

YMCA University of Science and Technology, Faridabad
Department of Management Studies

27/04/2017

Minutes for BOS Meeting held on 27/04/2017

Item No. 1: To approve minutes of BOS held on 27/05/2016
The minutes of BOS held on 27/05/2016 were approved

Item No. 2: To start a new full time two years MBA program from session 2017-18
BOS approved to start a new full time two year MBA program from session 2017-18 with an intake of 60 students. Initially specializations like Retail Management, Travel & Tourism Management, E-commerce and Supply Chain Management may be offered as dual specialization in this proposed MBA program.

Item No. 3: To start an executive MBA program
BOS in-principle approved to start a new executive MBA program with intake of 40 students. The program will offer specialization in Marketing and Human Resource Management.

Item No. 4: To discuss and finalize fee structure of existing and proposed full time MBA program
As MBA programs are under SFS, therefore, the BOS approved that the tuition fee for both the full time MBA programs (existing and proposed) may be fixed at Rs 35,000 per semester per student to make the programs financially viable.

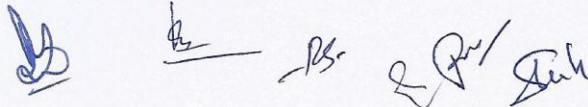
Item No. 5: To discuss and approve scheme and syllabus of existing and proposed full time MBA program
BOS approved the revised scheme & syllabus of existing full time MBA program and also approved the proposed scheme & syllabus for the full time MBA program.

Item No. 6: To discuss and finalize brochure and prospectus of MBA program
BOS discussed and approved the brochure of MBA program

Item No. 7: To discuss and revise admission process to MBA programs
BOS approved that eligible candidates for MBA programs may be admitted on the basis of merit of entrance test conducted by YMCA UST from session 2017-18. If seats remain vacant, the merit of graduation of eligible candidates to be considered for admission.

Item No. 8: To approve list of examiners for existing MBA program
The list of examiners for existing MBA program was presented and approved

Item NO. 9: To approve the minutes of DRC
The BOS approved the recommendations of DRC committee for PhD scholar Ms Neha Goyal(Regn No. YMCAUST/Ph43/2011). Minutes of DRC were presented and approved.




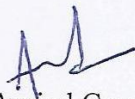
Item No. 10: To approve list of examiners/ evaluators for PhD candidate(s)
The BOS approved the list of external examiners for PhD evaluation of Ms Neha Goyal(Regn No. YMCAUST/Ph43/2011)


Item No. 11: To approve progress reports of PhD candidates
The progress reports of PhD candidates was presented and approved

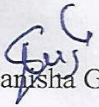
Item No. 12: Any other item with the permission of the chair
As suggested by experts of BOS more emphasis must be given on practical aspects of activities like seminar on business affairs, entrepreneurship case study analysis, leadership lab, Interview skills lab etc. These may be considered as projects with 2 credits each.

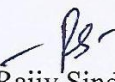

Sh Deepak Agarwal


Sh Umesh Gupta


Dr Arvind Gupta


Dr Rachna Agrawal


Dr Manisha Goel



Dr Rajiv Sindwani


Dr Renu Aggarwal

Annexure – 1 of BOS dated 27.04.2017

1. The list of new courses introduced in the approved syllabus of MBA and MBA- 2 scheme has been attached.
2. The new courses are also categorized into Employability/ Entrepreneurship and Skill development (List attached).
3. The following Table depict the %age revision in syllabus:

S. No.	Program Name	%age revision in syllabus	Details
2	MBA-2	100%	List of revised/new courses is attached.



Chairman

New courses introduced in MBA and MBA-2

<u>Name of the Course</u>	<u>Course Code</u>
Management Process and Organisational Behaviour	MBA/101
Accounting for Managers	MBA/102
Managerial Economics	MBA/103
Business Research and Quantitative Techniques	MBA/104
Indian Financial System	MBA/105
Managerial Communication	MBA/106
IT Lab	MBA/107
Personality Development Lab	MBA/108
Seminar of Business Affairs	MBA/109
Human Resource Management	MBA/110
Marketing Management	MBA/111
Financial Management	MBA/112
International Business Environment	MBA/113
Operations Management	MBA/114

Legal Aspects of Business	MBA/115
Business Communication Lab	MBA/116
Research Lab	MBA/117
Interview Skills Lab	MBA/118
Strategic Management	MBA/119
MSME Management	MBA/120
Event Management	MBA/121
Entrepreneurship Development	MBA/201
Presentation Skills Lab	MBA/202
Entrepreneurship Case Study Analysis	MBA/203
Management Training	MBA/204
Moral Values	MB/216A
Introduction to Psychology	MB/216B
Introduction to health Psychology	MB/216C
Business Ethics and Corporate Governance	MBA/205
Business Case Study Lab	MBA/206

Leadership Lab	MBA/207
Research Project	MBA/208
Tourism Business	(MBA/TTM 209)
International Tourism	(MBA/TTM 210)
Tourism Marketing	(MBA/TTM 211)
Airline Ticketing & Cargo	(MBA/TTM 212)
Tour Packaging Management	MBA/TTM 213
Culture Heritage and Tourism	MBA/TTM 214
Travel Agency and Tour Operation	MBA/TTM 215
Retail Institutional Framework	MBA/RM 209
Agricultural and Rural Marketing	MBA/RM 210
Retail Organization And Resource Management	MBA/RM 211
Operation and Merchandise Management for Retailers	MBA/RM 212
Retail Advertising and Sales Promotion	MBA/RM 213
International Retailing	MBA/RM 214
Retail Planning	MBA/RM 215

Supply Chain Management	MBA/SCM 209
Warehousing and Inventory Management	MBA/SCM 210
Logistics Management	MBA/SCM 211
Total Quality Management	MBA/SCM 212
World Class Manufacturing	MBA/SCM 213
ERP and Web Based Supply Chain Management	MBA/SCM 214
Green Logistics and Supply Chains	MBA/SCM 215
Introduction to E- Business	MBA/EC 209
Knowledge Management	MBA/EC 210
Software Quality Assurance	MBA/EC 211
Relational Data Base Management System	MBA/EC 212
Internet Marketing	MBA/EC 213
Search Engine Optimization Methods	MBA/EC 214
Business Transformation Tools and Techniques	MBA/EC 215



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YMCA UNIVERSITY OF SCIENCE & TECHNOLOGY,
FARIDABAD
DEPARTMENT OF MANAGEMENT STUDIES

ANNEXURE-1A

Program Masters of Business Administration-2 (program Code: 703)
 Revised Scheme Course Index of the year 2017-18 (BOS Dated 27/04/2017)

Mapping of the course with the employability/Entrepreneurship/Skill Development


S.N.	Name of the Course	Course Code	Skill development	Entrepreneurship	Employability
1	Management Process and Organisational Behaviour	MBA/101	√		
2	Accounting for Managers	MBA/102	√		
3	Managerial Economics	MBA/103	√		
4	Business Research and Quantitative Techniques	MBA/104	√		
5	Indian Financial System	MBA/105	√		
6	Managerial Communication	MBA/106	√		
7	IT Lab	MBA/107			√
8	Personality Development Lab	MBA/108			√
9	Seminar of Business Affairs	MBA/109			√
10	Human Resource Management	MBA/110	√		

11	Marketing Management	MBA/111	√		
12	Financial Management	MBA/112	√		
13	International Business Environment	MBA/113	√		
14	Operations Management	MBA/114	√		
15	Legal Aspects of Business	MBA/115	√		
16	Business Communication Lab	MBA/116			√
17	Research Lab	MBA/117			√
18	Interview Skills Lab	MBA/118			√
19	Strategic Management	MBA/119	√		
20	MSME Management	MBA/120		√	
21	Event Management	MBA/121		√	
22	Entrepreneurship Development	MBA/201		√	
23	Presentation Skills Lab	MBA/202			√

24	Entrepreneurship Case Study Analysis	MBA/203			√
25	Management Training	MBA/204			√
26	Moral Values	MB/216A	√		
27	Introduction to Psychology	MB/216B	√		
28	Introduction to health Psychology	MB/216C	√		
29	Business Ethics and Corporate Governance	MBA/205	√		
30	Business Case Study Lab	MBA/206	√		√
31	Leadership Lab	MBA/207	√		√
32	Research Project	MBA/208	√		√
33	Tourism Business	(MBA/TTM 209)	√		
34	International Tourism	(MBA/TTM 210)	√		
35	Tourism Marketing	(MBA/TTM 211)	√		
36	Airline Ticketing & Cargo	(MBA/TTM 212)	√		

37	Tour Packaging Management	MBA/TTM 213	√		
38	Culture Heritage and Tourism	MBA/TTM 214	√		
39	Travel Agency and Tour Operation	MBA/TTM 215	√		
40	Retail Institutional Framework	MBA/RM 209	√		
41	Agricultural and Rural Marketing	MBA/RM 210	√		
42	Retail Organization And Resource Management	MBA/RM 211	√		
43	Operation and Merchandise Management for Retailers	MBA/RM 212	√		
44	Retail Advertising and Sales Promotion	MBA/RM 213	√		
45	International Retailing	MBA/RM 214	√		
46	Retail Planning	MBA/RM 215	√		
47	Supply Chain Management	MBA/SCM 209	√		
48	Warehousing and Inventory Management	MBA/SCM 210	√		
49	Logistics Management	MBA/SCM 211	√		

50	Total Quality Management	MBA/SCM 212	√		
51	World Class Manufacturing	MBA/SCM 213	√		
52	ERP and Web Based Supply Chain Management	MBA/SCM 214	√		
53	Green Logistics and Supply Chains	MBA/SCM 215	√		
54	Introduction to E- Business	MBA/EC 209	√		√
55	Knowledge Management	MBA/EC 210	√		√
56	Software Quality Assurance	MBA/EC 211	√		√
57	Relational Data Base Management System	MBA/EC 212	√		√
58	Internet Marketing	MBA/EC 213	√		√
59	Search Engine Optimization Methods	MBA/EC 214	√		√
60	Business Transformation Tools and Techniques	MBA/EC 215	√		



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Scheme and Syllabi

of

MASTER OF BUSINESS ADMINISTRATION (MBA)

CBCS

W.e.f. July 2017

For Batch 2017-19

(Retail, SCM, TT, Ecommerce)



FACULTY OF MANAGEMENT STUDIES

YMCA UNIVERSITY OF SCIENCE AND TECHNOLOGY FARIDABAD

www.ymcaust.ac.in

Vision and Mission of the University

Vision

“YMCA University of Science and Technology aspires to be a nationally and internationally acclaimed leader in technical and higher education in all spheres which transforms the life of students through integration of teaching, research and character building”

Mission

- To contribute to the development of science and technology by synthesizing teaching, research and creative activities.
- To provide an enviable research environment and state-of-the art technological exposure to its scholars.
- To develop human potential to its fullest extent and make them emerge as world class leaders in their professions and enthuse them towards social responsibility.

Vision and Mission of the Department

Vision

To build aspiring managers and entrepreneurs possessing good analytical skills and leadership qualities for effective decision making to contribute to the society and the nation.

Mission

- To provide learning environment to young aspirants by introducing innovative industry based curriculum.
- To facilitate updated research facilities for inculcating analytical capabilities.
- To educate effective managerial skills for transformation of raw minds into effective managers and entrepreneurs.

About the Program

With a view to augment the growth of a mixed blend of entrepreneurial capabilities and managerial manpower as per the current need of the industry and to provide the opportunity to graduates for acquiring specialized knowledge, the University started the course of MASTER OF BUSINESS ADMINISTRATION (MBA). The MBA program started in 2008. This MBA program offers specialization in Retail Management, Ecommerce, Travel & Tourism and Supply Chain Management. Apart from class room teaching, seminars, presentations, case studies etc. are regular features to strengthen the ability of the students.

Third Semester: Retail Management or Travel & Tourism Management

Fourth Semester: Supply Chain Management or E commerce

Only following combinations are permitted:

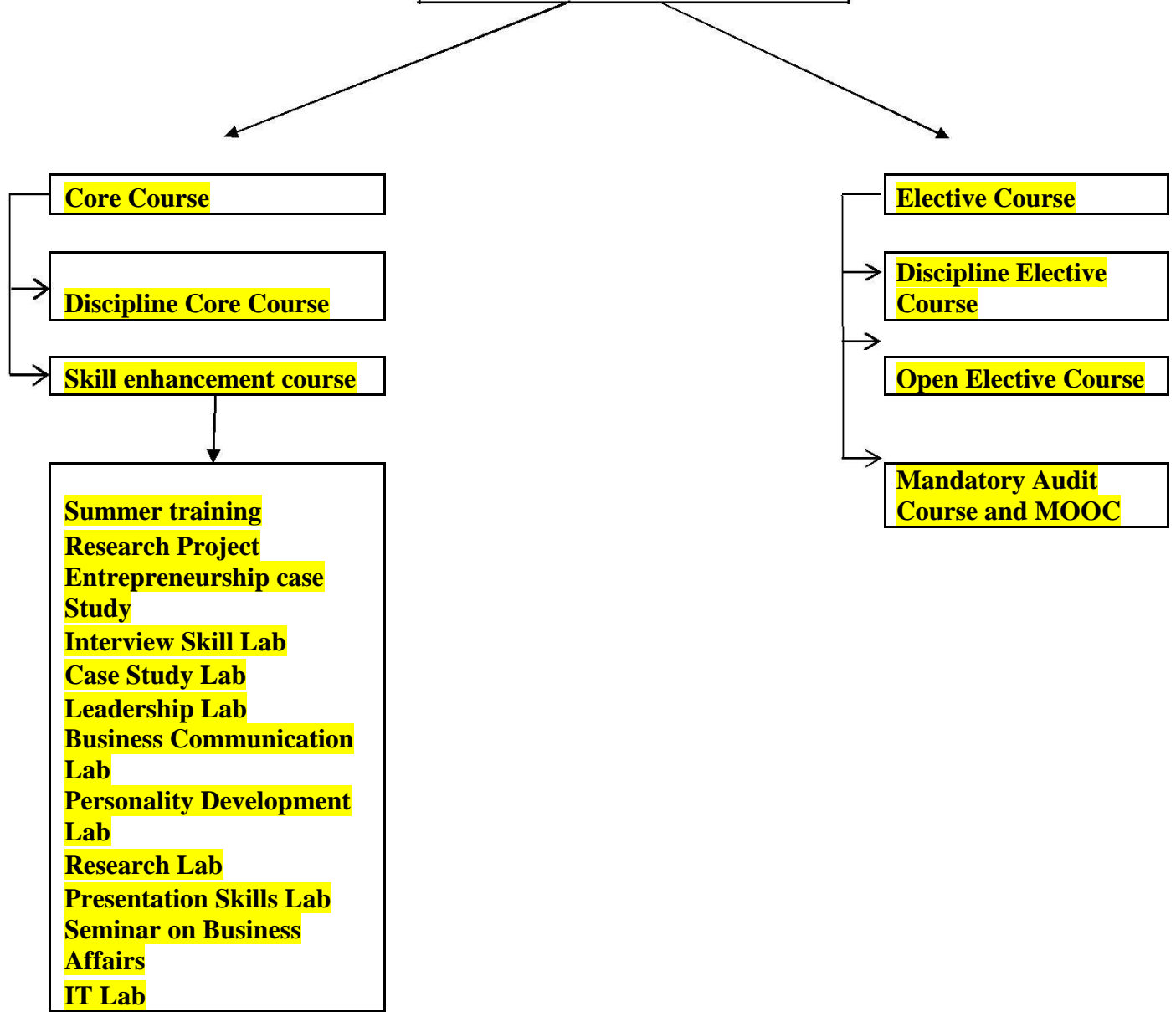
Sr. No.	Third Semester	Fourth Semester
A	Retail Management	Supply Chain Management
B	Retail Management	Ecommerce Management
C	Travel & Tourism Management	Supply Chain Management
D	Travel & Tourism Management	Ecommerce Management

Apart from class room teaching, seminars, presentations, case studies etc. are regular features to strengthen the ability of the students.

Program Objectives

- To prepare students for a managerial profession.
- The students will learn various traits of an entrepreneur which can be transformed to become a successful entrepreneur.
- To develop professional attitude among students.
- To inculcate managerial skills in students so that they can contribute towards enhancing the productivity of the organization.
- To enhance communication skills of students through various activities.
- To motivate students to participate in various activities to become an effective leader.

