



BHARATI VIDYAPEETH

DEEMED UNIVERSITY,

‘A’ Grade University Status by Ministry of HRD, Govt. of India

Re-Accredited by NAAC with ‘A’ Grade

FACULTY OF MANAGEMENT STUDIES

MASTER OF BUSINESS ADMINISTRATION

(MBA)

SYLLABUS

Applicable with effect from 2014-15

Sem III & IV

BHARATI VIDYAPEETH DEEMED UNIVERSITY, PUNE
Faculty of Management Studies
Master of Business Administration (MBA-General)
Revised Course Structure (To be effective from 2014-2015)

I. Introduction :

The Master of Business Administration Program (MBA-General) is a full time two-year program offered by Bharati Vidyapeeth Deemed University (BVDU), Pune and conducted at its management institutes in Pune, New Delhi, Karad, Kolhapur, Sangli, and Solapur. All the six institutes have excellent faculty, Laboratories, Library, and other facilities to provide proper learning environment. The Six institutes are approved by AICTE to conduct MBA-General program, while the University itself is re-accredited by NAAC with an 'A' grade. Having studied the present and future requirements of the industry, the MBA-General Program is tailored to the needs of the industry in particular and society at large. This effort is reflected in the Vision and Mission statements of the MBA-General program. The statements also embody the spirit of the mission of the University and vision of Dr. Patangraoji Kadam, the Founder of Bharati Vidyapeeth and Chancellor, Bharati Vidyapeeth University, which is to usher in “Social Transformation through Dynamic Education.”

II. Vision Statement of MBA Program :

To create Dynamic & Effective Business Managers and Entrepreneurs who can transform corporate sector to cater to the needs of the society and contribute to the Nation building.

III. Objectives of the MBA Program :

At Bharati Vidyapeeth Deemed University the objective of MBA-General Program is to provide world class Business Education. The Program aims to improve Business Decision Making Capabilities of upcoming Managers by enhancing their Analytical Skills.

IV. Learning Outcomes FROM THE MBA-General Program :

At the end of the course the student should be able to :

- Analyze problems and design effective and efficient solutions
- Learn new technologies with ease and be productive at all times
- Read, write, and contribute to Business literature
- To Develop Team Spirit.
- Be a good citizen in all respects.

V. Eligibility for Admission to this Course :

Admission to the course is open to any graduate (10+2+3) of any recognized university satisfying the following conditions:

The candidate should have secured at least 50% (45% for SC/ST) in aggregate at graduate level university examination.

The Candidate applying in final year of bachelor's degree may also apply. Admission of such candidates will remain provisional until submission of final result certificates in original.

Subject to the above conditions, the final admission is based solely on the merit at the All India entrance test (B-MAT) followed by Group Discussion & Personal Interview conducted by Bharati Vidyapeeth University, Pune.

VI. Structure of the Program :

The MBA-General programmes are of 118 credits which need minimum two years divided in to four semesters to complete. During third semester students have to opt for a specialization and study the Units in the specialization in depth. The course also includes Internship / Summer Training of 50 days. The medium of instruction and examination will be only English. A student would be required to complete the course within five academic years from the date of admission.

SEMESTER – I MBA(General)

Course Code	Course Title	Credit Value	Examination Pattern
J0101CO01	Management Concepts & Applications	4	UE & IA
J0101CO02	Financial & Management Accounting	4	UE & IA
J0101CO03	Economics for Business	4	UE & IA
J0201CO04	Organizational Behavior	4	UE & IA
J0101CO05	Statistical & Mathematical Techniques	4	UE & IA
J0101CO06	Communication Skills	4	UE & IA
J0301CO07	Information Technology For Managers	4	CA
See Groups	Open – I*	2	CA
		30	-

*Open – I :

1. (J0101OP08) Data Analysis using MS-Excel.

SEMESTER-II [MBA (General)]

Course Code	Course Title	Credit Value	Examination Pattern
J0101CO10	Marketing Management	3	UE & IA
J0101CO11	Financial Management	3	UE & IA
J0201CO12	Human Resource Management	3	UE & IA
J0101CO13	Production & Operations Management	3	UE & IA
J0101CO14	International Business	3	UE & IA
J0101CO15	Macro Economics	3	UE & IA
J0101CO16	Research Methodology	4	UE & IA
J0101CO17	Legal Aspects of Business	3	CA
J0301CO18	Basics of Electronic Business & Decision Support Systems	3	CA
See Groups	Open – II*	2	CA
See Groups	Open – III*	2	CA
		32	-

*Open -II and Open III:

1. (J0101OP19) Data Analysis using SPSS
2. (J0101OP20) Environmental Studies

SEMESTER-III [MBA(General)]

Course Code	Course Title	Credit Value	Examination Pattern
J0102CO22	Strategic Management	4	UE & IA
J0102CO23	Operations Research	4	UE & IA
See Groups	Elective I	3	UE & IA
See Groups	Elective II	3	CA
See Groups	Elective III	3	UE & IA
See Groups	Elective IV	3	CA
J0102CO28	Internship	8	IA
See Groups	Open – IV*	2	CA
See Groups	Open – V*	2	CA
		32	-

*Open –IV and Open – V: Students should choose any two from followings-

1. (J0102OP29) Taxation
2. (J0102OP30) Business Analytics
3. (J0102OP31) Foreign Language - I

SEMESTER IV [MBA(General)]

Course Code	Course Title	Credit Value	Examination Pattern
J0102CO32	Entrepreneurship Development	4	UE & IA
J0302CO33	Innovation & Technology Management`	4	UE & IA
See Groups	Elective V	3	UE & IA
See Groups	Elective VI	3	CA
See Groups	Elective VII	3	UE & IA
See Groups	Elective VIII	3	CA
See Groups	Open – VI*	2	CA
See Groups	Open – VII*	2	CA
		24	-

*Open –VI and Open – VII: Students should choose any two from followings-

1. (J0102OP38) Disaster Management
2. (J0102OP39) Enterprise application
3. (J0102OP40) Foreign Language - II

Grading System for Programmes under Faculty of Management Studies:

1. **Grade Points:** The Faculty of Management Studies, Bharati Vidyapeeth University has suggested the use of a 10-point grading system for all programmes designed by its various Board of Studies. A grading system is a 10-point system if the maximum grade point is 10. The system is given in Table I below.

Table I: The 10-point Grading System Adapted for Programmes under FMS

Range of Percent Marks	[80, 100]	[70, 79]	[60, 69]	[55, 59]	[50, 54]	[40, 49]	[00, 39]
Grade Point	10.0	9.0	8.0	7.0	6.0	5.0	0.0
Grade	O	A+	A	B+	B	C	D

Formula to calculate GP is as under:

Set $x = \text{Max}/10$ where Max is the maximum marks assigned for the examination (i.e. 100)

Formula to calculate the individual evaluation

Range of Marks	Formula for the Grade Point
$8x \leq \text{Marks} \leq 10x$	10
$5.5x \leq \text{Marks} \leq 8x$	Truncate (M/x) +2
$4x \leq \text{Marks} \leq 5.5x$	Truncate (M/x) +1

2. **Scheme of Examination:** For some courses there is Internal Assessment (IA) conducted by the respective institutes as well as a University Examination (UE) at the End-of-the Term. Both IA and UE will be conducted out of 100 marks and converted to grade points and grades using Table I above.

For courses there is only Continuous Assessment (CA) the respective institutes will evaluate the students in varieties of ways, three or four times, during the term for a total of 100 marks. Then the marks will be converted to grade points and grades using the Table I above.

3. Standards of Passing & ATKT Rules:

- a) For all courses UE and IA constitutes separate heads of passing (HoP) and learner must obtain 40% i.e. minimum Grade Point of 5.0 for UE and IA. **OR** If learner fails in IA he/she must obtain 25% of IA and GPA of 6.0 (50% in aggregate) in order to pass the course. However GPA will be calculated only if learner passes at UE.

The performance at UE and IA will be combined to obtain GPA with weights of 60% and 40% respectively.

Case No.	UE (Out of 60)	IA (Out of 40)	Total Marks (Out of 100)	GP of UE	GP of IA	GPA	Remarks

1	24	16	40	5	5	5	Pass
2	40	10	50	8	0	6	Pass
3	40	06	46	8	0	5	Fails at IA
4	20	40	-	0	10	0	Fails at UE
5	34	12	46	7	0	5	Fails at IA
6	20	15	-	0	0	0	Fails at UE and IA

b) The student fails in UE course has

to reappear at UE only as backlog to secure the GPA required to pass. Similarly if he fails in IA he has to reappear as backlog to secure the GPA required to pass.

c) **ATKT Rules:**

A student is allowed to carry backlog of any number of subjects for Semester IV.

d) Criteria for award of honours at the end of programme.

Range of CGPA	Final Grade	Performance Descriptor	Range of Marks (%)
$9.5 \leq \text{CGPA} \leq 10$	O	Outstanding	$80 \leq \text{Marks} \leq 100$
$9.0 \leq \text{CGPA} \leq 9.49$	A+	Excellent	$70 \leq \text{Marks} \leq 80$
$8.0 \leq \text{CGPA} \leq 8.99$	A	Very Good	$60 \leq \text{Marks} \leq 70$
$7.0 \leq \text{CGPA} \leq 7.99$	B+	Good	$55 \leq \text{Marks} \leq 60$
$6.0 \leq \text{CGPA} \leq 6.99$	B	Average	$50 \leq \text{Marks} \leq 55$
$5.0 \leq \text{CGPA} \leq 5.99$	C	Satisfactory	$40 \leq \text{Marks} \leq 50$
CGPA below 5.0	F	Fail	Marks below 40

CGPA is calculated by the formula

$$CGPA = \frac{\sum C_k * GP_k}{\sum C_k}$$

Where C_k = Credit Value assigned to the course

GP_k = Grade Point Average (GPA) obtained by the learner

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Semester - III

List of Electives for Semester III

Code	Name of Course	Exam. Pattern
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Marketing Management

J0102MK01	Advertising and Media Management	UE & IA
J0102MK02	Consumer Behaviour	CA

International Business Management

J0102IB01	International Marketing	UE & IA
J0102IB02	Export Import Policy Procedure & Documentation	CA

Finance Management

J0102FN01	Investment Analysis and Portfolio Management	UE & IA
J0102FN02	Management of Financial Services	CA

Production Management

J0102PD01	Quality Management	UE & IA
J0102PD02	Production Planning and Control	CA

Human Resources Management

J0202HR01	Performance Management Systems	UE & IA
J0202HR02	Personnel Cost and Compensation Management	CA

Information Technology Management

J0302IT01	Database Management	UE & IA
J0302IT02	Electronic Governance and Electronic Business	CA

Retail Management

J0102RE01	Introduction to Retailing	UE & IA
J0102RE02	Supply Chain Management	CA

Hospitality Management

J0102HO01	Concepts of Hospitality Management	UE & IA
J0102HO02	Managing Hospitality Operations	CA

Event Management

J0101EV01	Basic of Event Management & Public Relations	UE & IA
J0101EV02	Event Management Planning	CA

Open Courses

J0302OP29	Taxation	CA
J0102OP30	Business Analytics	CA
J0102OP31	Foreign Language – I	CA

Strategic Management

Code: J0102CO22

Semester: III

Prerequisite

- Student should thorough understanding of management, and other functional areas

Objectives

- The aim of this course is to provide a framework of strategic management. Students will be introduced to external and internal environmental analysis, analyse resources and capabilities of a firm, and formulate strategies. Opportunities to integrate and practice strategic management skills will be done through case analysis.

Content of Course

Unit - I

Introduction to Strategic Management

Understanding Strategic management, Concept, Levels of strategy, Strategic Management Process, Strategic Intent.

Unit – II

External and Internal Resource Analysis

External Business Environment –SWOT Analysis (Looking outside for Threats and Opportunities) - Environment scanning – components of external environment – scenario building, Industry Analysis –Framework - Michael Porters Five forces model – Competitive Analysis - Forces shaping competition in industry .

Internal Analysis – SWOT Analysis (Looking inside for Strengths and Weaknesses), Resource Based View – Resources – Capabilities – Competencies – Competitive Advantage, Value Chain Analysis

Unit - III

Strategy Formulation

Business level Strategy – Introduction - Low Cost – Differentiation – Focus.

Corporate Level Strategy – Introduction – Expansion (Concentration, Integration, Diversification) –Stability – Retrenchment – Combination.

Functional level Strategy, International Strategies, Strategic Analysis and Choice

Unit - IV

Implementation of Strategy

Strategy Implementation - Framework for strategy implementation – Resource Allocation – Strategy Structure relationship - Implementing changes in structure. Behavioral issues in strategy implementation - organizational culture and change.

Unit - V

Strategic Control

Purpose and Components of Strategic Control, Evaluation techniques, Control process and system.

Unit - VI

Strategic management – other Units

Business model innovations - Disruptive Innovation, Blue Ocean Strategy, Technology as a strategic leverage. Other emerging trends and strategies in strategic management.

Teaching Methodology

- Lectures, tutorial and Field Work, Case Study Method.

Reference Material

Books

1. Jay B. Barney and William S. Hesterly : Strategic Management and Competitive Advantage: Concepts (4th Edition) , Publisher: Pearson/Prentice Hall, 2012 .
2. Charles W.L Hill and Gareth R. Jones, *Strategic Management: An Integrated Approach*, Houghton Mifflin.
3. Gerry Johnson and Keven Scholes: Exploring Corporate Strategy, (Prentice Hall of India)
4. Azhar Kazmi : Business Policy and Strategic Management.
5. William F Glueck : Business Policy and Strategic Management, McGraw Hill International Book Co.
6. A.J. Ansoff : The New Corporate Strategy, John Wiley & Sons
7. Pearce and Robinson : Strategic Management .
8. A A Thomson and A J Strickland : Strategic Management.
9. Michael E Porter : Competitive Strategy (The free press, New York)
10. Gary Hamel & C.K.Prahalad : Competing for the Future (Harvard Business School Press, Boston)

Operations Research

Code: J0102CO23

Semester: III

Prerequisite

- Basic knowledge of Mathematics

Objectives

The objective of this course is

- To familiarize the students with the quantitative techniques for data analysis
- To acquaint the students with the application of quantitative techniques in business and decision-making

Content of Course

Unit- I

Overview of Operations Research

Introduction, History, Meaning, Significance, Scope and Limitations of O.R. Applications of O.R in Business and Management. Latest applications of O.R.

