REGULATIONS SCHEME OF EXAMINATION

Each paper in the MBA shall be of three hours duration and shall carry a maximum of 100 marks, besides 50 marks for internal assessment. The minimum pass marks in each individual paper and in internal assessment shall be 40% and in aggregate 50%.

MBA (FULL TIME)

MBA PART-I (FIRST SEMESTER)

C-101 Management Concepts and Processes
C-102 Managerial Economics
C-103 Environment and Management
C-104 Financial Accounting
C-105 Quantitative Methods
C-106 Business Legislation
C-107 Indian Ethics and Values
C-108 Computer Applications in Management

MBA PART-I (SECOND SEMESTER)

C-201 Marketing Management
C-202 Financial Management
C-203 Production and Material Management
C-204 Human Resources Management
C-205 Accounting for Managers
C-206 Communication Skills
C-207 International Environment and Management
C-208 Research Methodology
C-209 Viva Voce

MBA PART-II (THIRD SEMESTER)

C-301 Organisational Behaviour
C-302 Operations Research
E- Specialisation A
E- Specialisation A
E- Specialisation A
E- Specialisation B
E- Specialisation B
E- Specialisation B
C-309 Training Report and Viva Voce (100 marks, half of the marks will be for Viva-Voce)

Prof. K Yadav (Prof. M. Samiuddin) (Prof. R.C. Katiyar) (Prof. Sanjay Kumar Srivastava)
Expert Member Expert Member Director Dean & Convener
PART-II (FOURTH SEMESTER)

E-401 Business Policy and Strategic Management
E-402 Management Information System
E-403 Project Management and Entrepreneurship
E- Specialisation A
E- Specialisation A
E- Specialisation B
E- Specialisation B
E-418 Research Project
E-429 Viva Voce

ELECTIVE GROUP-I FINANCIAL MANAGEMENT

E-501 Management of Financial Institutions
E-502 Security Analysis and Portfolio Management
E-503 Corporate Tax Planning
E-504 Financial Decision Making
E-505 International Financial Management

ELECTIVE GROUP-II MARKETING MANAGEMENT

E-511 Marketing Research and Consumer Behaviour
E-512 Advertising and Sales Management
E-513 Marketing of Services
E-514 International Marketing
E-515 Advanced Integrated Marketing

ELECTIVE GROUP-III INTERNATIONAL BUSINESS

E-521 Indias Foreign Trade Policy
E-522 Export Import Procedures, Documentation and Logistics
E-523 International Financial Management
E-524 International Marketing
E-525 Foreign Exchange Management

ELECTIVE GROUP-IV HUMAN RESOURCES MANAGEMENT

E-531 Management of Manpower Policy & Planning
E-532 Industrial Relations
E-533 HRD-Strategies and Systems
E-534 Compensation Management
E-535 Legal Framework of Industrial Relations

Ref: P.K. Yadav (Prof. M. Semuddin) (Prof. R.K. Katiyar) (Prof. Sanjay Kumar Srivastava)

Expert Member Expert Member Director Dean & Convener
SELECTIVE GROUP-V PRODUCTION AND OPERATIONS MANAGEMENT

541 Production, Planning and Control
542 Purchasing and Materials Management
543 Total Quality Management
544 Logistics Management
545 Service Operations Management

SELECTIVE GROUP-VI SYSTEM MANAGEMENT

551 Fundamentals of RDBMS and Software Engineering
552 Fundamentals of Computer Architecture and Operating Systems
553 Data Communication and Network
554 Introduction to Systems Analysis and Design
555 Internet Programmes for E Commerce

SELECTIVE GROUP-VII SMALL BUSINESS AND ENTREPRENEURSHIP MANAGEMENT

561 New Enterprise Management
562 Entrepreneurial Development
563 Government Business Interface
564 Small Business Marketing
565 Financing of Small Business

M.P.K. Yadav (Prof. M. Samiuddin) (Prof. R.C. Katliyar) (Prof. Sanjay Kumar Srivastava)

Vice President Expert Member Director Dean & Convener
MBA PART TIME

The schedule of papers prescribed for MBA (Part Time examination) shall be as follows:

BA PART-I (FIRST SEMESTER)
- 101 Management Concepts and Processes
- 102 Managerial Economics
- 103 Environment and Management
- 104 Financial Accounting
- 105 Business Legislation
- 106 Indian Ethics and Values

BA PART-I (SECOND SEMESTER)
- 201 Quantitative Methods
- 202 Computer Applications in Management
- 203 Accounting for Managers
- 204 Communication Skills
- 205 International Business Environment and Management
- 206 Research Methodology
- 207 Viva-Voce

BA PART-II (THIRD SEMESTER)
- 301 Marketing Management
- 302 Financial Management
- 303 Production and Material Management
- 304 Human Resource Management
- 305 Organisational Behaviour
- 306 Operations Research

BA PART- II (FOURTH SEMESTER)
- 401 Management Information System
- 402 Project Management & Entrepreneurship
  Specialisation A
  Specialisation A
  Specialisation B
  Specialisation B
- 407 Viva-Voce

Prof. F.K. Yadav (Prof. A. Semiuuddin) (Prof. R.C. Katiyar) (Prof. Sanjay Kumar Srivastava)
Exhibit Member Expert Member Director Dean & Convener
BA PART-III (FIFTH SEMESTER)

- 501 Business Policy & Strategic Management
  - Specialisation A
  - Specialisation A
  - Specialisation B

BA PART-III (SIXTH SEMESTER)

- 504 Research Project
- 605 Viva Voce

Prof. P.K. Yadav (Prof. M. Sanjuddin) (Prof. R.C. Katiyar) (Prof. Sanjay Kumar Srivastava)
Expert Member   Expert Member   Director   Dean & Convener
COURSE : 101

COURSE OBJECTIVES:

To develop an understanding of development of management thoughts through ages and functions of management. Additionally the purpose is to acquaint students with dimensions of individual psychology which are applicable to effective performances in organisations.

COURSE OUTLINE:


Unit - 2 : Management Functions : Planning, Organising, Staffing, Directing and Controlling. Tasks and responsibilities of professional managers.

Unit - 3 : Introduction to Behavioural Science and understanding human behaviour, Individual differences, Sensation and perception, Attitudes and values.

Unit - 4 : Personality, Socialisation, Learning, Culture and Behaviour, Stress and Coping.

Unit - 5 : Motivation, Communication, Leadership, Counselling and mentoring.

SUGGESTED READINGS:

3. Ishwar Dayal : Organisation Development.
COURSE: 102

COURSE OBJECTIVE:

To acquaint students with basic tools of micro economics which help in managerial decisions and to evaluate impact of some macro futures on decisions of managers.

COURSE OUTLINE:


Unit - 2: Demand Analysis, Determinants of Demand, Demand Forecasting, Utility V/S Indifference Curve Techniques, Elasticity of Demand Consumer Surplus.


Unit - 4: Price-output decisions under different market conditions, Perfect and Imperfect Competition, Monopoly, Monopolistic Competition, Price-Discrimination, Product-Differentiation, Oligopoly Market, Bilateral Monopoly, Product Line Pricing Nature and Concept of profit in managerial Economics, Theories of profit and profit maximisation.


SUGGESTED READINGS:

6. C.J. Stocks-Managerial Economics.
11. Habib-Ur-Rehman-Managerial Economics.
COURSE : 103

COURSE OBJECTIVE:

To expose the students to the corporate business environment forces that may affect their future decision making.

COURSE OUTLINE:

Unit - 1: Business environment concept, nature and scope, Its relevance in managerial decision making, environmental scanning, Understanding Indian society through history, Impact of British colonialization on Indian business.

Unit - 2: Society and Culture, meaning and manifestations of culture and its implications for managers, Changes in the Indian society, emerging middle class consumers in India, Political environment of business in India.

Unit - 3: Economic environment of Indian business: Planning, industrial policy, Liberalization and globalization, Politico economic systems in the world: communism, socialism and capitalism.