MBA CBCS Structure
Courses



Max Marks**3200**

Discipline Core Courses (DCC) Credit	56
Discipline Supportive Electives(DSE) Credit	40
Skill Enhancement Courses(SEC) Credit	18
Open Electives Courses(OEC) Credit	03
Mandatory Audit Courses(MAC) Credit	00
Total Credit	117*

*MOOC Credit will be added in Total Credits

L= Lecture, T= Tutorial, P= Practical, S= Self Study/ field Work**Semester I**

Subject Code	Subject	Hours					Credits	Marks		CBCS Code
		L	T	P	S	Total		Internal	External	
MBA/101	Management Process and Organisational Behaviour	4	0	0	0	4	4	25	75	DCC
MBA/102	Accounting for Managers	3	2	0	0	5	4	25	75	DCC
MBA/103	Managerial Economics	4	0	0	0	4	4	25	75	DCC
MBA/104	Business Research and	3	0	2	0	5	4	25	75	DCC

	Quantitative Techniques									
MBA/105	Indian Financial System	4	0	0	0	4	4	25	75	DCC
MBA/106	Managerial Communication	3	0	2	0	5	4	25	75	DCC
MBA/107	IT Lab	0	0	2	0	2	1	15	35	SEC
MBA/108	Personality Development Lab	0	0	2	0	2	1	15	35	SEC
MBA/109	Seminar of Business Affairs	0	0	2	0	2	1	15	35	SEC
		21	2	10	0	33	Total Credits : 27	Total Marks : 750		

Semester II

Subject Code	Subject	Hours					Credits	Marks		CBCS Code
		L	T	P	S	Total		Internal	External	
MBA/110	Human Resource Management	4	0	0	0	4	4	25	75	DCC
MBA/111	Marketing Management	4	0	0	0	4	4	25	75	DCC
MBA/112	Financial Management	3	2	0	0	5	4	25	75	DCC
MBA/113	International Business Environment	4	0	0	0	4	4	25	75	DCC
MBA/114	Operations Management	4	0	0	0	4	4	25	75	DCC
MBA/115	Legal Aspects of Business	4	0	0	0	4	4	25	75	DCC
MBA/116	Business Communication Lab	0	0	2	0	2	1	15	35	SEC
MBA/117	Research Lab	0	0	2	0	2	1	15	35	SEC
MBA/118	Interview Skills Lab	0	0	2	0	2	1	15	35	SEC
MBA/119-121	Open Elective	3	0	0	0	3	3	25	75	OEC
		26	2	6	0	34	Total Credits: 30	Total marks	850	

List of Open Electives (OEC)

No.	Subject code	Subject	CBCS code
I	MBA/119	Strategic Management	OEC
II	MBA/120	MSME Management	OEC
III	MBA/121	Event Management	OEC

Semester III

Subject Code	Subject	Hours					Credits	Marks		CBCS Code
		L	T	P	S	Total		Internal	External	
MBA/201	Entrepreneurship Development	4	0	0	0	4	4	25	75	DCC
MBA/209-215	Specialization Course I (TTM/RM)	4	0	0	0	4	4	25	75	DSE
MBA/209-215	Specialization Course II (TTM/RM)	4	0	0	0	4	4	25	75	DSE
MBA/209-215	Specialization Course III (TTM/RM)	4	0	0	0	4	4	25	75	DSE
MBA/209-215	Specialization Course IV (TTM/RM)	4	0	0	0	4	4	25	75	DSE
MBA/209-215	Specialization Course V (TTM/RM)	4	0	0	0	4	4	25	75	DSE
MBA/202	Presentation Skills Lab	0	0	2	0	2	1	15	35	SEC
MBA/203	Entrepreneurship Case Study Analysis	0	0	2	0	2	1	15	35	SEC
MBA/204	Management Training	0	0	0	0	0	4		100	SEC
MBA/216A-216C	Mandatory Audit Course	2	0	0	0	2	0	25*	75*	MAC
		26	0	4	0	30	Total Credits : 30	Total Marks : 800		

*No credits just qualifying. Marks will not be added in total.

List of Mandatory Audit Courses (MAC)*

No.	Subject code	Subject	CBCS code
I	MB/216A	Moral Values	MAC
II	MB/216B	Introduction to Psychology	MAC
III	MB/216C	Introduction to health Psychology	MAC

*One course with no credit having two contact hours per week to embed life skills/ value education. Passing the course shall be mandatory.

Semester IV

Subject Code	Subject	Hours					Credits	Marks		CBCS Code
		L	T	P	S	Total		Internal	External	
MBA/205	Business Ethics and Corporate Governance	4	0	0	0	4	4	25	75	DCC
MBA/209-215	Specialization Course I (SCM/EC)	4	0	0	0	4	4	25	75	DSE
MBA/209-215	Specialization Course II (SCM/EC)	4	0	0	0	4	4	25	75	DSE
MBA/ 209-215	Specialization Course III (SCM/EC)	4	0	0	0	4	4	25	75	DSE
MBAA/209-215	Specialization Course IV (SCM/EC)	4	0	0	0	4	4	25	75	DSE
MBA/209-215	Specialization Course V (SCM/EC)	4	0	0	0	4	4	25	75	DSE
MBA/206	Business Case Study Lab	0	0	2	0	2	1	15	35	SEC
MBA/207	Leadership Lab	0	0	2	0	2	1	15	35	SEC
MBA/208	Research Project	0	0	0	8	8	4	25	75	SEC
		24	0	4	8	36	Total Credits : 30	Total Marks : 800		

List of Specialized Courses to be offered in 3rd and 4th semester

Specialization Course	Travel & Tourism Management	Retail Management	Supply Chain Management	E-Commerce Management	CBC S Code
I	Tourism Business (MBA/TTM 209)	Retail Institutional Framework (MBA/RM 209)	Supply Chain Management (MBA/SCM 209)	Introduction to E-Business (MBA/EC 209)	DSE
II	International Tourism (MBA/TTM 210)	Agricultural and Rural Marketing (MBA/RM 210)	Warehousing and Inventory Management (MBA/SCM 210)	Knowledge Management (MBA/EC 210)	DSE
III	Tourism Marketing (MBA/TTM 211)	Retail Organization And Resource Management (MBA/RM 211)	Logistics Management (MBA/SCM 211)	Software Quality Assurance (MBA/EC 211)	DSE
IV	Airline Ticketing & Cargo (MBA/TTM 212)	Operation and Merchandise Management for Retailers (MBA/RM 212)	Total Quality Management (MBA/SCM 212)	Relational Data Base Management System (MBA/EC 212)	DSE
V	Tour Packaging Management (MBA/TTM 213)	Retail Advertising and Sales Promotion (MBA/RM 213)	World Class Manufacturing (MBA/SCM 213)	Internet Marketing (MBA/EC 213)	DSE
VI	Culture Heritage and Tourism (MBA/TTM 214)	International Retailing (MBA/RM 214)	ERP and Web Based Supply Chain Management (MBA/SCM 214)	Search Engine Optimization Methods (MBA/EC 214)	DSE
VII	Travel Agency and Tour Operation (MBA/TTM 215)	Retail Planning (MBA/RM 215)	Green Logistics and Supply Chains (MBA/SCM 215)	Business Transformation Tools and Techniques (MBA/EC 215)	DSE

- Department can decide about the minimum number of students required to offer any elective course.
- The scheme and syllabi including specializations can be upgraded and modified as per the requirement.
- It is compulsory for MBA students to enrol and complete at least one MOOC course from Nptel/ Swayam portal of minimum 12 weeks duration till third semester. The subject selected should not be same as the students offered in MBA scheme. For this subject, the Institute or the Department concerned will appoint a coordinator to track the activities of the student and will ensure that all students of the programme have qualified the MOOC subject in the specified time period.

DETAILED SYLLABUS

FIRST YEAR SUBJECTS

MANAGEMENT PROCESS AND ORGANIZATIONAL BEHAVIOR
MBA/101

L	T	P	S
4	0	0	0

Objective:

The objective of this course is to expose the students to basic concepts of management and provide insights necessary to understand behavioural processes at individual, team and organizational level.

Unit-I

Introduction to management: concept, nature; evolution of management thoughts –traditional, behavioural, system, contingency and quality viewpoints; Managerial levels, skills and roles in an organization; Functions of Management: Planning, Organizing, Directing, Controlling, Problem solving and Decision making; Management control; managerial ethics and social responsibility; Management Information System (MIS).

Unit-II

Fundamentals of Organizational Behavior: Concept, evolution, importance and relationship with other Fields; Contemporary challenges of OB; Individual Processes and Behavior – differences, Personality-concept, determinant, theories and applications; Values, Attitudes and Emotions, Perception- concept, process and applications, Learning and Reinforcement; Motivation: concept, theories and applications; Stress management.

Unit-III

Interpersonal Processes- Work teams and groups- Definition of Group, Stages of group development, Group cohesiveness, Types of groups, Group processes and Decision Making; Team Building; Conflict – concept, sources, types, management of conflict; Power and Political Behavior; Leadership: concept, function and styles.

Unit-IV

Organizational Processes and structure: organizational design: various organizational structures and their effect on human behavior; Organizational climate; Organizational culture; Organizational change: Concept, Nature, Resistance to Change, Change Management, Implementing Change and Organizational Development

Outcome:

- The students learn how to influence the human behaviour.
- Students will be able to understand behavioural dynamics in organizations.
- Students will be able to apply managerial concepts in practical life.
- Students will be able to understand organizational culture and change.

Reference Books:

1. Robbins, S.P. and Decenzo, D.A. Fundamentals of Management, Pearson Education Asia, New Delhi.
2. Stoner, J et. al, Management, New Delhi, PHI, New Delhi
3. SatyaRaju, Management – Text & Cases, PHI, New Delhi
4. Kavita Singh, Organisational Behaviour: Text and cases. New Delhi: Pearson Education
5. Pareek, Udai, Understanding Organisational Behaviour, Oxford University Press, New Delhi
6. Robbins, S.P. & Judge, T.A., Organisational Behaviour, Prentice Hall of India, New Delhi

ACCOUNTING FOR MANAGERS
MBA/102

L	T	P	S
3	2	0	0

Objective:

The purpose of the course is to understand nature of accounting and its interaction with other accounting and their comparison. It also focuses what kind of information the manager need, from where these can be obtained and how this information can be used to carry out important managerial decision.

Unit-I

Meaning nature and scope of different types of accounting and their comparison. Accounting principles and Indian accounting standards, IFRS, Preparation of final accounts of company with basic adjustments. Reading and understanding of Annual report.

Unit-II

Analysis and interpretation of financial statements – meaning, importance and techniques, ratio analysis; fund flow analysis; cash flow analysis (AS-3)

Unit-III

Classification of costs, preparation of cost sheet, inventory valuation, overview of standard costing and variance analysis; material variance and labour variance.

Unit-IV

Budgetary control- meaning, need, objectives, essentials of budgeting, different types of budgets cash budget, flexible budget zero base budget; marginal costing, BEP analysis, decision making for optimum sales mix, exploring new markets, make/Buy decisions, expand/ contract, accepting and rejecting decisions

Outcome:

- This course will impart knowledge to the students regarding preparation of financial statements their analysis
- The students will be able to understand applications of cost accounting and cost control techniques like standard costing etc.
- The course will help them to take better managerial decisions.
- Students will be able to know about budget control techniques.

Reference Books:

1. Singhal, A.K. and Ghosh Roy, H.J., Accounting for Managers, JBC Publishers and Distributors, NewDelhi
2. Pandey, I.M., Management Accounting, Vikas Publishing House, NewDelhi
3. Horngren, Sundem and Stratton, Introduction to Management Accounting, Pearson Education, New.Delhi.
4. Jain, S.P and Narang, K.L., Advanced Cost Accounting, Kalyani Publishers, Ludhiana.
5. Khan, M.Y. and Jain, P.K., Management Accounting, TMH, NewDelhi

MANAGERIAL ECONOMICS
MBA/103

L	T	P	S
4	0	0	0

Objective:

To spread awareness about application of managerial, economics and mathematical concepts in business. The course focus on analyzing the cost and revenue concepts associated with the product, price determination on basis of market forces and studying effect of macroeconomic factors which takes in account country as a whole.

Unit-I

Nature and scope of managerial economics, objectives of business firms, cardinal utility theory, indifference curve technique and the theory of consumer choice, consumer surplus, price effect combination of income effect and substitution effects.

Unit-II

Law of demand, demand elasticises, demand estimation and forecasting, Production Analysis, Law of variable proportions; laws of return to scale, Isoquants, Optimal Combination of Inputs

Unit-III

Theory of Cost: Traditional and Modern Theory of Cost in Short and Long runs, Economies and diseconomies of Scale, Revenue curves; Market Structures: Price-Output decisions under Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly;. Shut down Point.

Unit-IV

Determinants of Economic Development, Recent Developments in Indian Economy. Business cycles; inflation; types and control methods. Monetary policy, Fiscal policy, Balance of payment of India; Trade deficit and remedies. LPG and PPP in India, EXIM Policy and FDI in India.

Outcome:

- To build an analytical ability in mind of a student.
- This will help the students in taking decision regarding demand and supply forecasting, product determination on basis of market environment.
- This helps to build an ability to be a good entrepreneur by utilizing limited resources to satisfy unlimited wants.
- This will help the students in taking decision regarding price determination on basis of market environment.

Reference Books:

1. Hirschey , Mark, Managerial Economics, Thomson Learning, Bangalore
2. Monroe, Kent B., Pricing-Making Profitable Decisions, MacGraw-Hill, New York
3. Keat, Paul B., and Philip K.Y. Young, Managerial Economics – Economic Tools for Today’s Decision Makers, Pearson Education, Delhi
4. Salvatore, Dominick, Managerial Economics in a Global Economy, Thomson Learning, Hyderabad
5. T.R. Jain, Managerial Economics, V.K. Publication

BUSINESS RESEARCH AND QUANTITATIVE TECHNIQUES

MBA/104

L	T	P	S
3	0	2	0

Objective:

To make the student aware about business research process and quantitative techniques used for the purpose of research. To make them aware about various scaling techniques, hypothesis formulation and its testing.

Unit I

Meaning of Business Research, Research Process and Scope of Research in business, Scientific methods of research, deciding a research problem, Ethics in Business Research, Different research designs and their role

Unit II

Measurement and attitude measurement scaling techniques, sampling methods, questionnaire construction; interview and observational Methods, Primary and Secondary sources of data collection, Data Preparation, Editing, coding, tabulation, graphic and diagrammatic presentation of data

Unit III

Measures of central tendency and variations; types of measures, their relative merits & demerits; Measure of Dispersion, Skewness. Overview of Correlation and Regression Analysis and their relationship

Unit IV

Formulation of Hypothesis; Test of Hypothesis: Assumptions, types of Errors, Procedure; Parametric tests and non-parametric test; chi-square test, Analysis of variance (one way classification)

Outcome:

- Research is mandatory for everybody. Students will be able to do the research in an effective manner.
- Student will be able to understand the research process in detail.
- Student will be able to use the analytical tools for the research.
- Students will be able to make the hypothesis regarding research.

Reference Books:

1. Gupta S.P. & Gupta M.P. Business Statistics , Sultan Chand & Sons, Delhi.
2. Cooper, Donald R and Schindler Pamela S: Business Research Methods, Tata McGraw Hill Publishing Company Ltd., New Delhi
3. Rummel and Ballaine: Research Methodology in Business.
4. Clover, V.T: Business Research; Basic Principles and Techniques.
5. Zikmund, Millian G., Business Research Methods , Thomson Learning , Bombay
6. Geode, Millian J. & Paul K. Hatl, Methods in Research, McGraw Hills, New Delhi
7. Sekran, Uma, Business Research Method, Miley Education, Singapore
8. Gupta C.B. & Gupta, Vijay-Business Statistics ,S.Chand& Co. Delhi.
9. Kothari C.R., Quantitative Techniques, Vikas Publishing House, New Delhi
10. Hooda.R.P.,Statistics for Business & Economics, McMillan India Ltd.

INDIAN FINANCIAL SYSTEM
MBA/105

L	T	P	S
4	0	0	0

Objective:

The course aims at providing the insight to the students about the financial system in India. The students will be made aware of the basic concepts related to financial system. The course will provide insight about capital market and money market inputs.

Unit I:

Indian Financial System: Nature, structure, role and functions. Money Market: Structure of Indian banking system, RBI- functions and working, commercial banks, Banking and non-banking intermediaries, Financial Institutions: Functions of NABARD, Regional Rural Banks and Cooperative Banks, ICICI, IDBI, IFCI, IIBI, SFCs, SIDBI.

Unit II:

Banking Concepts and Norms –credit creation, E-Banking, Universal Banking, Non-Performing Assets, A Brief introduction to Capital Adequacy Norms. Money Market instruments; Call money, Treasury Bills, Commercial Bills, Certificate of deposit, Commercial Papers, Reforms and recent developments in money market

Unit III:

Capital Market : Capital Market instruments, Role of SEBI, New Issue Market, Public Issue, Right Issue and Private Placement, Underwriters, Book Building Process, Secondary market;; trading and settlement; Primary market v/s Secondary Market. Mutual Funds: meaning and types. Depository System. Reforms and recent developments in capital market. Overview of Securitisation.

