. Management of Change: Ramnarayan (Response)
5. Organisational Behaviour : Robbins (PHI)

1330302113 **COST & MANAGEMENT ACCOUNTING**

- Unit-1** Accounting information and Managerial Decision Making; Financial Accounting Vs Cost & Management Accounting; Role of Management Accountant; Basic Cost Terms and Concepts; Relevant Cost; Statement of Cost
- Unit-2** Absorption Costing and Marginal Costing; Break Even Analysis; Cost - Volume - Profit Analysis; Managerial Application of CVP Analysis
- Unit-3** Job Order Cost Systems; Cost Allocation & Activity Based Costing; Process Cost System: Normal Loss & Abnormal Loss; Joint Product and By Products; Equivalent Production.
- Unit-4** Segment Performance Analysis: Responsibility Accounting System; Variance Analysis: Evaluation of Cost and Sales Variances.
- Unit-5** Budgetary Control System: Operating and Functional Budgets, Financial Budgets, Master Budgets, Zero- Base Budgeting. Strategy and Balanced Scorecard.

References

1. Horngren, Foster & Datar - Cost Accounting: A Managerial Emphasis (Pearson)
2. Pillai & Bhagavathi – Cost Accounting (S.Chand)
3. M.N. Arora – Cost and Management Accounting Theory and Problems (HPH)
4. Jain & Narang.
5. Justin Paul – International Business (2nd Edition) -PHI
6. International Business, Bhalla, V K and Ramu, S Shiva, Anmol Pub

1330302114 **RESEARCH METHODOLOGY**

- Unit-1:** Research: Meaning, Objectives & Importance of Research ; Role of research in Functional Areas : Finance, Marketing, HRD ; Research Methodology ; Process of Research .
- Unit-2:** Defining Research Problem: Process of formulating Hypothesis; Research Design ; Sampling Design.
- Unit-3:** Collection , Processing & Analysis of Data , Design of Questionnaire; Testing of Hypothesis ; Parametric and Non-parametric Tests ; T-test, Z-test and chi-square test.
- Unit-4:** Multivariate Analysis Techniques; Multiple Regression Analysis; Discriminat Analysis; Factor Analysis, ANOVA.
- Unit-5:** Interpretation & Report Writing ; Importance & Techniques of Interpretation ; Significance of Report Writing ; Steps in Writing Report ; Lay-our of the Research Report ; Types of Report.

References

1. Panneerselvam – Research Methodology (PHI)
2. Research Methodology : Methods and Techniques, by C R Kothari
3. Quantitative Techniques for Managerial Decisions, Wiley Eastern Ltd , by U K Srivastava
4. Statistics for Management by Levin (PHI)

5. The Foundation of Multivariate Analysis, Wiley Eastern Ltd , by Takeuchi K ; Yanai, H and Mukherjee, B N
6. Statistics, by S P Gupta

1330302115 :- **RETAIL MANAGEMENT.**

1. An Overview of Retailing

Introduction to Retailing; Evolution of Indian Retail Industry; Emerging Sectors in Retailing; Changing Trends in Retailing; Importance in Retailing; Overview of Retail Sector; Market in Recession Worldwide; Impact on Retail Industry.

2. Types of Retail Stores and strategy

Introduction to Retail Types; ; Department Stores; Super Markets; Chain Stores. Introduction to Retail Strategy; Location Decisions; Store Image Decisions; Market Decisions; Retail Mix and Environment Elements of Retail Mix; Retail Store

3. Location and Layout; Characteristics used in Location Analysis; Country and Regional Analysis; Trade Area Analysis; Reilly's Law; Huff's Model; Store Design and Layout General Requirements in Store Design; Exterior Design and Layout; Interior Store Design and Layout; Elements;

4. Retail Pricing and Merchandise Performance; Element of Retail Price; Developing a Pricing Strategy; Approaches to a Pricing Strategy; Merchandise Location; Analysis of Merchandise Performance; Introduction to Retail Promotion Mix; Need for Communication; Communication Process; Steps in Developing Effective Communication; Advertisement; Elements of Advertisement; Objectives of Advertisement; Functions of Advertising; Characteristics of Good Advertising;

5. Globalisation and Retailing

Introduction to Globalisation and Retailing; Changing Retail Scenario; Environment and Experience; Competitive Sales; Economic Development; Emerging New Face of Retailing; Alternative Sales Channels; Forecast Total Retail Sales; e-Retailing; e-Commerce and Retailing;

1330302116 **PRODUCTION & OPERATION MANAGEMENT**

Unit-1 Introduction to Production and Operation Management, Product & Services Transmission Process. Product & Process Design. Automation, Duties and Responsibilities of Production Manager.

Unit-2 Facility Location Planning, Factors Affecting Break Even Analysis for facility location planning, factors and location, Rect. Single Medial Model, Centre of Gravity model, Facility Capacity & Layout Planning – Decision Tree

Unit-3 Project Management, Role, Technique (CPM & PERT) Innovation Management and its uses.

Unit-4 MRP, JIT, Supply Chain Management. Aggregate Product Planning.

Unit-5 Inventory Management.

References

1. Pannerselvam – Production and Operations Management (PHI)
2. Chary S N - Production Operations Management, Tata - McGraw - Hill
3. Mayer R R - Production Operations Management, McGraw - Hill
4. Schroeder R G - Operations Management, Decision Making in Operations Function, McGraw - Hills
5. Bedi - Production Operations Management, McGraw Oxford
6. Adam & Ebert – Production and Operations Management (PHI)

IIIRD SEMSTER

1330302201 **MANAGERIAL COMMUNICATION SKILL AND DEVELOPMENT.**

Unit-1 Introduction to Official Documentation and Business Communication. Basic Concepts of Business Communication, Principles of Good Writing, Format and Types of Business Letter. Procedure of Filing and File movements, E-filing.

Unit-2 Managerial Communication (Written)

Official Letters, Memos, Notice, Circular, Letter Relating to Personnel Department, Correspondence with Banks, E-Mails, Fax, Correspondence With Media, Drafting of Advertisements, Report Writing.

Unit-3 Business Etiquettes and Executive Manners.

Etiquette in office, Meetings, Seminars and Conferences, How to dress up according to the occasion, Dress Code, table manners, dining etiquettes, Elevator Etiquettes, Electronics Etiquettes.

Unit-4 Succeeding in Job Interviews

Writing a C.V. and Cover Letter, JOB INTERVIEWS, Over-coming Common Mistakes in Interview, Confidence Building.

Unit-5 Group Discussion: Basic Concepts of Group Discussion, Types of Group Discussion, Preparation for Group Discussion, Process of Group Discussion, Category of Topics in Group Discussion, What is observed in Group Discussion. Critical Success Factors in Group Discussion, Overcoming Mistakes in Group Discussion.

Suggested Readings

1. Business Communication Today- Bovee, Thill, Schwatzman, Pearson Education.
2. Business Communication Concepts, Cases and Applications- P.D. Chaturvedi, Mukesh Chaturvedi.
3. Communication for Business- Shirley Taylor, 3rd Edition, Pearson Education.

4. Letitia Baldrige's New Complete Guide to Executive Manners.

1330302202 **BUSINESS ETHICS & CORPORATE GOVERNANCE**

Unit-1 Introduction – Ethics & B-Ethics, Concepts values & Ethics.

Unit-2 Ethical Corporate Behaviour, its Development, Ethical leadership.

Unit-3 Ethical Decision Making, Ethical Dilemmas in Organization. Social Responsibility of Business & Corporate Governance.

Unit-4 Ethic in Functional Area, Marketing, Finance, HR & I. Technology.

Unit-5 Environmental Ethics, Corruption, Ethical Issues –Gender Ethics, Sexual Harassment & Discrimination

References

1. Business Ethics by Manisha Paliwal,. Newage International press.
2. Patyrick J. A. & Quinn J. F. Management Ethics, Response
3. Sherlekar, Ethics in Management, Himalaya
4. R. C. Sekhar, Ethical Choices & Business Response, New Delhi, 1998.
5. Peter F. Drucker - Management: Tasks, Responsibilities and Practices.
6. Report of the Study Group of the Calcutta Seminar on Social Responsibilities of Business, Oxford and

1330302203 **ENTREPRENEURSHIP DEVELOPMENT**

Unit-1 The Entrepreneur: General concept and definition, Entrepreneur and Entrepreneurship, Entrepreneurial culture, Types of Entrepreneurship, Entrepreneurial traits and Motivation, Woman Entrepreneur.