Unit - 4: Technological environment of business: impact of technology on business, problems of transfer of technology, social issues related with technology and their relevance for business.

Unit - 5: Emerging issues in Business environment: Concern for environment, Eco-Mark, Social responsibility, business ethics, Values and management.

SUGGESTED READINGS:

3. Dutta and Sundaram: Indian Economy.
5. Business newspapers, magazines and journals.
6. The Internet.
8. Agarwal and Dewan, Business Environment (Excel Books)
COURSE : 104

COURSE OBJECTIVE :

The objective of this course is to develop an understanding of basic concepts of financial accounting. It also covers the mechanism of maintaining financial records in a business firm and tools and techniques of financial analysis.

COURSE OUTLINES :

Unit - 1 : Financial Accounting-scope and importance, meaning, nature and rule of accounting in business, accounting concepts and conventions.

Unit - 2 : Accounting Mechanics : basic records, understanding of transactions and related documents, process leading to preparation of trial balance, understanding of P. & L. A/C and Balance sheet of non-corporate entities.

Unit - 3 : Depreciation accounting and policy, company law provisions relating to preparation of various financial statements, preparation of final accounts of a joint stock company.


Unit - 5 : Preparation of fund flow and cash flow statements, measurement of business income, techniques of inflation accounting, recent trends in accounting.

SUGGESTED BOOKS :

1. Accounting for Management : S.K. Bhattacharya and John Dearden.
COURSE : 105

COURSE OBJECTIVE:

The basic objective of this course is to make the students familiar with basic mathematical and statistical tools with emphasis on their applications in managerial decision making.

COURSE OUTLINES:

Unit - 1: Statistics : Concept, significance and limitations, collection of primary and secondary data, classification and tabulation, Frequency distributions and their graphical representation, Measures of central tendency, dispersion, Measures of skewness and kurtosis.

Unit - 2: Linear and Multiple regression, and correlation-partial and Multiple, qualitative data-contingency table, Measures of association of attributes. Index numbers, time series-its components and their determination.


Unit - 4: Methods of sampling estimates, their Bias and Mean Squared Error, sampling and Non-sampling Errors, Tests of significance : Testing the Means and Standard Deviations for large samples. Tests for the Proportions test for significance of Correlation and Regression, Coefficient.

Unit - 5: Chi -Square, test of goodness if fit and independence in contingency tables, F-test for a quality of two variances and in analysis of variance.

SUGGESTED READINGS:

1. Levin, R.I. and Rubin, D.; Statistics for Management, New Delhi, PHI.


3. Kothari, C.K., Quantitative Techniques


5. Gupta and Gupta : Business statistics
COURSE: 106

COURSE OBJECTIVE:

Basic understanding of various legal acts relating to establishment and conduct of business.

COURSE OUTLINE:


Unit - 5: MRTP ACT, FEMA, IDRA.

SUGGESTED READING:

5. Industrial Law by N.D. Kanpur.
6. Bare Acts Contract Act, Companies Act, MRTP, Act, FEMA, IDRA etc.
MBA FULL TIME
First Semester
INDIAN ETHOS AND VALUES

COURSE : 107

COURSE OBJECTIVE :

The main objective of this course is to provide the students an understanding of Indian ethos and values, secular vs. spiritual values in management and lessons from Indian educational system.

COURSE OUTLINE :

Unit - 1 : Model of Management in the Indian Socio-Political Environment; Work Ethos ; Indian Heritage in Production and Consumption.

Unit - 2 : Indian Insight into TQM ; Problems Relating to Stress in Corporate. Management - Indian Perspective ; Teaching Ethics;

Unit - 3 : Trans-cultural Human Values in Management Education ; Relevance of Values in Management ; Need for Values in Global Change - Indian Perspective ;

Unit - 4 : Values for Managers; Holistic Approach for Manager ; Personal Growth and Lessons from Ancient Indian Educational System ; Science and Human Values.

Unit - 5 : Secular Versus Spiritual Values in Management; Personal Growth and Lessons from Ancient Indian Educational System ; Science and Human Values.

SUGGESTED READINGS :


MBA FULL TIME
First Semester
COMPUTER APPLICATIONS IN MANAGEMENT

COURSE : 108

COURSE OBJECTIVE :

The objectives of this course include developing an appreciation of different software and hardware systems available in the industry among the participants and build up the experience of computer usage in business organizations with specific reference to commercial data processing systems.

COURSE OUTLINE :

Unit - 1 : Computer-An Introduction-Computers in Business; Elements of Computer System Set-up; Indian Computing Environment; Components of a Computer System; Generations of Computers.

Unit - 2 : Computer Languages; Personal Computers in Business. PC- Software Packages-An Introduction Disk Operating System and Windows; Text Processing Software. Introduction to a spreadsheet software; Creation of spreadsheet applications; Range, Formulas, Functions, Data Base Functions in spreadsheet; Graphics on Spreadsheet. Modes of Data Processing-Computer Software System; Software Development Process.

Unit - 3 : File Design & Report Design; Data Files- Types/Organizations; Master & Transaction File; Relevance of Data Base Management Systems and Integration of Applications; Basics of Data Processing; Data Hierarchy & Data File Structures.

Unit - 4 : Application Portfolio Development. Introduction to a Micro Data Base Manager, Program Development Cycle; Flow Charting; Input-Process-Output Analysis; Report Generation & Label Generation;


SUGGESTED READINGS :

COURSE: 201

COURSE OBJECTIVE:

The main objectives of the course is to provide the students an understanding of basic concepts of modern marketing and to familiarise them with the various tools and techniques based in this area.

COURSE OUTLINE:

Unit - 1: Introduction to Marketing Management: The meaning, Scope role and importance of marketing, Tasks and philosophy of marketing management, selling concept & modern marketing concept & difference in between the two, strategic marketing and marketing process.

Unit - 2: Marketing opportunities and analysis: The marketing environment, Buyers Behaviour alongwith models and Marketing segmentation. Market measurement and forecasting.


Unit - 4: Management of Marketing Effort: Pricing decisions, Channels of distribution, Advertising, Sales promotion and personnel.

Unit - 5: Administering the Marketing Programme: Marketing Organisation, Introduction to Marketing Research and information system.

SUGGESTED READINGS:

1. Philip Kotler: Marketing Management (Analysis Planning and Control), Prentice-Hall of India Private Ltd. New Delhi.
4. George D. Downing: Basic Marketing, charles E. Merrill publishing Company, Columbus, Ohio (USA).
COURSE : 202

Course Objective : The course is designed to provide in sight into the problems faced by a financial manager. It emphasises on financial management, principles and concepts, in going concern, relating to the effective mobilisation and use of funds, etc.

COURSE OUTLINE :

UNIT - 1 : Nature of financial function, scope, finance functions, financial organisation and responsibilities of a financial manager.

UNIT - 2 : (a) - Sources of short term finance-agencies, instruments and sources.
(b) - Sources of medium and long term finance-agencies, instruments and sources.

UNIT - 3 : Working Capital Management-concept of working capital and projection of financial needs and financing of current assets, cash management and cash planning determination of optimum cash balance, cash budgeting, operating cycle concept, projected financial statements, Nature of inventories, management of accounts receivable and factories Inventory management process, working capital Finance, trade credit, bank finance, commercial papers, accrued expenses, deferred incomes money market instruments.

UNIT - 4 : Concept of value and return-time preference, compound value, present value, present value of tends, preference shares, equity shares both, under contents model and growth model. Cost of Capital-basic notion and significance, concept of capital Structure theories planning and policy.

UNIT - 5 : Capital Budgeting definition of capital expenditure planning phases of capital expenditure nature of risk, convetrial, techniques of handling risk, decision trees for sequential investment decisions.

SUGGESTED READING :

2. I.M. Pandey-Financial Management.
MBA FULL TIME
Second Semester
PRODUCTION & MATERIALS MANAGEMENT

COURSE : 203

COURSE OBJECTIVE :

This course is designed to acquaint the student with the basic management decisions with respect to production and effective utilisation of materials in manufacturing & Services Organisations.

