



**HINDUSTAN
UNIVERSITY**

HINDUSTAN INSTITUTE OF TECHNOLOGY & SCIENCE

Department of Management Studies

**M.B.A. Automobile Dealership
Management**

**Curriculum & Syllabus
2014 Regulations**

**ACADEMIC REGULATIONS
(M.TECH./ M.B.A. / M.C.A.)
(Full - Time / Part – Time)
(Effective 2014-15)**

1. Vision, Mission and Objectives

1.1 The Vision of the Institute is “To make every man a success and no man a failure”.

In order to progress towards the vision, the Institute has identified itself with a mission to provide every individual with a conducive environment suitable to achieve his / her career goals, with a strong emphasis on personality development, and to offer quality education in all spheres of engineering, technology, applied sciences and management, without compromising on the quality and code of ethics.

1.2 Further, the institute always strives

- To train our students with the latest and the best in the rapidly changing fields of Engineering, Technology, Management, Science & Humanities.
- To develop the students with a global outlook possessing, state of the art skills, capable of taking up challenging responsibilities in the respective fields.
- To mould our students as citizens with moral, ethical and social values so as to fulfill their obligations to the nation and the society.
- To promote research in the field of science, Humanities, Engineering, Technology and allied branches.

1.3 Our aims and objectives are focused on

- Providing world class education in engineering, technology, applied science and management.
- Keeping pace with the ever changing technological scenario to help our students to gain proper direction to emerge as competent professionals

fully aware of their commitment to the society and nation.

- To inculcate a flair for research, development and entrepreneurship.

2. Admission

2.1. The admission policy and procedure shall be decided from time to time by the Board of Management (BOM) of the Institute, following guidelines issued by Ministry of Human Resource Development (MHRD), Government of India. The number of seats in each branch of the (M.TECH / M.B.A. / M.C.A.) programme will be decided by BOM as per the directives from Ministry of Human Resource Development (MHRD), Government of India and taking into account the market demands. Some seats for Non Resident Indians and a few seats for foreign nationals shall be made available.

2.2. The selected candidates will be admitted to the (M.TECH / M.B.A. / M.C.A.) programme after he/she fulfills all the admission requirements set by the Institute and after payment of the prescribed fees.

2.3. Candidates for admission to the first semester of the Master’s Degree Programme shall be required to have passed an appropriate Degree Examination recognized by Hindustan University.

2.4. In all matters relating to admission to the (M.TECH /M.B.A. / M.C.A.). Programme, the decision of the Institute and its interpretation given by the Chancellor of the Institute shall be final.

2.5. If at any time after admission, it is found that a candidate has not fulfilled any of the requirements stipulated by the Institute, the Institute may revoke the admission of the candidate with information to the Academic Council.

3. Structure of the programme

3.1. The programme of instruction will have the following structure

- i) Core courses of Engineering / Technology / Management.
- ii) Elective courses for specialization in areas of student's choice.

3.2. The minimum durations of the programmes are as given below:

Program	No. of Semesters
M.Tech.(Full-Time)	4
M.Tech.(Part -Time)	6
M.B.A. (Full - Time)	4
M.B.A. (Part - Time)	6
M.C.A.(Full - Time)	6
M.C.A.(Part -Time)	8

Every (M.TECH / M.B.A. / M.C.A.) programme will have a curriculum and syllabi for the courses approved by the Academic Council.

3.3. Each course is normally assigned certain number of credits. The following norms will generally be followed in assigning credits for courses.

- One credit for each lecture hour per week per semester;
- One credit for each tutorial hour per week per semester;
- One credit for each laboratory practical (drawing) of three (two) hours per week per semester.
- One credit for 4 weeks of industrial training and
- One credit for 2 hours of project per week per semester.

3.4. For the award of degree, a student has to earn certain minimum total number of credits specified in the curriculum of the relevant branch of study. The curriculum of the different programs shall be so designed that the minimum prescribed credits required for the award of the degree shall be within the limits specified below.

Program	Minimum prescribed credit range
M.Tech. (Full time / Part	75 - 85

time)	
M.B.A. (Full time / Part time)	85 - 95
M.C.A (Full time / Part time)	115 - 125

3.5. The medium of instruction, examination and the language of the project reports will be English.

4. Faculty Advisor

4.1. To help the students in planning their courses of study and for getting general advice on the academic programme, the concerned Department will assign a certain number of students to a Faculty member who will be called their Faculty Advisor.

5. Class Committee

5.1 A Class Committee consisting of the following will be constituted by the Head of the Department for each class:

- (i) **A Chairman, who is not teaching the class.**
- (ii) **All subject teachers of the class.**
- (iii) **Two students nominated by the department in consultation with the class.**

The Class Committee will meet as often as necessary, but not less than three times during a semester.

The functions of the Class Committee will include:

- (i) Addressing problems experienced by students in the classroom and the laboratories.
- (ii) Analyzing the performance of the students of the class after each test and finding ways and means of addressing problems, if any.
- (iii) During the meetings, the student members shall express the opinions and suggestions of the class students to improve the teaching / learning process.

6. Grading

6.1 A grading system as below will be adhered to.

6.2 GPA & CGPA

GPA is the ratio of the sum of the product of the number of credits C_i of course “i” and the grade points P_i earned for that course taken over all courses “i” registered by the student to the sum of C_i for all “i”. That is,

Range of Marks	Letter Grade	Grade points
95-100	S	10
85 - 94	A	09
75- 84	B	08
65-74	C	07
55-64	D	06
50-54	E	05
< 50	U	00
	I (Incomplete)	--

$$GPA = \frac{\sum_i C_i P_i}{\sum_i C_i}$$

CGPA will be calculated in a similar manner, at any semester, considering all the courses enrolled from first semester onwards.

6.3. For the students with letter grade I in certain subjects, the same will not be included in the computation of GPA and CGPA until after those grades are converted to the regular grades.

6.4 Raw marks will be moderated by a moderation board appointed by the Vice Chancellor of the University. The final marks will be graded using an absolute grading system. The Constitution and composition of the moderation board will be dealt with separately.

7. Registration and Enrollment

7.1 Except for the first semester, registration and enrollment will be done in the beginning

of the semester as per the schedule announced by the University.

7.2 A student will be eligible for enrollment only if he/she satisfies regulation 10 (maximum duration of the programme) and will be permitted to enroll if (i) he/she has cleared all dues in the Institute, Hostel & Library up to the end of the previous semester and (ii) he/she is not debarred from enrollment by a disciplinary action of the University.

7.3. Students are required to submit registration form duly filled in.

8. Registration requirement

8.1. (i) A Full time student shall not register for less than 16 credits or more than 26 credits in any given semester.

8.1. (ii) A part time student shall not register for less than 10 credits or more than 20 credits in any given semester.

8.2 If a student finds his/her load heavy in any semester, or for any other valid reason, he/she may withdraw from the courses within three weeks of the commencement of the semester with the written approval of his/her Faculty Advisor and HOD. However the student should ensure that the total number of credits registered for in any semester should enable him/her to earn the minimum number of credits per semester for the completed semesters.

9. Minimum requirement to continue the programme

9.1. For those students who have not earned the minimum required credit prescribed for that particular semester examination, a warning letter to the concerned student and also to his parents regarding the shortage of his credit will be sent by the HOD after the announcement of the results of the university examinations.

10. Maximum duration of the programme

The minimum and maximum period for the completion of various programs are given below.

Program	Min. No. of Semesters	Max. No. of Semesters
M.Tech (Full - time)	4	8
M.Tech (Part - time)	6	10
M.B.A. (Full Time)	4	8
M.B.A. (Part Time)	6	10
M.C.A. (Full - Time)	6	12
M.C.A (Part -Time)	8	14

11. Temporary discontinuation

11.1. A student may be permitted by the Director(Academic) to discontinue temporarily from the programme for a semester or a longer period for reasons of ill health or other valid reasons. Normally a student will be permitted to discontinue from the programme only for a maximum duration of two semesters.

12. Discipline

12.1. Every student is required to observe discipline and decorum both inside and outside the campus and not to indulge in any activity which will tend to bring down the prestige of the University.

12.2. Any act of indiscipline of a student reported to the Director(Academic) will be referred to a Discipline Committee so constituted. The Committee will enquire into the charges and decide on suitable punishment if the charges are substantiated. The committee will also authorize the Director(Academic) to recommend to the Vice - Chancellor the implementation of the decision. The student concerned may appeal to the Vice Chancellor whose decision will be final. The Director(Academic) will report the action taken at the next meeting of the Council.

12.3. Ragging and harassment of women are strictly prohibited in the University campus and hostels.

13. Attendance

13.1. A student whose attendance is less than 75% is not eligible to appear for the end semester examination for that semester. The details of all students who have attendance less than 75% will be announced by the teacher in the class. These details will be sent to the concerned HODs and Dean.

13.2. Those who have less than 75% attendance will be considered for condonation of shortage of attendance. However a condonation of 10% in attendance will be given on medical reasons. Application for condonation recommended by the Faculty Advisor, concerned faculty member and the HOD is to be submitted to the Director(Academic) who, depending on the merits of the case, may permit the student to appear for the end semester examination. A student will be eligible for this concession at most in two semesters during the entire degree programme. Application for medical leave, supported by medical certificate with endorsement by a Registered Medical Officer, should reach the HOD within seven days after returning from leave or, on or before the last instructional day of the semester, whichever is earlier.

13.3. As an incentive to those students who are involved in extra curricular activities such as representing the University in Sports and Games, Cultural Festivals, and Technical Festivals, NCC/ NSS events, a relaxation of up to 10% attendance will be given subject to the condition that these students take prior approval from the officer –in-charge. All such applications should be recommended by the concerned HOD and forwarded to Director(Academic) within seven instructional days after the programme/activity.

14. Assessment Procedure

14.1. The Academic Council will decide from time to time the system of tests and examinations in each subject in each semester.

14.2. For each theory course, the assessment will be done on a continuous basis as follows:

Test / Exam	Weightage	Duration of Test / Exam
First Periodical Test*	10%	2 Periods
Second Periodical Test*	10%	2 Periods
Model exam	20%	3 hours
Seminar/ Assignments/Quiz	20%	
End – semester examination	50%	3 Hours

* **Best out of the two tests will be considered.**

14.3. For practical courses, the assessment will be done by the subject teachers as below:

- (i) Weekly assignment/Observation note book / lab records – weightage 60%.
- (ii) End semester examination of 3 hours duration including viva – weightage 40%.

15. Make up Examination/model examination

15.1. Students who miss the end-semester examinations / model examination for valid reasons are eligible for make-up examination /model examination. Those who miss the end-semester examination / model examination should apply to the Head of the Department concerned within five days after he / she missed examination, giving reasons for absence.

15.2 Permission to appear for make-up examination / model exam will be given under exceptional circumstances such as admission to a hospital due to illness. Students should produce a medical certificate issued by a Registered Medical Practitioner certifying that he/she was admitted to hospital during the period of examination / model exam and the same should be duly endorsed by parent / guardian and also by a medical officer of the University within 5 days.

16. Project evaluation

16.1. For Project work, the assessment will be done on a continuous basis as follows:

Review / Examination	Weightage
First Review	10%
Second Review	20%
Third Review	20%
End semester Examination	50%

For end semester exam, the student will submit a Project Report in a format specified by the Director(Academic). The first three reviews will be conducted by a Committee constituted by the Head of the Department. The end – semester examination will be conducted by a Committee constituted by the Controller of Examinations. This will include an external expert.