Unit IV:

Non-banking finance companies, Housing finance companies. Financial Services: Merchant Banking, Leasing and Hire purchase, Factoring, Housing Finance, Venture Capital, Credit Rating.

Outcome:

- The course will help the students to have a clear view about the workings of various components of financial system in India.
- The students will be capable to understand the importance of a sound financial system for economic development of a country.
- The students will have a clear understanding of various financial services.
- The students will be able to know about money market instruments and capital market instruments.

Reference Books:

1. Bhole L. M 'Financial institutions and Markets' Tata McGraw Hills.
2. Varshney and Mittal. Indian Financial System, 10th Edition, Sultan Chand & Sons.
3. Bharati V. Pathak, 'The Indian financial system- Markets, Institutions and Services' Pearson Education.
4. John C. Hull, 'Risk Management and Financial Institutions', Tata McGraw Hills.
5. S. Gurusamy, 'Financial Markets and Institutions' 3rd edition, Tata McGraw Hills.
6. Khan M. Y. ' Indian Financial System' Tata McGraw Hills
7. Gurusamy, "Financial Services and System", McGraw Hill Education, March.

MANAGERIAL COMMUNICATION
MBA/106

L	T	P	S
3	0	2	0

Objective:

This course will help students in understanding the principles and techniques of business communication. It will help students to help students to gain an insight to process of communication.

Unit I

Theory of Communication: Nature, Importance and Role of Communication; The Communication Process; Barriers and Gateways to Communication.

Unit II

Forms of Communication: Written Communication: (Principles of Effective Written Communication; Commercial Letters, sale letter, routine letter, enquiries, inter office memos, Report Writing, Speech Writing, Preparing Minutes of Meetings; Executive Summary of Documents, Writing Positive, Negative Persuasive, Electronic Messages), Non-Verbal Communication , Oral Communication: Art of Public Speaking, Effective Listening, Communicating in Teams.

Unit III

Important Parameters in Communication, The Cross Cultural Dimensions of Business Communication, Technology and Communication, video conferencing , Net etiquettes Ethical & Legal Issues in Business Communication, Mass Communication: Mass Communication & Promotion Strategies, Advertisements, Publicity, and Press Releases. Media Mix, Public Relations, Newsletters.

Unit IV

Other Communication Parameters: Negotiation Process & its Management, Designing Visual Communication, Creating and Delivering Online Presentations. Applications of Communication:- Writing a Summer Project Report, Writing CVs & Application Letters, Group Discussions & Interviews, The Employment Interview

Outcome:

- The students will be able differentiate between written and oral Communication.
- The students will be able to improve upon oral communication skills.
- The beneficiaries will learn the formats of written communication.
- The course will help to understand the process of communication in a well defined manner.

Reference Books:

1. Lesikar et al, Business Communication: Making Connections in a Digital World. Tata McGraw Hill Publishing Company Ltd. New Delhi.
2. Boove, C.L., Thill, J.V. &Chaturvedi, M. Business Communication Today, Pearson.
3. Krizan etal. Effective Business Communication, Cengage Learning.
4. Scot, O.Contemporary Business Communication, Biztantra, New Delhi.
5. Chaney & Martin. Intercultural Business Communication, Pearson Education
- 6.Penrose et al. Business Communication for Managers, Cengage Learning.

IT LAB
MBA/107

L	T	P	S
0	0	2	0

Objective: To make the students aware about the basics of computer to be used in business. To help students to learn applications of computer in managing a business firm.

Creating new folder on desktop, creating new folder in existing folder, moving a file or folder to another, copy file or folder to another folder, delete a file, searching file or folder, rename file or folder

MS Word: Creating a document, saving document, deleting text, page set up and layout, printing document, Spelling check, autocorrect, to find something in document, replace option, keyboard short cuts, Creating bulleted and numbered lists, working with fonts, changing styles of fonts, Inserting pictures, Formatting paragraphs, Working with header and footer, tables, creating table of content

Power Point: Basics, add and edit text in slides, add new slides to presentation, insert tables and charts, add sound to presentation, insert animations and slide transitions, delivering presentations

MS- Excel: Starting Excel, working with workbooks, understanding ribbons, entering data, edit data, copy, paste, special paste, working with rows and columns, sorting of data, applying filters, excel formulas, charts, printing worksheets

Uploading and downloading document

Outcome:

- The students will be able to make the use of computer in documentation.
- The students will be able to understand the usage of MS-word.
- They will be able to deliver presentations.
- The beneficiaries will be able to make analysis using MS-Excel.

Reference Books:

1. P.Ramasubramanian-M Ramakrishnan; Fundamentals of computing and computer programming; Scitech Publication
2. John Walkenbach, Excel bible.

PERSONALITY DEVELOPMENT LAB
MBA/108

L	T	P	S
0	0	2	0

Objective:

The primary concern of this course is to sensitize students to the importance of personality for a manager. This course enables the students to develop etiquette requirements for different meetings and telephonic conversation. This course aims to remove the inhibitions or nervousness in different professional situations.

Content:

Various activities will be conducted for overall personality development of students emphasizing on managerial skills. Through these activities the following concepts will be introduced:

- (i) Personality Types and elements.
- (ii) Different methods of Personality testing.
- (iii) Dress code and Business attire guidelines.
- (iv) Self presentation and impression formation.
- (v) Business Etiquettes.
- (vi) Mannerism.
- (vii) Time management.
- (viii) Managing Stress.

Outcome:

- The students develop etiquettes.
- The students develop the grooming skills for professional life.
- Etiquettes and manners are learned by the students.
- The students develop their personality as a manager

References:

1. Kavita Singh, Organisational Behaviour: Text and cases. New Delhi: Pearson Education
2. Pareek, Udai, Understanding Organisational Behaviour, Oxford University Press, New Delhi
3. Robbins, S.P. & Judge, T.A., Organisational Behaviour, Prentice Hall of India, New Delhi

SEMINAR ON BUSINESS AFFAIRS
MBA/109

L T P S
0 0 2 0

Objective:

To make students aware about the current business world. Students have to analyze and present the current scenario of corporate world individually or in a group of 3-5 students.

The Students will refer the business magazines and Newspapers daily for discussions and presentations in a class.

Outcome:

- The students will be able to analyze the business environment.
- The students will be able to learn how to present important points related to current corporate scenario.
- The students will learn to present the important points from newspaper.
- The beneficiaries will be updated with current scenario of business world.

References:

1. Business Week Magazine
2. Business Today Magazine
3. Business Line Magazine
4. Economic Times (Newspaper)
5. Money (Newspaper)
6. Mint.

Semester -II

HUMAN RESOURCE MANAGEMENT
MBA/110

L	T	P	S
4	0	0	0

Objective:

The primary concern of this course is to sensitize students to the various facts of managing people and to create an understanding of the various policies and practices of human resource management.

Unit I

Human Resource Management: concept, evolution and scope; Strategic objectives of HR management; Roles, responsibilities and competencies of HR manager; Challenges to HR professionals; Human Resource Planning & Forecasting: significance and process; Human Resource Information System.

Unit II

HR Sourcing and Recruitment; Selection: process, Placement; Induction and Socialization. Job Analysis: job Description and job Specification; Job Design: approaches and methods; Job Evaluation-concept & methods; Performance Management System: appraisal and counselling.

Unit III

Training: training process, training need analysis (TNA); training methods and techniques; Designing Training programs; Training evaluation; Career planning and Development; Potential Appraisal and Succession planning; Employee Compensation: basic concepts & determinants; New trends in compensation management.

Unit IV

Industrial Relations and Grievance Handling; Employee welfare; Dispute Resolution; International Human Resource Management; Contemporary Issues in HRM: knowledge Management, HR Audit & Accounting, HR in virtual organizations, ethics & corporate social responsibility.

Outcome:

- The course will help to understand the basics of HRM with roles and responsibilities of a HR manager.
- This course enables the students to meet HR challenges in present scenario
- It will facilitate them in employing, maintaining and promoting a motivated force in an organization.
- Students will be aware about contemporary issues of human resource management.

Reference Books:

1. K. Aswathapa Human resource Management: Text and cases, 6th edition, Tata McGraw Hill, New Delhi.
2. Uday Kumar Haldar & Juthika Sarkar Human resource Management New Delhi, Oxford University Press.
3. De Cenzo, Da & Robbins S.P. Fundamentals of Human Resource Management, 9th edition, New York, John Wiley & Sons.
4. Gary Dessler, Human Resource Management, 11th edition New Delhi: Pearson Prentice Hall.
5. Tanuja Agarwala, Strategic Human resource Management, Oxford University Press

MARKETING MANAGEMENT
MBA/111

L	T	P	S
4	0	0	0

Objective:

To make the students aware about the basic concepts of marketing and to understand the importance of marketing strategies in the dynamic environment.

Unit-I

Nature and scope of marketing; Philosophies of marketing management; attracting, retaining and developing relationship with customers; marketing environment; marketing research and marketing information system; Ethical issues in marketing

Unit-II

Understanding consumer behaviour; factors influencing consumer buying behaviour and organizational buying behaviour; market segmentation, targeting and positioning; marketing strategies in the different stage of the product life cycle; new product development process

Unit-III

Product mix and product line decisions; branding and packaging decisions; Pricing strategies and practices; factors affecting selection of marketing channels; Introduction to wholesaling and retailing; Promotion Mix: Advertising, sales promotion, public relations, personal selling

Unit-IV

Marketing organization structures; Implementation and Control of the marketing programme; Sales Forecasting Methods; Green Marketing, Event Marketing, Direct marketing, Network Marketing, Holistic Marketing, Permission Marketing, Social Marketing

Outcome:

- The students will be able to face the challenges in the market and would be able to tackle the in an effective manner.
- The students will be able to make the strategies regarding 4 P's and will be able to understand consumer behaviour.
- The students will be able to know the contemporary issues of marketing.
- The students will be aware about the changes in philosophies of marketing.

Reference Books:

1. Kotler and Armstrong, Principles of Marketing; PHI, New Delhi
2. Kotler, Philip, Kevin Keller, A. Koshy and M. Jha, Marketing Management in South Asian Perspective, Pearson Education, New Delhi
3. Kerin, Hartley, Berkowitz and Rudelius, Marketing, TMH, New Delhi
4. Etzel, Michael J, Marketing: Concepts and Cases, TMH, New Delhi
5. Kumar, Arun and Meenakshi, N. , Marketing Management, Vikas Publication

FINANCIAL MANAGEMENT

MBA/112

L	T	P	S
3	2	0	0

Objective

To develop understanding among the students regarding nature of finance and its interaction with other Management functions and the objectives of Financial Management.

Unit-I

Financial management-scope finance functions and its organisation, objectives of financial management; time value of money; sources of long term finance.

Unit-II

Investment decisions importance, difficulties, determining cash flows, methods of capital budgeting with excel; risk analysis (risk adjusted discount rate method and certainty equivalent method); cost of different sources of raising capital; weighted average cost of capital.

Unit-III

Capital structure decisions-financial and operating leverage; EBIT/EPS Analysis, capital structure theories- NI, NOI, traditional and M-M theories; determinants of dividend policy and dividend models - Walter, Gordon & M.M. models.

Unit-IV

Working Capital- meaning, need, determinants; estimation of working capital need; management of cash, inventory and receivables.

Outcome:

- It creates understanding among the students regarding the key decisions like Investment, Financing and dividend Decisions of financial Management.
- They are able to understand the usage and applications of leverages in financial decisions.
- The students are able to use their best knowledge in finance towards the value creation for the organization.
- The students will be made aware of working capital management concept.

Reference Books:

1. Pandey, I.M., Financial Management, Vikas Publishing House, New Delhi
2. Khan M.Y, and Jain P.K., Financial Management, Tata McGraw Hill, New Delhi
3. Keown, Arthur J., Martin, John D., Petty, J. William and Scott, David F, Financial Management, Pearson Education
4. Chandra, Prasanna, Financial Management, TMH, New Delhi
5. Van Horne, James C., Financial Management and Policy, Prentice Hall of India
6. Brigham & Houston, Fundamentals of Financial Management, Thomson Learning, Bombay.
7. Kishore, R., Financial Management, Taxman's Publishing House, New Delhi

INTERNATIONAL BUSINESS ENVIRONMENT
MBA/113

L	T	P	S
4	0	0	0

Objective:

To provide knowledge about International Business Environment. To provide the framework on basis of which business can be run smoothly.

Unit-I

International business environment; Concept of international business; domestic vs international business, stages of internationalization, tariff and non-tariff barriers, Risks involved in international business

Unit-II

Theories of international trade: Adam Smith, Ricardo and Ohlin & Heckler theory, Leontif paradox, PLC

Unit-III

International Monetary Systems: Historical background and structure. International Financial institutions; IMF, World Bank, Euro Currency. International financial markets and instruments.

Unit-IV

Free trade zones. Bilateral and Multilateral Trade Laws – General Agreement on Trade and Tariffs, (GATT), World Trade Organization – IPR, TRIPS, TRIMS, GATS. Regional Economic Integrations: NAFTA, EU. Trade Blocks; ASEAN, SAAARC, BRICS

Outcome:

- The student will be aware of the international organizations in which India is a member or otherwise.
- The students may take opportunity to take their business from domestic to international.
- International organizations and their links to India will be understood by students in an easy manner.
- The students will be aware business environment at international level

Reference Books:

1. Lasserre, Philippe Global Strategic Management, Palgrave MacMillan.
2. John D Daniels, Lee H Radebaugh Daniel P Sullivan ,Prashant Salwan. International Business Environments and Operations, Pearson Education
3. Tamer Cavusgil, Gary Knight International Business: Strategy, Management and the New Realities, 1st Edition, Pearson Education.
4. K Aswathappa, International Business, Tata Mcgraw Hill.
- 5 Richard Hodgetts, Fred Luthans, Jonathan Doh. International Management: Culture, Strategy And Behaviour, Pearson Education.
6. Deresky, International Management: Managing across borders and culture. Pearson Education.
7. Nandi : “International Business Environment” McGraw Hill Education.

OPERATIONS MANAGEMENT
MBA/114

L	T	P	S
4	0	0	0

Objective:

The course is designed to introduce various principles, concepts and techniques developed in the area of operations management over the years

Unit I

Concept and Scope of Operations Management, Systems Perspectives of Operations Management, Operations as a competitive strategy, emerging trends and implications for operations, Facility Location, Types of Manufacturing System, Plant Layouts, Line Balancing, Material Handling: Principles and Equipments

Unit II

Capacity Planning, Aggregate Planning and Master Production Scheduling, Maintenance Management, Work Study: Method Study and Work Measurement, Material Management: Material Requirement Planning, Inventory Control, Purchase Management, Stores Management

Unit III

Just-In-Time Manufacturing, Business Process Reengineering, Enterprise Resource Planning, Supply Chain Management, Lean Manufacturing, Poka Yoke

Unit IV

Definition of Quality, Quality Management, Cost of Quality, Continuous Improvement (Kaizen), 5 s, ISO (9000&14000 Series), Six Sigma, Statistical Quality Control: Variable & Attribute Process Control, Total Quality Management (TQM)

Outcome:

- Students will gain a conceptual understanding of the manufacturing and services Operations.
- They will be able to relate the concepts of operations management to practical applications.
- The students will be able to understand various concepts associated with quality management.
- Students will learn about optimum utilization of resources by using various techniques.

Reference Books:

1. Panneerselvan R, Production and Operations Management, PHI
2. Mahadevan, Operations Management, Pearson
3. Chary, S N, Production and Operations Management. New Delhi, Tata McGraw Hill
4. Buffa, E S &Sareen, Modern Production Management. New York, John Wiley
5. Nair, Production and Operations Management, TMH.
6. Chase, Jacobs, Aquilano, Agarwal, Operations Management for Competitive Advantage.

LEGAL ASPECTS OF BUSINESS
MBA/115

L	T	P	S
4	0	0	0

Objective:

This course is designed to enhance the legal literacy of MBA students. It will refine students' understanding of how law affects all aspects of business. It will make students aware about various acts and their applications.

Unit-I

The Indian Contract Act: Essentials of a valid contract, void agreements, performance of contracts, breach of contract and its remedies, Quasi-Contracts. The Sale of Goods Act: Contract of sale of goods, conditions and warranties, transfer of property, rights of an unpaid seller. Consumer Protection Act: Rights of consumers and 3Tier-Redressal Mechanism.

