OBJECTIVES:
Familiarise the students with the fundamental concepts of Management and highlight approaches in organisation behaviour.

UNIT I EVOLUTION AND GROWTH OF MANAGEMENT THOUGHT (16 hrs)
Concepts, Theory and Practice: The Evolution of Management Thought - Scientific Management School, Organisational School, Behavioural School, Quantitative School, Integration School, Contemporary School, The operational or management process approach.
Recent Contributions- Patterns of Management Analysis - The managerial roles approach, Mc Kinsey’s 7-S approach.

UNIT II PLANNING, ORGANISING AND DIRECTION (16 hrs)
Planning –Nature, Purpose, Types, Process for Planning -Concept of MBO, MBE, MBWA.
Objectives, Policies, Procedures, Strategies.
Direction - Supervision - Span of Supervision - Factors - Graicuna’s theory of span of management.

UNIT III MOTIVATION, CONTROL AND COORDINATION (16 hrs)
Motivation - Elements - Importance - Methods - Morale.
Controlling -Control Process, Requirements for effective Control, Critical Control Standards and Techniques, Maintenance Vs Crisis Management, Overall Control Process.
Coordination - Definition - Characteristics - Objectives - Principles – Techniques.
Leadership: Theories, outlines, approaches-Power and Authority.

UNIT IV ORGANISATIONAL BEHAVIOUR (16 hrs)
Individual Behaviour – Foundations – Personality, Perception, Learning, Attitudes & values.

UNIT V LATEST CONCEPTS (16 hrs)
Global Management-Managerial Functions in International Business. ERP: -SCM-CRM-Re-engineering. TQM-Six Sigma-Information Technology in Management.

Reference:
OBJECTIVES:
Familiarise the students with basic statistical techniques and business decision-making applications.

UNIT I MATHEMATICAL BASIS FOR MANAGERIAL DECISIONS: (16 hrs)

UNIT II BASIC STATISTICAL CONCEPTS: (16 hrs)

UNIT III PROBABILITY THEORY: (16 hrs)
Statements of addition, multiplication and Bayes theorems - Application to business problems. Elementary statistical distributions - Binomial, Poisson, Negative exponential, and Normal distributions.

UNIT IV SAMPLING: (16 hrs)
Population and samples - types of sampling - Errors in statistics - point estimates - interval estimates - standard error. Testing of hypothesis - Test of significance for large and small samples - T, F and CHI-square tests.

UNIT V BUSINESS FORECASTING: (16 hrs)
Forecasting procedures - Regression methods- moving average methods - time series analysis.

INDEX NUMBERS:
The concept of Index numbers - uses of index numbers - types of index numbers - unweighted aggregates index - weighted aggregates index - tests for consistency of index numbers.

References:
OBJECTIVES:
- To acquaint the students with concepts and techniques used in micro economic theory and to enable them to apply this knowledge in business decision-making.
- To give in-depth knowledge in emerging global trends in business environment and macro economic management.

UNIT I CONCEPTS AND TECHNIQUES (16 hrs)
Introduction to Managerial Economics, Fundamental Concepts Basic techniques, Objectives of business firms.

UNIT II DEMAND AND SUPPLY (16 hrs)
INPUT - OUTPUT DECISIONS
Production Concepts and analysis, Cost concepts and analysis, Empirical estimates of production and costs.

UNIT III PRICE - OUTPUT DECISIONS (16 hrs)
Market environment of price output decision by the firm and the Industry Analysis of market structure - large group case, Analysis of market structure - small group case, Pricing strategies and tactics.

UNIT IV INVESTMENT DECISIONS (16 hrs)
Capital Budgeting, Public Investment Decision, Profit concepts and analysis.

UNIT V MACRO ECONOMICS (16 hrs)

References:
OBJECTIVES
Develop an understanding of the underlying concepts, strategies and issues involved in the marketing of products and services.

UNIT I            MARKETING ENVIRONMENT          (16 hrs)
Marketing Concepts; Marketing systems; Marketing process and planning, Marketing information systems- concepts and components.
Analysing marketing opportunities: Marketing environment analysis, Buyer behaviour analysis.
Understanding consumer and industrial markets.
Analysing competition: Sales and demand forecasting; Indian marketing environment.

UNIT II           STRATEGIC MARKETING          (16 hrs)
Marketing strategy: definition, analytical models for marketing strategic planning, BCG growth - share matrix, General Electric approach, Ansoff product/market expansion grid, marketing strategies for market leaders, challengers, followers and niches.
Market segmentation: approach, procedure and requirements for effective segmentation, target marketing, product positioning.

UNIT III          PRODUCT AND PRICING DECISIONS (16 hrs)
Product Decisions: Total product personality, Product Life Cycle and strategies, Product policy,
Individual product decisions - Attributes, brand, packaging and labelling decision, Product mix decision, product line decision, new product development and launch.
Pricing: Meaning; pricing strategies/methods, setting, adapting, initiating and responding to price changes; role of Government in pricing.

UNIT IV           PHYSICAL DISTRIBUTION AND PROMOTION DECISIONS (16 hrs)
Distribution - Channel functions, Channel design and management decisions. Physical distribution: components of physical distribution, transportation, warehousing and inventory management; practices in India.
Promotion - Components; Advertising - Definition, Major Factors - Mission, money, media, message and measurement.
Sales Promotion - Definition, techniques; Personal selling - principles, sales force design and management; Aggressive selling.
Integrated marketing- organising and implementing marketing in the organization, evaluation and control of marketing efforts.

UNIT V            SPECIALITY MARKETING AND GOVERNMENT INTERVENTIONS (16 hrs)
Characteristics of agricultural marketing, industrial marketing, service marketing, marketing of non-profit organisations.
Government and marketing: Sale of goods Act, Public Distribution System and regulated markets, Consumerism and consumer protection in India.

References:
7. R.S.N Pillai, 'Modern Marketing', S.Chand & Company Ltd., New Delhi, 2008
OBJECTIVES:
Develop an insight of postulates, principles and techniques of accounting and utilisation of financial and accounting information for planning, decision-making and control.

UNIT I
ACCOUNTING CONCEPTS
(16 hrs)
Construction and Analysis of Profit and Loss Account and Balance Sheet, Depreciation Methods - Stock valuation methods.

UNIT II
FINANCIAL STATEMENT ANALYSIS
(16 hrs)
Financial statement Analysis - Ratio Analysis - Fund Flow and Cash Flow Statements - Interpretation and usages for future decisions - Proforma and model statements.

UNIT III
MANAGEMENT ACCOUNTING
(16 hrs)
Management accounting -Scope - Techniques - Role of Management Accountant - Difference between financial Accounting and Management Accounting.

COST ACCOUNTING
Understanding and classifying Costs -Absorption Costing -Cost Sheet -Difference between Cost Accounting and Management Accounting - Process Costing.

UNIT IV
MARGINAL COSTING
(16 hrs)
Marginal Costing - Differential Costing - Cost Volume - Profit Analysis.
Standard Costing - Variance Analysis - Material Labour -Overhead and Sales Variances

UNIT V
BUDGETING
(16 hrs)
Budgeting and Budgetary Control - Different types of Budgets and its uses. Reporting to Management - Types and Classification.
1. Case Analysis Application of Excel, Tally etc.,

References:
Objectives:
• Impart basic knowledge on computer based data management systems for effective information management in organizations
• Develop competence to design and develop a RDBMS using Oracle 10g
• Access the data using Visual Basic as the Front End software.