Unit-2 Environment and Entrepreneurial Development:Entrepreneurial environment, Development Programmes (EDPs) Role, Relevance and Achievement of EDPs in India, Institutions for entrepreneurial development.

Unit-3 Project Appraisal and Management:Search for business ideas, Project identification and formulation, Project appraisal, Profitability and risk analysis, Sources of finance.

Unit-4 Legal and Statutory Environment for Small Industry:Legal formalities in setting up of SSIs Business Laws, Governmental Setup in promoting small industries, Financial institutions, Social Responsibility of Business

Unit-5 Small Scale Industrial Undertakings:Status of Small Scale Industrial Undertakings, Steps in starting a small industry, Incentives and subsidies, Problems in small enterprise management, Sickness and Preventions

Reference

1. S K Mohanty, Prentice Hall of India, New Delhi, Fundamentals of Entrepreneurship.
2. Dynamics of Entrepreneurial Development and Management Vasant Desai, HPH

1330302204 **BANKING & INSURANCE MANAGEMENT**

Unit-1 Management of Banking Companies

Principle of Banking, Debitisation of Bank, Creation of Money, Present Structure of Commercial Banking system in India, Transaction, Working during 1947 to 1991 and the after.

Unit-2 Management Principles function in Banks, Management of Deposit and Advances, Investment Report: Nature of Bank Investment

Unit-3 Management of Finance Bank Account, Records, Reports, Statement of Advances, Profit and Loss Accounts, Balance Sheet and Financial Reports

Unit-4 Life Insurance: Definition. Features. Classification, Life Insurance Products, Principle of Health Insurance, Health Insurance . LIC of Indian. Marketing Life Insurance.

Unit-5 Principles of General Insurance' Function Personal General Insurance Products, Commercial General Insurance Products.

Reference

1. Insurance –Theory and Practice. Tripathy and Pal (PHI)
2. Principle and Practice of Insurance. Dr. P. Paniasamy (HPH)

1330302205 **E-BUSINESS**

Unit-1 E-Commerce Definition, Advantages, Rule and Strategies, Integrity E-Commerce and its Management Implication.

Unit-2 Internet and its benefits, Lunching Business on Internet. Design Marketing.

Unit-3 Web based Business – Business E-commerce . B2B Model, B2B Tools. EDI.

Unit-4 Payment System - The basic Requirements. The Adv & Disadvantage on Online Shopping.

Unit-5 E-Security & Maintenance strategy, legal & Ethical Issues in E-Business

References

1. Eliqs M. Awad. Electronic Commerce from vision to fulfillment (PHI)
2. Joshph- E-Commerce. An Indian Perspective (2nd Edition). (PHI)
3. Mathew Reynolds - Beginning E-Commerce, Shroff Publishers and Distributors Pvt. Ltd.
4. Ravi Kalakola and Andrew B. Whinston - Frontiers of Electronic Commerce, Addison Wisely.
5. Samantha Shurely - E-Business with Net-Commerce, Prentice Hall PTR.
6. Jason R. Rich - The Unofficial Guide to Starting and E-Commerce Business, IDG Books.

1330302206 **INTERNATIONAL BUSINESS**

Unit-1 International Business: and overview; International Business Theories Liberalization: trade and tariff, regional blocks and world trade organization

Unit-2 Foreign Exchange and National Economy; Registration on International Competitions

The Competitive and Technological Environment

Unit-3 Multinational Enterprises and National Institutions; The Foreign Sector of the Developing Economies; Multi-cultural Management

Unit-4 World Monetary and Financial System; Foreign Investment Management.

Unit-5 Intergovernmental Agreements on Trade and Investment; Restraints on International Competitions; New Economic Policy and Foreign Investment in India.

References

1. International Business Concept, Eaw & Strategy . V.Sanam (Person).
2. Cherunilam – International Business: Text and Case (PHI)
3. Justin Paul – International Business (2nd Edition) -PHI
4. International Business, Bhalla, V K and Ramu, S Shiva, Anmol Pub

1330302207 **MANAGEMENT INFORMATION SYSTEM**

Unit-1 Information System – Rules, Components, Types, Definition of MIS, MIS Model, Characteristics, Subsystem and up Growth in Organisation.

Unit-2 Information System Development – Life Cycle, Security and Control Issues in Information System.

Unit-3 Information System in Business – Marketing , HR, FM, Production and its importance in Decision Making.

Unit-4 Analysis and Design of Information System:- Fundamental Concept of System, System development Life Cycle, Fact finding technique, DFD, Flow Chart.

Unit-5 Data base Management System. Levels of Data, Objection, Types, DBMS, functions, Benefits, Designing of Data base, Data & Mapping.

References

1. MIS, Anam Jindal –K.pub
2. Sadagopan-Management Information System (PHI)
3. Laudon & Laudon – Management Information Systems (PHI)

1330302208 **INDIAN ETHOS & VALUE**

UNIT-1 Personal growth and lessons from ancient Indian educational system, Human values, Need

for values, Human values in managerial education, reliance of values for managers, spiritual

values in management.

UNIT-2 Attitude governing ethical behaviour, relationship between ethics and professional manager.

- UNIT-3** Model of management in the Indian socio political environment, work Ethos.
- UNIT-4** Indian inside into TQM, Need for values in global changing environment.
- UNIT-5** Problems relating to stress in corporate life, proper stress management techniques and practices.

1330302209 **18. BUSINESS AND ECONOMIC ENVIRONMENT**

- Unit-1** Business Environment & Strategic Management, International Environment, External Environment, Political & Business Society, Social Responsibility of Business, Consumerism.
- Unit-2** Economic Roles of Government, Monetary and Fiscal Policy, Industrial Policy, Privatisation, Industrial Sickness,
- Unit-3** MRTP Act. Globalisation and Liberalisation, Labour Welfare and Social Security, GATT & WTO.
- Unit-4** Financial Environment: Financial Institution, RBI, Stock Exchange, Non Banking Financial Corporation, Capital Market Reform and Development.
- Unit-5** Industrial Development Strategy and Growth under Indian Planning, Commodity Exchange and its Regulation, Price and Distribution Control, Concentration of Economic Power.

References

1. Francis, Cherunillam : Business Environment and Government (HPH.)
2. Adhikary, M : Economic Environment of Business (Sultan Chand)
3. Agrawal & Diwan : Business Environment (Excel)
4. Daniel: International Business Environment and Operations (Pearson)
5. Michael V.P. : Business Policy and Environment (S.Chand)
6. Mishra & Puri : Indian Economy ,2006 Edition.
7. Dutt & Sundaram :Indian Economy,2006 Edn.

1330302210 **MARKETING SERVICES**

- Unit-1** Marketing of Services - Concepts and Issues - Conceptual Framework - Services Marketing : Basic Issues - Designing Service Strategy - The Case of Dosa King.
- Unit-2** Marketing of Financial Services : The Indian Scene - Branding and Advertising of Financial Services
- Consumer Banking. - Credit Card in India.
- Unit-3** Marketing of Hospitality Services :Concepts & Issues : Marketing of Hospitality and Tourism Services
- Management and Marketing of Tourism in India- Hospitality Marketing : A Special Case in Services Marketing.

Unit-4 Marketing of Health Services : Health Services : The Indian Scene - Marketing of Family Planning

- Marketing of Cardiac Care - Marketing of Health Services

Unit-5 Marketing of Education and Professional services : Marketing of Educational Services - Professional

Education : Marketing of Services - Marketing of Professional support Services : Implications for Advertising Agencies - Indmark - The Trademark Research Group (A). Marketing of Logistics- Marketing approach in India - Is the Consumer Always Right?

REFERENCE BOOKS:

1. The Essence of Services Marketing : Christopher Love Lock ;
2. Marketing of Service : Ravi Shankar (Ed) :
3. Marketing of Services : The Indian Experience : JHA , S.M.
4. Services Marketing ; Adrian Palmer
5. Services Marketing : Principles and Practice ; Kotas R., 1985,
6. Marketing Orientation in the Hotel and Catering Industry, Hawkings, Shafer & Roverstood.

1330302211 **AN INTRODUCTION TO BUSINESS MANAGEMENT THINKER- LEADERS AND BUSINESS HISTORY.**

The learning objective of the course is

To provide an in depth knowledge about few leading Business Management Thinkers and Leaders.

To provide an in depth knowledge about few great Business Organizations.

Unit-I Business Management Thinkers & Leaders.