Unit-II

Negotiable instruments act: nature and types; negotiation and assignment; holder-in due course, dishonour and discharge of a negotiable instrument, arbitration. Competition Act 2002: Objective, Anti Competitive Agreements, Abuse of Dominant Position, Regulation of Combinations, Competition Commission of India –Composition, Powers and Functions,

Unit-III

Regulatory structure and compliances of companies - Nature and types of companies; Incorporation of a Company, memorandum and articles of association; Prospectus, Winding up. Indian Partnership Act, 1932 – Meaning and Essential Elements, Formation of Partnership, Registration, Types of Partners and Partnership, Rights and Duties of Partners.

Unit-IV

Securities Contract Act, 1956 –Listing of Securities, Penalties and Procedures; Depositories Act, 1996 – Rights and Obligations of Depositories, Depository Participants, Issuers and Beneficial owners. Foreign Exchange Management Act, Cyber Law, RTI act

Outcome:

- Students will be able to develop an approach to manage and maximize the value of the corporate legal functions.
- The students will be able to analyze the dynamic nature of law.
- The students will have an understanding of business and other related legal framework.
- The students will be able to work regarding the the guidelines.

Reference Books:

1. Kuchhal, M.C. and Deepa Parkash, Business Legislation Management, Vikas Publishing House Pvt. Ltd.
2. Khergamwala, J.S., The Negotiable Instrument Acts, N.M. Tripathi, Bombay.
3. Ramaiyam, A., Guide to the Companies Act, Wadhwa, Nagpur.
4. Shah, S.M., Business Law for Managers, Sultan Chand, New Delhi
5. Tulisian P.C., Business Law, TMH, New Delhi
6. Legal Aspects of Business, pathak, McGraw Hill Education

BUSINESS COMMUNICATION LAB
MBA/116

L	T	P	S
0	0	2	0

Objective:

The objective of this course is to make the students understand the importance of communication skills for the managers to be successful in their professional career. It aims to make the students aware about how the ideas, decisions and plans need to be transferred properly to others through communication skills. The students enhance their skills in written as well as oral Communication through practical conduct of this course.

Content

Oral communication: Nonverbal communication, video conferencing, listening skill, public speaking, Body Language, postures and gestures, handshakes, gaze, smiles, hand movements, voice modulation, eye contact, use of expression.

Written communication: circulars, notices, memos, agenda and minutes of meeting, report writing, creative writing, framing advertisement, slogans, captions, preparing press notes, resume writing, using Facsimiles (Fax), Handling Mail, writing essays, paragraph, summaries.

Writing Business Letters – Formats and Styles of business letters, Types of business letters– Request, Enquiry, Placing Order, Instruction, Action, Complaint, Adjustment, Sales, Reference, Good News & Bad News, Acknowledgement.

Various activities will be conducted for overall personality development of students emphasizing on business communication.

Outcome:

- The students develop confidence to communicate.
- The students understand the importance of communication.
- The students are able to write different kinds of business letters.
- Overall personality of the student develops.

References:

1. Boove, C.L., Thill, J.V. & Chaturvedi, M. Business Communication Today, Pearson.
2. Lesikar et al. Business Communication: Making Connections in a Digital World. Tata McGraw Hill Publishing Company Ltd. New Delhi.
3. Krizan et al. Effective Business Communication, Cengage Learning.
4. Scot, O. Contemporary Business Communication, Biztantra, New Delhi.
5. Chaney & Martin, Intercultural Business Communication, Pearson Education

RESEARCH LAB
MBA/117

L	T	P	S
0	0	2	0

Objective:

This LAB will provide a hands-on experience of a wide range of practical research methods used in decision making using SPSS.

Introduction to SPSS, Introduction to various menus, Data file, Output file, How to examine the basic statistics such as mean, median, frequency, percentage, variance etc using SPSS, How to Create Tables and Graphs.

Testing Research Hypotheses, Bivariate and Partial Correlations, Simple Linear Regression, Multiple regression analysis

Parametric Tests: The t-test Procedure: Independent –samples, paired samples, and one sample tests, One-way ANOVA, Comparing related Samples with ANOVA.

Overview of Factor analysis.

Outcome:

1. Student will learn data management using SPSS
2. Student will learn how to perform various test using SPSS
3. Student will learn data analysis.
4. Students will know how to conduct research work with the help of SPSS

References:

1. Multivariate Data Analysis, Hair et al., Pearson Publication
2. Data Analysis, Ajay Chauhan

INTERVIEW SKILLS LAB
MBA/118

L	T	P	S
0	0	2	0

Objective:

The objective of this course is to make the students aware about the different kinds of interviews and interviewing techniques. The course aims to develop confidence in students for mastering the art of giving interview and taking interview.

Various activities will be organized to familiarize with selection interview, placement interview, exit interview, appraisal interview and different kinds of interview modes: Personal, telephonic. Students will be divided into group of five to six students and mock interview will be conducted.

Outcome:

- The students learn the importance of interviewing skills.
- Through practical knowledge, students develop confidence for interviewing.
- The students get experience of different kinds of interviews.
- The students understand the assessment methods in different interviews.

References:

1. K. Aswathapa Human resource Management: Text and cases, 6th edition, Tata McGraw Hill, New Delhi.
2. Uday Kumar Haldar&JuthikaSarkar, Human resource Management New Delhi, Oxford University Press.
3. Boove, C.L., Thill, J.V. &Chaturvedi, M.. Business Communication Today, Pearson.

**DETAILED SYLLABUS
OF
OPEN ELECTIVES**

STRATEGIC MANAGEMENT

MBA/119

L	T	P	S
3	0	0	0

Objective:

To develop an understanding of the Strategic Management process in a dynamic and competitive global environment. To make them aware about various strategies to achieve a competitive edge over competitors.

Unit I

An introduction to strategy - Nature, Objective and importance; An overview of strategic management; Strategic Management Process, company's vision, mission and objectives

Unit II

Strategic Formulation: Overview of Environmental and organisational Appraisal, Concentration, Integration, Diversification, Internationalisation, stability, retrenchment, Strategic Analysis and choice using BCG Matrix, General Electric matrix and balance score card approach, Types of strategies.

Unit III

Strategy implementation: Designing organizational structure; Structural, Behavioural, Functional and operational implementation.

Unit IV

Strategy Evaluation and control: Nature and Importance, Strategic and Operational Control; Techniques of evaluation and control.

Outcome:

- The course will enable students to have a clear understanding of formulation, implementation and evaluation of strategies.
- It will help the students to gain knowledge about strategies and their relation with dynamic environment.
- The students will have a clear understanding about the strategy to be followed by the organization to go ahead in the market.
- The beneficiaries will be able to implement strategies in an effective manner.

Reference Books:

1. Azhar Kazmi, Business Policy and Strategic Management, TMH publication
2. Jauch & Glueck, Business Policy and Strategic Management
3. Thompson A.A. and Stickland A.J, Strategic Management- Concept and cases
4. David, Fred R. Strategic Management – Concept and Cases, Pearson Education, Delhi
5. Kenneth, A. Andrews, Concepts of corporate Strategy
6. Melvin J. Stanford, Management Policy
7. John A. Pearce II and R.B.Robinson, Strategic Management - Strategy Formulation and Implementation.

MICRO, SMALL AND MEDIUM ENTERPRISES

MBA/120

L	T	P	S
3	0	0	0

Objective:

The objective of this subject is to make aware about the concept of MSMEs. MSMEs play an important role in economic development. By studying this subject, students will be aware about the policy requirements for opening a micro, small or medium enterprises. This will help in increase entrepreneurship development.

Unit I:

Concept of MSMEs, Evolution of MSMEs, Characteristics of MSMEs, Advantages of MSMEs and their role and significance in economic development, Policies for MSMEs and Scope of MSMEs in India.

Unit II:

Challenges and opportunities of MSMEs in the current scenario, Problem of and prospects of SSI/ MSMEs, Performance of MSME/ SSI Sector, Impact of WTO on MSMEs, WTO and some vital issues for MSMEs

Unit III:

Concept of Globalization and Liberalization, Impact of Liberalization and globalization on MSME, Some issues in the context of Vitalization of MSMEs for growth and development, Role of SSI/ MSMEs in a global economy, Future Growth of Global SMEs

Unit IV:

Basic concepts of Growth, Pattern of Growth of MSMEs, Types of SMEs and the growth structure, MSME s as a driving force in economic development, Demand aspect for MSMEs, Promotion and Development of MSMEs, Sustaining the growth and development in the MSMEs, MSMEs in the Service Sector

Outcomes:

- Students will be aware about policy requirement for opening a MSME unit.
- The subject will helps in development of MSMEs in India
- The subject will helps in economic development
- This will help government to utilize resources of country.

Reference Books:

1. Management of a small scale- industry, Vasant Desai, Himalaya Publishing
2. Small scale industries and entrepreneurship, Vasant Desai, Himalaya Publishing
3. Entrepreneurship Development , Small Business Enterprises', Poornima M Charantimath Pearson Education
4. Business Environment and Policy, Francis Cherulinium , Himalaya Publishing House.
5. Small Industries in India :, Policies and Perspectives in the Indian Context, B, YerramRaju , Excel Books
6. Small and Medium Enterprises: Challenges and opportunities , J.S Juneja AIMA Excel Books West Bengal University of Technology

EVENT MANAGEMENT
MBA/121

L	T	P	S
3	0	0	0

Objective: To provide knowledge to students about management of different types of events. To help students to understand different aspects of events which are to be considered for successful event management.

Unit-1

Introduction: Meaning, Types of events, size of events; Use of event as a marketing tool –brand building, focusing the target market, Event planning. Event Infrastructure: Staging an event – Choosing the event site, developing the theme, conducting rehearsals, providing services, arranging catering. Equipment hiring (furniture, audio systems and other related items).

Unit-2

Organizing Events: Purpose of entertainment and speakers; entertainment choices; Entertainment planning Anchoring the event; Planning decoration according to the event themes. Fund raising. Job outsourcing. Security arrangements. Telecast / promotional rights.

Unit-3

Managing Events: Corporate Events; Trade Shows & Exhibitions; Planning and Scheduling the events. Celebrity events; Sports events; Concerts; Wedding Management: Guest lists; Photos and videos; Music arrangement; Party Management; Rural Events; Managing Events in Educational Institutions - Convocation, Farewell parties, Students Fests.

Unit-4

Strategies for Effective Event Management: Marketing; Control; Co-ordination; Execution; Crisis Management; Effectiveness Evaluation.

Outcome:

- The students will have a clear understanding of using event as a marketing tool.
- The beneficiaries will learn to stage an event.
- The course will help to manage events effectively.
- The students will be able to make plans according to event themes.

Reference Books

1. Getz Donald. Event Management & Event Tourism. 2/e. Cognizant Communication Corporation,
2. Sanjaya Singh Gaur and Sanjav V. Saggere. Event Marketing & Management, Vikas Publishing.
3. Mathews J.M. Hospitality Marketing & Management. Avishkar Publisher
4. Goldblatt, Best Practices in Modern Event Management. John Wiley & Sons

THIRD SEMESTER

ENTREPRENEURSHIP DEVELOPMENT

MBA/ 201

L T P S
4 0 0 0

Objective:

The aim is to make students aware about concept of entrepreneurship, qualities to be entrepreneur, significance in economic development. The objective is to make the students capable of creating a business plan and feasibility report. The student should be aware about the support system available.

Unit I

Concept of Entrepreneur, Characteristics, qualities and pre-requisites of entrepreneur, entrepreneurship and intrapreneur, Entrepreneur vs. Manager; Significance of Entrepreneurial Economic Development; Economic, social and psychological need for entrepreneurship;

Unit II

Women Entrepreneurship, Environmental Factors affecting success of a new business, Opportunity identification and selection, Formulation of business plan, Contents and significance of business plan

Unit III

Feasibility Study -Preparation of Feasibility Reports: Economic, Technical, Financial and Managerial Feasibility of Project, Methods and procedures to start and expand one's own business

Unit IV

Govt support to new enterprise; Role of Government and Promotional agencies in entrepreneurship development. Entrepreneurship Development Programmes; Role of various institutions in developing entrepreneurship in India (A brief description only).

Outcome:

- It will help students to prepare business plan.
- Students will be able to check the feasibility of starting new projects.
- They will be able to know the support available from Govt. to start a new venture.
- Students will be aware about the concepts of entrepreneurship development and significance in of entrepreneurship in economic development.

Reference Books:

1. Khanka S.S., "Entrepreneurship Development". S.Chand.
2. Desai, A N. "Entrepreneur & Environment". Ashish, New Delhi.
3. Drucker, Peter. "Innovation and Entrepreneurship". 1985. Heinemann, London.
4. Jain Rajiv. "Planning a Small Scale Industry: A Guide to Entrepreneurs". S.S. Books, Delhi.
5. Kumar, S A. "Entrepreneurship in Small Industry", Discovery, New Delhi.
6. McClelland, D C and Winter, W G. "Motivating Economic Achievement". Free Press, New York.
7. Pareek, Udai and VenkateswaraRao, T. "Developing Entrepreneurship -A Handbook on Learning Systems", Learning Systems, Delhi.

PRESENTATION SKILLS LAB
MBA/ 202

L T P S
0 0 2 0

Objective: To make students competent and competitive about presentation skills. Students have to present about the current topics for discussion in a group.

The Students will refer the business magazines and Newspapers daily for presentations in a class and they will be keenly observed for enhancing their presentation skills.

Outcome:

- The students will be able to present their views in the best possible manner.
- The presentation skills will help them to improve their level of confidence.
- It will enhance their ability to work in team.
- It will inculcate leadership qualities.

References:

1. Business Week Magazine
2. Business Today Magazine
3. Business Line Magazine
4. Economic Times (Newspaper)
5. Money (Newspaper)
6. Mint

ENTREPRENEURSHIP CASE STUDY ANALYSIS

MBA/203

L T P S
0 0 2 0

Objective:

The course is to provide an overview and competences needed to be an entrepreneur as well as to sensitize the potential entrepreneurs towards the environment so that they can understand practically the complexities faced by successful entrepreneur.

The students will visit two entrepreneurs of their own choice and gather information about the following

- Background of the entrepreneur
- History of enterprise
- Motivations for selecting entrepreneur career
- Process of starting the enterprise
- Type of enterprise
- Production process
- Marketing policies
- Investment
- Institutional finance
- Financial monitoring and control
- People management profit and loss
- Growth and development
- Problems faced
- Family support and opposition
- Future plans

The students will prepare the life cycle of the enterprise and carry out a SWOT analysis of the enterprise and entrepreneur both. They will give a presentation and will submit a spiral bound report and a soft copy of all the information.

Outcome:

- It will create understanding for entrepreneur skills, possible risks and their avoidance among the students
- Students will learn through interaction and analysis of a real life entrepreneur venture.
- It will lead the students for becoming a successful entrepreneur
- Students will be confident and motivated towards entrepreneurship

MANAGEMENT TRAINING MBA/ 204

L T P S
0 0 0 0

Objective:

To help students understand applications of various theoretical concepts in practical way through training.

At the end of second semester, every student of MBA will undergo 6-8 weeks training. During the course of training, the organisation (where the student is undergoing training) will assign a problem/project to the student. After completion of training, the student will submit a report to the university, which will form the part of third semester examination. The tentative content of the report is given below:

- ☐ Cover Page
- ☐ Acknowledgement
- ☐ Certificate from organization/company
- ☐ Introduction
- ☐ Company profile
- ☐ Literature Review if any
- ☐ Research Methodology (Objective of the Research, Type of data, Sample design, Hypothesis, Analytical Tools, Limitations of Study)
- ☐ Data Analysis
- ☐ Findings
- ☐ Conclusions
- ☐ Recommendations
- ☐ References
- ☐ Appendices – to include questionnaire, if any

However, the report must be submitted within one month from commencement of third semester. One chapter must be included about history of the organisation, its structure, products and services offered. The average size of report will be 60 to 80 typed pages in standard font size 12 and one half spacing on A4 size papers. It is mandatory that student will make presentation in presence of teachers and students.

Outcome:

- The Students will be able to understand the implications of training.
- It will give them an opportunity to work in corporate world.
- The students will be able to have practical knowledge about managerial aspects.
- The beneficiaries will be able to have an insight about training method adopted by their respective organization.

Mandatory Audit Courses

Detailed Syllabus

of

Audit Courses

at

Departmental Level

MORAL VALUES
MBA/216A

L T P S
2 0 0 0

Objective: To create an awareness on Human Values among the students, to imbibe the sense of responsibility towards the various stakeholders in the society.