UNIT I INTRODUCTION (16 hrs)
Orientation - Introduction to DBMS- Define Data - Fields, Records, Files, Databases.- File Processing and Access Methods- Various Database Models- Object-Oriented, Record Based, Network, Relational-ER Diagrams- Normalization -3 Normal Forms- Functional /Trivial /Partial Dependencies - FILE ORGANIZATIONS- HEAD, SORT, HASH, CLUSTERED- INDEX

UNIT II INTRODUCTION TO SQL (16 hrs)
Understand the concept of “Tables”/“Relations”.- What is SQL – DML, DDL, DCL.- Defining a database status :- CREATE, ALTER, DROP, TRUNCATE - Manipulation of the data of a database- INSERT, INSERT ALL, UPDATE, DELETE, MERGE- SELECT command and all its options.- SET operations - Control the data access- GRANT, REVOKE, USER ROLE PRIVILEGE - Control transactions and its consistency COMMIT, ROLLBACK, SAVEPOINT-E.F.Codd’s 12 Rules for RDBMS

UNIT III ADVANCED SQL (16 hrs)
Working with multiple tables of a database that generate queries JOINS- Use sub queries to generate complex queries using data conditionally from multiple tables- SUB QUERIES- PL/SQL- Functions- Triggers- Cursors & Exceptions

UNIT IV CONCURRENCY CONTROL TECHNIQUES (16 hrs)
ACID property of a Database- Concurrency - Concurrent User Anomalies- Lock (Binary & Multiple) - Deadlock- Isolation (RR, RS, CS, UR)- Schedules (Serial and Non-Serial)- Conflict Instructions - Conflict Serializable - Transaction Processing- Phantom Phenomenon- Degree Two Consistency - Architecture-Memory- Files Processes

UNIT V VISUAL BASIC – THE FRONT END TOOL (16 hrs)

Reference:
5. Christopher Allen, Catherine Creary, And Simon Chatwin, “Introduction to relational Data base, Tata McGraw Hill, 2004
OBJECTIVES:
Describe the communication function in an organisation and the role of electronic media in facilitating communication process.

UNIT I
COMMUNICATION IN BUSINESS
An overview of communication - its pervasive nature - Relationship between communication and organisation effectiveness - Objectives - Media Types – Barriers and gateways in communication principles.

UNIT II
WRITTEN COMMUNICATION

REPORT WRITING
Types of reports, Structure of report - methods of collecting and preparing materials - Drafting of report.

UNIT III
MEETINGS
Notices - Agenda and Minutes of Meetings - Reports of the Board of Directors - Press report.

OFFICE CORRESPONDENCE
Office circulars and office notes. Suggestions, Complaints and office memorandums.

UNIT IV
ORAL COMMUNICATION
Presentation of reports, public speaking and negotiations. Body Language and Presentation Aids.

UNIT V
COMPUTER APPLICATIONS:

References:
OBJECTIVES:
Acquaint the students with Production and operation functions in both manufacturing and services sectors.

UNIT I
(16 hrs)
INTRODUCTION
Production and Operations management: Meaning and Definition - Production as a system; Operations Strategies – Operations Technology - Forecasting in POM – Productivity.

PRODUCT AND PROCESS DESIGN
Product design: product development process – approaches to product design.

UNIT II
(16 hrs)
FACILITY LOCATION AND LAYOUT
Facility Location: steps in Location - Factors Influencing Location Decision – Location Models.
Facility Layout: Types of layout – Product, Process, Group, Fixed Position, Cellular and service layout – Assembly line balancing- computerized layout techniques – CRAFT, SLP.

CAPACITY AND AGGREGATE PLANNING
Long-range and short-range capacity planning - Aggregate Planning – Material requirement planning - Master Production Scheduling - Procedures, MPS in produce to stock and produced to order firms, Computerized MPS.

UNIT III
(16 hrs)
PRODUCTION PLANNING AND CONTROL
Objective and Functions of PPC – PPC in job, Intermittent, continuous production and process industry.

SHOP FLOOR PLANNING AND CONTROL
Scheduling Process - Scheduling Problems – Scheduling techniques for job shop, process focused system, product focused system, continuous production, Batch Scheduling.

DESIGN OF WORK SYSTEMS

UNIT IV
(16 hrs)
MAINTENANCE MANAGEMENT
Types of maintenance – Planned, Preventive, breakdown, predictive, Routine - Planning and scheduling of maintenance – Total Productive Maintenance.
INVENTORY MANAGEMENT AND CONTROL
Inventory models - Inventory Planning and control – Approaches To Inventory Systems – P system, Q system - inventory control techniques - ABC , HML, VED, SDE, FSN, Max-Min system, Two bin system and EOQ.

UNIT V
TOTAL QUALITY MANAGEMENT
(16 hrs)
Total Quality Control - Role of Inspection - Statistical process control, Acceptance plans, Quality Management Concepts - Deming’s way, Kaizen Technique, JIT, Quality circles, TQM, TPM, six sigma, Quality standards - ISI, ISO 9000 and other international standards.

References:
Objectives:
Introduce the application of groupware as a strategic tool for information technology leadership
Develop competencies to development applications using Lotus Notes.

UNIT I  DOMINO DESIGNER FUNDAMENTALS-1  (16 hrs)
Introduction-Introduction to Lotus Notes – Groupware.-Using the Notes Client Mail, To do, Calendar, Searching, Scheduling, Replication-Introduction to the Domino Designer and its user interface (IDE)- Domino Designer Database -Understanding a Domino Database, how does it differ from other -databases and its components.-Creation (various methods) - Understand the Data Base PROPERTIES in detail-Design elements-ACL of the database.- Creating A PAGE-Incorporate graphics, Tables, Sections, Formatting the Text. Understand the PAGE PROPERTIES in detail-FORMULA LANGUAGE.

UNIT II  DOMINO DESIGNER FUNDAMENTALS-2    (16 Hrs.)
FORM Design Element- Design a form-Add Fields to Forms-Using form Design elements-Add computed text to the form-Layout Regions-Hotspots and Actions in Forms.- Understand the FORM PROPERTIES in detail.
VIEWS & FOLDERS-Designing View-Types of View -Categorized views- Defining Column Data, add new columns.-Understand Response Hierarchy- Using Folders- Embedded Views.-Understand the VIEW PROPERTIES in detail
OUTLINES, FRAMESETS & NAVIGATORS- Create an Outline- Update Outline Entries-Add new Outline Entries-Understand the OUTLINE PROPERTIES in detail-Create a Navigator.- Create Framesets.-Understand the FRAMESET PROPERTIES in detail AGENTS -What are Agents?- Designing and creating Agents.-ACL-Determining access levels to databases and within databases with a view to ensuring security-Working with various access Control levels- Hiding non essential information from user.

UNIT III  DOMINO APPLICATION SECURITY AND WORKFLOW  (16 Hrs.)
DESIGNING WORKFLOW APPLICATIONS- A manual workflow of a business process-Designing an automated workflow process-IMPLEMENTING WORKFLOW-Routing Workflow documents-Routing documents to a Non-mail Database- Archiving documents SECURING THE APPLICATION- Using the ACL to secure data-Using Roles-Controlling access to documents, Views, Forms, Sections-Controlling Create, Read and Edit rights to documents

UNIT IV USING ENCRYPTION AND SIGNATURES TO ENSURE SECURITY  (16 Hrs.)
Using encryption mechanisms to ensure security-Using electronics signatures to authenticate documents -TRACKING WORKFLOW-Tracking documents through a workflow process.- History Log

UNIT V DOMINO APPLICATION ARCHITECTURE-THE DOMINO INFRASTRUCTURE (16 Hrs.)
Structure of a Domino Database-How Domino stores and access application data-Interacting with application data using forms-Using forms to access data outside the current database - THE DOMINO VIEWS-Structure of Domino Views-Accessing Data with a program-THE DOMINO OBJECT MODEL-Working with Domino object Model-Design considerations for agents -Design considerations for replication-Using routing in application

PROJECT : Applying Lotus Notes in an Organization Set up

Reference:
1. Matt Riggsby , Mastering Lotus notes and Domino 6,  2004
2. Lotus Notes and Domino 6 Development Unleashed, Techmedia Publishers ltd. 2002
3. Brian Benz and Rocky Oliver., Lotus Notes and Domino 6 Programming Bible - Willey publishers, 2004
OBJECTIVES:
Acquaint the students with the broad frame work of financial decision making in a business unit and to emerging global trends in financial environment.

