

### **301 Project Management**

#### **Course Overview**

The subject emphasizes on imparting the knowledge, skills, tools and techniques involved in carrying out project activities so as to ensure that projects are delivered within budget and schedule. The subject content would be spread over 32 hours (min.) on theoretical work and 16 hours (min.) on practical work.

#### **Course Syllabus**

##### **Group I:**

Concepts of Project Management: Meaning and Definition of Project, Characteristics of a project, Project Life Cycle Phases, Role of a Project Manager, The Planning Process: Work Breakdown Structure, Cost Planning – tools & techniques, cost estimation, Time Planning – tools & techniques.

##### **Group II:**

Project Appraisal: Technical Feasibility, Economic Feasibility, Financial Evaluation, Appraisal Under Risk and Uncertainty, Sensitivity Analysis, Social Cost Benefit Analysis: Rationale, Fundamentals of Shadow Pricing, Basic approaches to Social Cost Benefit Analysis.

##### **Group III:**

Scheduling: Graphic representation of project activities, Network Analysis, Network Techniques: PERT and CPM. Resource Allocation, Overview of MS-Project 2000. Control of Projects: control systems, control of constraints – cost and time.

#### **Recommended Texts**

- Harvey Maylor, Project Management, Pearson Education, New Delhi, 2<sup>nd</sup> Edition.
- Prasanna Chandra, Projects: Planning, Analysis, Selection, Implementation & Review, Tata McGraw-Hill Publishing Company Ltd., New Delhi, 6<sup>th</sup> Edition.
- United Nations Industrial Development Organisation, Guide to Practical Project Appraisal – Social Benefit Cost Analysis in Developing Countries, Oxford & IBH.
- Jack R. Meredith, Project Management: A Managerial Approach, Wiley Publications, 1st Edition.

#### **Instructions**

1. Theory: Group-I and Group-II carry 30 marks each (External and Internal).
2. Practical: Group-III carries 40 marks which will be jointly evaluated by Internal and External experts.
3. Six questions to be set, three to be attempted, not more than two to be attempted from each group.
4. Duration of the paper will be two hours.
5. Written paper will be from Group-I and Group-II only.

**Course Syllabus**

**Group I:**

Introduction to E-Commerce, Tools for E-Commerce, Back End Tools for E-Commerce, ASP-objects, ASP and data access, making queries with ASP, Set and Post Methods, File access, Components of ASP. Personal Web Server as a server for an internet. Designing an online shopping store using ASP.

**Group II:**

VB SCRIPT: Attaching Script to a page, VB Script Event Procedures, Scripting, Object Hierarchy, VB Script-interaction with Form.

**Group III:**

JAVA SCRIPT: Attaching Script to a page, Object, Methods and Events. Control Statements, Introduction to Java Applets.

**Recommended Texts**

- S. Walther and J. Levin, Teach Yourself E-Commerce Program with ASP in 21 Days, Techmedia, 2000.
- Walther, ASP, Techmedia, 2000.

**Instructions**

The evaluation will be as follows:

1. Evaluation Internal: 50 marks is Lab based.
2. Evaluation of practical will be joint by the External and Internal experts and will be from 50 marks.

**303 Advertising and Sales Management**

**Course Overview**

The primary objective is to make students familiar with basics of Sales Management and the duties & roles played by salesmen. The growing significance of process of advertising deserves the same focus and attention.

**Course Syllabus**

**Group I:**

Nature and Scope of Sales Management, Organising, Recruitment and Selection of Sales Personnel, their Training and Development, Supervision & Appraisal, Motivating Sales Personnel, Carving Territories, Routing, Quota Sales Call Planning, Sales Forecasting, Sales Organisation – Structure and Control.

**Group II:**

Nature & Scope of Advertising Research, Consumer Behaviour and Advertising, Media Planning , Merits and Demerits of various media types, Emerging media, Process of advertising – Copy testing, Advertising Budget

**Group III:**

Measuring Advertising Effectiveness, Deceptive advertising, Advertising Ethics and Unethical Practices, Role of Advertising Agencies, Legal framework of Advertising.