Unit - II

Linear Programming Problem

Linear Programming Problem (LPP):

Definition and Components of LPP, Formulation of LPP, Solution of LPP, Max. / Min. problems, Graphical Method of Solving LPP, Applications and Limitations of LPP. Sensitivity analysis.

Unit - III

Transportation problems (TP)

Introduction and Formulation of TP. Initial Basic Feasible Solution (North West Corner Rule, Row Minimum Method, Column Minimum Method, Matrix Minimum Method, Vogel's Approximation Method - VAM) , Optimality Check, Finding Optimal Solution.

Unit- IV

Assignment Problem

Meaning, definition and applications of Assignment, Problem. Hungarian Method, Assignment Problem for Maximization, minimization.

Unit V

Simulation

Introduction to Simulation, Monte Carlo technique, business applications and limitations.

Unit VI

Network Analysis: PERT and CPM techniques

Introduction to Networks, key terms in Network Analysis, Network models – PERT/CPM network components and precedence relationships. Critical Path Method (CPM), Program Evaluation and Review Technique (PERT). Determination of PERT times, Determining the critical path – determining the floats and slacks.

Teaching Methodology

- Lectures, tutorial and Field Work.

Reference Material

Books

1. Sharma J. K.: Quantitative Methods – Theory and Applications: (2010), Macmillan Publishers
2. Taha : Operations Research
3. Hilier and Lieberman : Operations Research
4. Gupta P. K. & D.S. Hira : Operations Research
5. Camm D. J. & Evan : Management Science and Decision Technologies –South Western, College Publishing Waynel.
6. Banerjee.B : " Operations Research – Techniques for Management. "

Advertising and Media Management

Code: J0102MK01

Semester: III

Prerequisite

- On the basis of student's knowledge about basics of marketing, Marketing Mix with special reference to Promotion Mix, student should apply their knowledge in a sophisticated manner under the study of Advertising and Media Management into practice.

Objectives

- To build awareness about changing trends in Advertising & Media Management & innovative marketing practices.

Content of Course

Unit- I

Advertising

Concept, objectives, DAGMAR approach, objections to advertising, ethics in advertising, advertising process, advertising square, ad budget.

Unit- II

Promotion Mix

Ingredients, distinguishing features, USP strategies, push-pull strategies, sales promotion campaign (SPC).

Unit- III

Ad-Agency

Organization, changing role, services by ad-agency, compensating an agency, client-agency relationship, client turnover.

Unit- IV

Media Mix Decisions

Media planning, media scheduling, media vehicle, media clutter, web advertising, outdoor publicity.

Unit-V

Copy Writing

Copy illustration, visualization, ad theme, ad effectiveness studies, pre testing V/S post testing techniques.

Unit- VI

Ad Industry in India

AAA of India, code of conduct – ethical and social issues, corporate advertising, surrogated advertising, ambush marketing, brand advertising, advertising of services, case studies, promotion mix, media mix, Ad effectiveness studies.

Teaching Methodology

- Current Units Presentations
- Fields Surveys
- Mini Research Projects
- Case Discussions
- Advertising Quiz

References Material

Books

1. Principles of Marketing – Dr. David Aaker
2. Advertising Management – Indra Mohan
3. Advertising – Dr. Arvind Kabra
4. Principles of Advertising – Chunawala
5. Advertising Management- IGNOU publications

Journals

1. 4 p's – Journal of Spectrum Communications
2. Brand Equity issues – E. T. Publications

Web Resources

1. www.adspacenetworks.com
2. www.adworldindia.com
3. www.admagnet.com
4. <http://chitika.com>

Consumer Behaviour

Code: J0102MK03

Semester: III

Prerequisite

- Students opting for this course should have sound knowledge of Marketing Management.

Objectives

At the end of the course it is expected that the students will be able to

- Understand the various aspects of consumer behaviour
- Understand the factors that influence consumer behaviour.
- Understand the importance of consumer behaviour in designing marketing strategies.

Content of course

Unit - I

Meaning & definition of consumer behaviour. Importance / relevance of consumer behaviour studies in the field of Marketing.

Unit - II

Consumer Research: Consumer research process – developing research objectives, collecting secondary data, designing primary research

Unit - III

Individual determinants of consumer behaviour: motivation, consumer perception, consumer-learning & memory. Personality & self concept, Consumer attitude – formation & change.

External determinants of consumer behaviour: Culture, subculture, social class & reference group

Unit - IV

Models of consumer behaviour: Howard – Sheth model, Engel, Kollat & Blackwell model & Nicosia model

Unit - V

Buying roles, buying motives – types. Types of buying decisions – routine response or programmed buying decisions, limited buying decisions & extensive buying decisions. Consumer buying decision process, post purchase behaviour. Consumer buying Vs. Organizational buying.

Unit - VI

Diffusion of innovation: meaning and definition, diffusion process. The adoption process.

Teaching Methodology

- Lecture, discussions, case study discussions, field work

Reference Material

Books

1. Consumer Behaviour in Indian perspective – Text & Cases : Suja R. Nair, Himalaya Publishing House
2. Consumer Behaviour : Leon G. Schiffman , Leslie Lazar Kanuk , Pearson Education
3. Consumer Behaviour & Marketing Action : Henry Assael , Thompson Learning
4. Consumer Behavior: Concepts & Applications: David Loudon, Albert Della Bitta, Tata McGraw Hill
5. The Marketing Whitebook 2012-13

Web Resources

1. www.trendwatching.com

International Marketing

Code: J0102IB01

Semester: III

Prerequisite

- On the basis of basics of International Business current trends, students should gain knowledge about International market current trends in changing Global scenario.

Objectives

- To acquaint students with theoretical and practical aspects of International Marketing in a clear and systematic manner in the Global Business Environment.

Content of Course

Unit-I

Introduction to International Marketing

Meaning and definition of International Marketing, Features and Importance of International Marketing, Problems of International Marketing, EPRG frame work, Stages in the evolution of domestic company to international company, Domestic Marketing V/S International Marketing.

Unit-II

International Marketing Information System

Sources of information, Process of International Marketing Research, Determinants of Market Selection, International Marketing Entry Strategies – Case Studies.

Unit-III

International Product and Pricing Strategies

Adoption and Standardization, Factors encouraging Adoption and Standardization, CIF, FOB Pricing, Determinants of Pricing, Pricing Strategies, Branding Decisions, Packaging Strategies.

Unit-IV

Integrated marketing communication

Integrated marketing communication process, modes of IMC, Tools and Techniques, Multinational V/S Transnational corporations, marketing strategies – changing role in advance V/S BRIC countries.

Unit-V

International Distribution System

Types of Intermediaries, Direct Export V/S Indirect Export, Distribution Logistics and Supply Chain Management, Changing role of Shipping Corporations, Transportation Problem. Case Studies.

Unit-VI

Global Quality Standards

Quality issues in global markets, global quality standard, international agencies, quality issues for Indian products in International markets.

Teaching Methodology

- Current Units Presentations
- Fields Surveys
- Mini Research Projects
- Case Discussions
- Desk Research Assignment

References Material

Books

1. International Marketing – Francis Cherunilam
2. Export Management- Francis Cherunilam
3. India’s Foreign Trade Policies – Exim Bank Publication
4. International Marketing – Sak Onkvisit, Johan J. Shaw
5. International Marketing – Justin Paul & Ramneek Kapoor

Web Resources

1. www.marketingpower.com
2. www.marketingteacher.com
3. www.dgft.gov.in

Export Import Policy Procedure & Documentation

Code: J0102IB02

Semester: III

Prerequisites

Basic Knowledge of

- Cross Border Trading
- Commercial Geography of the country : ports, air & sea routes.

Objective

- To make students aware about the procedures and practices in International Logistics

Content of Course

Unit - I

Introduction

International Trade-Export and Import, Importance of International Trade, Difference between Domestic company, International Company and Multinational Company (MNC). IEC code procedure.

Unit - II

Sale of Goods Act

Cargo Insurance clauses, Custom and Baggage Rules, INCO terms. Glossary of shipping terms

Unit - III

Regulatory/Official Documents SDF/VP/COD, GIR forms, Exchange Control Volume 2, Significance and usage of forms prescribed.

Unit – IV

Commercial Documents

A) Financial Document, B) Commercial Document, C) transport Document, D) Risk Bearing Document and Other Document

Unit - V

Clearance of the goods against Bill of Lading and airway bill.

Unit - VI

Role of clearing and forwarding agents (C & F agents), and port operations i.e. Types of container, H.C.L., F.C.L., Port Systems and their role. Maritime frauds

Teaching Methodology

- Cases related to the clearance of the goods and maritime frauds
- Understanding of Official and regulatory documents.

Reference Material

Books

1. C Rama Gopal, Export Import Procedure and Documentation, New age International Publisher's, New Delhi.
2. W.K. Acharya and Jain K.S. Export Import Procedure and Documentation, Himalaya Publishing House, Mumbai.
3. Aseem Kumar, Export and Import Management, Excel Book, New Delhi.
4. P.K. Khurana, Export Management, Galgotia Publishing Co. New Delhi
5. Francis Cherunilam, International Trade and export Management, Himalaya Publishing House, Mumbai.
6. Francis Cherunilam, International Marketing, Himalaya Publishing House, Mumbai.
7. Logistics & Supply chain Management by Martin Christopher

Investment Analysis and Portfolio Management

Code: J0102FN01

Semester: III

Prerequisite

- Knowledge of fundamentals of Financial Statements and Various avenues of Investment

Objectives

- To acquaint the students with basic concepts, avenues and underlying techniques and to develop a broad understanding of the portfolio Management and accepted practices.
- To introduce practical aspects of Investment and portfolio Management as an important decision-making process in Investment
- To expose and update the participants to real life situations and current Units/debatable issues involving Investment decisions and to equip them with techniques for taking decisions.

Content of Course

Unit - I

Introduction

Meaning, objectives, Scope, and Constraints Process of Investment, Avenues of Investments and types of Investment, Current scenario of Investment in India, Role of Securities Market in Indian economy

Unit - II

Mutual Fund and Derivatives

Basic concepts, Functioning and Objectives of Mutual Fund ,Types of Mutual Funds, Analysis of MF, Performance evaluation of MF Schemes using Sharpe, Treynor and Jenson's Models, Basic concept and types of Derivatives, Developments in Derivative and MF market in India

Unit - III

Fundamental Analysis and Technical Analysis

Fundamental Analysis - Economic, Industry and Company analysis, Valuation of Equity and preference shares,

Technical Analysis - Concept, Importance and Limitations of Technical Analysis, Dow Theory Technical Indicators and charts used in technical Analysis, Market Efficiency and Behavioral Finance

Unit – IV

Portfolio Management

Portfolio Meaning, Characteristics and Objectives, Process of Portfolio Management, Investment policy statement and asset allocation, Equity Management Strategies (SIP), analysis of Debt

Instrument, Bond Management-Active and passive, preparation of investment plans for individuals in different stages of life cycles and different situations

Unit - V

Calculation for risk and return for Security/Portfolio

Concept and types of Risk and return, basic principles of risk management problems on calculation of Systematic risk of a security (mean, variance, standard deviation), Problems on risk and return associated with portfolio consisting maximum three securities(mean, variance, standard deviation), Capital Asset Pricing Model and its application

Unit - VI

Portfolio Theories

Efficient Market Hypothesis concepts and forms of EMH, testing techniques of weak form, random walk theory, High frequency trading and its impact on EMH, Arbitrage Pricing Theory, Efficient frontier, Selection of optimal portfolio with reference to investor's utility curves

Teaching Methodology

- Lectures, tutorial and Field Work.

Reference Material

Books

1. Investment Analysis and Portfolio Management - Chandra. Prasanna.(2009), Tata McGraw Hill, New Delhi, 3rd Edition
2. Security Analysis and Investment Management - Fischer. and Jordon (2009), Pearson Education, 6th Edition
3. Investment Analysis and Portfolio Management - Rustagi. R. P. (2008), Sultan Chand & Sons, 2nd Edition
4. Investment Management: Security Analysis and Portfolio Management - Bhalla, V.K. (2010)., S.Chand & Sons, 17th Edition.
5. Investment Analysis and Portfolio Management - Frank K. Reilly, Keith E Brown (2009), Cengage Learning, 8th Edition.
6. Investment Analysis and Portfolio Management, Ranganatham, (2004). Pearson Education, 1st edition.

Journals

1. Dalal Street
2. Investment Analysis Journal
3. Journal of Finance
4. Financial Analysts Journal
5. Journal of Derivatives

Management of Financial Services

Code: J0102FN02

Semester: III

Prerequisite

- Knowledge of fundamentals of Financial Management, Financial decision making techniques and Financial Statements

Objectives

- To give the students an insight into the principles, practices of the prominent Financial services and their functioning in the changing economic scenario.
- To make critical appraisal of the working of the specific financial Services in India.
- To brief the students about developments in financial services.
- To provide a judicious mixture of theory and business practices of the contemporary Indian financial services.

Content of Course

Unit - I

Introduction to Indian Financial System

Indian Financial System, Development Since 1991, Structure – Money Market and Capital Market, Major Components, Financial Markets, Financial Institutions / intermediaries , Financial Instruments and Financial Services.

Unit - II

Capital Market Operations

Functions of New Issue Market, Contents of Offer Document, Methods of floating new issues, Procedure of Initial Public Offer (IPO), SEBI guidelines, Players in New issue Market, Book Building Process, Secondary Market operations, NSE, BSE, OTCEI, SEBI and Its Role in the capital market, Depository Services (Introduction, Role and Importance),

Unit - III

Assets/ Fund Based Services

Meaning, Importance and Types of Hire Purchase Finance, Consumer Credit and Leasing, Factoring & Forfeiting

Unit - IV

Merchant Banking and Mutual Fund

Merchant Banking: Origin, Nature and scope of merchant banking, role of merchant banker, types of merchant banking services, Current trends in merchant banking.