UNIT I
CONCEPT

(16 hrs)

UNIT II
SOURCES
Sources of Long-term and Short term financing - Procedure for obtaining finance through primary and secondary market instruments.

Leverage: Financial and operating leverages - Application in decision making.

Time value of money - valuation of shares and securities - cost of capital - Capital Structure Theories - planning the Capital Structure.

(16 hrs)

UNIT III
CAPITAL BUDGETING
Investment decisions - Capital Budgeting -techniques and criteria - Risk - Sequential decision making.

WORKING CAPITAL MANAGEMENT
Concepts- types and factors affecting the determination of working capital.
Current Assets Management - Cash, Debtors and Inventory Management - Different committee's recommendations.

(16 hrs)

UNIT IV
DIVIDEND POLICIES
Dividend policies - Dividend decision - Types of dividends -Gorden - Walter & MM models - Determination of dividend - Dividend policy.


(16 hrs)

UNIT V
INTERNATIONAL FINANCE
World Financial Environment: Foreign Exchange Market Mechanism; Determinants of exchange rates; Euro -currency market; offshore financial centres; International banks; Non-banking financial service firms; stock markets; global competitiveness – E-banking.
Case studies.

Application of Excel, Wings and Tally.
References:

OBJECTIVES
Introduce the students to the principles of operations research techniques and their applications in decision making.

UNIT I  INTRODUCTION TO OPERATIONS RESEARCH  (16 Hrs.)
Concepts, genesis, application potential to diverse problems in business and industry - scope and limitations.

LINEAR PROGRAMMING

UNIT II  TRANSPORTATION PROBLEM  (16 Hrs.)

ASSIGNMENT PROBLEM

UNIT III  NETWORK ANALYSIS  (16 Hrs.)
Project planning and control by use of PERT/CPM – concepts, arrow diagrams - time analysis and derivation of the critical path - concepts of a slack / float - Crashing of CPM network - probability assessment in PERT network.

DECISION THEORY
Concepts - decision making under conditions of uncertainty and condition of risk. The expected value of perfect information. Decision tree analysis.

UNIT IV  REPLACEMENT THEORY  (16 Hrs.)
Concepts - replacement of items subject to deterioration, subject to random total failure - group vs. individual replacement.

QUEUING THEORY
Concepts- basic characteristics of a queuing system - Kendall’s notation - problems based on M/M/1 and M/M/C models.

UNIT V  SIMULATION  (16 Hrs.)
Concepts - areas of application - random numbers - Monte Carlo simulation - Simple applications.

Dynamic programming
Concept and Applications

Reference:
OBJECTIVES:
The course is designed to assist the students in understanding basic laws affecting the operations of a business enterprise.

UNIT I

UNIT II

UNIT III

UNIT IV

UNIT V
Meetings - Proceedings - Management - Accounts Audit - compromise - arrangements - oppression & mismanagement - winding up of companies.

References:
OBJECTIVES:
The Objectives of this paper aims to demonstrate the research tools and techniques that aid Managerial Decision Making and the use of computers in various researches.

Unit I 
(16 Hrs.)
Introduction: Meaning of Research – Objectives- Types of Research- criteria of a good research- Research Process

Research Problem: Problem definition – selection and techniques in defining a problem

Unit II 
(16 Hrs.)
Research Design: Meaning- Need and features of a good design- Types of research designs

Sampling Design: Need for sampling-Steps in sampling design- criteria of selecting a Sampling Procedure- characteristics of a good sample design- types of sample designs

Unit III 
(16 Hrs.)
Scaling: Measurement Scales- bases of scale classification- Important scaling and scale construction techniques.
Data Collection: Primary data collection methods – Observation, Interviews, Questionnaires and schedules; guidelines for Questionnaire and Schedule construction and successful interviewing ; secondary data collection

Unit IV 
(16 Hrs.)

Unit V 
(16 Hrs.)
Report Writing: Steps in writing report-layout of the research report-types of report

Training in the use of SPSS and other statistical software packages.

References
STRATEGIC HUMAN RESOURCE MANAGEMENT

Objective:
Focus on the vital aspects and applications of the various principles of Human Resource Management.

Unit I  Nature and scope of Human Resource Management (16 hrs)
Human Resource management Model -Model for effective HRM practices- Toyota model - Ten C model- Michigan Model- Harvard Model - Core competencies model for HRM professional David Guest model

HRM strategy HRM practices - HRM outcomes - Behaviour outcomes - Performance outcomes - Financial outcomes

Unit II  Human Resource Planning and Placement (16 hrs)
Job Analysis: Competency Approach- Job Description, Job Specification - Job Evaluation Methods
Selection-process, barriers to effective selection. Talent identification tools-Orientation and placement - orientation programme, requisites, evaluation and problems – Video supplements.

Unit III  Human Resource Maintenance (16 hrs)
Compensation and Rewards Management - Calculation of Pay Roll - Employee Incentive Schemes - Stock Option Schemes - Monetary and Non-Monetary Rewards - Fringe Benefits- employee benefit and welfare schemes-Design And Implementation of Incentive compensation- QWL.

Unit IV  Performance Appraisal and Training and Development (16 hrs)
Career Planning and Career Development-Career Anchors-process map- Targeted Career Development model

Unit V Applications of Organizational Behaviour and HRM in a dynamic Environment (16 hrs)
Applications of Organizational Behaviour in Human Resource Management:
Values, Attitudes and Job Satisfaction-Perception and Individual Decision Making- Case Studies.
Technological changes-TQM-Reengineering-FMS-Work force Diversity-Assessing HRM effectiveness- HR climate- Employee Engagement-HR scorecard
References:

OBJECTIVES:
Focuses on the strategic issues in business organisations and development of skills to utilise the various methods and models for effective formulation and implementation of strategies.

UNIT I
INTRODUCTION : (16 hrs)

UNIT II
ENVIRONMENTAL ANALYSIS (16 hrs)
Understanding the nature of business environment –Structural analysis of competitive environment, competitive analysis, Strategic group analysis – market segments and market power, BCG model, GE model, Analysing resources and strategic capability-Resource audit, value chain analysis, Comparative analysis, Historical analysis, Comparison with Industry norms, Best practice analysis Assessing the balance of resources – Portfolio analysis, Balance of skills / personalities, Flexibility analysis, identification of key issues – SWOT analysis, Core competence. Culture and stakeholder expectation- The cultural context of strategy, Stakeholder mapping, Methods of assessing power- Case Studies.

UNIT III (16 hrs)
STRATEGIC ALTERNATIVES AND EVALUATION

UNIT IV (16 hrs)
STRATEGY IMPLEMENTATION
Resource planning at the corporate level and business level - Preparing resource plans - Critical success factors and key tasks, Planning priorities, Testing key assumptions, Financial planning and budgeting, Manpower planning, Network analysis Organisation structure and design - Structural types, The elements of organisational design, Organisational configurations, Management systems and control, influences on organisational design Managing strategic change - Understanding processes of strategic change - Diagnosing strategic change needs - Managing the strategic change process - Leadership and change agency

UNIT V (16 hrs)
STRATEGIC CONTROL
References:
Objectives:

- Describe the evolution of the e-economy business model
- Provide In-depth analysis of successful CRM-enabled e-commerce sites
- Understanding the nature of IT based promotion

Unit I  (16 Hrs)
Advertising Management:
Definition, Nature, Scope and Classification
Advertising Agency –Functions, Organisation and Compensation
Copy Strategy- Characteristics of a good copy, elements of a good copy, design and layout
Production of advertisements, Evaluation of Advertising Effectiveness

Unit II  (16 Hrs)
Web Marketing
Evolution of Web marketing-Promotion of web-brands-web advertising- Choosing an ideal ISP- Producing web copy.