**Recommended Texts**

- Condiff, Still & Govani, *Sales Management*, Prentice-Hall of India, New Delhi, 5th Edition, 1998.
- Wright, Winter and Zeigler, *Advertising*, Tata McGraw-Hill Publishing Company Ltd., New Delhi, 1990.

**Instructions**

The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. The question paper will consist of nine questions, three from each group. Candidates will be required to attempt five questions in all, selecting not more than two questions from each group

The internal paper will carry 50 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 10 marks

Class Participation and Attendance to be of 10 marks

### **304 Marketing Research**

#### **Course Overview**

The basic objective of the subject is to find out the solutions of number of questions, that need to be answered and the number of decisions, that need to be made with respect to the choice of techniques to be used to solve a research problem.

#### **Course Syllabus**

##### **Group I:**

Nature, Scope and Concept of Marketing Research, Marketing Research Process, Marketing Research and MIS, Marketing Decision Support Systems, Problem Analysis and Identification of MR Objectives, Sources of Information: Primary and Secondary Data, Research Designs and their applications: Exploratory, Descriptive and Causal Research. Sampling Decisions: Basics, Methods/Techniques and Determination of Sample Size.

##### **Group II:**

Measurement Process: Measurement in Marketing, Difficulties in Measurement, Concepts of Validity and Reliability, Attitude Measurement: Importance of Attitude in Marketing, Nature of Attitudes and their Measurement, Attitude Scaling Procedures, Thurston Scale, Likert Scale, Paired Comparison Scale, Semantic Differential Scale and Multi-Dimensional Scale (MDS) and Their Applications, Multivariate Analysis: Factor Analysis, Discriminant Analysis, Cluster Analysis and Conjoint Analysis.

##### **Group III:**

Report Writing and Presentations, Use of Statistical Package for Social Sciences (SPSS) in Marketing Research, Applications of Marketing Research: Demand Measurement and Forecasting, Product Research, Advertising Research, Distribution Research, Sales Control Research, Pricing Research, Motivation Research.

#### **Recommended Texts**

- Iacobucci, Marketing Research, Thomson Publications, Mumbai, 2006.
- Kinner, T.C. and Taylor, J.R., Marketing Research: An Applied Approach, McGraw-Hill, New York, 5th Edition, 1995.
- Green, Tull and Album, Research for Marketing Decision, Prentice-Hall of India, New Delhi, 7th Edition.

#### **Instructions**

The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. The question paper will consist of nine questions, three from each group. Candidates will be required to attempt five questions in all, selecting not more than two questions from each group

The internal paper will carry 50 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 10 marks

Class Participation and Attendance to be of 10 marks

**305 Management of Industrial Relations**

**Course Overview**

The course has been designed to make the students aware of the sensitivity of employer-employee relationship.

**Course Syllabus**

**Group I:**

Economy and labour force in India. Industrial relations, Importance, present status, concepts and models. The role of government in Industrial Relations. Employment Security and Management of Redundancies. Industrial Relations and Technological Change, Changes in IR Post liberalization. Trade Union – objectives, functions, New Role of Trade Union in the context of globalization, IT, trade and productivity. Cross- cultural aspects to Union-Management relations.

**Group II:**

Industrial Dispute – nature & causes of industrial disputes. Machinery for solving industrial disputes under Industrial Disputes Act, 1947 at national and state level. Role of Judiciary & its impact on industrial relations. Comparative study of industrial relations in developed and developing economies .Role of ILO and significance of social clause of WTO. Human Resource Management and Industrial Relations.

**Group III:**

Collective bargaining – meaning, characteristics, need, importance, process, causes for failure of collective bargaining, Alternatives to collective bargaining, importance of employee stock option plans. Collective Bargaining in India, UK, USA (developed and developing nations). Concept, forms and models of workers' participation in management, schemes of workers' participation in management in India and their evaluation.