17. Declaration of results

17.1 A candidate who secures not less than 50% of total marks prescribed for a course with a minimum of 50% of the marks prescribed for the end semester examination shall be declared to have passed the course and earned the specified credits for the course.

17.2 After the valuation of the answer scripts, the tabulated results are to be scrutinized by the Result Passing Boards of PG programmes constituted by the Vice-Chancellor. The recommendations of the Result Passing Boards will be placed before the Standing Sub Committee of the Academic Council constituted by the Chancellor for scrutiny. The minutes of the Standing Sub Committee along with the results are to be placed before the Vice-Chancellor for approval. After getting the approval of the Vice-Chancellor, the results will be published by the Controller of Examination/Registrar.

17.3 If a candidate fails to secure a pass in a course due to not satisfying the

minimum requirement in the end semester examination, he/she shall register and re-appear for the end semester examination during the following semester. However, the sessional marks secured by the candidate will be retained for all such attempts.

17.4 If a candidate fails to secure a pass in a course due to insufficient sessional marks though meeting the minimum requirements of the end semester examination, wishes to improve on his/her sessional marks, he/she will have to register for the particular course and attend the course with permission of the HOD concerned and the Registrar. The sessional and external marks obtained by the candidate in this case will replace the earlier result.

17.5 A candidate can apply for the revaluation of his/her end semester examination answer paper in a theory course within 2 weeks from the declaration of the results, on payment of a prescribed fee through proper application to the Registrar/Controller of Examinations through the Head of the Department. The Registrar/ Controller of Examination will arrange for the revaluation and the results will be intimated to the candidate concerned through the Head of the Department. Revaluation is not permitted for practical courses and for project work.

18. Grade Card

18.1. After results are declared, grade sheet will be issued to each student, which will contain the following details:

- (i) Program and branch for which the student has enrolled.
- (ii) Semester of registration.
- (iii) List of courses registered during the semester and the grade scored.
- (iv) Semester Grade Point Average (GPA)
- (v) Cumulative Grade Point Average (CGPA).

19. Class / Division

19.1 Classification is based on CGPA and is as follows:

CGPA \geq 8.0: **First Class with distinction**

6.5 \leq CGPA < 8.0: **First Class**

5.0 \leq CGPA < 6.5: **Second Class.**

19.2 (i) Further, the award of 'First class with distinction' is subject to the candidate becoming eligible for the award of the degree having passed the examination in all the courses in his/her first appearance within the minimum duration of the programme.

(ii) The award of 'First Class' is further subject to the candidate becoming eligible to the award of the degree having passed the examination in all the courses within the below mentioned duration of the programme.

Program	No. of Semesters
M.Tech (Full - time)	5
M.Tech (Part - time)	7
M.B.A. (Full Time)	5
M.B.A. (Part Time)	7
M.C.A. (Full - Time)	7
M.C.A (Part -Time)	9

(iii) The period of authorized discontinuation of the programme (vide clause 11.1) will not be counted for the purpose of the above classification.

20. Transfer of credits

20.1. Within the broad framework of these regulations, the Academic Council, based on the recommendation of the transfer of credits committee so constituted by the Chancellor may permit students to earn part of the credit requirement in other approved institutions of repute and status in the country or abroad.

21. Eligibility for the award of (M.TECH / M.B.A. / M.C.A.) Degree

21.1. A student will be declared to be eligible for the award of the (M.TECH / M.B.A. / M.C.A.) Degree if he/she has

- i) registered and successfully credited all the core courses,
- ii) successfully acquired the credits in the different categories as specified in the curriculum corresponding to the discipline (branch) of his/her study within the stipulated time,
- iii) has no dues to all sections of the Institute including Hostels, and

- iv) has no disciplinary action pending against him/her.

The award of the degree must be recommended by the Academic Council and approved by the Board of Management of the University.

22. Power to modify

22.1. Notwithstanding all that has been stated above, the Academic Council has the right to modify any of the above regulations from time to time subject to approval by the Board of Management.

HINDUSTAN INSTITUTE OF TECHNOLOGY AND SCIENCE
SCHOOL OF MANAGEMENT
CURRICULUM - 2014 - FULL-TIME MODE

MBA (Automobile Dealership Management)

SEMESTER – I

S. No	Course Code	Course Title	L	T	P	C	TCH
1	PBA101	Data Analysis for Business Decisions	3	1	0	4	4
2	PBA102	Economic Foundations of Business Environment	3	0	0	3	3
3	PBA103	Total Quality Management	3	0	0	3	3
4	PBA104	Organizational Behaviour	3	0	0	3	3
5	PBA105	Communication Skills and Business Correspondence	3	0	0	3	3
6	PBA106	Accounting for Management	3	1	0	4	4
7	PBA107	Legal Aspects of Business	3	0	0	3	3
8		Basics of Automobiles	3	0	0	3	3
TOTAL						26	26

SEMESTER – II

S. No	Course Code	Course Title	L	T	P	C	TCH
THEORY							
1	PBA201	Production Management	3	0	0	3	3
2		Applied Financial Management for Dealers	3	1	0	4	4
3	PBA203	Marketing Management	3	0	0	3	3
4	PBA204	Human Resource Management	3	0	0	3	3
5	PBA206	Strategic Management	3	1	0	4	4
6	PBA207	Research Methods in Business	3	0	0	3	3
7	AT1402	Vehicle Maintenance	3	0	0	3	3
PRACTICAL							
8	PBA208	Business Application Software	0	0	3	1	3
9	PBA209	Personality Development / Seminar / GD / Case Study	0	0	3	1	3
TOTAL						25	29

SUMMER SEMESTER (6 WEEKS)**BA 1618 SUMMER PROJECT**

Project report of the Summer Project is to be submitted by the students within 30 days from the commencement of the 3rd semester. Evaluation report should be sent to the Controller of Examinations by the HOD through the Principal, before the last working day of the 3rd semester.

SEMESTER – III

S. No	Course Code	Course Title	L	T	P	C	TCH
THEORY							
1		Dealership Infrastructure and Parts Management	3	0	0	3	3
2	PBA302	Entrepreneurship Development	3	0	0	3	3
3	PBA701	Sales Management	3	0	0	3	3
4	PBA702	Services Marketing	3	0	0	3	3
5		Used Cars Business	3	0	0	3	3
6		HR Process, Culture And Communication	3	0	0	3	3
7		Franchise And Brand Management	3	0	0	3	3
8	AT1409	Transport Management	3	0	0	3	3
PRACTICAL							
9	PBA303	Summer Project Work	-	-	4	2	4
10	PBA304	Seminar II (Emerging Trends in Management - Case Study Analysis and Seminar)	0	0	2	1	2
TOTAL						27	30

SEMESTER – IV

S. No	Course Code	Course Title	L	T	P	C	TCH
1	PBA401	Project Work in Automobile Dealership (OEM)	-	-	24	12	24
TOTAL						12	24

Grand Total 90 109

SEMESTER - I

Subject name: DATA ANALYSIS FOR BUSINESS DECISIONS	Course code: PBA101	Credits: 4
Goal	The main goal is to facilitate the students to acquire knowledge in various Statistical techniques and to apply the concepts in managerial decision making.	
Objectives	Outcomes	
<ol style="list-style-type: none"> 1. The objective is to understand basic terminology in probability, solve problems involving calculation of simple, joint and conditional probabilities 2. The basic objective is to understand the sampling distributions of sample mean and proportion and also various sampling techniques which are based on statistical principles. 3. The objective is to understand the concepts of hypothesis and the procedure involved in testing them. The objective is also to study the various tests of significance like, F test, t test, Chi-square test 4. The basic objective is to highlight the importance of non-parametric tests when the validity of assumptions in tests of significance is doubtful. 5. The objective is to understand the relevance and applications of relationship between two variables and to forecast one variable with the help of the other variable. The objective is also to recognize and define different components of Time Series and to understand the importance as well as the different methods of forecasting. 	<ol style="list-style-type: none"> 1. Students can explain the theorems and laws of probabilities in business and managerial situations. 2. Students will be able to determine appropriate sample size to estimate population mean or proportion for a given level of accuracy and with prescribed level of confidence. 3. Students can analyse the two aspects of statistical inference, viz. "Estimation" and "Testing of Hypothesis". Students will have a thorough knowledge on various test and will have a clarity on which test to be applied in different situations 4. Students can easily differentiate between parametric and non-parametric tests and will be able to design, conduct and evaluate some selected non-parametric tests. 5. Students will be able to measure the correlation between two variables and use the regression coefficients sensibly to make forecasts. Also they can acquaint with various quantitative forecasting methods that are used in a business environment. 	

OBJECTIVES:

To provide an insight into statistical reasoning with an emphasis on concepts and applications relevant to business decision making.

UNIT – I DISCRETE PROBABILITY: 12

Basic definitions and rules for probability, conditional probability independence of events, Baye’s theorem, and random variables, Mathematical Expectation

UNIT – II SAMPLING DISTRIBUTION 12

Introduction to sampling distributions, sampling distribution of mean and proportion, application of central limit theorem, sampling techniques.

UNIT – III TESTING OF HYPOTHESIS: 12

Hypothesis testing: one sample and two sample tests for means and proportions of large samples (z-test), one sample and two sample tests for means of small samples (t-test), F-test for two sample standard deviations, Chi-square test for single sample standard deviation. Chi-square tests for independence of attributes and goodness of fit.

UNIT – IV NON-PARAMETRIC METHODS: 12

Sign test for paired data. Rank sum test: Mann – Whitney U test and Kruskal Wallis test. One sample run test, rank correlation.

UNIT – V CORRELATION, REGRESSION AND TIME SERIES ANALYSIS 12 Correlation analysis – Simple Applications, Estimation of regression line. Time series analysis: Variations in time series, trend analysis, cyclical variations, seasonal variations.

TOTAL: 60 Periods

TEXT BOOKS:

1. Levin R.I. and Rubin D.S., “Statistics for management”, 7th edition, Prentice Hall of India Pvt.Ltd., New Delhi, 2001.
2. Aczel A.D. and Sounderpandian J., “Complete Business Statistics”, 5th edition, Tata McGraw – Hill Publishing Company Ltd., New Delhi, 2004.
3. Anderson D.R., Sweeney D.J. and Williams T.A., “Statistics for business and economics”, 8th edition, Thomson (South – Western) Asia Pte. Ltd., Singapore, 2002.

REFERENCES:

1. Levine D.M., Krehbiel T.C. and Berenson M.L., “Business Statistics: A First Course”, Pearson Education Asia, 2nd edition, New Delhi, 2002.
2. Hooda R.P., “Statistics for Business and Economics”, 2nd edition, Macmillan India Ltd., 2001.
3. Morse L.B., “Statistics for Business and Economics”, HarperCollins college Publishers, New York, 1993.
4. Bowerman B.L., Connel R.T.O’ and Hand M.L., “Business Statistics in Practice”, 2nd edition, McGraw-Hill / Irwin, 2001.
5. Gupta S.C. and Kapoor V.K., “Fundamentals of Mathematical Statistics”, Sultan Chand & Sons, New Delhi, 2002.