Unit III  (16 Hrs)
CRM in Marketing
CRM Marketing Initiatives: Cross Selling and Up-selling- Customer Retention, Behaviour Prediction- Customer Profitability and Value modelling- Channel Optimisation-personalization- Event Based Marketing
CRM in e-Business: In ERP, SCM, Supplier Relationship Management- Partner Relationship Management.

Unit IV  (16 Hrs)
Delivering CRM
Preparing the CRM Business Plan- Choosing the CRM Tool- CRM Implementation- CRM Road Blocks.

Unit V  (16 Hrs)
Analysis of successful CRM Sites.

Reference:
SEMESTER - III
PAPER NO: 17F
INTERNATIONAL FINANCIAL MANAGEMENT
(Theory - 4 hrs/week)

OBJECTIVES

• To Understand the application of financial management tools for success of business
• To Acquaint the student of the nuances of foreign exchange dealings
• To Know the sources of infra-structure financing
• To Learn the roles of various financial services

Unit I

Unit II

Unit III
Fundamentals of risk management - Delineating efficient portfolios - Marking to markets including security positions - Measuring portfolio returns - Frequency distribution of portfolio returns - Making the transition from return to risk - Interest rate risk - Quantification of risk - Yield curves - Maturity gap - Simulation - Duration Approach - Net interest income and duration gap - Limitations of duration analysis - Value at risk model.

Unit IV

Unit V
The Balance of payments - Balance of Payments accounting - Monetary adjustments - Balance of Payments for India.
International project financing - Concepts, types & techniques and key elements - Structuring project financing - International project evaluation - Key elements - Indian perspective - International capital budgeting.

References:
Objectives
Facilitate an understanding of the Concepts, Methods and Strategies for HRD.
To impart knowledge on Design, Development of Training programs and evaluation techniques.

Unit I: HRD Introduction (16 Hrs.)
Introduction of HRD Methods, Changing paradigm of HRD - concepts-scope-objectives-principles-framework. -- contribution of subsystems to HRD goals
Planning and organising HRD system-principles in designing HRD system – Linkage between HRD and organisational growth – Simultaneous Vs Sequential introduction of HRDS - HRD models-HRD in Indian industries- Challenges of Future HRD Professionals – Roles and competency requirements of HRD Professionals.

Unit II: Individual Development (16 Hrs.)
Analyzing the Role for development (Role Analysis)-Matching the Role and the Person (Recruitment and Placement)-Developing the Person in the Role (Performance Appraisal)-Beyond the Present Role (Potential Appraisal)-Developing Dyadic Relationships (Performance Review and Counseling)-Preparing for Advancement (Career Planning and Development).

Unit III: Learning (16 Hrs.)
Concept of Learning, Learning Principles-components-learning cycle-learning pyramid
Learning models-Bloom’s Taxonomy, Kolb’s, MUD Models of learning.
Learning Process, approaches-learning styles: Hermenn’s Model, LSQ.

Unit IV: Training and Development (16 Hrs.)
Evaluation of Training Programs:
CIRO Model of evaluation--design of Training evaluation-Training cost benefit analysis
Designing and Managing Assessment – Centres – Prerequisites – Tools used – 360° feedback as an instrument in assessment center.

Unit V: Career Planning and counseling (16 Hrs.)
Reference:

Objectives
1. Impart the concepts of Value management tools and techniques to the students.
2. Analysing the methods for Value engineering techniques.

UNIT I (16 Hrs.)
Introduction to value engineering - its significance, relationship to other fields of management - role of management in value engineering.

UNIT II (16 Hrs.)
Principles of value engineering - problem recognition and definition, meaning and analysis of functions.

UNIT II (16 Hrs.)
Value engineering techniques - Selection of products and operation for value engineering action - assigning P cost equivalents - alternative-measuring benefits - reporting results - follow up.

UNIT III (16 Hrs.)
Decision process in value engineering - decision matrix - Concept of utility - make or buy - Application of other quantitative techniques.

Scheduling of value engineering activities - Manual system GNATT Chart, PERT & CPM, Use of control charts.

UNIT IV (16 Hrs.)
Organising and Staffing: Level of value engineering in the organisations - Staff requirements job specification - Consultants. Training - objectives - knowledge and skills to be developed.

UNIT V (16 Hrs.)
Waste Control - forms of waste, control of waste, techniques. The role of creativity, the comparison - the element of choice.

REFERENCE:
Objectives:
To understand the retail and wholesale travel business and develop the necessary management skills

Unit I  INTRODUCTION (16 hrs)
Emergence of Travel Business Growth of Travel Agency business - Definition of Travel Agent & Tour Operator – Differentiation – Interrelationship of TA/TO and principles of present business strengths and future prospects, problems & issues

Unit II  SETTING UP OF TRAVEL BUSINESS (16 hrs)
Market Research, Sources of funding-comparative study of various types of organisation proprietorship, partnership, private limited and limited-Govt. rules for getting approval-IATA rules, regulation for accreditation-Documentation-Sources of earning: commissions, service charges etc.-Entrepreneurial skill for travel, tourism and hospitality trade; problems of entrepreneurship in travel trade

Unit III  ITINERARY PREPARATION (16 hrs)
Documentation – Passports, Visa etc, Important consideration for preparing itinerary, costing, packaging and promotion

Unit IV  INTRODUCTION TO PACKAGES (16 hrs)
Types of Packages – Nature cure, health tourism, yoga and meditation, Beach holidays, pilgrimage tours, Soft and hard adventure tours- concepts and guidelines

Unit V  TAILOR MADE TOUR PACKAGES AND SELLING (16 hrs)
Advantages and limitations of package tours to the supplier and buyer, special requirement for out bound packages, designing a brochure, concept selling, importance of sales close

References:

Objectives
Provides insights into the changing logistics environment and the strategic issues in SCM
Indicate the factors influencing logistics and supply chain management
Design strategies for various modules of logistics and supply chain management

UNIT I INTRODUCTION TO SUPPLY CHAIN MANAGEMENT (16 HRS)

UNIT II OPERATION ISSUES IN SUPPLY CHAIN MANAGEMENT (16 HRS)
Demand forecasting – Forecasting Techniques - Replenishment – Aggregate Planning- Master Production Schedule- Materials Requirement Planning - Inventory Management - Procurement – ERP.

UNIT III DISTRIBUTION, WAREHOUSING IN SUPPLY CHAIN MANAGEMENT (16 HRS)

UNIT IV SUSTAINING COMPETITIVE ADVANTAGE/COORDINATING A SUPPLY CHAIN (16 HRS)
Coordination in a supply chain - Customer relationship management - Supply Chain Process Integration — integrated logistics- creating and managing vendor relationship - Performance Measurement along with Supply Chain.

UNIT V INTERNATIONAL LOGISTICS (16 HRS)
Role of e-business in SCM – Future of SCM - supply chain reconsideration to suit local and global environment – SCM issues in global environment - innovative approaches, managing international logistics, internationalizing a distribution brand.

REFERENCES:
Objectives:
Acquaint the student with the implications of Tax Structure and Corporate profit planning in operational as well as strategic terms.

UNIT I
INTRODUCTION
(16 hrs)

UNIT II
CONCEPTS
(16 hrs)
Basic concepts - Residence and incidence of Tax. Tax free incomes - Salaries - House properties - Profits and gains of Business or profession - Tax planning in each case.

UNIT III
DIFFERENT HEADS
(16 hrs)
Capital Gains - Income from other sources clubbing of income - set off and carry forward of Losses - Deductions from Gross total income and Rebate of Tax - Tax planning management.