Mutual Fund: Concept, Types of mutual funds, advantages and limitations, Major players in mutual funds, problems of mutual fund in India, Current trends in mutual funds in India.

Unit - V

Credit Rating and Securitization:

Credit Rating: Introduction, meaning, functions of credit rating agencies, Major players in credit rating agencies in India. Securitization: Concept and Meaning, Modus of operandi, Benefits, Securitisable assets, Indian Scenario

Unit - VI

Venture Capital and Microfinance

Venture Capital: Origin, Concept, Features, Advantages and Limitations, Stages in venture capital financing, Initiative in India, Concept of Angel Capital. Microfinance: Origin, Meaning and Concept, advantages and limitations, concept of financial inclusion, Recent trends in India.

Teaching Methodology

- Lectures, tutorial and Field Work.

Reference Material

Books

1. Gordon, Natarajan, Financial Markets and Services, Himalaya Publishinh House.
2. M.Y.Khan, Financial Services, Tata Mc Graw Hill.
3. L.M. Bhole, Financial Institutions and markets, Tata Mc Graw Hill.
4. Shashi K. Gupta and Nisha Agarwal, Financial Services, Kalyani Publications.

Journals

1. Indian Journal of Finance.
2. ICFAI Journal of Applied Economics
3. ICFAI Journal of Emerging Market Finance
4. Journal of Financial Research

Quality Management

Code: J0102PD01

Semester: III

Prerequisite

- General knowledge of production and understanding of the production and operations management. The student must have opted for Production Specialization and completed Production Management Course

Objectives

- To understand the Quality Management concept and principles and the various tools available to achieve Quality Management.
- Provide a basic understanding of "widely-used" quality analysis tools and techniques. Create an awareness of the quality management problem-solving techniques currently in use.
- Stressing upon the importance of the quality principles on the business performance.

Content of Course

Unit –I

Introduction

Definition, importance, objectives of quality, Types of Quality, Customer driven quality, determinants of quality, cost of quality, dimensions of quality

Unit – II

Quality Control

Quality and Financial performance, quality control objectives, quality control and inspection, quality assurance,

Unit – III

Control Charts for SQC

Statistical Quality Control (SQC). Control charts for variables such as X, R charts and control charts for attributes such as p-chart, c-chart. Construction & use of the control charts. Process capability.

Unit – IV

Acceptance Sampling for SQC

Principle of acceptance sampling. Producer's and consumer's risk. Sampling plans –single, double & sequential. Sampling by attributes and variables.

Unit – V

Customer Focus

The importance of customer satisfaction, ACSI Model, Kano's model of customer satisfaction, customer – driven quality cycle.

Unit – VI

Quality Systems

Need for ISO 9000 and Other Quality Systems, ISO 9000:2000 Quality, Quality Auditing, Six Sigma, Taguchi method, TS 16949.

Teaching Methodology

- Material will be presented using a variety of teaching approaches including lectures, in-class exercises, multimedia cases, short videos, web site exercises, homework, case analysis and presentation, and class discussion of assigned readings. When possible a cooperative, student-centered learning approach will be utilized to enable a high level of student involvement.

Reference Material

Books

1. Quality Control – Dale H Bester field – Pearson Education
2. Total Quality Management – Sundarrajan
3. Quality Control & Total Quality Management – Jain
4. The essence of Total Quality Management – Hunsen & Ghare
5. Managing for Total Quality – Logothetic

Journals

1. International Journal of Productivity and Quality Management
2. Journal of Quality Management
3. POM Journal
4. International Journal of Operations & Production Management

Production Planning and Control

Code: J0102PD02

Semester: III

Prerequisite

- General knowledge of production and understanding of the production and operations management. The student must have opted for Production Specialization and completed Production Management Course

Objectives

- To make conceptual clarity of the students.
- To make use of these concepts in industries for effective production planning and control
- Integrate the all management functions and study the contribution of production function with respect to other functions.

Content of Course

Unit –I

Introduction to PPC

Meaning, Objectives, Levels of Production Planning, Production interlink with other functions of management, Organizational set up of Production planning department.

Unit – II

Factors influencing PPC system in the organization

Project and Job production, Batch production, mass and flow production, continuous or process production, comparison of manufacturing methods.

Unit – III

Process Planning

Introduction, Inputs to process planning, steps in process planning, process planning in different situations, cost benefit analysis, just in time, Material Requirement Planning (MRP).

Unit – IV

Scheduling & Dispatching

Concept, Inputs of Scheduling, Job Sequencing, Project scheduling. Dispatching- Introduction, functions of dispatching, dispatching under different situations.

Unit – V

Forecasting for production

Objectives, forecasting methods, statistical approach for making forecast, measuring seasonal variations.

Unit – VI

Production Control

Meaning, objectives, necessity of production control, level of production control, techniques of production control.

Teaching Methodology

- Lectures and discussions, Industrial Visits; presentation, Home assignment, Class interaction, Videos of different production facilities.

Reference Material

Books

1. L. C. Jhamb, Production Planning & Control, Everest Publishing House, Pune
2. Chase, Aquitlano Jacobs, Production and operations management, TMH,
3. James Dilwarth, Production and operations management, McGraw Hill, International, Delhi.
4. Chunnawala & Patel, Production and operations management, Himalaya Publishing House Pvt. Ltd, Mumbai.

Journals

1. Journal of production research and management
2. POM Journal
3. International Journal of Operations & Production Management

Performance Management Systems

Code: J0202HR01

Semester: III

Prerequisites

- Familiarity with organizational behavior, structure and organizational processes
- Skills to identify the underlying causes and behavioral issues leading to Employee performance

Objectives

- To introduce the concept of performance management and its importance in organizations
- To enable students, knowledge of managing performances for greater success
- To provide information about the latest development and trends in the practices of performance management

Content of Course

Unit - I

Introduction To Performance Management

Meaning of performance management, Scope, features of effective performance management systems, use and effectiveness of performance management as an interlinked process

Unit - II

Application Of Performance Management Systems

Conceptual framework for Performance Management , Developing an effective MIS and Performance feedback system, Link between Performance management and pay, performance management and job evaluation; performance management for teams

Unit - III

Performance Management Process

Defining performance measures-Types of measures; Criteria for performance measures, setting performance standards, competency and competency analysis ; guidelines for conducting performance management

Unit - IV

Developing And Maintaining Performance Management Systems

Introducing Performance Management to employees and enabling learning about performance management ; performance management training, evaluating performance management, areas for examination and methods

Unit - V

Impact Of Performance Management Systems On Individuals And Organizations

Significance of Performance management for improving employee performance and overall organizational performance, strategic linkage between Performance management and achievement of organizational goals; measuring contribution and impact of performance management

Unit - VI

Evaluation Of Performance Management Systems Used By Organizations

Balance Score card as a management system, linking multiple score card measures to a single strategy, limitations of financial measurement of business performance. The Balance Core card model- Financial perspective, Customer perspective, Internal Business Process Perspective, Learning and Growth Perspective; Best practices in industry regarding performance management systems, Research on views about performance management problems and key issues in performance management

Teaching Methodology

- Lectures, tutorial and Field Work.

Reference Material

Books

1. Armstrong Michael and Barren Angola, Performance management
2. Lowe P, Performance management , Kogan Page India Pvt Ltd, Vol 1
3. Fister M, Performance Appraisal, Kogan Page India
4. Rao T.V. , Performance management and Appraisal systems, Sage Publications, 2007
5. Kaplan P.S. and Norton D.P, Balance Score Card
6. Chadha Prem, Performance management, Mcmilan Business Books

Personnel Cost and Compensation Management

Code: J0202HR02

Semester: III

Prerequisites

- Elementary understanding of labour market.
- Elementary understanding of legal provisions related to compensation.

Objective

Students will be given an opportunity to

- To gain an insight of compensation management and to understand the latest trends in compensation management with respect to wage and salary administration and managing performance.

Content of Course

Unit - I

Introduction

Concept of Compensation and Benefits Mgt. policies of organization; factors affecting Compensation and Benefits decisions; Scope and importance of compensation and benefits Management;

Unit - II

Labour Cost and its Components

Components of Compensation package, Cost to the company concept (CTC). Dearness Allowance: Computation of CPI – Exercise; Bonus: Evolution of the Concept, Method of Determining Bonus; Fringe Benefits: Underlying Principles, Different Kinds of Fringe Benefits, ESOP. Executive Remuneration: Compensation Committee and corporate governance.

Unit - III

Job Evaluation

Methods of Job Evaluation: the ranking method, the classification method, factor comparison method, point rating methods, Hay guide chart – profile method.

Unit - IV

Company Wage Policy

Wage Determination, Pay Grades, Economic Principles; External Equity: Wage Surveys. Wage Incentives – Concept: different kinds of wage incentives plans and their application, pay for performance, competency based pay.

Unit - V

Time keeping and Time Booking

Concept of Time Keeping and Time Booking; Idle Time; Treatment of idle time; Concept of Flexi time and its working and implementation. Labour Turnover: its implications and costs.

Unit VI

Taxation Aspect

Current rules of taxation of salaries, Exemption in income tax-and the rationale, Fringe benefit tax and its implication for the employers and employees.

Note: Simple problems on Income Tax Calculation and Labour Turnover to be taught.

Teaching Methodology

- Lecturing: Spoken explanations to be accompanied by visual aids.
- Collaboration: Collaborative discussions to garner active participation in the learning process, Group projects & Brainstorming sessions.
- Case Study: Cases should be brief, well-written, reflect real issues, and open to a number of conflicting responses.
- Learning by teaching: Should comprise of Assignment for Self Study and Presentation.

Reference Material

Books

1. Labour Cost Accounting and Compensation Management (2000): A.P. Rao, Everest Publishing House.
2. New Compensation Management in changing environment: By S.K.Bhatia
3. Managing Human Resources: W.F. Cascio
4. Compensation & Reward Management; By B.D.Singh, ISBN, Excel Books (2007) New Delhi.
5. Wage and Salary Administration by Michael Armstrong and Helen Marlis
6. Wage and Salary Management: S C Fonseca
7. Labour: Richard Perlman

**** Students will tap into a variety of resources to meet class assignments including outside reading, textbook materials, magazines, newspapers, the Internet, and possibly guest speakers. The learning in this class will not be limited to the class textbook.**

Database Management

Code: J0302IT01

Semester: III

Prerequisite

- IT for Managers

Objectives

- To introduce concepts of DBMS, its advantages and representation in terms of relational model, features of relational model.
- To familiarize students with various Models, integrity constraints on database and normalization.
- Implementing database using SQL, Introducing Oracle Architecture.
- Manipulating database using SQL commands. Practical experience with real-world exercises.

Content of Course

Unit - I

Introduction of DBMS

Concept of data and information, database, DBMS and its advantages over file processing systems. Concept of data redundancy, data independence, data integrity, data dictionary. Schema and instance, three levels of abstraction of database, three tier architecture.

Unit - II

Data Modeling

Review of DBMS concepts, Database Models – Hierarchical and Network model, E-R Modelling- ER Diagrams, Entities, Types of attributes, relationships, degree and cardinality of relationship. Enhanced ER Diagrams- Strong and Weak Entities, Aggregation, Specialization. Converting ER Diagrams into table design. Object Relational Model.

Unit - III

Relational Model and Normalization

Representing database in relational model, concept of relation and relationships, various types of keys, Integrity constraints - Domain, Entity and Referential integrity. Concept of well structured relations, functional dependencies and normalization. First, second and third normal forms, Concept of RDBMS.

Unit - IV

Introduction to SQL

Introduction to Oracle Architecture, Concept of DDL, DML, DCL, Data types, Creating and altering tables, Inserting, updating and retrieving data from database, sorting and grouping data. Implementing integrity rules (constraints), Arithmetic and logical operations on data, using various clauses and operators.

Unit - V

Dealing with multiple tables

Foreign key constraint, Joins and retrieving data from multiple tables, Union, Intersect, Minus, Sub queries, creating and updating views.

Unit - VI

SQL Functions

Date : Sys_date, new_time, next_day, add_month, last_day, months_between

Numeric - round, trunc, abs, ceil, cos, exp, floor

Character - initcap, lower, upper, trim, translate, length, char

Conversion - to_char, to_date, to_number

Group Functions : Avg, max, min, sum, count etc.

Teaching Methodology

- Lectures, tutorial and Field Work.

Reference Material

Books

1. Database Management Systems by Alexis Leon, Mathews Leon - Leon Press, Chennai.
2. Fundamentals of Database Systems by Elmasri Nawathe, Pearson Education Publication
3. SQL and PL/SQL using Oracle by Ivan Bayross, BPB Publication.

Electronic Governance and Electronic Business

Code: J0302IT02

Semester: III

Prerequisite

- Basic Knowledge of Business and Electronic Technology

Objectives

- To provide an understanding of E-Government concepts and issues from the perspectives of public policy, public administration, and public management.
- To provide students with knowledge of principles of E-Business.
- To impart the key concepts of E-Business.
- To enable the student to understand the importance of E- business to gain better understanding of a business organization.
- This course encompasses the study of current management issues associated with electronic commerce strategies.

Content of course

Unit - I

Moving Towards E-BUSINESS

Business operates through systems, Phases in building & maintaining systems, Information Technology as a driving force for innovation.

Understanding systems from a business Viewpoint: The work system framework Relationships between work system and Information system, Measuring work system performance. Business process: Process characteristics, Evaluation Business process performance, more about communication and decision making.

Unit - II

Definitions of Electronic Commerce/Electronic Business, Categories of E-business (b2b, b2c, c2c etc), examples of models.