Subject name: ECONOMIC ANALYSIS FOR BUSINESS DECISIONS	Course code: PBA102	Credits: 3
Goal	Equip students with in-depth knowledge about economic theories and their applications in business decisions	
Objectives	Outcomes	
<ol style="list-style-type: none"> 1. The aim of the module is to provide an understanding of Economic theory in order to enable students to critically analyze the empirical situation of the economy. 2. The focus is on laying down the macroeconomic foundation so that students will find it tractable to locate, understand and apply the Economic principles. 3. Various economic issues pertaining to domestic and international will be discussed at large. 4. The students will be able to take strategic business decisions, and appreciate the growing importance of the global connectivity. 	<ol style="list-style-type: none"> 1. Demonstrate a critical understanding and evaluation of macroeconomic variables and theories with empirical evidence; 2. Evaluate alternative various economic policies taken at domestic and international level. 3. Make sound business decisions with reference to and its impact on economy as a whole. 4. Govt. policies with reference to the implications of externalities due to global Connectivity. 	

OBJECTIVES:

The subject focuses on economic ideas and their applications in business decisions and to explain the behaviour of the economy and the Government's involvement in managing the economy.

UNIT- I NATURE AND SCOPE OF MACRO ECONOMIC ISSUES: 10

Macro economic variables – national income, investment, savings, employment, inflation, balance of payment, exchange rate, etc. – circular flow of income – national income concepts – measurement of national income – role of economic planning – Indian economic planning.

UNIT- II ANALYSIS OF NATIONAL INCOME: 15

Determination of national income – Keynesian perspective - multiplier – accelerator – business cycle – the role of fiscal policy – Indian fiscal policy and experiences.

UNIT- III ANALYSIS OF MONEY MARKET: 10

Demand and supply of money – money market equilibrium – the role of money - monetary policy – Indian perspectives.

UNIT- IV INTEGRATION OF COMMODITY AND MONEY MARKET: 10

Analysis of inflation and unemployment – the role of economic policies – Indian experiences.

UNIT -V ANALYSIS OF EXTERNAL SECTOR: 15

International trade – trade multiplier – linkage model – the role of trade policy – analysis of performance of Indian economy in external sector.

TOTAL : 60 Periods

TEXT BOOKS:

1. Ahuja H.L., Economic Environment of Business, Macroeconomic analysis, S.Chand& Company Ltd., New Delhi, 2005.
2. Gupta, G.S. Macroeconomics, Theory and Applications, Tata McGraw-Hill publishing company Ltd., New Delhi, 2001.

REFERENCES:

1. Samuelson, Paul A., and Nordhaus, W.D., Economics, Tata McGraw-Hill publishing company Ltd., New Delhi 2004.
2. RuddarDatt and K.P.M.Sundharam, Indian Economy, S.Chand& Company Ltd., New Delhi, 2003.
3. Government of India (Ministry of Finance), Economic Survey (Latest issue), New Delhi.

Subject name: TOTAL QUALITY MANAGEMENT	Course code: PBA103	Credits: 3
Goal	<ol style="list-style-type: none"> 1. To introduce the students to the basic concepts of total quality management and how the focus of TQM has become so important for all companies in recent times 2. To familiarize the students with the philosophy and role of TQM in revitalizing the organization 3. To enable them to acquire requisite diagnostic skills and understand the use of the tools of the TQM 	
Objectives	Outcomes	
<ol style="list-style-type: none"> 1. To introduce Quality Concepts, TQM Framework and Customer Satisfaction. 2. To introduce the principles and philosophies of Quality Management 3. To emphasize the significance of Statistical Process Control and introduce the various methods of measuring process capability 4. To provide overview on the various tools and techniques of Quality Management 5. To introduce Quality Management Systems, steps involved in TQM Implementation and understand the role of Information Technology in Quality 	<ol style="list-style-type: none"> 1. The student should understand the various dimensions of Quality, Principles of TQM , Customer Perception to Quality and strategies adopted for Customer retention 2. The incumbent understands the contributions made by various Quality Gurus & gets familiar with the various approaches proposed by them for Quality Management 3. The incumbent understands the quantitative method of measuring Quality and is familiar with methods of measuring process capability 4. The incumbent becomes aware of the various Quality Management tools 5. The incumbent understands the significance of maintaining a system for managing quality, and is familiar with the various factors that lead to the successful Implementation of TQM in an organization. 	

OBJECTIVES:

- To introduce the students to the basic concepts of total quality management and how the focus of TQM has become so important for all companies in recent times.
- To familiarize the students to the philosophy and role of TQM in revitalizing the Organization.
- To enable them to acquire requisite diagnostic skills and understand the use of the tools of TQM

UNIT-I INTRODUCTION TO QUALITY MANAGEMENT**9**

Definitions – TQM framework, benefits, awareness and obstacles. Quality – vision, mission and policy statements.

Customer focus – customer perception of quality, translating needs into requirements, customer retention.

Dimensions of product and service quality. Cost of quality.

UNIT-II PRINCIPLES AND PHILOSOPHIES OF QUALITY MANAGEMENT**9**

Overview of the contributions of Deming, Juran Crosby, Masaaki Imai, Feigenbaum, Ishikawa, Taguchi, Shingeo and Walter Shewhart. Concepts of Quality circle, Japanese 5S principles and 8D methodology.

UNIT-III STATISTICAL PROCESS CONTROL AND PROCESS CAPABILITY**9**

Meaning and significance of statistical process control (SPC) – construction of control charts for variables and attributes. Process capability – meaning, significance and measurement – Six sigma concepts of process capability.

Reliability concepts – definitions, reliability in series and parallel, product life characteristics curve.

Total productive maintenance (TMP) – relevance to TQM, Terotechnology.

Business process re-engineering (BPR) – principles, applications, reengineering process, benefits and limitations.

UNIT-IV TOOLS AND TECHNIQUES FOR QUALITY MANAGEMENT**9**

Quality functions development (QFD) – Benefits, Voice of customer, information organization, House of quality (HOQ), building a HOQ, QFD process.

Failure mode effect analysis (FMEA) – requirements of reliability, failure rate, FMEA stages, design, process and documentation.

Taguchi techniques – introduction, loss function, parameter and tolerance design, signal to noise ratio.

Seven old (statistical) tools. Seven new management tools. Bench marking and POKA YOKE.

UNIT-V QUALITY SYSTEMS ORGANIZING AND IMPLEMENTATION**9**

Introduction to IS/ISO 9004:2000 – quality management systems – guidelines for performance improvements. Quality Audits.

TQM culture, Leadership – quality council, employee involvement, motivation, empowerment, recognition and reward.

Information technology – computers and quality functions, internet and electronic communications. Information quality issues.

TOTAL : 45 Periods

TEXT BOOKS:

1. Dale H.Besterfield et al, Total Quality Management, Thrid edition, Perarson Education (First Indian Reprints 2004)
- 2.ShridharaBhat K, Total Quality Management – Text and Cases, First Edition 2002, Himalaya Publishing House

REFERENCES:

- 1.WilliamJ.Kolarii, Creating quality, Mcgraw Hill, 1995
- 2.PoornimaM.Charantimath., Total quality management, Pearson Education, First Indian Reprint 2003.
- 3.Rose J.E. Total Quality Management, Kogan Page India Pvt Ltd, 1993.
- 4.Indian standard – quality management systems – Guidelines for performance improvement (Fifth Revision), Bureau of Indian standards, New Delhi

Subject name: ORGANIZATIONAL BEHAVIOUR	Course code: PBA104	Credits: 3
Goal	Objective is to build better relationships by achieving human objectives, organizational objectives, and social objectives by understanding how people, individuals, and groups act in organizations.	
Objectives	Outcomes	
<ol style="list-style-type: none"> 1. To understand what organizations are, explain what organizational behavior is and how it has evolved, and the disciplines that contributed to knowledge in OB 2. To understand the concept, process and importance of individual behavior in organizations. Influence of perception, to discover the work related Attitudes: job satisfaction, job commitment, and organizational citizenship to understand significance of motivation, to understand how personality contributes to differences in individual behavior. 3. To understand the meaning and importance of groups and teams in organizations. To understand the meaning of organizational leadership. 4. To understand the concept of organizational politics. Discuss how managers deal with power and politics in organizations. 5. Dynamics of organizational behaviours. To understand the different choices of structure of an organization. To understand the significance of organizational culture. Understand the concept of organizational climate. To explore the factors influencing organizational effectiveness. 	<ol style="list-style-type: none"> 1. Student should be able to explain what organizational behavior is and what are the disciplines contributed to organizational behavior 2. Would have understood the individuals in organizations in terms of their perception, attitude, motivation and personality. Also would have explored their contribution in achieving individual and organizational effectiveness. 3. Students would understand the groups in organizations, in terms of thresholds of interpersonal relationships, groups and teams in organizations. 4. Student would have explored effectiveness of organizational leadership roles. Power and politics in organizations and how managers deal with politics. 5. Student would have understood how organizations shape behavior through organizational structure, organizational culture, organizational climate. Achieve organizational effectiveness through managing and leading human behavior at work. 	

OBJECTIVES:

Organizational Behaviour (OB) is the study and application of knowledge about how people, individuals, and groups act in organizations. Its purpose is to build better relationships by achieving human objectives, organizational objectives, and social objectives.

UNIT - I FOCUS AND PURPOSE**9**

Definition, need and importance of organizational behaviour – nature and scope – frame work – organizational behaviour models.

UNIT – II INDIVIDUAL BEHAVIOUR**9**

Personality – types – factors influencing personality – theories, learning – types of learners – the learning process – learning theories – organizational behaviour modification
Attitudes – characteristics – components – formation – measurement.
Perceptions – importance – factors influencing perception – interpersonal perception.
Motivation – importance – types – Theories- effects on work behaviour.

UNIT – III GROUP BEHAVIOUR**9**

Organization structure – formation – groups in organizations – influence – group dynamics – emergence of informal leaders and working norms – group decision making techniques – interpersonal relations – communication – Control - Process – types- Barriers- effective communication.

UNIT – IV LEADERSHIP AND POWER**9**

Meaning – importance – leadership styles – theories – leaders Vs managers
sources of power – power centers – power and politics.

UNIT – V DYNAMICS OF ORGANIZATIONAL BEHAVIOURS**9**

Organizational climate – factors affecting organizational climate – importance.
Job satisfaction – determinants – measurements – influence on behaviour.
Organizational change – importance – stability Vs change – proactive Vs reaction change – the change process – resistance to change – managing change. Organizational development – characteristics – objectives – team building.
Organizational effectiveness – perspective – effectiveness Vs efficiency – approaches – the time dimension – achieving organizational effectiveness.

TOTAL : 45 Periods**TEXT BOOKS:**

1. Stephen P. Robbins, Organisational Behaviour, Prentice Hall of India, 9th edition, 2001.
2. Hellriegel, Slocum and Woodman, Organisational Behaviour, South-Western, Thomson Learning, 9th edition, 2001.

REFERENCES:

1. Schermerhorn, Hunt and Osborn, Organisational Behaviour, John Wiley, 7th edition, 2001.
2. Jit S. Chand, Organisational Behaviour, Vikas publishing House Pvt. Ltd. 2nd edition, 2001.
3. Fred Luthans, Organisational Behaviour, McGraw Hill Book Co., 1998.
4. Newstrom & Davis, Organisational Behaviour, McGraw Hill, 2001.
5. Jaffa Harris and Sandra Hartman, Organisational Behaviour, Jaico, 2002.