UNIT IV
ASSESSMENT
(16 hrs)
Individuals - HUF - Partnership firms - Companies - Computation of Tax and Tax Management

UNIT V
TAX PLANNING
(16 hrs)
Tax consideration in setting up of New Business - Tax factor in Management decisions - Tax planning for Employee’s Remuneration - Tax planning and Forms of Business Organisations and Foreign Collaboration - Tax implication of Amalgamation - Tax considerations in conversion of a firm into a company. Electronic Commerce and Taxation – Sales Tax (CST and TNGST)

Case Studies

Reference
OBJECTIVE:
The purpose is to offer a theoretical and strategically focused understanding of organizational dynamics incorporating dynamic processes such as decision-making, power, politics, organisation communication and conflict management and its implications on change management.

UNIT I
ORGANISATIONAL CHANGE AND STRESS MANAGEMENT (16 Hrs)
Organizational change – Forces for change – managing planned change – Role of change agents – Resistance to change – Approaches to organizational change – Contemporary issues of change.


UNIT II
ORGANISATION POWER AND POLITICS / ORGANISATION CONFLICT (16 Hrs)

Organizational conflict – Definition – Conflict process – conflict leading intentions – conflict management techniques.

UNIT III
ORGANISATIONAL CULTURE AND CLIMATE (16 Hrs)
Organizational culture – Definition – kinds – organizational cultures impact on behavior – creating and sustaining culture.

Organizational climate – meaning – factors influencing climate- Organisation Climate Models

UNIT IV
ORGANISATIONAL DEVELOPMENT (16 Hrs)
Organizational Development – Meaning – characteristics – process - Models – Comprehensive intervening – sensitivity training, survey feed back, process consultation, for system management, MBO, TA, Grid training, Stream analysis, Organization mirror – Team interventions.

UNIT V
ORGANISATIONAL EFFECTIVENESS (16 Hrs)

REFERENCES:
8. Tidd, Managing Innovation: Integrating Technological, Market and Organisational Change 3ed, Wiley India Pvt Ltd, New Delhi, 2008
OBJECTIVES:
Acquaint the students with production Planning and Control, decision making for effective and efficient purchase, storage and flow of materials in manufacturing and service organisation; model material planning and delivery systems.

UNIT - I PRODUCTION PLANNING AND CONTROL (PPC) DEFINITION (16 hrs)
Nature of Production process, Production planning and Control systems, Benefits of effective PPC.

PRODUCTION DESIGN:
Product Design - Product Research and development
Product final design, quality and reliability, standardization and simplification preferred number, components and organizing standardization value Engineering and value analysis.

UNIT II PRODUCTION DESIGN: (16 hrs)
Process planning - process Design, operation design workstation selection, material handling, adapting to major product changes.
Quantity planning - Forecasting techniques, EOQ, Economic Manufacturing quantity, modifications of Economic Production quantity, theory, use of Nomo graphs and slide Rules.
Capacity Planning - Analysis of capacity, Total capacity in terms of time units, long-range planning, short range planning and medium range planning.

UNIT III MATERIAL REQUIREMENT PLANNING: (16 hrs)
The parts requirement problem, MRP concepts and advantages, Lot sizing, uncertainty and change in MRP.
Production activity planning - routing, Loading, Scheduling and dispatching for high volume - Production activity and Job shop production activity.

UNIT IV PRODUCTION CONTROL SYSTEM: (16 hrs)
Prerequisition system and procedure, Advantages, Elements of production control - plans, materials, capacity, activity, quantity, and material handling, due dates and information.

PRODUCTION ACTIVITY CONTROL:
High volume production activity control - continuous production, sequencing, and line balancing techniques, Batch processing techniques.
Job Shop Production activity Control:
Corrections to short-term capacity, status control, factors affecting the completion time of jobs, techniques for Aligning completion time and due dates.

UNIT – V (16 hrs)
Application of schematic and Analytical techniques for scheduling and control - graphs, charts, network, techniques linear programming, Queuing theory, Game theory, Monte Carlo Methods, Symbolic logic.
Information and decision making systems for PPC. Computer Application in PPC

Reference:
Objectives:
To enhance the students to become successful entrepreneurs in various fields of tourism and hospitality sector

UNIT I ENTREPRENEURSHIP DEVELOPMENT (16 hrs)

UNIT II OPPORTUNITY ANALYSIS (16 hrs)
External environmental analysis (economic, social & technological)- competitive factors-legal requirements for establishment of a new unit related to tourism & raising of funds-venture capital sources & documentation required

UNIT III ENTREPRENEURIAL PROSPECTS IN TOURISM (16 hrs)
Travel Sector, Documentation, Ticketing, Packaging, Insurance, Hospitality – Fast food, Inn Management, Indoor & Outdoor Catering

UNIT IV ENTREPRENEURIAL DEVELOPMENT PROGRAMME (EDP) (16 hrs)
EDPs & their role, relevance and achievements role of Government in organizing EDPs-evolution of EDPs. Social responsibility in business

UNIT V ROLE OF ENTREPRENEUR (16 hrs)
Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complementing economic growth, bringing about social stability & balanced regional development of industries with emphasis on tourism, foreign earnings etc.

References:
OBJECTIVES
The objective of the courses to develop the basic understanding of Management Information System and Decision Support System through Object Oriented Analysis and Design of the Artificial Intelligence for Business Organisation.

UNIT I
THE APPLICATION DEVELOPMENT PROCESS (16hrs)
Methodologies vs. Lifecycle process – Basic issues in software development, Methodologies, object oriented methodologies, The software Lifecycle, Process Attributes.

UNIT II
BASIC PRINCIPLES OF OBJECT-ORIENTATION (16hrs)
Principle of OO: Abstract Data Types - Classes, Classes in typed versus type less languages, Benefits of abstract data typing, Messages and methods. Encapsulation.
Polymorphism - Ad-hoc polymorphism – overloading, Dynamic binding (late binding), Advantage of Dynamically binding overloaded operations, Parametric Polymorphism.

UNIT III
LIFECYCLE PROCESS: ANALYSIS (16hrs)
CRC Analysis – Responsibility analysis, Collaborations, CRC analysis.
Dynamic Modelling: Messages and responses, Interaction Diagrams, Object states, State transitions, sending messages or responses, conditions/guards, Relation between interaction diagrams / state transition diagrams, Relation between dynamic model / CRC cards, An
Application Development Process.

UNIT IV
LIFECYCLE PROCESS : DESIGN
(16hrs)
Design Activities – An Application Development Process, Design activities, Object-Oriented analysis and design – a complementary approach, Design activities.
Persistence: Translating the object model from an ER model, Replicating objects data policies, Database integrity strategies. Detailed CRC Cards.

UNIT V
GUI DESIGN & TESTING
(16hrs)
What is a User Interface? – An Application Development Process, What is an OOUI? Characteristics of an OOUI.
Mapping the User Model – Mapping the User model, User’s conceptual model, Programmer’s model, Designer’s model, The usability iceberg
GUI Components – Views, Choices, Action choice, Routing Choice, Setting choice, Controls, Menus, Entry field, List box, Combination box, Drop-down list, Drop-down combination box, Spin button, Push button, Predefined push buttons, Radio button, Value set, Check box, Slider, Group Box.
Testing the Application – An Application Development Process, Traditional Testing in the Lifecycle Process, Unit testing, Integration testing, Use Case testing, Test Objects, Acceptance testing, Testing of analysis / design work products.
Project: Develop a Management Information System

References:
OBJECTIVES
Impart knowledge in developing application programs using Java 2 and design web sites with Java Applets and HTML.

UNIT I
INTRODUCTION (16 hrs)
What is programming? – An overview of various programming languages – What is Java? – What is its significance in the evolution of programming languages? – What are the building blocks that constitute Java?

UNIT II
FLOW CONTROL AND OBJECTS (16 hrs)
The logical system of control flow in Java – The use of various program control mechanisms in Java - An overview of classes and objects in Java.

UNIT III
EXCEPTIONS AND INPUT/OUTPUT (16 hrs)
The mechanism of “Exceptions” and “Exception-handling” used in Java to identify and handle abnormal conditions, which arise during program execution – Input and Output techniques in Java with relevance to files, systems and inter-program communication.