Peter Drucker

Philip Kotler

Henry Ford

J.R.D Tata

Bill Gates

Steve Jobs

Reference: Fifty Key Figures in Management by Morgen Witzel Routledge- 2003. (Roli Business Book Series).

The Joy of Achievement: A Conversation with J.R.D.Tata by R.M Lala -1995.

Unit-II The East India Company. The World Most Powerfull Corporation. (The History Of Indian Business Series Editor Gurcharan Das) Author: Tirthankar Roy, Published By: Penguin Books India- 2012.
A Student Is Required To Read The Book And Comprehend the history of one of the most successful companies In Modern Times.

Unit-III Indian Railway A Brief History. Reference: Indian Railways By M.A Roa. National Book Trust, India 1999.

Changing Tracks- Re Investing The Spirit of Indian Railway By V Nilakant And S Ramnarayan - Harper Collins India (2009)

A student is required to read the book and comprehend the development of Indian Railways between 2004 -2008, under the leadership of Sri Lalu Prasad Yadav.

Unit-IV The Maruti Story- How a Public Sector company put India on Wheels. By R.C Bhargava – Collins Business- 2010. A student is required to read the book and comprehend how Automobile-Car sector changed in india.

Unit- V Jewels in The Crown Ray Hulton- Elliott & Thompson Ltd. 2013. How Tata of India transformed Britain’s Jaguar Land Rover. A student is required to read the book and comprehend the change over through acquisition.

1330302212 **Project Management**

Unit – 1 Basic Concept: Concept of a Project; categories of project; project life cycle phases; Role and responsibility of project managers; project organization; team building; contract: tendering and selection in Contractors.

Unit – 2 Project Formulation: Feasibility Report - areas of study; project selection models non-numeric and numeric preparation of cost estimates; Time estimation; Project evaluation under high uncertainty preliminary ideas.

Unit – 3 Project Planning and Scheduling: Design of project management systems; project work system;

work breakdown structure, project execution plan, work packaging plan, project procedure manual: project scheduling; bar charts, Line of Balance (LOB) and Network Techniques (PERT/CPM) Resource allocation.

Unit – 4 Project Monitoring & Control: Planning monitoring control Design of monitoring system; computerized PMIS (Project Management Information System). Coordination; procedure, meetings, control, scope/progress control, performance control schedule control, cost control.

Unit – 5 Project Performance: Performance Indicators; The project audit; project audit life cycle, Responsibilities of evaluator/auditor, project termination, varieties of project termination, the termination process.

References

1. Meredit & Mantel - Project Management : A Managerial Approach, John Wiley
2. S.Choudhury - Project Management, Tata McGraw-Hill.
4. H. A. Levine - Project Management, Using Micro Computer, Tat McGraw-Hill
5. P. Chandra - Project Appraisal, Tata McGraw-Hill
6. Schewalbe, Information Technology & project management, Vikas.

1330302213 Indian Economics

Unit – 1 An overview of macro economics - macro economic issues, key macro economics variables. Goals of Macro economic policy and policy instruments.

Unit – 2 National Income and Accounting system - Economic Activity : A circular flow. The circular flow

of Income. Methods of measuring national income. Practical problems in measuring India's national income . National Income and welfare.

Unit – 3 Macroeconomic equilibrium in the classical and Keynesian model. Consumption, saving and investment - Determinants of consumption and saving - Consumption function. Determinanty of Automonas investment. The investment function. Aggregate demand - aggregate supply framework, IS-LM model.

Unit – 4 Money Demand and supply functions - Demand for money, supply of money, Inflation - demand pull and cost push. Balance of payment disequilibrium in BOP and measures to solve. Business cycle - Phases, causes, consequences and measures to solve the problems.

Unit – 5 Macroeconomic Policy - Fiscal policy and stabilization, Fiscal policy and economic growth. Instruments of monetary policy, economic growth and development.

References

1. Shappiro, Edward - Macroeconomics, TMH
2. Gupta, G.S. - Macroeconomics, TMH
3. Dwivedi, D.N. - Macroeconomics, TMH
4. Gupta, S.B. - Monetary Economics, S. Chand.

1330302214 **EVENT MANAGEMENT**

UNIT-I Meaning & Scope of Marketing, Modern Concepts of Marketing, Difference Between Marketing of Products and Services, An Overview of Indian Markets, Marketing strategy, Target marketing, Positioning, 8 p's of Marketing, Market Research & it's Procedure, Demand Forecasting, Promotion Mix-Advertising, Advertising Sales Promotion & Publicity, Pricing Policy, Distribution System in Travel & Tourism

UNIT-II Managing the sales force, Selecting sales strategy, Salesmanship, Motivating Professional Sales Force, Marketing evaluation & Control, Intimating to the concept Travel & Insurance Agency & Embassy

UNIT-III Event Management: Importance of Event Management., Introduction to Meeting, Meeting incentives, conventions & exhibition ,

UNIT-IV Definition of Conference & Components of Conference, Corporate Meetings, Festivals & Cultural Events : Organising, planning & Managing of Different types of Festivals like New Years Day, Christmas Celebration, Holi, Diwali etc. , knowledge of different marriage events & it's celebrations.

UNIT-V Trade shows & Exhibitions , principal Purpose, Types of shows, Benefits, Participants, Organisation & Membership, Evaluation of Attendees, Residential Conference Arrangement and making their check list and other requirements, Cruisers event management.

1330302215 **Accounting Information System (Theory: 40 marks, Practical : 60marks)**

Unit -1 Accounting information system : Overview: AIS: Meaning and reliance: AIS and Business

Organization: Internal Control and AIS and Decision making: AIS and Management information system.

Transaction Processing: transaction Flows in a manufacturing firm, Transaction Processing System:

Designs Double Entry System: Coding System for Transaction Processing: Principle for form Designing

Unit -2 : Computerized Accounting Information System: Computers and Automated Data Processing: Computer Data Processing system. Hardware and Software, Input and Output Devices. File processing and Data Management concepts: Data Management systems: Control and Data Processing: Input Control, Processing Controls and Output Controls.

Unit-3: Practical: Operating System: Windows: Basic Elements of windows, starting windows parts of the windows screen. Desktop icons .the title bar, the tool bar .the Control Box, Menus, Dialog Boxes, Running a Programme, Selecting, Copying and Cutting in Windows application. Word Processing : Creating a document ,Simple Editing ,Deleting, Copying, Moving, Finding, and replacing ,Saving files, Formatting a document, Character Formatting, Paragraph Formatting, page Formatting, Section Formatting, Spell Checking, Grammar checking, object linking and Embedding Auto text ,Printing a document.

Unit-4 : Practical : Electronics spreadsheet : Worksheet moving around a worksheet ,Giving commands, Creating worksheet ,Editing Data, Saving a work book, entering and Formatting worksheet data, Essential spreadsheet operating, Working with rows and columns, Navigation through Excel ,using Worksheet Function, Chart making basics, Working with lists, Printing your work. Data manipulation, starting Access, Database Concepts, Opening and Designing the database, Designing and creating a table, Viewing and Editing Records, Creating and Design Forms, Queries, Creating and Designing Reports.

Unit-5: Accounting Software: Maintains Company Data. Handling Vouchers maintaining Stock Details ,handling Inventory Transaction, Invoicing ,Handling Bills, handling Cost Center ,Bank Reconciliation, budgets and Controls ,Financial Analysis , Report Consolidation of Accounts ,Order processing ,bill of Material, Stock valuation methods, Inventory Analysis Methods. Financial Statements.

References

1. Accounting information System-G.H Bodnas & W.S Hopwood Allyn & Bacon Inc.
2. Accounting information System-J.O Hicks(West Publishing Co., New York)
- 3.Accounting Software-Tally.
- 4.Microsoft Office -Oricom Education.

1330302216 **Odishan Studies**

Unit – I Geographical Profile of Odisha:

Human & Physical Geography. Including Population, Tribes of Odisha (Ethnic composition of Odisha)

Unit – II Historical Outline of Odisha

Kalinga War, Mourya Rule, Kharavela & Bhaumakara, Somavamsi, Ganga Vamsi, Suryavamsi Gajapati, Mughal & Maratha Rule, British Rule, Freedom Movement, Creation of Separate State.

Unit – III History of Odia Literature and Contribution of Odisha's Sanskrit Literature:

Out line of Odisha Literature & Odishan contribution to Sanskrit Literature.

Unit – IV Outline of Odisha's Economy

Economic growth of Odisha under five year Plan, Agriculture in Odisha, Industrialization in Odisha, Present Economy Survey.