Subject Name : Communication Skills and business Correspondence	Course code: PBA105	Credits: 3
Goal	To enable the students to prepare and deliver effective oral and written communication for business situations and be able to apply business communication strategies and principles.	
Objectives		Outcomes
<p>I. To help the learner understand and assimilate through practice, the process and importance of communication in general</p> <p>II. To help learners understand the principles of effective communication. To make learners aware of barriers to communication and to suggest strategies to overcome them.</p> <p>III. To help learners know what is Presentation, Negotiation, Meetings and Conferences. Learn the soft skills for LSRW.</p> <p>IV. To help learners acquire a performing knowledge of forms and methods of writing in order to handle business correspondence</p>	<p>I. The learner understands through this unit the meaning and definition of communication. Knows the process, objectives, relevance functions and scope of communication.</p> <p>II. The learner understands through this unit the seven C's of effective communication. Knows the use of four S's in communication. Variety programme in English. Eg. RADIO SHOW</p> <p>III. After reading this unit the learner will be able to appreciate soft skills and also understand their importance to perform language functions effectively.</p> <p>IV. After reading these units, the learner will have been initiated into using the skills to write business letters, e-mails and reports effectively. They will be able to compose, paragraphs & essays critically.</p>	

OBJECTIVES

To enable the students to prepare and deliver effective oral and written communication for business situations and be able to apply business communication strategies and principles.

UNIT- I COMMUNICATION IN BUSINESS 9

Defining Communication, Nature of Communication, Process of Communication, Objectives of Communication, Forms and Dimensions of Communication, Oral and Written Communication

UNIT - II PRINCIPLES OF EFFECTIVE COMMUNICATION 9

Principles of Effective Communication, Barriers to Communication, Measures to Overcome Barriers to Communication, Gateways of Communication in an Organization, Media and Modes of Communication

UNIT- III COMMUNICATION SKILL 9

Reading Skills, Listening Skills, Presentation Skills, Negotiation Skills, Meetings and Conferences, Interview Skills, Group Discussion

UNIT- IV BUSINESS CORRESPONDENCE 9

Job Applications and Resume Writing, Business Letters, Enquiries, Orders and Replies, Circulars, Notices and Memos

UNIT – V REPORT WRITING 9

Business Reports, Academic Report Writing, Business Etiquette, Enriching Vocabulary, Paragraph Development

Total 45 Periods

TEXT BOOKS:

1. **Speaking and Writing for Effective Communication**, Author – Francis Soundararaj, Publisher – Macmillan.

REFERENCE:

1. **Business Communication** – Author - M.K. Sehgal and Vandana Khetarpal, Publisher – Excel books.

2. **Effective Business Communication** – Author – Herta A. Murphy, Herbert W. Hildebrandt, Jane P. Thomas, Publisher – Tata Mc.Grawhill

Subject name: Accounting for Management	Course code: PBA106	Credits: 4
Goal	To introduce prospective managers of new ventures to prepare and analyze financial statements. The course emphasizes on techniques of cash flows, and impact of accounting principles.	
Objectives	Outcomes	
<ol style="list-style-type: none"> 1. To introduce the accounting principles and concepts and about inflation and human resource accounting 2. To know the final accounts concepts to prepare the statements and interpret the same and to know about depreciation accounting and its type 3. To know the need and importance of ratio & cash flow analysis 4. To familiarize the students with cost concepts, process and standard costing techniques and its importance for Business decisions 5. To understand the cost volume profit analysis for making business decisions 	<ol style="list-style-type: none"> 1. The students should be able to apply the principles and concepts to record financial transactions and to determine the current purchasing power and the current cost based on the conversion factor and converted value 2. To be able to prepare Profit & Loss account and Balance sheet and Depreciation statement under different methods 3. The students should be able to apply the ratios and interpret the financial status of a firm(s) and prepare cash flow statement and make interpretation on the same 4. The students should be able to prepare cost sheet, process cost account and to do variance analysis 5. To be able to apply the cost volume profit analysis technique for business decisions 	

OBJECTIVES:

To introduce prospective managers of new ventures to prepare and analyze financial statements. The course emphasis on techniques of cash flows, and impact of accounting principles. Coverage of management control systems including: planning, budgeting, reporting, analysis, and performance evaluation.

UNIT – I FINANCIAL ACCOUNTIN 9

Introduction to financial, cost and management accounting, generally accepted accounting principles, conventions and concepts.— Introduction to inflation accounting introduction to human resources accounting.

UNIT –II ACCOUNTING MECHANICS 15

The profit and loss account and related concepts – The balance sheet and related concepts- Preparation of Final accounts- Depreciation accounting- Straight line method - Written down value method – Annuity method

UNIT-III ANALYSIS OF FINANCIAL STATEMENTS 12

Financial Ratio Analysis - Cash flow and Funds flow statement analysis

UNIT -IV COST ACCOUNTING 12

Cost Accounting Systems: Classification of Cost – Cost sheet - Process costing - Standard costing

UNIT –V MANAGEMENT ACCOUNTING: 12

Marginal Costing: Cost Volume Profit Analysis - Relevant Cost for decision making, Special order decision, Production constraint decisions, Make or buy decisions, Joint product decision.

TOTAL: 60 Periods

TEXT BOOKS:

- 1.M.Y.Khan&P.K.Jain – Management Accounting, Tata McGraw Hill publishing company Ltd., 2004.
2. M.A.Sahaf – Management Accounting (Principles &Pratice): Vikas Publishing House Pvt. Ltd., New Delhi, 2004.

REFERENCES:

- 1.R.S.N.Pillai&Bagavathi – Managemnt Accounting S.Chand& Co. Ltd., New Delhi, (2002)
- 2.R.Narayanaswamy – Financial Accounting – A managerial perspective Prentice Hall India Pvt., Ltd., New Delhi
- 3.BhattacharyaS.K.JohnDearden Accounting for Management: Text and Cases – Vikas publishing house, New Delhi, 2000.
- 4.CharlesT.Hornegren – Introduction to management accounting. Prentice Hall, New Delhi, 2001.

Subject Name : Legal Aspects of Business	Code: PBA107	Credit : 3
Goal	To introduce the incumbents to different aspects and interpretations of general business laws in India, its' emergence, enactments, precedents and pronouncements over period of time. To enable students to understand the legal framework of Business providing with practical legal knowledge of general business law issues to help them to become more informed, sensitive and effective business leaders.	
Objectives	Outcomes	
<ol style="list-style-type: none"> 1. To enable the students to understand the essentials, formations and enforceability of the Contracts in business parlance and available legislations-INDIAN CONTRACTS ACT, 1872. 2. To fully apprise the students to know what are the rights, responsibilities and liabilities under transfer of rights in sale and purchase of goods transactions under price considerations-SALE OF GOODS ACT, 1930. 3. To educate the students to be fully aware of the entire banking transactions and responsibilities of bankers and their customers-THE NEGOTIABLE INSTRUMENTS ACT, 1881. 4. To thoroughly update the students to understand the rights, duties and functions of agencies and principal ships in dealing with goods and properties- CONTRACTS OF AGENCY. 5. To fully gear up the incumbents for thorough guidance in the unique system of Corporate Law Business management world- THE INDIAN COMPANIES' ACT, 1956. 	<ol style="list-style-type: none"> 1. The intending students will understand what are the basics of contracts, ingredients, applicability, performances, punishments and remedies for non-performances. 2. The incumbents will be apprised as to entire obligations and privileges in any purchase and sale of goods transaction, both in India and across borders. 3. The incumbents will completely understand what he can and has to do at any bank as well as at banking for transactions to carry on his activities uninterruptedly. 4. The incumbents would have clearly understood the individual as well as collective rights, privileges and functions under various acts of parliament vis-à-vis agents, agencies and principal ships. 5. The student would be able to explain and interpret various enactments of company laws and its' ever changing regulations as put in vogue in the corporate world. 	

OBJECTIVES

The objective of the course is to enable students to understand the legal framework of Business. Provides the students with practical legal knowledge of general business law issues and topics to help them to become more informed, sensitive and effective business leaders.

UNIT - I MERCANTILE AND COMMERCIAL LAW 20**The Indian Contract Act 1872:**

Essential of a valid contract, Void Agreements, Formation of a contract, performance of contracts, breach of contract and its remedies, Quasi contracts.

The Sale of Goods Act 1930:

Sales contract, transfer of title and risk of loss, warranties in sales contract, performance of sales contracts, conditional sales and rights of an unpaid seller.

Negotiable instruments Act 1881:

Nature and requisites of negotiable instruments, transfer of negotiable instruments and liability of parties, enforcement of secondary liability, holder in due course, special rules for cheques and drafts, discharge of negotiable instruments.

Agency

Nature of agency – How created, Agent’s authority and liability of principal and third party: Rights and duties of principal, agents and Third party, liability of principal or agents torts, termination of agency.

UNIT – II COMPANY LAW 10

Major principles – Nature and types of companies, Formation, Memorandum and Articles of Association, Prospectus, Power, duties and liabilities of Directors, winding up of companies, Corporate Governance.

UNIT – III INDUSTRIAL LAW: 10

An Overview of Factories Act, Payment of Wages Act, Payment of Bonus Act, Minimum Wages Act, Industrial Disputes Act.

UNIT – IV INCOME TAX ACT AND SALES TAX ACT: 10

Corporate Tax Planning, Overview of Sales Tax Act, including Value Added Tax.

UNIT-V CONSUMER PROTECTION ACT AND INTRODUCTION OF CYBER LAWS: 10

TOTAL: 60 periods

TEXT BOOKS

1. N.D.Kapoor, Elements of mercantile law – Sultan chand and company, New Delhi – Latest edition.
2. Sen&Mittra – Commercial and Industrial law – The world press, Pvt. Ltd., Calcutta – 1996.

REFERENCES:

1. P.P.S.Gogna, Mercantile Law, S.Chand& Co. Ltd., New Delhi, 1999.
2. Dr.VinodK.Singhanian Direct Taxes Planning and Management (Latest edition)
3. Respective Bare Acts.

Subject Name : BASIC OF AUTOMOBILE	Code:	Credit : 3
Goal	To introduce the incumbents to different aspects and technicalities of automobiles. To enable students to understand the various parts of automobiles along with their functioning.	
Objectives	Outcomes	
<ol style="list-style-type: none"> 1. To enable the students to understand the various types of vehicles and their components. 2. To fully apprise the of the various auxiliary parts of engine along with electrical systems and battery operations. 3. To educate the students of the various transmission systems of the automobile. 4. To thoroughly update the students about the functioning of steering wheels, tyres and brakes. 5. To fully gear up the incumbents for knowledge on various sources of energy used for automobiles. 	<ol style="list-style-type: none"> 1. The intending students will understand how vehicles are classified and their respective components. 2. The incumbents will be apprised of the functioning of the engine and its parts, battery operations and electrical systems of the engine. 3. The incumbents will completely understand the working of clutch, gear box, axle, etc. 4. The incumbents would have clearly understood how the steering, wheels, tyres and brakes work in an automobile and how to take care of them. 5. The student would be able to identify the accurate source of energy to be used for the automobile. 	

BASIC OF AUTOMOBILE

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OBJECTIVE

To impart knowledge to students in various systems of Automobile Engineering and to have the practice for Assembling and Dismantling of Engine Parts.

UNIT I VEHICLE STRUCTURE AND ENGINES 10

Types of Automobiles - Vehicle Construction - Chassis - Frame and Body -aerodynamics. Components of Engine - Their forms, Functions and Materials - Review of Cooling and Lubrication systems in Engine - Turbo Chargers - Engine Emission Control by 3-Way Catalytic Converter - Electronic Engine Management System.

UNIT II ENGINE AUXILIARY SYSTEMS 10

Carburetor-working principle- Electronic fuel injection system - Mono-point and Multi - Point Injection Systems - Construction, Operation and Maintenance of Lead Acid Battery - Electrical systems - Battery generator - Starting Motor and Drives - Lighting and Ignition (Battery, Magneto Coil and Electronic Type)-Regulators-cut outs.