COURSE OUTLINE :

Unit - 1 : Introduction, nature & Scope of Production Management, Production as a subsystem of the organisation, interrelationships with other functions. Role of models in production management operations strategies.

UNIT - 2 : Forecasting, designing products services & processes, Production planning, Plant location, layout planning & concepts.

UNIT - 3 : Job design work measurement methods analysis compensation production standards.

UNIT - 4 : Inventory Control-concept & introduction organisational planning for inventory control, human factor in inventory control, value analysis, ABC Analysis EQQ models Stores Control, codification & classification warehousing waste disposal.


SUGGESTED READINGS :
MBA FULL TIME
Second Semester
HUMAN RESOURCE MANAGEMENT

COURSE : 204

COURSE OBJECTIVE :

To introduce human resource management and its functions as well as to help students to appreciate need for on going effort to establish sound human resource system in organisation.

COURSE OUTLINE :


UNIT - 4: Methods and Techniques of Appraisal, Wage and Salary Administration, Incentives, Human Resources Accounting, Human Resource Information System.


SUGGESTED READING :

6. Personnel Management & Industrial Relations in India.
COURSE : 205

COURSE OBJECTIVE :

The thrust of this course makes the student conversant with the three types of information generated within an organisation viz. full cost accounting, differential accounting and responsibility accounting as also to enable him to appreciate their uses in managerial decision making.

COURSE OUTLINES :

Unit - 1 : Cost and management accounting as a tools for control and decisions, aims and objectives and nature of cost and management accounting as part of management information system.

Unit - 2 : The elements of cost-direct material, direct labour, direct expenses and overheads, full cost accounting full cost information its uses and mechanics.

Unit - 3 : Marginal costing/variable costing and cost volume profit relationship, Alternative choice decisions, Key factor and level of activity planning, differential accounting concept.

Unit - 4 : Budgetary Control and budget, preparation of budgets, flexible budgetary control, Responsibility Accounting, Management Control Structure and process.

Unit - 5 : Standard costing, analysis of variances (costs and revenues) divisional performance and transfer pricing.

SUGGESTED READING :


2. C. L. Noore and R.K. Feedieks, Managerial Accounting (R South - Western, 5th addition, 1980).


5. R.S. Kaplan, Managerial Cost Accounting.

COURSE: 206

COURSE OBJECTIVE:

The primary objective of the course will be personality development of the students by making them effective in communication. This course will sharpen analytical written and oral communication in skills required in business situations. It will also familiarize the student with latest in communication technology. These will sensitize them to their potential in becoming effective management communicators.

COURSE OUTLINE:

Unit - 1: Process of communication, channels & media of communication, communication network, facilitation & barriers to effective communication, inter cultural Communication Nonverbal Communication. Ethics and Communication.


Unit - 3: Oral Communication skills: Presentation skills Interviewing, Assertiveness training, Public Communication.

Unit - 4: Organizational Communication, Small Group Communication, Communicating with Employees, In Company Communication Barriers & facilitations, Meeting and Committees. Discussion groups & briefing sessions Public relations Social aspect of Communication, Press announcements.

Unit - 5: Communication Technology:


SUGGESTED READING

1. Lesikar & Pettet, Business Communication. (All India Travellers Book Sellers)
5. S.K. Basandra, Computes for Manager (Global Business Proca)
6. G. Danta, Information in Enterprise (Prentice Hall of India).
COURSE: 207

COURSE OBJECTIVE:

Course objective: The main objective of this course is to familiarize the students with the ongoing issues in international business environment and management.

Unit - 1: International Business: an introduction, Definition nature and scope, process of internationalization, theories of internationalization, bases of international trade.


Unit - 3: International political environment, management of political risks, International Socio-Cultural environment: culture, language, cultural analysis, cultural differences, stereotyping, lifestyles, Managing across cultures: major issues in cross cultural management.

Unit - 4: Organization structures for international business, Strategic international management, competitive advantage, international negotiations. Issues in international technology transfer, patent violations, protection of trademarks and intellectual property.

Unit - 5: Current trends in international business: MNCs, Trade blocks, EURO, World markets: European Union, Japan, Middle East, and the US, environmental concerns and economic development: developed v/s developing and third world nations.

SUGGESTED READING

MBA FULL TIME
Second Semester
RESEARCH METHODOLOGY

COURSE : 208

COURSE OBJECTIVE :

To equip the students with the basic understanding of the research methodology and to provide an insight into the application of modern analytical tools and techniques for the purpose of management decision making.

COURSE OUTLINE :

Unit - 1 : Nature and Scope of Research Methodology; Problem Formulation and Statement of Research Objectives; Value and Cost of Information.

Unit - 2 : Bayesian Decision Theory; Organization Structure of Research; Research Process; Research Designs-Exploratory, Descriptive and Experimental Research Designs.

Unit - 3 : Methods of Data Collection - Observational and Survey Methods, Questionnaire Design; Field work and Tabulation of Data; Analysis of Data: Use of SPSS and other Statistical Software Packages.

Unit - 4 : Administration of Surveys; Sample Design, selecting an Appropriate Statistical Technique Attitude Measurement Techniques; Motivational Research Techniques.

Unit - 5 : Advanced Techniques for Data Analysis - ANOVA, Discriminant Analysis, Factor Analysis, Conjoint Analysis, Multidimensional Scaling and Clustering Methods; Research Applications.

SUGGESTED READING

COURSE : 301

COURSE OBJECTIVE :

There are three objectives of this course: (a) To explore group behaviour and dynamics for human effectiveness (b) To analyse and implement the processes affecting the working (c) development and change in Organisation.

COURSE OUTLINE :

Unit - 1 : Group Dynamics : Inter-group and inter-group processes. Power and Politics, conflicts and integration processes.

Unit - 2 : Organizational Structure and Design: Job Design and Quality of work life. Organizational climate and culture; cross cultural dynamics.

Unit - 3 : Organizational Effectiveness and management of change : issue and Challenge.

Unit - 4 : Organizational Development: Concept, Scope, practice and process of organizational Development interventions. Personal, Interpersonal, group process in Organizational development. Team Building and team development.

Unit - 5 : Emerging Trends : Organization learning, Empowerment, Corporate governance etc.

SUGGESTED READING

3. Ishwar Dayal : Organisation Development.
5. French & Bell : Organisation Development.
COURSE: 302

COURSE OBJECTIVE:

To familiarize the students with operations research tools and techniques for managerial decision making.

COURSE OUTLINE:

Unit - 1: Introduction to set theory concept of calculus-Differentiation and Integration and their use in decision making. Determinants and Matrices-Concept and application in business.

Unit - 2: Introduction to Operations Research Linear Programming Graphical and simplex methods, concepts of Degeneracy and Duality, Post Optimality analysis, concept of shadow prices.

Unit - 3: Transportation & Assignment Problems, Game Theory: Two Person Zero sum games, Mixed Strategies.

Unit - 4: Nonlinear Programming and Dynamic Programming, Queuing theory and models.

Unit - 5: Network Scheduling by PERT and CPM: mark or Analysis, Brand Switching, simulation concepts and applications.

SUGGESTED READING

COURSE: 401

COURSE OBJECTIVE:

To provide an understanding of the integration of the functional areas and to provide a top management perspective.

COURSE OUTLINE:

Unit - 1: Introduction to Business Policy & Strategic Management Nature, importance, evolution, purpose, and objectives of Business Policy concept of strategy; process of strategic management; role of strategists; and mission, purpose, and objectives.

Unit - 2: SWOT analysis, Components of environment; environmental scanning; appraising the environment; organizational capability factors; and organizational appraisal.

Unit - 3: Strategic alternatives and choice. Grand strategies; different types of strategies; corporate portfolio of analysis; industry and competitor analysis; subjective factors in strategic choice; and strategic plan.

Unit - 4: Strategy implementation, Project and procedural implementation: resource allocation; structural implementation; and functional implementation.