Contents:

Human Values, Morals Values, Values and Ethics, Basic Etiquettes, Integrity – Work Ethics – Honesty – Courage –Empathy – Self-Confidence – Character, Positive Attitude and beliefs, Balanced approach professional and personal Life, Social Responsibilities And Rights

Outcome:

- It will create awareness on moral Values.
- Students will be able to understand the rationale of social responsibility.
- Recognize and appreciate ethical considerations and values relevant to business activity
- It will imbibe a sense of applying balance in their personal and professional life.

Reference Books:

1. John R Boatright, “Ethics and the Conduct of Business”, Pearson Education, New Delhi.
2. Edmund G Seebauer and Robert L Barry, “Fundamentals of Ethics for Scientists and Engineers”, Oxford University Press, Oxford
3. Hartman , Laura P. and Joe DesJardins, Business Ethics: Decision-Making for Personal Integrity & Social Responsibility. McGraw-Hill/Irwin.
4. Arthur, John. Studying Philosophy: A Guide for the Perplexed. Pearson/Prentice Hall.

INTRODUCTION TO PSYCHOLOGY

MBA/216B

L T P S
2 0 0 0

Objective:

To introduce students to the basic applications of psychology in everyday life. The course will facilitate self-discovery in the students and ensure their effective participation in responding to the needs and challenges of society so that they become more adaptive to the changing nature of society, educational institutions and organisations.

Contents:

Psychology: Concept and its applications. Stages of Life Span Development: Prenatal Development, Birth and Infancy, Childhood, Adolescence, Adulthood. The Perceptual Processing, and determinants of Perception. Stages of memory, Types of memory: (sensory, short term and long term). Concept of Forgetting. Thinking and Reasoning: Concepts, Categories. Problem solving: solution strategies.

Outcome:

- The students understand the basic concept of psychology.
- Awareness about the applications of psychology is generated in students.
- Understanding of concept of psychology help them to manage in different situations.
- Overall personality of the student develops.

References:

1. Baron, R. & Misra, G. Psychology. New Delhi: Pearson.
2. Chadha, N.K. & Seth, S. The Psychological Realm: An Introduction. New Delhi: Pinnacle Learning.
3. Kavita Singh, Organisational Behaviour: Text and cases. New Delhi: Pearson Education

INTRODUCTION TO HEALTH PSYCHOLOGY

MBA/216C

L T P S
2 0 0 0

Objective:

To make the student understand the importance of the relationship between psychological factors and physical health. It aims to impart knowledge about how to enhance well-being.

Content:

Introduction to Health Psychology: components of health: social, emotional, cognitive and physical aspects, mind-body relationship, goals of health psychology. Behaviour and health: Characteristics of health behaviour; Barriers to health behaviour; Theories of health behaviour and their implications. Health Enhancing Behaviours: Exercise, nutrition, safety, pain, stress management. Health and Well-being: Happiness; Life satisfaction; Optimism and Hope.

Outcome:

- The students become aware of the relationship between health and behavior
- Awareness is generated among the students about the health enhancing behaviors.
- The students understand the influence of different behaviors on health.
- The students understand the importance of different psychological factors.

References:

1. Allen, F. Health psychology and behaviour. Tata McGraw Hill Edition.
2. Kindersley, Misra, G. Stress and Health. New Delhi: Concept.
3. Routledge. Dimatteo, M. R., & Martin L. R.. Health psychology. India: Dorling.
4. Sarafino, E.P. Health psychology: Bio psychosocial interactions. NY: Wiley.
5. Snyder, C.R., Lopez S. J., & Pedrotti, J. T. Positive psychology: The scientific and practical explorations of human strengths. New Delhi: Sage.

Semester-IV

BUSINESS ETHICS AND CORPORATE GOVERNANCE
MBA/205

L T P S
4 0 0 0

Objective:

The objective of this course is to develop an understanding and appreciation of the importance of value system, ethical conduct in business and role and responsibilities of corporate in social systems.

Unit-I

Ethics and Behaviour, Ethical conduct in Business: Ethical Audits, Cost of being Unethical, Ethics and social responsibility, Ethics in marketing, Ethics in finance, Ethics in human resource, Ethics in Information Technology. Intellectual property rights like designs, patents, trademarks, copy rights

Unit-II

Values–Concepts, values in Business, Types and Formation of Values, importance of value system, Values of Indian Managers; applications of moral values to the challenges of the organizations. Relationship between ethics and values.

Unit-III

Corporate Governance: Concept, corporate governance code, Profit maximization versus Corporate Social Responsibility, Corporate Social Reporting, Corporate Governance and the Role of Board (BOD),

Unit-IV

Legal aspects : Corporate Disclosure and Investor Protection in India, B/S /ISO Guidelines on CSR Management(ISO 26000), Corporate disclosure practices, SEC & SEBI codes, ICRA ratings.

Outcome:

- The students will be able to apply the moral values
- It helps students to apply ethics to the real challenges of the organizations.
- Students will be aware about the concept of corporate governance.
- The students will be able to know about the legal aspects of corporate social responsibility.

Reference Books:

1. S.S. Iyer - Managing for Value (New Age International Publishers)
2. Laura P Hartman AbhaChatterjee - Business Ethics (Tata McGraw Hill)
3. S.K. Bhatia - Business Ethics and Managerial Values (Deep & Deep Publications Pvt.Ltd)
4. Velasquez - Business Ethics - Concepts and Cases (Prentice Hall)
5. Reed Darryl - Corporate Governance, Economic Reforms & Development (Oxford)
6. Mathur UC - Corporate Governance & Business Ethics (McMillan)

BUSINESS CASE STUDY LAB
MBA/206

L T P S
0 0 2 0

Objective:

The objective of case studies is to give exposure of real world situations to the students to improve their analytical thinking and decision making skill for future business decisions.

In this course students are required to solve the assigned cases in the class. Total 10-12 case studies in a semester they have to solve in a group of 5-6 students. They are also required to present their assigned case studies in the class and to submit a report on the cases discussed in the class during the semester.

Outcomes:

- The students will be able to apply theoretical concepts of Management in real world situations
- It will improve the analytical thinking and decision making skills of the students.
- It will give new insights to the students to handle the difficult situation more rationally.
- It will encourage students to discuss live cases in the class.

References:

1. Icmrindia.org (IBS Centre for Management Research)
2. European case clear house (ECCH)
3. Various Management Journals/ Magazines/newspaper like Vikalp, Business Today , Mint etc.

LEADERSHIP LAB
MBA/207

L T P S
0 0 2 0

Objective:

To provide a clear understanding to students about the various leadership traits. To indulge them in the various activities to have hands on experience about leadership traits.

During the session various activities will be conducted for students for enhancing their leadership qualities. The students will be divided in groups of 5 members. Each group is required to select a leader in his own field and then they have to collect information regarding leadership traits of the leader selected. The leaders are required to be contacted in personal to collect information from them with the help of interviews. The collected information about leaders will be presented in the class.

Various activities like role play, influencing people, motivating games will be conducted in the class that will focus upon: developing leadership traits, managing conflict, fairness, warmth, integrity, risking , innovation etc. Articles written by various leaders like APJ Abdul Kalam, Mahatma Gandhi , Pt. JawaharLal Nehru, Steve jobs, Rata Tata, DhirubhaiAmbani, Mr.NarendraModietc.will be discussed in class.

Outcomes:

- To give students a clear understanding about various leadership traits.
- To help them to gain insight into various patterns, beliefs and attitude of leadership.
- To provide hands on experience to students for motivating and inspiring others as a leader.
- To indulge them in various activities to tackle real situations as a leader.

RESEARCH PROJECT
MBA/208

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Every student will be assigned a project topic at the end of the third semester from their area of specialization and it will be pursued by him/her under the supervision of an internal supervisor. The dissertation along with soft copy will be submitted by the students in the department. The tentative content of the report is given below:

- Cover Page
- Acknowledgement
- Certificate
- Introduction
- Literature Review
- Research Methodology (Objective of the Research, Type of data, Sample design, Hypothesis, Analytical Tools, Limitations of Study)
- Data Analysis
- Findings
- Conclusions
- Recommendations
- References
- Appendices – to include questionnaire, if any

The student shall be required to submit progress report as per the schedule to be announced by the department for assessment by the project guide. The student will submit two copies of the report in the department. The dissertation shall be evaluated both by External and Internal Examiners.

Research Project will initiate from third semester. Research project will be accepted for submission and evaluation when at least one research paper out of the project work has been published or accepted for publication in a research journal, or presented in any national or international conference/seminar. If a student fails to do so, then he/she has to give the presentation of the research project before a board constituted by the Dean of the faculty of management studies.

RETAIL MANAGEMENT SPECIALIZATION

RETAIL INSTITUTIONAL FRAMEWORK
MBA/RM 209

L T P S
4 0 0 0

Objective: The objective of this course is to expose the students to basic concepts of various institutions of retail. It provides insights necessary to understand various formats and strategies of retail institutions.

Unit-I

Retail Institution: Meaning, Characteristics by Ownership: Independent, Chain, Franchising, Leased, Department, Vertical Marketing System, Consumer-Cooperatives,

Note: These formats must be shared with their meaning, competitive advantages and disadvantages, size, functions, dynamics, managerial-issues and Relationships.

Unit-II

Store Based Strategy-Mix Retail-I: Considerations in Planning. A Retail Strategy-Mix; Wheel of Retailing Theory, Scrambled- Merchandising, The Retail-Life-Cycle, Strategies of Evolving Retail-institutions (Mergers, Diversification, Downsizing). Case Study

Unit-III

Store Based Strategy-Mix Retail-II: Cost Containment Approach, Food-Oriented Retailers and Their formats; Convenience Store, Conventional Supermarkets, Food Based Superstores, Combination Store, Box / Limited Line Store, Warehouse Store, General Merchandise-Retailers, Specialty Store, Traditional Departmental Store, Full Time Discount Store, Variety Store, Off-Price-Chain, Factory-Outlet, Membership-Club, Flea-Market. Case Study

Unit-IV

Other Non-Traditional Retailing: Single-Channel and Multi - Channel-Retailing, Direct Marketing: Domain Key to Success,

Emerging Trends; Steps in Direct Marketing Strategy; Key issues; Direct Selling; Vending Machines, Electronic Retailing; Scope, Characteristics; Video Kiosks, Airport Retailing. Case Study

Outcome:

- The students will learn the advantages and disadvantages of old and new retail formats.
- Students will have clear understanding about various retail institutions formats.
- Students will be able to understand strategies related to different retail institutions.
- Students will be able to understand emerging trends in retailing.

Reference Books:

1. SwapnaPradhan, "Retailing Management- Text & Cases", Tata McGraw Hill
2. Fleming.P, "Guide To Retail Management" Jaico Publications.
3. Gopal, W, "Retail Management" ICFAI.
4. S.L.Gupta, "Retail Management"
5. Mitra, S.N., "Retail Management", Pointer Publication, Jaipur.
6. Berry Berman & J.R. Evans, "Retail Management – A Strategic approach" Prentice Hall of India, New Delhi.

AGRICULTURAL AND RURAL MARKETING
MBA/RM 210

L T P S
4 0 0 0

Objective:

The objective of this course is to explore the students to the Agriculture and Rural Marketing environment so that they can understand consumer's and marketing characteristics of the same for understanding and contributing to the emerging challenges in the upcoming global economic scenario.

Unit-I

Concept & scope of rural market, Rural development as a core area, Efforts put for Rural development in Five years plans. Rural markets' Characteristics, Rural markets. Environmental factors.

Unit-II

Rural Consumer Behaviour, Rural Consumer Vs Urban Consumers – a comparison, Relevance of Marketing mix for Rural market/Consumers. Problems in rural market.

Unit-III

Segmentation, Targeting & Positioning for rural market, Market forces, components of different Product Strategies, Pricing Strategies, Promotional Strategies & Distribution Strategies for Rural consumers.

Unit-IV

Understanding Agricultural Markets, Nature & scope, Objectives of Agriculture Marketing, Challenges in Agriculture Marketing, Agriculture Marketing & its Economic importance, Agricultural Produces and their market. Export potential for agri-products, Major of Government and Non-Govt. Agencies in the development of Rural and Agricultural, Sector Marketing Strategies for Seed; Fertilizers; Pesticides; Farm equipment. Role.

Outcome:

- This course will impart knowledge to the students regarding Agricultural and rural marketing.
- The students will be able to understand applications of strategies in rural markets.
- The course will help them to frame better management strategies for agriculture and rural marketing.
- Students will be able to know about details of agriculture markets.

Reference Books:

1. Badi & Badi : Rural Marketing
2. Mamoria, C.B. & Badri Vishal : Agriculture problems in India
3. Arora, R.C. : Integrated Rural Development
4. Rajgopal : Managing Rural Business
5. Gopaldaswamy, T.P. : Rural Marketing
6. Agriculture Today Magazine

RETAIL ORGANIZATION AND RESOURCE MANAGEMENT
MBA/RM 211

L T P S
4 0 0 0

Objective: The course focus on analyzing the concepts associated with setting up a retail organization and studying effect of resource management in retailing.

Unit-I

Setting Up a Retail Organisation: - Factors in Planning and Assessing a Retail-Organisation, Grouping Tasks into Jobs, Job classification, Organizational Chart.

Unit-II

Organizational Patterns in Retailing:- Organizational Arrangements by Small Independent Retailers by Departmental-Stores, by Chain-Retailers, by Diversified Retailers.

Unit-III

HRM in Retailing: Meaning; HR-Environment of Retailing, Women and Minorities in Retailing, HRM-Process in Retailing; Recruiting, Selecting, Training, Compensating and Supervising Retail Personnel.

Unit-IV

Motivation in Retail: Meaning, Importance, Hierarchy of Needs (Maslow's). Leadership in Retail-Area: Concept, Characteristics,, Significance, Leadership Development, Leadership Styles

Outcome:

- To built ability in mind of a students for setting up a retail organisation.
- This will help the students in taking decision regarding organizational patterns in retailing.
- This helps to build an ability to be a good retailer by utilizing limited resources.
- This will help the students in understanding leadership roles in retailing.

Reference Books:

1. .Swapna pradhan, Retailing Management : Text and Cases. Tata McGraw hill, New Delhi
2. M.Chael hevya and barton.A Weitz,Retail Management, Irwin Mcgraw hill.

OPERATION AND MERCHANDISE MANAGEMENT FOR RETAILERS

MBA/RM 212

L T P S
4 0 0 0

Objective: The course is designed to introduce various principles, concepts and techniques developed in the area of operations management and merchandise management for retailers.

Unit-I

Operational Dimensions: Blueprint of Operations for Retail-Business, Inside format, size, and space-allocation in Retail- Stores, Store Security, Insurance, Credit Management, Computerization, Out sources, Crisis Management.

Unit-II

Merchandise Management: Meaning, Philosophy; Buying Organisation Formats and Processes; Devising Merchandising Plans (Forecasts, Innovativeness, Assortment, Brands, Timing, Allocation); Category-Management; Merchandising Software

Unit-III

Implementing Merchandising Plans (IMPs):- Sequential Steps for IMPs; Logistics with Goals; Inventory-Management

Unit-IV

Financial Merchandise Management (FMM): Overview, Cost and Retail Methods of Accounting for FMM; Merchandise Forecasting and Budgeting, Unit Control System (UCS); Financial Inventory Control.

Outcome:

- Students will gain a conceptual understanding of the Operations management for the retailers.
- They will be able to relate the concepts of merchandize management to practical applications in a retail store.
- The students will be able to understand various concepts associated with merchandize plans.
- Students will learn about optimum utilization of resources by using control systems.

Reference Books:

1. Swapna pradhan, Retailing Management : Text and Cases. Tata McGraw hill, New Delhi
3. M.Chael hevya and barton.A Weitz,Retail Management, Irwin McGraw hill.
4. Judith . W.Kincaid, Customer Relationship Management: Getting it right, Pearson Education, New Delhi.
4. James.A. Fitzsimms and Mina.J Fitzsimms, Service Management : Operations, Strategy, Information Technology, Tata Mc Grawhill.
5. Christopher Louchock and Jochen Wirtz, Service Marketing : People Technology, Strategy, Pearson Education, New Delhi.
6. K.Ramamohan Roa, Services Marketing, Pearson Education, New Delhi.
7. Bert Rosenbloom, Marketing Channels : A Management View , Thomson, New Delhi.
8. Bert Rosenbloom, Retail Marketing, Random House

RETAIL ADVERTISING AND SALES PROMOTION
MBA/RM 213

L T P S
4 0 0 0

Objective:

This course covers the elements of advertising and sales promotion used in context of retail management.

Unit-I

Introduction: Meaning, nature and purpose of advertising; advertising in the context of retailing; Integrated marketing communication (IMC), Advertising management process - An overview; Setting of retail advertising objectives and budgets. Media Decisions: Media planning - Media mix decisions: Popular media vehicles used in retail sector; Media timing and Scheduling.