UNIT III TRANSMISSION SYSTEMS 10

Clutch - Types and Construction - Gear Boxes, Manual and Automatic - Simple Floor Mounted Shift Mechanism - Over Drives - Transfer Box Fluid flywheel-Torque convertors- Propeller shaft - Slip Joint - Universal Joints - Differential and Rear Axle - Hotchkiss Drive and Torque Tube Drive.

UNIT IV STEERING, BRAKES AND SUSPENSION 10

Wheels and Tyres - Wheel Alignment Parameters - Steering Geometry and Types of steering gear box- Power Steering - Types of Front Axle - Suspension systems - Braking Systems - Types and Construction - Diagonal Braking System - Antilock Braking System.

UNIT V ALTERNATIVE ENERGY SOURCES 5

Use of Natural Gas, LPG, Biodiesel, Gasohol and Hydrogen in Automobiles - Electric and Hybrid Vehicles, Fuel Cells.

TOTAL : 45

TEXT BOOKS

1. Sethi H.M, "Automobile Technology", Tata McGraw-Hill- New Delhi 2006.
2. Kirpal Singh "Automobile Engineering Vol. 1& 2", Standard Publishers, New Delhi.

REFERENCE BOOKS

1. Crouse and Anglin "Automotive Mechanism", 9th Edition.Tata McGraw-Hill,2003.
2. Newton, Steeds and Garet, "Motor vehicles", Butterworth Publishers, 1989.
3. Srinivasan.S , " Automotive Mechanics" 2nd edition, 2009, Tata McGraw-Hill.
4. Joseph Heitner, "Automotive Mechanics", 2nd edition, East-West Press, New Delhi 2004.

SEMESTER II

Subject name: PRODUCTION MANAGEMENT	Course code: PBA201	Credits: 3
Goal	<ol style="list-style-type: none"> 1. To familiarize the students with the various processes involved in the production of products and services in a highly competitive environment 2. To introduce the planning and project management methods used to effectively and efficiently manage the production function 	
Objectives	Outcomes	
<ol style="list-style-type: none"> 1. To introduce the concepts of Production and Operations function, role of Operations Strategy and application of Production Management Tools 2. To introduce the latest trends in Material Management handling technologies and Inventory Management Models 3. To emphasize the significance of Planning, Forecasting and introduce their various methods 4. To introduce the various Scheduling techniques 5. To provide overview of Facility, Layout location and introduce the work measurement methods 	<ol style="list-style-type: none"> 1. The incumbent understands the various factors of Production & Operations Management System and will be able to identify Operations Strategy of any firm 2. The incumbent will be able to choose the best material management equipment for a specific type of firm & understands the various Inventory management models 3. The incumbent will be able to differentiate various types of plans & is familiar with forecasting types. 4. The incumbent becomes aware of different scheduling techniques. 5. The incumbent will be able to understand the various factors involved in deciding the facility, layout for a firm and is familiar with various work measurements 	

OBJECTIVES

Production management involves the integration of numerous activities and processes to produce products and services in a highly competitive global environment

UNIT – INTRODUCTION TO PRODUCTION AND OPERATION MANAGEMENT:**9**

Production and Operations Management (POM) – Need, History, System, Types, functions and communication in POM.

Computer Integrated Manufacturing and Services Systems.

Global /trade operations and supply network applications.

UNIT- II MATERIAL AND INVENTORY MANAGEMENT: 9

Material Management (MM) – Handling Technology (Robots, Automated storage and retrieval systems (ASRS) and methods (JIT, / Kanban, ABC Systems)

Independent Demand Inventory Models – Fixed order system, Basic EOQ, EBQ Models, Quantity discount models.

Dependent Demand Inventory models – MRP and MRP II systems Introduction to ERP, e-business and e-operations strategies.

UNIT-III PLANNING AND FORECASTING 9

Introduction to Strategic, Tactical, Operational, Aggregate and Capacity Planning.

Planning Product design and development – Applications of CAD, Expert systems, Standardisation, Group Technology (GT) and Research and Development.

Forecasting – Types, Methods (Qualitative and Quantitative), Types of variation in data, Minimising forecasting errors and selection of forecasting methods.

UNIT-IV SCHEDULING AND PROJECT MANAGEMENT METHODS 9

Johnson's Algorithm for job sequencing (n job thro' 2 machines, n jobs thro' 3 machines, n jobs thro' m machines and 2 jobs thro' m machines)

Use of Gantt charts, Queuing analysis and Critical Ratios as methods for job scheduling. PERT / CPM – Drawing the network, computation of processing time, floats and critical path. Resource leveling techniques.

UNIT-V FACILITY, LAYOUT LOCATION AND WORK MEASUREMENT 9

Facility Location Decisions (FLcD) – Selections of country, region and site. Facility Layout Decision (FlyD) – Types (Fixed Position, and Production, Process, Flexible), Methodologies (Distance Minimising, Computer software systems (CRAFT, CORELAP, ALDEP), Line Balancing and performance ratios, work measurement methods (WM) - Time study, methods-time measurement, Work Sampling, White color measurement and learning curves, Using WM to increase productivity.

TOTAL : 45 Periods

TEXT BOOKS:

1. R.PaneerSelvam, Production and Operations Management, Prentice Hall of India, 2002.
2. Sang M Lee and Marc J Schniederjans, Operation Management, All India Publishers and Distributors, First Indian edition 1997.
3. Robert H. Lowson, Strategic operations Management (The new competitive advantage), Vikas Publishing House, First Indian reprint 2003.

REFERENCES:

1. Thomas E Morton, Production and operations management, Vikas Publishing House, First Indian reprint 2003.
2. Mohapatra P B, Computer Aided Production Management, Prentice Hall of India, 2001.
3. Martand T Telsang, Production Management, S Chand and Company, First edition 2005.

Subject name: Marketing Management	Course code: PBA203	Credits: 3
Goal	The goal of this subject is to provide learners with an understanding of different marketing techniques adapted by organisations to sell their products and services in the domestic and international market.	
Objectives	Outcomes	
<ol style="list-style-type: none"> 1. To understand and appreciate the concept of marketing in theory and practice, and be aware of the marketing environment 2. To understand the various product planning and development techniques, and to successfully target, position, promote, advertise, and how to do personal selling for both product and services. 3. To understand the various types of buyers and the importance of consumer behaviour in marketing 4. To understand the various marketing research techniques to capture the customer insights about the products and services 5. To appreciate and be aware of the various contemporary marketing techniques like online marketing, using web and social marketing. And also ware of the emerging trends and challenges to marketers 	<ol style="list-style-type: none"> 1. Understand the basic concepts of marketing and be able to apply the theory into practice 2. Understand the various methods of selling the products and services successfully to the consumers 3. Understand the consumer psyche and be able to persuade customers to buy the products and services 4. Be able to develop and administer various marketing research tools to consumers to gauge customer satisfaction, and loyalty behaviours 5. Utilise the various contemporary methods used in marketing like online marketing and be able to apply them judiciously 	

OBJECTIVES :

- To understand and appreciate the concept of marketing in theory and practice
- To evaluate the environment of marketing and develop a feasible marketing plan (process)
- To understand and apply the STP of marketing (segmentation, targeting, positioning)
- To have an elementary knowledge of consumer behaviour and marketing research. Planning, designing and implementing marketing strategy.

UNIT-I**9**

Marketing conceptual framework – marketing environment – customer oriented organization – marketing interface with other functional areas marketing in a globalised environment.

UNIT-II**9**

Product planning and development – product life cycle – brand management, developing new product market segmentation – targeting and positioning, developing marketing mix, pricing decisions – channel design and management – retailing and wholesaling – promotion methods. Advertisement and personal selling, public relations.

UNIT-III**9**

Understanding Industrial and individual buyer behavior – influencing factors – responding buyer behaviour – building customer satisfaction – marketing to organization and marketing of services.

UNIT-IV**9**

Types, process – tools and techniques – application of marketing research – product launching, demand estimation, advertising, brand preferences, customer satisfaction, retail stores image, customer perception, distribution, customer relationship, competitor analysis and related aspects – preparation of marketing research report – sample case studies.

UNIT-V**9**

Online marketing – web based marketing programmes – emerging trends and challenges to marketers.

TOTAL : 45 Periods**TEXT BOOKS**

1. Philip Kotler: Marketing management (Millenium edition), prentice hall of India P (ltd), New Delhi 2001.
2. Zikmandd' Amico, Marketing South western, Thomson Learning, 2000.

REFERENCES:

1. Micheal R. Czinkota & Masaaki Kotabe, Marketing management, Vikas Thomson learning 2000.
2. Douglas, J. Darymple marketing management John Wiley & Sons, 2000
3. NAG, marketing successfully A professional perceptive, Macmilan 2001.
4. Boyd Walker, Marketing Management, McGraw Hill, 2002
5. Aakar Day, Kumar, Essential of Marketing Research
6. Keith Flether, Marketing Management and Information Technology Prentice Hall, 1998.
7. R.L. Varshney, S.L. Gupta, marketing management Indian perspective, Sultan Chand 2000.

Subject name: Human Resource Management	Course code: PBA204	Credits: 3
Goal	To familiarize the learners with various functions of Human Resource Management and emphasize on the integration of Human Values with the Organization.	
Objectives	Outcomes	
<ol style="list-style-type: none"> 1. To familiarize the principal & evolutionary concepts related to Human Resource, and the role played by computer application in Human Resource Management. 2. To understand the concept of best fit employee. 3. To gain an understanding of training & executive development. 4. To acquire knowledge about the sustainable employee interest. 5. To understand the nuances of performance evaluation & control process. 	<ol style="list-style-type: none"> 1. On successful completion of this unit the learner will be able to explain the purposes of Human Resource Management. The learner can depict the extent to which HR meets the objectives of organization & appreciate the significance of human factors in the organization. 2. On successful completion of this unit the learner will assess how HR attempt to allocate resources effectively by chalking out the HRP. The learner can discern sources of recruitment, selection procedure, and induction & socialization benefits 3. On successful completion of this unit the learner will judge how on the job & off the job training programs shape the behavior of an employee. The learner can illustrate the way training program moulds the employees for their self & professional career development by using range of examples. 4. On successful completion of this unit the learner will analyze compensation plan & negotiation process. The learner can acquaint the role of motivation in maintaining the protégé relationships. 5. On successful completion of this unit the learner will empathize performance evaluation criteria and its implications like promotions, transfers and so on. The learner can appreciate redressal system for resolving the grievances in the control process. 	

OBJECTIVES

To familiarize the students with various functions of Human Resources Management and emphasize on the integration Human Values with the organisation

UNIT - I PERCEPTIVE IN HUMAN RESOURCE MANAGEMENT: 5

Evolution of human resource management – the importance of the human factor – objectives of human resource management – role of human resource manager – human resource policies – computer applications in human resource management.

UNIT- II THE CONCEPT OF BEST FIT EMPLOYEE: 8

Importance of human resource planning – forecasting human resource requirement – internal and external sources. Selection process screening – tests - validation – interview - medical examination – recruitment introduction – importance – practices – socialization benefits.

UNIT- III TRAINING AND EXECUTIVE DEVELOPMENT: 10

Types of training methods, purpose, benefits and resistance. Executive development programmes – common practices - benefits – self development – knowledge management.

UNIT- IV SUSTAINING EMPLOYEE INTEREST: 12

Compensation plan – reward – motivation – theories of motivation – career management – development mentor – protégé relationships.