Unit - 5: Behavioural implementation and strategy evaluation, Leadership implementation; corporate culture and politics; personal values and business ethics; social responsibility and strategic management; and strategic evaluation and control.

SUGGESTED READING


COURSE : 402

COURSE OBJECTIVE:

The objective of the course will be:

(a) to make the students appreciate the role of information in the effective functioning of organisation systems.

(b) To provide the students with an understanding of an effective and efficient information system for management.

(c) To understand the nature of decisions involved in making such information systems possible and also the technology involved in design and use of real system.

COURSE OUTLINE:

Unit - 1 : Organization Foundation for information technology: Challenges of information systems, The strategic role of Information Systems Information systems and organization, Information and decision making, Ethical and social impact of information system


Unit - 3 : Building Information Systems : Redesigning the organization with information systems, Alternative system building methods, Ensuring quality, Systems success and Failure.


Unit - 5 : Security and Control : Risks to information systems. Threats to security, security management and controlling the Information system.

SUGGESTED READING

3. Tony Gunton : Infrastructure : building a framework for Corporate Information handling.
MBA FULL TIME
Fourth Semester
PROJECT MANAGEMENT AND ENTREPRENEURSHIP

COURSE : 403

COURSE OBJECTIVE :

To provide expert knowledge on formulation, appraisal financing, administration and control of projects. To provide understanding of the methods and technique of entrepreneurship development and management of small business for ensuring optimum use of resources and effective utilization of resources.

COURSE OUTLINE :

Unit - 1 : Project identification and formulation, different types of needs leading to different types of projects under BMRED (Balancing, Modernization, Replacement, Expansion and Diversification). Considerations involve decision making under each of these types macro, microparameters and sectorial considerations.

Unit - 2 : Project Formulation: preparation of project, project profile, report and detailed project report; project appraisal-different types of project appraisal viz. technical, economic, organizational, managerial and financial. Non-financial justification of projects; Projects financing-pattern of financing, impact of taxation, role of tax planning in project financing.

Unit - 3 : Project Cost System-project cost accounting and monitoring project Administration progress payments, expenditure planning project evaluation and post project evaluation.

Unit - 4 : Concept, theories and profile and Entrepreneurship, Entrepreneurship competence.


SUGGESTED READING

1. Prasanne Chandra-Projects Preparation, Appraisal, Budgeting and Implementation (TMH).
2. S. Chaudhary-Project Management (TMH).
MBA FULL TIME

Elective Group: Financial Management

MANAGEMENT OF FINANCIAL INSTITUTIONS AND FINANCIAL SERVICES

COURSE: E-501

COURSE OBJECTIVE:

The basic objective of the present course is to familiarise the students with financial institutions and financial services which are useful to managers in financial decision making.

COURSE OUTLINE:

Unit - 1: Capital formation economic problems of capital formation money and capital markets. Recent trends in capital formation and money and capital markets in India. Money market and capital market instruments.


Unit - 5: Raising Foreign Capital, venture capital leasing, Hire Purchase Factoring, company fixed deposits, commercial paper Bill Discounting, Inter Corporate Divestments Credit Rating.

SUGGESTED READING

3. Jaceles, etc.: Financial Institutions (Irwin).
MBA FULL TIME
Elective Group: Financial Management
SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT.

COURSE: E-502

COURSE OBJECTIVE:

This course aims at to equip the students with the broad bases knowledge relating to corporate securities and stock markets. Its emphasis will be on problems relating to management of investment portfolio.

COURSE OUTLINE:

Unit - 1: Nature and scope of investment management, definition and scope of investment, investment media, capital markets, sources of investment information, interpretation of investment information—share price quotations, news items on markets, interpretation of economic and other data, various types of risks associated with investment.

Unit - 2: Indian financial system, structure financial markets and financial institutions new issue markets and stock exchanges in India, mechanics of floating new issues and mechanics of trading in stock exchange, types of securities—fixed income securities government and quasi government securities instruments, types of equity, identifying growth shares turnaround an scrips etc., equity market indices.

Unit - 3: Investment analysis and forecasting of stock prices, fundamental analysis economic analysis, industry analysis company analysis; technical analysis.

Unit - 4: Portfolio Management—construction of portfolio, Markowitz approach sharps approach, CAPM Approach.

Unit - 5: Mutual Funds—types and objectives, organization and structure real state and bullion, meaning and reasons for investing in real estate housing finance in India investment in gold and silver and investment in collectibles.

SUGGESTED READING

4. Publications of Stock Exchanges (directories, etc).
COURSE: E-503

COURSE OBJECTIVE:

The course aims to acquaint the students with practices relating to corporate tax planning in India.

(Note: 60% weightage will be on tax provisions and 40% weightage will be an application of tax provisions for management decisions relating to tax planning).

COURSE OUTLINE:

Unit - 1: Introduction: Concept of Tax Planning. Tax planning, Tax Planning differentiated with tax avoidance and tax evasion. Areas of tax planning, limitation of tax planning.

Unit - 2: Framework of corporate tax legislation:

(a) Salient definition, charge of income tax, residential status and tax liability, exempted incomes, Heads of Income.

(b) Corporates income tax Rationale and silent features of company taxation. ease of double taxation.

(c) Wealth Tax: Salient features of wealth tax Act, 1957 with regard to companies in general and closely held companies in particular.

Unit - 3: Tax Planning in context with:

1. Accounting methods.
2. Choices of the form of
3. Residential status.
4. Depreciation, Investment and other schemes of allowances.
5. Capital gains and incentives.
6. Set-off and carry forward of losses
8. Executive rewards.
9. Amalgamation and mergers.
10. Foreign Collaboration, Agreements and joint ventures abroad.

Unit - 4: Corporate Business Decisions and Taxation:

1. Taxation and inventory valuation.
2. Taxation and choice of depreciation method.
3. Make or buy decisions.
5. Lease Finance Decisions.
6. Issuance of Bonus shares.

Unit - 5: Salient features of taxation on widely and closely held companies.

Unit - 6: Tax incentive schemes of Government of India with regard to capital formation, industrial development, Balanced Industrial growth and export promotion.
SUGGESTED READING

1. Srinivas, B.A. Corporate Tax Planning (Tata McGraw)
4. Dr. Bhagwati Prasad : Law and Income Tax in India.
5. Dr. Vinod K. Singhania : Students guide to income tax.
8. Dr. H.C. Mehrotra : Income tax law & Practice.
COURSE : E-504

COURSE OBJECTIVE :

The basic objective of this course is to expose the students to the deeper side of financial management. The emphasis will be on advanced techniques of financial decision making and control.

COURSE OUTLINE :

Unit - 1 : Complex investment decisions, investment timings and duration. Replacement of an existing and, investment decision under inflation, capital rationing.

Unit - 2 : Capital Investment Decisions mergers and takes overs, types combinations, motives and benefits of mergers, analysis of mergers, merger negotiations, coverage by regulations of mergers and take overs in India.

Unit - 3 : Dividend decisions dividend theories, dividend models for relevance and irrelevance, forms of dividends issued in different dividend policies and relevance of dividend policies, balancing alternative view points and practical considerations, stability indvidend.

Unit - 4 : Lease financing and venture capital, growth of learning, types leases, cash flow, consequence a financial lease, advantages leasing, evaluation of a financial lease Govt. Policy, notion of venture capital, present stage and suture prospects of venture financing.

Unit - 5 : Financial policy and corporate strategy, strategic decision making framework, financial policy and strategic management and balancing of financial goals.

SUGGESTED READING

COURSE OBJECTIVE:

The objective of this paper is to give student an overall view of the international financial system and how multinational corporations operate.

COURSE OUTLINE:

Unit - 1: Multinational Financial Management - An overview; Evolution of the International Monetary and Financial System.

Unit - 2: Managing short term assets and liabilities; Long-run Investment Decisions.

Unit - 3: The Foreign Investment Decision; Political Risk Management; Multinational Capital Budgeting-Application and Interpretation.

Unit - 4: Cost of Capital and Capital Structure of the Multinational Firm; Dividend Policy of the Multinational Firm.