**Recommended Texts**

- Venkataratnam, C.S., *Industrial Relations*, Oxford University Press, 2007.
- Mamoria, Mamoria, Gankar, *Dynamics of Industrial Relations*, Himalaya Publishing House, Mumbai, 2007.
- Singh, B.D., *Industrial Relations: Emerging Paradigms*, Excel Books, NewDelhi, 2004.

**Instructions**

The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. The question paper will consist of nine questions, three from each group. Candidates will be required to attempt five questions in all, selecting not more than two questions from each group

The internal paper will carry 50 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 10 marks

Class Participation and Attendance to be of 10 marks

### **306 Human Resource Planning and Development**

#### **Course Overview**

This module is designed to consider the theory and role of human resource planning and development in organizations, and link it to policies and practices required in organizations for effective people management. The module aims to develop knowledge and skill in a range of HRD activities in organizations and to relate these to the professional standards. It covers the practical application of personnel theory.

#### **Course Syllabus**

##### **Group I:**

Macro level manpower planning and micro level manpower planning, human resource planning and the government. Organizational Human Resource Planning: factors affecting, process, and barriers. Stock taking, Work Force Flow Mapping, Age and Grade Distribution Mapping. Models and Techniques of Manpower Demand and Supply Forecasting, Behavioural factors in Human Resource Planning; Wastage Analysis, Retention, Redeployment and Exit Strategies.

##### **Group II:**

Career Management and Career Planning, Career Development, Managing Change. Performance Planning, Coaching, Potential Appraisals, Multi-skilling, Training Retraining, (studying these trends in Indian and international context) .HRD evolution, concepts, goals and challenges, HRD climate and processes. Organizing for HRD, HRD strategies and experiences in India. HRD in culturally diverse environment, International HRD experiences. Human Resource Valuation and Accounting.

##### **Group III:**

Role of an HRD Professional, Task Analysis, Motivational aspects of HRD. Developmental Supervision and Leadership (identifying corporate leaders and analyzing their role in building up their organizations). Counseling and Monitoring, HRD for workers, HRD for Organizational Development and Change.

#### **Recommended Texts**

- Papalia, Diane, Human Development, Tata McGraw-Hill Publishing Company Ltd., New Delhi, 2004.
- Randy L. Desimone, Jon M. Werner, and David M. Harris, Human Resource Development, Thomson South-Western Press, 3rd Edition.
- Lawrence S. Kleiman, Human Resource Management: A Managerial Tool for Competitive Advantage, Wiley, 2003.

#### **Instructions**

The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. The question paper will consist of nine questions, three from each group. Candidates will be required to attempt five questions in all, selecting not more than two questions from each group

The internal paper will carry 50 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 10 marks

Class Participation and Attendance to be of 10 marks

### **307 Management of Financial Institutions**

#### **Course Overview**

The basic objective of this course is to acquaint the students of finance with the working, performance and regulations of commercial banking, development finance, and investment finance and about the needs for risk management in financial institution sector.

#### **Course Syllabus**

##### **Group I:**

Financial Institutions in India: An Overview, its linkage and changing role in Economic Development, its Deficiencies. Reserve Bank of India: Monetary Policy, Techniques of Monetary Control, Liquidity Adjustment Facility. Commercial banks and their role in Industrial Finance, Working Capital Finance, Management of Bank Funds.

##### **Group II:**

Development Banking in India: Evolution, Structure, Promotional Role, Resource Planning and Mobilization, Project Evaluation and Follow-up, Performance Evaluation, Recent Developments in Development Banking. Micro Financing: Concept, Models and its role. Banking Sector Reforms in India.

##### **Group III:**

NBFCs: Introduction, Regulatory Framework, Progress, Problems and prospects. Mutual Funds: Introduction, Regulatory Mechanism, Classification of Schemes, Significance and Performance Evaluation of Mutual Funds. Insurance sector reforms in India, Operational Policies, Practices and Funds Management in Insurance Companies. Risk Management in Financial Institutions: Overview, Types of risk and their management, Credit risk, Liquidity risk, Interest rate risk, Market risk, Foreign Exchange risk, Technology and Operational risk.