UNIT-V PERFORMANCE EVALUATION AND CONTROL PROCESS: 10

Method of performance evaluation – feedback – industry practices. Promotion, demotion, transfer and separation – implication of job change. The control process – importance – methods – requirement of effective control systems grievances – causes – implications – redressal methods.

TOTAL : 45 Periods

TEXT BOOKS:

1. Decenzo and Robbins, Human Resource Management, Wilsey, 6th edition, 2001.
2. BiswajeetPattanayak, Human Resource Management, Prentice Hall of India, 2001.

REFERENCES:

1. Human Resource Management, EugenceMckenna and Nic Beach, Pearson Education Limited, 2002.
2. Dessler Human Resource Management, Pearson Education Limited, 2002.
3. Mamoria C.B. and Mamoria S. Personnel Management, Himalaya Publishing Company, 1997.
4. Wayne Cascio, Managing Human Resource, McGraw Hill, 1998.
5. Ivancevich, Human Resource Management, McGraw Hill 2002.

Subject name: Strategic Management	Course code: PBA206	Credits: 3
Goal	Understand the importance and process of Strategic Management. Be able to analyse a company's strategy in terms of its external and internal environment, offer Functional and Business level strategies, and be able to evaluate the effectiveness of strategies by doing strategy audit.	
Objectives		Outcomes
<ol style="list-style-type: none"> 1. Understand the conceptual framework of Strategic Management and the process of strategy formulation. 2. Should learn the concept of external and internal analysis and identify the company's competitive position. Must also become aware of corporate governance and CSR issues. 3. Must get an understanding of Functional strategies and Business level strategies. 4. Learn different organizational structures and methods to evaluate the effectiveness of strategies. 5. Should learn the impact of Technology and innovation on strategic formulation. Be aware of issues pertaining to Non profit organization. 		<ol style="list-style-type: none"> 1. Student should be able to define Strategic management and be able to discuss the process of strategic management in companies. 2. Student should be able apply the Porter's five forces model and critically examine an industry and company to ascertain its competitive position vis-à-vis others in the industry. 3. Student should be able to discuss various functional strategies and Business level strategies to make the company gain competitive advantage 4. Student must be able to describe different organization structures. Must be able to evaluate effectiveness of strategy by using Balance score card. 5. Student should be able discuss issues pertaining to Technology, Innovation, and Non-profit organizations.

OBJECTIVES

- To understand the strategic management process in an organization
- To formulate strategy for an organization
- To be able to carry out strategy audit in an organization

UNIT- I STRATEGY AND PROCESS**8**

Conceptual framework for strategic management, the Concept of Strategy and the Strategy Formation Process - A formal Strategic Planning Process - Corporate Governance and Social responsibility.

UNIT- II COMPETITIVE ADVANTAGE**8**

External Environment - Porter's Five Forces Model-Strategic Groups Competitive Changes during Industry Evolution-Globalisation and Industry Structure - National Context and Competitive advantage Resources- Capabilities and competencies-core competencies-Low cost and differentiation Generic Building Blocks of Competitive Advantage- Distinctive Competencies-Resources and Capabilities durability of competitive Advantage- Avoiding failures and sustaining competitive advantage.

UNIT- III STRATEGIES**8**

Building competitive advantage through functional level strategies- Business level strategy- Strategy in the Global Environment-Corporate Strategy-Vertical Integration-Diversification and Strategic Alliances- Building and Restructuring the corporation-Choice of Strategies-Balance Score Card.

UNIT - IV STRATEGY IMPLEMENTATION & EVALUATION**8**

Designing organisational structure- Designing Strategic Control Systems- Matching structure and control to strategy-Implementing strategic change-Politics-Power and Conflict-Techniques of strategic evaluation & control.

UNIT- V OTHER STRATEGIC ISSUES**8**

Managing Technology and Innovation- Entrepreneurial Ventures and Small Business Strategic issues for non- profit organisations.

CASES IN STRATEGIC MANAGEMENT**5****Total 45 periods****TEXT BOOKS**

1. Charles W.L. Hill & Gareth R. Jones – 'Strategic Management Theory, An Integrated approach' – Houghton Mifflin Company, Princeton New Jersey, All India Publisher and Distributors, Chennai, 9th edition 2009.
2. Thomas L. Wheelen, J. David Hunger – 'Strategic Management' Addison Wesley Longman Singapore Pvt., Ltd., 6th Edition, 2000.

REFERENCES

1. ArnoldoC.Hax, Nicholas S. Majluf – ‘The Strategy Concept and Process’ – A Pragmatic Approach – Pearson Education Publishing Company, Second Edition, 2005.
2. AzharKazmi – ‘Business Policy & Strategic Management’ Tata McGraw Hill Publishing Company Ltd., New Delhi – Second Edition, 1998.
3. Harvard Business Review – ‘Business Policy’ – part I & II Harvard Business School.
4. Saloner, Shepard, Podolny – ‘Strategic Management’ – John Wiley 2001.
5. Lawrence G. Hrebiniak, ‘Making strategy work’, Pearson publishing company, 2005.
6. Gupta, Gollakota&Srinivasan – ‘Business Policy and Strategic Management – Concepts and Application’ Prentice Hall of India, 2005.

Subject name: Research Methods in Business.	Course code: PBA207	Credits: 4
Goal	The Students will be able to acquire research skills and apply those scientific research techniques which will lead to a good Management decisions.	
Objectives	Outcomes	
<ol style="list-style-type: none"> 1. To Classify business research as exploratory research, descriptive research or causal research and to identify and briefly discuss the various decision alternatives available to the researcher during each stage of the research process. The objective is also to formulate a solid research hypothesis. 2. The objective is to study the internal and external validity with experimental research design and to understand the measurement scale in research studies. 3. The Objective is to learn various methods of data Collection and to prepare a proper Questionnaire design. Also to understand how to choose an appropriate sample design and the nature and logic of hypothesis testing. 4. The objective is to study the various Multivariate Statistical Techniques, like Factor Analysis, Cluster Analysis, Discriminant analysis, Multiple regression and correlation, canonical correlation and application of SPSS Package. 5. The Objective is to know the contents, types, lengths and technical specifications of research reports and to understand the importance of the research follow-up. 	<ol style="list-style-type: none"> 1. The Students will be able to understand the importance of business research as management decision-making tool and plan a proper Research design of all the stages in the Research Process. Also will be able to understand the terms, concept, proposition, variable and Hypothesis. 2. Students will be able to discuss how to control extraneous variables in experimental Situations and can take critical decisions involved in selecting an appropriate measurement scale by rating, ranking and sorting and other preference scales in the research. 3. Students will be able to explain the differences between Primary data and Secondary data and they will be able to plan and design a questionnaire layout. Also they can analyse the factors that influence the selection of an appropriate test of statistical significance. 4. Students will be able to know how Principal component analysis extracts uncorrelated factors from an initial set of variables and how (exploratory) factor analysis reduces the number of variables to discover underlying constructs. Also they will be able to interpret the statistical results of multiple regression and Cluster Analysis. 5. Students will be able to understand and explain how the research report is the crucial means for communicating the whole research project and how it is useful to study further research with recommendations/suggestions. 	

OBJECTIVES

To impart the students with necessary quantitative skills to conduct high quality independent research related to business administration

UNIT-I INTRODUCTION TO RESEARCH: 8

The hallmarks of scientific research – the building blocks of science in research – the research process for applied and basic research – the need for theoretical framework – hypothesis development – hypothesis testing with quantitative data. The research design. The purpose of the study: Exploratory, Descriptive, Hypothesis testing (Analytical and Predictive) – cross sectional and longitudinal studies.

UNIT-II EXPERIMENTAL DESIGN: 7

The laboratory and the field experiment – internal and external validity – factors affecting internal validity. Measurement of variables – scales and measurement of variables – development scales - rating scale and concept in scales being developed. Stability measures.

UNIT-III DATA COLLECTION METHOD: 10

Interviewing, questionnaires etc. Secondary sources of data collection. Guidelines for questionnaire design – electronic questionnaire design and surveys. Special data source: Focus groups, Static and dynamic data-collection methods and when to use each. Sampling techniques and confidence in determining sample size. Hypothesis testing determination of optimal sample size.

UNIT-IV A REFRESHER ON SOME MULTIVARIATE STATISTICAL TECHNIQUES: 15

Factor analysis – cluster analysis – discriminant analysis – multiple regression & Correlation – canonical correlation – application of SPSS package.

UNIT-V THE RESEARCH REPORT: 5

The purpose of the written report – concept of audience – Basics of written reports. The integral parts of a report – the title of a report. The table of content, the synopsis, the introductory section, method of sections of a report, result section – discussion section – recommendation and implementation section.

TOTAL : 45 periods

TEXT BOOKS:

1. Uma Sekaran, Research Methods for Business, John Wiley and Sons Inc., New York, 2000.
2. Donald H. McBurney, Research Methods, Thomson Asia Pvt. Ltd. Singapore 2002.
3. G.W. Ticehurst and A.J. Veal, Business Research Methods, Longman, 1999.
4. Ranjit Kumar, Research Methodology, Sage Publication, London, New Delhi, 1999.
5. Raymond-Alain Thie'tart, ET, al., doing management research, sage publication, London, 1999.

REFERENCES:

1. Donald R. Cooper and Ramcis S. Schindler, Business Research Methods, Tata McGraw Hill Publishing Company Limited, New Delhi, 2000.
2. C.R. Kothari Research Methodology, WishvaPrakashan, New Delhi, 2001.

AT1402 - VEHICLE MAINTENANCE3 0 0 3

OBJECTIVE

At the end of the course, the students will be able to have a complete knowledge of the vehicle maintenance procedures and acquire skills in handling situations where the vehicle is likely to fail.

UNIT - I: MAINTENANCE OF RECORDS AND SCHEDULES 9

Importance of maintenance, preventive (scheduled) and breakdown (unscheduled) maintenance, requirements of maintenance, preparation of check lists. Inspection schedule, maintenance of records, log sheets and other forms, safety precautions in maintenance.

UNIT - II: ENGINE MAINTENANCE – REPAIR AND OVERHAULING 9

Dismantling of engine components and cleaning, cleaning methods, visual and dimensional inspections, minor and major reconditioning of various components, reconditioning methods, engine assembly, special tools used for maintenance overhauling, engine tune up.

UNIT - III: CHASSIS MAINTENANCE - REPAIR AND OVERHAULING 9

Mechanical and automobile clutch and gear box, servicing and maintenance, maintenance servicing of propeller shaft and differential system. Maintenance servicing of suspension systems. Brake systems, types and servicing techniques. Steering systems, overhauling and maintenance. Wheel alignment, computerized alignment and wheel balancing.

UNIT - IV: ELECTRICAL SYSTEM MAINTENANCE – SERVICING AND REPAIRS 9

Testing methods for checking electrical components, checking battery, starter motor, charging systems, DC generator and alternator, ignitions system, lighting systems. Fault diagnosis and maintenance of modern electronic controls, checking and servicing of dash board instruments.

UNIT V: MAINTENANCE OF FUEL SYSTEM, COOLING SYSTEMS, LUBRICATION SYSTEM AND VEHICLE BODY 9

Servicing and maintenance of fuel system of different types of vehicles, calibration and tuning of engine for optimum fuel supply. Cooling systems, water pump, radiator, thermostat, anticorrosion and antifreeze additives. Lubrication maintenance, lubricating oil changing, greasing of parts. Vehicle body maintenance, minor and major repairs. Door locks and window glass actuating system maintenance.

Total: 45

TEXT BOOK:

1. John Doke “Fleet Management”, McGraw-Hill Co. 1984.

REFERENCES:

1. James D Halderman - Advanced Engine Performance Diagnosis – PHI - 1998.
2. Service Manuals from Different Vehicle Manufacturers.