Unit-II

Copy Writing: Creative strategy and copy writing; Different types of appeals; Copy layout; Evaluation of retail advertising effectiveness. Advertising Agencies: Features, functions and types; Selection of advertising agency; Agency-client relations; Direct response advertising; Ethical and legal aspects of retail advertising.

Unit-III

Introduction to Sales Promotion: Meaning, nature and role of sales promotion; Major objectives and limitations of sales promotion; Major types of sales promotion tools and techniques - Manufacturer vs. Retail store sales promotion, Consumer vs. trade sales promotion. Retail Store Sales Promotion: Objectives; Major retail store sales promotion tools for traffic building, purchase influencing and loyalty building - Sampling, price-off, coupon and money refund offers, premium, consumer contests and sweepstakes, point-of-purchase displays, demonstration, exchange offers, trade fairs and exhibitions.

Unit-IV

Trade promotion: Meaning and objectives; Major trade promotion schemes - Merchandise allowance, sales contests, point-of-purchase display assistance, trade discount, co-operative advertising. Sales Promotion Planning and Control: Establishing objectives of sales promotion and selecting consumers for sales promotion; Developing, pre-testing, implementing, controlling and evaluating the sales promotion programme.

Outcome:

- Students will understand the use of advertising and sales promotion as a marketing tool.
- They will understand of advertising and sales promotional appeals.
- Students will learn about appropriate selection of media.
- They will understand how to test the effectiveness of advertising and sales promotion.

Reference Books:

1. Robert C. Blattberg & Scott A. Neslin - Sales Promotion: Concepts, Methods, and Strategies - Prentice-Hall
2. Paul J Hydzic - Sales Promotion : Strategies That build brands - Illinois Institute of Technology
3. Schulz, William A Robinson & Lisa A Peterson - Sales Promotion Essentials : The 10 Basic Sales Promotion Techniques
4. Julian Cummins & Ruddy Mullin - Sales Promotions How to create , Implement and Integrate Campaigns that really work - Kogan Page
5. Kazmi & Sathish K Batra Advertising & Sales Promotions - Excel Books

INTERNATIONAL RETAILING

MBA/RM 214

L T P S
4 0 0 0

Objective:

This course is designed to provide exposure to a number of selected topics in the context of International retailing. The course will provide opportunity to students to extend their thinking regarding globalization to retail business.

UNIT-I

International Mktg -Scope and Concepts of International Mktg.- International Marketing Environment - International Trade – Barriers and Facilitators- Regional Economic/Political Integration- Cultural Influences on International Marketing- International Marketing research-International Marketing Segmentation, Positioning- The Marketing Plan and Entry Mode Selection- Products and Services – Branding Decisions- International Product and Service Strategies- International Distribution and Logistics

UNIT-II

International Retailing- Alternative conceptions of international retailing, definitions, interpretations and classification- Trends in the internationalisation of retailing and evolution of international retailing - Motives for international retailing, the changing nature of boundaries – International- Where retailers internationalise, assessing the potential of retail markets - Methods of international retailing, accessing retail markets, the form of entry, joint ventures, franchising, acquisition etc. marketing planning for differing international and regional requirements-Why retailers internationalise.

UNIT-III

Competing in Foreign Markets- Why Companies Expand into Foreign Markets- Cross- Country Differences in Cultural, Demographic and Market Conditions- Concept of Multi country Competition and Global Competition- Strategy Options for Entering and Competing in Foreign Markets- Quest for competitive Advantage in Foreign Markets-Profit Sanctuaries, Cross market Subsidization and Global; Strategic Offensives- Strategic Alliances and Joint Ventures with F Foreign partners.-Competing in Emerging Foreign Markets-Cross Border Strategic Alliances

UNIT-IV

Retail Structure- Enterprise Density- market Concentration- Product Sector- Innovation-Employment Structure- Merging Structure-Global Structure- Developing markets- Stages in development of International Operations- Export- Management Contracts- Franchising – Acquisition and Mergers – Organic Growth- Choice of Market Entry- Domestic Market- Retail Operations-Non Domestic market.- Retail Positioning and Brand Image- Measurement of Store Image –Open ended Techniques-Attitude Scaling Techniques-Multi Attribute model- Multi dimensional Scaling-Conjoint analysis, Market Research- Segmentation- Targeting- Positioning – The Market Mix- Image- Product range- Format-Price- Location_ Distribution- Promotion-- Promotional Mix and Advertising-Publicity, PR, and Sales Promotion Strategies- Personal Selling and Sales Management-International Pricing Strategy- Developing and Controlling an International Marketing Plan

Outcome:

- The students will understand traditional and contemporary frameworks of global retailing.
- They will know Ways for an international retailing company to plan for and adapt to a complex and dynamic environment.

Reference Books

1. Nicolas Alexander *International Reatailing*-Blackwell Business Publishers Ltd.
3. Margaret Bruce, Chistopher Moore, Grete Birtwistle *International Retail Marketing: A*

RETAIL PLANNING **MBA/RM 215**

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Objective: The course focus on analyzing how marketing, finance, operations and human resource functions are performed in context of retailing

Unit I

Marketing: Retailing, Role, Relevance & Trends.-Retail Customer-Retail market segmentation & franchising-Relationship marketing in Retailing.-Retailing in banking and other financial services, mutual funds and Insurance-Quantitative methods in marketing.-Social Marketing in Retail management
Strategic management: Retail in India.-Services marketing and management.-Brand Management-International / Strategies- Pricing -Advertising & sales promotion

Unit II

Operations: Retail location strategy-Product and Merchandise management-TQM-Mathematics / Statistics-EDP / MIS -Logistics & SCM-Security measures-Footfalls / computerized methods & non computerized methods-Visual / display methods -Merchandising & Management-Fashion designing
Finance: Accounting Methods-Capex planning-Risks-Capex planning-Accounting Processes-Accounting software's-WIP -Accounting methods-Strategic cost management-Management of Obsolete goods

Unit III

Human Resources: Retail organization- Laws involved in HR.- Motivation-Customer psychology- Training needs for employee-Top grading-Obstacles to Top grading- Astronomical Costs of Mis- Hires- Company killers and Company Derailers- recruitment Best Practices- How to Avoid Mis Hires- CIDS (Chronological in Depth Structure) based Model – Coaching to fix weakness-Interviews guide- Avoiding Legal Problems: Bulletproof Approach.

Unit IV

Legal & compliances: License-Contracts & Recovery-Legal Process-PF/ESIC & Exemptions-Food & Restaurants-PPF-IR – Law-Shops & establishments-IPR Patents, Copyright & Trademarks- Inclusion of Service Mark- Procedure and Duration of Registration-Collective Mark- Certification Mark- Procedural Compliance for Establishing an Retail Store- Customer Rights- Consumer Protection Acts- -Unfair Trade Practices- -Holding of Contests and Schemes-Disparaging Products of Competitors- Correctness of Representation- The Standards of Weights and Measures Act – Procedures applicable for a Retail Store.
Mall Management:- Types of Various retail formats-Concepts in mall design-Factors influencing Malls establishments-Aspects in Finance-Aspects in security / accounting -Aspects in HR-Aspects in Quality management-Statistical methods used in measuring mall performance.

Outcome:

- Students will come to know how marketing, finance, operations and human resource functions are performed in context of retailing
- They will understand legal requirements and compliances for establishing and running a retail store
- They will also insight of mall management

Reference books

1.Retailing Management Text & Cases- Swapna Pradhan- The McGraw Hill Companies 2.
Retailing Management -Levy & Weitz- The McGraw Hill Companies
3.Marketing Channel- Bert Rosenbloom- South Western -Thomson

E-COMMERCE

INTRODUCTION TO E-BUSINESS

MBA/EC209

L T P S
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Objective:

The objective of this course is to help students to understand the basics of Electronic Business, Electronic Commerce, and related issues.

Unit I

E-Business: Fundamentals, E-Business framework, E-Business application, Network Infrastructure for E-Business. Mobile and Wireless computing fundamentals: Mobile computing, framework, wireless technology and switching method, mobile information access device, mobile computing application.

Unit II

Handling money on the net: type of E-payment, digital token-based e-payment, smart card, credit card payment systems, risk on e-payment, designing e-payment. Inter-organization Business: EDI application in business, EDI: legal, security, standardization and EDI, EDI software implementation, VANs (value added net work) Internet based EDI.

Unit III

Electronic market place of buyers and sellers: Consumer and business markets: ordering on-line, Advertisement and marketing on Internet, Offering customer product on the net, electronics customers support. Web-catalogues, business care for documents library, type of digital documents, documents infrastructure, data warehouses, multi-media and digital video.

Unit IV

E-Business standard, Cyber laws, Cyber crimes & frauds, types and tools of hacking. Security and Electronic-Business: Client-server security, data and message security, document security, firewalls. Future of Electronic-Business: Virtual Factory, Strategies for Electronic Business, Making Money on net, Web portals and vortals concepts.

Outcome:

- The students will understand basics of Electronic Business
- They will come to know various aspects of Electronic Commerce

Reference Books

1. Ravi Kalakotta & Whinston B., "Frontiers of E-Commerce", Addison-Wesley, New Delhi.
2. R. Kalakotta & M. Robinson, "E-Business: Roadmap for Success", Addison-Werley, New Delhi.
3. Daniel Amor, "The E-Business (R) Evolution", Prentice Hall, PTR, New Delhi.
4. Parag Diwan and Sunil Sharma, "E-Commerce", Excel Books, New Delhi.
5. Reynolds, "Beginning of E-Commerce", Shroff Publication.
6. Kamlesh K. Bajaj & Debjani Nag, "E-Commerce", Tata McGraw Hills, New Delhi.

KNOWLEDGE MANAGEMENT
MBA/EC210

L T P S
4 0 0 0

OBJECTIVE:

The objective of the course is to make participants aware of using information that creates value and knowledge.

Unit I

Review of concepts of computing Evolution of Computing, data-data explosion, storage and management, approaches to DBMS Information processing information systems, organizational learning. Quality, re-engineering methodologies and business paradigms : introduction, total quality management, artificial intelligence, and emerging business paradigms.

Unit II

Knowledge Management. Introduction, Organizational Knowledge Management, Learning Organization, and Knowledge, Conversion. Knowledge Management techniques, Systems and tools. Knowledge analysis, Organizational Knowledge Dissemination.

Unit III

Organizational Knowledge Management Architecture and Implementation Strategies: Introduction, Knowledge Management Framework, Implementation, Strategies, Organizational Knowledge Management Architecture, Organizational Knowledge repositories, Knowledge Management Applications, Organizational Collaborative Platforms, Organizational Knowledge Measurement Framework and techniques, and implementation barriers.

Unit IV

K-Careers: Introductions, Knowledge Management roles and Knowledge Management Job Opportunities.

Outcome:

- The students will understand basics of using information that creates value and knowledge.
- They will come to know various aspects of knowledge management.

Reference Book

Warrier, E. Sudhir “Knowledge Management”, Vikas Publishing House Ltd. New Delhi.

SOFTWARE QUALITY ASSURANCE

MBA/EC 211

L T P S
4 0 0 0

OBJECTIVE:

The objective of the course is to make the students updated about the software quality policy and process. The syllabus also covers the software testing methods and tools.

Unit I

Introduction: - Software Quality Assurance, Software Models, Software Life Cycle, Testing Life Cycle. Types of Testing:- Software Testing, Scope, Importance of testing; Types of Functional Testing like- Static & Dynamic testing, black box & white box testing. Unit, Integration, System, Acceptance, Alfa, Beta, Positive, Negative, Ad-hoc and Monkey testing, Understanding basics of performance, Stress, scalability, capacity and load testing.

Unit II

Planning: - Planning test efforts, test plan contents, designing, documenting and tracking test cases. Testing: - Testing for currency, time zone, language specific and localization. (Practice on an example application) User interface, UI standards & guidelines; Browser based variations (Practice on an example application with IE), Testing of software on different platforms, Software testing for interaction with other applications, (Practice on Windows), Root Cause Analysis, Basic DB concepts and testing specific DB topics.

Unit III

Security: - Understanding security, types of security testing. Automation: - Basic Concept of automation, Tools support for testing, Types of test tools, Advantages of test tools and Selection of test tools.

Unit IV

Bug Tracking: - Introduction to bug tracking system, Bug Tracking Tools, Managing bug cycle, prioritizing bugs (Practice with tool). Configuration: - Understanding configuration management, Configuration Management Tools, Installation, Web server and application server.

Outcome:

- The students will understand the software quality policy and process. The syllabus also covers the basics of using information that creates value and knowledge.
- They will come to know various software testing methods and tools.

Reference Books

1. Software Engineering – Roger S. Pressman
2. Ian Sommerville - Software Engineering
3. Systematic Software Testing - by Rick David Craig, Stefan P. Jaskiel
4. Software Testing Techniques - by Geoffrey Miller, Scott Loveland, Michael Shannon, Richard Prewitt

RELATIONAL DATA BASE MANAGEMENT SYSTEM

MBA/EC 212

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OBJECTIVE:

The objective of this course is to provide students the knowledge of Relational Database Management System, using Oracle.

Unit I

An Introduction to Relational Databases: The Relational Model, Relational Data Objects, Domains and Relations, Relational Data Integrity: Candidate keys and related matters, Relational Operators: Relational Algebra and Introduction to Relational Calculus. Database Design: Entity Relationship, Model, Functional Dependencies, Normalization 1NF, 2NF, 3NF, BCNF, Higher Normal Forms, Codd's Rules for RDBMS, Case Studies.

Unit II

Managing Data: Interactive SQL, Computations on Table Data, Oracle Functions, Table level and Column Level Data, Constraints, Manipulating Dates in Oracle, Subqueries, Joins: Equi Joins, Self Joins. SQL Performance Tuning, Oracle Objects, Creation and Dropping of Indexes, Views, Sequences, Data Control Permissions: Granting and Revoking roles.

Unit III

PL/SQL: Oracle Transactions, Processing a PL/SQL Block, Cursors, Parameterized Cursors, Stored Procedures and Functions, Database Triggers, Type of Triggers, Deleting a Trigger, Introduction to packages, Features of Oracle 8i.

Unit IV

Database Administration: Introduction to Managing the Database, Managing Disk Space, Managing Users, Backup & Recovery, Performance Tuning & Optimization, and Database Security.

Practical Exposure

1. Plan for a SQL Server installation, and then install an instance of SQL Server.
2. Manage files and databases, including determining resource requirements.
3. Choose a login security method, configure login security, plan and implement database permissions, and describe how to help protect SQL Server in an enterprise network.
4. Perform and automate administrative tasks and create custom administrative tools.
5. Back up databases and implement a backup strategy. Restore databases
6. Monitor and optimize SQL Server performance.
7. Transfer and migrate data into databases. Maintain the high availability of SQL Server
8. Replication of data from one SQL Server to another.

Outcome:

- The students will understand various aspects of Relational Database Management System.
- They will come to know various applications of Oracle.

Reference Books:

1. An Introduction to Database Systems (Sixth Edition) by C.J.Date.
2. SQL,PL/SQL. The Programming Language of Oracle (BPB Publication) by Ivan Bayross.
3. Oracle Unleashed (Second Edition/Revised for Oracle 8/8i) by Techmedia Publication.

INTERNET MARKETING

MBA/EC 213

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OBJECTIVE :

The Objective of the course is to provide the students with a conceptual, analytical framework to understand the Internet marketing. The emphasis is on online marketing models & methods of implementation. At the end of the course the students will be able to conceptualize the strategies of internet based marketing practices.

Unit I

Introduction to Internet Marketing: Definition, Scope, Advantages & Disadvantages, Process, Internet Marketing Vs Traditional Marketing, Internet Marketing Strategies. E-business models, Search Engine Marketing Strategy, Web Marketing, E-business deployment, RSS Feed.

Unit II

Pay Per Click Campaign: Google and Yahoo Model, Adwords & Adsense, Content Match Type, CTR, Leads & Conversions, PPC Account Management, Budgeting, PPC Strategies, Gap Analysis. Banner Advertisement & E-mail Marketing: Banner Concept, Banner Placement, E-mail campaign, Newsletter Campaign, Press Release.

Unit III

Affiliate Marketing: Introduction, Affiliate Networks, In-house Affiliate Programs. W3C Standards: W3C Mark Up Validator, Check link, CSS Validator, P3P Validator, And Semantic Data Extractor.

Unit IV

Implementation of strategies: Introducing realistic approach of Internet Marketing strategies development and implementation.

Outcome:

- The students will understand conceptual, analytical framework to understand the Internet marketing.
- They will come to know online marketing models & methods of implementation.
- They will be able to conceptualize the strategies of internet based marketing practices.