Unit - III

Electronic Markets

Definition and use of Electronic Markets, Advantages and Disadvantages associated with Electronic Markets, Some functional electronic markets, The future of Electronic Markets. Electronic Data Interchange (EDI)- EDI definition, (overview of advantages and disadvantages), Technical aspects of EDI, Business implications of EDI, Internet Commerce- Basic elements of Internet based business. Internet shopping and the e-shop, Advantages and disadvantages of Internet based 'consumer' business.

Unit - IV

Impact of E-business on Society

Current scenario, Issues related to the job market, work patterns, skills required and continuous learning, how local becomes global. IS/IT a positive thing? Privacy and security issues. Information and knowledge.

Unit - V

E-governance

Nature, scope, content, need, digital divide –issues in e-governance applications, Applications of IT in government – its influence on the performance of Public Organizations, need of e-governance - e-assistance, models in e-governance (G-C-G-B)

Unit - VI

Implementing strategies for e-governance initiatives

Scope and limits Role of Public servants

Under e-government initiatives-Skills required and training of public servants.

Teaching Methodology

- Classroom lectures
- Example Based Approach
- Case Study Approach
- Classroom presentations

Reference material

Books

1. Turban, Efraim, David King et. el.: Electronic Commerce: A Managerial Perspective,
2. Pearson Education Asia, Delhi 2002.
3. E-commerce Concepts, Models, Strategies by C. S. V. Murthy
4. *E-Governance: Concepts And Case Studies* - C.S.R Prabhu
5. Bedi, Kiran et.al., Government @ Net – New governance opportunities for India, sage, New Delhi2001.
6. Ravi Kalakota, Marcia Robinson - E-Business
7. Robert Elsenpeter & Toby Velte - E-Business-A Beginner's Guide
8. E-Commerce A managerial perspective by P. T. Joseph.
9. Electronic Commerce from Vision to Fulfillment by Elias M. Awad.
10. Pitt, D.C., & Smith, B.C., The Computer Revolution in Public Administration, Wheatsheaf Book,U.K., 1984.

Introduction to Retailing

Code: J0102RE01

SEM-III

Objectives

To familiarize the students with evolution and growth of Retailing, expectations of customers and to study the importance of retailing in present business scenario.

Content of Course

Unit - I

Retailing- Meaning, Nature, Classification, Growing Importance of Retailing, Factors Influencing Retailing, Functions of Retailing, Retail as a career.

Unit - II

Developing and applying Retail Strategy, Strategic Retail Planning Process, Retail Organization,

Unit – III

The changing Structure of retail, Classification of Retail Units, Retail Formats: Corporate chains, Retailer Corporative and Voluntary system, Departmental Stores, Discount Stores, Super Markets, Warehouse Clubs.

Unit - IV

Variety of Merchandising Mix, Retail Models and Theory of Retail Development, Business Models in Retail, Concept of Life cycle Retail.

Unit – V

Emergence of Organized Retailing, Traditional and Modern retail Formats in India, Retailing in rural India, Environment and Legislation For Retailing, FDI in Retailing.

Unit – VI

Case Studies in Retail Management

Reference Materials

Books

1. Swapana Pradhan- Retailing Management
2. David Gilbert- Retail Marketing
3. George H, Lucas Jr., Robert P. Bush, Larry G Greshan- Retailing
4. A. J. Lamba- The Art of Retailing
5. Barry Berman, Joel R Evans- Retail Management; A Strategic Approach

Supply Chain Management

Code: J0102RE02

SEM-III

Objective

To promote an understanding of the integrated supply chain to the achievement of organizational effectiveness.

Content of Course

Unit – I

Introduction to Supply Chain Management

Meaning, Objectives and Importance, Decision phases, Process View, Competitive and supply chain strategies, Achieving strategic fit, Supply chain drivers.

Unit – II

Planning Demand and Supply in Supply Chain

Supply Chain integration, Demand Forecasting in a supply chain, Managing Demand and supply in supply chain, Role of IT in forecasting.

Unit – III

Designing the Supply Chain Network

Designing the Distribution Network, Role of Distribution, Factors influencing distribution, Design options, Modeling for supply chain, Network design in Supply Chain.

Unit – IV

Logistics in Supply Chain Management

Introduction, Elements, Logistics interfaces with other areas, Approach to analyze Logistics System, Logistics System Analysis-Techniques, Factors affecting the cost and Importance of logistics.

Unit – V

Sourcing and Pricing in Logistics

I. Sourcing- In-house or outsource, Supplier scoring and assessment, Procurement process, Sourcing-Planning and Analysis **II. Pricing-** Pricing and Revenue management for multiple customers, Perishable products, Seasonal demand, Bulk and spot contracts.

Unit – VI

Information Technology in supply Chain Management

Role of IT in Supply Chain management, Customer Relationship Management, Internal Supply Chain management, E-Business and Supply Chain Management, Building strategic partnerships and trust within a supply chain

Reference Materials

Books

- 1) Sunil Chopra, Peter Meindal, D.V.Kalra, Supply Chain Management-Strategy, Planning and Operation, Pearson Education.
- 2) Braj Mohan Chaturvedi, Supply Chain Management, ICFAI University Press.
- 3) Rahul V.Altekar, Supply Chain Management, Concepts and Cases, Prentice Hall India, New Delhi.
- 4) John Mentzer, Supply Chain Management, Response Books, Sage Publication, New Delhi

Concepts of Hospitality Management

Code: J0102HO01

Sem III

Objectives

The course familiarizes the students with different sectors of hospitality industry .The student will get to know about Hotel Industry.

Content of Course

Unit - I

Introduction to Hotel Industry

Introduction to hotels, Evolution of lodging industry, Need, Importance, role of hotels , hotel classification. International Scenarios and trends.

Unit – II

Hotel Industry in India

Evolution, Different groups of hotels in India,

Hotel Groups: ITDC – role, importance ,ASHOKA group,ITC- WELCOME group, Taj Group, Leela Group, etc., - role in Indian Tourism

Unit - III

Star Classification of Hotels.

Criteria for star classification of hotels. Various licenses & statutory approvals required as per municipal bylaws for starting and running hotel and catering services.

Unit - IV

Hotel Departments (Part A)

Front Office Operations -- Introduction to Front Office Department, Types of rooms and plans. Organization Chart, duties and responsibilities, Qualities of a front-office staff. Establishing room rates – Market condition approach, Rule of thumb approach, Hubbart formula approach.

House Keeping – Introduction to House keeping, importance of housekeeping department, Organizational Chart and the duties and responsibilities. Daily routine systems, Laundry, Linen & Uniform, Interior Decoration & facilities, Special decorations.

Unit - V

Hotel Departments

Food & Beverage Service – Introducing to food & beverage Service, types of services, Duties of F & B personnel,

Unit – VI

Types of Menus, Beverages -- Alcoholic & Non Alcoholic

Food Production – Introduction, Hierarchy, Idea about different cuisines – national and International.

Reference Materials

Books

1. Managing Front Office Operations – Michael L Kasarana & Richard Brooks
2. Operations Management – Stanley Phornco
3. House Keeping Manual – Sudhir Andrews
4. Introduction to Hospitality - I & II – Dennis Foster
5. Marketing of Hospitality ---- Kotler , Bowen , Makens.
6. Introduction to Hospitality Management – John R. Walker
7. Food and Beverage Service – Sudhir Andrews

Managing Hospitality Operations

Code: J0102HO02

Sem III

Objective

The course familiarizes the students with different sectors of hospitality operations. The student will get to know about Food and beverage management, Planning and designing etc.

Content of Course

Unit-I

Food & Beverage Management

Introducing Food & Beverage Management: Responsibilities of Food & Beverage Management, Managing Quality in Food & Beverage Operations, Approaches to quality Management. Receiving Food & Beverages: hygiene and sanitation of receiving area .

Unit – II

Storage and inventory control

Food Storage methods, security, stock control, types of store received, records maintained, issuing requisitions, transfer note, stock taking, par-stock, re-order level.

Unit – III

Food and Beverage Control

Introduction to control - Cost Control, definition, Objectives advantages of control, cycle of control, food cost control procedure, requirement of control systems.

F&B control department. Financial aspects, Introduction, types of budget, basic stages in preparation of the budgets, costs, profits & sales, Breakeven analysis.

Unit - IV

Yield Management

Concept of Yield Management, Elements of Yield, Group Room Sales, Transient Room Sales, F&B activity, Local & Area wide Activities, Special Events.

Unit-V

Facility Management

Design Considerations - Attractive appearance, Efficient plan, Good location, Suitable materials, Good workmanship, Sound financing, Competent management. Flow process and flow diagrams, Space relationships, Architectural consideration, Difference between carpet area and plinth area, Approximate cost estimation.

Unit-VI

Planning & Designing

Planning of F & B Service outlet areas: Planning of physical layouts of function and supporting area. Production area - Pre-preparation, preparation, kitchen stewarding, stores, hot-plate, Chef's Office. Service Area - Reception and waiting lounge, dining area, pantry, dish washing, pick - up, Bar, Room Service Area, Service Bar. Factors to be considered while planning décor.

Reference Materials

Books

1. Food & Beverage Management By John Cousines, David Foskett, Publisher: Pearson Education
2. Meetings, Conventions, and Expositions By Rhonda J Montgomery and Sandra K Strick
3. Special Events, Global Event Management in 21st Century, Third Edition: Joe Goldblatt, the Globblatt Company International
4. Hotel and Catering Studies – Ursula Jones
5. Hotel Operations and Auditing Manual By Gail Sammons, Patrick J. Moreo, Publisher: Amajon.com
6. Hospitality Financial Accounting By Jerry J Weygandt, Publisher Wiley
7. Hospitality Management Accounting By Martin G Jagles & Michael M Coltman, Publisher Wiley
8. Food & Beverage Management- Bernard Davis, Andrew Lockwood, Sally Stone, Publisher: Elsevier
9. Food & Beverage Management & Cost Control – D. Antony Ashok Kumar

Basic of Event Management & Public Relations

Code: J0101EV01

Semester: III

Objectives

Students will be given the opportunity to learn

- Basic concepts of management and to enable them to gain appreciation for emerging ideas, techniques, procedures and practices in the field of Event Management.

Content of Course

Unit- I

Why Event Management, Requirement of Event Manager, Analyzing the events, Scope of the Event, Decision-makers, Technical Staff, Developing Record-Keeping Systems, Establishing Policies & Procedures

Unit- II

Preparing a Planning Schedule, Organizing Tasks, Assigning Responsibility, and Communicating, Using the Schedule Properly, The Budget, Overall Planning tips, Checklists, Expert Resources, Computer Software Required.

Unit- III

Who are the people on the Event, Locating People, Clarifying Roles, Developing content Guidelines, Participant Tips, Reference Checks, Requirement Forms, Introduction, Fees & Honorariums, Expense Reimbursement, Travel Arrangements, Worksheets.

Unit- IV

Types of Events, Roles & Responsibilities of Event Management in Different Events, Scope of the Work, Approach towards Events

Unit- V

Introduction to PR – Concept, Nature, Importance, Steps, Limitations, Objectives Media – Types of Media, Media relations, Media Management

Unit- VI

PR strategy and planning – identifying right PR strategy, Brain Storming sessions, Event organization, writing for PR

Reference Material

Books

1. Event Management: A Blooming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-anand Publications Pvt. Ltd. -
2. Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009
3. Event Management & Public Relations by Savita Mohan - Enkay Publishing House.

Event Management Planning

Code: J0101EV02

Semester: III

Objectives

Students will be given the opportunity to learn

- Basic concepts of management and to enable them to gain appreciation for emerging ideas, techniques, procedures and practices in the field of Event Management.

Content of Course

Unit- I

Understand event- type of events, reason and need for events, role of event Management Company. Introduction to planning – Meaning & Defining planning, Characteristics of Good Planner, SWOT Analysis, Five W's

Unit- II

Understand Process – Meaning, Need, And Benefits of a Process, Steps for Creating Process, Planning event – Determining the purpose of your event, Types of Events for Your Business, What's the Goal of Your Event?, Understanding Your Event's Audience,

Unit- III

Events for increasing Up Marketing and Sales, Events to Start or Enhance Awareness, Events to Increase Productivity, Crossover Events, Identifying the Scope and Size of the Event, Social Versus Business Aspects, Outlining Your Needs, Set your Event Vision, Assessment of information, Design objectives for your events.

Unit-IV

Event Planning Process, Creation of Concept – Brain storming for concept, Creativity, Budgeting of Event- The Budget's Purpose, Budget Line Items, Other Costs to Consider, Angling for Income, Drafting a Budget, Activating a Budget, Keeping a Budget on Track, The Master Plan Creation of Blue print, Event Calendar, Creation of Check list, Event Flow, Time Frames and Dead Lines.

Unit- V

Staffing and Vendors, Logistic and Staging, Breaking Down the Event, Outsourcing Strategies, Working with Vendors, Negotiating Tactics, Accountability and Responsibility.

Unit- VI

Event Management Planning- Case Studies

Reference Materials

Books

1. Start And Run Event planning business by Cindy lemaire Mardi foster-walker - Self-Counsel Press, 01-Sep-2004, ISBN - 1551803674, 9781551803678
2. Start Your Own Event Planning Business 3/E: Your Step-by-Step Guide to Success - Entrepreneur Press (Author), Cheryl Kimball (Author) - Publication Date: June 13, 2011
3. Event Planning Ethics and Etiquette - Publisher: John Wiley & Son, Publication

Taxation
Code: J0102OP29
Semester: III

Prerequisites

- Basic management aptitude.

Objectives

Students will be given the opportunity to learn practical aspects of taxation.