#### **Recommended Texts**

- Kohn Meir, Financial Institutions and Markets, Tata McGraw-Hill Publishing Company Limited, New Delhi , First Indian Edition 2007
- L.M. Bhole, Financial Institutions and Markets, Tata McGraw-Hill Publishing Company Limited, New Delhi, 4th Edition, 2007.
- R.M. Srivastava, Management of Indian Financial Institutions, Himalaya Publishing House, Mumbai, 2008.
- Khan M.Y., Indian Financial System, Tata McGraw-Hill Publishing Company Limited, New Delhi, 5th Edition, 2007

#### **Instructions**

The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. The question paper will consist of nine questions, three from each group. Candidates will be required to attempt five questions in all, selecting not more than two questions from each group

The internal paper will carry 50 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 10 marks

Class Participation and Attendance to be of 10 marks

**Course Overview**

This course is aimed at providing the basic understanding of financial markets that how the markets are inter-linked, structured and regulated. The course also provides an overview of various financial services, their emerging role, regulations and as to the performance related issues.

**Course Syllabus**

**Group I:**

An overview of financial system, financial markets environment, structure and significance of Financial Markets: Financial Market Structure: Money Market in India; Constituents, Regulations and recent developments. Capital Market in India: Constituents, Regulations and recent developments; New Issue Market, Modes of raising Capital from Primary Market, SEBI guidelines relating to Primary Market. Stock Exchange: its role, functions and recent developments.

**Group II:**

Nature and types of financial services and Regulatory Framework; Leasing: meaning, types, financial, legal and tax aspects; Hire-Purchase: financial and legal evaluation, Bill discounting, Factoring: Types, legal and financial aspects. Forfeiting; Meaning and Mechanics, Commercial paper.

**Group III:**

Merchant Banking: role and functions, SEBI guidelines relating to merchant banking, Venture Capital; Characteristics, tax and legal aspects. SEBI guidelines relating Venture Capital Fund, Credit Rating: type and functions of credit rating agencies, Underwriting: Significance and recent trends in institutional underwriting. Risk Management: Derivatives, options, future and Swaps.

**Recommended Texts**

- M.Y. Khan, Financial Services, Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 4th Edition, 2006.
- L. M. Bhole, Financial Institutions and Markets, Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 4th Edition, 2007.

**Instructions**

The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. The question paper will consist of nine questions, three from each group. Candidates will be required to attempt five questions in all, selecting not more than two questions from each group

The internal paper will carry 50 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 10 marks

Class Participation and Attendance to be of 10 marks



### **309 Production Planning and Control**

#### **Course Overview**

As the subject has derived greater attention in Business Management thus the students would be made conversant with the tools of PPC which would be useful in coordinating the activities of production system by proper planning and control systems.

#### **Course Syllabus**

##### **Group I:**

Production Planning and Control functions, Types of production systems, Sales Forecasting: Forecasting techniques, Forecast errors. Aggregate Planning: concept, relevant costs, methods Material Requirement Planning, Capacity Planning.

##### **Group II:**

Linear Programming: Basic concepts, Applications. Operations Scheduling: Forms of schedules, Job shop scheduling, Batch shop scheduling, scheduling for continuous production systems. Inventory models, Inventory control systems.

##### **Group III:**

Statistical Quality Control Methods: Process control charts, Process Capability. Acceptance Sampling: Operating Characteristic curve, Sampling Plans. Dispatching and Expediting, Recording progress and feedback.

#### **Recommended Texts**

- Elwood S. Buffa, Modern Production/Operations Management, Wiley Series, 8th Edition.
- Lee J. Krajewski, Operations Management, Prentice-Hall of India, New Delhi, 6th Edition.
- William S. Messina, Statistical Quality Control for Manufacturing Managers, John Wiley & Sons, 1987.
- R. Paneerselvam, Production and Operations Management, Prentice-Hallof India, New Delhi, 2nd Edition.