Reference Books:

1. Internet Marketing: Strategy, Implementation and Practice by Dave Chaffey.
2. Principles of Marketing by Philip Kotler.

SEARCH ENGINE OPTIMIZATION METHODS
MBA/EC 214

L T P S
4 0 0 0

Course Objective:

The objective of the course is to provide the students with a conceptual, analytical & Technical framework of SEO (search engine optimization)

Unit I

Introduction to Internet Marketing: Definition, Scope, Advantages & Disadvantages, Process, and SEO Strategies. HTML: Important HTML Tags, Use of HTML Tags, Code Verification & Validation.

Unit II

Search Engines: Introduction of Search Engines, Search Engines Vs Web Directories, PR concept, SE Algorithms, SERP, SE Crawler, SE Submission & Indexing, Google Dance and Sand Effect.

Unit III

Search Engine Optimization: Industry Analysis, Site Analysis, Competitor Analysis, Keyword Analysis and Research, Meta Creation, Navigation & Linking Strategies, Content SEO, other Supplementary SEO, Static SEO & Dynamic SEO, Landing Page, Landing Sites, Call to Actions, SEO Tools, Design Issues, Gsitemap, Page Redirect methods.

Unit IV

Link Building Strategies: Linking Concept, Link Exchange, Free & Paid Directory Submission. Web Traffic Analysis: Web Stats Tools, Traffic Analysis, Configuring Tools using wizards, Tracking End-users.

Practical Exposure: Introducing the realistic approach of SEO.

Outcome:

- The students will understand conceptual framework of SEO.
- The students will understand analytical framework of SEO.
- The students will understand Technical framework of SEO.

Reference Books:

1. Search Engine Optimization for Dummies by Peter Kent.
2. SEO Book by Aaron Walls.
3. Search Engine Marketing by Mike Grehan.

BUSINESS TRANSFORMATION TOOLS & TECHNIQUES
MBA/EC 215

L T P S
4 0 0 0

Objective: The objective of this course is to provide the students basic knowledge of current business transformation. Technique special reference to IT.

Unit I

Overview of ERP, Integrated Information, Accommodating variety, seamless integration, Benefits, Modern Enterprise with ERP. Significance and principles of BE, BPR, ERP, IT, MRP, II. ERP implementation, Role of consultant, vendors, users, post implementation, ERP cases: SAP Baan.

Unit II

Core Concepts of TQM. Customers focus. Quality for profits. Tools and Techniques of TQM:SPC ISO 9000:Concepts.Certifications, methods, implementation.

Unit III

Introduction to BPR: Need application & capacities of BPR. Change theory, Pitfalls in Re-engineering, Re-engineering team, Preparing and planning for change, Designing & implementing processes. Similarity and difference between ERP and BPR.

Unit IV

Introduction to SCM. Inventory Management devices, logistic system analysis & design. Introduction to relationship management, concepts of CRM, Development of CRM. Planning CRM.

Outcome:

- The students will understand about current business transformation.
- They will be able to know Technique special reference to IT.

Reference Books:

1. ERP Concept & Practice by V.K. Garg, N.Venkitaman PHI Quality in totality Parag Dewan.
2. Reengineering the Corporation Michel Hammer & James Champy Supply Chain Management B.S.Sahay.
3. Customer Relationship Management, Jagdish Seth

Travel & Tourism Management

TOURISM BUSINESS
MBA/TTM-209

L T P S
4 0 0 0

Objective

This course aims at creating a basic understanding on the nature of Tourism business, meaning, type, elements and component of tourism. It unfolds the growth and development of international tourism and various factors which are influencing it. Its impacts on various aspects of life are also studied along with different service providers which are very important for the growth of tourism.

Unit I

Tourism: Meaning, nature and Characteristics, Tourism Terms: Tourist, Tourism Resources; Tourism Product; Tourism Market, Destination; Recreation; Pleasure, Economic, Social, Cultural and Environmental benefits of tourism

Unit II

Factors contributing for growth of tourism, Tourism Trends and patterns at global level, Tourism trends and patterns in India

Unit III

Motivations, Needs and Expectations, Push and Pull factors in Motivation Theory, Types of Tourism and Tourists

Unit IV

Travel Agency and Tour Operator Services, Tourist Transportation Services, Hospitality Services, Tourism Chain: Vertical and horizontal integration of services

Outcome:

- The students will understand nature of Tourism business.
- They will be able to understand various factors affecting Tourism business.

Reference Books

1. Anand, M.M. Tourism and Hotel Industry in India, prentice Hall New Delhi, 1976
2. Bhatia, A.K., International Tourism, Sterling Publisher, New Delhi
3. Bhatia, A.K., Tourism development: Principles, practices and Philosophies, Sterling Publisher, New Delhi
4. McIntosh, Robert, W. Goldner, Charles, Tourism principles , practices and Philosophies, John Wiley and sons Inc. New York, 1990 (9th edition)
5. Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood Cliffs, N.J.,Prentice Hall, 1985
6. Negi, J.M.S., Tourism and Travel-Concepts and principles,Gitanjali Publishing House, New Delhi, 1990
7. Robinson, H.A., Geography of Tourism, Mc Donald and Evans, London, 1976
8. Sevlam , M., Tourism Industry in India, Himalaya Publishing House, Bombay, 1989 \
9. Seth, P.N. Successful Tourism Planning and Management, Cross Section Publications
10. Kaul, R.N., Dynamics of Tourism: A Trilogy, Sterling Publisher, New Delhi

INTERNATIONAL TOURISM
MBA/TTM-210

L T P S
4 0 0 0

Objectives:

The course intends to develop an insight into trends and patterns in international tourism in terms of past, present and future perspectives besides looking into the forces and factors influencing tourism growth. To develop a comprehensive view of international tourism, a study of the regional distribution of tourism traffic is given due attention besides the role of tourism organizations in regulating and coordinating various activities in international tourism.

Unit I

Forces and factors influencing growth of international tourism, Trends in tourists' arrivals and receipts in international tourism, Measurement of international tourism: Methods and their merits and demerits

Unit II

International Tourism (inbound tourism) trends in Europe with special reference to France, Spain, Italy, and United Kingdom, International tourism (inbound tourism) trends in Americas with special reference to USA, Mexico, Caribbean, Islands and Brazil

Unit III

International tourism (inbound tourism) trends in Asia-Pacific region with special reference to China, Thailand, Singapore, India, Australia, and New Zealand

International tourism (inbound tourism) trends in Africa and Middle East with special reference to South Africa, Kenya and Egypt

Unit IV

United Nations World Tourism Organization (UNWTO): Role in tourism development and promotion, membership and objectives, World Travel & Tourism Council (WTTC) role in tourism development and promotion, membership and objectives, Pacific Asia Travel Association (PATA) : role in tourism development and promotion, membership and objectives, International Air Transport Association (IATA): role in tourism development and promotion, membership and objectives

Outcome:

- The students will understand various aspects of International Tourism.
- They will be able to understand role of tourism organizations in International Tourism.

Reference Books

1. World Development Indicators 2012, World Bank, World Bank Group 2012 World Bank Group
2. Trends and Issues in Global Tourism 2012, Roland Conrady, Martin Buck -2012 Springer. Copyright.
3. International Cases in Tourism Management -Susan Horner, John Swarbrooke 2012 Routledge
4. Domestic Tourism in Asia: Diversity and Divergence by Shalini Singh - 2012 Routledge Understanding Tourism -S. Medlik -2012 C R C
5. Atlas of Travel and Tourism Development -Myra Shackley -2012 Routledge Tourism -John Whittingdale, 2008, The Stationery Office. 8.Tourism and Climate Change: Impacts, Adaptation and Mitigation, C. Michael Hall, Stefan Gössling, Daniel Scott, 2012 Routledge

6. Global Tourism: Cultural Heritage and Economic Encounters; Sarah M. Lyon, E. Christian Wells 2012 Rowman Altamira.
7. Burkari A.A.J. & Medlik, S, 1981. Tourism: Past, Present and Future, Helnemann
8. McIntosh Robert, W.Goeldner & R. Charles, 1990. Tourism principles, Practices & Philosophies, John Wiley & Sons Inc. New York (6th edition)
9. O'Grady R. 1981: Third World Stopover world Council of Churches, Geneva.
Robinson, H.R. 1976. Geography of Tourism. Mac Donald & Evan, London, 1976.

TOURISM MARKETING
MBA/TTM-211

L T P S
4 0 0 0

OBJECTIVES

The course provides a basic understanding of tourism marketing. It begins with the general marketing concept and moves into the specifics of services and tourism marketing. Students will learn about importance of tourist orientation and ways to reach tourist through proper marketing strategies. The course will provide both theoretical and applied understanding. The emphasis on the tourism marketing mix and integrated strategies as applied in the contemporary times is the hallmark of the course.

Unit I

Concept of Marketing and stages of its growth, Core concepts in marketing- Need, Wants, Demand, Exchange, Markets. Concept of Service Marketing and Tourism Marketing and their characteristic, features Distinct features of Tourism Products and Services and role of marketing

Unit II

Marketing Environment and its analysis- Tourism Marketing system Understanding buyer-Buying process and factors affecting buying process, Researching the market- Marketing Information System and Marketing Research Demand Forecasting, Market Segmentation, Market targeting and Product Positioning

Unit III

Concept of Marketing Mix and its 7p's framework in tourism- product, Place, Price, Promotion, people, Process, Physical evidence, Product related strategies- New Product development. Product life cycle; Branding; Product – mix Strategies; Tourism Packaging, Place related strategies –Distribution in Tourism, middlemen and their function. Pricing strategies- Concept of price and factors affecting pricing; Pricing strategies.

Unit IV

Promotion strategies – Promotion mix; Integrated marketing communication; Devising the promotional plan Strategies- Role of employees in tourism service delivery, Internal Marketing Customer Satisfaction and Customer Relationship Marketing, Process strategies- modes of delivery of tourism services; Balancing supply and demand; Online delivery of tourism services, Physical evidence – Importance of ambience and experience of tourism; Components of physical evidence; Creating right physical evidence

Outcome:

- The students will understand various aspects of tourism marketing.
- They will be able to understand tourism marketing mix and integrated strategies.

Reference Books

1. Advances in Tourism Destination Marketing ; Edited by Metin Kozak, Juergen, Gnoth and Luisa L.A Andreu, 2009 Routledge
2. Alan Jeffeson and Leonard Lickorish: Marketing tourism
3. Andrew Vladimir: A Complete travel Marketing Handbook NTC Business Books, Illinois 1975
4. Ashworth, Grgory and Brain G.(ed) Marketing Tourism Places, Rutledge, London 1990

AIRLINE TICKETING & CARGO
MBA/TTM-212

L T P S
4 0 0 0

OBJECTIVES:

The aviation industry is growing at very fast pace. It has opened a great vista of different types of jobs related with aviation industry. The course aims to provide a systematic & extensive knowledge of aviation industry with basic knowledge of airlines ticketing and cargo handling. It includes an introduction of air transport industry. It explains various codes, time calculation, types of journey and fare calculation, cargo handling and formalities at airports.

Unit I

History of air transport in the world & India. International & Domestic airlines: Public & Private Airline, IATA, ICAO & DGCA organizational structure & functions. Freedoms of Air, Bilateral agreements. Time zones, time calculation. Airport formalities; custom clearance, health regulation, passport, VISA.

Unit II

Understanding of various codes; City and airport codes, airlines codes etc. Airline geography, IATA areas and sub areas, planning itinerary with special reference to Air Transport connectivity.

Unit III

Types of tickets: On line tickets, paper tickets, computerized & Hand written Tickets, Looking MPM, calculating TPM, Surcharges, Fare calculations, currency Conversion, NUC, ADD ON, currency codes. Different types of fares; One way, Round Trip, APEX fare, concessional Fares etc. Computerization in ticketing business, online ticketing on internet. Use of Amadeus, PNR, and Other information related to online ticketing Steps of ticketing: domestic & international, Issuance of tickets

Unit IV

Cargo and Baggage, Free baggage allowance, weight and piece system, Dangerous goods rules. Packaging of cargo, Airway bill, Type of Cargo. Specific commodity rates.

Outcome:

- The students will be able to acquire knowledge of aviation industry.
- They will be able to understand cargo handling and formalities at airports.

Reference Books

1. Aggarwal, Surinder : Travel Agency Management Communication India ND
2. Bradnock, Robert & Rama ; India Handbook 1996', Passport Publishers ,UK. 1995
3. Hannel, Christine, Robert Harshman and Graham Draper : Travel and Tourism : A World Regional Geography, John Wiley & Sons, New York,1992
4. Hurst, Eliot.: Transportation Geography, Mc Grow Hill, New York.
5. Kaul , R.N.: Dynamics of Tourism: A Trilogy', Sterling Publisher, New Delhi
6. Leong, Goh Cheng & G.C. Morgan: 'Human & Economic Geography'/Oxford University
7. Mishra, M.L."Derivation & Aarthik Vikas ' Rajasthan Hindu Granth Academy, Jaipur
8. Nagar, Vishnu Datt & Sudhakar : Principals & Problems of India. Transport, Kailash Pustak Sadan, Gwalior.
9. Nawab, A.W. : Comparative evolution of world Air Transport, National publishing House, Delhi
10. Negi, Jagmohan: 'Principles of Grading & Classification of Hotels, Tourist Resorts & Restaurants NRI publication, New Delhi

TOUR PACKAGING MANAGEMENT

MBA/TTM-213

L T P S
4 0 0 0

OBJECTIVES:

Tour packaging is an essential dimension of tourism industry and is fastest growing at global level. It requires systematic and scientific approaches to deal with the growing demands for tour packages. In fact it is the core component of tourism industry where more than 90% students get jobs. Thus, the course aims to provide a comprehensive theoretical and practical knowledge to the students for understanding the concept of tour operation, type of tour, standard components of tour package and preparation of tour packages - their costing and pricing and marketing strategies. It also helps to develop students as tour manager. Its arising in that relationship. To understand reasonably the culture-tourism relationship the Indian culture and heritage shall be taught with the purpose of application of the same in tourism.

Unit I

Tour package-origin and growth over the years, components of a tour package Types of tour packages, tour operation industry in India and global level, Role and contribution of tour operation industry and its future prospects. Linkages of tour operation business with principal suppliers and other agencies. Incentives and concessions applicable to tour operators in India.

Unit II

Tour designing process - meaning and steps – tour research, development of tour itinerary, negotiation with travel vendors, Designing and printing of tour brochure; Tour costing and pricing and Tour promotion. Detailed study of passport, visa, health regulations. Customs and currency regulations, baggage rules and insurance.

Unit III

Itinerary preparation- meaning, types ,Do's and Don'ts of itinerary preparation. Limitations and constraints., Tour costing and pricing-cost concept, types of costs. Tour cost sheet. Procedure of costing; group tour, independent tours, and business tours pricing in tour operation industry-Tour pricing strategies in India. Pricing of deferent tour packages.

Unit IV

Developing tour packages for business travelers; Cultural destinations; Popular Itineraries for Pilgrimage destinations. Tour packages for hill resort, adventure sports, deserts & beach resorts. Study of outbound tour packages offered by major tour operators of India- Cox & Kings, American Express, Thomas Cook and Kuoni Travels to south-East Asia-Singapore, Thailand and Malaysia, USA and Europe. Salient features of destinations covered in these itineraries.

Outcome:

- The students will understand various aspects of Tour packaging.
- They will be able to understand the culture-tourism relationship.

Reference Books

1. Gee, Chuck and y. Makens,(2000) Professional Travel Agency Management, Prentice hall, New York..
2. Mohinder Chand,.(2007), Travel Agency Management: An Introductory Text,Anmol publication Pvt. Ltd. New Delhi.

3. Foster, D.L.(2010) The Business of Travel Agency Operations and Administration, McGraw Hill, Singapore.
4. Frenmount P.,(2000), How to open and run a Money Making Travel Agency, Johan Wiley and Sons, New York..

CULTURE, HERITAGE AND TOURISM
MBA/TTM-214

L T P S
4 0 0 0

OBJECTIVES:

The main objective of the paper is to provide a comprehensive view of culture- tourism relationship to the students and to acquaint them with the possible impacts arising in that relationship. To understand reasonably the culture- tourism relationship, the Indian culture and heritage shall be taught with the purpose of application of the same in tourism

Unit 1

Concept and Fundamentals of Indian Culture, Culture – Tourism Relationship; Socio-Cultural Impacts of Tourism, Spiritual basis of Indian culture

Unit II

Landmarks of Buddhist architecture in India with special reference to Sanchi, Ajanta and Ellora caves, Marvels of Hindu architecture in Central India (Khajuraho); Eastern India (Konark) and Southern India (Hampi, Brihadisvara and Mamallapuram). Architecture in Medieval times with special reference to Taj Mahal, Fatehpure Sikri, Red Fort, and Jaisalmer Fort.