Unit – V Religion & Art Heritage of Odisha.

Religion in Odisha:- Buddhism, Saivism & Vaisnaism, Chatyana, Mahima Dharma.

Art & Architecture:- Khandagiri & Udayagiri, Elephant at Dhauli, Golden Triangle, Ranipur Jharial, Humma, Srikakulam, Mukhlingam.

IVTH SEMESTER

HUMAN RESOURCE MANAGEMENT (Group A)

1330302218 **HUMAN RESOURCES PLANNING & DEVELOPMENT**

Unit-1 HRP concepts, importance, objective, type of HR plan, HRP approaches, (Social demand approach, rate of return approach and man power requirement approach).

Unit-2 HRIS importance, types, sources, and procedure of maintaining HRIS, Human Resource reporting, HR audit and HR accounting.

Unit-3 HRD, Concept system, HRD matrixes climate, elements,

Unit-4 HRD Interventions, Quality of Work life, Models

Unit-5 Career planning concept objective process Career planning and Career development, Career planning Vs Succession planning.

References

1. Pattanayak – Human Resource Management – PHI
2. Manpower Planning and Development –Excel Publisher.
3. Kandula – Strategic Human Resource Development – PHI.
4. Arthur, M Career Theory Handbook Englewood cliff, Prentice Hall Inc 1991
5. Belkaoui, A R and Belkaoui, J M Human Resource Valuation; A Guide to Strategies and Techniques Greenwood, Quorum Books, 1995

1330302219 **MANAGING EMPLOYEE RELATION & RELATED LAWS**

- Unit-1** Industrial relations concept and scope, approaches to IR, Different actors & role of state in IR, legal frame work of IR, Collective Bargaining, concept scope and values, Collective Bargaining in India, worker participation management, concept approaches factors promoting WPM and Practice of WPM in India, Quality Circle
- Unit-2** Labour legislation, need, objective, scope, growth, growth of labour legislation in India, impact of ILO & LL
Protective and regulative labour legislations, factory Act 48, Mines Act-1952.
- Unit-3** Legislation concerning wages and bonus, Payment of Wages Act -1936, Minimum Wages Act-1948, Payment of Bonus Act-1965,Equal Remuneration Act-76,
- Unit-4** Legislation concerning Industrial Relations: Industrial Dispute Act -1947, Trade Union Act-1926, Industrial Employment and standing order Act 46
- Unit-5** legislation concerning social security, Workmen's compensation act 1923, Employee state insurance act 1948, Employees Provident fund act 1952, Maternity Benefit act 1961, Payment of gratuity act 1972,and Misc. Act 1996.

Reference Study

1. Gomez –Mejia – Managing Human Resource –PHI
2. Seperich & Mccalley6 – Managing Power and People – PHI.

1330302220 **MANAGEMENT OF TRAINING AND DEVELOPMENT**

- Unit -1** Concepts of training, comparison between training and development, concept of skill up gradation different aspects of trainings
Concept of learning, techniques of learning, adult learns principles and pedagogy, designing a learning environment
- Unit-2** Concept of training need; identification of training need, methods of training and techniques of training, on the job, off the job, lecture, role play , case study, vestibule training, simulation techniques, in basket exercise, syndicate method, T group training, psychological lab, business game, activity based training, programme instruction training Choosing the right training techniques

- Unit-3** Training aids; different type of training aids choosing the appropriate training aids Training module; concept, dimension and designing an appropriate training module.
- Unit-4** Administrative procedure for training; Training file, need assessment form, feedback form, format for request letter for trainers and trainees, there certificate of participation and learning diary Training Calendar, Training Policy
- Unit-5** Evaluation of Training effectiveness, assessment criteria

Reference Studies

1. FORD- Bottom Line Training – How to Design and Implement Successful Programs that boost profits –PHI.
2. Dr. B. Rathan Reddy “Effective HR Training and Development Strategy” HPH

1330302221 **INTERNATIONAL HUMAN RESOURCE MANAGEMENT**

- Unit-1** IHRM Difference between Domestic and International Manager, Issues in IHRM, Developing International Strategy, Understanding Culture, its coverage, determinants, Cross Cultural Theory (Halls & Lorange).
- Unit-2** Cross Cultural Negotiations, Planning and preparation parameter, Types and Strategy of Organisational Culture.
- Unit-3** International Business and IHRM: Approaches, Globalisation Approaches, Globalisation and the strategie, the competency required for International Managers.
- Unit-4** International Labour Market, Sources, Recruitment and Selection, Training, Types of Cross Cultural Training. Multinational performance management, Developing International staff and Multinational Team.
- Unit-5** International compensation system, Objectives, Approaches and practice, Expatriation and Repatriation process, Managing people in International Firms.

Reference Studies

1. S.C.Gupta Text Book of IHRM. McMillan.
2. Punnett- International Perspectives on Organisational Behaviour and Human Resource Management (PHI)

FINANCIAL MANAGEMENT (Group B)

1330302222. **FINANCIAL MARKET & INSTITUTIONS**

- Unit-1 Financial System:** Components of Indian Financial System, Institutions, Instruments, Market & Services, Nature and Role of Financial System, & Economic Development, Financial Sector Reforms.

- Unit-2 Capital Market:** Constituents, Functions, Capital Market instruments, New issue Market, Private Placement, Security Exchange Board of India, Regulation and Investor Protection
- Unit-3 Secondary Market:** Stock Exchange; Rules & Regulation of Trading & Settlement, Stock Market Reforms, Listing of Shares, Depositories System.
- Unit-4 Money Market:** Constituents and functions , Types of Money Market, Government Security Market, Money Market Instruments, Regulations of the Money Market.
- Unit-5 Financial Institutions:** Reserve Bank of India, Commercial Banks, Developmental Financial Institutions, Investment institutions, Role & Functions.

Reference Studies

1. Shashi K.Gupta, Nisha Aggarwal, Neeti Gupta, “financial Institutions and Markets” –Kalyani Publishers.
2. Fabozzi & Modigliani – Capital Markets Institutions and Instruments (3rd Edn) – PHI.

1330302223. **MERCHANT BANKING & FINANCIAL SERVICES**

- Unit-1** Financial Services:Introduction, Role & Functions. Merchant Banking:Concept, Functions, Growth, Policy Measures, SEBI Guidelines, Future of Merchant Banking in India.
- Unit-2** Lease: Meaning, importance, types, evaluation of lease form the point of view of leaser and leases, leasing vs. Buy Decision.
Hire Purchase and instalment credit, types. Housing Financial: Sources and policies for housing finance.
- Unit-3** Mutual Funds: Concept, different schemes, advantages, UTI: Objective, functions, Regulation of Mutual Fund, Role of UTI in Industrial Finance.
Venture Capital: Concept, and developments in India, Process and methods of financing
- Unit-4** Factoring, Forfeiting, Credit Rating: Meaning and necessity methodology of credit rating. Factoring, Forfeiting,
- Unit-5** Merger and acquisitions: Merger and take over, Main highlights, take over by bids and acquisitions, guiding principles, BIFR & Merger. Insurance Sector: Objective, Role, investment practice, IRDA: Role and Functions.

Reference

Banking By Gordon and Natrajan.

1330302224. **SECURITY ANALYSIS & PORTFOLIO MANAGEMENT**

- Unit-1** Introduction to Portfolio Management: Risk & Return in a Portfolio, Markowitz Model, Two & Multi Assets Portfolio, Sharpe Model.
- Unit-2** Portfolio Selection Process : Optimal Portfolio, Concept & Determination, Utility Theory, Indifference Curve, Capital Assets Pricing Model & Arbitrage Pricing Theory, Efficient Market Hypothesis.

- Unit-3** Building Fixed Income Security Portfolio- Bond VALUATION: Yield to Maturity, Duration & Immunisation, Valuation of Convertibles & Warrants, Bond Management Strategies
- Unit-4** Fundamental Analysis : Economic, Industry, Company & Environment Analysis, Technical Analysis, Volume & Price Trends, Tools of Analysis, Derivative Instruments, Forward Futures, Options & Swaps
- Unit-5** Evaluation of Portfolio Performance- Framework of Evaluating Performance, Measures of Portfolio Performance, Reward to Variable Measure, Measure Problems with Portfolio Management.

References

1. Kevin –Security Analysis and Portfolio Management -PHI
2. Jack Clark Francis - Management of Invest, McGraw Hill
3. Elton & Gruber - Modern Portfolio Theory and Investment Strategy, Willey
4. Shape Alexander Ballen - Investment, Eastern Economy Ed
5. Jordan and Fisher - Security Analysis and Portfolio Management, Prentice-Hall I
6. SAPM –VA Avdhani.