UNIT IV
CLASSES AND INTERFACES (16 hrs)
What are classes and interfaces? -- What are the mechanisms they offer in making Java the powerful language it is -- How to deploy them effectively in creating applications.

UNIT V
USER INTERFACE (16 hrs)
What is a Java Applet? – How does it differ from an ordinary Java application? – What is HTML? – How do Applets and HTML make the internet the rich medium of information and commerce that it is? – How to create Applets? -- Security issues and Applets – Communication between Applets.

PROJECT: Development of Website and other Applications

References:
Objectives
Provide an overview of e-commerce and web Technology
Discuss the network infrastructure for e-commerce
Elucidate electronic markets and the way of doing business
Highlight the interrelated modules of effective e-commerce applications

UNIT I  E-Commerce & Web Technologies  (16 hrs)


Internet concepts.
History of Internet – Internet communication Technologies – TCP/IP – DNS and Directory services – Internet Resources – Applications – Electronic mail – News groups – FTP-Internet client/server application-networks and internets, Software agents, Internet standard and specification, Internet service provider (ISP), Broadband technology

World Wide Web

E-Governance and E-Commerce

UNIT II:  Introduction to HTML and HTML Features  (16 hrs)


UNIT III  JavaScript Fundamentals  (16hrs)

JavaScript Characteristics - Compatibility – Variables, Data Types, Functions- Decision Constructs- Loops- Functions or Methods- the confirm() method- Events & Event Handlers, Illustrative Examples - JavaScript Object Model- Creating a Window-Closing a Window- Language Objects- JavaScript String Utility Functions- Illustrative Examples
UNIT IV  Advanced JavaScript  (16hrs)

Developing Interactive Forms- Accessing Form Objects- Cookies and JavaScript Security- Image Maps- The Navigator Object- JavaScript Custom Objects- Communication Between Applets and JavaScript- Calling JavaScript Functions from java Applets- Accessing JavaScript Objects and Properties- Illustrative Examples

UNIT V  Servlets and JSPs  (16hrs)

Servlets: What is servlet – The basic servlet architecture – Session tracking – An image servlet – Inter servlet communication – Communication with Active Server resources – sharing data between servlets – deployment using tomcat.


Project: Develop an E-Commerce application.

References:


Web Reference:

6. W3Schools.com (XML & Java script)
7. w3.org/XML
OBJECTIVES:
Train the students on the concepts of Hotel Management and Practical Applications with respect to different activities in Hotel Administration.

UNIT I
INTRODUCTION
(16 hrs)
Development of Hotel Industry in India
Hotel Industry: Commercial hotel, resort hotel, residential hotel, motel, hotel chains, classification and star system, Federation of Hotel and Restaurant Association of India, International Hotel Association, Institute of Hotel Management, Catering and Nutrition.

UNIT II
SERVICE MANAGEMENT
(16 hrs)
Front office management - Role, importance, organisation and responsibility.
Housekeeping functions - Role, Importance, housekeeping control, cost of labour and material - Budget - Housekeeping records and documents - Role of supervision.
Catering Function - Responsibilities & organisation, catering outlets, functions and policies.
Types of Accommodation – Intermediary accommodation and grouping of accommodation.

UNIT III
PRODUCTION PLANNING AND CONTROL
(16 hrs)
Production Planning - Methods of Preparation Nutrition Content, Types of menu, standard recipes - Various types of service - Bar, room table, lounge, buffet and drive ins - production cost control.
Materials Management: Purchasing - Daily market list, specifications and quality control - Preservation, stock-taking, storage systems, Inventory levels.
Food and beverage management - Types of customers and food service styles - Functions - Control and performance measurement.

UNIT IV
FINANCIAL MANAGEMENT
(16 hrs)
Accounting department: Cash management, credit handling, Profit and loss account, computerisation of accounts, operating yard sticks, targets and gaps- Costing – Food cost reports – recipe costing – menu pricing - Control measures, Budgets, Cost and prices, sales tax, service tax, service charges, cover charge, stock-taking.

UNIT V
HUMAN RESOURCE MANAGEMENT
(16 hrs)
Personnel department functions: Man power planning, selection recruitment and training, performance appraisal and compensation.
Marketing department: Market environment, Market segments, Sales Promotion, Advertising and public relations – Problems & Prospects of Hotel Industry
References:
OBJECTIVES:
Impart knowledge on Hospital Administration, Planning and Control.

UNIT I (16 hrs)

UNIT II (16 hrs)
Principles in Planning Hospital Facilities and Services – Stages in promoting and building a new hospital – Administrative services – Finance, Personnel, Marketing – Planning and Designing Medical and Ancillary services.

UNIT III (16 hrs)

UNIT IV (16 hrs)
Control Aspects:

UNIT V (16 hrs)

Reference:
1.) A.V.Srinivasan, Managing A Modern Hospital, Sage Publications, New Delhi, 2008.
SEMESTER III
PAPER NO - 21C
COMPUTER FACILITIES MANAGEMENT
(Theory - 3 hrs/week   Practical – 1 hr/ week)

UNIT I
INTRODUCTION (16 hrs)
Computer application in Business and management - Information Technology - office - industry - manufacturing - finance and commerce - Communication services - Publishing and printing.

UNIT II
HARDWARE (16 hrs)
Computer Hardware Trends - Different types of CPU’s memory Technology - Secondary storage devices - Testing of system configuration.

UNIT III
DEVICES (16 hrs)

UNIT IV
SOFTWARES (16 hrs)
Software Trends - DOS and Unix operating system - Comparison - Different Generation of Programming Languages - applications - 4GL - Languages and applications - advantages - Graphical user interface - Multimedia Trends and implications.

UNIT V
NETWORKING (16 hrs)

Reference:
5. Siddiqui, Manaullah, Khan, Fundamentals of Computer, Cybertec, Delhi, 2003
SEMESTER III
PAPER NO - 21D
ORGANISATION & MANAGEMENT OF NGOs
(Theory - 3 hrs/week   Practical – 1 hr/ week)

UNIT  I
INTRODUCTION TO NGOS  (16 hrs)

Concept, Meaning & definition of NGOs. Role of NGOs in the upliftment of the economy as a whole and women and downtrodden in specific.

UNIT II
INTRODUCTION TO SYSTEMS  (16 hrs)

- Legislature
- Executive
- Judiciary
- Legislative Support

UNIT III
INTRODUCTION TO ADVOCACY  (16 hrs)

- Elements of Advocacy
- Advocacy - a tool for Social Change
- Advocacy - in Indian perspective

UNIT IV
MEDIA ADVOCACY  (16 hrs)

- Print Media
- Use of Electronic Media
- Communications plans tools and samples.

UNIT V
COALITION  (16 hrs)

- Coalition
- Coalition net work.
- Case Studies “Managing dynamic Tensions”.

Reference:


2 Michael Edward and David Mulme, “Non Governmental Organisation-performance and Accountability beyond the magic bullet”, Earthscan Publication, UK, 2002
Objectives: To understand the conceptual meaning of resort development and formalities required for resort planning

UNIT I ORIGIN, EXPANSION & DEPARTMENTS OF HOTEL (16 hrs)
Conversion of Tavern; Inns, Chalets and places into hotels, creation of private, Public and multinational hotel chains in India. Regional, National and International Hotel Associations and their operation Departments - Front Office, House Keeping, Food and Beverage, Personnel and Accounts. Role and functions of different departments

UNIT II REQUIREMENTS AND PROCEDURE FOR CONSTRUCTING CLASSIFIED HOTEL (16 hrs)

UNIT III RESORT CONCEPT (16 hrs)
Characteristics of Resort Management as opposed to Hotel Management, Historical Perspective, Indian Scenario

UNIT IV RESORT PLANNING (16 hrs)
Preliminary Consideration in Resort Planning and Development and Phases of Resort Planning and Development. Trends and factors in Developed Tourist Markets leading to growth of Resort Concept. Factors affecting rate.