Unit III

Major Fairs and festivals of India, Classical dances and Music of India, Indian handicrafts

Unit IV

United Nation's Provisions for Heritage Management, Role of Archaeological Survey of India in Heritage Management, Role of Indian National Trust for Art and Cultural Heritage (INTACH) in Heritage Management in India

Outcome:

- The students will understand relationship between culture- tourism.
- They will be able to understand various aspects of Indian culture and heritage.

Reference Books

1. Safeguarding Intangible Cultural Heritage: Touching the Intangible; Michelle L. Stefano, Peter Davis, Gerard Corsane, 2012 Boydell Press.
2. Global Tourism: Cultural Heritage and Economic Encounters; Sarah M. Lyon, E. Christian Wells 2012 Rowman Altamira.
3. Indian Cultural Heritage Perspective for Tourism; L.K. Singh 2008, Gyan Publishing House
4. Cross-Cultural Behaviour in Tourism; Yvette Reisinger, PhD, Lindsay Turner 2012, Routledge
5. Mapping Cultures: Place, Practice, Performance, Dr Les Roberts ,2012, Palgrave Macmillan. Multimedia for Cultural Heritage: First International Workshop; Costantino Grana, Rita Cucchiara
6. 2012 Springer. Responsible Tourism: Critical Issues for Conservation and Development; Anna Spenceley - 2012 Routledge
7. Tradition, Archaeological Heritage Protection and Communities; Innocent Pikirayi, 2012 African Books Collective Tourist Attractions in India; Patrick Sing, 2012 Webster's Digital Services

TRAVEL AGENCY AND TOURS OPERATION

MBA/TTM 215

L T P S
4 0 0 0

Objective:

The course aims to provide a comprehensive theoretical and practical knowledge to the students for understanding the concept of travel agency and tour operation.

Unit I

Travel Agencies and Tour Operators- meaning, concept, types and importance Historical growth and development of travel agency and tour operation business. Linkages and integrations in travel agency and tour operation The future role of Travel intermediaries

Unit II

Organizational structure of travel agency and tour operator-main operational and managerial staff.Travel agency HR planning and job analysis of major positions Major functions of Travel agency and tour operators

Unit III

Procedure for approval of Travel Agents, Tour Operators by Department of Tourism, Government of India and IATA Ownership structure and revenue source of travel agency and tour operation fiscal and non-fiscal incentives available to travel agencies and tour operators business.

Unit IV

Role and contribution of Department of Tourism, Government of India, ITDC and State Government Travel Trade Associations and Organizations-Role and contribution of WTO, IATA, TAAI and IATO. Present business Trends and Future prospects of travel agencies and tour operators business

Outcome:

- The students will understand various aspects of travel agency.
- They will be able to understand various dimensions tour operation.

Reference Books:

1. Holloway, J. c., The Business of Tourism, Mac Donald and Evans, Plymouth.
2. Syrratt Gwenda, Manual of Travel Agency Practice, Butterworth Heinmann, London
3. Stevens Laurence, Guide to Starting and Operating Successful Travel Agency, Delmar Publishers Inc., New York.
4. Gee, Chuck and Y. Makens, Professional Travel Agency Management, Prentice Hall
5. Mohinder Chand, Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd. New Delhi.
6. Foster D.L. The Business Of Travel Agency Operations and Administration

Supply Chain Management

SUPPLY CHAIN MANAGEMENT

MBA/SCM 209

L T P S
4 0 0 0

Objective: To understand various aspects related to supply chain management.

Unit I

Concept and Objective of Supply Chain, Importance of Supply Chain Decisions, Decision Phases in a Supply Chain, Process Views of a Supply Chain, Competitive and Supply Chain Strategies, Achieving Strategic Fit, Expanding Strategic Scope, Challenges to Achieving and Maintaining Strategic Fit

Unit II

Drivers & Metrics of Supply Chain Performance: Facilities, Inventory, Transportation, Information, Sourcing, Pricing; The Role of Distribution in the Supply Chain, Factors Influencing Distribution Network Design, Design Options for a Distribution Network; The Role of Network Design in the Supply Chain, Factors Influencing Network Design Decisions, Framework for Network Design Decisions, The Impact of Globalization on Supply Chain Networks, Risk Management in Global Supply Chains

Unit III

Lack of Supply Chain Coordination and the Bullwhip Effect, The Effect on Performance of Lack of Coordination, Obstacles to Coordination in a Supply Chain, Managerial Levers to Achieve Coordination, The Role of Safety Inventory in a Supply Chain, Factors affecting level of Safety Inventory, Impact of Supply Uncertainty on Safety Inventory, The Role of Transportation in a Supply Chain, Modes of Transportation and Their Performance Characteristics, Design Options for a Transportation Network

Unit IV

The role of supply in a Supply Chain, In-House or Outsource decision, Total Cost of ownership, Supplier Selection—Auctions and Negotiations, The Role of IT in a Supply Chain, The Supply Chain IT Framework, Customer Relationship Management, Internal Supply Chain Management, Supplier Relationship Management, The Future of IT in the Supply Chain

Outcome:

- Students will understand various concepts and terminologies related to supply chain
- They will get knowledge of various drivers and metrics of supply chain performance
- They will also understand the role of technology in supply chains

Reference Books:

1. Chopra Sunil, Peter Meindl and Dharam Vir Kalra - Supply chain management, Pearson
2. Supply Chain Management-Concepts, Practices, and Implementation by Sunil Sharma, Oxford University Press
3. Sahay B.S. - Supply Chain Management, Macmillan

WAREHOUSING AND INVENTORY MANAGEMENT

MBA/SCM 210

L T P S
4 0 0 0

Objective:

To understand the meaning & the concepts of Warehouse & Inventory Management and their applications in Business situations.

Unit I

Definition, Terms and Types of Warehouses, Warehouse mapping & racking, Warehouse selection and planning, Warehouse Depot Operation and Documentation Packing and packaging/packing equipments, 3 PL & 4 PL Definitions and Scope Role of IT in Warehousing, RFID, Bar Coding and Scanning, MIS & Key Performance Indicators Functions of warehouse, Benefits of of warehouse service, Warehousing alternatives, Warehouse site selection, Factors while initiating warehouse operations,

Unit II

Warehouse management systems Inventory Control Definition: Types, Functions, Role, Importance of inventory. Reasons for carrying inventories, Inventory levels, Need for inventory control Stores, Ledgers, Masters Stock List and Methods of Pricing. Inventory carrying cost, Inventory holding cost, Profitability, Modern trends in Inventory.

Unit III

MRP, JIT, EOQ FIFO, LIFC, ABC analysis, Weighted average Methods, Lead time analysis, Standardization and Variety reduction Characteristics of inventory, Need for inventory and control, Importance of inventory management in supply chain, Types of inventory, Types of selective control techniques, Inventory planning models,

Unit IV

Improvement inventory management Objectives of material management, Materials planning, Purchasing, Basic materials of materials handling, Types of material handling equipments, LASH Functions of packaging, Packaging cost, Types of packaging material, Unitization, Containerization, Designing a package, Factors affecting choice of packaging material

Reference Books:

1. Handbook of Logistics and Distribution Management – John Gattorna
2. Inventory Management: Principles, Concepts and Techniques (Materials Management Logistics Series) John W. Toomey.
3. Warehouse Management by D K Agrawal

LOGISTICS MANAGEMENT
MBA/SCM 211

L T P S
4 0 0 0

Course Objective: To understand the importance and requirement of logistics in product flow

Unit I

Definition and Scope of Logistics, Functions & Objectives, Customer Value Chain, Service Phases and attributes, Value added logistics services, Role of logistics in Competitive strategy, Customer Service

Unit II

Distribution channel structure - channel members, channel strategy, role of logistics and support in distribution channels, Logistics requirements of channel members, Logistics outsourcing – catalysts, benefits, value proposition, Third and fourth party logistics, Selection of service provider, Transportation System – Evolution, Infrastructure and Networks, Freight Management – Vehicle Routing – Containerization, Modal Characteristics, Inter-modal Operators and Transport Economies, Packaging-Design considerations, Material and Cost, Packaging as Unitisation, Consumer and Industrial Packaging.

Unit III

Performance Measurement – Need, System, Levels and Dimensions, Internal and External Performance Measurement, Logistics Audit, Total Logistics Cost – Concept, Accounting Methods, Cost – Identification, Time Frame and Formatting.

Unit IV

Logistics Information Systems – Need, Characteristics and Design. E-Logistics – Structure and Operation, Logistics Resource Management eLRM, Automatic Identification Technologies, Reverse Logistics – Scope, design and as a competitive tool, Global Logistics – Operational and Strategic Issues, ocean and air transportation, Strategic logistics planning, Concept of Green Logistics

Outcome: Students will understand efficient method for products movement with optimization utilization of resources.

Reference Books:

1. Ailawadi C Sathish & Rakesh Singh, Logistics Management, PHI
2. Bloomberg David J et al., Logistics, Prentice Hall India
3. Bowersox Donald J, Logistics Management – The Integrated Supply Chain Process, Tata McGraw Hill
4. Sople Vinod V, Logistics Management – The Supply Chain Imperative, Pearson Education

TOTAL QUALITY MANAGEMENT **MBA/SCM 212**

L T P S
4 0 0 0

Objective:

The objective of this course is to facilitate students understand the quality concepts and develop an knowledge of tools and techniques relating to total quality management.

Unit I

Introduction: Definition of Quality, Dimensions of Quality, Quality Planning, Quality costs – Analysis Techniques for Quality Costs, Basic concepts of Total Quality Management, Historical Review, Principles of TQM, Leadership – Concepts, Role of Senior Management, Quality Council, Quality Statements, Strategic Planning, Deming Philosophy, Barriers to TQM Implementation.

Unit II

Principles of TQM: Customer satisfaction – Customer Perception of Quality, Customer Complaints, Service Quality, Customer Retention, Employee Involvement – Motivation, Empowerment, Teams, Recognition and Reward, Performance Appraisal, Benefits, Continuous Process Improvement – Juran Trilogy, PDCA Cycle, 5S, Kaizen, Supplier Partnership – Partnering, sourcing, Supplier Selection, Supplier Rating, Relationship Development, Performance Measures – Basic Concepts, Strategy, Performance Measure.

Unit III

TQM tools: Benchmarking – Reasons to Benchmark, Benchmarking Process, Quality Function Deployment (QFD) – House of Quality, QFD Process, Benefits, Taguchi Quality Loss Function, Total Productive Maintenance (TPM) – Concept, Improvement Needs, FMEA – Stages of FMEA, statistical process control.

Unit IV

Quality Systems: Need for ISO 9000 and Other Quality Systems, ISO 9000:2000 Quality System – Elements, Implementation of Quality System, Documentation, Quality Auditing, TS 16949, ISO 14000 – Concept, Requirements and Benefits.

Outcome:

- Students will understand the Total Quality Management concept and principles.
- Students will get knowledge about various tools available to achieve Total Quality Management.
- Students will understand the statistical approach for quality control.
- Students will develop an awareness about the ISO and QS certification process and its need for the industries.

Reference Books:

1. Dale H.Besterfeild, carlonBesterfeild: Total Quality Management, Pearson Education.
2. Sridharabhat: Total Quality Management Texts and Cases, Himalaya.
3. Poornima M charantimath Total Quality Management, Pearson Education.
4. KanishkaBedi: Quality Management, Oxford.
5. Dr.S.Kumar , Total Quality Management, University Science Press.

WORLD CLASS MANUFACTURING
MBA/SCM 213

L T P S
4 0 0 0

Course Objective: To make students aware of manufacturing practices and current world class manufacturing trends.

Unit I

Manufacturing's role in corporate strategy, New emerging paradigm in manufacturing, manufacturing flexibility, value creation, dependability, quality; cost and innovation; analysis and enhancement of the manufacturing advantage.

Unit II

Gaining Competitive Edge through WCM: Meaning of WCM and its models, Philosophy and Practices of WCM, Quality in WCM.

Unit III

Manufacturing technology strategies, its Systems and Tools for WCM: vertical integration, sourcing and outsourcing; organization focus and manuf. strategy, selecting , developing and exploiting manu. Overview of Systems and Tools, Information Management Tools, Material Processing and Material Handling Tools, Assessment of Manufacturing Systems and Tools.

Unit IV

Manufacturing infrastructure development. Monitoring World Class Performance. Implementation of WCM, Need for Performance Management, Monitoring and Controlling Performance Tools, The Indian Scenario of WCM: Competitiveness and Performance of Indian Manufacturers, Objectives and Strategies, Use of IT in WCM.

Outcome: Students will understand various aspects of world class manufacturing

Reference Books:

1. Sahay, Saxena and Ashish Kumar, World Class Manufacturing. A Strategic Perspective. Macmillian, New Delhi.
2. Todd, Jim, World Class Manufacturing. McGraw Hill, New Delhi

ERP AND WEB BASED SUPPLY CHAIN MANAGEMENT
MBA/SCM 214

L T P S
4 0 0 0

Unit I

Evolution of ERP; what is ERP, Reasons for the Growth of ERP; Scenario and Justification of ERP in India; Evaluation of ERP; Various Modules of ERP; Advantage of ERP, An Overview of Enterprise; Integrated Management Information; Business Modeling; ERP for Small Business; ERP for Make to Order Companies; Business Process Mapping for ERP Module Design; Hardware Environment and its Selection for ERP Implementation.

Unit II

ERP and Related Technologies; Business Process Reengineering (BPR); Management Information System (MIS); Executive Information System (EIS); Decision support System (DSS)

Unit III

ERP Implementation Lifecycle: Issues in Implementing ERP Packages; Pre-evaluation Screening; Package Evaluation; Project Planning Phase; Gap Analysis; Reengineering; Configuration; Implementation; Team Training; Testing; Going Live; End-User Training; Post Implementation (Maintenance Mode).

Unit IV

Vendors; Consultants and Users; In-House Implementation - Pros and Cons; Vendors; Consultants; End User, Future Directions in ERP; New Markets; New Channels; Faster Implementation Methodologies; Business Modules and BAPIs

Reference Books:

1. ERP and Supply Chain Management by Christian N. Madu, Publisher: CHI
2. Manufacturing Resource Planning (MRP II) with Introduction to ERP; SCM; an CRM by Khalid Sheikh, Publisher: McGraw-Hill
3. Implementing SAP ERP Sales & Distribution by Glynn C. Williams, Publisher McGraw-Hill

GREEN LOGISTICS AND SUPPLY CHAINS
MBA/SCM 215

L T P S
4 0 0 0

Objective: The aim of this course is to make the students aware of various aspects of green practices in logistics and supply chain management.

Unit I

Concepts of supply chains, sustainability of business and environment, impacts of business in environment, concepts and development of Green Supply Chain Management, Evolution of GSCM from SCM, Impact of GSCM on Industry, need for greening of supply chains, benefits of green supply chains, social impacts of green supply chains, comparison of traditional and green supply chains.

Unit II

Green Design, Green Design Guidelines, green materials and processes, Product Recovery at the End-of-Life, product recovery options, the Principles of Green Engineering, design for re-manufacturing, Design for Disassembly Index, social impacts of product return initiatives, Drivers of green supply chain initiatives.

Unit III

Regulatory requirements of re-manufacturing, take back obligations of manufacturers, initiatives by the European Union and the USA, WEEE and RoHS Directives, rules related to product return, reverse logistics, life cycle assessment, and design for environment in the context of supply chains, Green products and procurements, vendor evaluation, selection procedures, green production, re-manufacturing integration in traditional systems, closed loop supply chains, inventory management concepts in re-manufacturing systems, network design for product returns, end-of-life product return strategies, value recovery from returned products

Unit IV

Sustainability of supply chains, environmental concerns and green practices as a supply chain requirement, Indian initiatives in green practices, closed-loop supply chain examples in Indian context, scope of sustainability in manufacturing by green practices in India.

Outcome:

- The course will make the students aware of the impacts of business on the environment
- How these impacts can be tackled through green design and green products
- Benefits of adopting green practices in supply chain management.

Reference Books:

1. Hsiao-Fan Wang, Surendra M. Gupta, Green Supply Chain Management: Product Life Cycle Approach, McGraw-Hill Education: New York
2. Andrea Larson, Entrepreneurship and Sustainability (v. 1.0) , Creative commons (e-book) • Stuart Emmett, Vivek Sood, 2010, Green Supply Chains: An Action Manifesto, Wiley International
3. Wolfgang Kersten, Thorsten Blecker, Christian M. Ringle, Sustainability and Collaboration in Supply Chain Management: A Comprehensive Insight into Current Management Approaches