1330302225. **INTERNATIONAL FINANCE**

- Unit-1 International Monetary and Finance System:**Importance of international finance, Bretton woods conference and afterwards, European monetary system – Meaning and Scope.
Balance of payment and International Linkages:Balance of payments and its components, International flow of Goods, Services and Capital.
- Unit-2 Foreign Exchange Markets:**Determining exchange rates, fixed and flexible exchange rate system, Exchange rate theories, Participants in the foreign exchange markets, Foreign exchange market spot markets, Exchange rate quotes, LERMS, Factors affecting exchange rates – spot rates, forward exchange rates, forward exchange contracts, Foreign exchange and currency possession, Information and Communication, Foreign exchange trades.
- Unit-3 Foreign Exchange Risk:**Transaction exposure, Transaction exposure and Economic exposure, Management of exposures – Internal techniques, netting, marketing, leading and lagging, pricing policy, asset and liability management and techniques.
Management of Risk in Foreign Exchange Markets: Forex derivatives – Swaps, Future and Option and Forward Contracts.
- Unit-4 International Capital and Money Market and Instruments:**Salient features of different international markets, GDRs, ADRs, IDRs, Eurobonds, Euro loans, CPs, Floating rate Instruments, Loan syndication and Euro deposits.
- Unit-5 Multilateral Finance Institutions:**Role of IMF, IBRD and other development banks, International investors and foreign investment institutions.

Reference Studies

1. Sharan – International Financial Management _-PHI

MARKETING MANAGEMENT (Group C)

1330302226. CONSUMER BEHAVIOUR

- Unit-1** Introduction: the application of consumer behaviour, principle to strategic marketing, Consumer Research, Consumers Psychographics; Constructing a Psychographic inventory, application of psychographic analysis
- Unit-2** The nature of consumer's attitude; structural models of attitudes, measurement of attitudes, social class and consumer behaviour; the measurement of social class, life style profiles of the social classes
- Unit-3** The influence of culture on consumer behaviour, characteristics of culture, the measurement of culture personal influence and the opinion leadership process; measurement of opinion leadership
- Unit-4** Consumer Decision making; Four view of consumer - Economic man, Passive Man, Cognitive Man, Emotional Man, Consumer Decision Process, Comprehensive Models of Consumer Decision Making; Nicosia Models Howard - Sheth Model, Engel - Kollat - Blackwell Model.
- Unit-5** Diffusion of innovations; the diffusion process, the adoption process, a profile of the consumer innovator consumer behaviour, application for profit and Non profit service Organisation

References

1. Solomon –Consumer Behaviour-Buying, Having & Being. PHI.
2. Assael H Consumer Behaviour and Marketing Action, Ohio, South Western, 1995
3. Engle, J F etc Consumer Behaviour Chicago, Dryden Press, 1993
4. Howard, John A etc consumer Behaviour in Marketing Englewood Cliffs, New Jersey, Prentice Hall Inc , 1989

1330302227 ADVERTISING AND PROMOTION MANAGEMENT

- Unit-1** Advertising and the marketing process, Media planning and selection, Campaign planning and launching.
- Unit-2** Message designing and development. Advertising budgeting, Corporate Advertising.
- Unit-3** Client-Agency Relationship - The role and working of an Ad Agency.
- Unit-4** Measurement of Advertisement Effectiveness - DAGMAR Approach. Pre-Testing, Post-Testing Techniques of measuring Ad. Effectiveness.
- Unit-5** Sales Promotion- Consumer Promotion, Dealer Promotion, Sales Force Promotion. Sales force planning and execution. Recent trends. Elementary knowledge of public relations.

References

1. Sharma & Singh –Advertisng, Planning & Implementaion – PHI
2. Wells, Burnett, Moriarty – Advertising –Prin & Practice. PHI.
3. Wright, Farner and Zieglar - Advertisin

4. Chunawalla and Sethia - Advertising Management –(HPH)
5. S.A.Chunawala - HPH

1330302228. **SALES & DISTRIBUTION MANAGEMENT**

- Unit-1** Introduction to Sales Management- Understanding Basics of Selling- Meaning, Importance and Scope, Selling, Salesmanship, Selling Process, Selling Skills
- Unit-2** Sales Organisation and Territory Management- Importance of Sales Organisation, Types of Sales Organisation, Rates, Responsibilities of Sales Manager, Sales Forecasting and Budgeting, Territory Management, Sales Quotas, Sales Displays and Sales Promotion
- Unit-3** Sales Force Management- Meaning, Importance of Sales Force, Recruitment, Selection of Sales Force, Training, Compensation, motivation, Performance Education and Controlling of Sales Force
- Unit-4** Distribution Management- Introduction to Indian Distribution System, Factors in Designing Strategic Distribution System, Logistics, Managing Physical Distribution System
- Unit-5** Management of Channels of Distribution - Meaning and Importance of Channel Members, Designing Channel Strategies, Management of Whole selling, Management of Retailing, Horizontal and vertical Marketing System

References

1. STILL, Cundiff, Govoni – Sales Management : Decision, Strategies & cases (5th Edition) PHI.
2. R L Spiro, W J Stanton, G A Rich “Management of a Sales Force”, Tata McGraw Hill Publication
3. D Jobber and L Lancaster, “Selling and Sales Management”, Pearson Publishing House
4. Chunawalla, “Sales Management”, Himalayan Publishing House
5. S L Gupta, “Sales Distribution Management”, Excel Book
6. T Panda, S Sahadevan, “Sales and Distribution Management”, Oxford
7. Das Gupta- Sales Management – In the Indian Perspective, PHI.

1330302229. **PRODUCT & BRAND MANAGEMENT**

- Unit-1** New Product development process, Research techniques used in the process, Product development strategies: Idea generation, Concept, Concept testing, Concept evaluation, Product testing, Pre-test Marketing and Test Marketing, Launching strategies for new Product
- Unit-2** Product lifecycle Management, Production Portfolio Analysis and Management, Industrial Products and Consumer Products, Shopping (Durable) goods and services and convenience (FMCG) goods and services, Specially goods and services
- Unit-3** Underst and Brands - Brand Hierarchy, Brand Personality, Brand Image, Brand Identity, Brand Positioning; Brand Equity, Value addition from Branding - Brand - customer Relationships, Brand Loyalty and Customer Loyalty

Unit-4 Managing Brands; Brands Creation, Brand Extensions, Brand-product Relationships, Brand Portfolio; Brand Assessment through Research - Brand Identity, Position, Image, Personality Assessment and Change

Unit-5 Brand Revitalisation; Financial Aspects of Brands; Branding in Different Sectors: Customer, Industrial, Retail and Service Brands

References

1. Majumdar-Product Management in India –PHI.
2. Aaker, David, A, Managing Brand Equity, New York, Free Press, 1991
3. S.A.Chunawalla. “Product Management”. HPH.

BANKING & INSURANCE MANAGEMENT (Group D)

1330302230 **MANAGEMENT OF BANKING & INSURANCE COMPANIES**

Unit-1 Management of Banking Companies Principles of Banking, Debitisation of Bank, Creation of Money, Present Structure of Commercial Banking system in India, Transaction, working during 1947 to 1991 and the after. **Principles of Insurance:** Definition of Insurance , Meaning and Definition of Risks

Unit-2 Management Principles in Banks. Nature of Insurance Business: Nature of Insurance contract Insurance Contract VS Wage sing Contract, Importance of Insurance- Uses of Insurance Business.

Unit-3 Management of Deposit and Advances. Role of Development Officer: Meaning - Importance of Development officer, Duties of Development officer.

Unit-4 Investment Report Nature of Bank Investment, **Role of Insurance Agents:** Meaning and Definition of Agents Recruitment and selection of Agents, Training of Agents, Duties of Agents, Code of Conduct for Agents, Rights of Agents, Essential Qualifications for successful Agents, Termination of Agents.

Unit-5 Management of Finance Bank Accounts, Records, Reports, Statement of Advances, Profit and Loss accounts, Balance Sheet and reports.**Management Principles in Insurance:** Management function in Insurance, hierarchy, Individual and group behaviour, Management of personnel of manager, Management process of selection, Training , Promotion etc.