Unit - 5: Taxation of the Multinational Firm; Country Risk Analysis; Long-term Financing.

SUGGESTED READING


COURSE OBJECTIVE:

To develop an understanding of consumer behaviour in the market place. To develop the thinking of the future marketing executives about the nature of research in marketing to develop their ability to conduct evaluate, use & parent research finding.

COURSE OUTLINE:

Unit - 1: Introduction to the marketing research process-Scope of Marketing Research procedure, Phases in Marketing Researching procedure.

Unit - 2: Selected application of Marketing Research:
- Product Research
- Advertising Research
- Market & Sales Analysis

Unit - 3: Understanding of Consumer behaviour Consumer decision making process high instrument decision process.

Unit - 4: Social cultural environment economic demography cross cultural & sub cultural influences social stratification, Reference Group & family references, life style research & Marketing strategy Psychological foundation learning & Behaviour, modifytate information processing.


SUGGESTED READING

1. Boyd Westfall & Starch : Marketing Research
2. Luck & Rupin : Marketing Research
3. Engell & Blackwell : Consumer Behaviour
MBA FULL TIME
Elective Group: Marketing Management
ADVERTISING AND SALES MANAGEMENT

COURSE: E-512

COURSE OBJECTIVE:

The course is intended to give the student both extensive & indepth understanding of the modern concepts and latest scientific techniques in advertising and personnel selling & sales force management.

COURSE OUTLINE:

Unit-1: Advertising: Communication; Persuasion process: The communication model; Perception; learning, and attitude change; planning the promotion mix.


Unit-4: PERSONAL SELLING AND SALES FORCE MANAGEMENT:

Personal selling and the marketing mix; sales management, Personal selling and sales manship; Theories of selling, sales process.

Sales planning, process, selling, Selling objectives; Market analysis, sales budget. Sales territories, sales quote. Sales Organization, Organization structure, Relationship of sales department with other departments, Distribution network relations.

Unit-5: Sales force Management: Recruitment & Selection; Planning and executing sales training programmes; Motivating, Supervising and compensating sales personnel; controlling the sales effort; evaluation of sales personnel; Sales and cost analysis, Ethical problems and legal aspects of selling.

SUGGESTED READING

1. S.H. Sandage and Vernon Fryburger Advertising theory & Practice, (Homewood 111, Richard D Irwin etc.)


COURSE: E-513

COURSE OBJECTIVE:

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

COURSE OUTLINE:

Unit - 1: Service economy: Origin and Growth-classification of services Nature of Services; Goods and services marketing. Salient features of service marketing.

Unit - 2: Marketing Framework for Service Business; Service Vision and Service Strategy; The Service Classification; Service Product Development; Service pricing issues; The Service Encounter: Consumer Behavior.

Unit - 3: Quality Issues, Demand-supply Management: Advertising, Branding and packaging of services; Recovery Management and relationship Marketing.

Unit - 4: Service Marketing: Indian scene - Designing of service strategy for India with focus on financial sector; Financial Instruments, Banks, Insurance.

Unit - 5: Emerging Service providers in India: Event Marketing the celebrities. Tourism marketing, hospital marketing, courier services, Telecommunication etc.

SUGGESTED READING

1. Betsy, D Gelb and Ben, M. "Marketing is Everybody's Business Goodyear, Santa Monica (California)". 1972.


COURSE: E-514

COURSE OBJECTIVE:

The objectives of this course are to familiarize the students with different aspects of international marketing and to help the students understand the theory and practice of international marketing in the Indian context.

COURSE OUTLINE:

Unit - 1: International Marketing: nature, scope and significance changing face of Indian business, international marketing environment analysis, International marketing tasks.

Unit - 2: International marketing strategies: Marketing research, market segmentation and positioning, Product development, product standardization and adaptation, Consumer behavior across cultures.

Unit - 3: Pricing for international markets: objectives and strategies. International distribution, channel policies, Promotion and advertising in the global context.

Unit - 4: The Indian context: an overview of current export-import policy, Export incentives, Duty drawback, DAPB Scheme, Export documentation, methods of payment, letter of credit.

Unit - 5: Institutional support for international business in India: Export finance, export promotion councils, state trading corporations, export processing zones, free ports, special economic zones, other government agencies.

SUGGESTED READING:

1. Keegan: global marketing (PHI)
2. Varshney and Bhattacharya: International Marketing management - an Indian perspective (Sultan Chand).
5. Terpstra, V.: International Marketing.
6. IIIFT Bulletins
MBA FULL TIME

Elective Group: Marketing Management

ADVANCED INTEGRATED MARKETING

COURSE: E-515

COURSE OBJECTIVE:

The objective of the course is to provide the students with the recent trends and developments in the field of marketing the aim is to asset the future marketing. Manager in marketing decision making process.

COURSE OUTLINE:

Unit - 1: Managing Retail Business: Retailing definition, structure, different formats marketing concepts in retailing, consumer purchase behavior, store location, exteriors and layouts, creative display, Merchandise planning, retail promotion and technology in retailing.

Unit - 2: Industrial Marketing: Concept, Nature & importance of industrial marketing industrial buying behavior and marketing strategies for industrial products.


Unit - 4: Speciality Marketing & Market Communication: Direct marketing, franchising, corporate image building, strategic marketing.

Unit - 5: Tropical developments in marketing, new emerging trends in reference to Indian Society. This unit will have emphasis on case method.

SUGGESTED READING

COURSE : E-521

COURSE OBJECTIVE :

To acquaint the students with recent trends in India’s foreign trade and management and policy related issues in foreign trade in the global context.

COURSE OUTLINE :

Unit - 1 : India’s Foreign Trade in the Global Context, Structure and Equilibrium of India’s Balance of Payments, Recent Trends in India’s foreign trade; Directional Pattern.

Unit - 2 : Major export commodities - Thrust area commodities-their trend, problems; Major competitors; Major Import Commodity Groups ; Trade Control in India; Foreign Trade (Development and Regulation) Act, Import and Export Control Orders ; Import and Export Licensing System.

Unit - 3 : Exchange Control in India; Blanket Permit System; Import Substitution and Export Promotion Policies; Export Incentives; Financial and Fiscal; Deferred Payment System and the Role of EXIM Bank of India ; Export Credit Insurance.

Unit - 4 : Infrastructure support for Export Promotion; Export promotion Councils; Commodity Boards/Product Export Development Authorities; Specific Service Institutions; Role of State Trading Organizations in Foreign Trade.

Unit - 5 : Export Processing Zones; Export Oriented Units and Export and Trading House Schemes; Multi lateralismand Bilateralism in India’s International Business.

SUGGESTED READING


3. Khanna, Sri Ram, Export Marketing in India's New Manufacturers, University of Delhi, Delhi, 1986.


MBA FULL TIME

Elective Group: International Business

EXPORT-IMPORT PROCEDURES, DOCUMENTATION AND LOGISTICS

COURSE: E-522

COURSE OBJECTIVE:

The aim of the course is to acquaint the students with the export-import procedures, documentation and logistics.

COURSE OUTLINE:

Unit - 1: Documentation Framework-Exim Documentation; International Business Contracts: Types, Formation, Elements, Legal Dimensions, Dispute Settlement.

Unit - 2: Instruments and methods of Financing Exports including credit and collections, Uniform custom and practices (UCP); Business Risk Coverage-Cargo, Credit and Foreign Exchange Risk Coverage, Cargo Insurance, Foreign Exchange Regulations and Formalities.

Unit - 3: Quality Control and Pre-shipment Inspection: Concept Scheme and Procedures; Role of Clearing and Forward Agents; Excise clearance of cargo; Shipment of Export Cargo; Custom Clearance of Export Cargo; Custom Clearance of Import Cargo; Negotiations of Documents with Banks;

Unit - 4: Procedures and documentation for availing export incentives-Duty drawbacks, Import Licensing and other incentives; Processing of an Export Order; World Shipping: Structure, Liners and Tramps, Conference System; Freight and Structure. Containerisation and other developments.