Basic Elements of a Resort Complex: Loading facilities, landscaping, Dinning and drinking facilities, Family Oriented Services, shops and services, Entertainment; Use of Community Resources

UNIT V RESORT MANAGEMENT (16 hrs)
Resort Management and Sales Promotion: Research and Analysis: The environment, current market, properly analysis, Market segmentation and potential guest markets, Tools of marketing, Advertising, Promotion and Publicity.

Reference books:
6. Selected case studies from Sterling, Delmia, Toshali and R.C.I. International will be managed from concerned organisations.
OBJECTIVES:
To strengthen and promote the creation and development of Cyberpreneurs as to support the growth of IT/Multimedia industry
To produce highly competent cyberpreneurs who are able to design and develop innovative solutions and technology for real life problems using IT

UNIT I INTRODUCTION (16 Hrs.)
Creativity and innovation and their Commercialisation
Introduction to creativity – innovation- Example of creativity that leads to innovation. The commercialization of creative and innovative ideas. Trends in technology development.

Practical
Identification of IT enabled business ventures and design of business cases

UNIT II Establishing New Venture (16 Hrs.)
Opportunities for Entrepreneurship, Products Identification in various fields, Risk Management. - Sources of ideas for new products or services - products suitable for different sizes of organizations - Pitfalls in a selecting New Venture opportunities -project identification-project formulation, Project report, Project appraisal, Project design and Network Analysis-MS-Project
The Business Plan Development

Practical
Applications in project management

UNIT III Project evaluation (16 Hrs.)

Financing Business Sources of Debt Financing, Sources of Equity Financing Financial Controls.
Marketing Products Creating the Marketing Plan, Pricing for Profit, Creative Advertising and Promotion.

Practical
Designing products and services, and marketing plans, Designing and Marketing website

UNIT IV Support systems (16 Hrs.)
Special problems in the management of small business in various functional areas- Finance, Marketing, Production and Personnel.


Developing Support Systems: Role of financial institutions - Government and private organisations promoting Entrepreneurship.
Practical
Designing Management control systems and Support systems, formulating documentation systems to suit mandatory systems

UNIT V    Special issues in Cyber Ventures       (16 Hrs.)
Incentives and subsidies: Central and State Government - Budget incentives - Transport subsidy - Seed capital assistance-Industrial licensing. Taxation benefits to small-scale units, export oriented units and also units located in the backward areas declared by Government – Export Promotion Councils – Global Perspectives of Small Business in selected countries

Environmental Management: Fundamentals – Sustainable Development – Environmental Management system - Environmental Auditing, Clearance / permissions for establishing Industry, Environmental ethics

Practical
Coordination with official bodies and documentation for mandatory certificates

References:
Objective:
Familiarize the students with the significance of disaster management, various approaches, elements and tools of disaster management.
Provide in-depth knowledge about various dimensions of disasters, their characteristics, causes and impacts.

UNIT I  CONCEPTS AND TECHNIQUES  (16 hrs)
Concepts of disaster; Types of disaster – natural and manmade: Cyclone, flood, land slide, land subsidence, fire and earthquake. Issues and concern for various causes of disasters.
Disaster management, mitigation, and preparedness; Techniques of monitoring and design against the disasters.

UNIT II  DISASTER MANAGEMENT  (16 hrs)
Management issues related to disaster; Mitigation through capacity building, legislative responsibilities of disaster management; disaster mapping, assessment, pre-disaster risk & vulnerability reduction, post disaster recovery & rehabilitation; disaster related infrastructure development.
Remote-sensing and GIS applications in real time disaster monitoring, prevention and rehabilitation.
Principles of Disaster Management, Natural Disasters, Hazards and Risks

UNIT III  RISK ASSESSMENT  (16 hrs)
Introduction to risk evaluation; Definition of risk and fundamentals of risk analysis, environmental hazards, exposure and risk assessment, risk evaluation and management, Basic methodology in risk assessment, hazard identification, dose response assessment, exposure assessment, and risk characterization.
Risk assessment applications for disaster mitigation and management problems.

UNIT IV  DISASTER MITIGATION  (16 hrs)
Disaster Mitigation through Development: Disaster Mitigation: Basic Concepts, Structured and Non Structured Mitigation, Relationship between Disaster and Development, Sustainable Development for Disaster Mitigation.
Information and Communication in Disaster Mitigation: Information Technology and Disaster Mitigation, Role of database in Disaster Mitigation, GIS and GPS applications.

UNIT V  CRISIS MANAGEMENT  (16 hrs)
Crisis Management Preparedness: Preparing the plan, Training and Testing, Crisis communication, Stress management, Crisis operation guidelines.

References:
OBJECTIVES:
Highlight the need for entrepreneurship and to familiarise the growth of entrepreneurship in India. Expose the students regarding the assistance from financial Institutions and Government.

UNIT I (16 hrs)

UNIT II (16 hrs)

UNIT III (16 hrs)
Identifying New Venture opportunities: External and internal orientation - Sources of ideas for new products or services - products suitable for different sizes of organisations – pitfalls in selecting New Venture opportunities. Special problems in the management of small business in various functional areas Finance, Marketing, Production and Personnel.


UNIT IV (16 hrs)

UNIT V (16 hrs)
Incentives and subsidies: Central and State Government - Budget incentives - Transport subsidy - Seed capital assistance-Industrial licensing. Taxation benefits to small scale units, export oriented units and also units located in the backward areas declared by Government – Export Promotion Councils – Global Perspectives of Small Business in selected countries.


Practical – Designing, Trading and Selling a Product or Services, Counselling Sessions

References:
OBJECTIVES
Acquaint the students with environmental, procedural, institutional and decisional aspects of international marketing.

UNIT I
INTRODUCTION (16 hrs)
Global marketing – Concepts, Principles, Theories, Driving and restraining factors, Orientations of management, Global Marketing Planning and Strategies, the new face of global competition, the global economy and building blocks of the global economies.

UNIT II
GLOBAL MARKETING ENVIRONMENT (16 hrs)

UNIT III INTERNATIONAL PRODUCT AND PRICING STRATEGIES (16 hrs)

UNIT IV GLOBAL ENTRY AND EXPANSION AND PROMOTION STRATEGIES (16 hrs)

Channel decisions – Objectives and Constraints, structure strategies and innovations. Factors affecting Channel choice.
Export Promoting: Measures, Federations of Indian Export organization. Export promotion councils, commodity board, export promotion through trade fairs, personal visits and advertising. Global advertising and branding – global appeals and media decisions

UNIT V EXPORTING AND IMPORTING (16 hrs)
National policies governing Exports and Imports, Choosing export markets and market access considerations, Export financing and methods of payment finance
Export Procedures in India, Policies relating to global ventures – collaboration, mergers, acquisitions.

Reference:
Objectives:
To impart knowledge in the theory and practice of security analysis and investment decision making.
To give an in-depth knowledge of the functioning of derivative in securities market.

UNIT I INTRODUCTION
Investment - Objectives - Risks - Stock Market - Primary Market - Listing of Securities - Investment Avenues - Returns - Relationship between risk and return.

UNIT II ANALYSIS
Fundamental analysis - Technical analysis - Efficient market theory.

UNIT III PORTFOLIO SELECTION

UNIT IV INNOVATIONS
Financial Derivatives - Options - Futures - SWAPS - Convertible Securities - Warrants.

UNIT V GENERAL TOPICS
Commodity Market- Foreign Portfolio Investment- Mutual Fund- Guidelines for Investment

Reference:
OBJECTIVES:
Organisational Efficiency and performance are intricately interlinked with industrial relations. This course is an attempt to appreciate the conceptual and practical aspects of industrial relations.

UNIT I  
(16 hrs)

UNIT II  
(16 hrs)
Trade Unions - Definition - Objectives - Functions - History of Trade Unionism - Factors affecting growth of Trade Unions - Limitations of Indian Trade Unions - Trade unions Act.