#### **Instructions**

The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. The question paper will consist of nine questions, three from each group. Candidates will be required to attempt five questions in all, selecting not more than two questions from each group

The internal paper will carry 50 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 10 marks

Class Participation and Attendance to be of 10 marks

### **310 Inventory Management**

#### **Course Overview**

The objective of this course is to provide the student an appreciation of the crucial role of Inventory and Materials Management in the efficiency, competitiveness, and profitability of a business organization and to introduce the student to the formulation and application of methods and models for Inventory Management.

At the conclusion of the course students should be able to:

- (1) monitor inventory levels and projected item availability;
- (2) perform basic warehousing operations including receiving, putting away, picking and shipping; and
- (3) analyze and develop inventory management policies under deterministic and stochastic environments.

#### **Course Syllabus**

##### **Group I:**

Fundamental concepts of Inventory: Introduction, Functions of inventories, Importance of Inventories in a manufacturing organisation; Types of Inventories, Factors Affecting Inventory Control, Classification of inventories; Codification of inventories; Simplification & Standardization of Inventories; Selective Inventory Control Techniques: ABC, HML, FSN, VED analysis etc., Material Requirement Planning.

##### **Group II:**

Inventory Management and Control: Inventory costs concepts, Inventory Control Concepts: Lead Time, Re-order point, Requirement of Materials; Safety Stock, Standard Order Quantity, Service Levels; Inventory Control Models: Static & Dynamic Inventory Control Models; Economic Order Quantity with & without shortages, EOQ under Fluctuating Demand, EOQ with Quantity & Price discounts, Economic Production Quantity, FOQ & FOC Systems, Probabilistic Inventory Control Models.

##### **Group III:**

Inventory Checking & Accounting, Evaluation of Inventory Performance; Materials Handling & Warehouse Management; JIT and Inventory Management, ERP and Inventory Management; Supply Chain Management & Inventory Management; Operations Research in Inventory Control: Application of Linear Programming, Queuing Theory in Inventory Control; Inventory Information Systems, Applications of Computers to Inventory Management & Control.

#### **Recommended Texts**

- Elwood S. Buffa, Modern Production/Operations Management, WileySeries, 8th Edition.
- Kanishka Bedi, Production and Operations Management, Oxford University Press, 9th Impression, 2006.
- Lee J. Krajewski, Operations Management: Processes and Value Chains, Prentice-Hall of India, New Delhi, 8th Edition.

#### **Instructions**

The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. The question paper will consist of nine questions, three from each group. Candidates will be required to attempt five questions in all, selecting not more than two questions from each group

The internal paper will carry 50 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 10 marks

Class Participation and Attendance to be of 10 marks

**311 Database Management**

**Course Syllabus**

**Group I:**

Database Preliminaries: File concept, Database concept, File vs. Databases. DBMS objectives and 3-Schemes Architecture. History of evolution of databases. Hierarchical, Network, relational and Semantic model. Relational Database theory: Tables and Relations; Relational Model Operators; Relational model integrity rules; Normal forms; SQL as language of DBMS.

**Group II:**

Software organisation of typical DBMS: DBMS Software structure, Catalogues, Data dictionary, Query Translator, Query Optimizer and Access planner. Transaction Processing System: concurrency control manager, Recovery manager, Buffer manager, Client-server databases.

**Group III:**

Introduction to oracle 8i, triggers, functions, procedures and packages, PLSQL Programming environment.

**Recommended Texts**

- Date C.J., *An Introduction to Database Management Systems*, Narosa Publishing House, Third edition, 1998.
- Abraham Silberschatz, Henry F. Korth and S. Sudarshan, *Database Management System*, McGraw-Hill, 3rd edition, 1997.
- Ivan Bayross, *Oracle Developer 2000*, BPB Publications, New Delhi, 1999.
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**Instructions**

1. Theory: Group-I and Group-II carry 30 marks each (External and Internal).
2. Practical: Group-III carries 40 marks which will be jointly evaluated by Internal and External experts.
3. Six questions to be set, three to be attempted, not more than two to be attempted from each group.
4. Duration for the paper will be two hours. Written paper will be from Group-I and Group-II only.