Unit - 5: International Agreements and Conferences on Sea Transport; Indian Shipping: Trends, Structure, Concepts of Dry Port Containerisation. Machinery for Consultation; Air Transport: International set-up, Freight rate structure.

SUGGESTED READING


MBA FULL TIME

Elective Group: International Business

INTERNATIONAL FINANCIAL MANAGEMENT

COURSE: E-523

COURSE OBJECTIVE:

The objective of this paper is to give students an overall view of the international financial system and how multinational corporations operate.

COURSE OUTLINE:

Unit - 1: Financial System; Long-run Investment Decisions - The Foreign Investment Decision; Political.


Unit - 3: Multinational Capital Budgeting - Application and Interpretation: Cost of Capital.

Unit - 4: Capital Structure of the Multinational Firm; Dividend Policy of the Multinational Firm.

Unit - 5: Taxation of the Multinational Firm; Country Risk Analysis: Long-term Financing.

SUGGESTED READING

COURSE: E-524

COURSE OBJECTIVE:

The basic objective of this course is to acquaint the students with environmental, procedural, institutional and decisional aspects of international marketing.

COURSE OUTLINE:

Unit - 1: International Marketing - Definition, Concept And Setting; Distinctions between International Trade, Marketing and Business; Economic Environment of International Marketing; International Institutions-World Bank, IMF, UNCTAD, GATT, Customs Union, Common Markets, Free Trade Zones, Economic Communities.

Unit - 2: Constraints on International Marketing - Fiscal and Non-fiscal Barriers, Non-tariff Barriers; Trading Partners-Bilateral Trade Agreements, Commodity Agreements and GSP; India and World Trade, Import And Export Policy, Direction and Quantum of India's Exports.

Unit - 3: Institutional Infrastructure for Export Promotion; Export Promotion Councils, Public Sector Trading Agencies, ECGC, Commodity Boards etc.; Procedure and Documents-Registration of Exporters, Export Quotations, Production and Clearance of Goods for Exports, Shipping and Transportation, Insurance, Negotiation of Documents;


Unit - 5: Promotion Strategy, Pricing Strategy and Distribution Strategy; Various Forms of International Business; Marketing of Joint Ventures and Turnkey Projects.

SUGGESTED READING

COURSE: E-525

COURSE OBJECTIVE:

Top acquaint the participants with the mechanism of the foreign exchange markets, measurement of the foreign exchange exposure, and hedging against exposure risk.

COURSE OUTLINE:

Unit - 1: Types of Foreign Exchange Markets and Transactions, Quoting Foreign Exchange Rates, Spread, Official and Free Market Rates, Cross Rates, Forward Rates, Quoting Forward Rates;

Unit - 2: Organization of the Foreign Exchange Markets; Currency Futures; Currency Options; Currency Swaps; Corporate Exposure Management: Alternative Definitions of Foreign Exchange Risk.

Unit - 3: Exposure Information System, Alternative Strategies for Exposure Management, Exposure Management Techniques, Organization of the Exposure Management Function; Parameters and Constraints on Exposure Management.

Unit - 4: Theory and practice of Forecasting Exchange Rates-Economic Fundamentals, Financial and Socio-Political Factors, Technical Analysis;

Unit - 5: Tax Treatment of Foreign Exchange Gains and Losses; FEMA.

SUGGESTED READING


COURSE: E-531

COURSE OBJECTIVE:

To acquaint the students with techniques and practices in the areas of manpower planning, recruitment and selection and training and development of human resources.

COURSE OUTLINE:

Unit - 1: Managerial perspective, objectives and functions of manpower department, manpower as an asset, corporate manpower philosophy, role of manpower planner, manpower forecasts.

Unit - 2: Manpower policies - aims and objectives, need for personnel policy, principles of manpower policy, tests of sound manpower policy, sources of manpower policies, tests of sound manpower policy, sources of manpower policies, types of personnel policies, responsibility for policy making, mechanism of policy formulation.

Unit - 3: Managerial manpower planning, performance appraisal and planning, career planning, personnel records, reports, audit and research for manpower planning, incentives and awards, manpower budget.

Unit - 4: Organization for manpower placing and developing people, rationale for Human Resource Development, models for manpower planning in the firm, training programmes, executive development programmes.

Unit - 5: Manpower planning-concept and significance of manpower planning, manpower management cycle, problems and limitations of manpower planning, determination of manpower needs, manpower planning methods and steps, manpower planning in Indian Corporate Sector-case studies.

SUGGESTED READING


2. Patten, Thomas H, Manpower Planning and the Development of Human Resources, Wiley Inter science, a division of John Wiley & Sons, New York.

4. Vetter, Eric W, Manpower planning for High Talent Personnel, printed in the U.S.A. by Bureau of Industrial Relations, Graduate School of Business Administration, The University of Michigan.


COURSE : E-532

COURSE OBJECTIVE:

To help students in understanding the basic concepts relating to industrial relations and significance of cordial industrial relation for industrial and economic growth of the country.

COURSE OUTLINE:

Unit - 1: Industrial Relations - concept and approaches, impact of industrial revolution, importance of industrial relations, causes of industrial unrest, industrial unrest in India, conditions for smooth and harmonious industrial relations.

Unit - 2: Trade Unions and their role - functions, approaches, problems of trade unions, workers education and training, trade union movement in India.

Unit - 3: The role of personnel officer, collective bargaining, conciliation, and voluntary arbitration, grievance handling procedure in India and Abroad.

Unit - 4: The State and Industrial Relations Policy-the State intervention, evolution of industrial relations policy in pre-independence India and in post independence India, industrial relations policy during the plan period, National Commission of Labour and Industrial Relations Policy, employee communication.

Unit - 5: Economic and social conditions of women workers, child labour, workers participation in management, role of International Labour Organisation in Industrial Relations, industrial relations in public ad private sector in India-case studies.

SUGGESTED READING


5. Prasad, Lallan, Personnel Management and Industrial Relations in the Public Sector, Progressive Corporation, Bombay.


11. Arun Monappa, Industrial Relations.

12. P.C. Tripathi, Personnel Management and Industrial Relations.


14. V.P. Machael, Industrial Relations in India.

15. J. Joseph, Industrial Relations.
COURSE: E-533

COURSE OBJECTIVE:

The purpose of this course is to facilitate an understanding of the concepts, methods and strategies for HRD.

COURSE OUTLINE:

Unit - 1: Field of HRD: Concepts, Goals, Challenges; HRD Climate and Practices in India.

Unit - 2: Staffing HRD Function; Developing HR Strategies; HRD System Design Principles.

Unit - 3: Design & Administration of select HRD Systems; HRD for Workers.

Unit - 4: HRD Intervention; HRD Approaches for coping with Organizational Changes.

Unit - 5: Case Studies of HRD in Indian Organizations.

SUGGESTED READING


MBA FULL TIME
Elective Group: Human Resource Management
COMPENSATION MANAGEMENT

COURSE: E-534

COURSE OBJECTIVE:

To provide an understanding of the various wage concepts and theories, systems of wage payment, salary and wage fixation techniques and wage policies.

COURSE OUTLINE:

Unit - 1: Wage concepts, minimum wages, living wage, fair wage, wage theories, wage structure, wage differentials, wage fixation systems.

Unit - 2: Systems of wage and salary administration, methods of wage payments, incentive wage systems and their financial implications, group bonus system, superannuation benefit schemes and VRS (Voluntary Retirement Schemes).

Unit - 3: Job analysis and job evaluation as the basis of wage and salary administration, cost of living index linked wages and its implications, work study, methods study, motion study, time study, merit rating, labour productivity.

Unit - 4: Cost benefit analysis for labour and executives turnover, recruitment, training and development, employee benefit programs, time keeping and time booking, record for casual workers and out-workers.

Unit - 5: Documentation of wage accounting, wage sheet, irregularities in wage payment, idle time, overtime, leave with pay and holiday with pay, annual bonus, wage policy in India and Abroad.