1330302231 **RISK & CLAIMS MANAGEMENT**

Unit-1 Definition of Risk, Why Risk Management? Risk identification- Why does risk arise and what to do with this? **Management of Risks** R. of Risks Management, Sources of Risk, Risk Identification,

Unit-2 Various Kinds of Risks- Financial Risks and Non-Financial Risks, Process of Risk Management, Identification, Quantification, Mitigation or Control, Monitoring and Reviewing .**Miscellaneous Claims Settlement** Health Insurance, Mediclaim Settlement of Claims,

Property Insurance claims Settlement, Cattle. Insurance , Risk Settlement, National Agricultural Insurance Schemes, Settlement of Claims.

Unit-3 Credit Risk- Transaction Risk, Portfolio Risk .Market Risk- Interest Rate Risk, Liquidity Risk, Forex Risk .Operating Risk Systematic Risk

Unit- 4 Marine Claims Management Kinds of Marine Losses, Notice to Abandonment, Effect of Abandonment Actual Total Loss- US- Constructive Total Loss- Average loss VS Particular Loss Claims Document, Rights of Insurer on Payments.

Unit- 5 Claims on Fix Policies Various Types of Fix Polices Payment of Claims, Average Clause, Rights of Insurer. **Motor Vehicle Insurance Claims** Classification of Motor Vehicles, Kinds of Policies, Procedure for Settlement of Claims.

1330302232 **BANKING AND SURANCE LAWS**

Unit-1 Banking Laws and Regulation Evolution of Banking Institution – Com. Bank, Co-op. Banks.**Insurance Services:** Registration of Insurance Companies, Investment norms, Preparation of Financial Statements licensing of Insurance Agent, Surveyor and Loss Assessors.

Unit-2 Negotiable Instruments Act.-1981.Reserve Bank of India -1934

Insurance Regulatory and Development Authority (IRDA) Opening up of the Insurance Industry trends and thrusts, Progress and prospects of Insurance Sector.

Unit-3 Insurance Advertisement and Disclosure, General Insurance, Re-instance, Assets-Liabilities, Protection of policy holders, Life Insurance Vs General Insurance, Insurance Brokers, Agents.

Unit-4 Capital Formation and Insurance Insurance as financial —, Insurance Vs other Financial Informations, Privatisation of Insurance Sector and Related Issues.

Extension of Insurance to Specialised and Cliché areas Health Insurance, Third Party Administrators, Pensions.

Unit-5 Banking Regulations Act 1949 ,Origin of the Act- Business of Banking Company, Capital requirements, Branch Licensing policy, Winding up and amalgamation of Banking companies.**Banking System in India**, The Banking Companies acquisition and transfer of undertakings act 1970 and 1980 state Bank of India act 1955 State Bank of India associates Banks act 1959, Banking reforms as per Narasimha Committee 1 and 2, Foreign Banks, OH and New Generation Private Sector Banks, Banking Schemes SAFRES.

1330302233 **BANKING AND INSURANCE MARKETING**

Unit-1 Meaning & Scope of Marketing, modern concepts of marketing, Marketing strategy, STP approach, differences between goods & services marketing, Marketing environment with references to Banking & Insurance in India. Customers expectation & orientation with references to Banking & Insurance in India.

- Unit-2** The concept of Bank Marketing & insurance marketing, formulation of marketing mix for banking and insurance sector, Promotion strategy for banks and insurance sector,, relationship marketing, behavioural profile of customers, factors influencing customer behaviour , Basic problems in life insurance marketing.
- Unit-3** Product, New product development process ,product life cycle, branding, methods of pricing and strategy with references to Banking & Insurance in India
- Unit-4** Promotion mix, managing the sales force, selling process, selling skill, distribution strategy with reference to banking and insurance sector.
- Unit-5** Delivery of services, the process and measurement ,understanding of service quality and building customer relationship. Case studies from Banking & Insurance sector.

References

1. Marketing Management. - Philip Kotler
2. Service Marketing - Zeithamal & Bitner.
3. Bank Marketing - S.N.Jha

TOUR & TRAVEL MANAGEMENT (GROUP-E)

1330302234 **TOURISM & TRAVEL TRADE**

- UNIT-I** Definition & Historical Development, Forms of Tourism, Inbound & Outbound, International & Domestic, Adventures & Sports, Cultural, Health, Commercial, Research & Educational, Wildlife & Eco Tourism
- UNIT-II** Industry, Nature & Characteristics, Components, Economics of Tourism, Implication & Significance, Attraction; Alternation, Transport, Accommodation, Shopping, Entertainment, Infrastructure & Hospitality
- UNIT-III** Destination & Attraction : Tourist Spots, The elements of Tourist Destination & its Understanding, Activities, Influence on Tourist flows & Planning, Concepts & Patterns of Destination use
- UNIT-IV** Tourism Products : It's difference from other types of consumer products, elements & characteristics of Tourism Products, Product Life Cycle, Natural & Man-made attractions, Special interest tour; Ethnic Tourism, Rural Tourism, Theme Parks etc.
- UNIT-V** Present State of Indian Tourism : Case Studies of Rajasthan, Goa & Kerala, Emerging Trends & New Thrust Areas (Innovations such as House Boating, Herbal Treatment, Resorts, Train Tourism etc.)

Reference Books

1. Tourism & Hoteling - M.S. Negi
2. Tourism - Rob Davidson - (ELBS)
3. Travel & Tourism Management- Ghosh, Biswanath

4. Professional Hotel Management - Jogmohan Negi

1330302235 **HOTEL MANAGEMENT**

UNIT-I Evolution of Hotel Industry : Types of Hospitality Industry & Catering Industry,

UNIT-II Types of Hospitality : Rooms & Accommodation, Product Details, Service Details, Accommodation Planning, Classification of Hotel, i.e., Camping, Caravan, B & B, Pension /Guest House/ Boarding House/Resorts Motel, Inn, Budget; Mid price, Types of Hotel : Casino, all Suit Hotels, Heritage Hotels, Prime Planning : Conferences and Banqueting.

UNIT-III Operations : Internal Operations, Departmental wise in Hospitality Industry, Front Office, House Keeping, Food & Beverage, Maintenance, Productions

UNIT-IV Accommodation Tariff, GIT, FIT, Check in & Check Out, Rack rate, seasonal and off-seasonal rate, Travel agency coordination towards Hotel booking, Reservation formalities, Hour rules of the Hotel, Registration, Cancellation

UNIT-V Present state of Indian Hotels : Emerging trends & New thrust areas like Eco Friendly Hotels, Motels, Time shares, Boatels and Luxury Cruise, Herbal Treatment resort.

Reference Books

1. Food & Beverage Service Manual - Andrewes (TMGH)
2. Hotel Housekeeping Training Manual - Andrewes (TMGH)
3. Hotel Front Office Training Management - Andrewes (TMGH)
4. Marketing & Sales Techniques in Hotel - Jagmohan Nagi (S.Chand & Co.)
5. Professional Hotel Management - Jagmohan Nagi (S.Chand & Co.)
6. The Waiter - John Miller
7. Introduction to Tourism & Hotel Industry : With Special Focus on Hotel Front Office Management -
8. Zulfikar, A. K

1330302236 **TOURISM MARKETING, EVENT MANAGEMENT**

UNIT-I Meaning & Scope of Marketing, Modern Concepts of Marketing, Difference Between Marketing of Products and Services, An Overview of Indian Markets, Marketing strategy, Target marketing, Positioning, 8 p's of Marketing, Market Research & it's Procedure, Demand Forecasting, Promotion Mix-Advertising, Advertising Sales Promotion & Publicity, Pricing Policy, Distribution System in Travel & Tourism

UNIT-II Managing the sales force, Selecting sales strategy, Salesmanship, Motivating Professional Sales Force, Marketing evaluation & Control, Intimating to the concept Travel & Insurance Agency & Embassy

UNIT-III Event Management: Importance of Event Management., Introduction to Meeting, Meeting incentives, conventions & exhibition ,

UNIT-IV Definition of Conference & Components of Conference, Corporate Meetings, Festivals & Cultural Events : Organising, planning & Managing of Different types of Festivals like New Years Day, Christmas Celebration, Holi, Diwali etc. , knowledge of different marriage events & it's celebrations.

UNIT-V Trade shows & Exhibitions , principal Purpose, Types of shows, Benefits, Participants, Organisation & Membership, Evaluation of Attendees, Residential Conference Arrangement and making their check list and other requirements, Cruisers event management.