**312 Telecommunications for Business**

**Course Syllabus**

**Group I:**

Computers and Communications: The Information Technology: The Concept of Global Village; On-line Information Services; Electronic Bulletin Board Systems. The Internet; Interactive Video; Communications Channels; Communications Networks; Local Networks; Managerial Issues Related to Telecommunication.

**Group II:**

Client/Server Computing; Communication Servers; Digital Networks; Electronic Data Interchange and its Applications; Enterprise Resource Planning Systems; Inter-Organizational Information Systems; Value Added Networks; Wireless Networks.

**Group III:**

Managing in the Market space; Electronic Commerce and Internet; Applications of Internet, Internet and Extranet in Business Organizations; Using Internet for Business EIS; Internet as a Vehicle for transacting Business.

**Recommended Texts**

- Derfler, Frank J., Guide to Linking LANs, Emeryville, California, Ziff-Davis Press, 1992.
- Darrel, Frank J., Guide to Connectivity, 2nd ed., Emeryville, California, Ziff- Davis Press, 1992.
- Estabrooks, Maurice, Electronic Technology, Corporate Strategy and World Transformation, Wastport, Quorum Books, 1995.

**Instructions**

The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. The question paper will consist of nine questions, three from each group. Candidates will be required to attempt five questions in all, selecting not more than two questions from each group

The internal paper will carry 50 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 10 marks

Class Participation and Attendance to be of 10 marks

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**313 Multinational Financial Management**

**Course Overview**

The course has been developed to acquaint the students with the basic terminology linked with Foreign Exchange markets, measurement of foreign exchange exposure and hedging against such risk.

**Course Syllabus**

**Group I:**

International Finance: Major dimensions and recent trends in the globalised financial markets. Foreign Exchange Market: Organization, Spot market and Forward market, Currency Quotes, Spread, Spot rates, Forward rates, Cross rates. Forward Contracts and their significant features, Premium and Discounts. International Parity Relationships and Forecasting Foreign Exchange Rates: Exchange Rate Theories (PPP, IRP, IFE). Currency Futures, Currency Options and Swaps.

**Group II:**

Foreign Exchange Exposure and Management, Types of Exposure: Transaction Exposure, Translation Exposure and Economic Exposure. Measurement of Exposure, Strategies for Exposure Management. Exposure Management Techniques. Parameters and Constraints on Exposure Management.

**Group III:**

Cost of Capital for Foreign Investments. Capital Budgeting for MNCs. Financing Foreign Trade. Multinational Cash Management. International Taxation Environment.

**Recommended Texts**

- Michael S. Eun and Bruce G. Rusnick, *International Financial Management*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 3<sup>rd</sup> Edition, 2004.
- Levi M., *International Finance: Financial Management and International Economy*, McGraw-Hill, New York, 4th Edition.
- Shapiro A., *Multinational Financial Management*, John Wiley & Sons Inc., 7th Edition.
- Julian Walmsley, *The Foreign Exchange and Money Markets Guide*, John Wiley & Sons, New York, 2nd Edition, 2000.

**Instructions**

The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. The question paper will consist of nine questions, three from each group. Candidates will be required to attempt five questions in all, selecting not more than two questions from each group

The internal paper will carry 50 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 10 marks

Class Participation and Attendance to be of 10 marks

### **314 International Marketing**

#### **Course Overview**

The course has been developed so as to acquaint the students with environment, procedural, institutional and decisional aspects of International Marketing.

#### **Course Syllabus**

##### **Group I:**

Nature & Scope of International Marketing, its differentiation from domestic marketing. Economic environment in International Marketing. Emergence of trading blocks like E. U. and steps/stages involved in their formation (Customs union to common currency). Constraints in International marketing, i.e. Tariff and Non-Tariff Barriers, Fiscal and Non-Fiscal Barriers. Role of International Institutions like IMF, WTO, IBRD. Bilateral agreements.

##### **Group II:**

India and World trade, Export & Import policy. Direction and Quantum of India's Exports. Institutional infrastructural framework for export promotion in India, i.e. EPCs, ECGC, Commodity Boards etc. Registration, Production and clearance of goods for exports.