SUGGESTED READING


COURSE: E-535

COURSE OBJECTIVE:

The course aims to provide the students the working knowledge and only general exposure of the various industrial and labour laws which have an impact on the human resource management functions in various industrial organisations.

COURSE OUTLINE:


SUGGESTED READING

1. Mamoria, C.B. and others, Dynamics of Industrial Relations, (IPPH).


5. Ramaswamy, E.A., Industrial Relations in India, Mc Millan Co. of India Ltd., Delhi.

COURSE : E-541

COURSE OBJECTIVE:

To develop a broad conceptual framework based on the research which has been done in the recent past and to bridge the gap between the theoretical solutions on one hand and the real world problems on the other in production planning and control.

COURSE OUTLINE:

Unit - 1 : Production Planning and Control Function; Material Requirement Planning

Unit - 2 : Production-Inventory System; Forecasting for Inventory and Production Control;

Unit - 3 : Aggregate Planning; Job Shop Planning; Scheduling and Control; Just-in-Time Production;

Unit - 4 : Line Balancing; Planning for High Volume Standardized Products.

Unit - 5 : Procedures and Documentation in Production Planning and Control; Application of Computers; ERP.

SUGGESTED READING


MBA FULL TIME
Elective Group: Production and Operations Management
Purchasing and Material Management

COURSE: E-542

COURSE OBJECTIVE:

The key objective of this course is to acquaint the students with Decision-making for effective and efficient purchase, storage and flow of materials in manufacturing and service organization; Cost-reduction techniques in Pre-Purchase, Purchase and Post-Purchase systems; Modern material planning and delivery systems like MRP and JIT and Material handling and logistics systems.

COURSE OUTLINE:

Unit - 1: Role of Purchasing and Materials Management - Objectives, Organisation and Inter-relationships, Determination and Description of Material Quantity.

Unit - 2: Material Planning in Push and Pull System, MRP and JIT; Determination and Description of Material Quality-Receiving and Incoming Quality Inspection, Acceptance Sampling Plans, Vendor-Process Capability;

Unit - 3: Cost Reduction Techniques - Standardisation, Simplification & Variety Reduction: Value Analysis and Engineering, Make or Buy Decisions, Purchasing Research, Sources of Supply, Price Determination and Negotiation, Vendor Rating, Selection and Development.

Unit - 4: Legal Aspects of Purchasing, Public Purchasing and Tendering; International Purchasing Procedures and Documentation; Purchasing of Capital Equipment - Appraisal Methods, Evaluating Suppliers' Efficiency, Stores Layout, Classification and Codification.

Unit - 5: Material Logistics-Warehousing Management, Material Handling, Traffic and Transportation, Disposal of Scrap, Surplus and Obsolete Materials; Inventory Control of Spare Parts, Materials Information System.

SUGGESTED READING

MBA FULL TIME

Elective Group: Production and Operations Management

TOTAL QUALITY MANAGEMENT

COURSE: E-543

COURSE OBJECTIVE:

The objective of this course is to acquaint the students with to make clear to candidates basic concept of Total Quality (TQ) from design assurance to service assurance; to give emphasis on International Quality Certification Systems - ISO 9000 and other standards their applicability in design manufacturing quality control and services, to closely interline management of quality, reliability and maintainability for total product assurance; to focus quality of services in contemporary environment.

COURSE OUTLINE:

Unit - 1: Basic Concept of Total Quality (TQ); Evolution of Total Quality Management; Components TQ Loop; Conceptual Approach to S.Q.C. Acceptance Sampling and Inspection Plans.

Unit - 2: Statistical Process Control; Process Capability Studies; Humanistic Aspects of TQM, Management of Q.C. and Z.D. Programmes; Quality Improvement Teams; Q-7 tools; Quality costs.

Unit - 3: Costs; Taguchi Loss Function; Functional Linkage of Quality with Reliability and Maintainability Failure Analysis; (FTA/FTA) and Optimum Maintenance Decisions.

Unit - 4: Total Productivity Maintenance (TPM); Quality Audits; Lead Assessment and ISO-9000 Standards;

Unit - 5: Marketing Aspects of T.Q.; Total Quality of Services; Total Quality and Safety; Six Sigma.

SUGGESTED READING


MBA FULL TIME
Elective Group: Production and Operations Management
LOGISTICS MANAGEMENT

COURSE: E-544

COURSE OBJECTIVE:

The Course is designed to explain basic theory and techniques of logistics to examine the issues and problems associated with logistics in a changing business environment, and to show how logistics can improve an enterprises effectiveness and competitiveness. Students would be encouraged to use computer software packages for problem solving.

COURSE OUTLINE:

Unit - 1: Introduction to logistics and its Interface with Production and Marketing; Measures of Logistics;

Unit - 2: Physical Distribution and Logistics; Logistics System Analysis and Design.

Unit - 3: Warehousing and Distributing Centers; Location; Transportation Systems; Facilities and Services; Dispatch and Routing Decisions and Models.

Unit - 4: Inventory Management Decisions; Logistics Audit and Control.

Unit - 5: Packaging and Materials Handling; International Logistics Management; Logistics Future Directions.

SUGGESTED READING


COURSE : E-545

COURSE OBJECTIVE:

The key objective of this course is to acquaint the students with decision making in planning, design, delivery, quality and scheduling of service operations. The candidates are also expected to appreciate the role of service quality and operations in emerging services economy of India.

COURSE OUTLINE:

Unit - 1: Matrix of Service Characteristics; Challenges in Operations Management of Services.

Unit - 2: Aggregate Capacity Planning for Services; Facility Location and Layout for Services; Job Design-Safety and Physical Environment; Effect of Automation.

Unit - 3: Operations Standards and Work Measurement; Measurement and Control of Quality of Services.

Unit - 4: Dynamics of Services Product-Support Services; Maintenance of Services: Inventory Control.

Unit - 5: Delivery System; Scheduling for Services Personnel and Vehicles; Waiting-Line analysis; Distribution of Services for Services; Case Studies on Professional Services.

SUGGESTED READING


COURSE : E-551

COURSE OBJECTIVE:

The objective of this paper is to explain the students about DBMS concepts, relational database and role of Software Engineers.

COURSE OUTLINE:

Unit - 1 : Database-Definition, Concepts and Developments, Traditional file oriented approach, Need for Database, Uses of Database, Design of Database.


Unit - 3 : Relational Database System-Concept of a relational model, The Codd Commandment, Relational Algebra, Normalisation-Properties of Normalized Relation, 1st, 2nd, 3rd, BCNF, Vth, Vth Normal Form, Structured Query Language-Categories of SQL, Data definition, Data Manipulation statement-SELRCT, subqueries, Function, GROUP By, Updating the database, Data definition facilities.


SUGGESTED READING

3. Gruver : Understanding SQL (BPB)
COURSE: E-552

COURSE OBJECTIVE:

The objective of this paper is to explain the students the fundamental of Computer Architecture and Operating Systems.

COURSE OUTLINE:

Unit - 1: Fundamental of Data Processing and Input/Output.

Unit - 2: Fundamental of OS, Types of OS-Batch, Time Sharing, Parallel, Realtime, Networks, Client Server.

Unit - 3: File Systems, Dir. Structure, Grining access to files.

Unit - 4: Process Management, Switching, Scheduling, Memory Management, Swapping, Segmentation, Paging, Virtual Memory.

Unit - 5: Multiprogramming and Multitasking System, Parallel Processing, Virtual Storage, Open Systems.

SUGGESTED READING

1. Ritchie: Operating Systems (BPB)


COURSE: E-553

COURSE OBJECTIVE:

The objective of this paper is to illustrate and explain the students about the basics of data communication, networking concepts, local area network, wide area network and electronic data interchange.

COURSE OUTLINE:

Unit - 1: Basics of Data Communication - Data Communication Concept, Communication Hardware, Communication Software.


Unit - 3: Local Area Network-Introduction to LAN, Features of LAN, Components of LAN, Multiuser Computer V/s. LAN, Network Security Practice.