1330302237 **TOUR ORGANISATIONS & TRAVEL MANAGEMENT**

UNIT-I Importance of Tour Organisation and Travel Management. , Types of Travel Agencies & Tour Operations & Their Organisational Setups, Present Trends and Patterns, Prospectus, Problem and Issues, the Indian Travel Agencies and Tour Organisations an Overview

UNIT-II Setting up of a Travel Agency, Market Research & Investment Provision

UNIT-III Preparing Feasibility Report, Procurement of Legal Certification for Setting of a Travel Agency, Affiliation Membership from Reputed Association like IATA, UFTA, TAAI, WATA, FHRA etc.

UNIT-IV Functions of a Travel Agency, Understanding Functions of a Travel Agency, Travel Information, Documentation, Planning & Casting Tours, Ticketing Product Promotion and Other Miscellaneous Works, Customer's Service & Use of Foreign Language & its Incentives, Sources of Income, Commission, Service Charges Make up on Tours.

UNIT-V Organizational Structure of Standard Agencies Such as SITA / TCI / SOTC / SHIKHAR, International Conventions- Warshaw Convention 1929, Chikago 1944, Brussels Convention 1961, Berne Convention 1961-66.

Reference Books

1. Tourism Development Principles & Practices - A. K. Bhatia
2. Tourism - Rob Davidson

DIETETICS & NUTRITION MANAGEMENT (GROUP-F)

1330302238 **DIETETIC AND THERAPEUTIC MANAGEMENT**

Unit-1 Therapeutic Diet – Concept, Purpose, Principles, Classification, Factors Responsible for Therapeutic nutrition. Dietary Prescription and follow-up. Preparation of diet chart. The dietitian. Responsibility of dietitian. Role of Doctor, dietitian and nurse in feeding the patient. Diet counselling.

Unit-2 Dietary Modification – Objectives, Types of Modified diet, Modification of Normal diet, Routine Hospital Diet-Regular diet, Light diet, soft diet, Full fluid diet and Tube feeding. Special feeding methods, pre and post operative diets.

- Unit-3** Health hazards & Diseases , Peptic Ulcer, Arthrosclerosis, Hypertension, Nephritis, Cirrhosis of liver and diabetes (Cause, syreptone, co-replications and prevention)
- Unit-4** Modification according to consistency - Normal diet, liquid diet, Soft diet, modification according to nutrients - High calorie and low calorie diet, High protein and low protein diets, high residue (fibre) and low residue diets.
- Unit-5** Modification of diets and decreases - peptic ulcer, arthrosclerosis, hupertension, nephritis, cirrhosis of liver and diabetes.

Reference

1. Nutrition and Dietetics by Subhangini Joshi.

1330302239 HUMAN SYSTEM MANAGEMENT

- Unit-1** Introduction to human body, Cell –Structure, Characteristics, Reproduction, Function.
- Unit-2** Respiratory System – Structure and functions of respiratory Organs (Nose, Larynx, Trachea, Bronchi and Lungs) Types of respiration – Pulmonary and Tissue.
- Unit-3** Digestive System – Structure and functions of digestive Channel (Teeth, Tongue, Salivary Gland, Liver, Pancreas, Gall Bladder, Oesophagus, Stomach, Small and Large intestine), Digestion and absorption of nutrients – Proteins, fats and carbohydrates.
- Unit-4** Circulatory System – Blood – Composition, Functions, Blood Clotting, Blood Groups, Blood vessels, Heart – Structure, Functions, Blood pressure, pulse rate and Cardiac Cycle.
- Unit-5** Excretory System - Structure and function, renal organs-Kidney, Ureter, Urinary bladder, Composition and formation of urine.

Reference

1. Anatomy and Physiology by Pearce.

1330302240. MICROBIAL MANAGEMENT AND FOOD INDUSTRY

- Unit-1** Introduction to Microbiology, General Characteristics of Micro organism, Types of Micro organisms in Food Industry - Bacteria, Fungi, Virus, Algae, Moulds, Yeasts, Parasites.
- Unit-2** Food degradation - Introduction, Definition, Factors influencing the growth of microorganisms, Control of microorganisms, symptoms of degradation –Fresh, Dry and preserved foods.
- Unit-3** Control of food quality -Indian Standards (Compulsory Standards, Voluntary Standards, Agmard, I.S.I, and F.P.O., Adulteration, Misbranding, Municipal health laws.
- Unit-4** Food Technology (Chemical and Radiation Hazards).Chemical Hazards - Preserving agents, colouring agents, Sweetening agents, Flavouring agents, Anti oxidants, Pesticides, Antibiotics, Radiation Hazards - Irradiation of food, and natural radiation (Fall-Out, Iodine-131, Strontium- 90, Cesium-137)
- Unit-5** Infective agents in food -Chemicals, Antibiotics, Metal Contamination, Tonic foods, Criteria's for receiving safe food.

Reference

1. Health and Hygiene and Sanitation by S.Rodey.

1330302241 **DEFICIENCY DISEASES AND NUTRITIONAL MANAGEMENT**

Unit-1 Nutritional Status-Introduction, maintenance of Nutrition and Status.

Deficiencies Disease- Protein energy malnutrition. Diet in underweight.

Unit-2 Vitamin and Mineral deficiency(Vitamine A, B, C, D, calcium,phosphorus, iron, etc) cause, symptom & prevention measures.

Unit-3 Die in fever & infections (tuber culasis) diet in surgery & injury.

Nutrition & food requiriement of athletes.

Unit-4 Food borne illness –food poisoning, Food infection, Bacterial food poisoning.

Food Allergy – Types, Causes, Dietary emphasis during allergy condition.Food adulteration & food hygiene.

Unit-5 Preparation of diet as per the ICMR recommendations -Diets for special conditions

- infancy, Childhood, Adolescents, Pregnancy, Lactation Period, Old age.

Reference

1. Health and Nutrition by B.Srilakshmi.
2. Dietetics Management By Prodfit and Robinson.

PRODUCTION & OPERATION MANAGEMENT (Group H)

1330302242 **TOTAL QUALITY MANAGEMENT**

Unit-1 Concept of total Quality Cost of Quality, Evolution of total Quality management, Components of Total Quality loop, principles of TQM, organisational changes for adopting TQM.

Unit-2 Concepts on SQC Acceptance Sampling and Inspection Plans Statistical process comfort.

Unit-3 Quality Management Systems, Lead Assessment and ISO9000 standards Basic approach of ISO 9000andTQM principles and objectives Applicability and areas of coverage of ISO - 9000standards.

Unit-4 Strategic tools and techniques for TQM, Quality function Deployment (QFD),Failure Mode and Evaluation analysis(FMEA), Qualitycircle, Zero-defect programme , concurrent engineering, Taquchi's Qualityloss function Affinity Deogram K J method, Q-7 tools, bench marking, Business programme reengineering, principles and tools, six-sigma.

Unit-5 Functional Linkage of Quality with reliability and maintainability, Failure analysis (FTA / FMEA) optimum maintenance decisions Total Production Maintenances (TPM), quality audits, Performance evaluation of TQM.

References

1. Mukherjee : Total Quality Managemetn (PHI)

2. Kulneet Suri, Total Quality Management, Principles and Practices, Tools and Techniques- S K Kataria and Sons
3. K C Arora- ISO 9000 to OHAS 18001- S K Kataria and Sons
4. J S Oakland, Butterworth- Heinemann- Total Quality Management-Oxford

1330302243 **PURCHASING & MATERIAL MANAGEMENT**

Unit-1 Management of materials in production system:concept scope and methods, Objective and Organisation of Material Management

Unit-2 Purchase system and procedures:Objectives , Purchasing functions, Purchasing policies and decisions, Make or Buy Vender selection and Rating, Timing of Purchase, Price determination, Purchase procedures and system Public Purchasing and tendering.

Unit-3 Inventory Management:Introduction of inventory Systems, Functions of Inventory and Relevant Cost Concept, Classification of Inventory Systems Inventory Models : Deterministic, Discount, EOQ, EBQ , MRP-I, Selective Inventory Management ABC, VED , FSN , PQR etc

Unit-4 Stores Management:Introduction stores functions stores organisation, stores system and procedures : Identification system, Receipt System, Store system, Issue system Stores Accounting and Verification system, Stores address system, Stores location and layout Store equipments, Automated Storage and retrieval Standardisation Codification

Unit-5 Waste Management:Introduction, Scope, Objectives, Interrelation between Waste Management and resource Management, Classification of Waste Wastivity and its measurement Organisation of Waste management Waste reduction approach, Waste collection, Recycling Waste disposal system

Books Recommended

1. Gopala Krishnan & Sundaresan –Materials Management an Integrated approach. PHI.
2. Chitale & Gupta- Materials Management : Text & Cases. PHI.
3. Dobler D W Etc - Purchasing and Material Management , New York , Mc Graw Hill
4. Dutta A K - Integrated Material Management- PHI

1330302244 **OPERATION PLANNING CONTROL**

Unit-1 Operations planning and controlling functions. Operation control and information flow, Integrated operating Control information system.