UNIT III  
(16 hrs)
Participative management - Definition – Scope, nature - works committees - joint Management Councils - shop Councils - Collective bargaining - Features - Principles - Forms.

UNIT IV  
(16 hrs)

UNIT V  
(16 hrs)

References:
1  P.C. Tripathi, Personnel Management & Industrial Relations , Sultan Chand & Sons, 2002
5  B.D. Singh , Industrial Relations, Excel Books, New Delhi, 2008
OBJECTIVES:
Understand the framework for evaluating Capital expenditure proposals, their planning and management.

UNIT – I (16 hrs)

UNIT – II (16 hrs)
Scanning Project opportunities - Market appraisal, Economic appraisal, Technical appraisal and financial appraisal

UNIT – III (16 hrs)
Cost estimation - cost of the project, sources of finance, international finance and foreign exchange regulation, Profitability analysis.

UNIT – IV (16 hrs)
Project contracts planning and co-ordination. Project scheduling and monitoring through PERT, CPM AND OTHER TOOLS and techniques.

UNIT – V (16 hrs)
Writing a Project Proposal - Project Appraisal criteria NPV, Internal Rate of Return, Payback period and other methods.

Project Appraisal in line with banker’s viewpoint.

References:
Objectives:
As a result of participating in this module, students will understand the managerial and operational aspects pertaining to event and conference or Convention Management.

UNIT I EVENT MANAGEMENT (16 hrs)
Role of events for promotion of tourism, Types of Events-Cultural, festivals, religious, business etc. Need of event management, key factors for best event management. Case study of some cultural events (Ganga Mahotsava, Lucknow Mahotsava and Taj Mahotsava)

UNIT II CONCEPT OF MICE (16 hrs)
Introduction of meetings, incentives, conference/conventions, and exhibitions. Definition of conference and the components of the conference market. The nature of conference markets and demand for conference facilities. The impact of conventions on local and national communities

UNIT III MANAGEMENT OF CONFERENCE & EVENTS (16 hrs)
Management of Conference at Site, Trade shows and exhibitions, principal purpose, types of shows, benefits, major participants, organisation and membership, evaluation of attendees. Convention/exhibition facilities; Benefits of conventions facilities, Inter-related venues, Project planning and development

UNIT IV BUDGETING A CONFERENCE EXHIBITION (16 hrs)
Use of Budget preparation, Estimating, fixed and variable costs, cash flow, sponsorship and subsidies.

UNIT V ROLE OF TRAVEL SECTOR (16 hrs)
Role of travel Agency in the management of conferences. Hotel Convention Service Management: Human Resources Management Transportation, Group Fares, Airline Negotiation, Extra Services, Cargo Transportation. History and function of ICCA, Role of ICIB, Roles and function of ICIB.

References:
SEMESTER IV
PAPER - 25Sy
e-BUSINESS PROGRAMMING USING JAVA – 2
(Theory - 2 hrs/week  Practical – 2 hrs/ week)

Objectives
Impart knowledge in developing Application Programs, Graphics, Animation using Java 2 and design web pages with Java Applets, Chatting, Remote Method Invocation and HTML.

UNIT I  NETWORKING  (16 hrs)
What is Networking – An overview of networking terminology and TCP/IP which is the most popular networking standard used in the internet – What is client-server programming about? – How to use Java in a client-server environment and create powerful communication and e-commerce applications.

UNIT II  GRAPHICS, IMAGE SUPPORT  (16 hrs)
How to draw images and create visually appealing graphics in Java – How to use customize Fonts and Colour in Applets and normal Java applications? – What are Event Adapters and Inner Classes?

UNIT III  COLLECTIONS  (16 hrs)
An overview of the Java Collection Interfaces – How to use the methods and facilities available in these to empower programming in Java.

UNIT IV  THREADS  (16 hrs)
What are threads? – The advantages of threads in Java – How to use create and use threads and determine conditions when their use is critical to performance.

UNIT V  SERIALIZATION  (16 hrs)
What is serialization? – How to design a Chat Room and create a platform for open communication in an Internet application? – Java Native Interface and its use in enabling Java applications to make use of the advantages of applications created in other languages – What is RMI and how is it used in a networked world of interconnectivity?

PROJECT: Develop an E-Commerce Application using JAVA.

Reference books:
OBJECTIVES
Discuss the role of ERP in organizations.
Provide insights into various modules of ERP system and their interrelation
Provide practical exposure to ERP package.

Unit I  (16 hrs)
Introduction
Introduction - Evolution - Reasons For The Growth - The Advantages Of ERP.
Enterprise-An Overview - Integrated Management Information –Business Modeling-
Integrated Data Model.

Technology- C/SIDE Development Environment, Server Options, Navigator Application
Server, Multilanguage Functionality.

Purchase order processing and management
Purchase order-creation, receiving and invoicing, purchase master-design and creation,
managing purchase prices, discounts and line discounts, purchase order analysis reporting.

Sales order processing and management:
Sales master-design and creation, creating sales quota, sales order, processing sales order
and receivables, managing sales prices, line and invoice discounts, sale of non stock items,
order processing-estimating, order process and transfer order receipts, sales analysis and
reporting.

Unit II  (16 hrs)
Manufacturing
Overview, items and item card, production bill of material, routing, planning, production order,
consumption and output journals, finishing orders and auto reporting.

Inventory management
Inventory valuation, inventory age composition, Item register, order processing, returns
management, item tracking, location transfers, cycle counting
Advance manufacturing, trade and inventory:
BOM scrap and routing scrap, non-productive time, parallel scheduling, multi-level
manufacturing, serial and lot number processing, sales prices and discounts, purchase order
management, item charges, requisition management.

Unit III  (16 hrs)
Human resources:
Maintain comprehensive employee records, absence tracking methods, track equipment
issued to employees, employee absence reports, staff absence register, employee birthday
report, payroll management

Finance:
Overview, chart to accounts, general ledger, receivables management, payable management,
journals, posting transaction to the general ledger, taxation India localization (VAT).
Other functional areas:
Overview, marketing, resource planning, service management, business notification,
e-commerce.

Unit-IV  (16 hrs)
Database concepts
Types of concepts-standard database, SQL server option
Dynamic NAV database administration-understand basic and advanced database features,
understand how to backup and restore database in the SQL server option, know advanced
Unit V

Introduction to development I
Basic table, basic forms, introduction to C/AL programming, intrinsic data types, identifiers and variables, assignment statements, simple expressions, terms and operators, numeric expressions, logical and relation expressions, arrays, reports.

Order Processing, Purchases, Payables, and General Ledger
Overview, Processing Overview, New Vendor and Item Setup, Creating an Item and Vendor, Purchase Order Processing, Creating a Purchase Order, Receiving and Invoicing a Purchase Order, Record Automobile Maintenance Expense, Payables Processing, Pay the Automobile Maintenance Expense, General Ledger Adjustments.

References:
3. Jaya Krishna. S. ERP New Insights, ICFAI University, 2005
5. Promod M Mantravadi, ERP Concepts and Cases, ICFAI University, 2006
Two Projects are introduced.

I. Project to be pursued and completed during the summer vacation, immediately succeeding the II Semester. This Project is to be valued internally and Carries 100 marks (Paper No.15)

II. The Major Project to be pursued and completed in the fourth semester on the areas of specialisation, valued both internally and externally, Carrying 100 marks for viva and 100 for the Project work (Paper No. 25).

Broad areas of Research:

- Industry Analysis – Competitive Structure
- Infrastructure projects - Financing & Management – Road, Post, Telecom, Power projects.
- Strategic groups Identification – Industry specific.
- Brand Valuation.
- Testing market Integration Hypothesis.
- MNC Vs Indian Marketing Strategic comparison, product / service specific.
- Information system Development for knowledge Management.