Content of Course

Unit I

Income Tax Act, 1961

- (a) Basic Concepts and definitions
 - (i) Background, concepts, definitions
 - (ii) Capital and revenue – receipts, expenditures
 - (iii) Basis of charge and scope of total income
 - (iv) Residential Status and Incidence of Tax

Unit II

Wealth Tax Act, 1957

- (a) Background, concept and charge of wealth tax
- (b) Assets, deemed assets, exempted assets
- (c) Valuation of assets

Unit III

International Taxation

Basic concepts of International Taxation and Transfer Pricing- Residency issues, source of income, tax heavens, withholding tax, unilateral relief, double taxation avoidance agreements

Unit IV

Central Excise

- (a) The Central Excise Law - Goods, Excisable Goods, Manufacture and manufacturer, Classification, Valuation, Related Person, Captive Consumption, CAS 4 CENVAT, Basic Procedure, Export, SSI, Job Work

Unit V

Service Tax

- (a) Introduction, Nature of Service Tax, Service Provider and Service Receiver
- (b) Registration procedure, Records to be maintained
- (c) Negative List of Services, Exemptions and Abatements

Unit VI

Central Sales Tax Act & VAT Act

(a) Central Sales Tax

(i) Introduction, Definitions, salient features of CST Act

(ii) Stock Transfer, Branch transfer, Inter State Sale

(b) Value Added Tax (VAT)

(i) Introduction, definitions, salient features of State VAT Act

(ii) Treatment of stock & branch transfer under State VAT Act

Teaching Methodology

- Classroom lectures (two way communication)
- Classroom discussions by solving case study and real life examples
- Self study

Reference Material

Books

1. Direct Taxes – Law and Practice, Dr. Vinod K. Singhania, Kapil Singhania
2. Indirect Taxes – Law and Practice, V. S. Datey, Taxmann's Publications.
3. Taxman, Nabhi Publication
4. Taxation, Ahuja, Malhotra Publication

Business Analytics

Code: J0102OP30

Semester: III

Prerequisite

- Basic understanding of Business Statistics.

Objectives

- To gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making.
- To become familiar with the processes needed to develop, report, and analyze business data.

Content of Course

Unit I

Overview of Business Analytics

Introduction to Analytics,

Nature, scope, importance, applications of Business Analytics.

Unit II

Visualization/ Data Issues

Organization/sources of data, Importance of data quality, Dealing with missing or incomplete data, Data Classification

Unit III

Introduction to Data Mining

Introduction to Data Mining Technique, Data Mining Process, Data mining tools, Market Basket Analysis, Classification and Regression Trees.

Unit IV

Introduction to Decision Modeling

Optimization Use of Excel to solve business problems: e.g. marketing mix, capital budgeting, portfolio optimization. Decision Making under Uncertainty

Unit V

Analytics

Data formats, Rule and Constraints of Mining, Multidimensional Data Models, Schemas for Multidimensional Databases, Knowledge Discovery and Presentation

Unit VI

Case Study

Using Excel Data Analysis tool box for business data analytics, Pivot Tables for Analytics, Data Visualization tools.

Teaching Methodology

- Classroom lectures (two way communication)
- Classroom discussions by solving case study and real life examples
- Audio Video Material (Analysis done by Finance heads of companies, news channels etc.)
- Self study
- Group Project (Application by implementation of concepts in the Financial Statements of the companies)

Reference Material

Books

1. Decision Support & Business Intelligence Systems, Efraim Turban, Ramesh Sharda, Dursun Delen.
2. Data Mining Concepts & Techniques, Hen Kamber, Morgan Publishing.
3. Data Mining for Business Intelligence, Galit Shmueli, Nitin R. Patel, Peter C. Bruce, Wiley India Edition.
4. Robert Nisbet, John Elder, IV and Gary Miner, Handbook of Statistical Analysis and Data Mining Applications, Elsevier, 2009
5. Intelligent Data Analysis: An Introduction, Berthold and Hand / Hardcover / 2003 (Second Edition)

Foreign Language – I

Code: J0102OP31

Semester: III

Prerequisite

- Basic Knowledge of English and understanding of the importance of new language.

Objective

- To learn modern colloquial German language in simple sentences and conversations.

Content of Course

The Syllabus is divided in three parts / Units.

Unit – I

From the language usage point of view

A short history, geography and cultural aspects of Germany.

Saying hello and greeting people at different times of a day.

To meet elders and youngsters for the first time.

To introduce oneself.

Exchanging information about country of origin and place of residence and professions.

Asking for and telling / saying telephone numbers.

To say: I am sorry, excuse me etc.

To say goodbye in formal and informal relations.

If you don't get something, how to say it politely (e. g. wie bitte).

Unit – II

From Grammar Point of View

Alphabets

The personal pronouns: ich, du, Sie.

The first, second person conjugation of verbs, which frequently occur.

Gender of nouns and its plural forms.

Use of Pronouns.

Definite and infinite articles.

Use of nicht and kein for negation.

Wh-questions and questions starting with verbs.

Word order in statements and questions.

Numbers from 1 to 100

Preposition : aus, in, von

Unit – III

From Vocabulary Point of View

Names of continents, countries, their languages, nationalities. Names of days and months.

Watch timing German words for few things, which one sees everyday.

Teaching Methodology

- Lectures, tutorials, discussions

Reference Material

Books

1. Aufderstrabe V., Themen 1 Aktuell – Kursbuch, German Book Centre
2. Bock V. H., Themen 1 Aktuell – Arbeitsbuch, German Book Centre
3. Von B, Jones A., Themen 1 Aktuell – Glossar, German Book Centre
4. Ernst Klett Spracher Stuttgart, Passwort Deutsch Kurs – Und Übungsbuch 1, German Book Centre
5. Ernst Klett Spracher Stuttgart, Passwort Deutsch Worterheft 1, German Book Centre

Semester - IV

List of Electives for Semester IV

Code	Name of Course	Exam Pattern
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Marketing Management

J0102MK03	Sales and Distribution Management	UE & IA
J0102MK04	Strategic Marketing	CA

International Business Management

J0102IB03	International Financial Management	UE & IA
J0102IB04	Currency Derivatives and Risk Management	CA

Finance Management

J0102FN03	Applied Corporate Finance and Mergers & Acquisitions	UE & IA
J0102FN04	Management Control Systems	CA

Production Management

J0102PD03	Logistics & Supply Chain Management	UE & IA
J0102PD04	World Class Manufacturing	CA

Human Resources Management

J0202HR03	Hunan Resource Development Instruments and Assessment Centers	UE & IA
J0202HR04	Industrial Relations	CA

Information Technology Management

J0302IT03	Information Systems Audit	UE & IA
J0302IT04	Mobile Commerce and Technology	CA

Retail Management

J0102RE03	Retail Stores and Operation Management	UE & IA
J0102RE04	International Retailing	CA

Hospitality Management

J0102HO03	Environmental & Sustainable Tourism	UE & IA
J0102HO04	Resort and Private Club Management	CA

Event Management

J0101EV03	Event Marketing & Sponsorship	UE & IA
J0101EV04	Advance Aspects of Event Management	CA

Open Course

J0102OP38	Disaster Management	CA
J0302OP39	Enterprise Applications	CA
J0102OP40	Foreign Language – II	CA

Entrepreneurship Development

Code: J0102CO32

Semester: IV

Prerequisite

- Basic knowledge of the business and the different requirements of the businesses

Objectives

- The objective of this course is to develop and strengthen entrepreneurial quality and motivation amongst the students.
- To motivate the entrepreneurial instinct and to develop necessary knowledge and skills among the students.

Content of Course

Unit I

Entrepreneurship

Definition of Entrepreneur, Internal and External Factors, Functions of an Entrepreneur, Entrepreneurial motivation and Barriers, Classification of Entrepreneurship, Theory of Entrepreneurship, Concept of Entrepreneurship, Development of entrepreneurship; Concept of entrepreneur, Manager and Intrapreneur (differences in their roles, responsibilities and Career Opportunities)

Unit II

Creativity and Entrepreneurial Plan

The business plan as an entrepreneurial tool, Contents of a business plan, Idea Generation, Screening and Project Identification, Creative Performance, Feasibility Analysis: Economic, Marketing, Financial and Technical; Project Planning: Evaluation, Monitoring and Control segmentation. Creative Problem Solving: Heuristics, Brainstorming, Synectics, Value Analysis, Innovation. Project Feasibility and Project Appraisal.

Unit III

Corporate entrepreneurship

Introduction, Flavors of corporate entrepreneurship, Corporate venturing, Intrapreneurship, organizational transformation, Industry rule bending, Need for corporate entrepreneurship, domain of corporate entrepreneurship, conditions favorable for Corporate entrepreneurship, benefits of Corporate entrepreneurship, issues related to Corporate entrepreneurship.

Unit IV

Family and Non Family Entrepreneur & Women entrepreneurs

Role of Professionals, Professionalism vs family entrepreneurs, Role of Woman entrepreneur, , Factors influencing women entrepreneur, Challenges for women entrepreneurs, Growth and

development of women entrepreneurs in India.

Unit V

Project Finance

Need for finance, sources of finance, Venture capital, Nature and Overview, Venture capital process, locating venture capitalists.

Unit VI

International Entrepreneurship Opportunities

The nature of international entrepreneurship, Importance of international business to the firm, International versus domestic entrepreneurship, Stages of economic development. Institutional support for new ventures: Supporting Organizations; Incentives and facilities; Financial Institutions and Small scale Industries, Govt. Policies for SSIs.

Teaching Methodology

- Class lectures, case discussions, emphasis should be given in the class on discussion of examples of entrepreneurs, news papers articles, websites like Economic times young leaders where the students will come to know about real life examples. Students also should learn about the business functions , different kind of industries e.g. manufacturing, service , IT

Reference Material

Books

1. Vasant Desai, Dynamics of Entrepreneurship Development ,Himalaya Publication house
2. David holt Entrepreneurship , New Venture Creation , Prentice Hall India.
3. S.S. Khanka ,Entrepreneurial Development S.Chand & Company Ltd. New Delhi
4. Peter F. Drucker , Innovation and Entrepreneurship
5. R. Gopal, Pradip Manjrekar ,Entrepreneurship and Innovation Management (an Industry Perspective) , Excel Books
6. Couger, C- Creativity and Innovation (IPP, 1999)
7. 2. Nina Jacob, - Creativity in Organisations (Wheeler, 1998)
8. 3. Jonne & Ceserani - Innovation & Creativity (Crest) 2001.
9. 4. Bridge S et al- Understanding Enterprise: Entrepreneurship and Small Business (Palgrave, 2003)
10. 5. Holt - Entrepreneurship : New Venture Creation (Prentice-Hall) 1998.
11. 6. Hunger J D and Wheelen T L - Strategic Management (Addison-Wesley, 1999)
12. 7. Dollinger M J - Entrepreneurship (Prentice-Hall, 1999)

Innovation and Technology Management

Code: J0302CO33

Semester: IV

Prerequisite

- General knowledge of innovation and technology. Basic knowledge of management and its functioning in industry. Information about different sectors of the industry.

Objective

- To enable students to manage new technologies and emerging business opportunities by creative thinking.

Content of Course

Unit I

Introduction

Why and how Technology and Innovation is relevant for any Economic Activity
Theoretical and empirical links between technology, firm and economic development. New Product Development (Internal Technology Transfer) and Open Innovation New Product Development (NDP).

Unit II

Technology, Innovation and R&D Management and Strategy

Strategic decision making regarding technology and innovation for different types of businesses/industries.

Sources and Selection of Technology -External vs. internal technology sourcing and selection of technologies are introduced.

Unit III

Asset Protection and Timing of Innovation and Technology

The innovations are the key for successful innovators and entrepreneurs. Methods to protect technological knowledge, The timing of introduction of technologies to the market. Models and strategies of market timing for innovations are introduced.

Unit IV

Technology Forecasting, Evolution, S-Curves and Disruptions

Theories and models of technology forecasting, evolution and the concept of Disruptive Technology are introduced. Various methods and tools.

Unit V

Technology Strategy Implementation and R&D Management

Factors related to organization and its culture. Steps of technology development and implementation. Impact of radical technological development on industry.

Unit VI

International technology transfer and know-how. Technology Strategy in the Digital Economy. Introduction to Entrepreneurship (External Technology Transfer).

Teaching Methodology

- Lectures and discussions; presentation, Home assignment, Class interaction.

Reference Material

Books

1. Strategic management of technology and innovation. BURGELMAN, R. A. -- MAIDIQUE, M. A. Homewood. Irwin, 1988. 0-256-03481-8
2. The Handbook of Technology and Innovation Management, Scott Shane, Wiley Publishing.
3. Management of technology and innovation: competing through technological excellence, P. N. Rastogi, Sage Publications, 1995
4. Strategic Mgmt Tech Innovation 2E(Sie), Melissa A. Schilling
5. Management of Technology: The Key to Competitiveness and Wealth Creation, Khalil, Shankar

Journals

1. International Journal of Innovation and Technology Management
2. Journal of Technology Management & Innovation

Sales and Distribution Management

Code: J0102MK03

Semester: IV

Prerequisite

- Students should have completed Marketing Management

Objective

- To make student aware about the marketing management functions like sales and distribution.

Content of Course

Unit I

Introduction to Sales Management

Evolution of Sales management, Nature and Importance of Sales Management, Elementary Study of sales organization, Qualities and Responsibilities of Sales manager, Sales Objectives, Strategies and tactics

Unit II

Personal Selling

The Psychology in selling, Sales Process

Unit III

Sales Planning, Sales Forecasting, Budgeting

Unit IV

Sales Force Management

Management of Sales Territories and Quotas, Sales Incentives, Sales Training Aids, Sales force appraisal

Controlling the sales force - Sales force expenses, Sales force Audit, Sales Analysis

Unit V

Distribution management

Distribution mix, Channels of distribution, Role and functions of wholesaler and retailer, Wholesaling, and recent trends, channel design and issues in channel management

Unit VI

Recent trends in Sales and Distribution Management

Note: Cases to be covered on Unit 1 to 5.

Teaching Methodology

- Lectures and discussions; presentation, Home assignment, Class interaction.