##### **Group III:**

Shipping and Transportation. Documentation for Exports. International Marketing mix- identification of markets, International Product life-Cycle, Promotion and Pricing in International marketing. Various forms of International business- Joint-ventures, Turnkey projects.

#### **Recommended Texts**

- Onkvisit, Shaw, *International Marketing-Analysis and Strategy*, Prentice-Hall of India, New Delhi, 4th Edition, 2004.
- Subash C. Jain, *International Marketing*, Thomson Learning, Mumbai, 6th Edition.
- Philip R. Cateora and John L. Graham, *International Marketing*, McGraw Hill Company, 12th Edition, 2004.

#### **Instructions**

The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. The question paper will consist of nine questions, three from each group. Candidates will be required to attempt five questions in all, selecting not more than two questions from each group

The internal paper will carry 50 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 10 marks

Class Participation and Attendance to be of 10 marks

**317 Management of Retail Organisation**

**Course Overview**

The objective of this course is to introduce students to the basic scope, benefits and types of retailers; and understand the steps involved in designing an appropriate retail organization structure.

**Course Syllabus**

**Group I:**

Retailing-Definition and Scope. Retailer's Role in Distribution Channels -Benefits of Retailing, Benefits to Customers, Benefits to manufacturers and wholesalers, Benefits to the economy. Evolution of Retailing-Factors behind the change of Indian retailing industry.

**Group II:**

Theories of Institutional Change - Wheels of Retailing, Dialectic Process, Retail Accordion, Natural Selection. Classification of Retailers – Storebased retailers, Non-store Retailer. Retailing Environment - Economic environment, Legal environment, Technological environment,Competitive environment.

**Group III:**

Designing a Retail Organization Structure - Defining Organisational objectives, Identifying Organisational tasks. Forms of Retail organization – levels of organization. Retail Organization Structures - Independent store organizational structure, Department store organizational structure, Chain store organisational structure.

**Recommended Texts**

- Berman B. and Evans J. R., Retail Management, Pearson Education, New Delhi, 2002.
- Michael Levy M. and Barton A. Weitz, Retailing Management, Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 2006.
- Lamba A. J., The Art of Retailing, Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 2003.
- David Gilbert, Retail Marketing Management, Pearson Education, New Delhi, 2003.

**Instructions**

The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. The question paper will consist of nine questions, three from each group. Candidates will be required to attempt five questions in all, selecting not more than two questions from each group

The internal paper will carry 50 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 10 marks

Class Participation and Attendance to be of 10 marks

**Course Overview**

The objective of this course is to understand the role of retail customer in the success of a retail store; and understand the service quality in retail stores.

**Course Syllabus**

**Group I:**

Demographic Analysis - Age distribution population, Income Urbanization, shrinking household, working women, diversified minorities. Consumer Buying Behavior - Buying considerations, Buying situations, Buying centers, Buying influences, Consumer Buying Process, Types of consumer decision - making, buying scenes.

**Group II:**

Geographic Analysis – regional market, metro geography, non-metro geography. Gaining Strategic advantage through customer service – nature of customer service, customer service strategies.

**Group III:**

Customer Evaluation of Service Quality - Gaps Model for improving the Quality of Service - knowledge gap, standards gap, delivery gap, communications gap. Service Recovery-listening to the customer, providing a fair solution, resolving problems quickly.

**Recommended Texts**

- Schiffman and Kanuk, *Consumer Behaviour*, Prentice Hall of India, New Delhi, 8th Edition, 2003.
- Hall Louden, D. & Della Bitta, *Consumer Behaviour*, McGraw-Hill Publishing Company, New York, 3rd Edition.
- Berman B. and Evans J. R., *Retail Management*, Pearson Education, New Delhi, 2002.

**Instructions**

The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. The question paper will consist of nine questions, three from each group. Candidates will be required to attempt five questions in all, selecting not more than two questions from each group

The internal paper will carry 50 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 10 marks

Class Participation and Attendance to be of 10 marks