Subject Name : BUSINESS APPLICATION SOFTWARE	Code : PBA208	Credit : 3
Goal	Goals should provide a framework for determining the more specific educational objectives of a program, and should be consistent with the mission of the program and the institution.	
Objectives		Outcomes
<ol style="list-style-type: none"> 1. To learn MS office, Database programming techniques. 2. To learn and develop objectives are concerned with more complex learning outcomes. 3. To learn and be able to perform at the conclusion of a unit of instruction such as a word, excel, power point, access and database. 4. To learn and design of concrete components of structure and foundation and the integration of them into overall design structures. 5. To determine the acceptable level of performance. 6. The student is able to function in teams. 		<ol style="list-style-type: none"> 1. The student should be able to: 2. Understand to allocate and use word, excel, power point and database. 3. Understand the use emerging technology and research when necessary. 4. To understand, design and present a concrete structure for the database.

OBJECTIVES

Familiarizing the students with basic computer concepts and emerging computer technology, so as to enable them to use computer resources efficiently for making effective decision.

UNIT- I BUSINESS APPLICATION SOFTWARE: 20

MS office – MS Excel, MS Power Point, MS Word, MS Access, MS Front Page, MS Project, Accounting packages, Statistical Packages, Operations Research Package, Packages in functional areas of management.

UNIT-II DATABASE MANAGEMENT PACKAGES: 20

Sqlserver or oracle or ingress; front-end tool – Visual basic or Developer 2000.

UNIT-III INHOUSE DEVELOPMENT OF A PACKAGE. 20

Total : 60 Periods

PBA209Seminar – I (Emerging Trends in Management - Case study Analysis and Seminar)

Topics for the Seminar will be provided by the concerned Faculty member

SUMMER SEMESTER (6 WEEKS)

PBA303 SUMMER PROJECT

Project report of the Summer Project is to be submitted by the students within 30 days from the commencement of the 3rd semester. Evaluation report should be sent to the Controller of Examinations by the HOD through the Principal, before the last working day of the 3rd semester.

SEMESTER III

Dealership Infrastructure and Parts Management

3 0 0 3

UNIT 1

10

Understanding Dealership Infrastructure requirements. Furnishing dealership. Preparing dealer manual.

UNIT 2

10

Contemporary showroom management. Institutionalising, structuring and monitoring the sales process, managing the showroom floor and the sales team. Retail developments and industry trends.

UNIT

10

Service management, process and fundamentals, repair order analysis, productivity and efficiency, scheduling, loading, warranties and service retention.

UNIT 4

10

Parts management, inventory control, staffing and productivity, ordering parameters, parts marketing, merchandising, retailing and trade activities.

UNIT 5

5

Applying theory in practice – working case study of an actual dealership, group presentations and action planning.

Total 45 periods

TEXT BOOKS:

Subject name: Entrepreneurship Development	Course code: PBA302	Credits: 3
Goal	To provide theoretical foundations of entrepreneurship development, make the students aware of the skill sets necessary to become an entrepreneur along with all the challenges they may be facing in their startups.	
Objectives		Outcomes
<p>1. The course aims at Understanding the concept of Entrepreneurship, personal characteristics of successful entrepreneurs and the knowledge and skills required for becoming an Entrepreneur</p> <p>2. The course aims at making the students familiar with the concept of Business environment, the role played by family and society in it, EDP training programs and other supporting services offered by Central and State governments, their Policies, rules and regulations etc.</p> <p>3. The course aims at familiarizing the students with the concept of Product selection and its requirements, Project profile preparation, Prefeasibility study, Feasibility report preparation and its evaluation.</p> <p>4. The course is expected to make the students aware of various issues involved in all the functional areas of Entrepreneurship such as – Finance, HR, Operations, Marketing etc and also the existing growth strategies as well as product launching</p> <p>5. The course aims at teaching the students as to how to monitor and evaluate a business in such a way that it escapes sickness and also how to revive sick units. In essence, it teaches the students how to effectively manage a small business unit.</p>		<p>1. Student should be able to define who is an Entrepreneur and what his or her characteristic features are, what skills made them successful and what qualities are required to become an Entrepreneur.</p> <p>2. Students should be able to understand the concept of Business environment and the various factors influencing it, Government and its role in encouraging and supporting Entrepreneurship through various services including EDP training programs.</p> <p>3. Students are expected to get the capabilities to select Products, doing a pre-feasibility study, and prepare a feasibility report and evaluate it.</p> <p>4. Students should be able to explain the various issues involved in starting a venture, apply the growth strategies and scaling up the venture and also how to launch a product.</p> <p>5. Students are equipped to start a venture, monitor and evaluate it for avoiding sickness, how to revive sick units and effectively manage small business units.</p>

OBJECTIVES

1. To provide theoretical foundations of entrepreneurship development.
2. To give an overview of who the entrepreneurs are and what competences are needed to become an Entrepreneur.
3. To acquaint students with the special challenges of starting new ventures and introducing new product and service ideas.

UNIT- I ENTREPRENEURIAL COMPETENCE**6**

Entrepreneurship concept – Entrepreneurship as a Career – Entrepreneur – Personality Characteristics of Successful. Entrepreneur – Knowledge and Skills Required for an Entrepreneur.

UNIT- II ENTREPRENEURIAL ENVIRONMENT**12**

Business Environment - Role of Family and Society - Entrepreneurship Development Training and Other Support Organisational Services - Central and State Government Industrial Policies and Regulations - International Business.

UNIT- III BUSINESS PLAN PREPARATION**2**

Sources of Product for Business – pre feasibility Study - Criteria for Selection of Product - Ownership - Capital - Budgeting Project Profile Preparation - Matching Entrepreneur with the Project - Feasibility Report Preparation and Evaluation Criteria.

UNIT- IV LAUNCHING OF SMALL BUSINESS**10**

Finance and Human Resource Mobilization Operations Planning - Market and Channel Selection - Growth Strategies - Product Launching.

UNIT- V MANAGEMENT OF SMALL BUSINESS**5**

Monitoring and Evaluation of Business - Preventing Sickness and Rehabilitation of Business Units. Effective Management of small business.

*Total 45 periods***TEXT BOOKS:**

1. Hisrich, 'Entrepreneurship', Tata McGraw Hill, New Delhi, 2001.
2. P. Saravanavel, 'Entrepreneurial Development', Ess Pee kay Publishing House, Chennai - 1997.
3. S.S.Khanka, 'Entrepreneurial Development', S.Chand and Company Limited, New Delhi, 2001.

REFERENCES:

1. Prasama Chandra, Projects – 'Planning, Analysis, Selection, Implementation and Reviews', Tata McGraw-Hill Publishing Company Limited 1996.
2. P.C.Jain (ed.), 'Handbook for New Entrepreneurs', EDII, Oxford University Press, New Delhi, 1999.
3. Staff College for Technical Education, Manila and Centre for Research and Industrial Staff Performance, Bhopal, 'Entrepreneurship Development', Tata McGraw-Hill Publishing Company Ltd., New Delhi, 1998.

Subject name: Sales Management	Course code: PBA701	Credits: 3
Goal	To enable the students to have a thorough knowledge about the various aspects of sales force management including recruiting, training, motivating, and analysis of sales force performance	
Objectives		Outcomes
<ol style="list-style-type: none"> 1. To understand the basics of sales management, objectives, and organisation of sales department 2. To understand the importance of salesmanship and how to train and motivate the sales force 3. To understand the various techniques of selling, and the importance of sales forecasting, assigning of sales territories, quotas in effectively managing the sales 4. To appreciate the various sales promotion and marketing techniques and the challenges faced by the sales person in each selling methods 5. To understand the concepts involved in selling to industrial consumers and how to handle complaints from sales 		<ol style="list-style-type: none"> 1. Define and explain the basics of sales management, and its relationship with marketing, and also the functions of sales department in an organisation 2. Describe the methods of training and motivating sales force in reaching the sales targets and analyse their relative merits. 3. Be able to practice the selling techniques and be able to calculate and assign the sales quotas and territories to sales person. 4. Be able to experiment with some sample products and services, the various methods of sales promotion and also learn to counter the objections raised by the consumers 5. Analyse the sales policies involved in industrial selling and be able to comprehend and handle complaints effectively

OBJECTIVES

Course examines managerial issues surrounding sales force management. These include motivation and training issues, sales force recruitment issues, and evaluation and analysis of the sales force.

UNIT- I MEANING AND FUNCTIONS**8**

Introduction - Meaning and Objectives - responsibilities of sales managers - sales management Vs. Marketing management- Organization of the Sales Department- structures - Objectives - determination of functions - sales department's integration with other departments.

UNIT - II SALES FORCE MANAGEMENT**9**

Salesmanship – Meaning – importance - process of selling - focus on customer satisfaction and building seller customer relationship- sales Force Management Quantitative and qualitative planning of sales force- recruitment and selection- training- motivation- compensation- appraisal of performance and promotion- direction and control of sales force.

UNIT – III SALES VOLUME AND TERRITORY MANAGEMENT**9**

Objectives of sales forecasting- methods and procedures of sales forecasting- sales budgets, designing Sales Territories and Quotas- assigning territories - reasons for selling and using quotas- types of quotas and quota selling procedures- administering the quota system.

UNIT – IV SALES PROMOTION**9**

Sales Promotion Techniques - Customer oriented techniques- salesman oriented techniques- dealer oriented techniques- government department oriented techniques. Direct marketing – definition - scope and importance of direct marketing - direct marketing mode – telemarketing- catalogue marketing- network marketing- and data base marketing- challenges in direct marketing

UNIT- V INDUSTRIAL SELLING**10**

Concepts of Industrial Selling- nature and characteristic of industrial goods- procedures in buying industrial goods- role of service in industrial selling- Sales Policies and Procedures- Terms and conditions of sale- handling complaints.
Case studies on above mentioned topics.

Total 45 periods**TEXT BOOKS**

1. Richard R.Still, Edward W.Cundiff, Norman A.P.Goveni,Sales Management Decisions, Strategies & Cases, Prentice Hall, 5th Edition, 2005.
2. Charles M. Futvell , Sales Management, Team work, Leadership and Technology, Thomson learning, South Western, Sixth Edition, 2003.

REFERENCES

5. Fundamentals of Sales Management, Ramneek Kapoor, Mac Millan India Pvt Ltd.
6. Salesmanship & Sales Management, P.K.Sahu, K.C.Raut, Vikas Publications, Third Revised Edition.
7. Sales Management: A Global Perspective, Earl D.Honeycutt, John B.Ford, AntonisC.Simintiras, Routledge Publisher.
8. Market & Sales Forecasting, Gordon Bolt, Crest Publishing House.

OBJECTIVES

To familiarize the students with various functions of Human Resources Management and emphasize on the integration Human Values with the organization.

UNIT-I THE CONCEPT OF BEST FIT EMPLOYEE: 10

Evolution of human resource management– objectives, role of Human Resource Management & Policies -Importance of human resource planning – forecasting human resource requirement – internal and external sources. Selection process screening – tests - validation – interview - medical examination – recruitment introduction – importance – practices – socialization benefits. Types of training methods, purpose, benefits and resistance. Executive development programmes – common practices - benefits – self-development – knowledge management.

UNIT- II PERFORMANCE EVALUATION AND CONTROL PROCESS: 7

Method of performance evaluation – feedback – industry practices. Promotion, demotion, transfer and separation – implication of job change. Compensation plan – reward – motivation – theories of motivation – career management – development mentor – protégé relationships. The control process – importance – methods – requirement of effective control systems grievances – causes – implications – redressal methods.