Reference Material

Books

1. Cundiff and Still – Sales management – Tata Macgraw -Hill Publications, New Delhi
2. Krishna Havaladar and Vasant Cavale - Sales and Distribution Management Text and cases, Tata Macgraw -Hill Publications,
3. Douglas Dalrymple, William L. Cron, Thomas E. Decarlo – Sales Management, John Wiley & Sons, Inc
4. S. A. Chunnawalla- Sales Management- Himalaya publishing House, Mumbai
5. SMM , Sales and Marketing Management – magazine
6. 4 P's - Spectrum Communications, New Delhi
7. Indian Journal of Marketing AIMA Publications

Strategic Marketing

Code: J0102MK04

Semester: IV

Prerequisite

- The student are expected to knowledgeable about basics of Marketing, Global Marketing environment & changing marketing strategies adopted by leading companies, this is required as an input for the study of strategic marketing.

Objective

- To enhance marketing students knowledge pertaining to impact of changing marketing environment & competitive marketing strategies adopted by various firms in Global market.

Content of Course

Unit I

Strategic marketing concept – Process into practice – Changing marketing environment – Characteristic features of Domestic & Global market.

Unit II

Strategic marketing, Tactical marketing and marketing strategies – distinguishing features – applications of strategic marketing in manufacturing and service sectors.

Unit III

Competitive marketing strategies – market leadership, Niche marketing strategies – Marketing strategies formulation process – STP – its significance.

Unit IV

Tools of strategic marketing – SWOT Analysis, PEST Analysis and GOTA significance into practice.

Unit V

Implementation of strategic marketing – Marketing control – Marketing Audit – Market Share Analysis.

Unit VI

Case Studies on Unit: (3 to 5).

Teaching Methodology

- Lectures and discussions; presentation, Home assignment, Class interaction.

Reference Material

Books

1. Marketing Management - Ramaswamy – Nanda kumari
2. Business Environment - Fransis Cherunilam
3. Marketing Process - Rustam Davar
4. Principles of Marketing - Stantan & stantan

Journals, Magazines & Periodicals

1. HBR
2. Business World
3. 4 p's.

International Financial Management

Code: J0102IB03

Semester: IV

Prerequisites

Basic Knowledge of

- Advances & Securities
- Working Capital Management
- C) Secured & Unsecured Advances
- Interpretation / Understanding of Financial statements

Objective

- The objective of this course is to acquaint students with various sources of availing finance in cross border dealings

Content of Course

Unit I

Introduction

Nature, Scope and Importance of International Finance, Distinction between domestic and international finance, India's financial sector reforms after globalization.

Unit II

Methods of international trade settlement

Open account, Advance Payment, Documentary Credit, Documentary Collection, Consignment Trading

Unit III

Financing of Imports

Documentary Credit Mechanism Steps involved in LC mechanism and role played by parties.

Unit IV

Financing of Exports

Pre and post shipment finance, characteristics of export finance. Export finance in Indian Rupees and Foreign Currency.

Unit V

Suppliers credit, Buyer's credit factoring and forfeiting Offshore Banking

Unit VI

External Commercial Borrowings

Guarantees used in International Trade

Teaching Methodology

- Cases on export-import financing
- RBI exchange control circulars: AP/DIR for last 5 years
- Currency and finance reports of RBI.

Reference Material

Books

1. Jain, Peyrard and Yadav: International Financial Management, Macmillan India Ltd. New Delhi 02
2. P.G.Apte: International Financial Management, Tata McGRAW, Hill.
3. V.Sharan : International Financial Management, Prentice Hall of India Pvt. Ltd. New Delhi-01
4. Madhu Vij: International Financial Management Anurag Jain, Excel Books, Daryaganj, New Delhi 02
5. C Jeevanandam: Foreign Exchange, (Practice, Concepts & Control) Sultan Chand & Sons, Daryaganj, New Delhi 02
6. V.A. Avadhani : Global Business Finance, Himalaya Publishing House Mumbai 04

Currency Derivatives and Risk Management

Code: J0102IB04

Semester: IV

Prerequisites

- Operations of Forex Market
- Exchange Rate Quotations
- Basic Mathematical Skills

Objective

- To study the concept of risk management operations with the help of derivative instruments

Content of Course

Unit I

Definition of Risk ,Characteristics of Risk and Types of Risks

Unit II

Exchange rate determination Model-Interest Parity, Fisher Expectations and PPP theory

Unit III

Currency Exposure-Transaction /Translation and Economics, Offshore Market-Euro Currency and its implications

Unit IV

Derivative Market-Origin, Growth and Features, Internal and External Hedging techniques

Unit V

Understanding of Bank Rate Card, Exchange Arithmetic, Forward Rate /Quotations Calculations, Cancellations/Extension of forward Contract, Currency Future and Option, Option strategies, SWAPS (Currency)

Unit VI

Currency Crisis, Bank Crisis, Debt Crisis, Study of various crisis like Mexican, American,Greece etc.

Teaching Methodology

- Lectures, tutorial and Field Work.

Reference Material

Books

1. International Finance and Risk Management – P.G.Apte
2. International Finance and Risk Management-Rajwade
3. Option/Future/Derivatives-Hull

Applied Corporate Finance and Mergers & Acquisitions

Code: J0102FN03

Semester: IV

Prerequisite

- Knowledge of fundamentals of Financial Management, Financial decision making techniques and Financial Statements

Objectives

- To orient the students regarding application of Corporate Finance
- To orient the students to understand basic concepts of business combinations and Accounting for Mergers and Acquisitions

Content of Course

Unit I

Corporate Finance

Nature and Scope of Corporate Finance, Changing role of Corporate Finance in global economic environment, Long Term Sources of Corporate Finance - Domestic and Foreign

Unit II

Financial Planning and Capital Budgeting

Financial Planning, Long range planning and Short range planning, Steps in the preparation of Financial Plan.

Capital Budgeting – Techniques of evaluation Payback Period, Net Present Value, Profitability Index, Internal Rate of Return. Capital budgeting – Risk and Uncertainty

Unit III

Financial Statement Analysis

Financial Ratio Analysis - Liquidity Ratios, Profitability Ratios, Activity Ratios, Leverage Ratios Funds Flow Statement and Cash Flow Statement, Uses of the Statement of changes in Financial Position

Study of Annual Report – Understanding contents and disclosures

Unit IV

Capital Structure: Planning and Designing

Factors determining Capital Structure, Cost of Capital, Financing decision: Leverage Analysis – Operating leverage, Financial Leverage and Combined Leverage EBIT – EPS Analysis

Unit V

Corporate Restructuring

Types and Motives of Business Combinations, Analysis of Mergers & Acquisitions, Merger negotiations, calculation and Significance of P/E Ratios and EPS Analysis

Cases – Discussion on Mergers & Acquisitions in the Business World

Unit VI

Accounting for Mergers & Acquisitions

Accounting methods for Mergers & Acquisition - Purchase Method and Pooling of Interest Method, Tax aspects on Mergers and Acquisitions.

Teaching Methodology

- Lectures, tutorial and Field Work.

Reference Material

Books

1. Introduction to Corporate Finance – Terry S. Maness, McGraw – Hill International Editions, Finance Series
2. Financial Management – I.M. Pandey, Vikas Publishing House Pvt. Ltd.
3. Financial Management - Theory, Concepts and Problems – R.P. Rustagi, Galgotia Publishing House
4. Modern Corporate Finance – Alan Shapiro & Sheldon Balbirer
5. Financial Management – Dr. P.C. Tulsian, S Chand Publishing
6. Financial Management – Dr. N.M. Vechalekar, Nirali Prakashan

Journals

1. Research Journal of Finance and Accounting
2. Management Accountant – Journal of ICAI
3. Asia Pacific Journal of Accounting and Economics

Management Control Systems

Code: J0102FN04

Semester: IV

Prerequisite

- Knowledge of techniques of Management Accounting and Management Concepts.

Objectives

- To introduce the fundamentals of Management Control System and orient the students difference between Effectiveness and Efficiency
- To orient the students to the application of Management Control Systems.
- To give a broad overview of methods of management control and its incorporation into control system

Content of Course

Unit I

Introduction

Definition, Concept of Management, Control and System, Nature and Characteristics of MCS, Areas and Process of Control, Efficiency and Effectiveness, Need and Steps of Strategic Planning Process, Key variables of organizational unit

Unit II

Behavioral Aspects of Control

Goal Congruence, Motivation, Management by Objectives, Key variables of organizational unit, Concept of Return on Investment and Economic Value Added

Unit III

Responsibility Centers and Transfer Pricing

Concept of Cost Center, Profit Center, Revenue Center and Investment Center Measuring Profitability, Problems of Profit Center

Meaning and Significance of Transfer Pricing, Objectives of Transfer Prices, Transfer Pricing methods, Administration of Transfer Prices, Problems on Transfer Pricing

Unit IV

Budgetary Control System

Objectives of Budgetary Control System, Nature of a Budget, Budget Preparation Process, Fixed Flexible and Functional Budget, Advantages and Limitations of Budgetary Control, Problems on Flexible Budget and Cash Budget

Unit V

Variance Analysis and Control

Standard Costing and Variance Analysis, Importance of Standard Costing in Control Process, Calculating Variances, Advantages and Limitations of Standard Costing, Practical Problems on Material and Labour Cost variances.

Unit VI

Audit as a Control System

Concept of Management Audit, Need, Advantages and Contents of Management Audit. Preparation of Management Audit Plan

Small Cases in Management Control System

Teaching Methodology

- Lectures, tutorial and Field Work.

Reference Material

Books

1. "Management Control Systems", Eleventh Edition - Robert N. Anthony and Vijay Govindarajan, Tata McGraw-Hill Edition
2. "Advanced Cost and Management Accounting", - V.K. Saxena, C.D. Vashist, Sultan Chand & Sons.
3. "Management Control Systems" – P. Saravanavel, Himalaya Publishing House
4. "Management Control Systems" – Anil Agashe, Jayant Oak, Satish Inamdar, Everest Publishing House
5. "Management Control Systems" Text and Cases, Subhash Sharma, Tata McGraw-Hill Publishing Company Ltd.
6. Cost Audit and Management Audit, V.K. Saxena & C.D. Vashist, Sultan Chand & Sons.

Journals

1. Accounting and Finance
2. Management Accounting Journal
3. Management Accountant

Logistics & Supply Chain Management

Code: J0102PD03

Semester: IV

Prerequisite

- The students should have basic knowledge of POM for concepts, scope and importance of all the aspects of Manufacturing/ Production Operation process. Students should have flair and aptitude for Manufacturing business, and field work.

Objectives

- To gain the in depth knowledge, and importance of the subject of Supply Chain Management (SCM)
- To acquire the working knowledge.
- To understand the JIT and SCM concepts and applicability to industrial examples.

Content of Course

Unit I

Introduction to Logistics and SCM

Meaning, objectives, importance of various terms and concepts of SCM in relation to competitive global business .Achieving strategic fit, SCM drivers. Bull whip effect, EOQ models.

Unit II

Planning and SCM

Planning Demand & Supply chain, types of distribution network, concept of 5R in achieving Customer satisfaction/ delight. Role of agent, Distributer, Ware house, Retailer ,and various types of distribution levels

Unit III

Materials Management and Logistics

Meaning of logistics in reference to materials management, broader sense including transport selection, long term contracts for information flow & material flow to reach the supply with 5R.Sourcing and pricing of logistics, solving transportation / demand problem , with minimum cost.

Unit IV

Transportation Systems

Types of transportation systems & their merits/ demerits, , selection of suitable type, complexities in trans shipment, and exporting the goods, role of forwarding and clearing agents and documentation requirements.

Unit V

Integration of Logistics functions

Developments in outsourcing of Logistics-stores functions-bar coding, layout, , material handling, and suitable equipments for it, overall integration of various functions of material management, stores, procurement, distribution network tuned to information flow from customers to get the effectiveness ..

Unit VI

Current Trends in Logistics and SCM

Current developments/ practices- MRP meaning BOM, exploding and dynamic MRPII. 3PL,4PL, use of IT.

Teaching Methodology

- Lectures, field work for layout, SCM systems adopted in FMCG, and others

Reference Material

Books

1. Materials & Logistics Managent-LC Jhamb
2. Logistical Management-Donald J Bowersox, Davis Closs
3. Logistics &SCM- D.K.Agrwal
4. Materials Management-Dutta
5. Handbook of Materials Management-L.C.Jhamb
6. SCM- Sunil Chopra
7. Concepts & Cases, SCM- Rahul Altekar

Journals

1. SCM Journal
2. ICFAI University Press

World Class Manufacturing

Code: J0102PD04

Semester: IV

Prerequisite

- General knowledge of production and understanding of the production and operations management. The student must have opted for Production Specialization and completed Production Management Course

Objectives

- To gain in depth knowledge of World Class Manufacturing (WCM) systems in globally Leading Manufacturers.
- To gain concept of Strategic Decisions for business, JIT, Total Employee involvement.
- To get acquainted with the use of IT, ERP and MRP systems

Content of Course

Unit I

Introduction to World Class Manufacturing (WCM)

World Class manufacturing; Concept, Imperatives for success – Technology, systems approach and change in the mindset.

Unit II

Planning for Manufacturing System

Strategic decisions in manufacturing management; choice of technology; capacity; Layout; Aggregate Planning and master production scheduling.

Unit III

Materials Planning

Resources planning - materials Requirement planning (MRP). Manufacturing Resources planning (MRP-II) Enterprise Resources Planning (ERP).

Unit IV

Just in Time (JIT)

Just-In-Time (JIT) - Concept, Techniques of JIT, JIT Layout, Kanban system, JIT Purchasing.

Unit V

World Class Manufacturing development Tools

Total employee Involvement and small group activities 5-S Concept, Total Productive Maintenance, Automation in design and manufacturing, Automated Material Handling equipments.

Unit VI

Recent Trends in World Class Manufacturing

Role of IT in World Class Manufacturing, Flexible Manufacturing Systems (FMS), Group Technology, Six Sigma.

Teaching Methodology

- Lectures, tutorial and Field Work.