Unit-2 Forecasting: Qualitative forecasting, Time series prediction using regression, Exponential smoothing, Seasonal forecasting, cyclic forecasting, forecasting error analysis, Box Jerkins approach.

Unit-3 Aggregate planning concept. Graphical / Table approach, empirical approach, optimization approach, pre-meiotic approach to production planning, desegrate into a master schedule, MRP-II.

Unit-4 Sequencing and scheduling: overview, Job shop scheduling process, scheduling of tasks on single processor, and multiple processors, priority rule, sequencing rule.

Unit-5 Scheduling with resource constraints: Allocations of single and multiple resource, resource balancing, line balancing, Helgeson-Birries approach. Region approach, Stochastic mixed product line balancing, personnel scheduling.

References

1. Bedworth and Bailay - Integrated production Control Systems Management, Analysis and Design, John Wiley.
2. Dilworth - Operations Management- McGraw Hill.
3. Schroeder - Operations Management - McGraw Hill.
4. Buffa and Miller- Production Inventory Systems Planning and Control, D. Irwin.
5. Chase, Aquilano, Jacobs- Production and Operation Management-TMH.

1330302245 **TECHNOLOGY MANAGEMENT**

Unit-1 Basic Concepts , Concept Technology, Role and importance of technology Management in India, Technology lifecycle, Science and technology policy statements of government Technology and Socio-economic planning, Technological change Macro effects of change

Unit-2 Technology forecasting: Need, Role, Methodologies of forecasting, Various Forecasting Methods

Unit-3 Technology Strategy: Technology Generation, Technology Development

Unit-4 Technology transfer: Models of Transfer, Modes of Transfer, Search strategy, transfer package, agreements technology absorption, Concepts, Constraints, Management of Absorption, Govt initiatives

Unit-5 Technology assessment methods, Technology evaluation Diffusion of Technology Strategy, Mode appropriate technology

References

1. Hawthorne- The Management of Technology, McGraw Hill
2. Twiss- managing Technological Innovation, Pitman
3. Desai- Technology Absorption in Indian Industry- Wiley Eastern
4. Betz- Managing Technology, Prentice Hall
5. Rohatgetal- Technological Forecasting, Tata McGraw Hill
6. Sharif Nawaj- Technology Policy formulation and Planning : A reference manual APCTT
7. Tushar and Anderson , Managing Strategic Innovation and Change, Oxford University Press
8. C.S.V.Murthy (HPH)

INFORMATION SYSTEM MANAGEMENT (Group J)

1330302246 **DBMS & RDBMS**

Unit-1 Database: Introduction, database system applications, database systems versus file systems, view of data, data models, database language, database users and administrators.

Unit-2 Entity relationship models: basic concepts, constraints, keys, design issues, entity relationship diagram, weak entity sets, design of an E-R database scheme, reduction of and E-R scheme of tables, Database structure- network database structure- relational database

structure-hierarchical database structure, The server architecture, distributed processing, distributed database.

- Unit-3** Relational-database design: First normal form, pitfalls in relational database design, functional dependencies, decomposition, desirable properties of decomposition, Boyce-code normal form, third normal form, fourth normal form, more normal forms.
- Unit-4** Storage and file structure; overview of physical storage media, magnetic disks, RAID, storage access, file organisation, organisation of records in files, data-dictionary storage.
- Unit-5** Query processing and optimisation; overview, measure of query cost, selection operation, sorting, join operator, evaluation of expressing.

Reference Studies

1. Panneer Ielam –Database Management Systems – PHI.
2. Hansen & Hansen –Database Management & Design –PHI
3. “Simplified Approach to DBMS” Parteek Bhatia , Gurvinder Singh. Kalyani Pub.

1330302247 **ENTERPRISE RESOURCE PLANNING**

- Unit-1** Enterprise Resources Planning: Evolution of ERP-MRP and MRP II – problems of system islands, need for system integration and interface, early ERP Packages, ERP products and Markets,
- Unit-2** Opportunities and problems in ERP selection and implementation: ERP implementation: identifying ERP benefits team formation, Consultant intervention, Selection ERP, Process of ERP implementation, Managing changes in IT organization Preparing IT infrastructure, Measuring benefits of ERP,
- Unit-3** Integrating with other systems: Post ERP, Modules in ERP, Business Modules of ERP Package, Reengineering Concepts, The emergence of reengineering concept- concept of business process, rethinking of processes, identification of re-engineering need, preparing for re-engineering
- Unit-4** Implementing change, change management, BPR & ERP, Supply Chain Management: The concept of value chain differentiation between ERP and SCM, SCM for customer focus, need and specificity of SCM-SCM scenario in India, products and markets of Sehi, issues in selection and implementation of SCM solutions, CRM solution,
- Unit-5** E-Business; Introduction to 1.Net technologies, Evolution of E-Commerce, EDI and E Business, Business opportunities, Basic and advanced business models on internet , internet banking and related technologies, security and privacy issues, technologies for E-Business, Future and Growth of E-Business.

References

1. Garg & Venkitakrishna –Enterprise Resource Planning. Concept & Practice (PHI)
2. Altekari 0Enterprisewide Resource Planning theory & practice PHI.

3. Nick Obolensky - Practical business Re-engineering, Kogan Page, London.
4. Jeff Papows - Enterprise com. Nicholas Bready, London.

1330302248 **SYSTEM ANALYSIS & DESIGN**

- Unit-1** Systems concepts and information systems environment; Characteristics of a system, Element of System, Types of Systems, Systems development life cycle, Role of system analyst
- Unit-2** System Planning and initial Investigation, Information gathering, Tools for structured analysis; Data flow diagram, Data Dictionary, decision Tree, Decision table, Structured English Pseudopodia, Feasibility study, Cost-benefit analysis
- Unit-3** The Process & Stages of System Design: The process of design, design methodologies, Major development activities, Processing controls,
- Unit-4** Input Output & Form Design; File organisation and Data base design: File structure, Database design; Objective of Database, Normalisation
- Unit-5** System Testing and Quality Assurance; Audit Trail; implementation and Software Maintenance, Hardware and Software selection; Security, Disaster/Recovery & ethics in Systems Development

Reference Studies

1. Hawryskiewycs –Introduction to system analysis and design (PHI)
2. Raja Raman: Analysis and Design of information System. (PHI)

1330302249 **TELECOM FOR BUSINESS**

- Unit-1** Introduction, Historical development of internet, Evolutions of Internet, www, Internet Service providers, Internet architecture; What is network, types of network, information transfer, network hardware, Designing networks, Managing networks, Designing websites.
- Unit-2** Internet Architecture and its commercial Application; Introduction, Meaning of network, Transfer of Information, Hardware Network, Internet service Providers; Introduction, working with ISP, Selecting and registering your domain name.
- Unit-3** Network security, Filter and Firewall: Introduction, Security threat definition, client server network security, emerging client server threats, protecting the environment and protecting the network media, managing network devices, Security Ethernet switches, network security and management systems, network layer devices, Administration, management, and disaster recovery, Data and message security.
- Unit-4** Internet Advertising; Introduction, Advantages of internet advertising, the sellers, the buyers, AD Models Pricing Online ads, Buying online ads, selling online Ads, Selling Strategies, Mobile and Wireless computing; Introduction, Dimensions of mobile computing, WAP, Wireless Delivery and Switching Methods/Caps, Wireless data Networks, Satellite Networks, Infrared or Light based Computing Mobile information Access Devices, Mobile Data Internet

Work Standards, Cellular Data communication protocols, Application of Mobile computing, Personal communication services.

Unit- 5 Digital Signature; Introduction, Working of Digital Signature Technology, Personal Finance Online Banking and Home Banking management: Introduction, Definition of online Banking, Online Banking process, Issues and challenges of Online Banking, Virtual Bank for virtual Customers, Emerging financial instruments Customer Relationship Management; Definition of CRM, CRM Process framework, CRM as an Interactive Process, CRM Market Arena, Architecture of CRM, Electronic CRM, CRM development cycle & implementation issues Integration of CRM with ERP

Reference Studies

1. Murthy