Unit - 5: Electronic Data Interchange-Development and implementation of RDZ, EDI Protocols and Security, Application of RDZ, Other application - FTP, Telnet, E-mail.

SUGGESTED READING

1. Stallings: ABC of Local Area.
COURSE : E-554

COURSE OBJECTIVE:

The objective of this paper is to give the students an overview of systems analysis and design and systems development.

COURSE OUTLINE:

Unit - 1: Overview of Systems Analysis and Design:
(i) Business System Concepts - System study, System analysis and system approach, characteristics of a system, elements of system analysis, types of systems.

(ii) System Development Life cycle-Determination of system requirements, design of system, development of S/W, System testing, implementation, evaluation and maintenance.

(iii) Role of a System Analyst- Who is System Analyst, What a System Analyst does attitudes of an effective system analysis.

Unit - 2: System Design
(ii) Tool kit for structure analysis-Data flow diagram (DFD), Data Dictionaries, Hierarchy plus input process output (HIPO), Decision Tables and Decision Trees.

Unit - 3: Structured System design
(i) System Design Consideration-Design objectives, Constrain, processing technique operation.
(ii) Design Methodologies
(iii) Structured Design-Major System Design Activities, System Interface application, Audit consideration, Audit control and documentation control.

(iv) Modularization and module specification.
(v) Design Process-Logic, Input/Output from, design using Case tools.
(vi) Prototype Design.

Unit - 4: System Development
(i) Prototype installation
(ii) Hardware and Software solution and performance
(iii) Benchmark testing.
(iv) Preparing S/W Development Cycle.
(v) Software specification language selection criteria-volume of data, comp. of processing, compatibility with other system. Types of I/O development efforts.
(vi) Quality Assurance.
(vii) Levels of quality assurance - testing, verification with validation, certification.
(viii) Designing test data
(ix) System control
(x) Audit Trail.

Unit - 5: System Documentation
System Implementation and Software Maintenance
SAD: Ecological Awareness and green PC
  Ethical Issues
  Software Piracy
  Civil Liability
  Data Protection.

SUGGESTED READING


COURSE : E-555

COURSE OBJECTIVE :

The course has been developed to introduce the concept of electronic marketplace and electronic commerce among the potential information technology leaders.

COURSE OUTLINE :

Unit - 1 : Computers and Communications : The Information Technology; The Concept of Global Village;

Unit - 2 : On-line Information Services; Electronic Bulletin Board Systems; the Internet; Interactive Video;

Unit - 3 : Communication channels, Communication Networks; Local Networks; Managerial Issues Related to Telecommunications; Client/Server Computing; Communication Services; Digital Networks; Electronic Data Interchange and its Applications;

Unit - 4 : Enterprise Resource Planning Systems; Inter Organizational Information Systems; Value Added Networks; Wireless Networks. Managing in the Marketplace;

Unit - 5 : Electronic Commerce and Internet; Applications of Internet. Internet and Extranet in Business Organizations; Using Intranet for Business MIS; Internet as a Vehicle for Transacting Business.

SUGGESTED READING


MBA FULL TIME

Elective Group: Small Business And Entrepreneurship Management
NEW ENTERPRISE MANAGEMENT

COURSE: E-561

COURSE OBJECTIVE:

The objective of this course is to expose the students to the managerial aspects of new enterprise and to help them to understand the working of these enterprises and to measure and evaluate their performance and efficiency.

COURSE OUTLINE:

Unit - 1: Entrepreneurship and its role in economic development. Problems of industrialization in underdeveloped countries with special reference to India. Industrial policy.

Unit - 2: Regulation and control of Industries in India; Mechanics of setting of new enterprises-size and location, optimum units-its meaning and determinants; size of industrial units in India.

Unit - 3: Theory of industrial location factors determining the industrial location. Regional distribution of industrial activity in India; Recent trends in the localisation of industrial activity in India.

Unit - 4: Regional planning of industrial activity in India; Feasibility studies: technical, marketing and financial; Managerial problems of new enterprises; production purchasing, Financing labour and marketing problems.

Unit - 5: Facilities provided by different Institutions and Agencies in India, financing facilities for new enterprises, marketing and other facilities.

SUGGESTED READING


MBA FULL TIME

Elective Group: Small Business And Entrepreneurship Management

ENTREPRENEURIAL DEVELOPMENT

COURSE: E-562

COURSE OBJECTIVE:

The objective of this course is to expose the students to the growth of entrepreneurship in developing countries with special reference to India.

COURSE OUTLINE:

Unit - 1: Entrepreneurial traits, types and significance; Definitions, characteristics of Entrepreneurial types, Qualities and functions of entrepreneurs, Role and importance of entrepreneur in economic growth.

Unit - 2: Competing theories of entrepreneurship; Entrepreneurial Development Programme in India- History, Support, Objectives, stages of performances; Planning and EDP objectives, Target group, selection of centre, pre-training work; Govt. Policy towards SSTs;.

Unit - 3: Entrepreneurial Input; Entrepreneurial Behaviours and entrepreneurial motivation, N-Achievement and management success, Entrepreneurial success in rural area. Innovation end entrepreneur.

Unit - 4: Establishing Entrepreneurs System. Search for business idea, sources of ideas, idea processing, input requirements: Sources and criteria of financing, fixed and working capital assessment.

Unit - 5: Technical assistance, marketing assistance, sickness of units and remedial assistance, Preparation of feasibility reports and legal formalities and documentation.

SUGGESTED READING


MBA FULL TIME
Elective Group: Small Business And Entrepreneurship Management
GOVERNMENT BUSINESS INTERFANCE

COURSE: E-563

COURSE OBJECTIVE:

The object of the course is to highlight the need for strong interaction between government and business in India so that the resources are channelised to priority sectors and the firms are induced to enter into a competitive environment specifically created for them by government.

COURSE OUTLINE:


Unit - 2: Consumer Protection Act (CPA) and The Role of Voluntary Organisations in Protecting Consumer's Rights; Industrial Policy Resolution, new Industrial Policy of the Government; Concentration of Economic Power: Role of Multinationals.

Unit - 3: Foreign Capital and Foreign Collaborations; Indian Planning System; Government Policy Concerning Development of Backward Areas/Regions.


Unit - 5: The responsibilities of the Business as well as the Government to Protect the Environment; Government Clearance for Establishing a New Enterprise.

SUGGESTED READING

COURSE: E-564

COURSE OBJECTIVE:

The objective of this course is to develop in-depth analysis for better understanding of the nature of competition in changing business environment.

COURSE OUTLINE:

Unit - 1:  Basis for Competition; Structural Analysis of Industries; Generic Competitive Strategies.

Unit - 2:  Framework for Competition Analysis; Market Signals; Competitive Moves; Technology of Competitive Advantage.

Unit - 3:  Strategy towards Buyers and Suppliers; Strategic Groups within Industries. Competitive Strategy in Declining Industries;

Unit - 4:  Competitive Strategy in Global Business; Portfolio Techniques in Competitor Analysis; Techniques of Conducting Industry Analysis.

Unit - 5:  Strategies of Entering into New Industries; Strategic Analysis of Integration Capacity Expansion.

SUGGESTED READING


MBA FULL TIME
Elective Group: Small Business And Entrepreneurship Management
FINANCING OF SMALL BUSINESS

COURSE: E-565

COURSE OBJECTIVE:
The objective of the course is to familiarise the participants with the various modes of Small Business Financing.

COURSE OUTLINE:

Unit - 1: Financial Management in Small Industries; Financial needs of Small Business-types of capital requirements.

Unit - 2: Cash Management Problems; Sources of finance for small business in India.

Unit - 3: Indigenous bankers, public deposits, State Finance Corporations, Industrial Co-operatives-adequacy and appropriateness of funds from banking and non-banking financial intermediaries.

Unit - 4: Monetary Policy of the Reserve Bank of India for Small Business; Financial Assistance from the Central and State Governments.


SUGGESTED READING