Reference Material

Books

1. 1.Hughes chris, production and operations management ,London ,pan books ,1985.
2. 2.Buffa Elwoods et al, programmed learning for production and operations Management -Illinois ,learning system Co.,1981.
3. 3.Schonberger ,Richard .J.: Japanese manufacturing Techniques ,NY, Free press ,1982 .
4. Devistsiotis Kostas N, Operations Management, Auckland. Mc Graw Hill, 1981.
5. B.mahadevan, Operations Management, Pearson Education.
6. L.C.Jhamb, Production and Operations Management, Everest publishing House.

Journals

1. POM Journal
2. International Journal of Operations & Production Management

Hunan Resource Development Instruments and Assessment Centers

Code: J0202HR03

Semester: IV

Prerequisites

- Elementary understanding of performance appraisal
- Elementary understanding of training and development

Objectives

Students will be given an opportunity to

- To understand the linkage between employee assessment and performance
- To provide an in depth knowledge of various human resource development (HRD) instruments for individual and organizational effectiveness

Content of Course

Unit I

Introduction to Assessment Centers

What is an Assessment Center, Definition, Key features, tracing the growth of assessment center, strategic use of assessment center technology.

Unit II

Concept of Assessment

Why to assess, when to assess, What to assess, how to assess, methods and techniques of assessment.

Unit III

Application of assessment center method in organizational development

OD interventions, managers involvement, group skills improvement, management improvement, organizational improvement.

Unit IV

Introduction of HRD Instrument

Difference between test and instrument, principles of test construction, reliability and validity of tests, ethical values, do's and don'ts and limitations of test, advantages and disadvantages of instruments

Unit V

Tests for personal and interpersonal orientation and behavior

FIRO-B, PE Scale, Cattell's 16 PF test, Transactional Analysis, Ego states, LOCO inventory, MBTI, Johari Window, Leadership style test, managerial style test, MAO-C consulting style,

Spiro –C , Aptitude tests, Team Building tests, Clerical test/ Mechanical test, Finger Dexterity test, Thematic Appreciation test, They X and Y theory, Peter Senge’s Management game.

Unit VI

Understanding the Organizations Atmosphere and culture

PE Scale, Power enhancer scale, Organizational climate, MAO-C, Organizational learning, OLD, Organizational atmosphere, MAO-S, Organizational culture – Profile.

Teaching Methodology

- Lectures, tutorial and Field Work.

Reference Material

Books

1. P. Jansen and F. de Jongh, Assessment Centers : A Practical Handbook, John, Wiley and Sons Ltd.
2. Margaret Dale and Paul les, Assessing Management Skills – a guide to competencies and evaluation techniques
3. Udai Pareek, Training Instruments for HRD
4. S.K. Bhatia, Training and Development – concept and practice
5. Anne Anastasi and Susana Urbina, Psychological Testing, 7th edition, Pearson Education
6. Edwin Flippo, Personnel Management, 6th Edition, McGraw Hill international editions
7. Radha Sharma, 36 –degree Feedback, Competency mapping and Assessment center

Industrial Relations

Code: J0202HR04

Semester: IV

Prerequisites

- General Awareness and need for Labour Laws.
- Familiarity of the various Labour Acts.

Objectives

Students will be given an opportunity to

- To understand the need for Good Industrial Relations.
- To adopt good techniques to have healthy Industrial Environment.
- To settle Industrial Disputes amicably.

Content of Course

Unit I

Definition, Objectives, Scope in the context of Changing Socio Economic Political and Legal Changes, Labour problems, Impact of Industrialization, Different approaches to study of Industrial Relations.

Unit II

Industrial Dispute and Their Settlement

Definition, Causes Consequences, Resolution of Industrial Disputes using Adjudicatory and voluntary methods, Mechanism (Conciliation, Mediation and Arbitration) Grievance Redressal Mechanism, Industrial Relations and Productivity, Principles of Natural Justice. Workers Participation in management, Industrial Dispute Act 1947

Unit III

Standing Orders and Grievance Procedure

Object and Evolution of Standing Orders, Grievances and Procedure, Indiscipline/Misconduct, Disciplinary Action, procedure for Punishment. The Industrial Employment (Standing Orders) Act 1946.

Unit IV

Trade Unions

Definitions, Need for Trade Union, Approaches Of trade Unionism Structure and types of trade Union. Registration and Amalgamation of Trade Union. Role and Function of Strong and successful trade Unions, Rise and Growth of Trade Union movement in India, Role Of outsiders in trade union in India, Changing role and Withering away and the problems of trade union in today's context. The Maharashtra Recognition and Prevention of Unfair Labour Practices Act 1971, The Trade Union Act 1926.

Unit V

Strikes and lockout

Forms of Strikes, Wage for the period of strike, strike and Punishment, Layoff retrenchment and closure, Strike and Punishment, Strike and execution of good conduct bond, Lockouts - Legality of Lockouts, Consequences Of Illegal Strike and Lockout, Layoff, retrenchment and closure. Industrial Dispute Act 1947

Unit VI

Collective Bargaining

Meaning, process and theories of common, Perlman, Hoxie, Tannenbaum

Teaching Methodology

- Lectures, tutorial and Field Work.

Reference Material

Books

1. Labour Welfare ,Trade Unionism and Industrial Relations – Punekar ,Deokar ,Sankaran
2. Managing Human Resources Industrial Relations in India – R.S.Dwivedi
3. Dynamics of Industrial Relations - Mamoria
4. Introduction to Labour and Industrial Law – Dr.Avtar Singh

Information Systems Audit

Code: J0302IT03

Semester: IV

Prerequisite

- Basic knowledge of management and its functioning in industry. Basic knowledge of information system.

Objective

- To enable the students to grasp knowledge of Auditing along with exposure to modern business information systems.

Content of Course

Unit I

Overview of Information Systems Auditing

Need for control and audit of computers, Effects of computers on internal controls, Effects of computers on Need for control and audit of computers, Effects of computers on internal controls, Effects of computers on auditing, Foundations of Information Systems Auditing

Unit II

Conducting an Information Systems Audit

Introduction, The nature of controls, Dealing with complexity, Audit risks, Types of audit procedures, Overview of steps in an audit, Auditing around or through the computer

Unit III

Evidence Collection

Audit software, Code review, test data, and code comparison, Concurrent auditing techniques, Interview, questionnaires, and control flowcharts, Performance measurement tools

Unit IV

Evaluating Asset Safeguarding and Data Integrity

Introduction, measures of asset safeguarding and data integrity, Nature of the global evaluation decision, Determinants of judgment performance, Audit technology to assist the evaluation decision, Cost-effectiveness considerations

Unit V

Evaluating System Effectiveness

Introduction, Overview of the effectiveness evaluation process, A model of Information System effectiveness, Evaluating system quality, Evaluating information quality, Evaluating perceived

usefulness, Evaluating perceived ease of use, Evaluating computer self-efficacy, Evaluating Information System use, Evaluating individual impact, Evaluating Information System satisfaction, Evaluating organizational impact

Unit VI

Evaluating System Efficiency

Introduction, Overview of the efficiency evaluation process, Performance indices, Workload models, System models, combining workload and system models

Teaching Methodology

- Lectures, tutorial and Field Work.

Reference Material

Books

1. Weber R., "Information Systems Control and Audit", Pearson Education Inc., Ninth Impression, 2013, ISBN 978-81-317-0472-1

Mobile Commerce and Technology

Code: J0302IT04

Semester: IV

Prerequisite

- Introduction to e-Commerce, basics of computer and mobile operations

Objective

- The main objective of this course is to introduce students to the new technologies, applications, services and business models of Mobile (M)-Commerce.

Content of Course

Unit I

M-Commerce Introduction

- What is M-Commerce?
- Evolution of m-Commerce. Examples of M-Commerce: NTT DoCoMo's –Mode Portal, Nordea's WAP Solo Mobile Banking Service, Current status of M-Commerce in India
- Force behind the M-Commerce revolution.
- Is m-commerce just an extension of e-commerce?

Unit II

M-Commerce Value Chain

Infrastructure equipment vendors, Software vendors, Content providers, including advertisers, Content aggregators, Mobile network operators, Mobile portals, Third party billing providers, Mobile device manufacturers, Wireless Application Service Providers, Location information brokers

Unit III

Technologies of M-Commerce -Mobile Communication

- Basic Architecture
- 2G Communication : GSM, Roaming and Billing
- Transition towards 3G
- Wireless LAN/MAN/PAN Technologies:Wi-fi, W-Max, Bluetooth, RFID

Unit IV

Technologies of M-Commerce

The Mobile Internet, Internet on a Mobile Network, Mobile IP, TCP for wireless Links, Overview of WAP architecture, Evolving Application architectures

Unit V

Mobile Security and Payment

Role of Cryptography, GSM's SIM-Based Authentication, Public Key Cryptography, Digital signatures, Certification Authorities, Message authentication Codes , WAP Security, Mobile Payment Standardization Efforts

Unit VI

M-Commerce Services and future

- Mobile Information Services
- Mobile Directory Services
- Mobile Banking and Trading
- Mobile E-Tailing and E-Ticketing
- Mobile Entertainment
- Mobile Business Applications and Services
- Next Generation M-Commerce Scenarios

Teaching Methodology

- Lectures, tutorial and Field Work.

Reference Material

Books

1. Text Book: "M-Commerce:Technologies, Services, and Business Models" , Norman Sadeh, Wiley Publications.
2. Internet / Research Articles / Magazines

Retail Stores and Operation Management

Code: J0102RE03

SEM-IV

Objective

To familiarize the students with importance of HRM in Retail Business and acquaint them with the methods of developing required skills and commitment among employees for better performance.

Content of Course

Unit-I

Setting up Retail organization, Size and space allocation, location strategy, factors affecting the location of Retail, Retail location Research and Techniques, Objectives of Good store Design.

Unit-II

Store Layout and Space planning, Types of Layouts, role of Visual Merchandiser, Visual Merchandising Techniques, Controlling Costs and Reducing Inventories Loss, Exteriors, Interiors.

Unit-III

Store Management, Responsibilities of Store Manager, Store Security, Parking Space Problem at Retail Centers, Store Record and Accounting System, Coding System,

Unit – IV

Material Handling in Stores, Mall Management, Factor influencing Mall establishments.

Unit-V

Logistic and Information system, Improved product availability, Improved assortments, Strategies, Quick Response System.

Unit – VI

Case Studies in Retail Stores and Operation Management

Reference Materials

Books

1. Swapana Pradhan- Retailing Management
2. Dravid Gilbert- Retail Marketing
3. George H, Lucas Jr., Robert P. Bush, Larry G Greshan- Retailing
4. A. J. Lamba- The Art of Retailing
5. Barry Berman, Joel R Evans- Retail Management; A Strategic Approach

International Retailing

Code: J0102RE04

SEM-IV

Objective

To familiarize the students with importance of HRM in Retail Business and acquaint them with the methods of developing required skills and commitment among employees for better performance.

Content of Course

Unit-I

International Marketing- Concept, Importance, International Marketing Research and Information System,

Unit – II

Market Analysis and Foreign Market Entry Strategies, Future of International Marketing, India's Presence in International Marketing

Unit-III

Internationalization of Retailing and Evolution of International Retailing, Motives of International Retailing, International Retail Environment – Socio-Cultural, Economic, Political, Legal, Technological

Unit-IV

Selection of Retail Market, Study and Analysis of Retailing in Global Setting, Methods of International Retailing, Forms of Entry-Joint Ventures, Franchising, Acquisition

Unit-V

Competing in Foreign Market, Multi-country competition and Global Competition, Competitive Advantages in Foreign Market, Cross Market subsidization, Retail Structure, Global Structure.

Unit – VI

Case Studies in International Retailing Management.

Reference Materials

Books

1. Swapana Pradhan- Retailing Management
2. Dravid Gilbert- Retail Marketing
3. George H, Lucas Jr., Robert P. Bush, Larry G Greshan- Retailing
4. A. J. Lamba- The Art of Retailing
5. Barry Berman, Joel R Evans- Retail Management; A Strategic Approach

Environmental & Sustainable Tourism

Code: J0102HO03

SEM-IV

Objectives

The student will be able to understand and explain the importance of Environmental and Sustainable Tourism.

- The student will be able to identify and explain Environmental changes due to Tourism.
- The student will comprehend Sustainability of Tourism for future generations.
- The student will be able to understand about the World's fastest growing Travel & Tourism industry.

Content of Course

Unit – I

Environmental Studies

Definition, Scope and Importance, Need for public awareness, Renewable & Non-renewable Resources, Consumerism & Waste Products

Unit – II

Introduction to Tourism & Travel

Flashback – From early times till today (Purpose of travel in ancient times, invention of wheel, contribution Cook, today's scenario). Definition of Tourism as stated by U.N.W.T.O. Types of Tourism-Pilgrimage, Business Tourism, Health Tourism, Adventure Tourism, Sports Tourism, Culinary & Wine Tourism.

Unit – III

Tourism Organisations

National/Domestic Organisations (M.T.D.C., I.T.D.C.), International Organisations (U.N.W.T.O., W.T.T.C., U.F.T.A.A., U.N.E.S.C.O., S.T.I.)

Unit – IV

Sustainable Development

Why Sustainable Development? Rio Summit, Impact of Tourism on the World

Unit – V

Sustainable Tourism

Introduction to Sustainable Tourism, Sustainable Tourism with respect to Developed Countries(List of these countries, one major destination from each) Sustainable Tourism with respect to Developing Countries(List of these countries, one major destination from each country that requires Sustainable development) Sustainable Tourism in India, Sustainable Tourism in Mumbai, Sustainable Tourism as an Umbrella – Ecotourism, UNESCO Sites, Impact of Travel on Sustainable Tourism, Impact of Accommodation on Sustainable Tourism, Responsible Tourism – Guidelines, “Making Tourism More Sustainable – A Guide for Policy Makers” – Role of United Nations Environment Programme (UNEP).