UNIT-III : CROSS CULTURAL MANAGEMENT 5

Organization culture & National culture - Cross – culture Theories - Cross – Culture Business Communication – Behavior - Culture & Organizational Performance

UNIT-IV EMPLOYEE COACHING & COUNSELING 12

Need for Coaching – Role of HR in coaching – Coaching and Performance – Skills for Effective Coaching – Coaching Effectiveness– Need for Counseling – Role of HR in Counseling - Components of Counseling Programs – Counseling Effectiveness – Employee Health and Welfare Programs – Work Stress – Sources - Consequences – Stress Management Techniques.- Eastern and Western Practices - Self Management and Emotional Intelligence.

UNIT-V CAREER & COMPETENCY DEVELOPMENT 11

Career Concepts – Roles – Career stages – Career planning and Process – Career development Models– Career Motivation and Enrichment –Managing Career plateaus- Designing Effective Career Development Systems – Competencies and Career Management – Competency Mapping Models – Equity and Competency based Compensation.

TOTAL : 45 Periods**TEXT BOOKS:**

1. Decenzo and Robbins, Human Resource Management, Wilsey, 6th edition, 2001.
2. Biswajeet Pattanayak, Human Resource Management, Prentice Hall of India, 2001.
3. Dr P SubbaRao, Human Resource Management, Himalaya Publishing House, 2010.
4. Dr S S Khanka, Human Resource Management, S.Chand Publishers, 2010.

REFERENCES:

1. Human Resource Management, Eugence Mckenna and Nic Beach, Pearson Education Limited, 2002.

2. Dessler Human Resource Management, Pearson Education Limited, 2002.
3. Mamoria C.B. and Mamoria S. Personnel Management, Himalaya Publishing Company, 1997.
4. Wayne Cascio, Managing Human Resource, McGraw Hill, 1998.
5. Ivancevich, Human Resource Management, McGraw Hill 2002.
6. Jeffrey A Mello, 'Strategic Human Resource Management', Thomson, Singapore, Southwestern 2003.
7. Randy L. Desimone, Jon M. Werner – David M. Marris, 'Human Resource Development', Thomson Southwestern, Singapore, 2002.
8. Robert L. Mathis and John H. Jackson, 'Human Resource Management', Thomson Southwestern, Singapore, 2003.
9. Rosemary Harrison, 'Employee Development' – University Press, India Ltd, New Delhi, 2003.
10. Srinivas Kandula, 'Human Resource Management in Practice', Prentice Hall of India, 2005, New Delhi, 2004

Subject Name : FRANCHISE AND BRAND MANAGEMENT	Code :	Credit : 3
Goal	To enable the students to understand the role of franchising in the automobile industry. To inculcate the brand building aspects amongst incumbents.	
Objectives	Outcomes	
<ol style="list-style-type: none"> 1. To make the students understand the concept of franchising along with its working modalities. 2. To educate the students on financing methods for franchising and understand the relationships between franchisor and franchisee. 3. To understand the concept of branding along with the concepts of brand personality, brand image and brand management systems. 4. To equip the students with the network between other departments with branding activities. 5. To develop the strategies for brand rejuvenation. 	<ol style="list-style-type: none"> 1. The student should be able to apply the concept of franchising to automobile industry and be able to choose the right franchise partners. 2. The students shall be in a position to develop the understanding of working of franchise financing. 3. The students shall be equipped to develop branding concepts for automobile industry. 4. The students shall be able understand the role of branding with other departments in an organization. 5. The students shall be able to design brand revival and rejuvenation strategies. 	

FRANCHISE AND BRAND MANAGEMENT

UNIT 1	7
Role of Franchise development in Automobile Industry. Investigating and choosing a franchise. Developing franchise content.	
UNIT 2	8
Franchise financing. Legal aspects of Franchising. Stages in Franchise relationship.	
UNIT 3	10
Introduction to Branding. Brand vision – brand ambassadors – brand as a personality, as trading asset, brand extension – brand positioning – brand image building.	
UNIT 4	10
Branding impact on buyers – competitors, brand loyalty – loyalty programmes – brand equity – role of brand manager – Relationship with manufacturing - marketing- finance - purchase and R & D – brand audit.	
UNIT – V BRAND REJUVENATION	10
Brand rejuvenation and re-launch, brand development through acquisition takes over and merger – Monitoring brand performance over the product life cycle. Co-branding.	

Total Credits - 45

REFERENCES:

1. Franchising: Concepts and Cases by K.R. Jayasimha and Veena Yamini B.Jaico Publishing House.
2. Successful Franchising by Bradley J Sugars and Brad Sugar
3. Street Smart Franchising by Joe Mathews, Don DeBolt, and Deb Percival
4. How to Choose a Franchise by Iain Murray
5. Kevin Lane Keller, “Strategic brand Management”, Person Education, New Delhi, 2003.
6. Lan Batey Asian Branding – “A great way to fly”, Prentice Hall of India, Singapore 2002.
7. Jean Noel, Kapferer, “Strategic brand Management”, The Free Press, New York, 1992.
8. Paul Tmeporal, Branding in Asia, John Wiley & sons (P) Ltd., New York, 2000.
9. S.Ramesh Kumar, “Managing Indian Brands”, Vikas publishing House (P) Ltd., New Delhi, 2002.
10. Jagdeep Kapoor, Brandex, Biztantra, New Delhi, 2005.

Subject Name: Services Marketing	Course code: PBA702	Credits: 3
Goal	To provide learners with an understanding of different service organizations, and to develop skills to efficiently deliver service quality to customers	
Objectives	Outcomes	
<ol style="list-style-type: none"> 1. To understand the evolution and growth of services economy and to get theoretical and practical insights about service quality delivery 2. To understand the customer expectations and perceptions and to develop market segments and target the customers 3. To understand the issues related to service product and service life cycle. Also to develop service blueprint for effective delivery of services 4. To appreciate the role played by people in services, and to understand how services is distributed through various channels 5. To formulate service marketing strategies for various service industries 	<ol style="list-style-type: none"> 1. Be able to discuss the growth of service economy and insights into delivery of quality service to customers. 2. Mmanagethe customers' expectations and perceptions in a service industry, in addition to knowing how to segment markets and to select and target customers. 3. Explain the difference between physical vs service product, as well as will be able to develop service blue printing strategies for better service delivery 4. Appreciate the importance of employees in service delivery and also learn how to build effective employee and customer relationships in service industry 5. Formulate service marketing strategies for various service industries 	

OBJECTIVES:

The objective of this course is to develop insights into emerging trends in the service sector in a developing economy and tackle issues involved in the management of their services on national basis

UNIT – I INTRODUCTION TO SERVICES MARKETING**9**

Services economy – evolution and growth of service sector – nature and scope of services – characteristics – classification – service market potential – expanded marketing mix for services – service quality – introduction to gaps model and SERVQUAL dimensions.

UNIT – II FOCUS ON CUSTOMERS**10**

Assessing service marketing opportunities – customer expectations and perceptions of services – customer behaviour specific to usage of services – service markets segmentation – market targeting and selection.

UNIT- III SERVICE DESIGN**9**

Levels of service product – Service life cycle – new service development – service blueprinting – physical evidence and service scape – competitive differentiation of services – service positioning strategies – developing positioning maps – pricing of services – methods and specific issues.

UNIT – IV SERVICE DELIVERY**10**

People in services – service process – distributing service direct distribution, channel functions, channels selection, impact of information technology – designing communications mix for promoting services – building service customer relationships and service recovery – role of internal marketing in service delivery.

UNIT- V MARKETING STRATEGIES FOR DIFFERENT SERVICES**7**

Formulating service marketing strategies for health, hospitality, tourism, logistics, financial, information technology, educational, entertainment and public utility services.

Total 45 periods**REFERENCES:**

1. Kenneth E Clow, et. al “Services Marketing Operation Management and Strategy” Biztantra, New Delhi, 2004.
2. ChristropherH.Lovelock, JochenWirtz, “Services Marketing”, Pearson Education, New Delhi, 2004.
3. Halen Woodroffe, “Services Marketing”, McMillan Publishing Co, New Delhi 2003.
4. NimitChowdhary and Monika Choudhary, “Text book of Marketing of Services”, the Indian experience, MacMillan Publishing Co, New Delhi, 2005.
5. Christian Gronroos, “Services Management and Marketing a ‘CRM Approach”, John Wiley and sons England 2001.
6. Bhattacharjee, “Services Management, An Indian Respective” Jaico Publishing House, Chennai, 2005.

USED CAR BUSINESS 3 0 0 3

UNIT 1

Understanding the used car business. Reasons for developing new car business over new car business. Identifying the right opportunity and pitching. Scope and size of used car business.

UNIT 2

Licensing for used car business. Evaluating scope of partnerships in the business. Appraising a used car. Identifying the right brands of used car to buy

UNIT 3

Evaluating the right price for buying and selling a used car. Negotiating strategies. Consignment and brokering charges. Creating and developing used vehicle strategies .

UNIT 4

Taxation related to used cars. Understanding legal procedure. Original car documentation check and preparing documents for used cars.

UNIT 5

Advertising for Used Cars and getting the best deals. Identifying and getting bets deals. Preparing for

Total 45 periods

TEXT BOOKS:

1. Used Car Dealership: How to Start One Paperback by Robert Jones. University Publishing House
2. The Used Car Money Machine by Robert Cohill . Dorrace Publshing Company
3. Ins and Outs of the Used Car Business: How to Buy Without Getting Screwed by Esquire Jeff a. Connelly

AT1409 - TRANSPORT MANAGEMENT 3 0 0 3

OBJECTIVE

After completion of this course the students are able to manage a transport fleet and their related activities for minimizing operational cost.

UNIT – I: INTRODUCTION 9

Personnel management; objectives and functions of personnel management, psychology, sociology and their relevance to organization, personality problems. Selection process: job description, employment tests, interviewing, introduction to training objectives, advantages, methods of training, training procedure, psychological tests.

UNIT – II: TRANSPORT SYSTEMS 9

Introduction to various transport systems. Advantages of motor transport. Principal function of administrative, traffic, secretarial and engineering divisions. chain of responsibility, forms of ownership by state, municipality, public body and private undertakings.

UNIT – III: SCHEDULING AND FARE STRUCTURE 9

Principal features of operating costs for transport vehicles with examples of estimating the costs. Fare structure and method of drawing up of a fare table. Various types of fare collecting methods. Basic factors of bus scheduling. Problems on bus scheduling.

UNIT – IV: MOTOR VEHICLE ACT 9

Traffic signs, fitness certificate, registration requirements, permit insurance, constructional regulations, description of vehicle-tankers, tippers, delivery vans, recovery vans, Power wagons and fire fighting vehicles. Spread over, running time, test for competence to drive.

UNIT – V: MAINTENANCE 9

Preventive maintenance system in transport industry, tyre maintenance procedures. Causes for uneven tyre wear; remedies, maintenance procedure for better fuel economy, Design of bus depot layout.

TOTAL: 45

TEXTBOOK:

1. John Duke - Fleet Management – McGraw-Hill Co, USA -1984.

REFERENCES:

1. Government Motor Vehicle Act – Eastern Book Company, Lucknow - 1989
2. Kitchin.L.D., - Bus Operation - Illiffie and Sons Co., London, III edition - 1992
3. The motor vehicle Act 1939 - EjazAhemad, Ashok law house, India - 1989