Unit – VI

New trends in tourism industry

Agritourism, Birthtourism, Medical tourism, Ecotourism, Recession tourism, Educational tourism

Reference Materials

Books

1. Roday, S., (2012), Tourism Operation and Management, 1st Edition, Oxford University Press.
2. Narasaiah, M., (2003), Tourism and the Environment, 1st Edition, Discovery Publishing House.
3. Holden, A., (2008), Environment & Tourism, 2nd Edition, Routledge.
4. Sharpley, R., (2009), Tourism Development & the Environment: Beyond the Sustainability, 1st Edition, Earthscan.
5. Zeppel, H., (2006), Indigenous Ecotourism, 3rd Edition, Cabi publications.
6. Raj, A., (2007), Sustainability Profitability & Successful Tourism, 1st Edition, Kanishka Pu

Resort and Private Club Management

Code: J0102HO04

SEM-IV

Objectives

Management and operation of resort and private club properties from their historical development to their economic and environmental impact; marketing and managing of management services provided by these facilities within the hospitality and recreation industries.

Content of Course

Unit - I

Introduction to elements of the resort and private club industry

Describe the relationship of human/social need for hospitality services, Define the goals of various hospitality elements and related products and services, Identify and describe typical delivery system structures and be able to illustrate each with local examples.

Unit – II

The service relationship

Role of courtesy in resort service, describe the service relationship in terms of psychological needs and social-psychological experiences.

Unit – III

Basic marketing concepts used in the field of resort and private club management

Define the basic role of marketing in the resort management, Provide/create illustrations which apply basic marketing concepts, Discuss strategies for marketing related to social and economic trends.

Unit – IV

Trends and issues in the resort and private club industry.

Identify major challenges to the resort and private club industry, Provide examples to illustrate responses to challenging trends and issues, Create their own forecast for development and change in the field.

Unit – V

Human Resource Management in resort and private club industry

The human resources management process for hiring, training, and developing personnel, Describe opportunities for entry and advancement in the field, Identify key qualities, philosophies, or experiences associated with success in the field of resort management.

Reference Materials

Books

1. Resorts : Management and Operation (2008) Second edition, Robert Christie Mill, ISBN number 9780471747222

Other Readings

Private Club Management: There will be additional readings in this area and will be announced at a later date. There will also be supplemental information.

Event Marketing & Sponsorship

Code: J0101EV03

Semester: IV

Objectives

Students will be given the opportunity to learn

- The role of marketing in the management of the event.

Content of Course

Unit- I

Introduction To Event Marketing -The Objectives Of Event Marketing, Advertising As A Part Of Marketing. Brand Name, Product Design, Post-Self Support, Future Of Event Marketing -Event Promotion, Tools Of Promotion, Advertising, Public Relations, Tips On Writing A New Release, What Is A Media Kit, Direct Marketing, Word Of Mouth, Hospitality, Websites, The Promotion Schedule, Planning A Promotion Campaign For An Event.

Unit- II

Expectations And Goals Event Marketing An Added Dimension, Event and the Marketing Communications Environment, Social Responsibility towards society, Setting objectives to Direct Event sponsorship, Setting strategies and Tactics, Strategic considerations, Dealing with Clutter, Understanding and controlling fees, Creating your own event.

Unit- III

Marketing Of Events - The Need for Marketing, Consumer Expectations, Marketing Mix, Four Ps, Elements, The Promotional mix, What should be the basis of Pricing, When should the Payment be Made, How Should the Payment be Made,

Unit- IV

Promotion, Strategic Decision, Marketing Objectives, The Promotional Mix, The Media Mix, The Role of the Promotional Mix.

Unit- V

Future Of Event Marketing -Event Promotion, Tools of Promotion, Advertising, Public Relations, Tips on writing a New Release, What is a Media kit, Direct Marketing, Word of Mouth, Hospitality, Websites, The Promotion Schedule, Planning a Promotion Campaign for an Event.

Unit- VI

Event Sponsorship Understand Sponsorship, Understand – Event Organizer, Event Partners, Event Associates, Event Sponsor, Importance of sponsorship – for event organizer, for sponsor, Type of Sponsorship, Making sponsorship database, making sponsorship proposal, Closing a sponsorship, Research of sponsorship, Converting sponsorship into partnership.

Reference Materials

Books

1. The Event Marketing Handbook – Saget Allison – 2006
2. Event Marketing - The Wiley Event Management Series - Leonard H. Hoyle
3. Event Marketing and Event Promotion Ideas - Eugene Loj

Advance Aspects of Event Management

Code: J0101EV04

Semester: IV

Objectives

Students will be given the opportunity to learn

- The role of advanced aspects in the event management.

Content of Course

Unit- I

Media In Event Management - Television Broadcasting, the growth of the segment can be significantly aided by, introduction of service tiers & addressability, introduction of direct-to-home (DTH) television, Cable Television, introduction of service tiers & addressability, licensing, content, technological up gradation, Television Software, expansion, institution of consistent accounting practices, Music, Radio, Live Entertainment & Event Management.

Unit- II

Time Management In Events Learn to say NO, Plan 10 minutes Every Day, Prioritize, Psychologists say there are only two forms of human motivation, Under commit & Overcommit, Use One Time Management System, Find a Mentor, Get Organized, If you Can't do it Today Don't look at it Today, Turn "To Do's" Into Appointments, Get motivated, Computer Efficiency.

Unit- III

The Biggest Mistakes Most Event Managers Make.... And How To Avoid Them, Failing to Identify Meeting Objectives, Failing to Budget Properly, Failing to Select the right Facility, Failing to hire the Right Speaker / Entertainer, Failing to identify and Secure a prospect list in advance, Failing to prepare a marketing Plan, Failing to secure strong contracts, Failing to Create the right environment, Failure to Secure the right audio / visual, Failure to market the event Properly.

Unit- IV

Communicating With The Customer, Sales tools, sales tools selection, a coordinated programme, personal sales calls, sales call objectives, the presentation, following up, Telephone Sales, Direct Mail, effective direct mail advertising, Collateral Materials, Brochures & Folders, the role of advertising, Advertising Agencies.

Unit- V

Select destination / locations for you, venue / accommodation selection, events, event preparation, pre-event, on events and post events, Hospitality services, Communication, gifts, Special tours,

Unit- VI

Transportation fleet, incentives, convention, Some important Statistics, India as a MICE Destination, Types of MICE services India offers, educational tours, events, conference & conventions, corporate meetings and business trips, incentive tours.

Reference Materials

Books

1. Event Studies - Theory, Research and Policy for Planned Events, 2nd Edition By Donald Getz.
2. Special Event Production - Doug Matthews - ISBN: 978-0-7506-8523-8
3. Crew Resource Management, Second Edition by Barbara G. Kanki, Robert L. Helmreich and Jose Anca

Disaster Management

Code: J0102OP38

Semester: IV

Prerequisite

- Basic knowledge of the different disasters and management approach to solve the problem

Objective

- The objective of the course is to familiarize the students with basics of disaster management to deal with real life situation of similar nature.

Content of Course

Unit I

Concept of Disaster

Definition and types of disaster, distinction between disaster and hazard, disaster and crises, causers of different disasters and their impacts.

Unit II

Natural Disaster

Epidemic, Cyclone, Drought, Flood, Landslide, Fire and forest fire, Earthquake and Volcanoes, Tsunami.

Unit III

Man-made Disasters

War, Arson / Sabotage / Internal Disturbances / Riots, Nuclear Explosion / Accidents / Radioactive Leakages. Ecological disasters like Deforestation / Soil Erosion / Air / Water Pollution. HIV / AIDS, Life Style Diseases.

Unit IV

Disaster Preparedness & Mitigation

Understanding disaster preparedness and their mitigation, structural and non-structural measures for disaster mitigation. Mitigation through capacity building and legislative responsibilities of disaster management, Risk assessment analysis and hazard zoning. Disaster recovery and relief.

Unit V

Rural Development Programme for Disaster Control

Integration of Rural Development Programmes with disaster reduction and mitigation activities, Role of Government and NGOs in disaster management

Unit VI

Information System for Disaster Management

Role of Remote sensing, Global information system (GIS) and science & Technology in disaster management

Teaching Methodology

- Lectures, tutorials, Field work, Case Study Methods

Reference Material**Books**

1. Dr. S. L. Goel, Disaster Management, Deep & Deep Publications
2. Col. P. P. Marathe, Concepts and Practices in Disaster Management, Diamond Publications
3. Dr. S. R. Singh, Disaster Management, APH Publishing Corporation

Enterprise Applications

Code: J0302OP39

Semester: IV

Prerequisite

- Basic knowledge of the computers and the different industrial functional areas

Objective

- To create awareness in upcoming managers, of different types of information systems in an organization so as to enable the use of computer resources efficiently, for effective decision making and explore the use of some common Information Systems development tools.

Content of Course

Unit I

Enterprise Resource Planning

Introduction, What is ERP, ERP Evolution, MRP, MRP II , Need for ERP systems, Advantages of ERP, Business Process Re-engineering (BPR) Definition and significance of BPR,

ERP Modules: Finance –financial accounting, controlling investment management, treasury, enterprise controlling, Introduction to :Production Planning, control and Management , Material and capacity planning, Sales and Distribution : Master data management, order management , warehouse management, shipping, billing , pricing, Sales support, transportation, Foreign trade, Human Resource Management , Introduction to Inventory control systems: pre-purchasing activities, Purchasing, Vendor evaluation, inventory management, invoice verification and material inspection. ERP Implementation. Issues in ERP Implementation.
Introduction to Extended ERP (ERP II)/Advanced Planning Systems

Unit II

Customer Relationship Management

Introduction – Origin, evolution and concept of CRM, strategic importance of CRM, goals of CRM, types of CRM, CRM Architecture, Operational CRM – Sales force automation: lead management, contact management, field force automation; enterprise marketing automation: market segmentation, campaign management, customer service and support, contact and call centre operations, Implementation – Establishing CRM performance monitoring, CRM readiness assessment, system, CRM audit, CRM project management, employee engagement in CRM project, CRM budget, key account management, evaluating CRM return on investment.

Unit III

Supply Chain Management

Introduction to Supply chain stages and decision phases process view of a supply chain. Supply chain flows. Examples of supply chains. Competitive and supply chain strategies. Drivers of supply chain performance. Inventory, Transportation, Facilities, Information. Case discussions.

PLANNING AND MANAGING INVENTORIES IN A SUPPLY CHAIN

Review of inventory concepts. Trade promotions, Managing multi-echelon cycle inventory, safety inventory determination. Impact of supply uncertainty aggregation and replenishment policies on safety inventory. Optimum level of product availability; importance factors. Managerial levers to improve supply chain profitability.

COORDINATION AND TECHNOLOGY IN THE SUPPLY CHAIN

The role of IT supply Chain, The Supply Chain IT framework, CRM, Internal SCM, SRM. The role of E-business in a supply chain, , E-business in practice. Case discussion. EMERGING CONCEPTS :Reverse Logistics; Reasons, Activities, Role. RFID Systems; Components, applications, implementation. Lean supply chains, Implementation of Six Sigma in Supply Chains.

Unit IV

Human Resource Information Systems

Management Information Systems. Functional Applications / Exercise, HRIS Life Cycle/HR responsibility in each phase of HRIS development , Pre implementation stage of HRIS: HRIS Planning, HRIS Expectation

Productivity Through HRIS, HRIS Cost-benefit Value Analysis , Getting Management Support for HRIS , Limitations of Computerisation of HRIS , Implementation of HRIS: Tools in HRIS Development, Cases and Exercises, Human Resources Information Systems in large and small organizations: Cases & Exercises, Packaged Human Resources Information Systems / Business Process, Re-engineering, Enterprise Resource Planning Systems, Emerging Trends in HRIS, Networking, Internet, Intranet, Technology Implications,

Unit V

Introduction to Open softwares for HRIS and SCM

Unit VI

Introduction to Open softwares for ERP and CRM

Teaching Methodology

- Class lectures, case discussions, solving numerical and problems, reading and analyzing research papers.

Reference Material

Books

1. Richard Monson-Haefel , *J2EE Web Services*, First edition Addison-Wesley, 2003
2. Thomas Erl, *Service-Oriented Architecture : A Field Guide to Integrating XML and Web Services*, First edition
Prentice Hall, 2004
3. Steve Graham, Doug Davis, Simeon Simeonov, et. al, *Building Web Services with Java : Making Sense of XML, SOAP, WSDL, and UDDI*, 2nd Edition
Sams, 2004

Foreign Language – II

Code: J0102OP40

Semester: IV

Prerequisite

- Studied Foreign Language – I

Objective

- To learn modern colloquial German language in simple sentences and conversations. The dialogues contain some explanation of points of grammar and new vocabulary.

Content of Course

The Syllabus is divided in three parts / Units.

Unit I

From the language usage point of view

The words, phrases and simple sentences relating to the following situations:

At airport

To ask a taxi driver to go to a particular place.

To book a room in a hotel.

To order a meal in a restaurant.

While shopping in a supermarket.

While purchasing railway ticket.

Birthday and other wishes.

To ask for prices, menu card, bills etc.

Complements about food.

Your liking and disliking about food and drinks (e.g. gerne)

While exchanging your money, about currency.

Unit II

From Grammar Point of View:

Conjugation of verbs. Which frequently occur.

Conjugation of irregular verbs, which frequently occur.

Conjugation of auxiliary verbs. 1st and 3rd person.

Prepositions : nach, zu.

Unit III

From Vocabulary point of view:

The words, in the context of airport, railway station, hotel, restaurants supermarket etc.

Telling about family status, about family.

Regarding prices of goods, their quantity etc.
Regarding likings and disliking of food.

Teaching Methodology

- Lectures, tutorials, discussions

Reference Material

Books

1. Aufderstrabe V., Themen 1 Aktuell – Kursbuch, German Book Centre
2. Bock V. H., Themen 1 Aktuell – Arbeitsbuch, German Book Centre
3. Von B, Jones A., Themen 1 Aktuell – Glossar, German Book Centre
4. Ernst Klett Spracher Stuttgart, Passwort Deutsch Kurs – Und Übungsbuch 1, German Book Centre
5. Ernst Klett Spracher Stuttgart, Passwort Deutsch Wörterheft 1, German Book Centre